October 21, 2016

Gerard J. Roerty, Jr.
Vice President, General Counsel & Secretary
SWEDISH MATCH NORTH AMERICA
Two James Center
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Richmond, VA 23219
Phone: 804-787-5100
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FOOD AND DRUG ADMINISTRATION
CENTER FOR TOBACCO PRODUCTS
Document Control Center
Building 71, Room G335
10903 New Hampshire Avenue
Silver Springs, MD 20993-0002

SUBJECT: PERIODIC REPORT for STN PM0000017

Dear Sir or Madam:

Swedish Match North America ("Swedish Match" or "we") writes in regard to FDA's Marketing Order PM0000017 for General Wintergreen Portion White Large ("PM0000017"), included below as **Attachment A.2016-PM0000017**.

Per requirements under section 910(f) of the FD&C Act, we are submitting a Postmarket Annual Report ("Report") for PM0000017 beginning October 2016 so that FDA may determine whether continued marketing of the tobacco product is appropriate for the protection of public health or whether there are or may be grounds for withdrawing or temporarily suspending the Marketing Order.

Periodic Report for the following tobacco product:

STN	PM0000017
Tobacco Product Name	General Wintergreen Portion White Large
Applicant	Swedish Match North America
Date of Report	10/31/2016
Reporting Period	4/6/2016 – 10/1/2016
Marketing Order Status USA	In market date is 4/6/2016
Marketing Status Outside USA	Commercially distributed in Sweden. No sales in EU member states. All other sales as governing law permits.

We set forth below our response to each Agency request enumerated in the Marketing Order. As directed by FDA, we are providing this single submission in response to the Marketing Order.

Swedish Match submits this Report with the confidence that continued marketing of the tobacco product is appropriate for the protection of public health.

Swedish Match submits that this submission and the information we are supplying in connection with this Report, are trade secret, proprietary information that is protected under state and federal law from public disclosure. This information should therefore be handled in accordance with the security procedures adopted by FDA in connection with enforcement of the FD&C Act.

If further information is required, please contact us.

Sincerely yours,

(b) (6)

Gerard J. Roerty, Jr.
Vice President, General Counsel & Secretary

<u>Document attachments:</u>

Attachment A.2016-PM0000017 – Marketing Order PM0000017
Attachment 2A.2016-PM0000017 – Ongoing Tobacco User Tracking Study Data Crosstabs March-June 2016 (Microsoft Word format)
Attachment 2B.2016-PM0000017 – Ongoing Tobacco User Tracking Study Data Crosstabs March-June 2016 (Microsoft Excel format)
Attachment 2C.2016-PM0000017 – Full Text Articles of Relevant New Publications
Attachment 2D.2016-PM0000017 – Summary of Consumer Complaints (Adverse Experiences)
Attachment 2E.2016-PM0000017 – Summary of Sales and Distribution Data
Attachment 4A.2016-PM0000017 – Summary of Manufacturing Deviations
Attachment 5A.2016-PM0000017 – Full Color Copies of Advertising
Attachment 6A.2016-PM0000017 – Final Printed Labeling

Swedish Match Reply to section III. Periodic Reporting Information Request:

The information requested in the Marketing Order, Periodic Reporting, is reproduced below in bold type followed by Swedish Match's reply.

III.1. A single submission with a cover letter that includes the following text in your subject line PERIOD REPORT FOR STN: PM0000017. The cover letter should include the STN and corresponding name, applicant name, date of report, reporting period, and marketing order status outside the United States.

Swedish Match Reply to III.1. for PM0000017:

Please see cover letter above.

III.2. A summary of how the tobacco product continues to be appropriate for the protection of the public health which includes:

a. A status report of ongoing studies and a summary of completed studies about the tobacco product conducted by, or on behalf of, the applicant;

b. A summary of significant findings on publications not previously reported and include full articles. Any new scientific data (published or otherwise) should also be reported on the likelihood of product use by current users of tobacco products within the same tobacco product category, current users of tobacco products in other tobacco product categories, former users of any tobacco product, and youth and young adults;

c. A summary of adverse experiences with this tobacco product reported to you, providing a listing and analysis (accompanied by a statement of any changes to the reference risk information and a summary of important risks, including the nature, frequency, and potential risk factors) of all adverse experiences including those serious and unexpected adverse experiences reported previously.

d. A summary of sales and distribution of the tobacco product: Total U.S. sales reported in dollars, units, and volume with breakdowns by US census region, major retail markets, and channels in which the product is sold (e.g., convenience stores, food and drug markets, big box retailers, internet/online sales, tobacco specialty shops);

e. Data on current product users. Data should be collected about new users, current users, those who have switched tobacco products, and multiple product users. The results should be broken down by key demographic variables including age, gender, and race/ethnicity. Also, any change in the intended target market for the product should be reported. The data described above may include sales data and post-marketing analysis.

Swedish Match Reply to III.2.a. for PM0000017:

We assert the tobacco product continues to be appropriate for the protection of public health as there has been no change in product characteristics relative to the PMTA marketing order. As the study identified below is ongoing, no other conclusions can be drawn for this specific products appropriateness

95 for the protection of public health.

96 A Tobacco User Tracking Study is ongoing. Study detail and status is as follows:

97 - Title: Tobacco User Tracking Study
98 - Product(s) included:
99 - Snus (any brand, ever used)
100 - General Snus (any sub-brand, ever tried, ever purchased, currently purchased, used
101 most often). Please note that the sample size for General snus brands is very small.
102 - Timing (start/end date): March/September 2016
103 - Description: Survey of consumers, including users and non-users of tobacco, meant to
104 measure perceptions and behaviors related to tobacco usage. Specific focus on health risks,
105 quitting, and where snus fits into the health risk continuum.
106 - Study Status: Ongoing
107 - Demographics and Geography: Study output is meant to reflect general US population,
108 segmented by tobacco usage (none, current, past). Balanced across all other demographics
109 and geography.
110 - Design: Online survey. Questionnaire has gone through past cognitive testing. About 10-15
111 minutes in length depending on the respondent.
112 - Conducted by: M/a/R/C Research, on behalf of Swedish Match.

113 We are providing data crosstabs for March-June 2016 (Q1/Q2). **(See Attachment 2A.2016-**
114 **PM0000017 and Attachment 2B.2016-PM0000017.)** We believe crosstab analysis fully presents our
115 information without bias.

116 The study is ongoing. Thus, data for the remaining July-September 2016 (Q3) cannot be provided
117 at this time because it would not be weighted to match the population, i.e., Q3 would be inconsistent with
118 Q1/Q2.

119 **Swedish Match Reply to III.2.b. for PM0000017:**

120 Swedish Match is supplying a summary of publications not previously reported (see Table 2b-1
121 below). Full text articles are available in **Attachment 2C.2016-PM0000017**.

122 **Table 2b-1. Summary of publications.**

Item #	Publication Citation
1.	Burris, J.L., et al. 2016. "A longitudinal, naturalistic study of U.S. smokers' trial and adoption of snus." *Addictive Behaviors,* 63. 82-88. SM notes the following points expressed in the publication: • From consumer sample of adult smokers with no intention to quit (n=626), were advised to quit tobacco use and offered snus, then followed for a year. • Study developed predictors of snus use, described in odds ratios. • Subgroups are more receptive to snus use than others: current and former smokers are more likely to report snus use than never smokers. • Males (OR=2.33) increased trial, frequent use, and adoption; a higher perceived likelihood of using snus to reduce smoking (OR=1.45) affected trial and use; higher perceived likelihood of using snus (OR=1.28) to cope with smoking restrictions affected use.

Item #	Publication Citation
2.	Han, J., et al. 2016. "Bacterial populations associated with smokeless tobacco products." *Applied and Environmental Microbiology.* doi:10.1128/AEM.01612-16. SM notes the following points expressed in the publication: • Moist snuff products exhibited higher levels of bacteria and diversity of bacterial populations than snus and chewing tobacco. • Because many of the bacterial species have the ability to reduce nitrate to nitrite and thus contribute to the production of TSNAs, this is worthy of future studies. • Snus appears to be inhibitory towards bacterial growth (which may be the result of the lower pH or moisture content in snus or the presence of antimicrobial compounds in the products).
3.	Haussmann,H-J. and M.W.Fariss. (2016). "Comprehensive review of epidemiological and animal studies on the potential carcinogenic effects of nicotine per se." *Critical Reviews in Toxicology*, 46(8). 701-734. SM notes the following points expressed in the publication: • Concern has been raised by world health organizations that nicotine may be a causal factor in carcinogenesis. • Article includes any study involving a nicotine delivery system (e.g. NRT) and excludes any study where users are exposed to nicotine and other compounds (e.g. snus). • Article not relevant.
4.	Kozlowski, L.T. and D.B. Abrams. 2016. "Obsolete tobacco control themes can be hazardous to public health: the need for updating views on absolute product risks and harm reduction." *BMC Public Health,* 16:432. doi:10.1186/s12889-016-3079-9. SM notes the following points expressed in the publication: • Focused on health organizations' tendency to "throw the baby out with the bathwater" in terms of lumping "dramatically less dangerous" smokeless products (including snus) in with the dangers of combustible tobacco products. • Snus has substantially lower harms than cigarettes yet are treated the same as cigarettes. • Swedish data does not support the hypothesis that snus is a gateway to future smoking – though it strengthens common liability model argument. • Research on snus in Sweden and Norway demonstrate how providing accurate risk information to smokers results in increased quit-rates. • Evidence exists that snus can aid in cessation, so long as accurate health risk information is provided; update framing of tobacco control argument to include a continuum of risk.

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Item #	Publication Citation
5.	Kozlowski, L.T. and D. Sweanor. 2016. "Withholding differential risk information on legal consumer nicotine/tobacco products: The public health ethics of health information quarantines." *International Journal of Drug Policy*, 32. 17-23. SM notes the following points expressed in the publication: • Focused on health organizations' tendency to "throw the baby out with the bathwater" in terms of lumping "dramatically less dangerous" smokeless products (including snus) in with the dangers of combustible tobacco products. • Snus has substantially lower harms than cigarettes yet are treated the same as cigarettes. • Swedish data does not support the hypothesis that snus is a gateway to future smoking – though it strengthens common liability model argument. • Research on snus in Sweden and Norway demonstrate how providing accurate risk information to smokers results in increased quit-rates. • Evidence exists that snus can aid in cessation, so long as accurate health risk information is provided; update framing of tobacco control argument to include a continuum of risk.
6.	Maki, J. 2015. "Research Paper, The incentives created by a harm reduction approach to smoking cessation: Snus and smoking in Sweden and Finland." *International Journal on Drug Policy,* 26. 569-574. SM notes the following points expressed in the publication: • Sweden and Finland entered the European Union at the same time and both displayed similar trends in decline of smoking. • Finland had to ban snus, Sweden did not; Study uses Sweden as a control to compare smoking decline trends with Finland. • Determines that smoking is 3.47% higher in Finland relative to what it would have been if snus was not banned. • The quit ratio for smokers who used snus was generally significantly higher than for those who did not and smoking uptake lower for those that used snus than for those who had not. • Would-be quitters who use snus were more likely to be successful than those who used other nicotine products. • Study concludes that snus use is effective in facilitating smoking cessation.

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Item #	Publication Citation
7.	Miao, S., et.al. 2016. "High-intensity sweeteners in alternative tobacco products." *Nicotine & Tobacco Research.* doi:10.1093/ntr/ntw141. SM notes the following points expressed in the publication: • Analytical studies of smokeless tobacco products (including Camel and Marlboro snus products, but no Swedish Match products) have detected the same flavorants used in hard candy and gum – this study quantified added sweeteners in 18 smokeless products and compared these levels to confectionary products. • Snus contained levels of high intensity sweeteners (sucralose, sometimes in combination with aspartame) at levels higher than confectionary products. • Daily repeated use of snus combined with consumption of other sweetened products may lead to continuous high exposure of sucralose and other sweeteners. • The study suggested that the presence of these sweeteners may impact initiation of the product by young adults and increase palatability.
8.	Munafo, M.R., et al. 2016. "Snus use and risk of schizophrenia and non-affective psychosis." *Drug and Alcohol Dependence*, 164. 179-182. SM notes the following points expressed in the publication: • Authors hypothesized that tobacco products may be a risk factor for psychotic illness. • Observed a positive association between snus use and odds of schizophrenia – however, magnitude of association was small and confidence interval wide, which makes this consistent with no association. • Authors surmise that nicotine or other constituents of tobacco might play a role in development of psychotic illnesses.
9.	Rasouli, B., et al. 2016. "Use of Swedish smokeless tobacco (snus) and the risk of Type 2 diabetes and latent autoimmune diabetes of adulthood (LADA)." *Diabetic Medicine*. doi:10.1111/dme.13179. SM notes the following points expressed in the publication: • Authors hypothesized that snus' high nicotine content would be associated with an even more pronounced risk of developing Type 2 diabetes. • Risk of developing Type 2 diabetes seen in heavy smokers is due to components of tobacco smoke other than nicotine and is not significantly affected by use of snus. • Snus use is unrelated to Type 2 diabetes development.
10.	SCHEER (Scientific Committee on Health, Environmental and Emerging Risks), Additives used in tobacco products, Opinion 2, 6 July 2016. SM notes the following points expressed in the publication: • Snus is not mentioned in this write-up – focused on additives commonly found in tobacco products and risks associated with the additives.

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Item #	Publication Citation
11.	Wilson, K.M., et.al. 2016. "Snus use, smoking and survival among prostate cancer patients." *International Journal of Cancer*. doi:10.1002/ijc.30411. SM notes the following points expressed in the publication: • Snus use was associated with increased risks of prostate cancer and total mortality among 9,582 prostate cancer patients (out of a cohort of 336,381 Swedish construction workers). • Compared to never users of tobacco, exclusive snus users had a 1.24 HR (Hazard Ratio) increased risk of developing prostate cancer, suggesting the presence of tobacco specific carcinogens outside of combustible products. • Authors discuss limitations of study including (1) they only have one assessment of tobacco use taken on average 20 years before diagnosis, (2) the lack of detailed smoking history, and (3) lack of information on BMI at later time points as obesity plays a role in prostate cancer progression and the exclusive snus users had a higher BMI on average.

Swedish Match Reply to III.2.c. for PM0000017:

Swedish Match did not receive any reports of serious or unexpected adverse experiences, as defined on page 3 of the Marketing Order for PM0000017, relative to this tobacco product for the reporting period 4/6/2016 through 9/30/2016. There have been no changes to the reference risk information, i.e., risk information provided in conjunction with this PMTA and found in the Summary of the MRTPA, on pages 83-137 of that submission.

We are supplying a summary of consumer complaints (all other reported adverse experiences) relative to this tobacco product for the reporting period 4/6/2016 through 9/30/2016 in **Attachment 2D.2016-PM0000017**.

Swedish Match Reply to III.2.d. for PM0000017:

Swedish Match is supplying a summary of sales and distribution data for the reporting period 4/6/2016 through 9/30/2016 in **Attachment 2E.2016-PM0000017**. This information includes total U.S. sales reported in dollars and units (i.e., number of cans), and volume (i.e., net weight multiplied by units) with breakdowns by US census region and retail markets and channels in which the product is sold (e.g., convenience stores, food and drug markets, big box retailers, internet/online sales, tobacco specialty shops).

Swedish Match Reply to III.2.e. for PM0000017:

Swedish Match will perform post market surveillance in conjunction with an MRTP order. To date, Swedish Match has not received approval from FDA with respect to its MRTP Application. Thus, no post market analysis has been conducted and no current product user data is available for this product for the reporting period 4/6/2016 through 9/30/2016.

Other than the sales and distribution data supplied in **Attachment 2E.2016-PM0000017** above, there is no current product user data for the reporting period 4/6/2016 through 9/30/2016 for this product. Likewise, there has been no change in the intended target market for this product for the reporting period 4/6/2016 through 9/30/2016.

III.3. A description of each change made to the manufacturing, facilities or controls during the reporting period, including:

a. A comparison of each change to what was described in the PMTA;

b. The rationale for making each change; and

c. A certification that the reported change did not result in any modification (including a change in design, any component, any part, or any constituent, including a smoke constituent, or in the content, delivery or form of nicotine, or any other additive or ingredient) of the tobacco product; the basis for concluding that each change did not result in any modification to the final product.

Swedish Match Reply to III.3. for PM0000017:

Swedish Match has made no changes to the manufacturing, facilities or controls for this product during the reporting period 4/6/2016 through 9/30/2016.

III.4. A summary of all manufacturing deviations, including those associated with processing, testing, packing, labeling, storage, holding and distribution and indicate a deviation that may affect the characteristics of the final product.

Swedish Match Reply to III.4. for PM0000017:

Swedish Match is supplying a summary of all manufacturing deviations, including those associated with processing, testing, packing, labeling, storage, holding and distribution and indicated any deviation(s) that may affect the characteristics of the final product for the reporting period 4/6/2016 through 9/30/2016 in **Attachment 4A.2016-PM0000017**.

III.5. Full-color copies of all advertising for the tobacco product that has not been previously submitted, along with the original date the advertisements were first disseminated and the date the advertisements were discontinued; and

Swedish Match Reply to III.5. for PM0000017:

Swedish Match is supplying full-color copies of all advertising for this tobacco product, for the reporting period 4/6/2016 through 9/30/2016, in **Attachment 5A.2016-PM0000017**. First disseminated and discontinuation dates are indicated next to the advertisement. Advertisements are still in market unless a discontinuation date is indicated.

III.6. In all annual reports, include a description of any or all labeling changes and submit revised full color final printed labeling.

a. The labeling should include all the panels, be presented in the actual size and color with legible text.

b. For the first annual report only, submit all final printed labeling (actual labeling for each required warning distributed with the product); include labels, inserts/onserts, instructions, and other accompanying information or materials for this product.

Swedish Match Reply to III.6. for PM0000017:

Swedish Match is supplying a copy of the final printed labeling, i.e., actual labeling, inserts/onserts, instructions, for this tobacco product for the reporting period 4/6/2016 through 9/30/2016 in **Attachment 6A.2016-PM0000017**.

As directed in III.6.b. above, we will also mail samples of the actual labeling for PM0000017 to the address indicated on page 5 of the Marketing Order.

DEPARTMENT OF HEALTH & HUMAN SERVICES

Food and Drug Administration
Center for Tobacco Products
10903 New Hampshire Avenue
Silver Spring, MD 20993

MARKETING ORDER

Swedish Match North America, Inc.
Attention: Gerard Roerty, Jr., Vice President, General Counsel & Secretary
Two James Center
1021 East Cary Street, Suite 1600
Richmond, VA 23219
via Certified Mail

FDA Submission Tracking Number (STN): PM0000017

Dear Mr. Roerty:

The Food and Drug Administration (FDA) completed the review of your Premarket Tobacco Product Application (PMTA) submitted under section 910(b) of the Federal Food, Drug, and Cosmetic Act (FD&C Act), for the following tobacco product:

Applicant:	Swedish Match North America, Inc.
Tobacco Product Name:[1]	General Wintergreen Portion White Large
Tobacco Product Category:	Smokeless Tobacco
Tobacco Product Sub-Category:	Portioned Snus
Package Type:	Plastic Can
Package Quantity:	24.0 g
Characterizing Flavor:	Wintergreen
Portion Count:	24 pouches
Portion Mass:	1000 mg
Portion Length:	34 mm
Portion Width:	18 mm
Portion Thickness:	5.5 mm
Tobacco Cut Size:[2]	(b) (4)

Based on our review of your PMTA, we find permitting the new tobacco product specified above to be marketed is appropriate for the protection of public health, and that you have met the other requirements of section 910(c) of the FD&C Act. Under the provisions of section 910, you may introduce or deliver for introduction into interstate commerce the new tobacco product specified above with the enclosed labeling.

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[1] Brand/sub-brand or other commercial name used in commercial distribution
[2] The applicant provided fraction scale weight buckets to characterize the tobacco cut size. Therefore, the tobacco cut size cannot be represented with a single value and corresponding range limit.

RECORD RETENTION

Under section 910(f) of the FD&C Act, we are requiring in this order that you retain the records listed below for a period of not less than 4 years from the date of distribution of the last batch of the new tobacco product specified above. These records must be legible, in the English language, and available for inspection and copying by officers or employees duly designated by the Secretary, upon request:

- PMTA submitted prior to product order
- Postmarket reports/postmarket status reports submitted to FDA, including adverse experiences and all relevant documentation associated with the experience
- Correspondence with FDA pertaining to authorized product
- Nonclinical or clinical study documentation including:
    - study protocols (including statistical analysis plan);
    - amendments showing the dates and reasons for each protocol revision;
    - Institutional Review Board (IRB) or Independent Ethics Committee (IEC) approvals;
    - Informed consent forms;
    - Correspondence with study monitors/investigators/contract research organizations/sponsors/IRB/IEC;
    - Investigator financial disclosure statements;
    - Progress reports;
    - Monitoring reports;
    - Adverse experience reports;
    - Case report forms/subject diaries/medical records/laboratory reports;
    - Subject data line listings/observations records;
    - Test article accountability records;
    - Study results/protocol summaries/study reports; and
    - Certifications and amendments to certifications.
- Records pertaining to the manufacture, in process and release testing, process (including any changes to the process, facility, or controls), packaging, and storage of product
- Records pertaining to the sale, marketing, distribution, or other disposition of the product
- Specimens of all labeling, labels, inserts/onserts, instructions, and other accompanying information
- Hazard analysis

POSTMARKET REPORTS

I. Serious and Unexpected Adverse Experiences Reporting

Under section 910(f) of the FD&C Act, we are requiring in this order that you report to the FDA all adverse experiences that are both serious and unexpected and your analysis of the association between the adverse experience and the tobacco product **within 15 calendar days** after the report is received by you. These experiences may become known to you through a response to a customer complaint, request, or suggestion made as a result of an adverse experience, tobacco product defect, or failure reported to you; or identified in the literature or media. Your information should be submitted with a cover letter that includes the following text in the subject line: **SERIOUS UNEXPECTED ADVERSE EXPERIENCE REPORT for STN PM0000017**.

For purposes of reporting under this order, serious adverse experience means an adverse experience that results in any of the following outcomes:

- Death;
- A life-threatening adverse event;
- Inpatient hospitalization or prolongation of existing hospitalization;
- A persistent or significant incapacity or substantial disruption of the ability to conduct normal life functions;
- A congenital anomaly/birth defect; or
- Any other adverse experience that, based upon appropriate medical judgment, may jeopardize the health of a person and may require medical or surgical intervention to prevent one of the other outcomes listed in this definition.

For purposes of reporting under this order, unexpected adverse experience means an adverse experience occurring in one or more persons in which the nature, severity, or frequency of the experience is not consistent with:

- The known or foreseeable risks associated with the use or exposure to the tobacco product as described in the PMTA and other relevant sources of information, such as postmarket reports and studies;
- The expected natural progression of any underlying disease, disorder, or condition of the persons(s) experiencing the adverse experience and the person's predisposing risk factor profile for the adverse experience; or
- The results of nonclinical laboratory studies.

II. Manufacturing Deviations

You should promptly investigate all manufacturing deviations, including but not limited to those associated with processing, testing, packing, labeling, storage, holding and distribution. For products that have been distributed, if the deviation may negatively impact public health, you must promptly identify and report that deviation to the Center for Tobacco Products. See instructions below for submitting your regulatory correspondence.

III. Periodic Reporting

Under section 910(f) of the FD&C Act, we are requiring in this order that you submit, on an annual basis, beginning October 2016, unless otherwise notified, the following information in a postmarketing annual report to help FDA determine whether continued marketing of your tobacco product is appropriate for the protection of public health or whether there are or may be grounds for withdrawing or temporarily suspending such order. For the 12- month reporting period, the report must include:

1. A single submission with a cover letter that includes the following text in your subject line: **PERIODIC REPORT for STN PM0000017**. The cover letter should include the STN and corresponding tobacco product name, applicant name, date of report, reporting period, and marketing order status outside the United States.
2. A summary of how the tobacco product continues to be appropriate for the protection of the public health which includes:
    a. A status report of ongoing studies and a summary of completed studies about the tobacco product conducted by, or on behalf of, the applicant;

   b. A summary of significant findings on publications not previously reported and include full articles. Any new scientific data (published or otherwise) should also be reported on the likelihood of product use by current users of tobacco products within the same tobacco product category, current users of tobacco products in other tobacco product categories, former users of any tobacco product, and youth and young adults;
   c. A summary of adverse experiences with this tobacco product reported to you, providing a listing and analysis (accompanied by a statement of any changes to the reference risk information and a summary of important risks, including the nature, frequency, and potential risk factors) of all adverse experiences including those serious and unexpected adverse experiences reported previously.
   d. A summary of sales and distribution of the tobacco product: Total U.S. sales reported in dollars, units, and volume with breakdowns by US census region, major retail markets, and channels in which the product is sold (e.g., convenience stores, food and drug markets, big box retailers, internet/online sales, tobacco specialty shops);
   e. Data on current product users. Data should be collected about new users, current users, those who have switched tobacco products, and multiple product users. The results should be broken down by key demographic variables including age, gender, and race/ethnicity. Also, any change in the intended target market for the product should be reported. The data described above may include sales data and post-marketing analysis.
3. A description of each change made to the manufacturing, facilities or controls during the reporting period, including:
   a. A comparison of each change to what was described in the PMTA;
   b. The rationale for making each change; and
   c. A certification that the reported change did not result in any modification (including a change in design, any component, any part, or any constituent, including a smoke constituent, or in the content, delivery or form of nicotine, or any other additive or ingredient) of the tobacco product; the basis for concluding that each change did not result in any modification to the final product.
4. A summary of all manufacturing deviations, including those associated with processing, testing, packing, labeling, storage, holding and distribution and indicate a deviation that may affect the characteristics of the final product.
5. Full-color copies of all advertising for the tobacco product that has not been previously submitted, along with the original date the advertisements were first disseminated and the date the advertisements were discontinued; and
6. In all annual reports, include a description of any or all labeling changes and submit revised full color final printed labeling.
   a. The labeling should include all the panels, be presented in the actual size and color with legible text.
   b. For the first annual report only, submit all final printed labeling (actual labeling for each required warning distributed with the product); include labels, inserts/onserts, instructions, and other accompanying information or materials for this product.

In accordance with 40 CFR 1506.6, we will make your environmental assessment publicly available.

This order authorizing the marketing of this new tobacco product does not mean FDA "approved" the new tobacco product specified above; therefore, you may not make any express or implied statement or representation directed to consumers that conveys, or misleads or would mislead consumers into believing, among other things, that the new tobacco product specified above is "approved" by FDA. See Section 301(tt) of the FD&C Act. This marketing order is subject to withdrawal or temporary suspension under section 910(d) of the FD&C Act.

We remind you that all regulated tobacco products, including the new tobacco product specified above, are subject to the requirements of Chapter IX of the FD&C Act and its regulations. These requirements currently include, but are not limited to, annual registration, listing of products, listing of ingredients, reporting of harmful and potentially harmful constituents, and payment of user fees. There are also packaging, labeling, and advertising requirements with which you must comply. It is your responsibility to ensure the tobacco product specified above complies with all applicable statutory and regulatory requirements. FDA will monitor your compliance with these applicable statutes and regulations.

If you discontinue the manufacture, preparation, compounding or processing for commercial distribution this tobacco product and later decide to reintroduce the product into the market, please contact the Office of Science to discuss if additional information is necessary.

For more information on your responsibilities under the FD&C Act, we encourage you to visit our website at http://www.fda.gov/TobaccoProducts. You may also obtain information by contacting FDA's Center for Tobacco Products at 1-877-CTP-1373, AskCTP@fda.hhs.gov, or SmallBiz.Tobacco@fda.hhs.gov.

We remind you all regulatory correspondence can be submitted via the FDA Electronic Submission Gateway (http://www.fda.gov/esg) using eSubmitter or by mail to:

Food and Drug Administration
Center for Tobacco Products
Document Control Center
Building 71, Room G335
10903 New Hampshire Avenue
Silver Spring, MD 20993-0002

We are unable to accept regulatory submissions by electronic mail.

If you have questions, you may contact Asia Brown, MHSA, Regulatory Health Project Manager, at (240) 402-3833.

Sincerely,

Digitally signed by David Ashley -S
Date: 2015.11.10 06:06:25 -05'00'

David L. Ashley, Ph.D.
RADM, US Public Health Service
Director
Office of Science
Center for Tobacco Products

Enclosure

General Wintergreen Portion White Large Labeling

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1	1	Interviewing Month
2	2	Interviewing Quarter
3	3	q5) What is your gender?
4	4	q6) What is your age?
9	5	Age/Gender
10	6	State
14	7	q8a) Census Region
15	8	q8b) Census Division
16	9	q9) What is your marital status?
17	10	q10) Including yourself, how many adults 18 or older live in your household?
18	11	q11) Which best describes your current employment status?
19	12	q12) Which of the following categories includes your occupation?
21	13	q13) What is the highest level of education you have completed?
22	14	q14) What is your household income per year?
23	15	q15) Are you, yourself of Hispanic origin, such as Latin American, Mexican, Puerto Rican, or Cuban?
24	16	q15a) Do you consider yourself...?
25	17	Ethnicity for Quotas
26	18	q16) Which of these social networks have you used to create your own online profile that others can see?
27	19	q17) Which of the following products have you personally ever tried?
29	20	q19) You mentioned that you never use tobacco or nicotine products. Have you ever, even if just once, tried any type of tobacco or nicotine, even if it was a long time ago?
30	21	q20) How old were you when you tried tobacco or nicotine for the first time?
34	22	q20.1) Used in Past 2 Weeks Summary Table
35	23	q20.1_1) How recently have you used [this type of product/each of these particular products]? - Rolling tobacco for roll-your-own cigarettes

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
36	24	q20.1_2) How recently have you used [this type of product/each of these particular products]? - Cigarettes
37	25	q20.1_3) How recently have you used [this type of product/each of these particular products]? - Snus
38	26	q20.1_4) How recently have you used [this type of product/each of these particular products]? - Moist Snuff
39	27	q20.1_5) How recently have you used [this type of product/each of these particular products]? - Cigarillos
40	28	q20.1_6) How recently have you used [this type of product/each of these particular products]? - Cigars
41	29	q20.1_7) How recently have you used [this type of product/each of these particular products]? - Pipe Tobacco
42	30	q20.1_8) How recently have you used [this type of product/each of these particular products]? - Loose Leaf chewing tobacco
43	31	q20.1_9) How recently have you used [this type of product/each of these particular products]? - Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)
44	32	q21) Top 2 Box (Used At Least Weekly) Summary Table
45	33	q21) Bottom 2 Box (Non-User) Summary Table
46	34	q21_1) Please indicate how frequently you use each of these product(s). - Rolling tobacco for roll-your-own cigarettes
47	35	q21_2) Please indicate how frequently you use each of these product(s). - Cigarettes
48	36	q21_3) Please indicate how frequently you use each of these product(s). - Snus
49	37	q21_4) Please indicate how frequently you use each of these product(s). - Moist Snuff
50	38	q21_5) Please indicate how frequently you use each of these product(s). - Cigarillos
51	39	q21_6) Please indicate how frequently you use each of these product(s). - Cigars
52	40	q21_7) Please indicate how frequently you use each of these product(s). - Pipe Tobacco

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
53	41	q21_8) Please indicate how frequently you use each of these product(s). - Loose Leaf chewing tobacco
54	42	q21_9) Please indicate how frequently you use each of these product(s). - Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)
55	43	q23) And, what tobacco product do you use most often?
56	44	q24) How do you typically consume snus?
57	45	q26) Hidden question to determine groups they see
58	46	q28) What was the tobacco product you first started using?
59	47	q29) Have you ever heard of 'snus'? A smokeless, spitless tobacco product you place in your upper lip.
60	48	q29.1) Have you ever heard of E-cigarettes or Electronic cigarettes? It's like a cigarette-shaped device sometimes containing a nicotine-based liquid that is vaporized and inhaled?
61	49	q31) If you compare the health effects of using snus with moist snuff (e.g., dip, chaw), do you think that using snus is...?.
62	50	q32) If you compare the health effects of using cigarettes with moist snuff (e.g., dip, chaw), do you think that smoking is...?
63	51	q33) If you compare the health effects of using snus with smoking cigarettes, do you think that using snus is...?.
64	52	q35) If you compare the health effects of long-term usage of nicotine from chewing gum, patches etc. with using snus, do you think that using nicotine chewing gum, patches etc. is...
65	53	q36) If you compare the health effects of long-term usage of nicotine from chewing gum, patches etc.. with using moist snuff, do you think that using nicotine chewing gum, patches etc. is...
66	54	q37) Do you think that using snus increases the risk for cancer?
67	55	q38) Do you think that using moist snuff increases the risk for cancer?
68	56	q39) Do you think that smoking increases the risk for cancer?
69	57	q40) Do you think that nicotine increases the risk for cancer?
70	58	q41) Do you think that using snus increases the risk for heart disease?
71	59	q42) Do you think that using moist snuff increases the risk for heart disease?
72	60	q43) Do you think that smoking increases the risk for heart disease?
73	61	q44) Do you think that nicotine increases the risk for heart disease?
74	62	Skip to End Flag

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
75	63	q45) Please indicate your experience with e-cigarettes.
76	64	q46) Before you started using snus or moist snuff, did you previously use cigarettes or rolling cigarettes?
77	65	q47) Before you started smoking cigarettes or rolling cigarettes, did you previously use snus or moist snuff?
78	66	q48) You currently use both cigarettes and snus or moist snuff. Which of these did you first start using on a regular basis?
79	67	q49) Top 2 Box Summary Table
80	68	q49_1) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the following statements? I use or have used snus or moist snuff... - ...to reduce consumption of cigarettes
81	69	q49_2) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the following statements? I use or have used snus or moist snuff... - ...to quit smoking completely
82	70	q49_3) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the following statements? I use or have used snus or moist snuff... - ...as a complement to cigarettes where smoking is not allowed
83	71	q49_4) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the following statements? I use or have used snus or moist snuff... - ...just for a change of pace
84	72	q50) What impact has using snus or moist snuff had on your cigarette smoking?
85	73	q51) After you started using snus or moist snuff, how much less do you smoke compared to when you were not using snus or moist snuff?
86	74	q52) After you started using snus or moist snuff along with your smoking, how did this affect your total tobacco consumption? When using snus or moist snuff with cigarettes do you believe that your total tobacco consumption...?
87	75	q53) Top 2 Box Summary Table
88	76	q53_1) Smokers can have different motives for using Nicotine Replacement Therapy Products, that is, nicotine chewing gum, -patches, -pills, -inhaler or other product. How much do you agree or disagree with the following statements? I use or have used nicotine replacement therapy products... - ...to reduce consumption of cigarettes
89	77	q53_2) Smokers can have different motives for using Nicotine Replacement Therapy Products, that is, nicotine chewing gum, -patches, -pills, -inhaler or other product. How much do you agree or disagree with the following statements? I use or have used nicotine replacement therapy products... - ...to quit smoking completely

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
90	78	q53_3) Smokers can have different motives for using Nicotine Replacement Therapy Products, that is, nicotine chewing gum, -patches, -pills, -inhaler or other product. How much do you agree or disagree with the following statements? I use or have used nicotine replacement therapy products... - ...as a complement to cigarettes where smoking is not allowed
91	79	q54) Did you previously, that is before you started to use Nicotine Replacement Therapy Products, use any form of tobacco daily?
92	80	q56) You indicated that you are a current user of cigarettes and/or rolling cigarettes. The following questions in this section will ask you about your current and past cigarette/rolling cigarette usage. Approximately how long have you smoked cigarettes or rolling tobacco? If you have smoked for several periods, and quit in between, we ask you to please state the total time you have smoked. For example if you smoked for 5 years, quit for 1 year, and have smoked for the past 2 years - please indicate 7 years.
97	81	q57) How old were you the first time you used a cigarette?
100	82	q59) How old were you when you started smoking cigarettes? - Daily
103	83	q60) How old were you when you started smoking cigarettes? - Weekly
106	84	q61) We would like to know how frequently you smoke cigarettes. Do you smoke:
107	85	q62) Thinking about the past 30 days, how many of those days did you smoke cigarettes?
110	86	q63) Approximately how many packs of cigarettes do you smoke in a typical week?
112	87	q64) Approximately how many packs of cigarettes did you smoke in a typical week, 1 year ago?
114	88	q65) How soon after getting up in the morning do you smoke your first cigarette?
115	89	q66) Have you ever tried to quit smoking?
116	90	q67) How many times have you tried to quit where you stopped smoking or drastically cut down on your smoking for at least a week?
117	91	q68) How long were you able to quit smoking the last time you attempted to quit (your most recent attempt to quit)?
118	92	q69) How long were you able to quit smoking the time previous to the last time you attempted to quit (your second most recent attempt to quit)?
119	93	q70) How long ago was it that you last tried to quit smoking?
120	94	q71) Did you use any aids/substitutes (if any) for smoking when trying to quit? (Please check all that apply) If you attempted to quit multiple times, please think about the last time you attempted to quit. If you attempted to quit multiple times, please think about the LAST TIME you attempted to quit.
121	95	q72) Did you continue to use any of the aids/substitutes when you started smoking again, after attempting to quit?
122	96	q73) How long have you been smoking cigarettes and using Snus at the same time?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
123	97	q74) How long have you been smoking cigarettes and using Moist snuff at the same time?
124	98	q75) How long have you been smoking cigarettes and using Loose leaf chewing tobacco at the same time?
125	99	q76) How long have you been smoking cigarettes and using Other tobacco products at the same time?
126	100	q77) How long have you been smoking cigarettes and using Nicotine patches at the same time?
127	101	q78) How long have you been smoking cigarettes and using Nicotine chewing gum at the same time?
128	102	q79) How long have you been smoking cigarettes and using Other Nicotine Replacement Therapy Products at the same time?
129	103	q80) If you were to quit smoking (or quit again), which (if any) of the following products do you think you would use on a temporary basis instead of cigarettes or rolling tobacco? (i.e. you would use them only to assist in quitting, then cease usage)
130	104	q81) Do you smoke less now that you use an additional tobacco product(s)?
131	105	q82) How much less do you smoke since using an additional tobacco product(s)? Please select the answer that is closest to the amount you now smoke while using another tobacco product.
132	106	q83) Now that you continue to use another tobacco product(s) in addition to your smoking, how does this affect your total tobacco consumption? Do you believe that your total tobacco consumption...?
133	107	q84) If you look 6 months ahead, do you think you will change your smoking consumption?
134	108	q85) If you were to quit smoking (or quit again), which (if any) of the following products do you think you would use on an ongoing basis instead of cigarettes or rolling tobacco? (i.e. you would use these even after quitting smoking)
135	109	q86) Which brands of cigarettes do you CURRENTLY purchase on a regular basis?
138	110	q87) Which flavor of cigarettes do you typically smoke?
139	111	q88) Which type of cigarette do you typically use?
140	112	q89) And, on average, about how much do you spend on cigarettes per week for personal use?
141	113	q92) You indicated that you have formerly used cigarettes and/or rolling cigarettes. The following questions in this section will ask you about your past cigarette/rolling cigarette usage. To quit means not smoking cigarettes for at least three months, except for temporary slip of a day or two. How many times have you quit smoking cigarettes?
143	114	q94) How old were you the first and last time you quit smoking cigarettes? - First Time
147	115	q95) How old were you the first and last time you quit smoking cigarettes? - Last Time
151	116	q96) Approximately how long did you smoke cigarettes or rolling tobacco before quitting? If you had smoked for several periods, and quit in between, we ask you to please state the total time you had smoked. For example if you smoked for 5 years, quit for 1 year, smoked for 2 more years and then quit - please indicate 7 years.

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
156	117	q97) At the time you quit smoking, approximately how many packs of cigarettes did you smoke in a typical week?
158	118	q98) How long ago did you quit smoking?
159	119	q99) Before finally quitting, had you ever tried to quit smoking before?
160	120	q100) Did you return to cigarettes after the first time you quit smoking?
161	121	q101) From the point when you quit cigarettes that first time, how many months passed before you returned to smoking?
162	122	q102) How long were you able to quit smoking the last time you attempted to quit (your most recent attempt to quit)?
163	123	q103) Did you return to cigarettes after you tried to quit smoking the last time?
164	124	q104) How many months passed before you returned to cigarettes, after you tried to previously quit the last time?
165	125	q105) When you restarted smoking after you tried to quit smoking the last time, how old were you?
166	126	q106) How long were you able to quit smoking the time previous to the last time you attempted to quit (your second most recent attempt to quit)?
167	127	q107) Did you use any aids/substitutes (if any) to help you quit smoking?
168	128	q108) How long did you smoke cigarettes and use Snus at the same time?
169	129	q109) How long did you smoke cigarettes and use Moist snuff at the same time?
170	130	q110) How long did you smoke cigarettes and use Loose leaf chewing tobacco at the same time?
171	131	q111) How long did you smoke cigarettes and use Other tobacco products at the same time?
172	132	q112) How long did you smoke cigarettes and use Nicotine patches at the same time?
173	133	q113) How long did you smoke cigarettes and use Nicotine chewing gum at the same time?
174	134	q114) How long did you smoke cigarettes and use Other Nicotine Replacement Therapy Products at the same time?
175	135	q115) What would you consider as your primary substitute after you quit smoking?
176	136	q116) Do you continue to use any of the aids/substitutes (if any) after quitting smoking?
177	137	q117) How helpful/hindering was using [Q115] in helping you quit smoking? - IN TOTAL
178	138	q117_1) How helpful/hindering was using Snus in helping you quit smoking? - Snus Most Important
179	139	q117_2) How helpful/hindering was using Moist snuff in helping you quit smoking? - Moist snuff Most Important

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
180	140	q117_3) How helpful/hindering was using Loose leaf chewing tobacco in helping you quit smoking? - Loose leaf chewing tobacco Most Important
181	141	q117_4) How helpful/hindering was using Other tobacco products in helping you quit smoking? - Other tobacco products Most Important
182	142	q117_5) How helpful/hindering was using Nicotine patches in helping you quit smoking? - Nicotine patches Most Important
183	143	q117_6) How helpful/hindering was using Nicotine chewing gum in helping you quit smoking? - Nicotine chewing gum Most Important
184	144	q117_7) How helpful/hindering was using Other Nicotine Replacement Therapy Products in helping you quit smoking? - Other Nicotine Replacement Therapy Products Most Important
185	145	q117_8) How helpful/hindering was using Other aids/substitutes than above in helping you quit smoking? - Other aids/substitutes than above Most Important
186	146	q117_10) How helpful/hindering was using E-Cigarettes in helping you quit smoking? - E-Cigarettes Most Important
187	147	q118) Do you think you would've been able to quit smoking without using [Q115] as an aid to quit smoking? - IN TOTAL
188	148	q118_1) Do you think you would've been able to quit smoking without using Snus as an aid to quit smoking? - Snus Most Important
189	149	q118_2) Do you think you would've been able to quit smoking without using Moist snuff as an aid to quit smoking? - Moist snuff Most Important
190	150	q118_3) Do you think you would've been able to quit smoking without using Loose leaf chewing tobacco as an aid to quit smoking? - Loose leaf chewing tobacco Most Important
191	151	q118_4) Do you think you would've been able to quit smoking without using Other tobacco products as an aid to quit smoking? - Other tobacco products Most Important
192	152	q118_5) Do you think you would've been able to quit smoking without using Nicotine patches as an aid to quit smoking? - Nicotine patches Most Important
193	153	q118_6) Do you think you would've been able to quit smoking without using Nicotine chewing gum as an aid to quit smoking? - Nicotine chewing gum Most Important
194	154	q118_7) Do you think you would've been able to quit smoking without using Other Nicotine Replacement Therapy Products as an aid to quit smoking? - Other Nicotine Replacement Therapy Products Most Important
195	155	q118_8) Do you think you would've been able to quit smoking without using Other aids/substitutes than above as an aid to quit smoking? - Other aids/substitutes than above Most Important

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
196	156	q118_10) Do you think you would've been able to quit smoking without using E-Cigarettes as an aid to quit smoking? - E-Cigarettes Most Important
197	157	q119) Please tell us your main motivations(s) for quitting cigarettes.
200	158	q122) Approximately how long have you used snus? If you have used snus for several periods, and quit in between, we ask you to please state the total time you have used snus. For example if you used snus for 5 years, quit for 1 year, and have used snus for the past 2 years - please indicate 7 years.
203	159	q123) Weekly means using snus at least once week for at least one month. How old were you when you started using snus weekly?
206	160	q124) On average, how many cans did you use at that time, per week?
208	161	q127) How old were you the first and last time you started using snus? - First Time
211	162	q128) How old were you the first and last time you started using snus? Last Time
214	163	q130) On average, how many snus pouches did you use at the time you started using snus? - Daily
216	164	q131) On average, how many snus pouches did you use at the time you started using snus? - Weekly
217	165	q132) We would like to know how frequently you use snus. Do you use snus:
218	166	q133) Thinking about the past 30 days, how many of those days did you use snus?
221	167	q134) Approximately how many pouches of snus do you use in a typical day?
223	168	q135) Approximately how many cans of snus do you use in a typical week?
225	169	q136) Approximately how many cans of snus did you use in a typical week, 1 year ago?
227	170	q137) How soon after getting up in the morning do you have your first snus pouch?
228	171	q138) To quit means not using snus for at least three months, except for temporary slip of a day or two.Have you ever tried to quit using snus?
229	172	q139) How many times have you tried to quit where you stopped using snus or drastically cut down on using snus for at least a week?
230	173	q140) How long were you able to quit using snus the last time you attempted to quit (your most recent attempt to quit)?
231	174	q141) How long were you able to quit using snus the time previous to the last time you attempted to quit (your second most recent attempt to quit)?
232	175	q142) How long ago was it that you last tried to quit using snus?
233	176	q143) Did you use any aids/substitutes (if any) for snus when trying to quit?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
234	177	q144) Do you continue to use any of the aids/substitutes when you started using snus again, after attempting to quit?
235	178	q145) How long have you been using snus and using Cigarettes at the same time?
236	179	q146) How long have you been using snus and using Moist snuff at the same time?
237	180	q147) How long have you been using snus and using Loose leaf chewing tobacco at the same time?
238	181	q148) How long have you been using snus and using Other tobacco products at the same time?
239	182	q149) How long have you been using snus and using Nicotine patches at the same time?
240	183	q150) How long have you been using snus and using Nicotine chewing gum at the same time?
241	184	q151) How long have you been using snus and using Other Nicotine Replacement Therapy Products at the same time?
242	185	q152) Do you use snus less now that you use an additional tobacco product(s)?
243	186	q153) How much less snus do you consume since using an additional tobacco product(s)? Please select the answer that is closest to the amount you now snus while using another tobacco product.
244	187	q154) Now that you continue to use another tobacco product in addition to your using snus, how does this affect your total tobacco consumption? Do you believe that your total tobacco consumption...?
245	188	q155) If you look 6 months ahead, do you think you will change your snus consumption?
246	189	q156) If you were to quit using snus (or quit again), which (if any) of the following products do you think you would use on a temporary basis instead of snus? (i.e. you would use them only to assist in quitting, then cease usage)
247	190	q158) When you think about brands of snus, which one brand first comes to mind?
248	191	q159) What other brands of snus can you think of? Please list all brands you know separated by commas.
249	192	q158/q159) Total Unaided Snus Awareness
250	193	q160) Which of the following brands of snus have you heard of? (Please check all brands you have heard of even if you mentioned them before)
251	194	q158/q159/q160) Total Snus Awareness
252	195	q161.1) Snus Vetted Status
253	196	q161) Which brands of snus have you EVER tried?
254	197	q162) Which of those brands have you EVER purchased on a regular basis?
255	198	q163) Which brands of snus do you CURRENTLY purchase on a regular basis?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
256	199	q164) What one brand of snus do you purchase most often? That is, which brand is your main brand?
257	200	q165) You said that you currently purchase [Q164] most often. Which one brand, if any, did you purchase most often PRIOR to this brand?
258	201	q166) What was the brand you purchased most often when you first started using snus?
259	202	q167) If you had to describe Camel snus using one word, what would that be?
262	203	q168) If you had to describe Skoal snus using one word, what would that be?
265	204	q169) If you had to describe Marlboro snus using one word, what would that be?
267	205	q170) If you had to describe General snus using one word, what would that be?
269	206	q170.1) If you had to describe Copenhagen snus using one word, what would that be?
271	207	q171) Top 2 Box Summary Table
272	208	q171_1) How likely are you to buy each of the following snus brands within the next 3 months? - Camel
273	209	q171_2) How likely are you to buy each of the following snus brands within the next 3 months? - Skoal
274	210	q171_3) How likely are you to buy each of the following snus brands within the next 3 months? - Marlboro
275	211	q171_4) How likely are you to buy each of the following snus brands within the next 3 months? - General
276	212	q171_5) How likely are you to buy each of the following snus brands within the next 3 months? - Copenhagen
277	213	q172) If all products were available at the same price, what brand of snus do you most prefer?
278	214	q173) Mean Summary Table
279	215	q173_1) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a typical week? - Camel Snus
280	216	q173_2) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a typical week? - Skoal Snus

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
281	217	q173_3) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a typical week? - Marlboro Snus
282	218	q173_4) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a typical week? - General Snus
283	219	q173_6) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a typical week? - Copenhagen Snus
284	220	q174) Top 2 Box Summary Table - Camel Snus
285	221	q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has great taste - Camel Snus Most Often
286	222	q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a quality product - Camel Snus Most Often
287	223	q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a fresh product - Camel Snus Most Often
288	224	q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is better than I expected for the price - Camel Snus Most Often
289	225	q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a cool brand to be seen with - Camel Snus Most Often
290	226	q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a good texture - Camel Snus Most Often
291	227	q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - The packaging/label has a cool design/look - Camel Snus Most Often
292	228	q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Variety of tastes/flavors available - Camel Snus Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
293	229	q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a smooth flavor - Camel Snus Most Often
294	230	q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a flavor that lasts - Camel Snus Most Often
295	231	q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a premium look/design - Camel Snus Most Often
296	232	q174) Top 2 Box Summary Table - Skoal Snus
297	233	q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has great taste - Skoal Snus Most Often
298	234	q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a quality product - Skoal Snus Most Often
299	235	q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a fresh product - Skoal Snus Most Often
300	236	q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is better than I expected for the price - Skoal Snus Most Often
301	237	q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a cool brand to be seen with - Skoal Snus Most Often
302	238	q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a good texture - Skoal Snus Most Often
303	239	q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - The packaging/label has a cool design/look - Skoal Snus Most Often
304	240	q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Variety of tastes/flavors available - Skoal Snus Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
305	241	q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a smooth flavor - Skoal Snus Most Often
306	242	q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a flavor that lasts - Skoal Snus Most Often
307	243	q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a premium look/design - Skoal Snus Most Often
308	244	q174) Top 2 Box Summary Table - Marlboro Snus
309	245	q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has great taste - Marlboro Snus Most Often
310	246	q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a quality product - Marlboro Snus Most Often
311	247	q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a fresh product - Marlboro Snus Most Often
312	248	q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is better than I expected for the price - Marlboro Snus Most Often
313	249	q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a cool brand to be seen with - Marlboro Snus Most Often
314	250	q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a good texture - Marlboro Snus Most Often
315	251	q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - The packaging/label has a cool design/look - Marlboro Snus Most Often
316	252	q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Variety of tastes/flavors available - Marlboro Snus Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
317	253	q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a smooth flavor - Marlboro Snus Most Often
318	254	q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a flavor that lasts - Marlboro Snus Most Often
319	255	q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a premium look/design - Marlboro Snus Most Often
320	256	q174) Top 2 Box Summary Table - General Snus
321	257	q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has great taste - General Snus Most Often
322	258	q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a quality product - General Snus Most Often
323	259	q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a fresh product - General Snus Most Often
324	260	q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is better than I expected for the price - General Snus Most Often
325	261	q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a cool brand to be seen with - General Snus Most Often
326	262	q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a good texture - General Snus Most Often
327	263	q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - The packaging/label has a cool design/look - General Snus Most Often
328	264	q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Variety of tastes/flavors available - General Snus Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
329	265	q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a smooth flavor - General Snus Most Often
330	266	q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a flavor that lasts - General Snus Most Often
331	267	q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a premium look/design - General Snus Most Often
332	268	q174) Top 2 Box Summary Table - Copenhagen Snus
333	269	q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has great taste - Copenhagen Snus Most Often
334	270	q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a quality product - Copenhagen Snus Most Often
335	271	q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a fresh product - Copenhagen Snus Most Often
336	272	q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is better than I expected for the price - Copenhagen Snus Most Often
337	273	q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Is a cool brand to be seen with - Copenhagen Snus Most Often
338	274	q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a good texture - Copenhagen Snus Most Often
339	275	q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - The packaging/label has a cool design/look - Copenhagen Snus Most Often
340	276	q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Variety of tastes/flavors available - Copenhagen Snus Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
341	277	q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a smooth flavor - Copenhagen Snus Most Often
342	278	q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a flavor that lasts - Copenhagen Snus Most Often
343	279	q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164]. - Has a premium look/design - Copenhagen Snus Most Often
344	280	q175_1) How long has [Q164] been the brand you use most often? - Camel Snus Most Often
346	281	q175_2) How long has [Q164] been the brand you use most often? - Skoal Snus Most Often
348	282	q175_3) How long has [Q164] been the brand you use most often? - Marlboro Snus Most Often
350	283	q175_4) How long has [Q164] been the brand you use most often? - General Snus Most Often
351	284	q175_5) How long has [Q164] been the brand you use most often? - Copenhagen Snus Most Often
353	285	q176) Top 2 Box Summary Table
354	286	q176_1) Now, please tell us your overall impression of each of the following brands below. - Camel Snus
355	287	q176_2) Now, please tell us your overall impression of each of the following brands below. - Skoal Snus
356	288	q176_3) Now, please tell us your overall impression of each of the following brands below. - Marlboro Snus
357	289	q176_4) Now, please tell us your overall impression of each of the following brands below. - General Snus
358	290	q176_5) Now, please tell us your overall impression of each of the following brands below. - Copenhagen Snus
359	291	q177) Which flavor of snus do you typically use?
360	292	q178) Which type of snus do you typically use?
361	293	q179) Have you ever used moist snuff pouches?
362	294	q180) Overall do you prefer using snus pouches or moist snuff pouches?
363	295	q181_1) What do you think is the best feature of Camel? - Camel Snus Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
364	296	q182_1) What do you think is the worst feature of Camel?
365	297	q183_1) What in particular did you not like about the flavor of Camel?
366	298	q184_1) What in particular did you not like about the strength of Camel?
367	299	q185_1) What in particular did you not like about the quality of Camel?
368	300	q181_2) What do you think is the best feature of Skoal? - Skoal Snus Most Often
369	301	q182_2) What do you think is the worst feature of Skoal?
370	302	q183_2) What in particular did you not like about the flavor of Skoal?
371	303	q184_2) What in particular did you not like about the strength of Skoal?
372	304	q185_2) What in particular did you not like about the quality of Skoal?
373	305	q181_3) What do you think is the best feature of Marlboro? - Marlboro Snus Most Often
374	306	q182_3) What do you think is the worst feature of Marlboro?
375	307	q183_3) What in particular did you not like about the flavor of Marlboro?
376	308	q184_3) What in particular did you not like about the strength of Marlboro?
377	309	q185_3) What in particular did you not like about the quality of Marlboro?
378	310	q181_4) What do you think is the best feature of General? - General Snus Most Often
379	311	q182_4) What do you think is the worst feature of General?
380	312	q183_4) What in particular did you not like about the flavor of General?
381	313	q184_4) What in particular did you not like about the strength of General?
382	314	q185_4) What in particular did you not like about the quality of General?
383	315	q181_5) What do you think is the best feature of Copenhagen? - Copenhagen Snus Most Often
384	316	q182_5) What do you think is the worst feature of Copenhagen?
385	317	q183_5) What in particular did you not like about the flavor of Copenhagen?
386	318	q184_5) What in particular did you not like about the strength of Copenhagen?
387	319	q185_5) What in particular did you not like about the quality of Copenhagen?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
388	320	q186_1) What do you think is the best feature of each of the following snus brands? - Camel Snus
389	321	q186_2) What do you think is the best feature of each of the following snus brands? - Skoal Snus
390	322	q186_3) What do you think is the best feature of each of the following snus brands? - Marlboro Snus
391	323	q186_4) What do you think is the best feature of each of the following snus brands? - General Snus
392	324	q186_5) What do you think is the best feature of each of the following snus brands? - Copenhagen Snus
393	325	q187) And, what do you think is the primary advantage of snus versus pouch moist snuff
395	326	q188) And, what do you think is the primary disadvantage of snus versus pouch moist snuff?
396	327	q190) Assuming that your preferred main brand/flavor is out of stock when you arrive at the store, what would you do?
397	328	q191.1_1) What percent of the time do you buy the following types of snus containers? - Single cans
399	329	q191.1_2) What percent of the time do you buy the following types of snus containers? - By the roll (5 or 10 cans)
401	330	q192) How many cans of snus do you usually buy at a time for personal use?
403	331	q193) And, on average, about how much do you spend on snus per week for personal use?
404	332	q194) At what kind of stores do you typically buy your snus?
406	333	q195) At what kind of store do you most often buy snus?
408	334	q196) What is the main reason for buying snus from [Q195]? - IN TOTAL
409	335	q196_1) What is the main reason for buying snus from [Q195]? - Supermarket
410	336	q196_2) What is the main reason for buying snus from [Q195]? - Small grocery store
411	337	q196_3) What is the main reason for buying snus from [Q195]? - Convenience store/gas station
412	338	q196_4) What is the main reason for buying snus from [Q195]? - Drug store
413	339	q196_5) What is the main reason for buying snus from [Q195]? - Tobacconist
414	340	q196_6) What is the main reason for buying snus from [Q195]? - Discount store

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
415	341	q196_7) What is the main reason for buying snus from [Q195]? - Discount tobacco store/smoke shop
416	342	q196_8) What is the main reason for buying snus from [Q195]? - Bar
417	343	q196_9) What is the main reason for buying snus from [Q195]? - Restaurant
418	344	q196_10) What is the main reason for buying snus from [Q195]? - Hunting/fishing supply store
419	345	q196_11) What is the main reason for buying snus from [Q195]? - Liquor store
420	346	q196_12) What is the main reason for buying snus from [Q195]? - Military store
421	347	q196_13) What is the main reason for buying snus from [Q195]? - Wholesale outlet
422	348	q196_14) What is the main reason for buying snus from [Q195]? - Internet
423	350	q197) When you go to a store and purchase snus is that the primary reason for your shopping trip, or is snus usually a secondary purchase?
424	351	q198) Top 2 Box Summary Table
425	352	q198_1) Thinking about when you purchase snus, how much do you agree or disagree with the following statements? - Believe that brands which give promotional offers are selling either an inferior quality or old product
426	353	q198_2) Thinking about when you purchase snus, how much do you agree or disagree with the following statements? - Buy whatever is the lowest price
427	354	q198_3) Thinking about when you purchase snus, how much do you agree or disagree with the following statements? - Buy only your regular brand
428	355	q198_4) Thinking about when you purchase snus, how much do you agree or disagree with the following statements? - Switch brands for variety
429	356	q198_5) Thinking about when you purchase snus, how much do you agree or disagree with the following statements? - Have a consistent list of snus brands that you choose from depending on the situation
430	357	q198_6) Thinking about when you purchase snus, how much do you agree or disagree with the following statements? - Look for special offers, prices, or promotions on brands (other than your most often brand)
431	358	q198_7) Thinking about when you purchase snus, how much do you agree or disagree with the following statements? - Buy a brand because it is new or haven't seen it before
432	359	q198_8) Thinking about when you purchase snus, how much do you agree or disagree with the following statements? - Know what you are going to buy when you go into the store
433	360	q199) When using snus, do you place it in your upper or lower lip?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
434	361	q202) You indicated that you have formerly used snus. The following questions in this section will ask you about your past snus usage. To quit means not using snus for at least three months, except for temporary slip of a day or two. How many times have you quit using snus?
436	362	q204) How old were you the first and last time you quit using snus? - First Time
440	363	q205) How old were you the first and last time you quit using snus? - Last time
444	364	q207) Approximately how long did you use snus before quitting? If you had used snus for several periods, and quit in between, we ask you to please state the total time you had snused. For example if you snused for 5 years, quit for 1 year, snused for 2 more years and then quit - please indicate 7 years.
446	365	q208) At the time you quit using snus, approximately how many cans of snus were you using in a typical week?
448	366	q209) How long ago did you quit using snus?
449	367	q210) Before finally quitting, had you ever tried to quit using snus before?
450	368	q211) How many times, before finally quitting, had you tried to quit where you stopped snusing or drastically cut down on your snusing for at least a week?
451	369	q212) Did you return to snus after the first time you quit snus?
452	370	q213) From the point when you quit using snus that first time, how many months passed before you returned to using snus?
454	371	q214) How long were you able to quit using snus the last time you attempted to quit (your most recent attempt to quit)?
455	372	q215) Did you return to using snus after you tried to quit using snus the last time?
456	373	q216) How many months passed before you returned to using snus, after you tried to previously quit the last time?
457	374	q217) When you restarted using snus after you tried to quit using snus the last time, how old were you?
460	375	q218) How long were you able to quit using snus the time previous to the last time you attempted to quit (your second most recent attempt to quit)?
461	376	q219) Did you use any aids/substitutes (if any) for using snus when you quit snusing?
462	377	q220) How long did you use snus and smoke cigarettes at the same time?
463	378	q221) How long did you use snus and use moist snuff at the same time?
464	379	q222) How long did you use snus and use loose leaf chewing tobacco at the same time?
465	380	q223) How long did you use snus and use other tobacco products at the same time?
466	381	q224) How long did you use snus and use nicotine patches at the same time?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
467	382	q225) How long did you use snus and use nicotine chewing gum at the same time?
468	383	q226) How long did you use snus and use other Nicotine Replacement Therapy products at the same time?
469	384	q227) What would you consider as your primary substitute when quitting snus?
470	385	q228) Do you continue to use any of the aids/substitutes (if any) after quitting snus?
471	386	q229) How helpful/hindering was using [Q227] in helping you quit using snus? - IN TOTAL
472	387	q229_1) How helpful/hindering was using [Q227] in helping you quit using snus? - Cigarettes
473	388	q229_2) How helpful/hindering was using [Q227] in helping you quit using snus? - Moist snuff
474	389	q229_3) How helpful/hindering was using [Q227] in helping you quit using snus? - Loose leaf chewing tobacco
475	390	q229_4) How helpful/hindering was using [Q227] in helping you quit using snus? - Other tobacco products
476	391	q229_5) How helpful/hindering was using [Q227] in helping you quit using snus? - Nicotine patches
477	392	q229_6) How helpful/hindering was using [Q227] in helping you quit using snus? - Nicotine chewing gum
478	393	q229_7) How helpful/hindering was using [Q227] in helping you quit using snus? - Other Nicotine Replacement Therapy Products
479	394	q229_8) How helpful/hindering was using [Q227] in helping you quit using snus? - Other aids/substitutes
480	395	q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing? - In Total
481	396	q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing? - Cigarettes
482	397	q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing? - Moist snuff
483	398	q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing? - Loose leaf chewing tobacco
484	399	q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing? - Other tobacco products
485	400	q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing? - Nicotine patches
486	401	q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing? - Nicotine chewing gum

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
487	402	q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing? - Other Nicotine Replacement Therapy Products
488	403	q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing? - Other aids/substitutes
489	404	q231) Please tell us your main motivations(s) for quitting snus.
492	405	q234) You indicated that you currently use moist snuff. The following questions in this section will ask you about your current and past moist snuff usage. What forms of moist snuff do you use?
493	406	q235) Mean Summary Table
494	407	q235_1) What percentage of your total moist snuff use is loose and pouches? - Loose moist snuff
495	408	q235_2) What percentage of your total moist snuff use is loose and pouches? - Moist snuff pouches
496	409	q236) Approximately, how long have you used moist snuff? If you have used moist snuff for several periods, and quit in between, we ask you to please state the total time you have used moist snuff. For example if you used moist snuff for 5 years, quit for 1 year, and have used moist for the past 2 years - please indicate 7 years.
499	410	q237) Thinking about the first time you used moist snuff, how long did you keep the dip, chaw or chew in your mouth?
500	411	q238) How often have you used moist snuff?
501	412	q239) How old were you the first time you used moist snuff?
504	413	q241) How old were you when you started using moist snuff? - Daily
507	414	q242) How old were you when you started using moist snuff? - Weekly
510	415	q244) On average, how many cans did you use at that time? - Cans, Daily
512	416	q245) On average, how many cans did you use at that time? - Cans, Weekly
514	417	q246) We would like to know how frequently you use moist snuff. Do you use moist snuff:
515	418	q247) Thinking about the past 30 days, how many of those days did you use moist snuff?
518	419	q248) Approximately how many pouches of moist snuff do you use in a typical day?
520	420	q249) Approximately how many TOTAL cans of moist snuff (including loose and pouches) do you use in a typical week?
522	421	q251) Approximately how many cans of moist snuff did you use in a typical week, 1 year ago?
524	422	q252) How soon after getting up in the morning do you have your first dip, chaw or chew?
525	423	q253) Have you ever tried to quit using Moist Snuff?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
526	424	q254) How many times have you tried to quit where you stopped dipping or drastically cut down on your moist snuff usage for at least a week?
527	425	q255) How long were you able to quit using moist snuff the last time you attempted to quit (your most recent attempt to quit)?
528	426	q256) How long were you able to quit using moist snuff the time previous to the last time you attempted to quit (your second most recent attempt to quit)?
529	427	q257) How long ago was it that you last tried to quit using moist snuff?
530	428	q258) Did you use any substitutes/aids (if any) for moist snuff when trying to quit? If you attempted to quit multiple times, please think about the last time you attempted to quit.
531	429	q259) Do you continue to use any of the aids/substitutes when you started dipping again, after attempting to quit?
532	430	q260) Do you use moist snuff less now that you use an additional tobacco product(s)?
533	431	q261) How much less moist snuff do you consume since using an additional tobacco product(s)? Please select the answer that is closest to the amount you now dip while using another tobacco product
534	432	q262) Now that you continue to use another tobacco product in addition to moist snuff, how does this affect your total tobacco consumption? Do you believe that your total tobacco consumption...?
535	433	q263) If you look 6 months ahead, do you think you will change your moist snuff consumption?
536	434	q264) Do you use more, less or about the same amount of moist snuff as you did 6 months ago?
537	435	q265) If you were to quit dipping (or quit again), which (if any) of the following products do you think you would use on a temporary basis instead of moist snuff? (i.e. you would use them only to assist in quitting, then cease usage)
538	436	q266) If you were to quit dipping (or quit again), which (if any) of the following products do you think you would use on an ongoing basis instead of moist snuff? (i.e. you would use these even after quitting dipping)
539	437	q267) When you think about brands of moist snuff, which one brand first comes to mind?
540	438	q268) What other brands of moist snuff can you think of?
541	439	q267/q268) Total Moist Snuff Awareness
543	440	q269) Which of the following brands of loose moist snuff have you heard of?
545	441	q270) Which of the following brands of moist snuff pouches have you heard of?
546	442	q271) Which brands of moist snuff have you EVER tried?
548	443	q272) Which of those brands have you EVER purchased on a regular basis?
550	444	q273) Which brands of moist snuff do you CURRENTLY purchase on a regular basis?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
552	445	q274) What one brand of moist snuff do you purchase most often? That is, which brand is your main brand?
554	446	q275) You said that you currently purchase [Q274] moist snuff most often? Which one brand, if any, did you purchase most often PRIOR to this brand?
556	447	q276) What was the brand you purchased most often when you first started using moist snuff?
558	448	q277) Top 2 Box Summary Table
559	449	q277) Top 2 Box Summary Table - Uses Moist Snuff & Has MS Usual Brand
560	450	q277) Top 2 Box Summary Table - Uses Moist Snuff & Exclude MS Usual Brand
561	451	q277_1) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Cougar
562	452	q277_2) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Copenhagen
563	453	q277_3) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Grizzly
564	454	q277_4) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Hawken
565	455	q277_5) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Husky
566	456	q277_6) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Kayak
567	457	q277_7) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Longhorn
568	458	q277_9) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Red Man
569	459	q277_10) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Red Seal
570	460	q277_12) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Silver Creek
571	461	q277_13) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Skoal
572	462	q277_14) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Swisher

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
573	463	q277_15) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Timber Wolf
574	464	q277_16) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Skoal Xtra
575	465	q277_17) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Kodiak
576	466	q277_18) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Renegades
577	467	q277_20) How likely are you to buy the following loose moist snuff brands within the next 3 months? - Stoker's
578	468	q277_19) How likely are you to buy the following loose moist snuff brands within the next 3 months? - [Q269 OTHER]
579	469	q278) As a consumer you regularly make many choices between different brands. Thinking about moist snuff, how important is the brand name when you make a purchase?
580	470	q279) Top 2 Box Summary Table
581	471	q279) Top 2 Box Summary Table - Uses Moist Snuff & Has MS Usual Brand
582	472	q279) Top 2 Box Summary Table - Uses Moist Snuff & Exclude MS Usual Brand
583	473	q279_1) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Copenhagen Pouches
584	474	q279_2) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Grizzly Pouches
585	475	q279_3) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Longhorn Pouches
586	476	q279_4) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Renegades (Pouch)
587	477	q279_5) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Skoal Bandits
588	478	q279_6) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Skoal Pouches (other than Bandits)
589	479	q279_7) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Timber Wolf Pouches

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
590	480	q279_8) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Skoal Xtra Pouches
591	481	q279_9) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Kodiak Pouches
592	482	q279_10) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Other
593	483	q279_11) How likely are you to buy the following moist snuff pouch brands within the next 3 months. - Kayak Pouches
594	484	q280) If all products were available at the same price, what brand of moist snuff do you most prefer?
596	485	q281) Mean Summary Table
597	486	q281_1) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Cougar
598	487	q281_2) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Copenhagen
599	488	q281_3) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Grizzly
600	489	q281_4) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Hawken
601	490	q281_5) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Husky
602	491	q281_6) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Kayak
603	492	q281_7) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Longhorn
604	493	q281_9) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Red Man

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
605	494	q281_10) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Red Seal
606	495	q281_12) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Silver Creek
607	496	q281_13) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Skoal
608	497	q281_14) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Swisher
609	498	q281_15) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Timber Wolf
610	499	q281_16) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Skoal Xtra
611	500	q281_17) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Kodiak
612	501	q281_18) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Renegades
613	502	q281_31) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Stoker's
614	504	q281_20) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Copenhagen Pouches
615	505	q281_21) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Grizzly Pouches
616	506	q281_22) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Longhorn Pouches

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
617	507	q281_23) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Renegades (Pouch)
618	508	q281_24) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Skoal Bandits
619	509	q281_25) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Skoal Pouches (other than Bandits)
620	510	q281_26) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Timber Wolf Pouches
621	511	q281_27) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Skoal Xtra Pouches
622	512	q281_28) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Kodiak Pouches
623	513	q281_30) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week? - Kayak Pouches
624	515	q283) Which flavor of moist snuff do you typically use?
625	516	q284) Top 2 Box Summary Table - IN TOTAL
626	517	q284) Bottom 2 Box Summary Table - IN TOTAL
627	518	q284) Mean Summary Table - IN TOTAL
628	519	q284_1) Top 2 Box Summary Table - Cougar
629	520	q284_1) Bottom 2 Box Summary Table - Cougar
630	521	q284_1) Mean Summary Table - Cougar
631	522	q284_2) Top 2 Box Summary Table - Copenhagen
632	523	q284_2) Bottom 2 Box Summary Table - Copenhagen
633	524	q284_2) Mean Summary Table - Copenhagen

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
634	525	q284_3) Top 2 Box Summary Table - Grizzly
635	526	q284_3) Bottom 2 Box Summary Table - Grizzly
636	527	q284_3) Mean Summary Table - Grizzly
637	528	q284_4) Top 2 Box Summary Table - Hawken
638	529	q284_4) Bottom 2 Box Summary Table - Hawken
639	530	q284_4) Mean Summary Table - Hawken
640	531	q284_5) Top 2 Box Summary Table - Husky
641	532	q284_5) Bottom 2 Box Summary Table - Husky
642	533	q284_5) Mean Summary Table - Husky
643	534	q284_6) Top 2 Box Summary Table - Kayak
644	535	q284_6) Bottom 2 Box Summary Table - Kayak
645	536	q284_6) Mean Summary Table - Kayak
646	537	q284_7) Top 2 Box Summary Table - Longhorn
647	538	q284_7) Bottom 2 Box Summary Table - Longhorn
648	539	q284_7) Mean Summary Table - Longhorn
649	543	q284_9) Top 2 Box Summary Table - Red Man
650	544	q284_9) Bottom 2 Box Summary Table - Red Man
651	545	q284_9) Mean Summary Table - Red Man
652	546	q284_10) Top 2 Box Summary Table - Red Seal
653	547	q284_10) Bottom 2 Box Summary Table - Red Seal
654	548	q284_10) Mean Summary Table - Red Seal
655	552	q284_12) Top 2 Box Summary Table - Silver Creek
656	553	q284_12) Bottom 2 Box Summary Table - Silver Creek
657	554	q284_12) Mean Summary Table - Silver Creek

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
658	555	q284_13) Top 2 Box Summary Table - Skoal
659	556	q284_13) Bottom 2 Box Summary Table - Skoal
660	557	q284_13) Mean Summary Table - Skoal
661	558	q284_14) Top 2 Box Summary Table - Swisher
662	559	q284_14) Bottom 2 Box Summary Table - Swisher
663	560	q284_14) Mean Summary Table - Swisher
664	561	q284_15) Top 2 Box Summary Table - Timber Wolf
665	562	q284_15) Bottom 2 Box Summary Table - Timber Wolf
666	563	q284_15) Mean Summary Table - Timber Wolf
667	564	q284_16) Top 2 Box Summary Table - Skoal Xtra
668	565	q284_16) Bottom 2 Box Summary Table - Skoal Xtra
669	566	q284_16) Mean Summary Table - Skoal Xtra
670	567	q284_17) Top 2 Box Summary Table - Kodiak
671	568	q284_17) Bottom 2 Box Summary Table - Kodiak
672	569	q284_17) Mean Summary Table - Kodiak
673	570	q284_18) Top 2 Box Summary Table - Renegades
674	571	q284_18) Bottom 2 Box Summary Table - Renegades
675	572	q284_18) Mean Summary Table - Renegades
676	573	q284_31) Top 2 Box Summary Table - Stoker's
677	574	q284_31) Bottom 2 Box Summary Table - Stoker's
678	575	q284_31) Mean Summary Table - Stoker's
679	576	q284_19) Top 2 Box Summary Table - [Q270 OTHER]
680	577	q284_19) Bottom 2 Box Summary Table - [Q270 OTHER]
681	578	q284_19) Mean Summary Table - [Q270 OTHER]

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
682	579	q284_20) Top 2 Box Summary Table - Copenhagen Pouches
683	580	q284_20) Bottom 2 Box Summary Table - Copenhagen Pouches
684	581	q284_20) Mean Summary Table - Copenhagen Pouches
685	582	q284_21) Top 2 Box Summary Table - Grizzly Pouches
686	583	q284_21) Bottom 2 Box Summary Table - Grizzly Pouches
687	584	q284_21) Mean Summary Table - Grizzly Pouches
688	585	q284_22) Top 2 Box Summary Table - Longhorn Pouches
689	586	q284_22) Bottom 2 Box Summary Table - Longhorn Pouches
690	587	q284_22) Mean Summary Table - Longhorn Pouches
691	591	q284_24) Top 2 Box Summary Table - Skoal Bandits
692	592	q284_24) Bottom 2 Box Summary Table - Skoal Bandits
693	593	q284_24) Mean Summary Table - Skoal Bandits
694	594	q284_25) Top 2 Box Summary Table - Skoal Pouches (other than Bandits)
695	595	q284_25) Bottom 2 Box Summary Table - Skoal Pouches (other than Bandits)
696	596	q284_25) Mean Summary Table - Skoal Pouches (other than Bandits)
697	597	q284_26) Top 2 Box Summary Table - Timber Wolf Pouches
698	598	q284_26) Bottom 2 Box Summary Table - Timber Wolf Pouches
699	599	q284_26) Mean Summary Table - Timber Wolf Pouches
700	600	q284_27) Top 2 Box Summary Table - Skoal Xtra Pouches
701	601	q284_27) Bottom 2 Box Summary Table - Skoal Xtra Pouches
702	602	q284_27) Mean Summary Table - Skoal Xtra Pouches
703	603	q284_28) Top 2 Box Summary Table - Kodiak Pouches
704	604	q284_28) Bottom 2 Box Summary Table - Kodiak Pouches
705	605	q284_28) Mean Summary Table - Kodiak Pouches

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
706	606	q284_30) Top 2 Box Summary Table - Kayak Pouches
707	607	q284_30) Bottom 2 Box Summary Table - Kayak Pouches
708	608	q284_30) Mean Summary Table - Kayak Pouches
709	612	q285) Top 2 Box Summary Table
711	613	q285_1) Now, please tell us your overall impression of each of the following brands below. - Cougar
712	614	q285_2) Now, please tell us your overall impression of each of the following brands below. - Copenhagen
713	615	q285_3) Now, please tell us your overall impression of each of the following brands below. - Grizzly
714	616	q285_4) Now, please tell us your overall impression of each of the following brands below. - Hawken
715	617	q285_5) Now, please tell us your overall impression of each of the following brands below. - Husky
716	618	q285_6) Now, please tell us your overall impression of each of the following brands below. - Kayak
717	619	q285_7) Now, please tell us your overall impression of each of the following brands below. - Longhorn
718	620	q285_9) Now, please tell us your overall impression of each of the following brands below. - Red Man
719	621	q285_10) Now, please tell us your overall impression of each of the following brands below. - Red Seal
720	622	q285_12) Now, please tell us your overall impression of each of the following brands below. - Silver Creek
721	623	q285_13) Now, please tell us your overall impression of each of the following brands below. - Skoal
722	624	q285_14) Now, please tell us your overall impression of each of the following brands below. - Swisher
723	625	q285_15) Now, please tell us your overall impression of each of the following brands below. - Timber Wolf

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
724	626	q285_16) Now, please tell us your overall impression of each of the following brands below. - Skoal Xtra
725	627	q285_17) Now, please tell us your overall impression of each of the following brands below. - Kodiak
726	628	q285_18) Now, please tell us your overall impression of each of the following brands below. - Renegades
727	629	q285_31) Now, please tell us your overall impression of each of the following brands below. - Stoker's
728	630	q285_19) Now, please tell us your overall impression of each of the following brands below. - [Q270 OTHER]
729	631	q285_20) Now, please tell us your overall impression of each of the following brands below. - Copenhagen Pouches
730	632	q285_21) Now, please tell us your overall impression of each of the following brands below. - Grizzly Pouches
731	633	q285_22) Now, please tell us your overall impression of each of the following brands below. - Longhorn Pouches
732	634	q285_23) Now, please tell us your overall impression of each of the following brands below. - Renegades (Pouch)
733	635	q285_24) Now, please tell us your overall impression of each of the following brands below. - Skoal Bandits
734	636	q285_25) Now, please tell us your overall impression of each of the following brands below. - Skoal Pouches (other than Bandits)
735	637	q285_26) Now, please tell us your overall impression of each of the following brands below. - Timber Wolf Pouches
736	638	q285_27) Now, please tell us your overall impression of each of the following brands below. - Skoal Xtra Pouches
737	639	q285_28) Now, please tell us your overall impression of each of the following brands below. - Kodiak Pouches
738	640	q285_30) Now, please tell us your overall impression of each of the following brands below. - Kayak Pouches
739	641	q285_29) Now, please tell us your overall impression of each of the following brands below. - Other

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
740	642	q286) Which type of moist snuff do you typically use?
741	643	q287_1) How long has [Q274] been the brand you use most often? - Cougar Most Often
742	644	q287_2) How long has [Q274] been the brand you use most often? - Copenhagen Most Often
744	645	q287_3) How long has [Q274] been the brand you use most often? - Grizzly Most Often
746	646	q287_4) How long has [Q274] been the brand you use most often? - Hawken Most Often
747	647	q287_5) How long has [Q274] been the brand you use most often? - Husky Most Often
748	648	q287_6) How long has [Q274] been the brand you use most often? - Kayak Most Often
749	649	q287_7) How long has [Q274] been the brand you use most often? - Longhorn Most Often
750	651	q287_9) How long has [Q274] been the brand you use most often? - Red Man Most Often
751	652	q287_10) How long has [Q274] been the brand you use most often? - Red Seal Most Often
752	653	q287_12) How long has [Q274] been the brand you use most often? - Silver Creek Most Often
753	654	q287_13) How long has [Q274] been the brand you use most often? - Skoal Most Often
755	655	q287_14) How long has [Q274] been the brand you use most often? - Swisher Most Often
756	656	q287_15) How long has [Q274] been the brand you use most often? - Timber Wolf Most Often
757	657	q287_16) How long has [Q274] been the brand you use most often? - Skoal Xtra Most Often
758	658	q287_17) How long has [Q274] been the brand you use most often? - Kodiak Most Often
759	659	q287_18) How long has [Q274] been the brand you use most often? - Renegades Most Often
760	660	q287_31) How long has [Q274] been the brand you use most often? - Stoker's Most Often
761	661	q287_19) How long has [Q274] been the brand you use most often? - [Q270 OTHER] Most Often
762	662	q287_20) How long has [Q274] been the brand you use most often? - Copenhagen Pouches Most Often
763	663	q287_21) How long has [Q274] been the brand you use most often? - Grizzly Pouches Most Often
764	664	q287_22) How long has [Q274] been the brand you use most often? - Longhorn Pouches Most Often
765	666	q287_24) How long has [Q274] been the brand you use most often? - Skoal Bandits Most Often
766	667	q287_25) How long has [Q274] been the brand you use most often? - Skoal Pouches (other than Bandits) Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
767	668	q287_26) How long has [Q274] been the brand you use most often? - Timber Wolf Pouches Most Often
768	669	q287_27) How long has [Q274] been the brand you use most often? - Skoal Xtra Pouches Most Often
769	670	q287_28) How long has [Q274] been the brand you use most often? - Kodiak Pouches Most Often
770	671	q287_30) How long has [Q274] been the brand you use most often? - Kayak Pouches Most Often
771	673	q289_1) What do you think is the best feature of [Q274]? - Cougar Most Often
772	674	q290_1) What do you think is the worst feature of [Q274]? - Cougar Most Often
773	675	q291_1) What in particular did you not like about the flavor of [Q274]? - Cougar Most Often
774	676	q292_1) What in particular did you not like about the strength of [Q274]? - Cougar Most Often
775	678	q289_2) What do you think is the best feature of [Q274]? - Copenhagen Most Often
776	679	q290_2) What do you think is the worst feature of [Q274]? - Copenhagen Most Often
777	680	q291_2) What in particular did you not like about the flavor of [Q274]? - Copenhagen Most Often
778	681	q292_2) What in particular did you not like about the strength of [Q274]? - Copenhagen Most Often
779	682	q293_2) What in particular did you not like about the quality of [Q274]? - Copenhagen Most Often
780	683	q289_3) What do you think is the best feature of [Q274]? - Grizzly Most Often
781	684	q290_3) What do you think is the worst feature of [Q274]? - Grizzly Most Often
782	685	q291_3) What in particular did you not like about the flavor of [Q274]? - Grizzly Most Often
783	686	q292_3) What in particular did you not like about the strength of [Q274]? - Grizzly Most Often
784	687	q293_3) What in particular did you not like about the quality of [Q274]? - Grizzly Most Often
785	688	q289_4) What do you think is the best feature of [Q274]? - Hawken Most Often
786	689	q290_4) What do you think is the worst feature of [Q274]? - Hawken Most Often
787	690	q291_4) What in particular did you not like about the flavor of [Q274]? - Hawken Most Often
788	692	q293_4) What in particular did you not like about the quality of [Q274]? - Hawken Most Often
789	693	q289_5) What do you think is the best feature of [Q274]? - Husky Most Often
790	694	q290_5) What do you think is the worst feature of [Q274]? - Husky Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
791	696	q292_5) What in particular did you not like about the strength of [Q274]? - Husky Most Often
792	697	q293_5) What in particular did you not like about the quality of [Q274]? - Husky Most Often
793	698	q289_6) What do you think is the best feature of [Q274]? - Kayak Most Often
794	699	q290_6) What do you think is the worst feature of [Q274]? - Kayak Most Often
795	700	q291_6) What in particular did you not like about the flavor of [Q274]? - Kayak Most Often
796	701	q292_6) What in particular did you not like about the strength of [Q274]? - Kayak Most Often
797	702	q293_6) What in particular did you not like about the quality of [Q274]? - Kayak Most Often
798	703	q289_7) What do you think is the best feature of [Q274]? - Longhorn Most Often
799	704	q290_7) What do you think is the worst feature of [Q274]? - Longhorn Most Often
800	705	q291_7) What in particular did you not like about the flavor of [Q274]? - Longhorn Most Often
801	706	q292_7) What in particular did you not like about the strength of [Q274]? - Longhorn Most Often
802	707	q293_7) What in particular did you not like about the quality of [Q274]? - Longhorn Most Often
803	713	q289_9) What do you think is the best feature of [Q274]? - Red Man Most Often
804	714	q290_9) What do you think is the worst feature of [Q274]? - Red Man Most Often
805	715	q291_9) What in particular did you not like about the flavor of [Q274]? - Red Man Most Often
806	716	q292_9) What in particular did you not like about the strength of [Q274]? - Red Man Most Often
807	718	q289_10) What do you think is the best feature of [Q274]? - Red Seal Most Often
808	719	q290_10) What do you think is the worst feature of [Q274]? - Red Seal Most Often
809	720	q291_10) What in particular did you not like about the flavor of [Q274]? - Red Seal Most Often
810	723	q289_12) What do you think is the best feature of [Q274]? - Silver Creek Most Often
811	724	q290_12) What do you think is the worst feature of [Q274]? - Silver Creek Most Often
812	726	q292_12) What in particular did you not like about the strength of [Q274]? - Silver Creek Most Often
813	728	q289_13) What do you think is the best feature of [Q274]? - Skoal Most Often
814	729	q290_13) What do you think is the worst feature of [Q274]? - Skoal Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
815	730	q291_13) What in particular did you not like about the flavor of [Q274]? - Skoal Most Often
816	731	q292_13) What in particular did you not like about the strength of [Q274]? - Skoal Most Often
817	732	q293_13) What in particular did you not like about the quality of [Q274]? - Skoal Most Often
818	733	q289_14) What do you think is the best feature of [Q274]? - Swisher Most Often
819	734	q290_14) What do you think is the worst feature of [Q274]? - Swisher Most Often
820	736	q292_14) What in particular did you not like about the strength of [Q274]? - Swisher Most Often
821	738	q289_15) What do you think is the best feature of [Q274]? - Timber Wolf Most Often
822	739	q290_15) What do you think is the worst feature of [Q274]? - Timber Wolf Most Often
823	740	q291_15) What in particular did you not like about the flavor of [Q274]? - Timber Wolf Most Often
824	741	q292_15) What in particular did you not like about the strength of [Q274]? - Timber Wolf Most Often
825	743	q289_16) What do you think is the best feature of [Q274]? - Skoal Xtra Most Often
826	744	q290_16) What do you think is the worst feature of [Q274]? - Skoal Xtra Most Often
827	746	q292_16) What in particular did you not like about the strength of [Q274]? - Skoal Xtra Most Often
828	748	q289_17) What do you think is the best feature of [Q274]? - Kodiak Most Often
829	749	q290_17) What do you think is the worst feature of [Q274]? - Kodiak Most Often
830	751	q292_17) What in particular did you not like about the strength of [Q274]? - Kodiak Most Often
831	752	q293_17) What in particular did you not like about the quality of [Q274]? - Kodiak Most Often
832	753	q289_18) What do you think is the best feature of [Q274]? - Renegades Most Often
833	754	q290_18) What do you think is the worst feature of [Q274]? - Renegades Most Often
834	755	q291_18) What in particular did you not like about the flavor of [Q274]? - Renegades Most Often
835	757	q293_18) What in particular did you not like about the quality of [Q274]? - Renegades Most Often
836	758	q289_31) What do you think is the best feature of [Q274]? - Stoker's Most Often
837	759	q290_31) What do you think is the worst feature of [Q274]? - Stoker's Most Often
838	761	q292_31) What in particular did you not like about the strength of [Q274]? - Stoker's Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
839	762	q293_31) What in particular did you not like about the quality of [Q274]? - Stoker's Most Often
840	763	q289_19) What do you think is the best feature of [Q274]? - [Q270 OTHER] Most Often
841	764	q290_19) What do you think is the worst feature of [Q274]? - [Q270 OTHER] Most Often
842	768	q289_20) What do you think is the best feature of [Q274]? - Copenhagen Pouches Most Often
843	769	q290_20) What do you think is the worst feature of [Q274]? - Copenhagen Pouches Most Often
844	770	q291_20) What in particular did you not like about the flavor of [Q274]? - Copenhagen Pouches Most Often
845	772	q293_20) What in particular did you not like about the quality of [Q274]? - Copenhagen Pouches Most Often
846	773	q289_21) What do you think is the best feature of [Q274]? - Grizzly Pouches Most Often
847	774	q290_21) What do you think is the worst feature of [Q274]? - Grizzly Pouches Most Often
848	775	q291_21) What in particular did you not like about the flavor of [Q274]? - Grizzly Pouches Most Often
849	776	q292_21) What in particular did you not like about the strength of [Q274]? - Grizzly Pouches Most Often
850	777	q293_21) What in particular did you not like about the quality of [Q274]? - Grizzly Pouches Most Often
851	778	q289_22) What do you think is the best feature of [Q274]? - Longhorn Pouches Most Often
852	779	q290_22) What do you think is the worst feature of [Q274]? - Longhorn Pouches Most Often
853	780	q291_22) What in particular did you not like about the flavor of [Q274]? - Longhorn Pouches Most Often
854	781	q292_22) What in particular did you not like about the strength of [Q274]? - Longhorn Pouches Most Often
855	788	q289_24) What do you think is the best feature of [Q274]? - Skoal Bandits Most Often
856	789	q290_24) What do you think is the worst feature of [Q274]? - Skoal Bandits Most Often
857	790	q291_24) What in particular did you not like about the flavor of [Q274]? - Skoal Bandits Most Often
858	791	q292_24) What in particular did you not like about the strength of [Q274]? - Skoal Bandits Most Often
859	792	q293_24) What in particular did you not like about the quality of [Q274]? - Skoal Bandits Most Often
860	793	q289_25) What do you think is the best feature of [Q274]? - Skoal Pouches (other than Bandits) Most Often
861	794	q290_25) What do you think is the worst feature of [Q274]? - Skoal Pouches (other than Bandits) Most Often
862	795	q291_25) What in particular did you not like about the flavor of [Q274]? - Skoal Pouches (other than Bandits) Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
863	797	q293_25) What in particular did you not like about the quality of [Q274]? - Skoal Pouches (other than Bandits) Most Often
864	798	q289_26) What do you think is the best feature of [Q274]? - Timber Wolf Pouches Most Often
865	799	q290_26) What do you think is the worst feature of [Q274]? - Timber Wolf Pouches Most Often
866	800	q291_26) What in particular did you not like about the flavor of [Q274]? - Timber Wolf Pouches Most Often
867	801	q292_26) What in particular did you not like about the strength of [Q274]? - Timber Wolf Pouches Most Often
868	803	q289_27) What do you think is the best feature of [Q274]? - Skoal Xtra Pouches Most Often
869	804	q290_27) What do you think is the worst feature of [Q274]? - Skoal Xtra Pouches Most Often
870	806	q292_27) What in particular did you not like about the strength of [Q274]? - Skoal Xtra Pouches Most Often
871	807	q293_27) What in particular did you not like about the quality of [Q274]? - Skoal Xtra Pouches Most Often
872	808	q289_28) What do you think is the best feature of [Q274]? - Kodiak Pouches Most Often
873	809	q290_28) What do you think is the worst feature of [Q274]? - Kodiak Pouches Most Often
874	810	q291_28) What in particular did you not like about the flavor of [Q274]? - Kodiak Pouches Most Often
875	812	q293_28) What in particular did you not like about the quality of [Q274]? - Kodiak Pouches Most Often
876	813	q289_30) What do you think is the best feature of [Q274]? - Kayak Pouches Most Often
877	814	q290_30) What do you think is the worst feature of [Q274]? - Kayak Pouches Most Often
878	816	q292_30) What in particular did you not like about the strength of [Q274]? - Kayak Pouches Most Often
879	823	q294_1) What do you think is the best feature of each of the following moist snuff brands? - Cougar
880	824	q294_2) What do you think is the best feature of each of the following moist snuff brands? - Copenhagen
881	825	q294_3) What do you think is the best feature of each of the following moist snuff brands? - Grizzly
882	826	q294_4) What do you think is the best feature of each of the following moist snuff brands? - Hawken
883	827	q294_5) What do you think is the best feature of each of the following moist snuff brands? - Husky

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
884	828	q294_6) What do you think is the best feature of each of the following moist snuff brands? - Kayak
885	829	q294_7) What do you think is the best feature of each of the following moist snuff brands? - Longhorn
886	830	q294_9) What do you think is the best feature of each of the following moist snuff brands? - Red Man
887	831	q294_10) What do you think is the best feature of each of the following moist snuff brands? - Red Seal
888	832	q294_12) What do you think is the best feature of each of the following moist snuff brands? - Silver Creek
889	833	q294_13) What do you think is the best feature of each of the following moist snuff brands? - Skoal
890	834	q294_14) What do you think is the best feature of each of the following moist snuff brands? - Swisher
891	835	q294_15) What do you think is the best feature of each of the following moist snuff brands? - Timber Wolf
892	836	q294_16) What do you think is the best feature of each of the following moist snuff brands? - Skoal Xtra
893	837	q294_17) What do you think is the best feature of each of the following moist snuff brands? - Kodiak
894	838	q294_18) What do you think is the best feature of each of the following moist snuff brands? - Renegades
895	840	q294_31) What do you think is the best feature of each of the following moist snuff brands? - Stoker's
896	841	q294_20) What do you think is the best feature of each of the following moist snuff brands? - Copenhagen Pouches
897	842	q294_21) What do you think is the best feature of each of the following moist snuff brands? - Grizzly Pouches
898	843	q294_22) What do you think is the best feature of each of the following moist snuff brands? - Longhorn Pouches
899	844	q294_23) What do you think is the best feature of each of the following moist snuff brands? - Renegades (Pouch)

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
900	845	q294_24) What do you think is the best feature of each of the following moist snuff brands? - Skoal Bandits
901	846	q294_25) What do you think is the best feature of each of the following moist snuff brands? - Skoal Pouches (other than Bandits)
902	847	q294_26) What do you think is the best feature of each of the following moist snuff brands? - Timber Wolf Pouches
903	848	q294_27) What do you think is the best feature of each of the following moist snuff brands? - Skoal Xtra Pouches
904	849	q294_28) What do you think is the best feature of each of the following moist snuff brands? - Kodiak Pouches
905	850	q294_30) What do you think is the best feature of each of the following moist snuff brands? - Kayak Pouches
906	852	q295_1) What do you think is the worst feature of each of the following moist snuff brands? - Cougar
907	853	q295_2) What do you think is the worst feature of each of the following moist snuff brands? - Copenhagen
908	854	q295_3) What do you think is the worst feature of each of the following moist snuff brands? - Grizzly
909	855	q295_4) What do you think is the worst feature of each of the following moist snuff brands? - Hawken
910	856	q295_5) What do you think is the worst feature of each of the following moist snuff brands? - Husky
911	857	q295_6) What do you think is the worst feature of each of the following moist snuff brands? - Kayak
912	858	q295_7) What do you think is the worst feature of each of the following moist snuff brands? - Longhorn
913	859	q295_9) What do you think is the worst feature of each of the following moist snuff brands? - Red Man
914	860	q295_10) What do you think is the worst feature of each of the following moist snuff brands? - Red Seal
915	861	q295_12) What do you think is the worst feature of each of the following moist snuff brands? - Silver Creek

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
916	862	q295_13) What do you think is the worst feature of each of the following moist snuff brands? - Skoal
917	863	q295_14) What do you think is the worst feature of each of the following moist snuff brands? - Swisher
918	864	q295_15) What do you think is the worst feature of each of the following moist snuff brands? - Timber Wolf
919	865	q295_16) What do you think is the worst feature of each of the following moist snuff brands? - Skoal Xtra
920	866	q295_17) What do you think is the worst feature of each of the following moist snuff brands? - Kodiak
921	867	q295_18) What do you think is the worst feature of each of the following moist snuff brands? - Renegades
922	869	q295_31) What do you think is the worst feature of each of the following moist snuff brands? - Stoker's
923	870	q295_20) What do you think is the worst feature of each of the following moist snuff brands? - Copenhagen Pouches
924	871	q295_21) What do you think is the worst feature of each of the following moist snuff brands? - Grizzly Pouches
925	872	q295_22) What do you think is the worst feature of each of the following moist snuff brands? - Longhorn Pouches
926	873	q295_23) What do you think is the worst feature of each of the following moist snuff brands? - Renegades (Pouch)
927	874	q295_24) What do you think is the worst feature of each of the following moist snuff brands? - Skoal Bandits
928	875	q295_25) What do you think is the worst feature of each of the following moist snuff brands? - Skoal Pouches (other than Bandits)
929	876	q295_26) What do you think is the worst feature of each of the following moist snuff brands? - Timber Wolf Pouches
930	877	q295_27) What do you think is the worst feature of each of the following moist snuff brands? - Skoal Xtra Pouches
931	878	q295_28) What do you think is the worst feature of each of the following moist snuff brands? - Kodiak Pouches

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
932	879	q295_30) What do you think is the worst feature of each of the following moist snuff brands? - Kayak Pouches
933	881	q296) Assuming that your preferred moist snuff is out of stock when you arrive at the store, what would you do?
934	882	q297.1_1) What percent of the time do you buy the following types of moist snuff containers? - Single cans
935	883	q297.1_2) What percent of the time do you buy the following types of moist snuff containers? - By the roll (5 or 10 cans)
936	884	q297.1_3) What percent of the time do you buy the following types of moist snuff containers? - Tub containers
937	885	q298) How many cans of moist snuff do you usually buy at a time for personal use?
939	886	q299) And, on average, about how much do you spend on moist snuff per week for personal use?
940	887	q300) At what kind of stores do you typically buy your moist snuff?
942	888	q301) At what kind of store do you most often buy moist snuff?
944	889	q302) What is the main reason for buying moist snuff from the [Q301]? - IN TOTAL
945	890	q302_1) What is the main reason for buying moist snuff from the [Q301]? - Supermarket
946	891	q302_2) What is the main reason for buying moist snuff from the [Q301]? - Small grocery store
947	892	q302_3) What is the main reason for buying moist snuff from the [Q301]? - Convenience store/gas station
948	893	q302_4) What is the main reason for buying moist snuff from the [Q301]? - Drug store
949	894	q302_5) What is the main reason for buying moist snuff from the [Q301]? - Tobacconist
950	895	q302_6) What is the main reason for buying moist snuff from the [Q301]? - Discount store
951	896	q302_7) What is the main reason for buying moist snuff from the [Q301]? - Discount tobacco store/smoke shop
952	897	q302_8) What is the main reason for buying moist snuff from the [Q301]? - Bar
953	898	q302_9) What is the main reason for buying moist snuff from the [Q301]? - Restaurant
954	899	q302_10) What is the main reason for buying moist snuff from the [Q301]? - Hunting/fishing supply store
955	900	q302_11) What is the main reason for buying moist snuff from the [Q301]? - Liquor store
956	901	q302_12) What is the main reason for buying moist snuff from the [Q301]? - Military store

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
957	902	q302_13) What is the main reason for buying moist snuff from the [Q301]? - Wholesale outlet
958	903	q302_14) What is the main reason for buying moist snuff from the [Q301]? - Internet
959	904	q302_15) What is the main reason for buying moist snuff from the [Q301]? - Other
960	905	q303) When you go to a store and purchase moist snuff, is that the primary reason for your shopping trip, or is moist snuff usually a secondary purchase?
961	906	q304) Top 2 Box Summary Table
962	907	q304_1) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements? - Believe that brands which give promotional offers are selling either an inferior quality or old product
963	908	q304_2) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements? - Buy whatever is the lowest price
964	909	q304_3) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements? - Buy only your regular brand
965	910	q304_4) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements? - Switch brands for variety
966	911	q304_5) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements? - Have a consistent list of moist snuff brands that you choose from depending on the situation
967	912	q304_6) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements? - Look for special offers, prices, or promotions on brands (other than your most often brand)
968	913	q304_7) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements? - Know what you are going to buy when you go into the store
969	914	q308) You indicated that you have formerly used moist snuff. The following questions in this section will ask you about your past moist snuff usage. To quit means not using moist snuff for at least three months, except for temporary slip of a day or two. How many times have you quit using moist snuff?
971	915	q310) How old were you the first and last time you quit using moist snuff? - First Time
974	916	q311) How old were you the first and last time you quit using moist snuff? - Last Time
977	917	q312) Approximately how long did you use moist snuff before quitting? If you had used moist snuff for several periods, and quit in between, we ask you to please state the total time you had used moist snuff. For example if you dipped for 5 years, quit for 1 year, dipped for 2 more years and then quit - please indicate 7 years.
980	918	q313) At the time you quit using moist snuff, approximately how many cans of moist snuff did you use in a typical week?
982	919	q314) How long ago did you quit using moist snuff?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
983	920	q315) Before finally quitting, had you ever tried to quit dipping before?
984	921	q316) How many times, before finally quitting, had you tried to quit where you stopped using moist snuff or drastically cut down on your dipping for at least a week?
985	922	q317) Did you return to moist snuff after the first time you quit?
986	923	q318) From the point when you quit moist snuff the first time, how many months passed before you returned to using moist snuff?
988	924	q319) How long were you able to quit using moist snuff the last time you attempted to quit (your most recent attempt to quit)?
989	925	q320) Did you return to moist snuff after the last time you quit?
990	926	q321) How many months passed before you returned to moist snuff, after the last time you quit?
992	927	q322) When you restarted using moist snuff after you tried to quit moist snuff the last time, how old were you?
995	928	q323) How long were you able to quit using moist snuff the time previous to the last time you attempted to quit (your second most recent attempt to quit)?
996	929	q324) Did you use any aids/substitutes (if any) for using moist snuff when you quit using moist snuff?
997	930	q325) What would you consider as your primary substitute after you quit using moist snuff?
998	931	q326) Do you continue to use any of the aids/substitutes (if any) after you quit using moist snuff?
999	932	q327) What was the total length of time you used moist snuff aids/substitutes while and/or after quitting moist snuff?
1000	933	q328) How helpful/hindering was using [Q325] in helping you quit using moist snuff? - IN TOTAL
1001	934	q328_1) How helpful/hindering was using Cigarettes in helping you quit using moist snuff? - Cigarettes
1002	935	q328_2) How helpful/hindering was using Snus in helping you quit using moist snuff? - Snus
1003	936	q328_3) How helpful/hindering was using Loose leaf chewing tobacco in helping you quit using moist snuff? - Loose leaf chewing tobacco
1004	937	q328_4) How helpful/hindering was using Other tobacco products in helping you quit using moist snuff? - Other tobacco products
1005	938	q328_5) How helpful/hindering was using Nicotine patches in helping you quit using moist snuff? - Nicotine patches
1006	939	q328_6) How helpful/hindering was using Nicotine chewing gum in helping you quit using moist snuff? - Nicotine chewing gum
1007	940	q328_7) How helpful/hindering was using Other Nicotine Replacement Therapy Products in helping you quit using moist snuff? - Other Nicotine Replacement Therapy Products
1008	941	q328_8) How helpful/hindering was using Other aids/substitutes than above in helping you quit using moist snuff? - Other aids/substitutes than above
1009	942	q329) Do you think you would've been able to quit using moist snuff without using [Q325] as an aide to quit dipping? - IN TOTAL

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1010	943	q329_1) Do you think you would've been able to quit using moist snuff without using Cigarettes as an aide to quit dipping? - Cigarettes
1011	944	q329_2) Do you think you would've been able to quit using moist snuff without using Snus as an aide to quit dipping? - Snus
1012	945	q329_3) Do you think you would've been able to quit using moist snuff without using Loose leaf chewing tobacco as an aide to quit dipping? - Loose leaf chewing tobacco
1013	946	q329_4) Do you think you would've been able to quit using moist snuff without using Other tobacco products as an aide to quit dipping? - Other tobacco products
1014	947	q329_5) Do you think you would've been able to quit using moist snuff without using Nicotine patches as an aide to quit dipping? - Nicotine patches
1015	948	q329_6) Do you think you would've been able to quit using moist snuff without using Nicotine chewing gum as an aide to quit dipping? - Nicotine chewing gum
1016	949	q329_7) Do you think you would've been able to quit using moist snuff without using Other Nicotine Replacement Therapy Products as an aide to quit dipping? - Other Nicotine Replacement Therapy Products
1017	950	q329_8) Do you think you would've been able to quit using moist snuff without using Other aids/substitutes than above as an aide to quit dipping? - Other aids/substitutes than above
1018	951	q330) Which of brand of moist snuff did you use most often before you quit using moist snuff? That is, which brand was your main brand?
1021	952	q331) Please tell us your main motivations(s) for quitting moist snuff.
1024	953	q335) You indicated that you currently or formerly used Nicotine Replacement Therapy Products. The following questions in this section will ask you about your current and past Nicotine Replacement Therapy Products usage. How long have you used or previously used Nicotine Replacement Therapy Products (nicotine patches, -chewing gum, -pills, -inhaler or similar)?If you have used Nicotine Replacement Therapy Products for several periods, and quit in between, we ask you to please state the total time you have used them. For example if you used Nicotine Replacement Therapy Products for 5 years, quit for 1 year, and have used them for the past 2 years
1026	954	q336) What brands have you EVER used in the past?
1027	955	q337) What brand do/did you use most often?
1028	956	q338) What form(s) of Nicotine Replacement Therapy Products have you EVER used?
1029	957	q339) What form of Nicotine Replacement Therapy Products do you/did you most prefer using?
1030	958	q340) Were you using Nicotine Replacement Therapy Products to assist with quitting a tobacco product?
1031	959	q341) What tobacco products were you using when you started using Nicotine Replacement Therapy Products?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1032	960	q342) What effect did using the nicotine replacement product have on your tobacco consumption?
1033	961	q343) Did you continue to use a nicotine replacement product after you quit using tobacco (ongoing)?
1034	962	q344) How long after quitting did you continue to use a nicotine replacement product?
1035	963	q345) Do you currently use a nicotine replacement product?
1036	964	q346) Do you plan on completely stopping your usage of your nicotine replacement product at some point?
1037	965	q347) How long do you think you will use your nicotine replacement product (in total) before stopping usage completely?
1038	966	q348) Do you think you will eventually be able to quit using tobacco?
1039	967	q351) You indicated that you are a current user of cigarillos. The following questions in this section will ask you about your cigarillo usage. How long have you been smoking cigarillos? If you have used cigarillos for several periods, and quit in between, we ask you to please state the total time you have used cigarillos. For example if you used cigarillos for 5 years, quit for 1 year, and have used cigarillos for the past 2 years - please indicate 7 years.
1042	968	q352) What brand of cigarillos do you smoke most often?
1044	969	q353) How many cigarillos do you smoke?
1045	970	q354) At what kind of store do you usually buy your cigarillos?
1047	971	q357) You indicated that you are a current user of cigars. The following questions in this section will ask you about your cigar usage. How long have you been smoking cigars? If you have used cigars for several periods, and quit in between, we ask you to please state the total time you have used cigars. For example if you used cigars for 5 years, quit for 1 year, and have used cigars for the past 2 years - please indicate 7 years.
1050	972	q358) What brand of cigars do you smoke most often?
1052	973	q359) How many cigars do you smoke?
1053	974	q360) At what kind of store do you usually buy your cigars?
1055	975	q363) You indicated that you are a current user of pipes. The following questions in this section will ask you about your pipe usage. How long have you been smoking pipe tobacco? If you have smoked a pipe for several periods, and quit in between, we ask you to please state the total time you have smoked pipe tobacco. For example if you smoked a pipe for 5 years, quit for 1 year, and have smoked a pipe for the past 2 years - please indicate 7 years.
1058	976	q365) What brand of pipe tobacco do you smoke most often?
1060	977	q366) How much pipe tobacco do you use?
1061	978	q367) Where do you buy your pipe tobacco most often?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1063	979	q370) You indicated that you are a current user of chewing tobacco. The following questions in this section will ask you about your chewing tobacco usage. Approximately, how long have you used chewing tobacco? If you have used chewing tobacco for several periods, and quit in between, we ask you to please state the total time you have used chewing tobacco. For example if you used chewing tobacco for 5 years, quit for 1 year, and have used chewing tobacco for the past 2 years - please indicate 7 years.
1065	980	q371) About how many chewing tobacco pouches do you use in total per week?
1066	981	q372) About how many chewing tobacco pouches did you use in total per week 1 year ago?
1067	982	q373) How soon after getting up in the morning do you have your first chew?
1068	983	q374) Have you ever tried to quit using chewing tobacco?
1069	984	q375) How many times have you tried to quit where you stopped chewing or drastically cut down on your chewing tobacco usage for at least a week?
1070	985	q376) How long were you able to quit chewing the last time you attempted to quit (your most recent attempt to quit)?
1071	986	q377) How long were you able to quit chewing the time previous to the last time you attempted to quit (your second most recent attempt to quit)?
1072	987	q378) How long ago was it that you last tried to quit using chewing tobacco?
1073	988	q379) Did you use any aids/substitutes (if any) for chewing tobacco when trying to quit?
1074	989	q380) Do you continue to use any of the substitutes when you started chewing again, after attempting to quit?
1075	990	q381) Do you use chewing tobacco less now that you use an additional tobacco product(s)?
1076	991	q382) How much less chewing tobacco do you consume since using an additional tobacco product(s)?
1077	992	q383) Now that you continue to use another tobacco product in addition to chewing tobacco, how does this affect your total tobacco consumption? Do you believe that your total tobacco consumption...?
1078	993	q384) If you look 6 months ahead, do you think you will change your chewing tobacco consumption?
1079	994	q385) Do you use more, less or about the same amount of chewing tobacco as you did 6 months ago?
1080	995	q386) If you were to quit chewing (or quit again), which (if any) of the following products do you think you would use on a temporary basis instead of chewing tobacco? (i.e. you would use them only to assist in quitting, then cease usage).
1081	996	q387) If you were to quit chewing (or quit again), which (if any) of the following products do you think you would use on an ongoing basis instead of chewing tobacco? (i.e. you would use these even after quitting chewing).
1082	997	q388) When you think about brands of chewing tobacco, which one brand first comes to mind?
1083	998	q389) What other brands of chewing tobacco can you think of?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1084	999	q388/q389) Total Unaided Chewing Tobacco Awareness
1085	1000	q390) Which of the following brands of loose leaf loose leaf chewing tobacco have you heard of?
1088	1001	q388/q389/q390) Total Unaided/Aided Chewing Tobacco Awareness
1091	1002	q391) Which brands of chewing tobacco have you EVER tried?
1093	1003	q392) Which of those brands have you EVER purchased on a regular basis?
1095	1004	q393) Which brands of chewing tobacco do you CURRENTLY purchase on a regular basis?
1097	1005	q394) What one brand of chewing tobacco do you purchase most often? That is, which brand is your main brand?
1100	1006	q395) You said that you currently purchase [Q394] chewing tobacco most often. Which one brand, if any, did you purchase most often PRIOR to this brand?
1103	1007	q396) As a consumer you regularly make many choices between different brands. Thinking about chewing tobacco, how important is the brand name when you make a purchase?
1104	1008	q397) Top 2 Box Summary Table
1105	1009	q397_1) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Beechnut
1106	1010	q397_2) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Big Mountain
1107	1011	q397_3) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Bowie
1108	1012	q397_4) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Chattanooga loose leaf chewing tobacco
1109	1013	q397_5) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Durango
1110	1014	q397_6) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Granger Select
1111	1015	q397_7) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Havana Blossom
1112	1016	q397_8) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - H.B. Scott's
1113	1017	q397_9) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - J.D.'s Blend

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1114	1018	q397_10) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Lancaster
1115	1019	q397_11) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Levi-Garrett
1116	1020	q397_12) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Levi Extra
1117	1021	q397_13) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Mail Pouch
1118	1022	q397_14) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Mail Pouch Select
1119	1023	q397_15) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Morgan's
1120	1024	q398) Top 2 Box Summary Table
1121	1025	q398_16) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Pay Car
1122	1026	q398_17) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Red Horse
1123	1027	q398_18) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Red Leaf
1124	1028	q398_19) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Red Man
1125	1029	q398_20) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Red Man Regular
1126	1030	q398_21) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Red Man Golden Blend
1127	1031	q398_22) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Red Man Select
1128	1032	q398_23) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Red Man Silver Blend
1129	1033	q398_24) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Southern Pride

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1130	1034	q398_25) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Starr
1131	1035	q398_26) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Stoker's
1132	1036	q398_27) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Taylor's Pride
1133	1037	q398_28) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Trophy
1134	1038	q398_29) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Union Standard
1135	1039	q398_30) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Work Horse
1136	1040	q398_31) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months. - Other
1137	1041	q399) Regardless of price, what brand of chewing tobacco do you most prefer?
1140	1042	q400) Mean Summary Table
1142	1043	q400_1) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Beechnut
1143	1044	q400_2) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Big Mountain
1144	1045	q400_3) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Bowie
1145	1046	q400_4) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Chattanooga loose leaf chewing tobacco
1146	1047	q400_5) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Durango
1147	1048	q400_6) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Granger Select

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1148	1049	q400_7) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Havana Blossom
1149	1050	q400_8) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - H.B. Scott's
1150	1051	q400_9) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - J.D.'s Blend
1151	1052	q400_10) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Lancaster
1152	1053	q400_11) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Levi-Garrett
1153	1055	q400_13) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Mail Pouch
1154	1057	q400_15) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Morgan's
1155	1060	q400_18) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Red Leaf
1156	1061	q400_19) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Red Man
1157	1062	q400_20) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Red Man Regular
1158	1063	q400_21) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Red Man Golden Blend
1159	1064	q400_22) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Red Man Select

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1160	1066	q400_24) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Southern Pride
1161	1070	q400_28) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Trophy
1162	1072	q400_30) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Work Horse
1163	1073	q400_31) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week? - Other
1164	1074	q401) Top 2 Box Summary Table - IN TOTAL
1165	1075	q401) Bottom 2 Box Summary Table - IN TOTAL
1166	1076	q401) Mean Summary Table - IN TOTAL
1167	1077	q401_1) Top 2 Box Summary Table - Beechnut Most Often
1168	1078	q401_1) Bottom 2 Box Summary Table - Beechnut Most Often
1169	1079	q401_1) Mean Summary Table - Beechnut Most Often
1170	1080	q401_2) Top 2 Box Summary Table - Big Mountain Most Often
1171	1081	q401_2) Bottom 2 Box Summary Table - Big Mountain Most Often
1172	1082	q401_2) Mean Summary Table - Big Mountain Most Often
1173	1083	q401_3) Top 2 Box Summary Table - Bowie Most Often
1174	1084	q401_3) Bottom 2 Box Summary Table - Bowie Most Often
1175	1085	q401_3) Mean Summary Table - Bowie Most Often
1176	1086	q401_4) Top 2 Box Summary Table - Chattanooga loose leaf chewing tobacco Most Often
1177	1087	q401_4) Bottom 2 Box Summary Table - Chattanooga loose leaf chewing tobacco Most Often
1178	1088	q401_4) Mean Summary Table - Chattanooga loose leaf chewing tobacco Most Often
1179	1089	q401_5) Top 2 Box Summary Table - Durango Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1180	1090	q401_5) Bottom 2 Box Summary Table - Durango Most Often
1181	1091	q401_5) Mean Summary Table - Durango Most Often
1182	1092	q401_6) Top 2 Box Summary Table - Granger Select Most Often
1183	1093	q401_6) Bottom 2 Box Summary Table - Granger Select Most Often
1184	1094	q401_6) Mean Summary Table - Granger Select Most Often
1185	1095	q401_7) Top 2 Box Summary Table - Havana Blossom Most Often
1186	1096	q401_7) Bottom 2 Box Summary Table - Havana Blossom Most Often
1187	1097	q401_7) Mean Summary Table - Havana Blossom Most Often
1188	1098	q401_8) Top 2 Box Summary Table - H.B. Scott's Most Often
1189	1099	q401_8) Bottom 2 Box Summary Table - H.B. Scott's Most Often
1190	1100	q401_8) Mean Summary Table - H.B. Scott's Most Often
1191	1101	q401_9) Top 2 Box Summary Table - J.D.'s Blend Most Often
1192	1102	q401_9) Bottom 2 Box Summary Table - J.D.'s Blend Most Often
1193	1103	q401_9) Mean Summary Table - J.D.'s Blend Most Often
1194	1104	q401_10) Top 2 Box Summary Table - Lancaster Most Often
1195	1105	q401_10) Bottom 2 Box Summary Table - Lancaster Most Often
1196	1106	q401_10) Mean Summary Table - Lancaster Most Often
1197	1107	q401_11) Top 2 Box Summary Table - Levi-Garrett Most Often
1198	1108	q401_11) Bottom 2 Box Summary Table - Levi-Garrett Most Often
1199	1109	q401_11) Mean Summary Table - Levi-Garrett Most Often
1200	1113	q401_13) Top 2 Box Summary Table - Mail Pouch Most Often
1201	1114	q401_13) Bottom 2 Box Summary Table - Mail Pouch Most Often
1202	1115	q401_13) Mean Summary Table - Mail Pouch Most Often
1203	1119	q401_15) Top 2 Box Summary Table - Morgan's Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1204	1120	q401_15) Bottom 2 Box Summary Table - Morgan's Most Often
1205	1121	q401_15) Mean Summary Table - Morgan's Most Often
1206	1128	q401_18) Top 2 Box Summary Table - Red Leaf Most Often
1207	1129	q401_18) Bottom 2 Box Summary Table - Red Leaf Most Often
1208	1130	q401_18) Mean Summary Table - Red Leaf Most Often
1209	1131	q401_19) Top 2 Box Summary Table - Red Man Most Often
1210	1132	q401_19) Bottom 2 Box Summary Table - Red Man Most Often
1211	1133	q401_19) Mean Summary Table - Red Man Most Often
1212	1134	q401_20) Top 2 Box Summary Table - Red Man Regular Most Often
1213	1135	q401_20) Bottom 2 Box Summary Table - Red Man Regular Most Often
1214	1136	q401_20) Mean Summary Table - Red Man Regular Most Often
1215	1137	q401_21) Top 2 Box Summary Table - Red Man Golden Blend Most Often
1216	1138	q401_21) Bottom 2 Box Summary Table - Red Man Golden Blend Most Often
1217	1139	q401_21) Mean Summary Table - Red Man Golden Blend Most Often
1218	1140	q401_22) Top 2 Box Summary Table - Red Man Select Most Often
1219	1141	q401_22) Bottom 2 Box Summary Table - Red Man Select Most Often
1220	1142	q401_22) Mean Summary Table - Red Man Select Most Often
1221	1146	q401_24) Top 2 Box Summary Table - Southern Pride Most Often
1222	1147	q401_24) Bottom 2 Box Summary Table - Southern Pride Most Often
1223	1148	q401_24) Mean Summary Table - Southern Pride Most Often
1224	1158	q401_28) Top 2 Box Summary Table - Trophy Most Often
1225	1159	q401_28) Bottom 2 Box Summary Table - Trophy Most Often
1226	1160	q401_28) Mean Summary Table - Trophy Most Often
1227	1164	q401_30) Top 2 Box Summary Table - Work Horse Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1228	1165	q401_30) Bottom 2 Box Summary Table - Work Horse Most Often
1229	1166	q401_30) Mean Summary Table - Work Horse Most Often
1230	1167	q401_31) Top 2 Box Summary Table - Other Most Often
1231	1168	q401_31) Bottom 2 Box Summary Table - Other Most Often
1232	1169	q401_31) Mean Summary Table - Other Most Often
1233	1170	q402) Top 2 Box Summary Table
1235	1171	q402_1) Now, please tell us your overall impression of each of the following brands below. - Beechnut
1236	1172	q402_2) Now, please tell us your overall impression of each of the following brands below. - Big Mountain
1237	1173	q402_3) Now, please tell us your overall impression of each of the following brands below. - Bowie
1238	1174	q402_4) Now, please tell us your overall impression of each of the following brands below. - Chattanooga loose leaf chewing tobacco
1239	1175	q402_5) Now, please tell us your overall impression of each of the following brands below. - Durango
1240	1176	q402_6) Now, please tell us your overall impression of each of the following brands below. - Granger Select
1241	1177	q402_7) Now, please tell us your overall impression of each of the following brands below. - Havana Blossom
1242	1178	q402_8) Now, please tell us your overall impression of each of the following brands below. - H.B. Scott's
1243	1179	q402_9) Now, please tell us your overall impression of each of the following brands below. - J.D.'s Blend
1244	1180	q402_10) Now, please tell us your overall impression of each of the following brands below. - Lancaster
1245	1181	q402_11) Now, please tell us your overall impression of each of the following brands below. - Levi-Garrett
1246	1182	q402_12) Now, please tell us your overall impression of each of the following brands below. - Levi Extra

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1247	1183	q402_13) Now, please tell us your overall impression of each of the following brands below. - Mail Pouch
1248	1184	q402_14) Now, please tell us your overall impression of each of the following brands below. - Mail Pouch Select
1249	1185	q402_15) Now, please tell us your overall impression of each of the following brands below. - Morgan's
1250	1186	q402_16) Now, please tell us your overall impression of each of the following brands below. - Pay Car
1251	1187	q402_17) Now, please tell us your overall impression of each of the following brands below. - Red Horse
1252	1188	q402_18) Now, please tell us your overall impression of each of the following brands below. - Red Leaf
1253	1189	q402_19) Now, please tell us your overall impression of each of the following brands below. - Red Man
1254	1190	q402_20) Now, please tell us your overall impression of each of the following brands below. - Red Man Regular
1255	1191	q402_21) Now, please tell us your overall impression of each of the following brands below. - Red Man Golden Blend
1256	1192	q402_22) Now, please tell us your overall impression of each of the following brands below. - Red Man Select
1257	1193	q402_23) Now, please tell us your overall impression of each of the following brands below. - Red Man Silver Blend
1258	1194	q402_24) Now, please tell us your overall impression of each of the following brands below. - Southern Pride
1259	1195	q402_25) Now, please tell us your overall impression of each of the following brands below. - Starr
1260	1196	q402_26) Now, please tell us your overall impression of each of the following brands below. - Stoker's
1261	1197	q402_27) Now, please tell us your overall impression of each of the following brands below. - Taylor's Pride
1262	1198	q402_28) Now, please tell us your overall impression of each of the following brands below. - Trophy

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1263	1199	q402_29) Now, please tell us your overall impression of each of the following brands below. - Union Standard
1264	1200	q402_30) Now, please tell us your overall impression of each of the following brands below. - Work Horse
1265	1201	q402_31) Now, please tell us your overall impression of each of the following brands below. - Other
1266	1202	q403) How long has [Q394] been the brand you use most often? - IN TOTAL
1268	1203	q403_1) How long has Beechnut been the brand you use most often? - Beechnut Most Often
1269	1204	q403_2) How long has Big Mountain been the brand you use most often? - Big Mountain Most Often
1270	1205	q403_3) How long has Bowie been the brand you use most often? - Bowie Most Often
1271	1206	q403_4) How long has Chattanooga loose leaf chewing tobacco been the brand you use most often? - Chattanooga loose leaf chewing tobacco Most Often
1272	1207	q403_5) How long has Durango been the brand you use most often? - Durango Most Often
1273	1208	q403_6) How long has Granger Select been the brand you use most often? - Granger Select Most Often
1274	1209	q403_7) How long has Havana Blossom been the brand you use most often? - Havana Blossom Most Often
1275	1210	q403_8) How long has H.B. Scott's been the brand you use most often? - H.B. Scott's Most Often
1276	1211	q403_9) How long has J.D.'s Blend been the brand you use most often? - J.D.'s Blend Most Often
1277	1212	q403_10) How long has Lancaster been the brand you use most often? - Lancaster Most Often
1278	1213	q403_11) How long has Levi-Garrett been the brand you use most often? - Levi-Garrett Most Often
1279	1215	q403_13) How long has Mail Pouch been the brand you use most often? - Mail Pouch Most Often
1280	1217	q403_15) How long has Morgan's been the brand you use most often? - Morgan's Most Often
1281	1220	q403_18) How long has Red Leaf been the brand you use most often? - Red Leaf Most Often
1282	1221	q403_19) How long has Red Man been the brand you use most often? - Red Man Most Often
1283	1222	q403_20) How long has Red Man Regular been the brand you use most often? - Red Man Regular Most Often
1284	1223	q403_21) How long has Red Man Golden Blend been the brand you use most often? - Red Man Golden Blend Most Often
1285	1224	q403_22) How long has Red Man Select been the brand you use most often? - Red Man Select Most Often
1286	1226	q403_24) How long has Southern Pride been the brand you use most often? - Southern Pride Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1287	1230	q403_28) How long has Trophy been the brand you use most often? - Trophy Most Often
1288	1232	q403_30) How long has Work Horse been the brand you use most often? - Work Horse Most Often
1289	1233	q403_31) How long has Other been the brand you use most often? - Other Most Often
1290	1234	q404) What do you think is the best feature of [Q394]? - IN TOTAL
1291	1235	q405) What do you think is the worst feature of [Q394]? - IN TOTAL
1292	1236	q406) What in particular did you not like about the flavor of [Q394]? - IN TOTAL
1293	1237	q407) What in particular did you not like about the strength of [Q394]? - IN TOTAL
1294	1238	q408) What in particular did you not like about the quality of [Q394]? - IN TOTAL
1295	1239	q404_1) What do you think is the best feature of [Q394]? - Beechnut Most Often
1296	1240	q405_1) What do you think is the worst feature of [Q394]? - Beechnut Most Often
1297	1241	q406_1) What in particular did you not like about the flavor of [Q394]? - Beechnut Most Often
1298	1242	q407_1) What in particular did you not like about the strength of [Q394]? - Beechnut Most Often
1299	1243	q408_1) What in particular did you not like about the quality of [Q394]? - Beechnut Most Often
1300	1244	q404_2) What do you think is the best feature of [Q394]? - Big Mountain Most Often
1301	1245	q405_2) What do you think is the worst feature of [Q394]? - Big Mountain Most Often
1302	1246	q406_2) What in particular did you not like about the flavor of [Q394]? - Big Mountain Most Often
1303	1247	q407_2) What in particular did you not like about the strength of [Q394]? - Big Mountain Most Often
1304	1248	q408_2) What in particular did you not like about the quality of [Q394]? - Big Mountain Most Often
1305	1249	q404_3) What do you think is the best feature of [Q394]? - Bowie Most Often
1306	1250	q405_3) What do you think is the worst feature of [Q394]? - Bowie Most Often
1307	1251	q406_3) What in particular did you not like about the flavor of [Q394]? - Bowie Most Often
1308	1252	q407_3) What in particular did you not like about the strength of [Q394]? - Bowie Most Often
1309	1253	q408_3) What in particular did you not like about the quality of [Q394]? - Bowie Most Often
1310	1254	q404_4) What do you think is the best feature of [Q394]? - Chattanooga loose leaf chewing tobacco Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1311	1255	q405_4) What do you think is the worst feature of [Q394]? - Chattanooga loose leaf chewing tobacco Most Often
1312	1259	q404_5) What do you think is the best feature of [Q394]? - Durango Most Often
1313	1260	q405_5) What do you think is the worst feature of [Q394]? - Durango Most Often
1314	1262	q407_5) What in particular did you not like about the strength of [Q394]? - Durango Most Often
1315	1263	q408_5) What in particular did you not like about the quality of [Q394]? - Durango Most Often
1316	1264	q404_6) What do you think is the best feature of [Q394]? - Granger Select Most Often
1317	1265	q405_6) What do you think is the worst feature of [Q394]? - Granger Select Most Often
1318	1266	q406_6) What in particular did you not like about the flavor of [Q394]? - Granger Select Most Often
1319	1269	q404_7) What do you think is the best feature of [Q394]? - Havana Blossom Most Often
1320	1270	q405_7) What do you think is the worst feature of [Q394]? - Havana Blossom Most Often
1321	1272	q407_7) What in particular did you not like about the strength of [Q394]? - Havana Blossom Most Often
1322	1274	q404_8) What do you think is the best feature of [Q394]? - H.B. Scott's Most Often
1323	1275	q405_8) What do you think is the worst feature of [Q394]? - H.B. Scott's Most Often
1324	1276	q406_8) What in particular did you not like about the flavor of [Q394]? - H.B. Scott's Most Often
1325	1279	q404_9) What do you think is the best feature of [Q394]? - J.D.'s Blend Most Often
1326	1280	q405_9) What do you think is the worst feature of [Q394]? - J.D.'s Blend Most Often
1327	1284	q404_10) What do you think is the best feature of [Q394]? - Lancaster Most Often
1328	1285	q405_10) What do you think is the worst feature of [Q394]? - Lancaster Most Often
1329	1289	q404_11) What do you think is the best feature of [Q394]? - Levi-Garrett Most Often
1330	1290	q405_11) What do you think is the worst feature of [Q394]? - Levi-Garrett Most Often
1331	1292	q407_11) What in particular did you not like about the strength of [Q394]? - Levi-Garrett Most Often
1332	1299	q404_13) What do you think is the best feature of [Q394]? - Mail Pouch Most Often
1333	1300	q405_13) What do you think is the worst feature of [Q394]? - Mail Pouch Most Often
1334	1302	q407_13) What in particular did you not like about the strength of [Q394]? - Mail Pouch Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1335	1309	q404_15) What do you think is the best feature of [Q394]? - Morgan's Most Often
1336	1310	q405_15) What do you think is the worst feature of [Q394]? - Morgan's Most Often
1337	1311	q406_15) What in particular did you not like about the flavor of [Q394]? - Morgan's Most Often
1338	1324	q404_18) What do you think is the best feature of [Q394]? - Red Leaf Most Often
1339	1325	q405_18) What do you think is the worst feature of [Q394]? - Red Leaf Most Often
1340	1326	q406_18) What in particular did you not like about the flavor of [Q394]? - Red Leaf Most Often
1341	1329	q404_19) What do you think is the best feature of [Q394]? - Red Man Most Often
1342	1330	q405_19) What do you think is the worst feature of [Q394]? - Red Man Most Often
1343	1333	q408_19) What in particular did you not like about the quality of [Q394]? - Red Man Most Often
1344	1334	q404_20) What do you think is the best feature of [Q394]? - Red Man Regular Most Often
1345	1335	q405_20) What do you think is the worst feature of [Q394]? - Red Man Regular Most Often
1346	1339	q404_21) What do you think is the best feature of [Q394]? - Red Man Golden Blend Most Often
1347	1340	q405_21) What do you think is the worst feature of [Q394]? - Red Man Golden Blend Most Often
1348	1341	q406_21) What in particular did you not like about the flavor of [Q394]? - Red Man Golden Blend Most Often
1349	1344	q404_22) What do you think is the best feature of [Q394]? - Red Man Select Most Often
1350	1345	q405_22) What do you think is the worst feature of [Q394]? - Red Man Select Most Often
1351	1346	q406_22) What in particular did you not like about the flavor of [Q394]? - Red Man Select Most Often
1352	1354	q404_24) What do you think is the best feature of [Q394]? - Southern Pride Most Often
1353	1355	q405_24) What do you think is the worst feature of [Q394]? - Southern Pride Most Often
1354	1374	q404_28) What do you think is the best feature of [Q394]? - Trophy Most Often
1355	1375	q405_28) What do you think is the worst feature of [Q394]? - Trophy Most Often
1356	1384	q404_30) What do you think is the best feature of [Q394]? - Work Horse Most Often
1357	1385	q405_30) What do you think is the worst feature of [Q394]? - Work Horse Most Often
1358	1389	q404_31) What do you think is the best feature of [Q394]? - Other Most Often

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1359	1390	q405_31) What do you think is the worst feature of [Q394]? - Other Most Often
1360	1395	q409_2) What do you think is the best feature for each of the following chewing tobacco brands? - Big Mountain
1361	1401	q409_8) What do you think is the best feature for each of the following chewing tobacco brands? - H.B. Scott's
1362	1414	q409_21) What do you think is the best feature for each of the following chewing tobacco brands? - Red Man Golden Blend
1363	1426	q410_2) What do you think is the worst feature for each of the following chewing tobacco brands? - Big Mountain
1364	1432	q410_8) What do you think is the worst feature for each of the following chewing tobacco brands? - H.B. Scott's
1365	1445	q410_21) What do you think is the worst feature for each of the following chewing tobacco brands? - Red Man Golden Blend
1366	1456	q411) Assuming that both your main brand/flavor and your secondary brand/flavor is out of stock when you arrive at the store, what would you do?
1367	1457	q412) How many pouches of chewing tobacco do you usually buy at a time for personal use?
1368	1458	q413) And, on average, about how much do you spend on chewing tobacco per week for personal use?
1369	1459	q414) At what kind of stores do you typically buy your chewing tobacco?
1371	1460	q415) At what kind of store do you most often buy chewing tobacco?
1373	1461	q416) What is the main reason for buying chewing tobacco from [Q415]? - IN TOTAL
1374	1462	q416_1) What is the main reason for buying chewing tobacco from [Q415]? - Supermarket
1375	1463	q416_2) What is the main reason for buying chewing tobacco from [Q415]? - Small grocery store
1376	1464	q416_3) What is the main reason for buying chewing tobacco from [Q415]? - Convenience store/gas station
1377	1465	q416_4) What is the main reason for buying chewing tobacco from [Q415]? - Drug store
1378	1466	q416_5) What is the main reason for buying chewing tobacco from [Q415]? - Tobacconist
1379	1467	q416_6) What is the main reason for buying chewing tobacco from [Q415]? - Discount store
1380	1468	q416_7) What is the main reason for buying chewing tobacco from [Q415]? - Discount tobacco store/smoke shop
1381	1469	q416_8) What is the main reason for buying chewing tobacco from [Q415]? - Bar

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1382	1470	q416_9) What is the main reason for buying chewing tobacco from [Q415]? - Restaurant
1383	1471	q416_10) What is the main reason for buying chewing tobacco from [Q415]? - Hunting/fishing supply store
1384	1472	q416_11) What is the main reason for buying chewing tobacco from [Q415]? - Liquor store
1385	1473	q416_12) What is the main reason for buying chewing tobacco from [Q415]? - Military store
1386	1474	q416_13) What is the main reason for buying chewing tobacco from [Q415]? - Wholesale outlet
1387	1475	q416_14) What is the main reason for buying chewing tobacco from [Q415]? - Internet
1388	1476	q416_15) What is the main reason for buying chewing tobacco from [Q415]? - Other
1389	1477	q417) When you go to a store and purchase chewing tobacco is that the primary reason for your shopping trip, or is chewing tobacco usually a secondary purchase?
1390	1478	q418) Top 2 Box Summary Table
1391	1479	q418_1) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements? - Believe that brands which give promotional offers are selling either an inferior quality or old product
1392	1480	q418_2) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements? - Buy whatever is the lowest price
1393	1481	q418_3) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements? - Buy only your regular brand
1394	1482	q418_4) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements? - Switch brands for variety
1395	1483	q418_5) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements? - Have a consistent list of chewing tobacco brands that you choose from depending on the situation
1396	1484	q418_6) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements? - Look for special offers, prices, or promotions on brands (other than your most often brand)
1397	1485	q418_7) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements? - Know what you are going to buy when you go into the store
1398	1486	q420) Have you ever used tobacco or nicotine regularly, which means at least once a week, for at least one month, counting all forms of tobacco and nicotine you have ever used?
1399	1487	q421) Have you ever used more than one type of tobacco at the same period in your life?
1400	1488	q422) When you were using more than one type of tobacco, did you ever try to quit all tobacco at the same time?

Swedish Match Tracker 2016
Weighted

M/A/R/C Research
Study Number 5160290

Page	Table	Title
1401	1489	q423) Thinking of all the social networking sites you have created a profile on and continue to use, how many total connections (friends, family, coworkers, etc.) do you have in your network?
1402	1490	q424) Have you ever posted a comment, status update, online link or any other content on a social networking site that mentions [Snus/Moist Snuff] brand or product?
1403	1491	q425) If a [Snus/Moist Snuff] brand provided a special deal or content (news article, video, image, etc.) you thought your online network of friends, family and coworkers would be interested in, how likely would you be to post it to a social network site for them to view?
1404	1492	q426) In the past 12 months, which of the following sports or activities have you participated in/attended in person?
1406	1493	Share of Tobacco Products (without Chew)
1407	1494	Share of Tobacco Products (with Chew added)

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1

Interviewing Month

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
January	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
February	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
March	277	71	13	12	12	9	794	137	94	815	2180
	27.8	27.8	25.5	29.3	31.6	32.1	26.9	26.8	26.0	26.9	23.0
April	269	57	11	7	5	4	796	133	88	818	2835
	27.0	22.4	21.6	17.1	13.2	14.3	26.9	26.0	24.3	27.0	29.9
May	222	56	10	9	8	5	692	111	86	710	2292
	22.3	22.0	19.6	21.9	21.0	17.8	23.4	21.7	23.8	23.4	24.2
June	228	71	17	13	13	10	672	130	94	685	2160
	22.9	27.9	33.3	31.7	34.2	35.7	22.8	25.4	26.0	22.6	22.8
July	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
August	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
September	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
October	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
November	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
December	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 2

Interviewing Quarter

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Q1 2014	277	71	13	12	12	9	794	137	94	815	2180
	27.8	27.8	25.5	29.3	31.6	32.1	26.9	26.8	26.0	26.9	23.0
Q2 2014	719	184	38	29	26	19	2160	374	268	2213	7287
	72.2	72.2	74.5	70.7	68.4	67.9	73.1	73.2	74.0	73.1	77.0
Q3 2014	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Q4 2014	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 3

q5) What is your gender?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Male	819	224	47	37	35	25	1744	435	232	1812	4310
	82.2	87.8	92.2	90.2	92.1	89.3	59.0	85.1	64.0	59.8	45.5
Female	177	31	4	4	3	3	1210	76	130	1216	5156
	17.8	12.2	7.8	9.8	7.9	10.7	41.0	14.9	36.0	40.2	54.5
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 4

q6) What is your age?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
18-24 (Net)	116	30	4	2	2	2	272	62	40	280	1344
	11.6	11.7	7.8	4.9	5.2	7.1	9.2	12.1	11.0	9.3	14.2
18	3	-	-	-	-	-	17	-	4	17	144
	0.3	-	-	-	-	-	0.6	-	1.1	0.6	1.5
19	3	-	-	-	-	-	20	1	6	20	204
	0.3	-	-	-	-	-	0.7	0.2	1.7	0.7	2.2
20	13	3	-	-	-	-	31	7	3	31	209
	1.3	1.2	-	-	-	-	1.0	1.4	0.8	1.0	2.2
21	13	2	-	-	-	-	31	5	6	34	208
	1.3	0.8	-	-	-	-	1.0	1.0	1.7	1.1	2.2
22	22	7	2	-	-	-	50	17	6	53	188
	2.2	2.7	3.9	-	-	-	1.7	3.3	1.7	1.7	2.0
23	26	9	-	-	-	-	58	17	2	60	172
	2.6	3.5	-	-	-	-	2.0	3.3	0.6	2.0	1.8
24	36	9	2	2	2	2	66	15	13	66	221
	3.6	3.5	3.9	4.9	5.2	7.1	2.2	2.9	3.6	2.2	2.3
25-34 (Net)	309	90	19	17	16	12	635	180	106	646	1603
	31.1	35.2	37.2	41.4	42.0	42.8	21.5	35.2	29.2	21.3	16.9
25	24	8	1	1	1	1	52	15	14	54	164
	2.4	3.1	2.0	2.4	2.6	3.6	1.8	2.9	3.9	1.8	1.7
26	21	5	-	-	-	-	40	12	4	42	148
	2.1	2.0	-	-	-	-	1.4	2.3	1.1	1.4	1.6
27	19	4	2	2	2	2	35	9	6	37	155
	1.9	1.6	3.9	4.9	5.3	7.1	1.2	1.8	1.7	1.2	1.6
28	18	3	-	-	-	-	48	8	9	49	149
	1.8	1.2	-	-	-	-	1.6	1.6	2.5	1.6	1.6
29	21	5	3	3	3	3	55	13	9	55	150
	2.1	2.0	5.9	7.3	7.9	10.7	1.9	2.5	2.5	1.8	1.6
30	42	13	1	1	1	1	77	23	18	76	182
	4.2	5.1	2.0	2.4	2.6	3.6	2.6	4.5	5.0	2.5	1.9

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 4

q6) What is your age?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
31	30	7	3	3	3	-	67	19	10	68	149
	3.0	2.7	5.9	7.3	7.9	-	2.3	3.7	2.8	2.2	1.6
32	44	20	4	4	4	3	94	29	7	93	180
	4.4	7.8	7.8	9.7	10.5	10.7	3.2	5.7	1.9	3.1	1.9
33	49	15	4	3	2	2	87	29	18	91	173
	4.9	5.9	7.9	7.3	5.3	7.1	2.9	5.7	5.0	3.0	1.8
34	42	10	1	-	-	-	81	23	11	82	155
	4.2	3.9	2.0	-	-	-	2.7	4.5	3.0	2.7	1.6
35-49 (Net)	360	106	20	17	16	12	909	200	135	936	2187
	36.1	41.7	39.3	41.6	42.2	42.9	30.8	39.0	37.4	30.9	23.1
35	64	29	8	7	7	5	129	45	26	131	206
	6.4	11.4	15.7	17.1	18.5	17.9	4.4	8.8	7.2	4.3	2.2
36	45	18	4	4	4	4	104	29	19	105	195
	4.5	7.1	7.9	9.8	10.5	14.3	3.5	5.7	5.3	3.5	2.1
37	38	13	1	1	1	-	78	25	11	79	156
	3.8	5.1	2.0	2.4	2.6	-	2.7	4.9	3.0	2.6	1.6
38	20	2	-	-	-	-	55	4	9	55	156
	2.0	0.8	-	-	-	-	1.9	0.8	2.5	1.8	1.6
39	12	5	-	-	-	-	47	6	3	48	123
	1.2	2.0	-	-	-	-	1.6	1.2	0.8	1.6	1.3
40	28	8	1	1	1	-	63	13	12	65	138
	2.8	3.1	2.0	2.4	2.6	-	2.1	2.5	3.3	2.2	1.5
41	17	3	1	1	1	1	51	9	8	52	128
	1.7	1.2	2.0	2.4	2.6	3.6	1.7	1.8	2.2	1.7	1.3
42	11	3	-	-	-	-	32	8	7	33	123
	1.1	1.2	-	-	-	-	1.1	1.6	1.9	1.1	1.3
43	16	4	1	1	1	1	43	8	4	44	105
	1.6	1.6	2.0	2.4	2.6	3.6	1.5	1.6	1.1	1.5	1.1
44	24	4	-	-	-	-	51	9	3	55	149
	2.4	1.6	-	-	-	-	1.7	1.8	0.8	1.8	1.6
45	21	7	3	2	1	1	50	12	8	50	168
	2.1	2.8	5.9	4.9	2.6	3.6	1.7	2.4	2.2	1.7	1.8
46	10	5	1	-	-	-	45	7	6	47	150
	1.0	2.0	2.0	-	-	-	1.5	1.4	1.7	1.6	1.6

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 4

q6) What is your age?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
47	22	2	-	-	-	-	52	9	4	56	130
	2.2	0.8	-	-	-	-	1.8	1.8	1.1	1.9	1.4
48	15	1	-	-	-	-	55	4	8	57	148
	1.5	0.4	-	-	-	-	1.9	0.8	2.2	1.9	1.6
49	16	2	-	-	-	-	51	11	7	56	116
	1.6	0.8	-	-	-	-	1.7	2.2	1.9	1.9	1.2
50+ (Net)	211	29	8	5	4	2	1138	70	81	1166	4332
	21.2	11.4	15.7	12.2	10.5	7.1	38.5	13.7	22.3	38.5	45.8
50	9	-	-	-	-	-	49	2	3	50	141
	0.9	-	-	-	-	-	1.7	0.4	0.8	1.6	1.5
51	14	5	2	1	1	-	68	8	5	69	133
	1.4	2.0	3.9	2.4	2.6	-	2.3	1.6	1.4	2.3	1.4
52	13	3	1	1	1	1	49	4	5	50	125
	1.3	1.2	2.0	2.4	2.6	3.6	1.7	0.8	1.4	1.6	1.3
53	9	2	1	1	1	-	52	3	8	53	137
	0.9	0.8	2.0	2.4	2.6	-	1.8	0.6	2.2	1.7	1.4
54	20	2	-	-	-	-	66	6	3	68	150
	2.0	0.8	-	-	-	-	2.2	1.2	0.8	2.2	1.6
55	15	2	-	-	-	-	87	7	5	91	178
	1.5	0.8	-	-	-	-	2.9	1.4	1.4	3.0	1.9
56	11	2	-	-	-	-	49	3	3	50	155
	1.1	0.8	-	-	-	-	1.7	0.6	0.8	1.6	1.6
57	12	1	-	-	-	-	63	4	6	64	200
	1.2	0.4	-	-	-	-	2.1	0.8	1.7	2.1	2.1
58	13	2	-	-	-	-	55	3	4	57	170
	1.3	0.8	-	-	-	-	1.9	0.6	1.1	1.9	1.8
59	8	2	1	-	-	-	54	3	5	55	195
	0.8	0.8	2.0	-	-	-	1.8	0.6	1.4	1.8	2.1
60	12	-	-	-	-	-	64	4	3	66	190
	1.2	-	-	-	-	-	2.2	0.8	0.8	2.2	2.0
61	10	1	-	-	-	-	52	4	-	53	169
	1.0	0.4	-	-	-	-	1.8	0.8	-	1.7	1.8
62	7	1	1	-	-	-	40	2	8	40	184
	0.7	0.4	2.0	-	-	-	1.4	0.4	2.2	1.3	1.9

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 4

q6) What is your age?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
63	4	1	-	-	-	-	58	5	2	60	160
	0.4	0.4	-	-	-	-	2.0	1.0	0.6	2.0	1.7
64	8	-	-	-	-	-	46	1	3	47	185
	0.8	-	-	-	-	-	1.6	0.2	0.8	1.6	2.0
65	5	1	-	-	-	-	36	2	-	36	191
	0.5	0.4	-	-	-	-	1.2	0.4	-	1.2	2.0
66	3	1	-	-	-	-	40	3	3	42	191
	0.3	0.4	-	-	-	-	1.4	0.6	0.8	1.4	2.0
67	4	1	-	-	-	-	32	1	3	33	198
	0.4	0.4	-	-	-	-	1.1	0.2	0.8	1.1	2.1
68	6	1	1	1	1	1	35	1	2	36	179
	0.6	0.4	2.0	2.4	2.6	3.6	1.2	0.2	0.6	1.2	1.9
69	11	-	-	-	-	-	35	-	3	35	199
	1.1	-	-	-	-	-	1.2	-	0.8	1.2	2.1
70	5	1	1	1	-	-	19	1	2	20	141
	0.5	0.4	2.0	2.4	-	-	0.6	0.2	0.6	0.7	1.5
71	2	-	-	-	-	-	12	-	-	12	96
	0.2	-	-	-	-	-	0.4	-	-	0.4	1.0
72	-	-	-	-	-	-	13	-	-	13	94
	-	-	-	-	-	-	0.4	-	-	0.4	1.0
73	2	-	-	-	-	-	15	2	-	16	118
	0.2	-	-	-	-	-	0.5	0.4	-	0.5	1.2
74	2	-	-	-	-	-	13	1	4	14	91
	0.2	-	-	-	-	-	0.4	0.2	1.1	0.5	1.0
75	-	-	-	-	-	-	13	-	1	13	62
	-	-	-	-	-	-	0.4	-	0.3	0.4	0.7
76	2	-	-	-	-	-	4	-	-	4	60
	0.2	-	-	-	-	-	0.1	-	-	0.1	0.6
77	1	-	-	-	-	-	5	-	-	5	53
	0.1	-	-	-	-	-	0.2	-	-	0.2	0.6
78	1	-	-	-	-	-	2	-	-	2	41
	0.1	-	-	-	-	-	0.1	-	-	0.1	0.4
79	-	-	-	-	-	-	2	-	-	2	38
	-	-	-	-	-	-	0.1	-	-	0.1	0.4

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 4

q6) What is your age?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
80	1	-	-	-	-	-	4	-	-	4	25
	0.1	-	-	-	-	-	0.1	-	-	0.1	0.3
81	-	-	-	-	-	-	2	-	-	2	18
	-	-	-	-	-	-	0.1	-	-	0.1	0.2
82	1	-	-	-	-	-	-	-	-	-	13
	0.1	-	-	-	-	-	-	-	-	-	0.1
83	-	-	-	-	-	-	3	-	-	3	13
	-	-	-	-	-	-	0.1	-	-	0.1	0.1
84	-	-	-	-	-	-	-	-	-	-	9
	-	-	-	-	-	-	-	-	-	-	0.1
85+	-	-	-	-	-	-	2	-	-	2	36
	-	-	-	-	-	-	0.1	-	-	0.1	0.4
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	39.12	36.10	37.40	36.54	35.53	34.79	44.20	36.89	39.40	44.23	46.50
Std. Dev.	12.76	10.00	10.99	10.14	8.81	9.06	14.65	11.03	13.13	14.65	17.54
Std. Err.	0.40	0.63	1.54	1.58	1.43	1.71	0.27	0.49	0.69	0.27	0.18

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 5

Age/Gender

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Male 18-24	92	22	4	2	2	2	187	47	29	192	682
	9.2	8.6	7.8	4.9	5.2	7.1	6.3	9.2	8.0	6.4	7.2
Male 25-34	254	82	15	13	13	9	425	153	78	434	690
	25.4	32.1	29.4	31.7	34.2	32.1	14.4	29.9	21.5	14.3	7.3
Male 35-49	290	92	20	17	16	12	530	169	80	555	944
	29.1	36.1	39.3	41.6	42.2	42.9	17.9	33.1	22.1	18.3	10.0
Male 50+	184	28	8	5	4	2	603	66	45	631	1993
	18.5	11.0	15.7	12.2	10.5	7.1	20.4	12.9	12.4	20.8	21.1
Female 18-24	24	8	-	-	-	-	86	15	11	88	662
	2.4	3.1	-	-	-	-	2.9	2.9	3.0	2.9	7.0
Female 25-34	56	8	4	4	3	3	210	27	28	212	913
	5.6	3.1	7.8	9.8	7.9	10.7	7.1	5.3	7.7	7.0	9.6
Female 35-49	70	14	-	-	-	-	379	30	55	381	1243
	7.1	5.5	-	-	-	-	12.8	5.9	15.3	12.6	13.1
Female 50+	27	1	-	-	-	-	535	4	36	535	2339
	2.7	0.4	-	-	-	-	18.1	0.8	9.9	17.7	24.7
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 6

State

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Alabama	23	4	-	-	-	-	86	16	5	94	232
	2.3	1.6	-	-	-	-	2.9	3.1	1.4	3.1	2.5
Alaska	4	-	-	-	-	-	8	-	-	8	23
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.2
Arizona	20	4	2	2	1	1	53	9	7	59	170
	2.0	1.6	3.9	4.9	2.6	3.6	1.8	1.8	1.9	1.9	1.8
Arkansas	7	1	-	-	-	-	28	4	3	29	82
	0.7	0.4	-	-	-	-	1.0	0.8	0.8	1.0	0.9
California	113	29	8	7	7	5	296	56	49	302	1139
	11.3	11.4	15.7	17.1	18.4	17.9	10.0	11.0	13.5	10.0	12.0
Colorado	12	4	1	1	1	-	42	6	8	42	137
	1.2	1.6	2.0	2.5	2.6	-	1.4	1.2	2.2	1.4	1.4
Connecticut	15	3	1	1	1	1	31	3	2	31	130
	1.5	1.2	2.0	2.4	2.6	3.6	1.0	0.6	0.6	1.0	1.4
Delaware	4	1	-	-	-	-	10	2	2	10	30
	0.4	0.4	-	-	-	-	0.3	0.4	0.6	0.3	0.3
District of Columbia	7	2	-	-	-	-	19	3	2	18	52
	0.7	0.8	-	-	-	-	0.6	0.6	0.6	0.6	0.5
Florida	75	18	3	3	3	2	218	38	29	221	691
	7.5	7.0	5.9	7.3	7.9	7.1	7.4	7.4	8.0	7.3	7.3
Georgia	24	8	1	1	1	1	73	12	14	74	253
	2.4	3.1	2.0	2.4	2.6	3.6	2.5	2.3	3.9	2.4	2.7
Hawaii	3	-	-	-	-	-	6	-	-	6	45
	0.3	-	-	-	-	-	0.2	-	-	0.2	0.5
Idaho	7	2	-	-	-	-	9	3	-	9	30
	0.7	0.8	-	-	-	-	0.3	0.6	-	0.3	0.3
Illinois	50	17	3	3	3	1	161	28	24	163	407
	5.0	6.7	5.9	7.3	7.9	3.6	5.4	5.5	6.6	5.4	4.3
Indiana	16	3	1	-	-	-	69	6	5	69	148
	1.6	1.2	2.0	-	-	-	2.3	1.2	1.4	2.3	1.6

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 6

State

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Iowa	15	2	-	-	-	-	31	5	3	34	81
	1.5	0.8	-	-	-	-	1.1	1.0	0.8	1.1	0.9
Kansas	10	2	-	-	-	-	27	5	3	29	112
	1.0	0.8	-	-	-	-	0.9	1.0	0.8	1.0	1.2
Kentucky	9	3	1	-	-	-	44	6	7	45	109
	0.9	1.2	2.0	-	-	-	1.5	1.2	1.9	1.5	1.2
Louisiana	15	2	-	-	-	-	40	9	3	41	129
	1.5	0.8	-	-	-	-	1.4	1.8	0.8	1.4	1.4
Maine	4	-	-	-	-	-	15	3	-	16	38
	0.4	-	-	-	-	-	0.5	0.6	-	0.5	0.4
Maryland	11	2	-	-	-	-	42	4	5	43	167
	1.1	0.8	-	-	-	-	1.4	0.8	1.4	1.4	1.8
Massachusetts	20	8	2	1	1	1	56	14	5	60	233
	2.0	3.1	3.9	2.4	2.6	3.6	1.9	2.7	1.4	2.0	2.5
Michigan	26	4	-	-	-	-	90	11	8	91	285
	2.6	1.6	-	-	-	-	3.0	2.2	2.2	3.0	3.0
Minnesota	18	3	-	-	-	-	43	7	3	44	158
	1.8	1.2	-	-	-	-	1.5	1.4	0.8	1.5	1.7
Mississippi	4	-	-	-	-	-	16	1	-	16	40
	0.4	-	-	-	-	-	0.5	0.2	-	0.5	0.4
Missouri	23	8	2	1	1	1	74	13	12	75	209
	2.3	3.1	3.9	2.5	2.6	3.6	2.5	2.5	3.3	2.5	2.2
Montana	1	-	-	-	-	-	6	-	-	6	12
	0.1	-	-	-	-	-	0.2	-	-	0.2	0.1
Nebraska	7	3	-	-	-	-	21	6	4	23	66
	0.7	1.2	-	-	-	-	0.7	1.2	1.1	0.8	0.7
Nevada	13	3	-	-	-	-	41	4	6	41	89
	1.3	1.2	-	-	-	-	1.4	0.8	1.7	1.4	0.9
New Hampshire	1	1	-	-	-	-	15	3	1	15	47
	0.1	0.4	-	-	-	-	0.5	0.6	0.3	0.5	0.5
New Jersey	33	12	2	2	1	1	119	14	11	121	508
	3.3	4.7	3.9	4.9	2.6	3.6	4.0	2.7	3.0	4.0	5.4
New Mexico	4	1	-	-	-	-	15	1	3	15	45
	0.4	0.4	-	-	-	-	0.5	0.2	0.8	0.5	0.5

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 6

State

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
New York	55	18	5	5	5	3	167	39	22	169	547
	5.5	7.1	9.8	12.2	13.1	10.7	5.6	7.6	6.1	5.6	5.8
North Carolina	24	9	-	-	-	-	69	14	6	74	211
	2.4	3.5	-	-	-	-	2.3	2.7	1.7	2.4	2.2
North Dakota	3	-	-	-	-	-	5	2	1	6	15
	0.3	-	-	-	-	-	0.2	0.4	0.3	0.2	0.2
Ohio	30	6	2	2	2	2	146	19	19	149	351
	3.0	2.4	3.9	4.9	5.3	7.1	4.9	3.7	5.2	4.9	3.7
Oklahoma	16	3	1	-	-	-	31	8	4	31	96
	1.6	1.2	2.0	-	-	-	1.1	1.6	1.1	1.0	1.0
Oregon	31	5	2	2	2	2	65	16	4	66	165
	3.1	2.0	3.9	4.9	5.3	7.1	2.2	3.1	1.1	2.2	1.7
Pennsylvania	20	5	-	-	-	-	80	14	5	81	199
	2.0	2.0	-	-	-	-	2.7	2.7	1.4	2.7	2.1
Rhode Island	4	2	1	1	1	1	6	2	-	6	24
	0.4	0.8	2.0	2.4	2.6	3.6	0.2	0.4	-	0.2	0.3
South Carolina	6	-	-	-	-	-	28	1	4	28	111
	0.6	-	-	-	-	-	0.9	0.2	1.1	0.9	1.2
South Dakota	3	1	-	-	-	-	5	1	1	5	16
	0.3	0.4	-	-	-	-	0.2	0.2	0.3	0.2	0.2
Tennessee	23	8	2	1	1	-	49	17	8	53	161
	2.3	3.1	3.9	2.4	2.6	-	1.7	3.3	2.2	1.8	1.7
Texas	82	21	3	1	1	1	227	41	31	233	859
	8.2	8.3	5.9	2.5	2.7	3.6	7.7	8.1	8.6	7.7	9.1
Utah	15	1	-	-	-	-	31	1	4	30	181
	1.5	0.4	-	-	-	-	1.0	0.2	1.1	1.0	1.9
Vermont	2	-	-	-	-	-	5	-	1	5	21
	0.2	-	-	-	-	-	0.2	-	0.3	0.2	0.2
Virginia	48	21	6	6	5	4	101	31	15	104	234
	4.8	8.2	11.8	14.6	13.2	14.3	3.4	6.1	4.1	3.4	2.5
Washington	26	4	2	1	1	1	61	7	9	62	183
	2.6	1.6	3.9	2.4	2.6	3.6	2.1	1.4	2.5	2.0	1.9
West Virginia	3	-	-	-	-	-	23	3	1	24	32
	0.3	-	-	-	-	-	0.8	0.6	0.3	0.8	0.3

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 6

State

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Wisconsin	12	1	-	-	-	-	51	2	3	52	160
	1.2	0.4	-	-	-	-	1.7	0.4	0.8	1.7	1.7
Wyoming	-	-	-	-	-	-	2	1	-	2	8
	-	-	-	-	-	-	0.1	0.2	-	0.1	0.1
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 7

q8a) Census Region

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Northeast	154	49	11	10	9	7	493	92	47	503	1746
	15.4	19.2	21.5	24.4	23.7	25.0	16.7	18.0	13.0	16.6	18.4
Midwest	213	50	8	6	6	4	723	105	86	740	2009
	21.4	19.6	15.7	14.6	15.8	14.3	24.5	20.5	23.8	24.4	21.2
South	380	103	17	12	11	8	1103	210	139	1137	3486
	38.2	40.4	33.4	29.3	29.0	28.6	37.3	41.1	38.4	37.6	36.8
West	249	53	15	13	12	9	634	104	90	647	2226
	25.0	20.8	29.4	31.7	31.6	32.2	21.5	20.3	24.8	21.4	23.5
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 8

q8b) Census Division

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
East South Central	59	15	3	1	1	-	195	40	20	208	542
	5.9	5.9	5.9	2.4	2.6	-	6.6	7.8	5.5	6.9	5.7
East North Central	134	31	6	5	5	3	517	66	59	524	1351
	13.4	12.1	11.7	12.2	13.1	10.7	17.5	12.9	16.3	17.3	14.3
Middle Atlantic	108	35	7	7	6	4	366	67	38	371	1254
	10.8	13.7	13.7	17.1	15.8	14.3	12.4	13.1	10.5	12.2	13.2
Mountain	72	15	3	3	2	1	199	25	28	204	671
	7.2	5.9	5.9	7.3	5.3	3.6	6.7	4.9	7.7	6.7	7.1
New England	46	14	4	3	3	3	128	25	9	133	492
	4.6	5.5	7.8	7.3	7.9	10.7	4.3	4.9	2.5	4.4	5.2
Pacific	177	38	12	10	10	8	436	79	62	444	1555
	17.8	14.9	23.5	24.4	26.3	28.6	14.8	15.5	17.1	14.7	16.4
South Atlantic	202	61	10	10	9	7	582	108	78	595	1779
	20.2	23.9	19.6	24.4	23.7	25.0	19.7	21.1	21.5	19.6	18.8
West North Central	79	19	2	1	1	1	206	39	27	216	658
	7.9	7.5	3.9	2.5	2.6	3.6	7.0	7.6	7.5	7.1	7.0
West South Central	120	27	4	1	1	1	326	62	41	334	1165
	12.0	10.7	7.9	2.5	2.7	3.6	11.0	12.2	11.4	11.0	12.3
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 9

q9) What is your marital status?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Married/living with partner	623	174	40	34	31	24	1646	337	231	1689	5122
	62.6	68.3	78.5	82.9	81.6	85.7	55.7	66.0	63.8	55.8	54.1
Single/never married	278	69	9	5	5	2	749	140	86	769	2970
	27.9	27.0	17.6	12.2	13.1	7.1	25.3	27.4	23.7	25.4	31.4
Separated or divorced	81	11	2	2	2	2	443	30	33	452	969
	8.1	4.3	3.9	4.9	5.3	7.1	15.0	5.9	9.1	14.9	10.2
Widowed	14	1	-	-	-	-	115	4	10	117	392
	1.4	0.4	-	-	-	-	3.9	0.8	2.8	3.9	4.1
Prefer not to answer	-	-	-	-	-	-	2	-	2	2	14
	-	-	-	-	-	-	0.1	-	0.6	0.1	0.1
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 10

q10) Including yourself, how many adults 18 or older live in your household?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
One	208	41	6	5	5	3	768	98	91	783	2407
	20.9	16.1	11.8	12.2	13.2	10.7	26.0	19.2	25.1	25.9	25.4
Two	587	153	32	27	25	19	1543	301	206	1586	4935
	58.9	60.0	62.8	65.9	65.8	67.9	52.2	58.9	56.9	52.4	52.1
3-4 (Net)	183	55	13	9	8	6	591	101	63	604	1925
	18.4	21.6	25.5	21.9	21.0	21.4	20.0	19.8	17.4	19.9	20.3
Three	119	33	6	4	4	2	419	61	41	428	1303
	11.9	12.9	11.8	9.7	10.5	7.1	14.2	11.9	11.3	14.1	13.8
Four	64	22	7	5	4	4	172	40	22	176	623
	6.4	8.6	13.7	12.2	10.5	14.3	5.8	7.8	6.1	5.8	6.6
5+ (Net)	18	6	-	-	-	-	52	11	2	55	200
	1.8	2.4	-	-	-	-	1.8	2.2	0.6	1.8	2.1
Five	12	3	-	-	-	-	35	5	2	36	139
	1.2	1.2	-	-	-	-	1.2	1.0	0.6	1.2	1.5
Six or more	6	3	-	-	-	-	17	6	-	19	61
	0.6	1.2	-	-	-	-	0.6	1.2	-	0.6	0.6
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 11

q11) Which best describes your current employment status?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Employed (Net)	794	233	46	37	35	27	1890	449	303	1942	5360
	79.7	91.4	90.2	90.3	92.1	96.4	64.0	87.9	83.7	64.1	56.6
Employed full time	643	200	38	32	30	23	1368	386	247	1410	3566
	64.6	78.5	74.5	78.0	78.9	82.1	46.3	75.5	68.2	46.5	37.7
Employed part time	81	19	6	4	4	4	291	37	27	296	1213
	8.1	7.4	11.8	9.8	10.5	14.3	9.8	7.2	7.5	9.8	12.8
Self Employed	70	14	2	1	1	-	232	26	29	236	581
	7.0	5.5	3.9	2.4	2.6	-	7.9	5.1	8.0	7.8	6.1
Unemployed	114	16	3	2	2	-	558	41	31	569	1956
	11.4	6.3	5.9	4.9	5.3	-	18.9	8.0	8.6	18.8	20.7
Retired	88	6	2	2	1	1	506	21	28	518	2151
	8.8	2.3	3.9	4.9	2.6	3.6	17.1	4.1	7.7	17.1	22.7
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 12

q12) Which of the following categories includes your occupation?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Employed (Unwtd)	794	233	46	37	35	27	1890	449	303	1941	5359
Base - Employed (Wgtd)	794	233	46	37	35	27	1890	449	303	1942	5360
Eff Base	794	233	46	37	35	27	1890	449	303	1941	5359
White Collar (Net)	580	178	37	32	30	23	1318	333	229	1352	4004
	73.1	76.4	80.4	86.5	85.7	85.2	69.7	74.2	75.6	69.7	74.7
Professional (legal, medical/healthcare, education, finance, marketing, etc.)	154	49	10	8	8	6	357	93	61	367	1541
	19.4	21.1	21.8	21.7	22.9	22.3	18.9	20.7	20.1	18.9	28.7
Executive/managerial	159	46	8	6	5	3	333	83	62	343	678
	20.0	19.8	17.4	16.2	14.3	11.1	17.6	18.5	20.5	17.7	12.7
Sales/administrative (inside/outside sales, secretarial, support staff, etc.)	69	15	5	5	4	3	279	37	22	286	1039
	8.7	6.4	10.8	13.5	11.4	11.1	14.8	8.2	7.3	14.7	19.4
Information services (IT, computer programmer, etc.)	140	55	11	10	10	8	234	87	67	240	466
	17.6	23.6	23.9	27.1	28.6	29.6	12.4	19.4	22.1	12.4	8.7
Technical (engineer, etc.)	58	13	3	3	3	3	115	33	17	116	281
	7.3	5.6	6.5	8.1	8.6	11.1	6.1	7.3	5.6	6.0	5.2
Blue Collar (Net)	205	53	9	5	5	4	546	107	69	563	1311
	25.8	22.7	19.6	13.5	14.3	14.8	28.9	23.8	22.8	29.0	24.5
Skilled craftsman/ tradesman (plumber, electrician, housing contractor, etc.)	42	17	2	-	-	-	82	24	7	86	122
	5.3	7.3	4.4	-	-	-	4.3	5.3	2.3	4.4	2.3
Laborer (manufacturer, landscaping, construction, farming, auto mechanic, outdoor work, etc.)	68	18	4	2	2	2	175	36	17	180	313
	8.6	7.7	8.7	5.4	5.7	7.4	9.3	8.0	5.6	9.3	5.8
Skilled worker (plumber, electrician, construction, etc.)	45	12	1	1	1	-	94	29	16	95	179
	5.7	5.1	2.2	2.7	2.8	-	5.0	6.5	5.3	4.9	3.3
Artist/musician/writer	6	-	-	-	-	-	20	-	3	20	84
	0.8	-	-	-	-	-	1.1	-	1.0	1.0	1.6
Caregiver (childcare, daycare, elder care)	1	-	-	-	-	-	13	-	1	13	47
	0.1	-	-	-	-	-	0.7	-	0.3	0.7	0.9

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 12

q12) Which of the following categories includes your occupation?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Employed (Wgtd)	794	233	46	37	35	27	1890	449	303	1942	5360
Driver/transportation/ shipping (bus, delivery, route, truck, shuttle)	3	-	-	-	-	-	12	1	1	13	36
	0.4	-	-	-	-	-	0.6	0.2	0.3	0.7	0.7
Food/drink/hospitality service (wait staff, chef, hostess, bar)	5	-	-	-	-	-	33	1	3	33	76
	0.6	-	-	-	-	-	1.7	0.2	1.0	1.7	1.4
Retail/grocery (cashier)	7	2	-	-	-	-	31	4	2	33	74
	0.9	0.9	-	-	-	-	1.6	0.9	0.7	1.7	1.4
Public safety/law enforcement/fire services	4	1	1	1	1	1	12	2	1	14	53
	0.5	0.4	2.2	2.7	2.9	3.7	0.6	0.4	0.3	0.7	1.0
Service/customer service (personal service, wedding service)	5	-	-	-	-	-	25	-	5	25	83
	0.6	-	-	-	-	-	1.3	-	1.7	1.3	1.5
Other	19	3	1	1	1	1	49	10	13	51	244
	2.4	1.3	2.2	2.7	2.9	3.7	2.6	2.2	4.3	2.6	4.5
Don't know/no answer	9	2	-	-	-	-	26	9	5	26	45
	1.1	0.9	-	-	-	-	1.4	2.0	1.7	1.3	0.8
Total	794	233	46	37	35	27	1890	449	303	1942	5360
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 13

q13) What is the highest level of education you have completed?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
High School or Less (Net)	132	31	5	4	4	1	628	63	41	645	1642
	13.2	12.2	9.8	9.7	10.5	3.6	21.3	12.3	11.3	21.3	17.3
Some high school	14	3	1	1	1	1	75	7	4	79	143
	1.4	1.2	2.0	2.4	2.6	3.6	2.5	1.4	1.1	2.6	1.5
Graduated high school	118	28	4	3	3	-	553	56	37	566	1499
	11.8	11.0	7.8	7.3	7.9	-	18.7	11.0	10.2	18.7	15.8
Trade School/Some College/Two-Year Degree (Net)	291	53	9	7	5	5	1130	110	95	1155	3340
	29.2	20.8	17.7	17.1	13.2	17.9	38.3	21.5	26.3	38.1	35.3
Completed trade school	24	5	-	-	-	-	115	11	9	117	285
	2.4	2.0	-	-	-	-	3.9	2.2	2.5	3.9	3.0
Some college coursework	168	32	6	6	4	4	692	62	54	706	2059
	16.9	12.6	11.8	14.6	10.5	14.3	23.4	12.1	14.9	23.3	21.7
Two year college degree	99	16	3	1	1	1	323	37	32	332	996
	9.9	6.3	5.9	2.4	2.6	3.6	10.9	7.2	8.8	11.0	10.5
College or More (Net)	573	171	37	30	29	22	1194	338	226	1226	4478
	57.5	67.1	72.6	73.2	76.3	78.6	40.4	66.1	62.4	40.5	47.3
Four year college degree	328	86	14	12	11	8	731	178	142	749	2516
	32.9	33.7	27.4	29.3	28.9	28.5	24.7	34.8	39.2	24.7	26.6
Some post-graduate coursework	43	17	5	3	3	3	85	34	11	90	379
	4.3	6.7	9.8	7.3	7.9	10.7	2.9	6.7	3.0	3.0	4.0
Post-graduate degree	202	68	18	15	15	11	378	126	73	387	1583
	20.3	26.7	35.3	36.6	39.5	39.3	12.8	24.6	20.1	12.8	16.7
Prefer not to answer	-	-	-	-	-	-	2	-	-	2	7
	-	-	-	-	-	-	0.1	-	-	0.1	0.1
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 14

q14) What is your household income per year?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
$34,999 or Less (Net)	230	30	3	3	3	1	1103	82	68	1126	2998
	23.1	11.8	5.9	7.3	7.9	3.6	37.3	16.0	18.8	37.2	31.7
Under $25,000	151	19	2	2	2	-	779	52	37	798	2076
	15.2	7.4	3.9	4.9	5.3	-	26.4	10.2	10.2	26.3	21.9
$25,000 but less than $34,999	79	11	1	1	1	1	324	30	31	328	922
	7.9	4.3	2.0	2.4	2.6	3.6	11.0	5.9	8.6	10.8	9.7
$35,000 but less than $49,999	102	23	3	1	1	1	338	47	32	346	1278
	10.2	9.0	5.9	2.4	2.6	3.6	11.4	9.2	8.8	11.4	13.5
$50,000 but less than $74,999	201	65	10	7	6	5	524	121	74	545	1704
	20.2	25.5	19.6	17.1	15.8	17.8	17.8	23.7	20.5	18.0	18.0
$75,000 but less than $99,999	197	60	15	14	13	11	391	112	82	398	1102
	19.8	23.5	29.4	34.2	34.2	39.3	13.2	21.9	22.6	13.1	11.6
$100,000 or more	266	77	20	16	15	10	598	149	106	613	2385
	26.7	30.2	39.2	39.0	39.5	35.7	20.3	29.1	29.2	20.3	25.2
Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 15

q15) Are you, yourself of Hispanic origin, such as Latin American, Mexican, Puerto Rican, or Cuban?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Yes, of Hispanic origin	176	52	9	8	8	4	459	105	78	467	1408
	17.7	20.4	17.6	19.5	21.0	14.3	15.5	20.5	21.5	15.4	14.9
No, not of Hispanic origin	820	203	42	33	30	24	2496	406	284	2562	8059
	82.3	79.6	82.4	80.5	79.0	85.7	84.5	79.5	78.5	84.6	85.1
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 16

q15a) Do you consider yourself...?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
White	828	211	46	36	33	24	2314	418	287	2376	7007
	83.2	82.8	90.2	87.8	86.9	85.7	78.3	81.8	79.3	78.5	74.0
Black/African American	74	21	2	2	2	2	367	45	43	373	1214
	7.4	8.2	3.9	4.9	5.3	7.1	12.4	8.8	11.9	12.3	12.8
Asian or Pacific Islander	47	15	1	1	1	1	107	27	18	112	672
	4.7	5.9	2.0	2.4	2.6	3.6	3.6	5.3	5.0	3.7	7.1
Mixed racial background	23	1	-	-	-	-	86	7	9	87	274
	2.3	0.4	-	-	-	-	2.9	1.4	2.5	2.9	2.9
Other (Net)	24	7	2	2	2	1	81	14	5	81	299
	2.4	2.7	3.9	4.9	5.2	3.6	2.7	2.7	1.4	2.7	3.2
Native American or Alaskan native	12	4	1	1	1	1	39	7	3	39	59
	1.2	1.6	2.0	2.4	2.6	3.6	1.3	1.4	0.8	1.3	0.6
Some other race	12	3	1	1	1	-	42	7	2	42	241
	1.2	1.2	2.0	2.4	2.6	-	1.4	1.4	0.6	1.4	2.5
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 17

Ethnicity for Quotas

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
White	693	170	38	29	26	20	1985	339	224	2041	6080
	69.6	66.7	74.6	70.8	68.5	71.5	67.2	66.4	61.9	67.4	64.2
Black/African American	63	16	2	2	2	2	349	38	38	354	1146
	6.3	6.3	3.9	4.9	5.3	7.1	11.8	7.4	10.5	11.7	12.1
Hispanic/Latino	176	52	9	8	8	4	459	105	78	467	1408
	17.7	20.4	17.6	19.5	21.0	14.3	15.5	20.5	21.5	15.4	14.9
Asian/Pacific Islander	45	14	1	1	1	1	98	26	16	103	647
	4.5	5.5	2.0	2.4	2.6	3.6	3.3	5.1	4.4	3.4	6.8
Mixed/Native American/ Alaskan/Other	19	3	1	1	1	1	64	3	6	64	186
	1.9	1.2	2.0	2.4	2.6	3.6	2.2	0.6	1.6	2.1	2.0
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 18

q16) Which of these social networks have you used to create your own online profile that others can see?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Facebook	894	236	47	37	35	26	2546	468	327	2612	7282
	89.8	92.5	92.2	90.2	92.1	92.8	86.2	91.6	90.3	86.2	76.9
Google+	521	172	37	29	28	20	1117	299	213	1139	2397
	52.3	67.5	72.5	70.7	73.7	71.4	37.8	58.5	58.8	37.6	25.3
MySpace	271	89	22	19	18	12	569	169	116	584	971
	27.2	34.9	43.1	46.4	47.4	42.9	19.3	33.1	32.0	19.3	10.3
YouTube	652	214	46	36	35	25	1426	394	253	1459	3236
	65.5	83.9	90.2	87.8	92.1	89.3	48.3	77.1	69.9	48.2	34.2
Twitter	607	183	34	27	26	20	1366	352	249	1395	3166
	60.9	71.8	66.7	65.9	68.4	71.4	46.2	68.9	68.8	46.1	33.4
Online special interest forum	133	46	8	6	5	4	241	81	61	249	485
	13.4	18.0	15.7	14.6	13.2	14.3	8.2	15.8	16.8	8.2	5.1
Other	88	23	6	6	5	4	257	41	31	266	954
	8.8	9.0	11.7	14.6	13.1	14.3	8.7	8.0	8.6	8.8	10.1
None of the above	47	4	-	-	-	-	262	12	13	266	1454
	4.7	1.6	-	-	-	-	8.9	2.3	3.6	8.8	15.4

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 19

q17) Which of the following products have you personally ever tried?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Tobacco products	996	255	51	41	38	28	2954	511	269	3028	2661
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	74.3	100.0	28.1
Nicotine Replacement Therapy Products (i.e. nicotine patches, nicotine gum, nicotine inhaler)	435	119	22	17	16	12	1093	210	362	1108	612
	43.7	46.7	43.2	41.5	42.1	42.9	37.0	41.1	100.0	36.6	6.5
Energy Drinks	812	209	42	34	32	22	1898	397	271	1944	4281
	81.5	82.0	82.4	82.9	84.2	78.6	64.3	77.7	74.9	64.2	45.2
Liquor	835	204	42	33	30	21	2422	397	278	2482	6104
	83.8	80.0	82.4	80.5	78.9	75.0	82.0	77.7	76.8	82.0	64.5
Beer	910	218	46	37	34	25	2602	444	298	2666	6370
	91.4	85.5	90.2	90.2	89.5	89.3	88.1	86.9	82.3	88.0	67.3
Wine	865	217	45	36	33	23	2415	418	285	2476	6652
	86.8	85.1	88.2	87.8	86.8	82.1	81.8	81.8	78.7	81.8	70.3
Orange juice	887	213	40	31	28	19	2702	431	306	2767	8476
	89.1	83.5	78.4	75.6	73.7	67.9	91.5	84.4	84.5	91.4	89.5
Cod liver oil	289	91	19	15	14	12	620	166	120	632	1506
	29.0	35.7	37.3	36.6	36.9	42.9	21.0	32.5	33.2	20.9	15.9
Oral moisturizing swabs	195	71	17	13	13	10	349	126	100	358	498
	19.6	27.8	33.3	31.7	34.2	35.7	11.8	24.7	27.6	11.8	5.3
Testosterone replacement therapy with zinc	76	28	6	4	4	4	101	53	42	106	145
	7.6	11.0	11.8	9.7	10.5	14.3	3.4	10.4	11.6	3.5	1.5
Estrogen replacement therapy with zinc	24	7	-	-	-	-	57	18	24	58	155
	2.4	2.7	-	-	-	-	1.9	3.5	6.6	1.9	1.6
Protein bars/shakes	765	198	40	31	29	20	1829	378	262	1878	5238
	76.8	77.7	78.5	75.6	76.3	71.5	61.9	74.0	72.4	62.0	55.3
Artificial sweetener	679	161	31	23	21	14	1818	314	238	1866	5384
	68.2	63.2	60.8	56.1	55.3	50.0	61.5	61.5	65.8	61.6	56.9
Aspirin	794	179	30	22	19	13	2394	358	276	2453	7270
	79.7	70.2	58.9	53.7	50.0	46.4	81.0	70.1	76.2	81.0	76.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 19

q17) Which of the following products have you personally ever tried?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Vitamins	883	206	43	34	31	22	2537	425	313	2601	8148
	88.7	80.8	84.3	82.9	81.6	78.5	85.9	83.2	86.5	85.9	86.1

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 20

q19) You mentioned that you never use tobacco or nicotine products. Have you ever, even if just once, tried any type of tobacco or nicotine, even if it was a long time ago?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Didn't Mention Tobacco or NRT Products (Unwtd)	-	-	-	-	-	-	-	-	-	-	6658
Base - Didn't Mention Tobacco or NRT Products (Wgtd)	-	-	-	-	-	-	-	-	-	-	6657
Eff Base	-	-	-	-	-	-	-	-	-	-	6658
Yes	-	-	-	-	-	-	-	-	-	-	2677
	-	-	-	-	-	-	-	-	-	-	40.2
No	-	-	-	-	-	-	-	-	-	-	3981
	-	-	-	-	-	-	-	-	-	-	59.8
Total	-	-	-	-	-	-	-	-	-	-	6658
	-	-	-	-	-	-	-	-	-	-	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 21

q20) How old were you when you tried tobacco or nicotine for the first time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Tobacco Products (Unwtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Base - Use Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Eff Base	996	255	51	41	38	28	2954	511	269	3028	2661
Less than 18 (Net)	571	106	20	15	13	10	1725	242	144	1770	1733
	57.3	41.6	39.2	36.6	34.2	35.7	58.4	47.4	53.5	58.5	65.1
5	7	2	-	-	-	-	14	6	2	15	4
	0.7	0.8	-	-	-	-	0.5	1.2	0.7	0.5	0.2
6	9	4	1	1	1	1	8	4	-	8	7
	0.9	1.6	2.0	2.4	2.6	3.6	0.3	0.8	-	0.3	0.3
7	5	-	-	-	-	-	8	5	1	10	8
	0.5	-	-	-	-	-	0.3	1.0	0.4	0.3	0.3
8	10	1	-	-	-	-	14	2	-	14	23
	1.0	0.4	-	-	-	-	0.5	0.4	-	0.5	0.9
9	9	-	-	-	-	-	27	1	4	27	26
	0.9	-	-	-	-	-	0.9	0.2	1.5	0.9	1.0
10	23	3	2	2	2	2	58	7	6	60	58
	2.3	1.2	3.9	4.9	5.3	7.1	2.0	1.4	2.2	2.0	2.2
11	20	3	1	1	1	-	41	5	6	42	47
	2.0	1.2	2.0	2.4	2.6	-	1.4	1.0	2.2	1.4	1.8
12	58	8	1	1	1	1	158	18	18	165	183
	5.8	3.1	2.0	2.4	2.6	3.6	5.3	3.5	6.7	5.4	6.9
13	57	9	2	-	-	-	184	24	11	191	169
	5.7	3.5	3.9	-	-	-	6.2	4.7	4.1	6.3	6.4
14	68	11	1	1	-	-	235	28	22	242	213
	6.8	4.3	2.0	2.4	-	-	8.0	5.5	8.2	8.0	8.0
15	113	24	5	4	3	1	308	53	21	318	314
	11.3	9.4	9.8	9.8	7.9	3.6	10.4	10.4	7.8	10.5	11.8
16	133	29	5	4	4	4	452	59	33	459	452
	13.4	11.4	9.8	9.8	10.5	14.3	15.3	11.5	12.3	15.2	17.0
17	59	12	2	1	1	1	218	30	20	219	229
	5.9	4.7	3.9	2.4	2.6	3.6	7.4	5.9	7.4	7.2	8.6
18-24 (Net)	333	109	22	18	17	11	1009	201	88	1037	834
	33.4	42.7	43.1	43.9	44.7	39.3	34.2	39.3	32.7	34.2	31.3

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 21

q20) How old were you when you tried tobacco or nicotine for the first time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
18	128	34	3	2	2	1	424	72	33	437	395
	12.8	13.3	5.9	4.9	5.3	3.6	14.4	14.1	12.3	14.4	14.8
19	46	15	4	4	3	3	145	28	11	149	151
	4.6	5.9	7.8	9.8	7.9	10.7	4.9	5.5	4.1	4.9	5.7
20	66	30	6	4	4	1	185	47	17	191	111
	6.6	11.8	11.7	9.7	10.5	3.6	6.3	9.2	6.3	6.3	4.2
21	39	16	5	4	4	2	122	27	15	126	96
	3.9	6.3	9.8	9.8	10.5	7.1	4.1	5.3	5.6	4.2	3.6
22	24	5	1	1	1	1	71	12	7	72	37
	2.4	2.0	2.0	2.4	2.6	3.6	2.4	2.3	2.6	2.4	1.4
23	18	3	2	2	2	2	38	6	3	38	24
	1.8	1.2	3.9	4.9	5.3	7.1	1.3	1.2	1.1	1.3	0.9
24	12	6	1	1	1	1	24	9	2	24	20
	1.2	2.4	2.0	2.5	2.7	3.6	0.8	1.8	0.7	0.8	0.8
25-34 (Net)	79	33	9	8	8	7	187	57	28	188	70
	7.9	12.9	17.6	19.5	21.1	25.0	6.3	11.2	10.4	6.2	2.6
25	29	8	-	-	-	-	76	16	6	76	33
	2.9	3.1	-	-	-	-	2.6	3.1	2.2	2.5	1.2
26	7	2	-	-	-	-	20	4	2	20	5
	0.7	0.8	-	-	-	-	0.7	0.8	0.7	0.7	0.2
27	1	1	1	1	1	1	6	1	-	6	6
	0.1	0.4	2.0	2.4	2.6	3.6	0.2	0.2	-	0.2	0.2
28	7	4	2	1	1	1	15	4	3	16	8
	0.7	1.6	3.9	2.4	2.6	3.6	0.5	0.8	1.1	0.5	0.3
29	2	2	-	-	-	-	12	4	1	12	3
	0.2	0.8	-	-	-	-	0.4	0.8	0.4	0.4	0.1
30	20	9	4	4	4	3	36	17	9	36	9
	2.0	3.5	7.8	9.8	10.5	10.7	1.2	3.3	3.3	1.2	0.3
31	2	1	1	1	1	1	4	2	1	4	3
	0.2	0.4	2.0	2.4	2.6	3.6	0.1	0.4	0.4	0.1	0.1
32	3	2	1	1	1	1	8	3	1	8	1
	0.3	0.8	2.0	2.4	2.6	3.6	0.3	0.6	0.4	0.3	*
33	2	2	-	-	-	-	3	2	2	3	1
	0.2	0.8	-	-	-	-	0.1	0.4	0.7	0.1	*

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 21

q20) How old were you when you tried tobacco or nicotine for the first time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
34	6	2	-	-	-	-	7	4	3	7	1
	0.6	0.8	-	-	-	-	0.2	0.8	1.1	0.2	*
35-49 (Net)	13	7	-	-	-	-	29	11	9	29	21
	1.3	2.8	-	-	-	-	1.0	2.2	3.3	1.0	0.8
35	4	3	-	-	-	-	7	3	1	7	10
	0.4	1.2	-	-	-	-	0.2	0.6	0.4	0.2	0.4
36	2	1	-	-	-	-	4	1	1	4	-
	0.2	0.4	-	-	-	-	0.1	0.2	0.4	0.1	-
37	1	1	-	-	-	-	2	1	1	2	-
	0.1	0.4	-	-	-	-	0.1	0.2	0.4	0.1	-
38	1	1	-	-	-	-	1	1	1	1	4
	0.1	0.4	-	-	-	-	*	0.2	0.4	*	0.2
40	1	-	-	-	-	-	7	1	2	7	2
	0.1	-	-	-	-	-	0.2	0.2	0.7	0.2	0.1
42	1	-	-	-	-	-	3	1	1	3	1
	0.1	-	-	-	-	-	0.1	0.2	0.4	0.1	*
43	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*
45	1	-	-	-	-	-	2	1	1	2	1
	0.1	-	-	-	-	-	0.1	0.2	0.4	0.1	*
46	1	1	-	-	-	-	2	1	1	2	1
	0.1	0.4	-	-	-	-	0.1	0.2	0.4	0.1	*
47	1	-	-	-	-	-	1	1	-	1	-
	0.1	-	-	-	-	-	*	0.2	-	*	-
48	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*
50+ (Net)	-	-	-	-	-	-	4	-	-	4	3
	-	-	-	-	-	-	0.1	-	-	0.1	0.1
55	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*
57	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
58	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 21

q20) How old were you when you tried tobacco or nicotine for the first time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
59	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*
61	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
63	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
69	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*
Total	996	255	51	41	38	28	2954	511	269	3028	2661
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	17.29	19.08	19.43	19.76	20.06	20.40	17.22	18.45	18.34	17.19	16.45
Std. Dev.	5.45	6.13	5.97	6.28	6.41	6.88	5.02	6.08	6.60	5.00	4.33
Std. Err.	0.17	0.38	0.84	0.98	1.04	1.30	0.09	0.27	0.40	0.09	0.08

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 22

q20.1) Used in Past 2 Weeks Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Cigs (Net)	665	200	44	36	34	24	2636	367	214	2636	-
	66.8	78.4	86.3	87.8	89.5	85.7	89.2	71.8	59.1	87.0	-
(1) Rolling tobacco for roll-your-own cigarettes	228	88	28	23	22	16	510	161	63	510	-
	22.9	34.5	54.9	56.1	57.9	57.1	17.3	31.5	17.4	16.8	-
(2) Cigarettes	623	185	41	33	31	21	2528	334	202	2528	-
	62.6	72.5	80.4	80.5	81.6	75.0	85.6	65.4	55.8	83.5	-
(3) Snus	255	255	51	41	38	28	231	255	55	255	-
	25.6	100.0	100.0	100.0	100.0	100.0	7.8	49.9	15.2	8.4	-
(4) Moist Snuff	235	123	24	19	18	11	240	305	58	305	-
	23.6	48.2	47.1	46.3	47.4	39.3	8.1	59.7	16.0	10.1	-
(5) Cigarillos	270	124	27	21	20	12	579	190	78	577	2
	27.1	48.6	52.9	51.2	52.6	42.8	19.6	37.2	21.5	19.0	*
(6) Cigars	357	123	33	26	25	17	732	234	77	727	5
	35.9	48.2	64.7	63.4	65.8	60.7	24.8	45.8	21.3	24.0	0.1
(7) Pipe Tobacco	202	93	25	22	22	15	312	165	48	311	1
	20.3	36.4	49.0	53.6	57.9	53.5	10.6	32.3	13.3	10.3	*
(8) Loose Leaf chewing tobacco	169	88	25	20	20	12	193	206	44	205	1
	17.0	34.5	49.0	48.8	52.6	42.9	6.5	40.3	12.1	6.8	*
(9) Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)	129	55	11	8	8	5	228	88	362	230	132
	13.0	21.6	21.6	19.5	21.1	17.9	7.7	17.2	100.0	7.6	1.4

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 23

q20.1_1) How recently have you used [this type of product/each of these particular products]?
- Rolling tobacco for roll-your-own cigarettes

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Within The Past 2 Weeks	228	88	28	23	22	16	510	161	63	510	-
	22.9	34.5	54.9	56.1	57.9	57.1	17.3	31.5	17.4	16.8	-
Longer Than 2 Weeks Ago	533	105	14	12	12	9	955	206	99	975	680
	53.5	41.2	27.5	29.3	31.6	32.2	32.3	40.3	27.3	32.2	7.2
Never Used	235	62	9	6	4	3	1489	144	200	1543	8787
	23.6	24.3	17.7	14.6	10.5	10.7	50.4	28.2	55.2	51.0	92.8
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 24

q20.1_2) How recently have you used [this type of product/each of these particular products]?
- Cigarettes

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Within The Past 2 Weeks	623	185	41	33	31	21	2528	334	202	2528	-
	62.6	72.5	80.4	80.5	81.6	75.0	85.6	65.4	55.8	83.5	-
Longer Than 2 Weeks Ago	336	58	10	8	7	7	336	138	62	380	2428
	33.7	22.7	19.6	19.5	18.4	25.0	11.4	27.0	17.1	12.5	25.6
Never Used	37	12	-	-	-	-	91	39	98	121	7039
	3.7	4.7	-	-	-	-	3.1	7.6	27.1	4.0	74.4
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 25

q20.1_3) How recently have you used [this type of product/each of these particular products]?
- Snus

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Within The Past 2 Weeks	255	255	51	41	38	28	231	255	55	255	-
	25.6	100.0	100.0	100.0	100.0	100.0	7.8	49.9	15.2	8.4	-
Longer Than 2 Weeks Ago	741	-	-	-	-	-	525	159	74	541	200
	74.4	-	-	-	-	-	17.8	31.1	20.4	17.9	2.1
Never Used	-	-	-	-	-	-	2198	97	233	2232	9267
	-	-	-	-	-	-	74.4	19.0	64.4	73.7	97.9
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 26

q20.1_4) How recently have you used [this type of product/each of these particular products]?
- Moist Snuff

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Within The Past 2 Weeks	235	123	24	19	18	11	240	305	58	305	-
	23.6	48.2	47.1	46.3	47.4	39.3	8.1	59.7	16.0	10.1	-
Longer Than 2 Weeks Ago	523	91	21	17	16	14	497	132	71	498	306
	52.5	35.7	41.2	41.5	42.1	50.0	16.8	25.8	19.6	16.4	3.2
Never Used	238	41	6	5	4	3	2217	74	233	2225	9160
	23.9	16.1	11.7	12.2	10.5	10.7	75.0	14.5	64.4	73.5	96.8
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 27

q20.1_5) How recently have you used [this type of product/each of these particular products]?
- Cigarillos

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Within The Past 2 Weeks	270	124	27	21	20	12	579	190	78	577	2
	27.1	48.6	52.9	51.2	52.6	42.8	19.6	37.2	21.5	19.0	*
Longer Than 2 Weeks Ago	533	87	18	14	13	12	871	203	85	903	875
	53.5	34.1	35.3	34.2	34.2	42.9	29.5	39.7	23.5	29.8	9.2
Never Used	193	44	6	6	5	4	1504	118	199	1548	8590
	19.4	17.3	11.8	14.6	13.2	14.3	50.9	23.1	55.0	51.1	90.7
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 28

q20.1_6) How recently have you used [this type of product/each of these particular products]?
- Cigars

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Within The Past 2 Weeks	357	123	33	26	25	17	732	234	77	727	5
	35.9	48.2	64.7	63.4	65.8	60.7	24.8	45.8	21.3	24.0	0.1
Longer Than 2 Weeks Ago	535	103	16	13	11	10	997	207	108	1047	1290
	53.7	40.4	31.4	31.7	28.9	35.7	33.8	40.5	29.8	34.6	13.6
Never Used	104	29	2	2	2	1	1225	70	177	1254	8172
	10.4	11.4	3.9	4.9	5.3	3.6	41.5	13.7	48.9	41.4	86.3
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 29

q20.1_7) How recently have you used [this type of product/each of these particular products]?
- Pipe Tobacco

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Within The Past 2 Weeks	202	93	25	22	22	15	312	165	48	311	1
	20.3	36.4	49.0	53.6	57.9	53.5	10.6	32.3	13.3	10.3	*
Longer Than 2 Weeks Ago	503	92	16	11	10	9	772	188	95	801	742
	50.5	36.1	31.4	26.9	26.3	32.2	26.1	36.8	26.2	26.4	7.8
Never Used	291	70	10	8	6	4	1870	158	219	1916	8724
	29.2	27.5	19.6	19.5	15.8	14.3	63.3	30.9	60.5	63.3	92.2
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 30

q20.1_8) How recently have you used [this type of product/each of these particular products]?
- Loose Leaf chewing tobacco

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Within The Past 2 Weeks	169	88	25	20	20	12	193	206	44	205	1
	17.0	34.5	49.0	48.8	52.6	42.9	6.5	40.3	12.1	6.8	*
Longer Than 2 Weeks Ago	514	104	17	15	13	13	558	203	72	597	343
	51.6	40.8	33.3	36.6	34.2	46.4	18.9	39.7	19.9	19.7	3.6
Never Used	313	63	9	6	5	3	2203	102	246	2226	9123
	31.4	24.7	17.7	14.6	13.1	10.7	74.6	20.0	68.0	73.5	96.4
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 31

q20.1_9) How recently have you used [this type of product/each of these particular products]?
- Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Within The Past 2 Weeks	129	55	11	8	8	5	228	88	362	230	132
	13.0	21.6	21.6	19.5	21.1	17.9	7.7	17.2	100.0	7.6	1.4
Longer Than 2 Weeks Ago	291	58	10	8	8	7	768	111	-	781	424
	29.2	22.7	19.6	19.5	21.1	25.0	26.0	21.7	-	25.8	4.5
Never Used	576	142	30	25	22	16	1958	312	-	2017	8911
	57.8	55.7	58.8	61.0	57.9	57.1	66.3	61.1	-	66.6	94.1
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 32

q21) Top 2 Box (Used At Least Weekly) Summary Table

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Rolling tobacco for roll-your-own cigarettes	198 19.9	84 32.9	28 54.9	23 56.1	22 57.9	16 57.1	441 14.9	144 28.2	53 19.7	441 14.6	- -
(2) Cigarettes	596 59.8	182 71.4	40 78.4	32 78.1	30 79.0	21 75.0	2394 81.0	323 63.2	186 69.2	2394 79.1	- -
(3) Snus	227 22.8	227 89.0	47 92.2	37 90.3	34 89.5	25 89.3	204 6.9	227 44.4	52 19.3	227 7.5	- -
(4) Moist Snuff	223 22.4	118 46.3	23 45.1	18 43.9	18 47.4	11 39.3	228 7.7	290 56.8	55 20.4	290 9.6	- -
(5) Cigarillos	251 25.2	119 46.7	26 50.9	21 51.2	20 52.6	12 42.8	509 17.2	180 35.2	72 26.7	508 16.8	1 *
(6) Cigars	315 31.6	120 47.1	33 64.7	26 63.4	25 65.8	17 60.7	600 20.3	215 42.1	66 24.5	596 19.7	4 0.2
(7) Pipe Tobacco	183 18.4	87 34.1	23 45.0	20 48.7	20 52.6	14 49.9	271 9.2	152 29.7	43 16.0	270 8.9	1 *
(8) Loose Leaf chewing tobacco	154 15.5	81 31.7	22 43.1	18 43.9	18 47.4	11 39.3	172 5.8	183 35.8	41 15.2	182 6.0	1 *
(9) Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)	121 27.8	53 44.5	11 50.0	8 47.0	8 50.0	5 41.7	208 19.0	81 38.6	339 93.6	209 18.9	130 21.2

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 33

q21) Bottom 2 Box (Non-User) Summary Table

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Rolling tobacco for roll-your-own cigarettes	768 77.1	167 65.5	23 45.1	18 43.9	16 42.1	12 42.9	2444 82.7	350 68.5	206 76.6	2518 83.2	2661 100.0
(2) Cigarettes	373 37.4	70 27.5	10 19.6	8 19.5	7 18.4	7 25.0	427 14.4	177 34.6	67 24.9	501 16.5	2661 100.0
(3) Snus	741 74.4	- -	- -	- -	- -	- -	2723 92.2	256 50.1	214 79.6	2773 91.6	2661 100.0
(4) Moist Snuff	761 76.4	132 51.8	27 52.9	22 53.7	20 52.6	17 60.7	2714 91.9	206 40.3	211 78.4	2723 89.9	2661 100.0
(5) Cigarillos	726 72.9	131 51.4	24 47.1	20 48.8	18 47.4	16 57.2	2376 80.4	321 62.8	191 71.0	2452 81.0	2659 99.9
(6) Cigars	639 64.1	132 51.8	18 35.3	15 36.6	13 34.2	11 39.3	2222 75.2	277 54.2	192 71.4	2302 76.0	2656 99.8
(7) Pipe Tobacco	794 79.7	162 63.6	26 51.0	19 46.4	16 42.1	13 46.5	2642 89.4	346 67.7	221 82.1	2717 89.7	2660 100.0
(8) Loose Leaf chewing tobacco	827 83.0	167 65.5	26 51.0	21 51.2	18 47.4	16 57.1	2761 93.5	305 59.7	225 83.7	2823 93.2	2660 100.0
(9) Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)	306 70.4	64 53.8	11 50.0	9 53.0	8 50.0	7 58.3	865 79.1	122 58.1	- -	878 79.2	480 78.4

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 34

q21_1) Please indicate how frequently you use each of these product(s).
- Rolling tobacco for roll-your-own cigarettes

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Eff Base	996	255	51	41	38	28	2954	511	269	3028	2661
Ever Used Product (Net)	761	193	42	35	34	25	1465	367	162	1485	680
	76.4	75.7	82.3	85.4	89.5	89.3	49.6	71.8	60.2	49.0	25.6
Currently Use Product	228	88	28	23	22	16	510	161	63	510	-
(Subnet)	22.9	34.5	54.9	56.1	57.9	57.1	17.3	31.5	23.4	16.8	-
At Least Once/Week	198	84	28	23	22	16	441	144	53	441	-
(Subsubnet)	19.9	32.9	54.9	56.1	57.9	57.1	14.9	28.2	19.7	14.6	-
Daily	104	45	15	12	12	8	274	71	31	274	-
	10.4	17.6	29.4	29.3	31.6	28.6	9.3	13.9	11.5	9.0	-
At least once a week	94	39	13	11	10	8	167	73	22	167	-
	9.4	15.3	25.4	26.8	26.3	28.5	5.7	14.3	8.2	5.5	-
Less than once a week	30	4	-	-	-	-	69	17	10	69	-
	3.0	1.6	-	-	-	-	2.3	3.3	3.7	2.3	-
Not currently, but I have used this product	533	105	14	12	12	9	955	206	99	975	680
	53.5	41.2	27.5	29.3	31.6	32.2	32.3	40.3	36.8	32.2	25.6
I have never used this product	235	62	9	6	4	3	1489	144	107	1543	1981
	23.6	24.3	17.7	14.6	10.5	10.7	50.4	28.2	39.8	51.0	74.4
Non-User (Codes 4/5)	768	167	23	18	16	12	2444	350	206	2518	2661
(Net)	77.1	65.5	45.1	43.9	42.1	42.9	82.7	68.5	76.6	83.2	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 35

q21_2) Please indicate how frequently you use each of these product(s).
- Cigarettes

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Eff Base	996	255	51	41	38	28	2954	511	269	3028	2661
Ever Used Product (Net)	959	243	51	41	38	28	2863	472	264	2907	2428
	96.3	95.3	100.0	100.0	100.0	100.0	96.9	92.4	98.1	96.0	91.2
Currently Use Product	623	185	41	33	31	21	2528	334	202	2528	-
(Subnet)	62.6	72.5	80.4	80.5	81.6	75.0	85.6	65.4	75.1	83.5	-
At Least Once/Week	596	182	40	32	30	21	2394	323	186	2394	-
(Subsubnet)	59.8	71.4	78.4	78.1	79.0	75.0	81.0	63.2	69.2	79.1	-
Daily	493	150	36	28	26	18	2088	268	152	2088	-
	49.5	58.8	70.6	68.3	68.4	64.3	70.7	52.4	56.5	68.9	-
At least once a week	103	32	4	4	4	3	307	55	34	307	-
	10.3	12.6	7.8	9.8	10.5	10.7	10.4	10.8	12.6	10.1	-
Less than once a week	27	3	1	1	1	-	133	11	16	133	-
	2.7	1.2	2.0	2.4	2.6	-	4.5	2.2	5.9	4.4	-
Not currently, but I have used this product	336	58	10	8	7	7	336	138	62	380	2428
	33.7	22.7	19.6	19.5	18.4	25.0	11.4	27.0	23.0	12.5	91.2
I have never used this product	37	12	-	-	-	-	91	39	5	121	233
	3.7	4.7	-	-	-	-	3.1	7.6	1.9	4.0	8.8
Non-User (Codes 4/5)	373	70	10	8	7	7	427	177	67	501	2661
(Net)	37.4	27.5	19.6	19.5	18.4	25.0	14.4	34.6	24.9	16.5	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 36

q21_3) Please indicate how frequently you use each of these product(s).
- Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Eff Base	996	255	51	41	38	28	2954	511	269	3028	2661
Ever Used Product (Net)	996	255	51	41	38	28	756	414	129	796	200
	100.0	100.0	100.0	100.0	100.0	100.0	25.6	81.0	47.9	26.3	7.5
Currently Use Product	255	255	51	41	38	28	231	255	55	255	-
(Subnet)	25.6	100.0	100.0	100.0	100.0	100.0	7.8	49.9	20.4	8.4	-
At Least Once/Week	227	227	47	37	34	25	204	227	52	227	-
(Subsubnet)	22.8	89.0	92.2	90.3	89.5	89.3	6.9	44.4	19.3	7.5	-
Daily	121	121	24	19	17	11	105	121	35	121	-
	12.1	47.5	47.0	46.3	44.7	39.3	3.6	23.7	13.0	4.0	-
At least once a week	106	106	23	18	17	14	99	106	17	106	-
	10.6	41.6	45.1	43.9	44.8	50.0	3.4	20.7	6.3	3.5	-
Less than once a week	28	28	4	4	4	3	27	28	3	28	-
	2.8	11.0	7.8	9.7	10.5	10.7	0.9	5.5	1.1	0.9	-
Not currently, but I have used this product	741	-	-	-	-	-	525	159	74	541	200
	74.4	-	-	-	-	-	17.8	31.1	27.5	17.9	7.5
I have never used this product	-	-	-	-	-	-	2198	97	140	2232	2461
	-	-	-	-	-	-	74.4	19.0	52.1	73.7	92.5
Non-User (Codes 4/5)	741	-	-	-	-	-	2723	256	214	2773	2661
(Net)	74.4	-	-	-	-	-	92.2	50.1	79.6	91.6	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 37

q21_4) Please indicate how frequently you use each of these product(s).
- Moist Snuff

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Eff Base	996	255	51	41	38	28	2954	511	269	3028	2661
Ever Used Product (Net)	758	214	45	36	34	25	737	437	129	803	306
	76.1	83.9	88.3	87.8	89.5	89.3	25.0	85.5	47.9	26.5	11.5
Currently Use Product	235	123	24	19	18	11	240	305	58	305	-
(Subnet)	23.6	48.2	47.1	46.3	47.4	39.3	8.1	59.7	21.6	10.1	-
At Least Once/Week	223	118	23	18	18	11	228	290	55	290	-
(Subsubnet)	22.4	46.3	45.1	43.9	47.4	39.3	7.7	56.8	20.4	9.6	-
Daily	132	73	17	14	14	7	122	174	34	174	-
	13.3	28.6	33.3	34.1	36.8	25.0	4.1	34.1	12.6	5.7	-
At least once a week	91	45	6	4	4	4	106	116	21	116	-
	9.1	17.6	11.8	9.8	10.6	14.3	3.6	22.7	7.8	3.8	-
Less than once a week	12	5	1	1	-	-	12	15	3	15	-
	1.2	2.0	2.0	2.4	-	-	0.4	2.9	1.1	0.5	-
Not currently, but I have used this product	523	91	21	17	16	14	497	132	71	498	306
	52.5	35.7	41.2	41.5	42.1	50.0	16.8	25.8	26.4	16.4	11.5
I have never used this product	238	41	6	5	4	3	2217	74	140	2225	2355
	23.9	16.1	11.7	12.2	10.5	10.7	75.0	14.5	52.1	73.5	88.5
Non-User (Codes 4/5)	761	132	27	22	20	17	2714	206	211	2723	2661
(Net)	76.4	51.8	52.9	53.7	52.6	60.7	91.9	40.3	78.4	89.9	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 38

q21_5) Please indicate how frequently you use each of these product(s).
- Cigarillos

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Eff Base	996	255	51	41	38	28	2954	511	269	3028	2661
Ever Used Product (Net)	803	211	45	35	33	24	1450	393	163	1480	877
	80.6	82.7	88.2	85.4	86.8	85.7	49.1	76.9	60.6	48.9	33.0
Currently Use Product	270	124	27	21	20	12	579	190	78	577	2
(Subnet)	27.1	48.6	52.9	51.2	52.6	42.8	19.6	37.2	29.0	19.0	0.1
At Least Once/Week	251	119	26	21	20	12	509	180	72	508	1
(Subsubnet)	25.2	46.7	50.9	51.2	52.6	42.8	17.2	35.2	26.7	16.8	*
Daily	140	79	21	18	17	10	274	113	46	274	-
	14.0	31.0	41.1	43.9	44.7	35.7	9.3	22.1	17.1	9.0	-
At least once a week	111	40	5	3	3	2	235	67	26	234	1
	11.1	15.7	9.8	7.3	7.9	7.1	8.0	13.1	9.7	7.7	*
Less than once a week	19	5	1	-	-	-	70	10	6	69	1
	1.9	2.0	2.0	-	-	-	2.4	2.0	2.2	2.3	*
Not currently, but I have used this product	533	87	18	14	13	12	871	203	85	903	875
	53.5	34.1	35.3	34.2	34.2	42.9	29.5	39.7	31.6	29.8	32.9
I have never used this product	193	44	6	6	5	4	1504	118	106	1548	1784
	19.4	17.3	11.8	14.6	13.2	14.3	50.9	23.1	39.4	51.1	67.0
Non-User (Codes 4/5)	726	131	24	20	18	16	2376	321	191	2452	2659
(Net)	72.9	51.4	47.1	48.8	47.4	57.2	80.4	62.8	71.0	81.0	99.9

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 39

q21_6) Please indicate how frequently you use each of these product(s).
- Cigars

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Eff Base	996	255	51	41	38	28	2954	511	269	3028	2661
Ever Used Product (Net)	892	226	49	39	36	27	1729	441	185	1774	1295
	89.6	88.6	96.1	95.1	94.7	96.4	58.5	86.3	68.8	58.6	48.7
Currently Use Product	357	123	33	26	25	17	732	234	77	727	5
(Subnet)	35.9	48.2	64.7	63.4	65.8	60.7	24.8	45.8	28.6	24.0	0.2
At Least Once/Week	315	120	33	26	25	17	600	215	66	596	4
(Subsubnet)	31.6	47.1	64.7	63.4	65.8	60.7	20.3	42.1	24.5	19.7	0.2
Daily	157	69	21	16	16	10	277	116	42	275	2
	15.8	27.0	41.2	39.0	42.1	35.7	9.4	22.7	15.6	9.1	0.1
At least once a week	158	51	12	10	9	7	323	99	24	321	2
	15.9	20.0	23.6	24.4	23.7	25.0	10.9	19.4	8.9	10.6	0.1
Less than once a week	42	3	-	-	-	-	132	19	11	131	1
	4.2	1.2	-	-	-	-	4.5	3.7	4.1	4.3	*
Not currently, but I have used this product	535	103	16	13	11	10	997	207	108	1047	1290
	53.7	40.4	31.4	31.7	28.9	35.7	33.8	40.5	40.2	34.6	48.5
I have never used this product	104	29	2	2	2	1	1225	70	84	1254	1366
	10.4	11.4	3.9	4.9	5.3	3.6	41.5	13.7	31.2	41.4	51.3
Non-User (Codes 4/5)	639	132	18	15	13	11	2222	277	192	2302	2656
(Net)	64.1	51.8	35.3	36.6	34.2	39.3	75.2	54.2	71.4	76.0	99.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 40

q21_7) Please indicate how frequently you use each of these product(s).
- Pipe Tobacco

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Eff Base	996	255	51	41	38	28	2954	511	269	3028	2661
Ever Used Product (Net)	705	185	41	33	32	24	1084	353	143	1112	743
	70.8	72.5	80.4	80.5	84.2	85.7	36.7	69.1	53.2	36.7	27.9
Currently Use Product	202	93	25	22	22	15	312	165	48	311	1
(Subnet)	20.3	36.4	49.0	53.6	57.9	53.5	10.6	32.3	17.9	10.3	*
At Least Once/Week	183	87	23	20	20	14	271	152	43	270	1
(Subsubnet)	18.4	34.1	45.0	48.7	52.6	49.9	9.2	29.7	16.0	8.9	*
Daily	86	49	15	14	14	8	130	81	30	130	-
	8.6	19.2	29.4	34.1	36.8	28.5	4.4	15.8	11.2	4.3	-
At least once a week	97	38	8	6	6	6	141	71	13	140	1
	9.7	14.9	15.7	14.6	15.8	21.4	4.8	13.9	4.8	4.6	*
Less than once a week	19	6	2	2	2	1	41	13	5	41	-
	1.9	2.4	3.9	4.9	5.3	3.6	1.4	2.5	1.9	1.4	-
Not currently, but I have used this product	503	92	16	11	10	9	772	188	95	801	742
	50.5	36.1	31.4	26.9	26.3	32.2	26.1	36.8	35.3	26.4	27.9
I have never used this product	291	70	10	8	6	4	1870	158	126	1916	1918
	29.2	27.5	19.6	19.5	15.8	14.3	63.3	30.9	46.8	63.3	72.1
Non-User (Codes 4/5)	794	162	26	19	16	13	2642	346	221	2717	2660
(Net)	79.7	63.6	51.0	46.4	42.1	46.5	89.4	67.7	82.1	89.7	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 41

q21_8) Please indicate how frequently you use each of these product(s).
- Loose Leaf chewing tobacco

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	2954	511	269	3028	2661
Eff Base	996	255	51	41	38	28	2954	511	269	3028	2661
Ever Used Product (Net)	683	192	42	35	33	25	751	409	116	802	344
	68.6	75.3	82.3	85.4	86.9	89.3	25.4	80.0	43.1	26.5	12.9
Currently Use Product	169	88	25	20	20	12	193	206	44	205	1
(Subnet)	17.0	34.5	49.0	48.8	52.6	42.9	6.5	40.3	16.3	6.8	*
At Least Once/Week	154	81	22	18	18	11	172	183	41	182	1
(Subsubnet)	15.5	31.7	43.1	43.9	47.4	39.3	5.8	35.8	15.2	6.0	*
Daily	79	47	12	9	9	6	85	93	29	92	1
	7.9	18.4	23.5	22.0	23.7	21.4	2.9	18.2	10.8	3.0	*
At least once a week	75	34	10	9	9	5	87	90	12	90	-
	7.5	13.3	19.6	21.9	23.7	17.8	2.9	17.6	4.5	3.0	-
Less than once a week	15	7	3	2	2	1	21	23	3	23	-
	1.5	2.7	5.9	4.9	5.3	3.6	0.7	4.5	1.1	0.8	-
Not currently, but I have used this product	514	104	17	15	13	13	558	203	72	597	343
	51.6	40.8	33.3	36.6	34.2	46.4	18.9	39.7	26.8	19.7	12.9
I have never used this product	313	63	9	6	5	3	2203	102	153	2226	2317
	31.4	24.7	17.7	14.6	13.1	10.7	74.6	20.0	56.9	73.5	87.1
Non-User (Codes 4/5)	827	167	26	21	18	16	2761	305	225	2823	2660
(Net)	83.0	65.5	51.0	51.2	47.4	57.1	93.5	59.7	83.7	93.2	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 42

q21_9) Please indicate how frequently you use each of these product(s).
- Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	435	119	22	17	16	12	1093	210	362	1108	612
Base - Has Ever Used Tobacco Products (Wgtd)	435	119	22	17	16	12	1093	210	362	1108	612
Eff Base	435	119	22	17	16	12	1093	210	362	1108	612
Ever Used Product (Net)	420	113	21	16	16	12	996	199	362	1011	556
	96.5	94.9	95.5	94.1	100.0	100.0	91.1	94.8	100.0	91.2	90.8
Currently Use Product	129	55	11	8	8	5	228	88	362	230	132
(Subnet)	29.6	46.2	50.0	47.0	50.0	41.7	20.9	41.9	100.0	20.8	21.6
At Least Once/Week	121	53	11	8	8	5	208	81	339	209	130
(Subsubnet)	27.8	44.5	50.0	47.0	50.0	41.7	19.0	38.6	93.6	18.9	21.2
Daily	67	32	8	6	6	3	116	47	209	116	93
	15.4	26.9	36.3	35.3	37.5	25.0	10.6	22.4	57.7	10.5	15.2
At least once a week	54	21	3	2	2	2	92	34	130	93	37
	12.4	17.7	13.6	11.7	12.5	16.6	8.4	16.2	35.9	8.4	6.0
Less than once a week	8	2	-	-	-	-	20	7	23	21	2
	1.8	1.7	-	-	-	-	1.8	3.3	6.4	1.9	0.3
Not currently, but I have used this product	291	58	10	8	8	7	768	111	-	781	424
	66.9	48.7	45.5	47.1	50.0	58.3	70.3	52.9	-	70.5	69.3
I have never used this product	15	6	1	1	-	-	97	11	-	97	56
	3.5	5.1	4.5	5.9	-	-	8.9	5.2	-	8.8	9.2
Non-User (Codes 4/5)	306	64	11	9	8	7	865	122	-	878	480
(Net)	70.4	53.8	50.0	53.0	50.0	58.3	79.1	58.1	-	79.2	78.4

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 43

q23) And, what tobacco product do you use most often?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses At Least 1 Product (Unwtd)	788	253	50	40	37	27	2829	506	359	2902	135
Base - Uses At Least 1 Product (Wgtd)	788	253	50	40	37	27	2829	506	359	2902	135
Eff Base	788	253	50	40	37	27	2829	506	359	2902	135
Rolling tobacco	42	11	1	-	-	-	184	21	6	184	-
	5.3	4.3	2.0	-	-	-	6.5	4.1	1.7	6.3	-
Cigarettes	448	118	25	20	18	11	2079	220	132	2079	-
	56.9	46.6	50.0	50.0	48.7	40.7	73.5	43.5	36.8	71.6	-
Snus	43	43	9	7	6	5	29	43	5	43	-
	5.5	17.0	18.0	17.5	16.2	18.5	1.0	8.5	1.4	1.5	-
Moist Snuff	60	19	2	1	1	1	42	99	10	99	-
	7.6	7.5	4.0	2.5	2.7	3.7	1.5	19.6	2.8	3.4	-
Cigarillos	67	26	6	5	5	4	182	40	14	181	1
	8.5	10.3	12.0	12.5	13.5	14.8	6.4	7.9	3.9	6.2	0.7
Cigars	61	16	4	4	4	4	186	29	7	182	4
	7.7	6.3	8.0	10.0	10.8	14.8	6.6	5.7	1.9	6.3	3.0
Pipe Tobacco	25	9	2	2	2	1	59	21	2	59	-
	3.2	3.6	4.0	5.0	5.4	3.7	2.1	4.1	0.6	2.0	-
Loose Leaf chewing tobacco	18	8	-	-	-	-	19	26	4	26	-
	2.3	3.2	-	-	-	-	0.7	5.1	1.1	0.9	-
Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills,inhaler, or other similar product)	24	3	1	1	1	1	49	7	179	49	130
	3.0	1.2	2.0	2.5	2.7	3.7	1.7	1.4	49.8	1.7	96.3
Total	788	253	50	40	37	27	2829	506	359	2902	135
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 44

q24) How do you typically consume snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	996	255	51	41	38	28	756	414	129	796	200
Base - Uses Snus (Wgtd)	996	255	51	41	38	28	756	414	129	796	200
Eff Base	996	255	51	41	38	28	756	414	129	796	200
I typically chew on loose snus	298 29.9	112 43.9	17 33.4	14 34.2	14 36.9	13 46.5	243 32.1	185 44.7	41 31.8	255 32.0	43 21.5
I typically smoke snus	148 14.9	45 17.7	12 23.5	9 22.0	8 21.0	4 14.3	130 17.2	75 18.1	29 22.5	130 16.3	18 9.0
I typically place a snus pouch between my lip and gum	550 55.2	98 38.4	22 43.1	18 43.9	16 42.1	11 39.3	383 50.7	154 37.2	59 45.8	411 51.6	139 69.5
Total	996 100.0	255 100.0	51 100.0	41 100.0	38 100.0	28 100.0	756 100.0	414 100.0	129 100.0	796 100.0	200 100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 45

q26) Hidden question to determine groups they see

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Gateway: [OMIT]	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
CT-roll tobacco	665	200	44	36	34	24	2636	367	214	2636	-
	66.8	78.4	86.3	87.8	89.5	85.7	89.2	71.8	59.1	87.0	-
Former CT-roll tobacco	272	30	5	4	3	3	220	89	41	264	2441
	27.3	11.8	9.8	9.8	7.9	10.7	7.4	17.4	11.3	8.7	25.8
Snus	255	255	51	41	38	28	231	255	55	255	-
	25.6	100.0	100.0	100.0	100.0	100.0	7.8	49.9	15.2	8.4	-
Former Snus	590	-	-	-	-	-	376	95	41	391	199
	59.2	-	-	-	-	-	12.7	18.6	11.3	12.9	2.1
Moist Snuff	235	123	24	19	18	11	240	305	58	305	-
	23.6	48.2	47.1	46.3	47.4	39.3	8.1	59.7	16.0	10.1	-
Former Moist Snuff	393	44	8	6	5	5	358	59	43	358	304
	39.5	17.3	15.7	14.6	13.1	17.8	12.1	11.5	11.9	11.8	3.2
NRT	49	12	1	1	1	1	147	27	279	149	130
	4.9	4.7	2.0	2.4	2.6	3.6	5.0	5.3	77.1	4.9	1.4
Cigarillo	106	26	6	5	4	2	397	55	24	397	-
	10.6	10.2	11.8	12.2	10.5	7.1	13.4	10.8	6.6	13.1	-
Cigar	164	26	5	4	4	4	520	79	26	520	-
	16.5	10.2	9.8	9.8	10.5	14.3	17.6	15.5	7.2	17.2	-
Pipe Tobacco	59	17	4	4	4	4	162	38	6	162	-
	5.9	6.7	7.8	9.8	10.5	14.3	5.5	7.4	1.7	5.4	-
Chewing Tobacco	46	11	2	1	1	1	61	71	7	71	-
	4.6	4.3	3.9	2.4	2.6	3.6	2.1	13.9	1.9	2.3	-
none of the above	-	-	-	-	-	-	-	-	-	-	6910
	-	-	-	-	-	-	-	-	-	-	73.0
Tobacco User (Net of codes 2/4/6/9/10/11/12)	796	255	51	41	38	28	2947	510	230	3028	-
	79.9	100.0	100.0	100.0	100.0	100.0	99.8	99.8	63.6	100.0	-
Non-Tobacco User	200	-	-	-	-	-	7	1	132	-	9467
	20.1	-	-	-	-	-	0.2	0.2	36.4	-	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 46

q28) What was the tobacco product you first started using?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used At Least 1 Product (Unwtd)	815	255	51	41	38	28	2954	511	362	3028	139
Base - Used At Least 1 Product (Wgtd)	815	255	51	41	38	28	2954	511	362	3028	139
Eff Base	815	255	51	41	38	28	2954	511	362	3028	139
Rolling tobacco	23	13	1	-	-	-	80	20	7	80	-
	2.8	5.1	2.0	-	-	-	2.7	3.9	1.9	2.6	-
Cigarettes	500	131	26	19	17	9	2325	243	173	2325	-
	61.4	51.4	51.0	46.4	44.8	32.2	78.7	47.6	47.8	76.8	-
Snus	25	25	4	3	3	3	11	25	5	25	-
	3.1	9.8	7.8	7.3	7.9	10.7	0.4	4.9	1.4	0.8	-
Moist Snuff	61	22	5	4	3	3	45	103	9	103	-
	7.5	8.6	9.8	9.7	7.9	10.7	1.5	20.2	2.5	3.4	-
Cigarillos	62	27	5	5	5	5	170	36	14	168	2
	7.6	10.6	9.8	12.2	13.1	17.8	5.7	7.0	3.9	5.5	1.4
Cigars	76	17	6	6	6	5	241	34	9	236	5
	9.3	6.7	11.8	14.6	15.8	17.9	8.2	6.7	2.5	7.8	3.6
Pipe Tobacco	28	12	2	2	2	1	60	22	1	60	-
	3.4	4.7	3.9	4.9	5.3	3.6	2.0	4.3	0.3	2.0	-
Loose Leaf chewing tobacco	21	7	2	2	2	2	15	24	4	23	1
	2.6	2.7	3.9	4.9	5.3	7.1	0.5	4.7	1.1	0.8	0.7
Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills,inhaler, or other similar product)	19	1	-	-	-	-	8	4	140	9	131
	2.3	0.4	-	-	-	-	0.3	0.8	38.6	0.3	94.2
Total	815	255	51	41	38	28	2954	511	362	3028	139
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 47

q29) Have you ever heard of 'snus'? A smokeless, spitless tobacco product you place in your upper lip.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Never Used Snus (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Never Used Snus (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Yes	996	255	51	41	38	28	2262	493	312	2328	4343
	100.0	100.0	100.0	100.0	100.0	100.0	76.6	96.5	86.2	76.9	45.9
No	-	-	-	-	-	-	692	18	50	701	5124
	-	-	-	-	-	-	23.4	3.5	13.8	23.1	54.1
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 48

q29.1) Have you ever heard of E-cigarettes or Electronic cigarettes? It's like a cigarette-shaped device sometimes containing a nicotine-based liquid that is vaporized and inhaled?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Yes	932	241	50	40	38	28	2816	483	352	2884	8483
	93.6	94.5	98.0	97.6	100.0	100.0	95.3	94.5	97.2	95.2	89.6
No	64	14	1	1	-	-	138	28	10	144	983
	6.4	5.5	2.0	2.4	-	-	4.7	5.5	2.8	4.8	10.4

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Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 49

q31) If you compare the health effects of using snus with moist snuff (e.g., dip, chaw), do you think that using snus is...?.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Snus (Unwtd)	996	255	51	41	38	28	2262	493	312	2327	4343
Base - Heard of Snus (Wgtd)	996	255	51	41	38	28	2262	493	312	2328	4343
Eff Base	996	255	51	41	38	28	2262	493	312	2327	4343
Top 2 Box (Net)	81	21	7	6	6	3	118	40	29	128	157
	8.1	8.2	13.7	14.6	15.8	10.7	5.2	8.1	9.3	5.5	3.6
There is no risk associated with using snus (5)	17	7	4	3	3	-	35	13	8	38	44
	1.7	2.7	7.8	7.3	7.9	-	1.5	2.6	2.6	1.6	1.0
Much less harmful than using moist snuff (4)	64	14	3	3	3	3	83	27	21	90	113
	6.4	5.5	5.9	7.3	7.9	10.7	3.7	5.5	6.7	3.9	2.6
Somewhat less harmful than using moist snuff (3)	211	59	6	4	4	2	424	110	58	435	540
	21.2	23.2	11.8	9.8	10.5	7.2	18.8	22.3	18.6	18.7	12.4
Bottom 2 Box (Net)	704	175	38	31	28	23	1720	343	225	1764	3646
	70.7	68.6	74.5	75.6	73.7	82.1	76.0	69.6	72.1	75.8	84.0
Equally as harmful as using moist snuff (2)	563	116	26	21	18	15	1508	241	161	1544	3172
	56.5	45.5	51.0	51.2	47.4	53.6	66.7	48.9	51.6	66.4	73.0
More harmful than using moist snuff (1)	141	59	12	10	10	8	212	102	64	220	474
	14.2	23.1	23.5	24.4	26.3	28.6	9.4	20.7	20.5	9.4	10.9
Total	996	255	51	41	38	28	2262	493	312	2328	4343
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	2.25	2.19	2.24	2.22	2.24	2.00	2.21	2.20	2.19	2.22	2.10
Std. Dev.	0.84	0.95	1.12	1.13	1.17	0.90	0.72	0.92	0.93	0.73	0.65
Std. Err.	0.03	0.06	0.16	0.18	0.19	0.17	0.02	0.04	0.05	0.02	0.01

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 50

q32) If you compare the health effects of using cigarettes with moist snuff (e.g., dip, chaw), do you think that smoking is...?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Top 2 Box (Net)	37	11	3	3	3	-	174	25	13	176	315
	3.7	4.3	5.9	7.3	7.9	-	5.9	4.9	3.6	5.8	3.3
There is no risk associated with smoking cigarettes (5)	8	3	2	2	2	-	36	6	2	37	100
	0.8	1.2	3.9	4.9	5.3	-	1.2	1.2	0.6	1.2	1.1
Much less harmful than using moist snuff (4)	29	8	1	1	1	-	138	19	11	139	215
	2.9	3.1	2.0	2.4	2.6	-	4.7	3.7	3.0	4.6	2.3
Somewhat less harmful than using moist snuff (3)	148	37	6	5	5	4	415	82	59	418	933
	14.9	14.5	11.8	12.2	13.1	14.3	14.0	16.0	16.3	13.8	9.9
Bottom 2 Box (Net)	811	207	42	33	30	24	2366	404	290	2435	8219
	81.4	81.2	82.4	80.5	79.0	85.7	80.1	79.1	80.1	80.4	86.8
Equally as harmful as using moist snuff (2)	477	110	24	20	18	13	1680	204	181	1695	5933
	47.9	43.1	47.1	48.8	47.4	46.5	56.9	39.9	50.0	56.0	62.7
More harmful than using moist snuff (1)	334	97	18	13	12	11	685	200	109	739	2285
	33.5	38.0	35.3	31.7	31.6	39.3	23.2	39.1	30.1	24.4	24.1
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	1.90	1.86	1.92	2.00	2.03	1.75	2.04	1.88	1.94	2.02	1.93
Std. Dev.	0.81	0.86	0.96	1.00	1.03	0.70	0.82	0.89	0.80	0.82	0.72
Std. Err.	0.03	0.05	0.13	0.16	0.17	0.13	0.02	0.04	0.04	0.01	0.01

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 51

q33) If you compare the health effects of using snus with smoking cigarettes, do you think that using snus is...?.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Snus (Unwtd)	996	255	51	41	38	28	2262	493	312	2327	4343
Base - Heard of Snus (Wgtd)	996	255	51	41	38	28	2262	493	312	2328	4343
Eff Base	996	255	51	41	38	28	2262	493	312	2327	4343
Top 2 Box (Net)	138	46	10	9	8	5	224	82	44	247	315
	13.9	18.0	19.6	21.9	21.0	17.8	9.9	16.6	14.1	10.6	7.3
There is no risk associated with using snus (5)	11	6	3	3	3	-	20	9	5	23	37
	1.1	2.3	5.9	7.3	7.9	-	0.9	1.8	1.6	1.0	0.9
Much less harmful than smoking cigarettes (4)	127	40	7	6	5	5	204	73	39	224	278
	12.8	15.7	13.7	14.6	13.2	17.8	9.0	14.8	12.5	9.6	6.4
Somewhat less harmful than smoking cigarettes (3)	268	50	9	5	5	4	574	127	76	598	952
	26.9	19.6	17.7	12.2	13.1	14.3	25.4	25.8	24.3	25.7	21.9
Bottom 2 Box (Net)	590	159	32	27	25	19	1464	284	192	1482	3076
	59.2	62.4	62.8	65.9	65.8	67.9	64.7	57.6	61.6	63.7	70.8
Equally as harmful as smoking cigarettes (2)	444	104	21	17	15	10	1143	188	134	1158	2553
	44.6	40.8	41.2	41.5	39.5	35.7	50.5	38.1	43.0	49.8	58.8
More harmful than smoking cigarettes (1)	146	55	11	10	10	9	321	96	58	324	523
	14.7	21.6	21.6	24.4	26.3	32.2	14.2	19.5	18.6	13.9	12.0
Total	996	255	51	41	38	28	2262	493	312	2328	4343
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	2.41	2.36	2.41	2.39	2.37	2.18	2.32	2.41	2.36	2.34	2.25
Std. Dev.	0.93	1.06	1.15	1.22	1.24	1.09	0.86	1.02	0.97	0.87	0.78
Std. Err.	0.03	0.07	0.16	0.19	0.20	0.21	0.02	0.05	0.06	0.02	0.01

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 52

q35) If you compare the health effects of long-term usage of nicotine from chewing gum, patches etc. with using snus, do you think that using nicotine chewing gum, patches etc. is...

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Snus (Unwtd)	996	255	51	41	38	28	2262	493	312	2327	4343
Base - Heard of Snus (Wgtd)	996	255	51	41	38	28	2262	493	312	2328	4343
Eff Base	996	255	51	41	38	28	2262	493	312	2327	4343
Top 2 Box (Net)	285	55	9	5	4	1	761	118	111	781	1147
	28.6	21.6	17.7	12.2	10.5	3.6	33.6	23.9	35.6	33.6	26.4
There is no risk associated with using nicotine chewing gum, patches, etc. (5)	49	12	4	3	3	-	145	27	28	149	195
	4.9	4.7	7.8	7.3	7.9	-	6.4	5.5	9.0	6.4	4.5
Much less harmful than using snus (4)	236	43	5	2	1	1	616	91	83	632	952
	23.7	16.9	9.8	4.9	2.6	3.6	27.2	18.5	26.6	27.2	21.9
Somewhat less harmful than using snus (3)	272	58	11	9	9	6	672	120	66	687	1332
	27.3	22.7	21.6	21.9	23.7	21.4	29.7	24.3	21.1	29.5	30.7
Bottom 2 Box (Net)	439	142	31	27	25	21	829	255	135	859	1864
	44.1	55.7	60.8	65.9	65.8	75.0	36.6	51.7	43.3	36.9	42.9
Equally as harmful as using snus (2)	324	94	22	19	18	14	653	169	81	680	1537
	32.5	36.9	43.1	46.4	47.4	50.0	28.9	34.3	26.0	29.2	35.4
More harmful than using snus (1)	115	48	9	8	7	7	176	86	54	179	327
	11.5	18.8	17.6	19.5	18.4	25.0	7.8	17.4	17.3	7.7	7.5
Total	996	255	51	41	38	28	2262	493	312	2328	4343
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	2.78	2.52	2.47	2.34	2.34	2.04	2.96	2.60	2.84	2.95	2.80
Std. Dev.	1.08	1.12	1.14	1.09	1.07	0.79	1.06	1.14	1.25	1.06	1.01
Std. Err.	0.03	0.07	0.16	0.17	0.17	0.15	0.02	0.05	0.07	0.02	0.02

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 53

q36) If you compare the health effects of long-term usage of nicotine from chewing gum, patches etc.. with using moist snuff, do you think that using nicotine chewing gum, patches etc. is...

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Top 2 Box (Net)	338	64	10	6	5	2	1050	146	144	1081	2413
	33.9	25.1	19.6	14.6	13.1	7.1	35.6	28.6	39.8	35.7	25.5
There is no risk associated with using nicotine chewing gum, patches, etc. (5)	59	11	3	2	2	-	219	29	38	226	436
	5.9	4.3	5.9	4.9	5.3	-	7.4	5.7	10.5	7.5	4.6
Much less harmful than using moist snuff (4)	279	53	7	4	3	2	831	117	106	855	1977
	28.0	20.8	13.7	9.7	7.9	7.1	28.1	22.9	29.3	28.2	20.9
Somewhat less harmful than using moist snuff (3)	251	53	10	9	9	6	861	115	86	880	2730
	25.2	20.8	19.6	21.9	23.7	21.4	29.1	22.5	23.7	29.1	28.8
Bottom 2 Box (Net)	407	138	31	26	24	20	1043	250	132	1067	4324
	40.9	54.1	60.8	63.4	63.2	71.4	35.3	48.9	36.5	35.2	45.7
Equally as harmful as using moist snuff (2)	284	90	20	17	15	11	828	160	83	840	3582
	28.5	35.3	39.2	41.5	39.5	39.3	28.0	31.3	22.9	27.7	37.8
More harmful than using moist snuff (1)	123	48	11	9	9	9	215	90	49	227	742
	12.3	18.8	21.6	22.0	23.7	32.1	7.3	17.6	13.5	7.5	7.8
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	2.87	2.56	2.43	2.34	2.32	2.04	3.00	2.68	3.00	3.00	2.77
Std. Dev.	1.13	1.14	1.15	1.09	1.09	0.92	1.07	1.17	1.22	1.08	1.01
Std. Err.	0.04	0.07	0.16	0.17	0.18	0.17	0.02	0.05	0.06	0.02	0.01

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 54

q37) Do you think that using snus increases the risk for cancer?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Snus (Unwtd)	996	255	51	41	38	28	2262	493	312	2327	4343
Base - Heard of Snus (Wgtd)	996	255	51	41	38	28	2262	493	312	2328	4343
Eff Base	996	255	51	41	38	28	2262	493	312	2327	4343
Yes	682	162	32	23	22	17	1486	314	207	1527	3374
	68.5	63.5	62.8	56.1	57.9	60.7	65.7	63.7	66.3	65.6	77.7
No	165	62	13	13	11	7	269	107	64	278	302
	16.6	24.3	25.5	31.7	28.9	25.0	11.9	21.7	20.5	11.9	7.0
Do not know	149	31	6	5	5	4	507	72	41	522	667
	15.0	12.2	11.8	12.2	13.2	14.3	22.4	14.6	13.2	22.4	15.4
Total	996	255	51	41	38	28	2262	493	312	2328	4343
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 55

q38) Do you think that using moist snuff increases the risk for cancer?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Yes	725	163	32	24	23	19	2092	339	247	2141	7558
	72.8	64.0	62.8	58.6	60.6	67.9	70.8	66.4	68.2	70.7	79.8
No	166	70	15	14	12	7	321	123	70	336	540
	16.7	27.4	29.4	34.1	31.5	25.0	10.9	24.1	19.3	11.1	5.7
Do not know	105	22	4	3	3	2	541	49	45	551	1369
	10.5	8.6	7.8	7.3	7.9	7.1	18.3	9.6	12.4	18.2	14.5
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 56

q39) Do you think that smoking increases the risk for cancer?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Yes	863	203	42	33	30	24	2610	419	307	2678	8912
	86.7	79.6	82.4	80.5	79.0	85.7	88.4	82.0	84.8	88.4	94.1
No	92	38	7	6	6	3	183	68	36	190	281
	9.2	14.9	13.7	14.6	15.8	10.7	6.2	13.3	9.9	6.3	3.0
Do not know	41	14	2	2	2	1	161	24	19	161	274
	4.1	5.5	3.9	4.9	5.2	3.6	5.4	4.7	5.2	5.3	2.9
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 57

q40) Do you think that nicotine increases the risk for cancer?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Yes	620	163	32	25	23	20	1859	311	217	1902	6781
	62.2	63.9	62.8	61.0	60.6	71.5	62.9	60.9	59.9	62.8	71.6
No	238	68	13	11	10	5	590	144	101	610	1128
	23.9	26.7	25.5	26.8	26.3	17.8	20.0	28.2	27.9	20.1	11.9
Do not know	138	24	6	5	5	3	505	56	44	516	1558
	13.9	9.4	11.7	12.2	13.1	10.7	17.1	11.0	12.2	17.0	16.5
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 58

q41) Do you think that using snus increases the risk for heart disease?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Snus (Unwtd)	996	255	51	41	38	28	2262	493	312	2327	4343
Base - Heard of Snus (Wgtd)	996	255	51	41	38	28	2262	493	312	2328	4343
Eff Base	996	255	51	41	38	28	2262	493	312	2327	4343
Yes	588	136	27	22	20	16	1240	270	184	1261	2741
	59.0	53.3	53.0	53.7	52.7	57.2	54.8	54.8	59.0	54.2	63.1
No	205	78	13	12	11	8	340	137	72	361	413
	20.6	30.6	25.5	29.3	28.9	28.5	15.0	27.8	23.1	15.5	9.5
Do not know	203	41	11	7	7	4	682	86	56	705	1189
	20.4	16.1	21.6	17.1	18.4	14.3	30.2	17.5	18.0	30.3	27.4
Total	996	255	51	41	38	28	2262	493	312	2328	4343
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 59

q42) Do you think that using moist snuff increases the risk for heart disease?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Yes	594	141	24	21	20	15	1638	286	205	1668	6095
	59.6	55.3	47.1	51.2	52.7	53.6	55.4	56.0	56.6	55.1	64.4
No	215	77	19	17	15	10	424	151	85	450	822
	21.6	30.2	37.2	41.4	39.4	35.7	14.4	29.5	23.5	14.9	8.7
Do not know	187	37	8	3	3	3	892	74	72	910	2550
	18.8	14.5	15.7	7.3	7.9	10.7	30.2	14.5	19.9	30.1	26.9
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 60

q43) Do you think that smoking increases the risk for heart disease?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Yes	789	179	34	28	25	18	2447	379	297	2507	8377
	79.2	70.2	66.7	68.3	65.8	64.3	82.8	74.2	82.1	82.8	88.5
No	130	56	12	10	10	7	241	94	45	247	377
	13.0	21.9	23.5	24.4	26.3	25.0	8.2	18.4	12.4	8.2	4.0
Do not know	77	20	5	3	3	3	266	38	20	274	713
	7.7	7.8	9.8	7.3	7.9	10.7	9.0	7.4	5.5	9.0	7.5
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 61

q44) Do you think that nicotine increases the risk for heart disease?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Yes	596	146	29	22	20	17	1840	292	215	1876	6641
	59.8	57.3	56.9	53.7	52.7	60.7	62.3	57.2	59.4	61.9	70.2
No	216	72	14	12	11	8	481	134	92	494	833
	21.7	28.2	27.4	29.3	29.0	28.6	16.3	26.2	25.4	16.3	8.8
Do not know	184	37	8	7	7	3	633	85	55	658	1993
	18.5	14.5	15.7	17.0	18.4	10.7	21.4	16.6	15.2	21.7	21.1
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 62

Skip to End Flag

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Skipped to the end as non-user	-	-	-	-	-	-	-	-	-	-	6910
	-	-	-	-	-	-	-	-	-	-	73.0
Took whole survey	996	255	51	41	38	28	2954	511	362	3028	2557
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	27.0
Total	996	255	51	41	38	28	2954	511	362	3028	9467
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 63

q45) Please indicate your experience with e-cigarettes.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	2557
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	2557
Eff Base	996	255	51	41	38	28	2954	511	362	3028	2557
Uses e-Cig (Net)	791	232	46	37	35	25	1967	414	325	1986	630
	79.4	91.0	90.2	90.3	92.1	89.3	66.6	81.0	89.8	65.6	24.6
Uses e-Cig Weekly (Net)	420	164	34	27	26	21	835	286	240	844	218
	42.2	64.3	66.7	65.9	68.4	75.0	28.3	56.0	66.3	27.9	8.5
I use an e-cigarette daily	194	80	18	14	14	10	360	141	133	364	150
	19.5	31.4	35.3	34.2	36.9	35.7	12.2	27.6	36.7	12.0	5.9
I use an e-cigarette at least once a week	226	84	16	13	12	11	475	145	107	480	68
	22.7	32.9	31.4	31.7	31.6	39.3	16.1	28.4	29.6	15.9	2.7
I use an e-cigarette less than once a week	116	34	3	3	3	2	267	60	31	267	49
	11.6	13.3	5.9	7.3	7.9	7.2	9.0	11.7	8.6	8.8	1.9
I don't currently use an e-cigarette, but I have used this product (previously at least once a week)	255	34	9	7	6	2	865	68	54	875	363
	25.6	13.3	17.6	17.1	15.8	7.1	29.3	13.3	14.9	28.9	14.2
I have never used this product (never used, or never used at a frequency of at least once a week)	205	23	5	4	3	3	987	97	37	1042	1927
	20.6	9.0	9.8	9.7	7.9	10.7	33.4	19.0	10.2	34.4	75.4
Total	996	255	51	41	38	28	2954	511	362	3028	2557
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 64

q46) Before you started using snus or moist snuff, did you previously use cigarettes or rolling cigarettes?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Snus/ Moist Snuff/ Don't Use Cigarettes (Unwtd)	87	55	7	5	4	4	48	125	11	125	-
Base - Use Snus/ Moist Snuff/ Don't Use Cigarettes (Wgtd)	87	55	7	5	4	4	48	125	11	125	-
Eff Base	87	55	7	5	4	4	48	125	11	125	-
No	35	18	2	1	1	1	15	60	2	60	-
	40.3	32.7	28.7	20.0	25.0	25.0	31.3	48.0	18.2	48.0	-
Previously Used Cigs	52	37	5	4	3	3	33	65	9	65	-
(Net)	59.7	67.3	71.3	80.0	75.0	75.0	68.7	52.0	81.8	52.0	-
Yes, but I quit smoking cigarettes before I started using snus or moist snuff	26	20	4	3	2	2	20	34	3	34	-
	29.9	36.3	57.0	60.0	50.0	50.0	41.6	27.2	27.2	27.2	-
Yes, but I quit smoking cigarettes at the same time as I started using snus or moist snuff	12	6	-	-	-	-	5	15	3	15	-
	13.8	10.9	-	-	-	-	10.4	12.0	27.3	12.0	-
Yes, and I continued to smoke cigarettes for a period of time as I started using snus or moist snuff	14	11	1	1	1	1	8	16	3	16	-
	16.1	20.0	14.3	20.0	25.0	25.0	16.7	12.8	27.3	12.8	-
Total	87	55	7	5	4	4	48	125	11	125	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 65

q47) Before you started smoking cigarettes or rolling cigarettes, did you previously use snus or moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Cigarettes/ Don't Use Snus/ Moist Snuff (Unwtd)	385	-	-	-	-	-	2323	55	149	2323	-
Base - Use Cigarettes/ Don't Use Snus/ Moist Snuff (Wgtd)	385	-	-	-	-	-	2323	55	149	2323	-
Eff Base	385	-	-	-	-	-	2323	55	149	2323	-
No	254	-	-	-	-	-	2089	24	123	2089	-
	66.0	-	-	-	-	-	89.9	43.7	82.6	89.9	-
Previously Used Moist	131	-	-	-	-	-	234	31	26	234	-
(Net)	34.0	-	-	-	-	-	10.1	56.3	17.4	10.1	-
Yes, but I quit using snus or moist snuff before I started smoking cigarettes	67	-	-	-	-	-	121	15	15	121	-
	17.4	-	-	-	-	-	5.2	27.3	10.1	5.2	-
Yes, but I quit using snus or moist snuff at the same time as I started smoking cigarettes	29	-	-	-	-	-	57	9	7	57	-
	7.5	-	-	-	-	-	2.5	16.3	4.7	2.5	-
Yes, and I continued to use snus or moist snuff for a period of time after I started smoking cigarettes	35	-	-	-	-	-	56	7	4	56	-
	9.1	-	-	-	-	-	2.4	12.7	2.7	2.4	-
Total	385	-	-	-	-	-	2323	55	149	2323	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 66

q48) You currently use both cigarettes and snus or moist snuff. Which of these did you first start using on a regular basis?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Cigarettes/ Snus/ Moist Snuff (Unwtd)	280	200	44	36	34	24	312	312	65	312	-
Base - Use Cigarettes/ Snus/ Moist Snuff (Wgtd)	280	200	44	36	34	24	312	312	65	312	-
Eff Base	280	200	44	36	34	24	312	312	65	312	-
Started using snus or moist snuff first	99	70	15	12	11	10	110	110	26	110	-
	35.4	35.0	34.1	33.3	32.3	41.6	35.2	35.2	40.0	35.2	-
Started using cigarettes first	167	119	26	21	20	13	188	188	34	188	-
	59.7	59.5	59.1	58.4	58.9	54.2	60.3	60.3	52.3	60.3	-
Started using both at the same time	14	11	3	3	3	1	14	14	5	14	-
	5.0	5.5	6.8	8.3	8.8	4.2	4.5	4.5	7.7	4.5	-
Total	280	200	44	36	34	24	312	312	65	312	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 67

q49) Top 2 Box Summary Table

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)	167	119	26	21	20	13	188	188	34	188	-
Base - Cigarettes First (Wgtd)	167	119	26	21	20	13	188	188	34	188	-
Eff Base	167	119	26	21	20	13	188	188	34	188	-
(1) ...to reduce consumption of cigarettes	97	72	17	14	14	9	109	109	22	109	-
	58.1	60.5	65.4	66.7	70.0	69.3	58.0	58.0	64.7	58.0	-
(2) ...to quit smoking completely	74	54	11	11	11	6	82	82	19	82	-
	44.3	45.4	42.3	52.4	55.0	46.1	43.6	43.6	55.8	43.6	-
(3) ...as a complement to cigarettes where smoking is not allowed	96	66	15	11	10	6	107	107	21	107	-
	57.5	55.5	57.7	52.4	50.0	46.2	56.9	56.9	61.8	56.9	-
(4) ...just for a change of pace	94	68	19	14	13	7	103	103	19	103	-
	56.3	57.1	73.1	66.7	65.0	53.9	54.8	54.8	55.8	54.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 68

q49_1) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the following statements? I use or have used snus or moist snuff...
- ...to reduce consumption of cigarettes

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)	167	119	26	21	20	13	188	188	34	188	-
Base - Cigarettes First (Wgtd)	167	119	26	21	20	13	188	188	34	188	-
Eff Base	167	119	26	21	20	13	188	188	34	188	-
Top 2 Box (Net)	97	72	17	14	14	9	109	109	22	109	-
	58.1	60.5	65.4	66.7	70.0	69.3	58.0	58.0	64.7	58.0	-
Agree completely (1)	61	43	8	7	7	3	68	68	14	68	-
	36.5	36.1	30.8	33.3	35.0	23.1	36.2	36.2	41.1	36.2	-
2	36	29	9	7	7	6	41	41	8	41	-
	21.6	24.4	34.6	33.4	35.0	46.2	21.8	21.8	23.6	21.8	-
Agree somewhat (3)	28	18	2	1	1	-	33	33	6	33	-
	16.8	15.1	7.7	4.7	5.0	-	17.6	17.6	17.7	17.6	-
Bottom 2 Box (Net)	42	29	7	6	5	4	46	46	6	46	-
	25.1	24.4	26.9	28.6	25.0	30.7	24.5	24.5	17.6	24.5	-
4	22	14	4	3	3	3	24	24	4	24	-
	13.2	11.8	15.4	14.3	15.0	23.1	12.8	12.8	11.8	12.8	-
Do not agree at all (5)	20	15	3	3	2	1	22	22	2	22	-
	12.0	12.6	11.5	14.3	10.0	7.7	11.7	11.7	5.9	11.7	-
Total	167	119	26	21	20	13	188	188	34	188	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.43	2.40	2.42	2.43	2.30	2.46	2.42	2.42	2.18	2.42	-
Std. Dev.	1.40	1.40	1.39	1.47	1.38	1.33	1.39	1.39	1.27	1.39	-
Std. Err.	0.11	0.13	0.27	0.32	0.31	0.37	0.10	0.10	0.22	0.10	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 69

q49_2) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the following statements? I use or have used snus or moist snuff...
- ...to quit smoking completely

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)	167	119	26	21	20	13	188	188	34	188	-
Base - Cigarettes First (Wgtd)	167	119	26	21	20	13	188	188	34	188	-
Eff Base	167	119	26	21	20	13	188	188	34	188	-
Top 2 Box (Net)	74	54	11	11	11	6	82	82	19	82	-
	44.3	45.4	42.3	52.4	55.0	46.1	43.6	43.6	55.8	43.6	-
Agree completely (1)	38	31	5	5	5	1	41	41	10	41	-
	22.8	26.0	19.2	23.8	25.0	7.7	21.8	21.8	29.4	21.8	-
2	36	23	6	6	6	5	41	41	9	41	-
	21.5	19.3	23.1	28.6	30.0	38.4	21.8	21.8	26.5	21.8	-
Agree somewhat (3)	36	24	7	4	4	3	43	43	8	43	-
	21.6	20.2	27.0	19.1	20.0	23.1	22.9	22.9	23.6	22.9	-
Bottom 2 Box (Net)	57	41	8	6	5	4	63	63	7	63	-
	34.1	34.4	30.7	28.5	25.0	30.7	33.5	33.5	20.6	33.5	-
4	23	16	3	2	2	2	27	27	3	27	-
	13.8	13.4	11.6	9.5	10.0	15.4	14.4	14.4	8.8	14.4	-
Do not agree at all (5)	34	25	5	4	3	2	36	36	4	36	-
	20.3	21.0	19.2	19.0	15.0	15.3	19.1	19.1	11.7	19.1	-
Total	167	119	26	21	20	13	188	188	34	188	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.87	2.84	2.88	2.71	2.60	2.92	2.87	2.87	2.47	2.87	-
Std. Dev.	1.44	1.48	1.39	1.45	1.39	1.25	1.41	1.41	1.33	1.41	-
Std. Err.	0.11	0.14	0.27	0.32	0.31	0.35	0.10	0.10	0.23	0.10	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 70

q49_3) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the following statements? I use or have used snus or moist snuff...
- ...as a complement to cigarettes where smoking is not allowed

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)	167	119	26	21	20	13	188	188	34	188	-
Base - Cigarettes First (Wgtd)	167	119	26	21	20	13	188	188	34	188	-
Eff Base	167	119	26	21	20	13	188	188	34	188	-
Top 2 Box (Net)	96	66	15	11	10	6	107	107	21	107	-
	57.5	55.5	57.7	52.4	50.0	46.2	56.9	56.9	61.8	56.9	-
Agree completely (1)	63	49	11	7	6	2	70	70	17	70	-
	37.7	41.2	42.3	33.3	30.0	15.4	37.2	37.2	50.0	37.2	-
2	33	17	4	4	4	4	37	37	4	37	-
	19.8	14.3	15.4	19.1	20.1	30.8	19.7	19.7	11.8	19.7	-
Agree somewhat (3)	35	29	8	7	7	5	41	41	4	41	-
	20.9	24.4	30.7	33.3	35.0	38.4	21.8	21.8	11.7	21.8	-
Bottom 2 Box (Net)	36	24	3	3	3	2	40	40	9	40	-
	21.5	20.2	11.5	14.3	15.0	15.4	21.3	21.3	26.5	21.3	-
4	26	16	1	1	1	1	28	28	7	28	-
	15.6	13.4	3.8	4.8	5.0	7.7	14.9	14.9	20.6	14.9	-
Do not agree at all (5)	10	8	2	2	2	1	12	12	2	12	-
	6.0	6.7	7.7	9.5	10.0	7.7	6.4	6.4	5.9	6.4	-
Total	167	119	26	21	20	13	188	188	34	188	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.32	2.30	2.19	2.38	2.45	2.62	2.34	2.34	2.21	2.34	-
Std. Dev.	1.29	1.31	1.27	1.28	1.28	1.12	1.29	1.29	1.41	1.29	-
Std. Err.	0.10	0.12	0.25	0.28	0.29	0.31	0.09	0.09	0.24	0.09	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 71

q49_4) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the following statements? I use or have used snus or moist snuff...
- ...just for a change of pace

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)	167	119	26	21	20	13	188	188	34	188	-
Base - Cigarettes First (Wgtd)	167	119	26	21	20	13	188	188	34	188	-
Eff Base	167	119	26	21	20	13	188	188	34	188	-
Top 2 Box (Net)	94	68	19	14	13	7	103	103	19	103	-
	56.3	57.1	73.1	66.7	65.0	53.9	54.8	54.8	55.8	54.8	-
Agree completely (1)	41	31	6	4	4	1	45	45	9	45	-
	24.6	26.1	23.1	19.1	20.1	7.8	23.9	23.9	26.4	23.9	-
2	53	37	13	10	9	6	58	58	10	58	-
	31.7	31.1	50.0	47.6	45.0	46.1	30.8	30.8	29.4	30.8	-
Agree somewhat (3)	36	27	4	4	4	3	42	42	5	42	-
	21.6	22.7	15.3	19.0	20.0	23.0	22.3	22.3	14.7	22.3	-
Bottom 2 Box (Net)	37	24	3	3	3	3	43	43	10	43	-
	22.2	20.2	11.5	14.3	15.0	23.1	22.9	22.9	29.5	22.9	-
4	28	19	3	3	3	3	30	30	7	30	-
	16.8	16.0	11.5	14.3	15.0	23.1	16.0	16.0	20.6	16.0	-
Do not agree at all (5)	9	5	-	-	-	-	13	13	3	13	-
	5.4	4.2	-	-	-	-	6.9	6.9	8.9	6.9	-
Total	167	119	26	21	20	13	188	188	34	188	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.47	2.41	2.15	2.29	2.30	2.61	2.51	2.51	2.56	2.51	-
Std. Dev.	1.19	1.16	0.93	0.96	0.98	0.96	1.21	1.21	1.33	1.21	-
Std. Err.	0.09	0.11	0.18	0.21	0.22	0.27	0.09	0.09	0.23	0.09	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 72

q50) What impact has using snus or moist snuff had on your cigarette smoking?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)	167	119	26	21	20	13	188	188	34	188	-
Base - Cigarettes First (Wgtd)	167	119	26	21	20	13	188	188	34	188	-
Eff Base	167	119	26	21	20	13	188	188	34	188	-
Now that I use snus or moist snuff, I smoke cigarettes less than I did before using snus or moist snuff	58	41	7	6	6	2	66	66	10	66	-
	34.7	34.4	26.9	28.5	30.0	15.3	35.1	35.1	29.4	35.1	-
Now that I use snus or moist snuff, I smoke cigarettes about the same as I did before using snus or moist snuff	101	72	18	14	13	10	114	114	23	114	-
	60.5	60.5	69.3	66.7	65.0	77.0	60.6	60.6	67.6	60.6	-
Now that I use snus or moist snuff, I smoke cigarettes more than I did before using snus or moist snuff	8	6	1	1	1	1	8	8	1	8	-
	4.8	5.0	3.9	4.8	5.0	7.7	4.3	4.3	2.9	4.3	-
Total	167	119	26	21	20	13	188	188	34	188	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 73

q51) After you started using snus or moist snuff, how much less do you smoke compared to when you were not using snus or moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Smoke Cigarettes Less (Unwtd)	58	41	7	6	6	2	66	66	10	66	-
Base - Smoke Cigarettes Less (Wgtd)	58	41	7	6	6	2	66	66	10	66	-
Eff Base	58	41	7	6	6	2	66	66	10	66	-
I smoke about one fourth of what I did before using snus or moist snuff	32	22	4	4	4	1	36	36	5	36	-
	55.2	53.6	57.1	66.6	66.6	50.0	54.5	54.5	50.0	54.5	-
I smoke about half of what I did before using snus or moist snuff	17	12	2	1	1	1	19	19	3	19	-
	29.3	29.3	28.5	16.6	16.6	50.0	28.8	28.8	29.9	28.8	-
I smoke about three fourths of what I did before using snus or moist snuff	9	7	1	1	1	-	11	11	2	11	-
	15.5	17.1	14.4	16.8	16.8	-	16.7	16.7	20.0	16.7	-
Total	58	41	7	6	6	2	66	66	10	66	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 74

q52) After you started using snus or moist snuff along with your smoking, how did this affect your total tobacco consumption?
When using snus or moist snuff with cigarettes do you believe that your total tobacco consumption...?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)	167	119	26	21	20	13	188	188	34	188	-
Base - Cigarettes First (Wgtd)	167	119	26	21	20	13	188	188	34	188	-
Eff Base	167	119	26	21	20	13	188	188	34	188	-
Has decreased	40	28	4	4	4	1	47	47	9	47	-
	23.9	23.5	15.4	19.0	20.0	7.7	25.0	25.0	26.5	25.0	-
Has stayed about the same	113	82	20	15	14	10	127	127	21	127	-
	67.7	68.9	76.9	71.4	69.9	76.8	67.6	67.6	61.8	67.6	-
Has increased	14	9	2	2	2	2	14	14	4	14	-
	8.4	7.6	7.7	9.6	10.1	15.5	7.5	7.5	11.8	7.5	-
Total	167	119	26	21	20	13	188	188	34	188	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 75

q53) Top 2 Box Summary Table

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT (Unwtd)	420	113	21	16	16	12	996	199	362	1011	507
Base - Used NRT (Wgtd)	420	113	21	16	16	12	996	199	362	1011	507
Eff Base	420	113	21	16	16	12	996	199	362	1011	507
(1) ...to reduce consumption of cigarettes	283 67.4	70 62.0	13 61.9	9 56.2	9 56.2	5 41.6	730 73.3	132 66.3	266 73.5	739 73.1	348 68.6
(2) ...to quit smoking completely	282 67.2	70 62.0	14 66.6	11 68.8	11 68.8	7 58.3	721 72.4	125 62.8	254 70.2	729 72.1	413 81.5
(3) ...as a complement to cigarettes where smoking is not allowed	172 40.9	53 46.9	14 66.6	11 68.8	11 68.8	7 58.3	346 34.7	91 45.7	162 44.8	350 34.6	131 25.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 76

q53_1) Smokers can have different motives for using Nicotine Replacement Therapy Products, that is, nicotine chewing gum, -patches, -pills, -inhaler or other product. How much do you agree or disagree with the following statements? I use or have used nicotine replacement therapy products...
- ...to reduce consumption of cigarettes

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT (Unwtd)	420	113	21	16	16	12	996	199	362	1011	507
Base - Used NRT (Wgtd)	420	113	21	16	16	12	996	199	362	1011	507
Eff Base	420	113	21	16	16	12	996	199	362	1011	507
Top 2 Box (Net)	283	70	13	9	9	5	730	132	266	739	348
	67.4	62.0	61.9	56.2	56.2	41.6	73.3	66.3	73.5	73.1	68.6
Agree completely (1)	211	57	12	8	8	4	572	94	218	576	290
	50.2	50.5	57.1	50.0	50.0	33.3	57.4	47.2	60.2	57.0	57.2
2	72	13	1	1	1	1	158	38	48	163	58
	17.1	11.5	4.7	6.2	6.2	8.3	15.9	19.1	13.3	16.1	11.4
Agree somewhat (3)	79	22	3	3	3	3	153	31	38	155	77
	18.8	19.5	14.3	18.8	18.8	25.0	15.4	15.6	10.5	15.3	15.2
Bottom 2 Box (Net)	58	21	5	4	4	4	113	36	58	117	82
	13.8	18.6	23.8	25.0	25.0	33.3	11.3	18.1	16.0	11.6	16.2
4	37	15	3	3	3	3	63	25	42	64	19
	8.8	13.3	14.3	18.7	18.7	25.0	6.3	12.6	11.6	6.3	3.7
Do not agree at all (5)	21	6	2	1	1	1	50	11	16	53	63
	5.0	5.3	9.6	6.2	6.2	8.3	5.0	5.5	4.4	5.2	12.4
Total	420	113	21	16	16	12	996	199	362	1011	507
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	2.01	2.11	2.14	2.25	2.25	2.67	1.86	2.10	1.87	1.87	2.03
Std. Dev.	1.22	1.31	1.49	1.44	1.44	1.44	1.19	1.28	1.25	1.20	1.41
Std. Err.	0.06	0.12	0.33	0.36	0.36	0.41	0.04	0.09	0.07	0.04	0.06

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 77

q53_2) Smokers can have different motives for using Nicotine Replacement Therapy Products, that is, nicotine chewing gum, -patches, -pills, -inhaler or other product. How much do you agree or disagree with the following statements? I use or have used nicotine replacement therapy products...
- ...to quit smoking completely

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT (Unwtd)	420	113	21	16	16	12	996	199	362	1011	507
Base - Used NRT (Wgtd)	420	113	21	16	16	12	996	199	362	1011	507
Eff Base	420	113	21	16	16	12	996	199	362	1011	507
Top 2 Box (Net)	282	70	14	11	11	7	721	125	254	729	413
	67.2	62.0	66.6	68.8	68.8	58.3	72.4	62.8	70.2	72.1	81.5
Agree completely (1)	196	44	8	6	6	3	537	77	178	543	363
	46.7	39.0	38.1	37.5	37.5	25.0	53.9	38.7	49.2	53.7	71.6
2	86	26	6	5	5	4	184	48	76	186	50
	20.5	23.0	28.5	31.3	31.3	33.3	18.5	24.1	21.0	18.4	9.9
Agree somewhat (3)	70	18	1	-	-	-	154	34	42	157	54
	16.7	15.9	4.8	-	-	-	15.5	17.1	11.6	15.5	10.6
Bottom 2 Box (Net)	68	25	6	5	5	5	121	40	66	125	40
	16.2	22.1	28.6	31.2	31.2	41.7	12.1	20.1	18.2	12.4	7.9
4	41	12	3	3	3	3	72	21	42	73	21
	9.8	10.6	14.3	18.8	18.8	25.0	7.2	10.6	11.6	7.2	4.1
Do not agree at all (5)	27	13	3	2	2	2	49	19	24	52	19
	6.4	11.5	14.3	12.5	12.5	16.6	4.9	9.5	6.6	5.1	3.7
Total	420	113	21	16	16	12	996	199	362	1011	507
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	2.09	2.33	2.38	2.37	2.37	2.75	1.91	2.28	2.05	1.92	1.59
Std. Dev.	1.26	1.39	1.50	1.50	1.50	1.54	1.19	1.33	1.29	1.20	1.08
Std. Err.	0.06	0.13	0.33	0.37	0.37	0.45	0.04	0.09	0.07	0.04	0.05

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 78

q53_3) Smokers can have different motives for using Nicotine Replacement Therapy Products, that is, nicotine chewing gum, -patches, -pills, -inhaler or other product. How much do you agree or disagree with the following statements? I use or have used nicotine replacement therapy products...
- ...as a complement to cigarettes where smoking is not allowed

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT (Unwtd)	420	113	21	16	16	12	996	199	362	1011	507
Base - Used NRT (Wgtd)	420	113	21	16	16	12	996	199	362	1011	507
Eff Base	420	113	21	16	16	12	996	199	362	1011	507
Top 2 Box (Net)	172	53	14	11	11	7	346	91	162	350	131
	40.9	46.9	66.6	68.8	68.8	58.3	34.7	45.7	44.8	34.6	25.8
Agree completely (1)	106	34	10	7	7	4	224	58	104	227	86
	25.2	30.1	47.6	43.8	43.8	33.4	22.5	29.2	28.7	22.5	17.0
2	66	19	4	4	4	3	122	33	58	123	45
	15.7	16.8	19.0	25.0	25.0	25.0	12.3	16.6	16.0	12.2	8.9
Agree somewhat (3)	103	25	5	4	4	4	218	43	76	220	88
	24.5	22.1	23.8	25.0	25.0	33.3	21.9	21.6	21.0	21.8	17.4
Bottom 2 Box (Net)	145	35	2	1	1	1	432	65	124	441	288
	34.5	31.0	9.6	6.2	6.2	8.3	43.4	32.7	34.3	43.6	56.8
4	58	15	-	-	-	-	133	29	56	134	53
	13.8	13.3	-	-	-	-	13.3	14.6	15.5	13.2	10.5
Do not agree at all (5)	87	20	2	1	1	1	299	36	68	307	235
	20.7	17.7	9.6	6.2	6.2	8.3	30.0	18.1	18.8	30.4	46.3
Total	420	113	21	16	16	12	996	199	362	1011	507
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	2.89	2.72	2.05	2.00	2.00	2.25	3.16	2.76	2.80	3.17	3.60
Std. Dev.	1.46	1.47	1.28	1.15	1.15	1.22	1.53	1.47	1.48	1.53	1.54
Std. Err.	0.07	0.14	0.28	0.29	0.29	0.35	0.05	0.10	0.08	0.05	0.07

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 79

q54) Did you previously, that is before you started to use Nicotine Replacement Therapy Products, use any form of tobacco daily?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT (Unwtd)	420	113	21	16	16	12	996	199	362	1011	507
Base - Used NRT (Wgtd)	420	113	21	16	16	12	996	199	362	1011	507
Eff Base	420	113	21	16	16	12	996	199	362	1011	507
Used Tobacco Daily (Net)	396	106	21	16	16	12	949	189	336	963	480
	94.3	93.8	100.0	100.0	100.0	100.0	95.3	95.0	92.8	95.3	94.7
Yes, I smoked (cigarettes/roll tobacco/cigars) daily before	301	83	15	13	13	10	839	137	271	848	424
	71.7	73.4	71.4	81.2	81.2	83.3	84.2	68.8	74.9	83.9	83.6
Yes, I used smokeless tobacco daily before	51	15	4	2	2	2	63	33	44	67	29
	12.1	13.3	19.1	12.5	12.5	16.7	6.3	16.6	12.2	6.6	5.7
Yes, I both smoked and used smokeless tobacco daily before	44	8	2	1	1	-	47	19	21	48	27
	10.5	7.1	9.5	6.2	6.2	-	4.7	9.5	5.8	4.7	5.3
No	24	7	-	-	-	-	47	10	26	48	27
	5.7	6.2	-	-	-	-	4.7	5.0	7.2	4.7	5.3
Total	420	113	21	16	16	12	996	199	362	1011	507
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 80

q56) You indicated that you are a current user of cigarettes and/or rolling cigarettes. The following questions in this section will ask you about your current and past cigarette/rolling cigarette usage. Approximately how long have you smoked cigarettes or rolling tobacco? If you have smoked for several periods, and quit in between, we ask you to please state the total time you have smoked. For example if you smoked for 5 years, quit for 1 year, and have smoked for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
<1 Year - 9 Years (Net)	364	128	29	25	25	19	821	245	103	821	-
	54.7	64.0	65.9	69.4	73.5	79.2	31.1	66.7	48.1	31.1	-
Less than 1 year	50	24	3	2	2	2	118	41	14	118	-
	7.5	12.0	6.8	5.6	5.9	8.3	4.5	11.2	6.5	4.5	-
1 year	36	12	4	4	4	4	70	22	15	70	-
	5.4	6.0	9.1	11.1	11.8	16.6	2.7	6.0	7.0	2.7	-
2 years	45	15	3	2	2	1	93	35	14	93	-
	6.8	7.5	6.8	5.6	5.9	4.2	3.5	9.5	6.5	3.5	-
3 years	42	19	6	6	6	6	103	32	9	103	-
	6.3	9.5	13.6	16.7	17.6	25.0	3.9	8.7	4.2	3.9	-
4 years	46	17	2	1	1	1	93	32	11	93	-
	6.9	8.5	4.5	2.8	2.9	4.2	3.5	8.7	5.1	3.5	-
5 years	51	15	2	1	1	-	105	29	10	105	-
	7.7	7.5	4.5	2.8	2.9	-	4.0	7.9	4.7	4.0	-
6 years	30	8	2	2	2	2	70	19	10	70	-
	4.5	4.0	4.5	5.6	5.9	8.3	2.7	5.2	4.7	2.7	-
7 years	36	7	2	2	2	-	85	18	8	85	-
	5.4	3.5	4.5	5.5	5.9	-	3.2	4.9	3.7	3.2	-
8 years	13	3	1	1	1	-	35	5	5	35	-
	2.0	1.5	2.3	2.8	2.9	-	1.3	1.4	2.3	1.3	-
9 years	15	8	4	4	4	3	49	12	7	49	-
	2.3	4.0	9.1	11.1	11.8	12.5	1.9	3.3	3.3	1.9	-
10 - 19 Years (Net)	135	42	9	6	5	3	526	71	39	526	-
	20.3	21.0	20.5	16.7	14.7	12.5	19.9	19.4	18.3	19.9	-
10 years	38	14	2	1	1	1	128	19	12	128	-
	5.7	7.0	4.5	2.8	2.9	4.2	4.9	5.2	5.6	4.9	-
11 years	12	4	1	1	1	-	36	7	2	36	-
	1.8	2.0	2.3	2.8	2.9	-	1.4	1.9	0.9	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 80

q56) You indicated that you are a current user of cigarettes and/or rolling cigarettes. The following questions in this section will ask you about your current and past cigarette/rolling cigarette usage. Approximately how long have you smoked cigarettes or rolling tobacco? If you have smoked for several periods, and quit in between, we ask you to please state the total time you have smoked. For example if you smoked for 5 years, quit for 1 year, and have smoked for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
12 years	14	3	1	1	-	-	44	6	6	44	-
	2.1	1.5	2.3	2.8	-	-	1.7	1.6	2.8	1.7	-
13 years	9	2	-	-	-	-	43	5	1	43	-
	1.4	1.0	-	-	-	-	1.6	1.4	0.5	1.6	-
14 years	14	4	1	1	1	-	31	7	2	31	-
	2.1	2.0	2.3	2.8	3.0	-	1.2	1.9	0.9	1.2	-
15 years	14	5	-	-	-	-	86	9	6	86	-
	2.1	2.5	-	-	-	-	3.3	2.5	2.8	3.3	-
16 years	8	1	-	-	-	-	35	2	2	35	-
	1.2	0.5	-	-	-	-	1.3	0.5	0.9	1.3	-
17 years	7	4	3	1	1	1	23	4	2	23	-
	1.1	2.0	6.8	2.8	2.9	4.2	0.9	1.1	0.9	0.9	-
18 years	10	2	-	-	-	-	72	6	4	72	-
	1.5	1.0	-	-	-	-	2.7	1.6	1.9	2.7	-
19 years	9	3	1	1	1	1	27	6	2	27	-
	1.4	1.5	2.3	2.8	2.9	4.2	1.0	1.6	0.9	1.0	-
20 - 39 Years (Net)	117	22	4	4	3	1	789	35	55	789	-
	17.6	11.0	9.1	11.1	8.8	4.2	29.9	9.5	25.7	29.9	-
20 years	18	6	2	2	2	1	113	9	10	113	-
	2.7	3.0	4.5	5.6	5.9	4.2	4.3	2.5	4.7	4.3	-
21 years	1	-	-	-	-	-	25	1	2	25	-
	0.2	-	-	-	-	-	1.0	0.3	0.9	1.0	-
22 years	5	-	-	-	-	-	26	-	2	26	-
	0.8	-	-	-	-	-	1.0	-	0.9	1.0	-
23 years	5	2	-	-	-	-	22	2	2	22	-
	0.8	1.0	-	-	-	-	0.8	0.5	0.9	0.8	-
24 years	6	2	-	-	-	-	35	3	3	35	-
	0.9	1.0	-	-	-	-	1.3	0.8	1.4	1.3	-
25 years	20	2	1	1	-	-	79	5	7	79	-
	3.0	1.0	2.3	2.8	-	-	3.0	1.4	3.3	3.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 80

q56) You indicated that you are a current user of cigarettes and/or rolling cigarettes. The following questions in this section will ask you about your current and past cigarette/rolling cigarette usage. Approximately how long have you smoked cigarettes or rolling tobacco? If you have smoked for several periods, and quit in between, we ask you to please state the total time you have smoked. For example if you smoked for 5 years, quit for 1 year, and have smoked for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
26 years	5	1	-	-	-	-	29	1	2	29	-
	0.8	0.5	-	-	-	-	1.1	0.3	0.9	1.1	-
27 years	-	-	-	-	-	-	13	-	1	13	-
	-	-	-	-	-	-	0.5	-	0.5	0.5	-
28 years	3	1	-	-	-	-	25	1	3	25	-
	0.5	0.5	-	-	-	-	1.0	0.3	1.4	1.0	-
29 years	3	-	-	-	-	-	23	-	2	23	-
	0.5	-	-	-	-	-	0.9	-	0.9	0.9	-
30 years	17	4	1	1	1	-	146	7	7	146	-
	2.6	2.0	2.3	2.8	2.9	-	5.5	1.9	3.3	5.5	-
31 years	3	1	-	-	-	-	16	1	1	16	-
	0.5	0.5	-	-	-	-	0.6	0.3	0.5	0.6	-
32 years	6	-	-	-	-	-	28	1	-	28	-
	0.9	-	-	-	-	-	1.1	0.3	-	1.1	-
33 years	2	1	-	-	-	-	19	1	-	19	-
	0.3	0.5	-	-	-	-	0.7	0.3	-	0.7	-
34 years	4	1	-	-	-	-	25	1	2	25	-
	0.6	0.5	-	-	-	-	0.9	0.3	0.9	0.9	-
35 years	7	-	-	-	-	-	53	-	4	53	-
	1.1	-	-	-	-	-	2.0	-	1.9	2.0	-
36 years	4	-	-	-	-	-	29	-	3	29	-
	0.6	-	-	-	-	-	1.1	-	1.4	1.1	-
37 years	4	-	-	-	-	-	25	1	2	25	-
	0.6	-	-	-	-	-	0.9	0.3	0.9	0.9	-
38 years	3	-	-	-	-	-	30	-	1	30	-
	0.4	-	-	-	-	-	1.1	-	0.5	1.1	-
39 years	1	1	-	-	-	-	27	1	1	27	-
	0.2	0.5	-	-	-	-	1.0	0.3	0.5	1.0	-
40+ Years (Net)	49	8	2	1	1	1	500	16	17	500	-
	7.4	4.0	4.6	2.8	2.9	4.2	19.0	4.4	7.9	19.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 80

q56) You indicated that you are a current user of cigarettes and/or rolling cigarettes. The following questions in this section will ask you about your current and past cigarette/rolling cigarette usage. Approximately how long have you smoked cigarettes or rolling tobacco? If you have smoked for several periods, and quit in between, we ask you to please state the total time you have smoked. For example if you smoked for 5 years, quit for 1 year, and have smoked for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
40 years	15	1	-	-	-	-	113	1	8	113	-
	2.3	0.5	-	-	-	-	4.3	0.3	3.7	4.3	-
41 years	3	1	-	-	-	-	17	1	-	17	-
	0.5	0.5	-	-	-	-	0.6	0.3	-	0.6	-
42 years	8	2	1	1	1	1	37	4	1	37	-
	1.2	1.0	2.3	2.8	2.9	4.2	1.4	1.1	0.5	1.4	-
43 years	5	2	1	-	-	-	32	2	1	32	-
	0.8	1.0	2.3	-	-	-	1.2	0.5	0.5	1.2	-
44 years	1	-	-	-	-	-	31	1	1	31	-
	0.1	-	-	-	-	-	1.2	0.3	0.5	1.2	-
45 years	5	1	-	-	-	-	49	2	-	49	-
	0.8	0.5	-	-	-	-	1.9	0.5	-	1.9	-
46 years	3	1	-	-	-	-	19	1	-	19	-
	0.5	0.5	-	-	-	-	0.7	0.3	-	0.7	-
47 years	-	-	-	-	-	-	16	1	1	16	-
	-	-	-	-	-	-	0.6	0.3	0.5	0.6	-
48 years	3	-	-	-	-	-	22	2	-	22	-
	0.5	-	-	-	-	-	0.8	0.5	-	0.8	-
49 years	2	-	-	-	-	-	18	-	-	18	-
	0.3	-	-	-	-	-	0.7	-	-	0.7	-
50 years	3	-	-	-	-	-	59	1	4	59	-
	0.5	-	-	-	-	-	2.2	0.3	1.9	2.2	-
51 years	-	-	-	-	-	-	12	-	-	12	-
	-	-	-	-	-	-	0.5	-	-	0.5	-
52 years	-	-	-	-	-	-	8	-	-	8	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
53 years	-	-	-	-	-	-	11	-	-	11	-
	-	-	-	-	-	-	0.4	-	-	0.4	-
54 years	-	-	-	-	-	-	13	-	-	13	-
	-	-	-	-	-	-	0.5	-	-	0.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 80

q56) You indicated that you are a current user of cigarettes and/or rolling cigarettes. The following questions in this section will ask you about your current and past cigarette/rolling cigarette usage. Approximately how long have you smoked cigarettes or rolling tobacco? If you have smoked for several periods, and quit in between, we ask you to please state the total time you have smoked. For example if you smoked for 5 years, quit for 1 year, and have smoked for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
55 years	-	-	-	-	-	-	5	-	-	5	-
	-	-	-	-	-	-	0.2	-	-	0.2	-
56 years	-	-	-	-	-	-	8	-	-	8	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
57 years	-	-	-	-	-	-	6	-	-	6	-
	-	-	-	-	-	-	0.2	-	-	0.2	-
58 years	1	-	-	-	-	-	4	-	-	4	-
	0.2	-	-	-	-	-	0.2	-	-	0.2	-
59 years	-	-	-	-	-	-	7	-	1	7	-
	-	-	-	-	-	-	0.3	-	0.5	0.3	-
60+ years	-	-	-	-	-	-	14	-	-	14	-
	-	-	-	-	-	-	0.5	-	-	0.5	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	12.87	9.59	9.66	9.06	8.50	7.34	21.26	9.40	14.84	21.26	-
Std. Dev.	12.82	10.51	10.17	9.27	9.11	9.36	16.04	10.71	13.65	16.04	-
Std. Err.	0.50	0.74	1.53	1.55	1.56	1.91	0.31	0.56	0.93	0.31	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 81

q57) How old were you the first time you used a cigarette?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
Less than 18 years	275	50	11	7	6	4	1412	99	90	1412	-
	41.4	25.0	25.0	19.4	17.6	16.7	53.6	27.0	42.1	53.6	-
18 - 24 Years (Net)	282	105	24	20	19	12	982	193	89	982	-
	42.4	52.5	54.5	55.5	55.9	50.0	37.3	52.6	41.6	37.3	-
18 years	88	29	2	1	1	-	388	59	32	388	-
	13.2	14.5	4.5	2.8	2.9	-	14.7	16.1	14.9	14.7	-
19 years	40	18	3	3	2	2	142	28	8	142	-
	6.0	9.0	6.8	8.3	5.9	8.3	5.4	7.6	3.7	5.4	-
20 years	45	13	5	4	4	1	163	31	12	163	-
	6.8	6.5	11.3	11.1	11.7	4.1	6.2	8.4	5.6	6.2	-
21 years	43	18	5	4	4	2	129	28	15	129	-
	6.5	9.0	11.4	11.1	11.8	8.3	4.9	7.6	7.0	4.9	-
22 years	31	11	4	3	3	3	84	21	12	84	-
	4.7	5.5	9.1	8.3	8.8	12.5	3.2	5.7	5.6	3.2	-
23 years	24	11	4	4	4	3	47	16	9	47	-
	3.6	5.5	9.1	11.1	11.8	12.5	1.8	4.4	4.2	1.8	-
24 years	11	5	1	1	1	1	29	10	1	29	-
	1.7	2.5	2.3	2.8	3.0	4.2	1.1	2.7	0.5	1.1	-
25 - 34 Years (Net)	85	32	8	8	8	7	196	56	25	196	-
	12.8	16.0	18.2	22.2	23.5	29.2	7.4	15.3	11.7	7.4	-
25 years	22	10	-	-	-	-	67	15	6	67	-
	3.3	5.0	-	-	-	-	2.5	4.1	2.8	2.5	-
26 years	8	1	-	-	-	-	23	5	3	23	-
	1.2	0.5	-	-	-	-	0.9	1.4	1.4	0.9	-
27 years	4	-	-	-	-	-	9	1	-	9	-
	0.6	-	-	-	-	-	0.3	0.3	-	0.3	-
28 years	10	4	1	1	1	1	21	6	3	21	-
	1.5	2.0	2.3	2.8	2.9	4.2	0.8	1.6	1.4	0.8	-
29 years	3	2	-	-	-	-	11	3	1	11	-
	0.5	1.0	-	-	-	-	0.4	0.8	0.5	0.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 81

q57) How old were you the first time you used a cigarette?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
30 years	18	5	3	3	3	2	35	11	4	35	-
	2.7	2.5	6.8	8.3	8.8	8.4	1.3	3.0	1.9	1.3	-
31 years	4	2	1	1	1	1	7	3	2	7	-
	0.6	1.0	2.3	2.8	2.9	4.2	0.3	0.8	0.9	0.3	-
32 years	7	4	3	3	3	3	12	6	2	12	-
	1.1	2.0	6.8	8.3	8.8	12.5	0.5	1.6	0.9	0.5	-
33 years	2	1	-	-	-	-	4	1	1	4	-
	0.3	0.5	-	-	-	-	0.2	0.3	0.5	0.2	-
34 years	7	3	-	-	-	-	7	5	3	7	-
	1.1	1.5	-	-	-	-	0.3	1.4	1.4	0.3	-
35 - 49 Years (Net)	23	13	1	1	1	1	43	19	10	43	-
	3.5	6.5	2.3	2.8	2.9	4.2	1.6	5.2	4.7	1.6	-
35 years	6	4	1	1	1	1	10	4	2	10	-
	0.9	2.0	2.3	2.8	2.9	4.2	0.4	1.1	0.9	0.4	-
36 years	4	2	-	-	-	-	7	3	2	7	-
	0.6	1.0	-	-	-	-	0.3	0.8	0.9	0.3	-
37 years	4	3	-	-	-	-	4	3	1	4	-
	0.6	1.5	-	-	-	-	0.2	0.8	0.5	0.2	-
38 years	1	1	-	-	-	-	2	1	-	2	-
	0.2	0.5	-	-	-	-	0.1	0.3	-	0.1	-
39 years	1	1	-	-	-	-	2	1	-	2	-
	0.2	0.5	-	-	-	-	0.1	0.3	-	0.1	-
40 years	-	-	-	-	-	-	4	-	1	4	-
	-	-	-	-	-	-	0.2	-	0.5	0.2	-
42 years	3	1	-	-	-	-	6	3	2	6	-
	0.5	0.5	-	-	-	-	0.2	0.8	0.9	0.2	-
43 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
44 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
45 years	2	-	-	-	-	-	3	2	1	3	-
	0.3	-	-	-	-	-	0.1	0.5	0.5	0.1	-
46 years	1	1	-	-	-	-	2	1	1	2	-
	0.2	0.5	-	-	-	-	0.1	0.3	0.5	0.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 81

q57) How old were you the first time you used a cigarette?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
47 years	1	-	-	-	-	-	1	1	-	1	-
	0.2	-	-	-	-	-	*	0.3	-	*	-
50+ Years (Net)	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
57 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
58 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	20.09	21.63	21.77	22.59	22.89	23.88	18.64	21.27	20.25	18.64	-
Std. Dev.	5.57	6.16	5.42	5.58	5.59	5.91	4.49	6.12	6.08	4.49	-
Std. Err.	0.22	0.44	0.82	0.93	0.96	1.21	0.09	0.32	0.42	0.09	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 82

q59) How old were you when you started smoking cigarettes? - Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
Less than 18 years	153	33	7	6	5	4	781	56	48	781	-
	23.0	16.5	15.9	16.7	14.7	16.7	29.6	15.3	22.5	29.6	-
18 - 24 Years (Net)	328	99	22	16	16	10	1292	187	111	1292	-
	49.3	49.5	50.0	44.4	47.0	41.6	49.0	50.9	51.8	49.0	-
18 years	86	22	6	2	2	-	459	46	31	459	-
	12.9	11.0	13.7	5.5	5.9	-	17.4	12.5	14.5	17.4	-
19 years	50	13	1	1	1	1	189	26	18	189	-
	7.5	6.5	2.3	2.8	2.9	4.2	7.2	7.1	8.4	7.2	-
20 years	47	12	1	1	1	1	204	29	22	204	-
	7.1	6.0	2.3	2.8	3.0	4.2	7.7	7.9	10.3	7.7	-
21 years	49	13	4	3	3	1	183	27	18	183	-
	7.4	6.5	9.1	8.3	8.8	4.2	6.9	7.4	8.4	6.9	-
22 years	41	18	6	5	5	4	109	25	5	109	-
	6.2	9.0	13.6	13.9	14.7	16.6	4.1	6.8	2.3	4.1	-
23 years	34	15	3	3	3	3	84	23	7	84	-
	5.1	7.5	6.8	8.3	8.8	12.5	3.2	6.3	3.3	3.2	-
24 years	21	6	1	1	1	-	64	11	10	64	-
	3.2	3.0	2.3	2.8	2.9	-	2.4	3.0	4.7	2.4	-
25 - 34 Years (Net)	133	48	14	13	12	9	370	84	37	370	-
	20.0	24.0	31.8	36.2	35.3	37.6	14.0	22.9	17.3	14.0	-
25 years	29	11	3	3	2	-	107	21	12	107	-
	4.4	5.5	6.8	8.3	5.9	-	4.1	5.7	5.6	4.1	-
26 years	18	5	-	-	-	-	55	11	6	55	-
	2.7	2.5	-	-	-	-	2.1	3.0	2.8	2.1	-
27 years	5	1	1	1	1	1	31	1	1	31	-
	0.8	0.5	2.3	2.8	3.0	4.2	1.2	0.3	0.5	1.2	-
28 years	8	1	-	-	-	-	27	4	3	27	-
	1.2	0.5	-	-	-	-	1.0	1.1	1.4	1.0	-
29 years	11	4	1	1	1	1	25	6	3	25	-
	1.7	2.0	2.3	2.8	2.9	4.2	0.9	1.6	1.4	0.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 82

q59) How old were you when you started smoking cigarettes? - Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
30 years	19	6	2	1	1	-	54	12	4	54	-
	2.9	3.0	4.5	2.8	2.9	-	2.0	3.3	1.9	2.0	-
31 years	7	3	1	1	1	1	14	5	2	14	-
	1.1	1.5	2.3	2.8	2.9	4.2	0.5	1.4	0.9	0.5	-
32 years	13	8	5	5	5	5	22	10	1	22	-
	2.0	4.0	11.4	13.9	14.7	20.8	0.8	2.7	0.5	0.8	-
33 years	11	6	1	1	1	1	22	8	2	22	-
	1.7	3.0	2.3	2.8	2.9	4.2	0.8	2.2	0.9	0.8	-
34 years	12	3	-	-	-	-	13	6	3	13	-
	1.8	1.5	-	-	-	-	0.5	1.6	1.4	0.5	-
35 - 49 Years (Net)	33	14	1	1	1	1	85	25	15	85	-
	5.0	7.0	2.3	2.8	2.9	4.2	3.2	6.8	7.0	3.2	-
35 years	10	3	1	1	1	1	22	6	5	22	-
	1.5	1.5	2.3	2.8	2.9	4.2	0.8	1.6	2.3	0.8	-
36 years	4	2	-	-	-	-	11	3	2	11	-
	0.6	1.0	-	-	-	-	0.4	0.8	0.9	0.4	-
37 years	4	3	-	-	-	-	6	3	1	6	-
	0.6	1.5	-	-	-	-	0.2	0.8	0.5	0.2	-
38 years	1	-	-	-	-	-	5	-	-	5	-
	0.2	-	-	-	-	-	0.2	-	-	0.2	-
39 years	2	2	-	-	-	-	8	2	1	8	-
	0.3	1.0	-	-	-	-	0.3	0.5	0.5	0.3	-
40 years	2	-	-	-	-	-	8	-	2	8	-
	0.3	-	-	-	-	-	0.3	-	0.9	0.3	-
41 years	1	-	-	-	-	-	2	1	-	2	-
	0.2	-	-	-	-	-	0.1	0.3	-	0.1	-
42 years	3	1	-	-	-	-	5	3	2	5	-
	0.5	0.5	-	-	-	-	0.2	0.8	0.9	0.2	-
43 years	1	1	-	-	-	-	3	1	-	3	-
	0.2	0.5	-	-	-	-	0.1	0.3	-	0.1	-
44 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
45 years	2	-	-	-	-	-	4	2	-	4	-
	0.3	-	-	-	-	-	0.2	0.5	-	0.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 82

q59) How old were you when you started smoking cigarettes? - Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
46 years	1	1	-	-	-	-	5	1	2	5	-
	0.2	0.5	-	-	-	-	0.2	0.3	0.9	0.2	-
47 years	1	-	-	-	-	-	2	2	-	2	-
	0.2	-	-	-	-	-	0.1	0.5	-	0.1	-
48 years	1	1	-	-	-	-	2	1	-	2	-
	0.2	0.5	-	-	-	-	0.1	0.3	-	0.1	-
50+ Years (Net)	-	-	-	-	-	-	16	-	-	16	-
	-	-	-	-	-	-	0.6	-	-	0.6	-
50 years	-	-	-	-	-	-	3	-	-	3	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
51 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
54 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
55 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
56 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
57 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
58 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
60+ years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
None (not included in mean)	18	6	-	-	-	-	91	15	3	91	-
	2.7	3.0	-	-	-	-	3.5	4.1	1.4	3.5	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	21.99	23.30	23.14	23.81	24.00	24.84	20.71	23.10	21.86	20.71	-
Std. Dev.	6.24	6.72	5.74	5.83	5.84	6.30	6.08	6.76	6.39	6.08	-
Std. Err.	0.25	0.48	0.87	0.97	1.00	1.29	0.12	0.36	0.44	0.12	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 83

q60) How old were you when you started smoking cigarettes? - Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
Less than 18 years	221	38	9	5	5	4	1185	72	65	1185	-
	33.2	19.0	20.5	13.9	14.7	16.7	45.0	19.6	30.4	45.0	-
18 - 24 Years (Net)	271	92	17	14	12	6	1043	178	94	1043	-
	40.7	46.0	38.6	38.9	35.3	25.0	39.6	48.5	43.9	39.6	-
18 years	83	24	3	2	2	-	375	50	30	375	-
	12.5	12.0	6.8	5.5	5.9	-	14.2	13.6	14.0	14.2	-
19 years	36	12	2	2	-	-	143	24	9	143	-
	5.4	6.0	4.6	5.6	-	-	5.4	6.5	4.2	5.4	-
20 years	36	10	2	2	2	1	162	25	14	162	-
	5.4	5.0	4.5	5.5	5.9	4.1	6.1	6.8	6.5	6.1	-
21 years	37	16	3	2	2	-	150	24	17	150	-
	5.6	8.0	6.8	5.5	5.9	-	5.7	6.5	7.9	5.7	-
22 years	34	9	4	3	3	2	98	18	9	98	-
	5.1	4.5	9.1	8.3	8.8	8.3	3.7	4.9	4.2	3.7	-
23 years	22	9	1	1	1	1	67	18	11	67	-
	3.3	4.5	2.3	2.8	2.9	4.2	2.5	4.9	5.1	2.5	-
24 years	23	12	2	2	2	2	48	19	4	48	-
	3.5	6.0	4.6	5.6	5.9	8.4	1.8	5.2	1.9	1.8	-
25 - 34 Years (Net)	126	46	13	12	12	11	289	81	34	289	-
	19.0	23.0	29.5	33.3	35.3	45.8	11.0	22.1	15.9	11.0	-
25 years	28	9	-	-	-	-	80	16	10	80	-
	4.2	4.5	-	-	-	-	3.0	4.4	4.7	3.0	-
26 years	14	6	2	2	2	2	34	10	3	34	-
	2.1	3.0	4.5	5.6	5.9	8.3	1.3	2.7	1.4	1.3	-
27 years	6	3	1	1	1	1	17	4	1	17	-
	0.9	1.5	2.3	2.8	2.9	4.2	0.6	1.1	0.5	0.6	-
28 years	10	3	2	2	2	2	27	5	3	27	-
	1.5	1.5	4.6	5.6	5.9	8.3	1.0	1.4	1.4	1.0	-
29 years	7	3	-	-	-	-	19	4	5	19	-
	1.1	1.5	-	-	-	-	0.7	1.1	2.3	0.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 83

q60) How old were you when you started smoking cigarettes? - Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
30 years	24	10	4	4	4	3	48	18	4	48	-
	3.6	5.0	9.1	11.1	11.8	12.5	1.8	4.9	1.9	1.8	-
31 years	5	1	1	-	-	-	12	3	-	12	-
	0.8	0.5	2.3	-	-	-	0.5	0.8	-	0.5	-
32 years	14	8	3	3	3	3	24	11	3	24	-
	2.1	4.0	6.8	8.3	8.8	12.5	0.9	3.0	1.4	0.9	-
33 years	7	1	-	-	-	-	12	3	3	12	-
	1.1	0.5	-	-	-	-	0.5	0.8	1.4	0.5	-
34 years	11	2	-	-	-	-	16	7	2	16	-
	1.7	1.0	-	-	-	-	0.6	1.9	0.9	0.6	-
35 - 49 Years (Net)	45	23	4	4	4	3	89	34	18	89	-
	6.8	11.5	9.1	11.1	11.8	12.5	3.4	9.3	8.4	3.4	-
35 years	14	8	3	3	3	2	20	9	6	20	-
	2.1	4.0	6.8	8.3	8.8	8.3	0.8	2.5	2.8	0.8	-
36 years	10	3	-	-	-	-	15	6	3	15	-
	1.5	1.5	-	-	-	-	0.6	1.6	1.4	0.6	-
37 years	6	5	-	-	-	-	10	5	3	10	-
	0.9	2.5	-	-	-	-	0.4	1.4	1.4	0.4	-
38 years	3	2	-	-	-	-	7	2	-	7	-
	0.5	1.0	-	-	-	-	0.3	0.5	-	0.3	-
39 years	-	-	-	-	-	-	3	-	-	3	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
40 years	3	1	-	-	-	-	8	2	2	8	-
	0.5	0.5	-	-	-	-	0.3	0.5	0.9	0.3	-
42 years	3	1	-	-	-	-	5	3	2	5	-
	0.5	0.5	-	-	-	-	0.2	0.8	0.9	0.2	-
43 years	1	1	1	1	1	1	4	1	-	4	-
	0.2	0.5	2.3	2.8	2.9	4.2	0.2	0.3	-	0.2	-
44 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
45 years	2	-	-	-	-	-	6	2	1	6	-
	0.3	-	-	-	-	-	0.2	0.5	0.5	0.2	-
46 years	2	2	-	-	-	-	3	2	1	3	-
	0.3	1.0	-	-	-	-	0.1	0.5	0.5	0.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 83

q60) How old were you when you started smoking cigarettes? - Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
47 years	1	-	-	-	-	-	4	2	-	4	-
	0.2	-	-	-	-	-	0.2	0.5	-	0.2	-
48 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
49 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
50+ Years (Net)	2	1	1	1	1	-	29	2	3	29	-
	0.3	0.5	2.3	2.8	2.9	-	1.1	0.5	1.4	1.1	-
50 years	-	-	-	-	-	-	4	-	-	4	-
	-	-	-	-	-	-	0.2	-	-	0.2	-
51 years	1	1	1	1	1	-	4	1	-	4	-
	0.1	0.5	2.3	2.8	2.9	-	0.2	0.3	-	0.2	-
53 years	-	-	-	-	-	-	1	-	1	1	-
	-	-	-	-	-	-	*	-	0.5	*	-
54 years	1	-	-	-	-	-	2	1	1	2	-
	0.2	-	-	-	-	-	0.1	0.3	0.5	0.1	-
55 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
57 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
58 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
59 years	-	-	-	-	-	-	2	-	1	2	-
	-	-	-	-	-	-	0.1	-	0.5	0.1	-
60+ years	-	-	-	-	-	-	12	-	-	12	-
	-	-	-	-	-	-	0.5	-	-	0.5	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	21.75	23.68	24.52	25.64	26.03	26.38	20.10	23.29	22.21	20.10	-
Std. Dev.	6.80	7.29	7.90	8.01	8.07	6.91	6.73	7.36	7.78	6.73	-
Std. Err.	0.26	0.52	1.19	1.33	1.38	1.41	0.13	0.38	0.53	0.13	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 84

q61) We would like to know how frequently you smoke cigarettes. Do you smoke:

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
Every day	491	139	29	22	21	15	2104	254	135	2104	-
	73.8	69.5	65.9	61.1	61.8	62.5	79.8	69.2	63.1	79.8	-
Some days	174	61	15	14	13	9	532	113	79	532	-
	26.2	30.5	34.1	38.9	38.2	37.5	20.2	30.8	36.9	20.2	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 85

q62) Thinking about the past 30 days, how many of those days did you smoke cigarettes?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
0	8	5	1	1	1	1	19	7	4	19	-
	1.2	2.5	2.3	2.8	2.9	4.2	0.7	1.9	1.9	0.7	-
One Week (Net)	64	23	5	5	5	3	166	45	25	166	-
	9.6	11.5	11.4	13.9	14.7	12.5	6.3	12.3	11.7	6.3	-
1	9	2	-	-	-	-	18	5	1	18	-
	1.3	1.0	-	-	-	-	0.7	1.4	0.5	0.7	-
2	13	6	-	-	-	-	25	9	6	25	-
	2.0	3.0	-	-	-	-	0.9	2.5	2.8	0.9	-
3	13	4	2	2	2	1	30	11	3	30	-
	2.0	2.0	4.5	5.6	5.9	4.2	1.1	3.0	1.4	1.1	-
4	10	5	-	-	-	-	31	8	6	31	-
	1.5	2.5	-	-	-	-	1.2	2.2	2.8	1.2	-
5	6	2	1	1	1	1	29	4	4	29	-
	0.9	1.0	2.3	2.8	2.9	4.2	1.1	1.1	1.9	1.1	-
6	9	3	1	1	1	1	18	5	2	18	-
	1.4	1.5	2.3	2.8	2.9	4.2	0.7	1.4	0.9	0.7	-
7	4	1	1	1	1	-	15	3	3	15	-
	0.6	0.5	2.3	2.8	2.9	-	0.6	0.8	1.4	0.6	-
Two Weeks (Net)	39	13	4	4	4	3	120	27	20	120	-
	5.9	6.5	9.1	11.1	11.8	12.5	4.6	7.4	9.3	4.6	-
8	3	2	-	-	-	-	13	3	1	13	-
	0.4	1.0	-	-	-	-	0.5	0.8	0.5	0.5	-
9	4	-	-	-	-	-	9	-	1	9	-
	0.6	-	-	-	-	-	0.3	-	0.5	0.3	-
10	14	4	1	1	1	1	51	10	11	51	-
	2.1	2.0	2.3	2.8	2.9	4.2	1.9	2.7	5.1	1.9	-
11	2	1	-	-	-	-	6	1	1	6	-
	0.3	0.5	-	-	-	-	0.2	0.3	0.5	0.2	-
12	7	2	2	2	2	1	22	7	4	22	-
	1.1	1.0	4.5	5.6	5.9	4.2	0.8	1.9	1.9	0.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 85

q62) Thinking about the past 30 days, how many of those days did you smoke cigarettes?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
13	4	3	1	1	1	1	9	4	-	9	-
	0.6	1.5	2.3	2.8	2.9	4.2	0.3	1.1	-	0.3	-
14	5	1	-	-	-	-	10	2	2	10	-
	0.8	0.5	-	-	-	-	0.4	0.5	0.9	0.4	-
Three Weeks (Net)	39	10	2	1	1	1	150	19	18	150	-
	5.9	5.0	4.5	2.8	2.9	4.2	5.7	5.2	8.4	5.7	-
15	11	4	1	-	-	-	47	5	7	47	-
	1.7	2.0	2.3	-	-	-	1.8	1.4	3.3	1.8	-
16	4	3	-	-	-	-	13	3	2	13	-
	0.6	1.5	-	-	-	-	0.5	0.8	0.9	0.5	-
17	7	2	1	1	1	1	16	5	3	16	-
	1.1	1.0	2.3	2.8	2.9	4.2	0.6	1.4	1.4	0.6	-
18	1	-	-	-	-	-	11	1	1	11	-
	0.2	-	-	-	-	-	0.4	0.3	0.5	0.4	-
19	-	-	-	-	-	-	7	-	-	7	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
20	14	1	-	-	-	-	51	4	5	51	-
	2.1	0.5	-	-	-	-	1.9	1.1	2.3	1.9	-
21	2	-	-	-	-	-	5	1	-	5	-
	0.3	-	-	-	-	-	0.2	0.3	-	0.2	-
Four Weeks+ (Net)	515	149	32	25	23	16	2181	269	147	2181	-
	77.5	74.5	72.7	69.4	67.6	66.6	82.7	73.3	68.7	82.7	-
22	7	5	2	2	2	1	15	6	4	15	-
	1.1	2.5	4.5	5.5	5.9	4.2	0.6	1.6	1.9	0.6	-
23	2	1	-	-	-	-	4	1	-	4	-
	0.3	0.5	-	-	-	-	0.2	0.3	-	0.2	-
24	1	1	-	-	-	-	5	1	-	5	-
	0.2	0.5	-	-	-	-	0.2	0.3	-	0.2	-
25	2	-	-	-	-	-	18	-	3	18	-
	0.3	-	-	-	-	-	0.7	-	1.4	0.7	-
26	1	-	-	-	-	-	6	-	1	6	-
	0.2	-	-	-	-	-	0.2	-	0.5	0.2	-
27	3	1	1	1	-	-	5	3	-	5	-
	0.5	0.5	2.3	2.8	-	-	0.2	0.8	-	0.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 85

q62) Thinking about the past 30 days, how many of those days did you smoke cigarettes?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
28	3	2	-	-	-	-	6	2	1	6	-
	0.5	1.0	-	-	-	-	0.2	0.5	0.5	0.2	-
29	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
30	496	139	29	22	21	15	2122	256	138	2122	-
	74.6	69.5	65.9	61.1	61.8	62.5	80.5	69.8	64.5	80.5	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	25.09	23.99	23.73	22.75	22.41	22.41	26.43	23.93	23.26	26.43	-
Std. Dev.	9.29	10.15	9.91	10.47	10.68	10.83	7.99	10.17	10.13	7.99	-
Std. Err.	0.36	0.72	1.49	1.75	1.83	2.21	0.16	0.53	0.69	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 86

q63) Approximately how many packs of cigarettes do you smoke in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
7 or Fewer (Net)	563	176	37	29	27	19	2302	315	189	2302	-
	84.7	88.0	84.1	80.6	79.4	79.2	87.4	85.8	88.3	87.4	-
Less than half a pack	41	11	2	2	2	1	253	24	23	253	-
	6.2	5.5	4.5	5.5	5.9	4.2	9.6	6.5	10.7	9.6	-
More than half, but less than 1 pack	36	9	3	3	3	3	154	17	7	154	-
	5.4	4.5	6.8	8.3	8.8	12.5	5.8	4.6	3.3	5.8	-
1 pack	82	24	2	2	2	-	302	48	28	302	-
	12.3	12.0	4.5	5.6	5.9	-	11.5	13.1	13.1	11.5	-
2 packs	99	26	9	6	5	2	346	58	30	346	-
	14.9	13.0	20.5	16.7	14.7	8.3	13.1	15.8	14.0	13.1	-
3 packs	80	27	3	3	3	2	295	48	22	295	-
	12.0	13.5	6.8	8.3	8.8	8.3	11.2	13.1	10.3	11.2	-
4 packs	53	18	3	2	2	2	214	30	18	214	-
	8.0	9.0	6.8	5.6	5.9	8.4	8.1	8.2	8.4	8.1	-
5 packs	58	21	5	3	2	2	232	32	17	232	-
	8.7	10.5	11.4	8.3	5.9	8.3	8.8	8.7	7.9	8.8	-
6 packs	40	13	4	3	3	3	137	21	19	137	-
	6.0	6.5	9.1	8.4	8.8	12.5	5.2	5.7	8.9	5.2	-
7 packs	74	27	6	5	5	4	369	37	25	369	-
	11.1	13.5	13.7	13.9	14.7	16.7	14.0	10.1	11.7	14.0	-
8+ (Net)	102	24	7	7	7	5	333	52	25	333	-
	15.3	12.0	15.9	19.4	20.6	20.8	12.6	14.2	11.7	12.6	-
8 packs	21	3	1	1	1	-	71	10	7	71	-
	3.2	1.5	2.3	2.8	2.9	-	2.7	2.7	3.3	2.7	-
9 packs	10	3	1	1	1	1	38	7	4	38	-
	1.5	1.5	2.3	2.8	2.9	4.2	1.4	1.9	1.9	1.4	-
10 packs	29	2	-	-	-	-	117	10	6	117	-
	4.4	1.0	-	-	-	-	4.4	2.7	2.8	4.4	-
11 packs	8	4	1	1	1	1	18	6	1	18	-
	1.2	2.0	2.3	2.8	2.9	4.2	0.7	1.6	0.5	0.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 86

q63) Approximately how many packs of cigarettes do you smoke in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
12 packs	11	1	-	-	-	-	23	3	-	23	-
	1.7	0.5	-	-	-	-	0.9	0.8	-	0.9	-
13 packs	2	2	1	1	1	1	7	2	1	7	-
	0.3	1.0	2.3	2.8	2.9	4.2	0.3	0.5	0.5	0.3	-
14 packs	15	5	1	1	1	1	42	9	3	42	-
	2.3	2.5	2.3	2.8	2.9	4.2	1.6	2.5	1.4	1.6	-
15 packs	1	1	1	1	1	-	3	1	1	3	-
	0.2	0.5	2.3	2.8	2.9	-	0.1	0.3	0.5	0.1	-
16 packs	-	-	-	-	-	-	3	-	-	3	-
	-	-	-	-	-	-	0.1	-	-	0.1	-
17 packs	2	1	-	-	-	-	3	2	-	3	-
	0.3	0.5	-	-	-	-	0.1	0.5	-	0.1	-
18 packs	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
19 packs	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	*	-	-	*	-
20 packs	1	-	-	-	-	-	1	-	-	1	-
	0.1	-	-	-	-	-	*	-	-	*	-
21+ packs	2	2	1	1	1	1	5	2	2	5	-
	0.3	1.0	2.3	2.8	2.9	4.2	0.2	0.5	0.9	0.2	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	4.41	4.56	5.18	5.41	5.52	6.10	4.19	4.32	4.16	4.19	-
Std. Dev.	3.63	3.87	4.53	4.92	5.03	5.17	3.42	3.72	3.63	3.42	-
Std. Err.	0.14	0.27	0.68	0.82	0.86	1.06	0.07	0.19	0.25	0.07	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 87

q64) Approximately how many packs of cigarettes did you smoke in a typical week, 1 year ago?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Started 1 Year Ago or Longer (Unwtd)	615	176	41	34	32	22	2517	326	200	2517	-
Base - Started 1 Year Ago or Longer (Wgtd)	615	176	41	34	32	22	2518	326	200	2518	-
Eff Base	615	176	41	34	32	22	2517	326	200	2517	-
7 or Fewer (Net)	478	145	32	26	24	19	2044	257	161	2044	-
	77.7	82.4	78.1	76.5	75.0	86.4	81.2	78.8	80.5	81.2	-
Less than half a pack	28	5	2	2	2	1	163	13	12	163	-
	4.6	2.8	4.9	5.9	6.2	4.5	6.5	4.0	6.0	6.5	-
More than half, but less than 1 pack	26	6	2	2	2	2	127	10	4	127	-
	4.2	3.4	4.9	5.9	6.3	9.1	5.0	3.1	2.0	5.0	-
1 pack	60	16	4	3	2	1	252	40	22	252	-
	9.8	9.1	9.7	8.8	6.2	4.5	10.0	12.3	11.0	10.0	-
2 packs	78	25	3	3	3	1	289	46	28	289	-
	12.7	14.2	7.3	8.8	9.4	4.5	11.5	14.1	14.0	11.5	-
3 packs	71	25	5	5	5	4	247	38	22	247	-
	11.5	14.2	12.2	14.7	15.6	18.2	9.8	11.7	11.0	9.8	-
4 packs	63	22	8	5	5	5	205	38	16	205	-
	10.2	12.5	19.5	14.7	15.6	22.7	8.1	11.7	8.0	8.1	-
5 packs	51	18	3	2	1	1	216	29	20	216	-
	8.3	10.2	7.3	5.9	3.1	4.6	8.6	8.9	10.0	8.6	-
6 packs	29	10	3	3	3	3	156	17	10	156	-
	4.7	5.7	7.3	8.8	9.4	13.6	6.2	5.2	5.0	6.2	-
7 packs	72	18	2	1	1	1	389	26	27	389	-
	11.7	10.2	4.9	2.9	3.1	4.6	15.5	8.0	13.5	15.5	-
8+ (Net)	137	31	9	8	8	3	473	69	39	473	-
	22.3	17.6	21.9	23.5	25.0	13.6	18.8	21.2	19.5	18.8	-
8 packs	22	3	1	-	-	-	84	11	12	84	-
	3.6	1.7	2.4	-	-	-	3.3	3.4	6.0	3.3	-
9 packs	14	4	1	1	1	-	44	8	5	44	-
	2.3	2.3	2.4	2.9	3.1	-	1.7	2.5	2.5	1.7	-
10 packs	36	5	1	1	1	1	140	14	10	140	-
	5.9	2.8	2.4	2.9	3.1	4.5	5.6	4.3	5.0	5.6	-
11 packs	7	4	1	1	1	-	15	5	1	15	-
	1.1	2.3	2.4	2.9	3.1	-	0.6	1.5	0.5	0.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 87

q64) Approximately how many packs of cigarettes did you smoke in a typical week, 1 year ago?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Started 1 Year Ago or Longer (Wgtd)	615	176	41	34	32	22	2518	326	200	2518	-
12 packs	9	2	1	1	1	1	32	2	2	32	-
	1.5	1.1	2.4	2.9	3.1	4.5	1.3	0.6	1.0	1.3	-
13 packs	2	1	-	-	-	-	10	1	1	10	-
	0.3	0.6	-	-	-	-	0.4	0.3	0.5	0.4	-
14 packs	13	4	-	-	-	-	43	9	1	43	-
	2.1	2.3	-	-	-	-	1.7	2.8	0.5	1.7	-
15 packs	8	1	-	-	-	-	17	2	1	17	-
	1.3	0.6	-	-	-	-	0.7	0.6	0.5	0.7	-
16 packs	2	-	-	-	-	-	8	1	-	8	-
	0.3	-	-	-	-	-	0.3	0.3	-	0.3	-
17 packs	2	-	-	-	-	-	9	1	-	9	-
	0.3	-	-	-	-	-	0.4	0.3	-	0.4	-
18 packs	1	-	-	-	-	-	2	1	-	2	-
	0.2	-	-	-	-	-	0.1	0.3	-	0.1	-
19 packs	1	-	-	-	-	-	2	-	-	2	-
	0.2	-	-	-	-	-	0.1	-	-	0.1	-
20 packs	-	-	-	-	-	-	8	1	1	8	-
	-	-	-	-	-	-	0.3	0.3	0.5	0.3	-
21+ packs	20	7	4	4	4	1	59	13	5	59	-
	3.2	4.0	9.8	11.8	12.5	4.6	2.3	4.0	2.5	2.3	-
Total	615	176	41	34	32	22	2518	326	200	2518	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	5.49	5.31	6.05	6.33	6.54	5.08	5.22	5.38	5.08	5.22	-
Std. Dev.	4.88	4.84	6.32	6.86	7.00	4.93	4.55	5.12	4.39	4.55	-
Std. Err.	0.20	0.36	0.99	1.18	1.24	1.05	0.09	0.28	0.31	0.09	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 88

q65) How soon after getting up in the morning do you smoke your first cigarette?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
Within 5 minutes	164	41	12	12	12	6	643	82	52	643	-
	24.7	20.5	27.2	33.3	35.3	25.0	24.4	22.3	24.3	24.4	-
6-30 minutes	292	95	17	14	14	13	1088	162	82	1088	-
	43.9	47.5	38.6	38.9	41.2	54.2	41.3	44.1	38.3	41.3	-
31-60 minutes	102	34	10	7	6	4	394	64	43	394	-
	15.3	17.0	22.8	19.5	17.7	16.7	14.9	17.4	20.1	14.9	-
More than 60 minutes	107	30	5	3	2	1	510	59	37	510	-
	16.1	15.0	11.4	8.3	5.9	4.2	19.4	16.1	17.3	19.4	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 89

q66) Have you ever tried to quit smoking?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
Yes, one time	245	80	20	18	18	12	666	147	65	666	-
	36.8	40.0	45.4	50.0	53.0	50.0	25.3	40.1	30.4	25.3	-
Yes, more than one time (on several occasions)	279	68	8	4	4	3	1350	132	130	1350	-
	42.0	34.0	18.2	11.1	11.8	12.5	51.2	36.0	60.8	51.2	-
No, I have never tried to quit	141	52	16	14	12	9	619	88	19	619	-
	21.2	26.0	36.4	38.9	35.3	37.5	23.5	24.0	8.9	23.5	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 90

q67) How many times have you tried to quit where you stopped smoking or drastically cut down on your smoking for at least a week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried Quitting More than Once (Unwtd)	279	68	8	4	4	3	1350	132	130	1350	-
Base - Tried Quitting More than Once (Wgtd)	279	68	8	4	4	3	1350	132	130	1350	-
Eff Base	279	68	8	4	4	3	1350	132	130	1350	-
Twice	72	21	2	-	-	-	446	39	41	446	-
	25.8	30.9	25.1	-	-	-	33.0	29.6	31.5	33.0	-
Three times	105	33	5	3	3	2	429	57	48	429	-
	37.6	48.5	62.4	74.9	74.9	66.6	31.8	43.2	36.9	31.8	-
Four or more times	102	14	1	1	1	1	475	36	41	475	-
	36.6	20.6	12.5	25.1	25.1	33.4	35.2	27.3	31.6	35.2	-
Total	279	68	8	4	4	3	1350	132	130	1350	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 91

q68) How long were you able to quit smoking the last time you attempted to quit (your most recent attempt to quit)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	2016	279	195	2016	-
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	2017	279	195	2017	-
Eff Base	524	148	28	22	22	15	2016	279	195	2016	-
1 week or less	126	41	6	5	5	4	561	77	47	561	-
	24.0	27.7	21.4	22.7	22.7	26.7	27.8	27.6	24.1	27.8	-
More than 1 week, but less than 1 month	90	19	4	4	4	4	390	49	27	390	-
	17.2	12.8	14.3	18.2	18.2	26.7	19.3	17.6	13.9	19.3	-
1-3 months	149	46	8	4	4	2	420	82	55	420	-
	28.4	31.1	28.6	18.2	18.2	13.3	20.8	29.4	28.2	20.8	-
4-6 months	69	21	5	4	4	4	204	37	28	204	-
	13.2	14.2	17.8	18.2	18.2	26.7	10.1	13.3	14.4	10.1	-
7 months to 1 year	48	10	2	2	2	-	157	14	19	157	-
	9.2	6.8	7.1	9.1	9.1	-	7.8	5.0	9.7	7.8	-
1-2 years	20	6	2	2	2	1	119	11	5	119	-
	3.8	4.1	7.1	9.1	9.1	6.6	5.9	3.9	2.6	5.9	-
More than 2 years	22	5	1	1	1	-	165	9	14	165	-
	4.2	3.4	3.6	4.6	4.6	-	8.2	3.2	7.2	8.2	-
Total	524	148	28	22	22	15	2017	279	195	2017	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 92

q69) How long were you able to quit smoking the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	2016	279	195	2016	-
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	2017	279	195	2017	-
Eff Base	524	148	28	22	22	15	2016	279	195	2016	-
1 week or less	134	38	5	5	5	4	638	73	48	638	-
	25.6	25.7	17.9	22.8	22.8	26.7	31.6	26.2	24.6	31.6	-
More than 1 week, but less than 1 month	116	27	4	3	3	2	454	67	43	454	-
	22.1	18.3	14.3	13.6	13.6	13.3	22.5	24.0	22.0	22.5	-
1-3 months	135	44	9	6	6	4	369	74	50	369	-
	25.8	29.7	32.1	27.3	27.3	26.7	18.3	26.5	25.6	18.3	-
4-6 months	68	22	5	4	4	3	204	37	30	204	-
	13.0	14.9	17.9	18.2	18.2	20.0	10.1	13.3	15.4	10.1	-
7 months to 1 year	33	7	2	1	1	-	150	11	9	150	-
	6.3	4.7	7.1	4.5	4.5	-	7.4	3.9	4.6	7.4	-
1-2 years	21	6	2	2	2	2	86	11	4	86	-
	4.0	4.1	7.1	9.1	9.1	13.3	4.3	3.9	2.1	4.3	-
More than 2 years	17	4	1	1	1	-	115	6	11	115	-
	3.3	2.7	3.6	4.6	4.6	-	5.7	2.2	5.7	5.7	-
Total	524	148	28	22	22	15	2017	279	195	2017	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 93

q70) How long ago was it that you last tried to quit smoking?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	2016	279	195	2016	-
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	2017	279	195	2017	-
Eff Base	524	148	28	22	22	15	2016	279	195	2016	-
Less than 1 month	61	22	5	3	3	3	204	47	43	204	-
	11.6	14.9	17.9	13.6	13.6	20.0	10.1	16.8	22.1	10.1	-
1-3 months	102	30	8	8	8	4	310	62	41	310	-
	19.5	20.3	28.6	36.4	36.4	26.7	15.4	22.2	21.0	15.4	-
4-6 months	114	41	6	5	5	5	311	70	46	311	-
	21.8	27.7	21.4	22.7	22.7	33.3	15.4	25.1	23.6	15.4	-
7 months to less than 1 year	81	30	3	1	1	1	294	45	26	294	-
	15.5	20.3	10.7	4.5	4.5	6.7	14.6	16.1	13.3	14.6	-
1-2 years	87	13	4	3	3	2	382	33	18	382	-
	16.6	8.8	14.3	13.6	13.6	13.3	18.9	11.8	9.2	18.9	-
3-5 years	39	4	1	1	1	-	237	9	11	237	-
	7.4	2.7	3.6	4.6	4.6	-	11.8	3.2	5.6	11.8	-
More than 5 years	40	8	1	1	1	-	278	13	10	278	-
	7.6	5.4	3.6	4.6	4.6	-	13.8	4.7	5.1	13.8	-
Total	524	148	28	22	22	15	2017	279	195	2017	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 94

q71) Did you use any aids/substitutes (if any) for smoking when trying to quit? (Please check all that apply) If you attempted to quit multiple times, please think about the last time you attempted to quit. If you attempted to quit multiple times, please think about the LAST TIME you attempted to quit.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	2016	279	195	2016	-
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	2017	279	195	2017	-
Eff Base	524	148	28	22	22	15	2016	279	195	2016	-
Snus	96	44	9	8	8	6	116	64	20	116	-
	18.3	29.7	32.1	36.3	36.3	40.0	5.8	22.9	10.2	5.8	-
Moist snuff	85	35	9	8	8	6	111	65	12	111	-
	16.2	23.6	32.1	36.3	36.3	40.0	5.5	23.3	6.2	5.5	-
Loose leaf chewing tobacco	71	35	8	7	7	6	96	58	15	96	-
	13.5	23.6	28.5	31.8	31.8	40.0	4.8	20.8	7.7	4.8	-
Other tobacco products	60	25	6	5	5	3	99	43	18	99	-
	11.4	16.9	21.4	22.7	22.7	20.0	4.9	15.4	9.2	4.9	-
NRT (Net)	285	80	16	14	14	10	896	159	144	896	-
	54.4	54.1	57.1	63.6	63.6	66.6	44.4	57.0	73.8	44.4	-
Nicotine patches	169	56	10	9	9	6	492	101	79	492	-
	32.3	37.9	35.7	40.9	40.9	40.0	24.4	36.2	40.5	24.4	-
Nicotine chewing gum	157	46	12	11	11	8	442	96	82	442	-
	30.0	31.1	42.8	50.0	50.0	53.2	21.9	34.4	42.1	21.9	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	46	7	-	-	-	-	201	14	33	201	-
	8.8	4.7	-	-	-	-	10.0	5.0	16.9	10.0	-
E-cigarettes	14	4	-	-	-	-	85	5	9	85	-
	2.7	2.7	-	-	-	-	4.2	1.8	4.6	4.2	-
Other aids/substitutes than above	6	-	-	-	-	-	26	1	2	26	-
	1.1	-	-	-	-	-	1.3	0.4	1.0	1.3	-
I attempted to quit smoking without aids/ substitutes	133	20	5	3	3	1	893	40	25	893	-
	25.4	13.5	17.9	13.7	13.7	6.7	44.3	14.3	12.8	44.3	-
Don't know/no answer	-	-	-	-	-	-	4	-	-	4	-
	-	-	-	-	-	-	0.2	-	-	0.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 95

q72) Did you continue to use any of the aids/substitutes when you started smoking again, after attempting to quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	391	128	23	19	19	14	1123	239	170	1123	-
Base - Attempted to Quit With Aids (Wgtd)	391	128	23	19	19	14	1123	239	170	1123	-
Eff Base	391	128	23	19	19	14	1123	239	170	1123	-
Snus	75	37	8	7	7	5	87	53	15	87	-
	19.2	28.9	34.8	36.8	36.8	35.7	7.7	22.2	8.8	7.7	-
Moist snuff	67	25	5	4	4	3	80	50	10	80	-
	17.1	19.5	21.7	21.0	21.0	21.4	7.1	20.9	5.9	7.1	-
Loose leaf chewing tobacco	43	20	7	6	6	5	63	40	11	63	-
	11.0	15.6	30.4	31.6	31.6	35.7	5.6	16.7	6.4	5.6	-
Other tobacco products	36	16	2	2	2	1	53	29	11	53	-
	9.2	12.5	8.7	10.5	10.5	7.1	4.7	12.1	6.5	4.7	-
NRT (Net)	150	49	10	8	8	6	377	97	92	377	-
	38.4	38.3	43.5	42.2	42.2	42.9	33.6	40.6	54.1	33.6	-
Nicotine patches	70	29	6	5	5	4	171	54	43	171	-
	17.9	22.7	26.1	26.3	26.3	28.6	15.2	22.6	25.3	15.2	-
Nicotine chewing gum	81	24	5	4	4	2	195	50	47	195	-
	20.7	18.8	21.8	21.1	21.1	14.3	17.4	20.9	27.7	17.4	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	16	2	-	-	-	-	58	6	21	58	-
	4.1	1.6	-	-	-	-	5.2	2.5	12.4	5.2	-
Other aids/substitutes than above	18	4	-	-	-	-	84	6	12	84	-
	4.6	3.1	-	-	-	-	7.5	2.5	7.1	7.5	-
I do not continue to use any of the above	89	16	2	2	2	1	480	32	40	480	-
	22.8	12.5	8.7	10.5	10.5	7.1	42.8	13.4	23.5	42.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 96

q73) How long have you been smoking cigarettes and using Snus at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Snus to Help Quit (Unwtd)	75	37	8	7	7	5	87	53	15	87	-
Base - Used Snus to Help Quit (Wgtd)	75	37	8	7	7	5	87	53	15	87	-
Eff Base	75	37	8	7	7	5	87	53	15	87	-
Less than 1 month	9	4	1	1	1	1	11	8	2	11	-
	12.0	10.8	12.5	14.3	14.3	20.0	12.6	15.1	13.3	12.6	-
1-3 months	19	6	3	2	2	1	24	11	-	24	-
	25.4	16.2	37.6	28.6	28.6	20.1	27.6	20.8	-	27.6	-
4-6 months	21	8	-	-	-	-	22	13	7	22	-
	28.0	21.6	-	-	-	-	25.3	24.5	46.6	25.3	-
7 months to less than 1 year	9	5	1	1	1	1	12	7	4	12	-
	12.0	13.5	12.5	14.3	14.3	20.0	13.8	13.2	26.7	13.8	-
1-2 years	6	5	2	2	2	1	7	5	2	7	-
	8.0	13.5	24.9	28.5	28.5	19.9	8.1	9.4	13.4	8.1	-
3-5 years	4	4	1	1	1	1	4	4	-	4	-
	5.3	10.8	12.5	14.3	14.3	20.0	4.6	7.5	-	4.6	-
More than 5 years	7	5	-	-	-	-	7	5	-	7	-
	9.3	13.5	-	-	-	-	8.1	9.4	-	8.1	-
Total	75	37	8	7	7	5	87	53	15	87	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 97

q74) How long have you been smoking cigarettes and using Moist snuff at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Moist Snuff to Help Quit (Unwtd)	67	25	5	4	4	3	80	50	10	80	-
Base - Used Moist Snuff to Help Quit (Wgtd)	67	25	5	4	4	3	80	50	10	80	-
Eff Base	67	25	5	4	4	3	80	50	10	80	-
Less than 1 month	12	5	-	-	-	-	14	12	3	14	-
	17.9	20.0	-	-	-	-	17.5	24.0	29.9	17.5	-
1-3 months	21	8	2	2	2	1	22	16	1	22	-
	31.3	32.0	39.9	50.0	50.0	33.2	27.5	32.0	10.0	27.5	-
4-6 months	19	8	3	2	2	2	22	12	5	22	-
	28.4	32.0	60.1	50.0	50.0	66.8	27.5	24.0	50.1	27.5	-
7 months to less than 1 year	6	-	-	-	-	-	7	1	-	7	-
	8.9	-	-	-	-	-	8.8	2.0	-	8.8	-
1-2 years	2	-	-	-	-	-	4	-	1	4	-
	3.0	-	-	-	-	-	5.0	-	10.0	5.0	-
3-5 years	2	2	-	-	-	-	3	3	-	3	-
	3.0	8.0	-	-	-	-	3.8	6.0	-	3.8	-
More than 5 years	5	2	-	-	-	-	8	6	-	8	-
	7.5	8.0	-	-	-	-	10.0	12.0	-	10.0	-
Total	67	25	5	4	4	3	80	50	10	80	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 98

q75) How long have you been smoking cigarettes and using Loose leaf chewing tobacco at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Loose Leaf Chewing Tobacco to Help Quit (Unwtd)	43	20	7	6	6	5	63	40	11	63	-
Base - Used Loose Leaf Chewing Tobacco to Help Quit (Wgtd)	43	20	7	6	6	5	63	40	11	63	-
Eff Base	43	20	7	6	6	5	63	40	11	63	-
Less than 1 month	7	4	1	1	1	1	11	9	2	11	-
	16.3	20.0	14.3	16.7	16.7	20.0	17.4	22.5	18.2	17.4	-
1-3 months	7	2	1	1	1	-	12	5	2	12	-
	16.3	10.0	14.3	16.7	16.7	-	19.1	12.5	18.2	19.1	-
4-6 months	16	6	2	1	1	1	22	13	5	22	-
	37.2	30.0	28.5	16.7	16.7	20.0	35.0	32.5	45.4	35.0	-
7 months to less than 1 year	7	3	-	-	-	-	9	6	1	9	-
	16.2	15.0	-	-	-	-	14.3	15.0	9.1	14.3	-
1-2 years	3	3	2	2	2	2	4	3	1	4	-
	7.0	15.0	28.5	33.3	33.3	39.9	6.3	7.5	9.1	6.3	-
3-5 years	2	2	1	1	1	1	2	2	-	2	-
	4.7	10.0	14.3	16.7	16.7	20.1	3.2	5.0	-	3.2	-
More than 5 years	1	-	-	-	-	-	3	2	-	3	-
	2.3	-	-	-	-	-	4.8	5.0	-	4.8	-
Total	43	20	7	6	6	5	63	40	11	63	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 99

q76) How long have you been smoking cigarettes and using Other tobacco products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Other Tobacco Products to Help Quit (Unwtd)	36	16	2	2	2	1	53	29	11	53	-
Base - Used Other Tobacco Products to Help Quit (Wgtd)	36	16	2	2	2	1	53	29	11	53	-
Eff Base	36	16	2	2	2	1	53	29	11	53	-
Less than 1 month	6	3	-	-	-	-	9	7	2	9	-
	16.6	18.7	-	-	-	-	17.0	24.1	18.1	17.0	-
1-3 months	7	1	1	1	1	-	8	5	4	8	-
	19.5	6.3	50.1	50.1	50.1	-	15.1	17.3	36.4	15.1	-
4-6 months	12	8	1	1	1	1	16	9	2	16	-
	33.3	50.1	49.9	49.9	49.9	100.0	30.2	31.1	18.2	30.2	-
7 months to less than 1 year	7	3	-	-	-	-	10	6	1	10	-
	19.4	18.7	-	-	-	-	18.9	20.7	9.1	18.9	-
1-2 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	1.9	-	-	1.9	-
3-5 years	1	-	-	-	-	-	2	-	2	2	-
	2.8	-	-	-	-	-	3.8	-	18.2	3.8	-
More than 5 years	3	1	-	-	-	-	7	2	-	7	-
	8.3	6.2	-	-	-	-	13.2	6.9	-	13.2	-
Total	36	16	2	2	2	1	53	29	11	53	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 100

q77) How long have you been smoking cigarettes and using Nicotine patches at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Ncotine Patches to Help Quit (Unwtd)	70	29	6	5	5	4	171	54	43	171	-
Base - Used Ncotine Patches to Help Quit (Wgtd)	70	29	6	5	5	4	171	54	43	171	-
Eff Base	70	29	6	5	5	4	171	54	43	171	-
Less than 1 month	12	5	1	1	1	1	54	10	6	54	-
	17.1	17.2	16.6	19.9	19.9	24.9	31.6	18.5	13.9	31.6	-
1-3 months	12	7	1	1	1	-	31	10	12	31	-
	17.1	24.1	16.7	20.0	20.0	-	18.1	18.5	27.9	18.1	-
4-6 months	23	6	2	2	2	2	38	15	11	38	-
	32.8	20.7	33.3	40.0	40.0	50.0	22.2	27.8	25.5	22.2	-
7 months to less than 1 year	14	7	-	-	-	-	27	11	7	27	-
	20.0	24.1	-	-	-	-	15.8	20.4	16.3	15.8	-
1-2 years	6	3	2	1	1	1	13	5	4	13	-
	8.6	10.4	33.5	20.1	20.1	25.1	7.6	9.3	9.4	7.6	-
3-5 years	2	-	-	-	-	-	3	1	-	3	-
	2.8	-	-	-	-	-	1.7	1.8	-	1.7	-
More than 5 years	1	1	-	-	-	-	5	2	3	5	-
	1.4	3.5	-	-	-	-	2.9	3.7	7.0	2.9	-
Total	70	29	6	5	5	4	171	54	43	171	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 101

q78) How long have you been smoking cigarettes and using Nicotine chewing gum at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Nicotine Chewing Gum to Help Quit (Unwtd)	81	24	5	4	4	2	195	50	47	195	-
Base - Used Nicotine Chewing Gum to Help Quit (Wgtd)	81	24	5	4	4	2	195	50	47	195	-
Eff Base	81	24	5	4	4	2	195	50	47	195	-
Less than 1 month	13	1	1	1	1	-	45	10	7	45	-
	16.0	4.2	20.1	25.1	25.1	-	23.1	20.0	14.9	23.1	-
1-3 months	21	7	1	1	1	-	52	13	15	52	-
	25.9	29.1	20.0	25.0	25.0	-	26.7	26.0	31.9	26.7	-
4-6 months	23	6	1	1	1	1	42	11	9	42	-
	28.4	25.0	19.9	24.9	24.9	49.9	21.5	22.0	19.1	21.5	-
7 months to less than 1 year	16	8	2	1	1	1	31	12	9	31	-
	19.7	33.3	40.0	25.0	25.0	50.1	15.9	24.0	19.2	15.9	-
1-2 years	5	2	-	-	-	-	14	2	4	14	-
	6.2	8.4	-	-	-	-	7.2	4.0	8.5	7.2	-
3-5 years	1	-	-	-	-	-	5	1	1	5	-
	1.2	-	-	-	-	-	2.6	2.0	2.1	2.6	-
More than 5 years	2	-	-	-	-	-	6	1	2	6	-
	2.5	-	-	-	-	-	3.1	2.0	4.3	3.1	-
Total	81	24	5	4	4	2	195	50	47	195	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 102

q79) How long have you been smoking cigarettes and using Other Nicotine Replacement Therapy Products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT to Help Quit (Unwtd)	16	2	-	-	-	-	58	6	21	58	-
Base - Used NRT to Help Quit (Wgtd)	16	2	-	-	-	-	58	6	21	58	-
Eff Base	16	2	-	-	-	-	58	6	21	58	-
Less than 1 month	4	1	-	-	-	-	17	2	5	17	-
	25.0	50.0	-	-	-	-	29.3	33.3	23.9	29.3	-
1-3 months	4	1	-	-	-	-	13	1	4	13	-
	25.0	50.0	-	-	-	-	22.4	16.7	19.0	22.4	-
4-6 months	3	-	-	-	-	-	11	1	6	11	-
	18.8	-	-	-	-	-	19.0	16.6	28.6	19.0	-
7 months to less than 1 year	3	-	-	-	-	-	7	-	4	7	-
	18.7	-	-	-	-	-	12.1	-	19.0	12.1	-
1-2 years	2	-	-	-	-	-	9	2	2	9	-
	12.5	-	-	-	-	-	15.5	33.4	9.6	15.5	-
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	1.7	-	-	1.7	-
Total	16	2	-	-	-	-	58	6	21	58	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 103

q80) If you were to quit smoking (or quit again), which (if any) of the following products do you think you would use on a temporary basis instead of cigarettes or rolling tobacco? (i.e. you would use them only to assist in quitting, then cease usage)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	2016	279	195	2016	-
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	2017	279	195	2017	-
Eff Base	524	148	28	22	22	15	2016	279	195	2016	-
Snus	116	55	11	10	10	7	149	80	25	149	-
	22.1	37.2	39.3	45.4	45.4	46.6	7.4	28.7	12.8	7.4	-
Moist snuff	111	42	12	10	10	7	143	84	24	143	-
	21.2	28.4	42.8	45.4	45.4	46.6	7.1	30.1	12.3	7.1	-
Loose leaf chewing tobacco	88	40	8	6	6	4	119	71	21	119	-
	16.8	27.0	28.5	27.2	27.2	26.7	5.9	25.4	10.8	5.9	-
Other tobacco products	68	25	6	5	5	3	103	48	19	103	-
	13.0	16.9	21.4	22.7	22.7	20.0	5.1	17.2	9.7	5.1	-
NRT (Net)	258	62	12	10	10	8	1008	123	122	1008	-
	49.2	41.9	42.9	45.4	45.4	53.3	50.0	44.1	62.6	50.0	-
Nicotine patches	155	40	8	7	7	6	594	73	70	594	-
	29.6	27.0	28.6	31.8	31.8	40.0	29.5	26.2	35.9	29.5	-
Nicotine chewing gum	144	32	8	6	6	5	542	69	77	542	-
	27.5	21.6	28.6	27.2	27.2	33.3	26.9	24.7	39.5	26.9	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	58	15	1	1	1	1	313	23	41	313	-
	11.1	10.1	3.6	4.6	4.6	6.7	15.5	8.2	21.0	15.5	-
E-cigarettes	21	4	-	-	-	-	117	4	13	117	-
	4.0	2.7	-	-	-	-	5.8	1.4	6.7	5.8	-
Other aids/substitutes than above	5	-	-	-	-	-	20	1	2	20	-
	1.0	-	-	-	-	-	1.0	0.4	1.0	1.0	-
None of the above	107	28	5	4	4	2	701	47	29	701	-
	20.4	18.9	17.9	18.2	18.2	13.4	34.8	16.8	14.9	34.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 104

q81) Do you smoke less now that you use an additional tobacco product(s)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Snus/ Moist Snuff/ Loose Leaf/ Other Tobacco to Help Quit (Unwtd)	174	78	15	13	13	10	231	137	41	231	-
Base - Used Snus/ Moist Snuff/ Loose Leaf/ Other Tobacco to Help Quit (Wgtd)	174	78	15	13	13	10	231	137	41	231	-
Eff Base	174	78	15	13	13	10	231	137	41	231	-
Yes, I smoke less than I used to	110	49	10	9	9	8	152	93	32	152	-
	63.2	62.8	66.7	69.2	69.2	79.9	65.8	67.9	78.1	65.8	-
No, I smoke about the same amount as I used to	53	22	1	-	-	-	66	34	6	66	-
	30.5	28.2	6.6	-	-	-	28.6	24.8	14.6	28.6	-
No, I smoke more than I used to	11	7	4	4	4	2	13	10	3	13	-
	6.3	9.0	26.7	30.8	30.8	20.1	5.6	7.3	7.3	5.6	-
Total	174	78	15	13	13	10	231	137	41	231	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 105

q82) How much less do you smoke since using an additional tobacco product(s)? Please select the answer that is closest to the amount you now smoke while using another tobacco product.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Smoke Less Than Used To (Unwtd)	110	49	10	9	9	8	152	93	32	152	-
Base - Smoke Less Than Used To (Wgtd)	110	49	10	9	9	8	152	93	32	152	-
Eff Base	110	49	10	9	9	8	152	93	32	152	-
I now smoke about one fourth of what I used to	84	42	10	9	9	8	115	78	25	115	-
	76.4	85.7	100.0	100.0	100.0	100.0	75.7	83.8	78.1	75.7	-
I now smoke about half of what I used to	21	4	-	-	-	-	29	9	6	29	-
	19.1	8.2	-	-	-	-	19.1	9.7	18.8	19.1	-
I now smoke about three fourths of what I used to	5	3	-	-	-	-	8	6	1	8	-
	4.6	6.1	-	-	-	-	5.3	6.5	3.1	5.3	-
Total	110	49	10	9	9	8	152	93	32	152	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 106

q83) Now that you continue to use another tobacco product(s) in addition to your smoking, how does this affect your total tobacco consumption? Do you believe that your total tobacco consumption...?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Snus/ Moist Snuff/ Loose Leaf/ Other Tobacco to Help Quit (Unwtd)	174	78	15	13	13	10	231	137	41	231	-
Base - Used Snus/ Moist Snuff/ Loose Leaf/ Other Tobacco to Help Quit (Wgtd)	174	78	15	13	13	10	231	137	41	231	-
Eff Base	174	78	15	13	13	10	231	137	41	231	-
Has decreased	55	26	3	2	2	1	80	48	19	80	-
	31.6	33.3	20.0	15.4	15.4	10.0	34.6	35.0	46.4	34.6	-
Has stayed about the same	83	32	6	5	5	4	107	57	12	107	-
	47.7	41.0	40.0	38.5	38.5	40.0	46.3	41.6	29.2	46.3	-
Has increased	36	20	6	6	6	5	44	32	10	44	-
	20.7	25.6	40.0	46.1	46.1	49.9	19.0	23.3	24.4	19.0	-
Total	174	78	15	13	13	10	231	137	41	231	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 107

q84) If you look 6 months ahead, do you think you will change your smoking consumption?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	2016	279	195	2016	-
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	2017	279	195	2017	-
Eff Base	524	148	28	22	22	15	2016	279	195	2016	-
Yes, I will increase my smoking consumption	111	47	14	12	12	9	163	90	23	163	-
	21.2	31.8	50.0	54.5	54.5	59.9	8.1	32.3	11.8	8.1	-
Yes, I will decrease my smoking consumption	222	49	7	5	5	4	1039	104	87	1039	-
	42.4	33.1	25.1	22.8	22.8	26.7	51.5	37.3	44.6	51.5	-
Yes, I will totally quit smoking	74	18	2	1	1	-	310	30	61	310	-
	14.1	12.2	7.1	4.5	4.5	-	15.4	10.8	31.3	15.4	-
No, my smoking consumption will stay about the same	117	34	5	4	4	2	504	55	24	504	-
	22.3	23.0	17.9	18.2	18.2	13.4	25.0	19.7	12.3	25.0	-
Total	524	148	28	22	22	15	2017	279	195	2017	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 108

q85) If you were to quit smoking (or quit again), which (if any) of the following products do you think you would use on an ongoing basis instead of cigarettes or rolling tobacco? (i.e. you would use these even after quitting smoking)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	2016	279	195	2016	-
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	2017	279	195	2017	-
Eff Base	524	148	28	22	22	15	2016	279	195	2016	-
Snus	98	48	8	8	8	4	130	68	20	130	-
	18.7	32.4	28.5	36.3	36.3	26.7	6.4	24.4	10.3	6.4	-
Moist snuff	88	31	6	4	4	3	122	68	19	122	-
	16.8	20.9	21.4	18.1	18.1	19.9	6.1	24.4	9.7	6.1	-
Loose leaf chewing tobacco	63	23	7	6	6	6	86	50	15	86	-
	12.0	15.5	25.0	27.2	27.2	39.9	4.3	17.9	7.7	4.3	-
Other tobacco products	66	29	6	5	5	2	107	46	13	107	-
	12.6	19.6	21.4	22.7	22.7	13.3	5.3	16.5	6.7	5.3	-
NRT (Net)	244	70	15	12	12	8	803	139	109	803	-
	46.6	47.3	53.6	54.5	54.5	53.3	39.8	49.8	55.9	39.8	-
Nicotine patches	138	43	7	5	5	3	402	82	60	402	-
	26.3	29.1	25.0	22.7	22.7	20.0	19.9	29.4	30.8	19.9	-
Nicotine chewing gum	150	41	11	10	10	8	457	90	69	457	-
	28.6	27.7	39.3	45.4	45.4	53.3	22.7	32.3	35.4	22.7	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	40	10	1	1	1	1	206	18	27	206	-
	7.6	6.8	3.6	4.5	4.5	6.7	10.2	6.5	13.9	10.2	-
E-cigarette	20	2	-	-	-	-	119	3	11	119	-
	3.8	1.3	-	-	-	-	5.9	1.1	5.6	5.9	-
Other aids/substitutes than above	5	1	-	-	-	-	30	1	4	30	-
	1.0	0.7	-	-	-	-	1.5	0.4	2.1	1.5	-
None of the above	146	33	6	5	5	3	912	55	54	912	-
	27.9	22.3	21.4	22.8	22.8	20.0	45.2	19.7	27.7	45.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 109

q86) Which brands of cigarettes do you CURRENTLY purchase on a regular basis?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
Benson & Hedges	58	25	8	7	7	4	91	48	17	91	-
	8.7	12.5	18.2	19.4	20.6	16.7	3.5	13.1	7.9	3.5	-
Camel	199	67	18	15	13	8	476	111	48	476	-
	29.9	33.5	40.9	41.7	38.2	33.3	18.1	30.2	22.4	18.1	-
Canoe (RYO)	30	21	5	4	4	3	37	29	10	37	-
	4.5	10.5	11.3	11.1	11.8	12.5	1.4	7.9	4.7	1.4	-
Capri	59	28	8	7	7	6	73	45	15	73	-
	8.9	14.0	18.1	19.4	20.5	24.9	2.8	12.3	7.0	2.8	-
Carlton	51	22	7	5	5	4	59	41	13	59	-
	7.7	11.0	15.9	13.9	14.7	16.6	2.2	11.2	6.1	2.2	-
Chesterfield	27	13	2	2	2	2	32	24	9	32	-
	4.1	6.5	4.5	5.6	5.9	8.3	1.2	6.5	4.2	1.2	-
Davidoff	35	11	4	4	4	3	40	31	8	40	-
	5.3	5.5	9.1	11.1	11.7	12.5	1.5	8.4	3.7	1.5	-
Doral	43	18	7	6	6	4	67	38	15	67	-
	6.5	9.0	15.9	16.6	17.6	16.6	2.5	10.4	7.0	2.5	-
Drum (RYO)	20	12	3	3	3	3	25	19	4	25	-
	3.0	6.0	6.8	8.3	8.8	12.5	0.9	5.2	1.9	0.9	-
Kent	39	10	3	3	3	1	46	27	8	46	-
	5.9	5.0	6.8	8.3	8.8	4.2	1.7	7.4	3.7	1.7	-
Kool	54	17	7	6	6	3	125	40	21	125	-
	8.1	8.5	15.9	16.6	17.6	12.5	4.7	10.9	9.8	4.7	-
Lucky Strike	51	20	4	4	3	3	88	34	9	88	-
	7.7	10.0	9.1	11.1	8.8	12.5	3.3	9.3	4.2	3.3	-
Marlboro	328	100	24	19	18	13	1141	190	92	1141	-
	49.3	50.0	54.6	52.8	53.0	54.2	43.3	51.8	43.0	43.3	-
Maverick	43	19	9	9	9	8	104	35	8	104	-
	6.5	9.5	20.4	25.0	26.4	33.3	3.9	9.5	3.7	3.9	-
Merit	14	6	4	4	4	3	20	13	3	20	-
	2.1	3.0	9.1	11.1	11.7	12.5	0.8	3.5	1.4	0.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 109

q86) Which brands of cigarettes do you CURRENTLY purchase on a regular basis?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Monarch	15	9	6	5	5	4	22	15	4	22	-
	2.3	4.5	13.6	13.9	14.7	16.6	0.8	4.1	1.9	0.8	-
Natural American Spirit	36	12	1	1	1	1	101	23	14	101	-
	5.4	6.0	2.3	2.8	2.9	4.2	3.8	6.3	6.5	3.8	-
Newport	69	23	9	8	8	6	334	42	13	334	-
	10.4	11.5	20.5	22.2	23.5	25.0	12.7	11.4	6.1	12.7	-
Pall Mall	59	10	2	2	2	1	305	22	27	305	-
	8.9	5.0	4.6	5.6	5.9	4.2	11.6	6.0	12.6	11.6	-
Parliament	19	9	4	4	4	3	42	16	2	42	-
	2.9	4.5	9.1	11.1	11.8	12.5	1.6	4.4	0.9	1.6	-
Salem	13	5	1	1	1	1	49	8	6	49	-
	2.0	2.5	2.3	2.8	2.9	4.2	1.9	2.2	2.8	1.9	-
Vantage	8	4	2	2	2	1	11	7	3	11	-
	1.2	2.0	4.6	5.6	5.9	4.2	0.4	1.9	1.4	0.4	-
Virginia Slims	20	8	3	3	3	1	62	12	7	62	-
	3.0	4.0	6.8	8.3	8.8	4.2	2.4	3.3	3.3	2.4	-
Winston	30	11	2	2	2	1	87	19	6	87	-
	4.5	5.5	4.5	5.5	5.9	4.2	3.3	5.2	2.8	3.3	-
L&M	2	-	-	-	-	-	32	-	2	32	-
	0.3	-	-	-	-	-	1.2	-	0.9	1.2	-
Misty	2	-	-	-	-	-	25	-	-	25	-
	0.3	-	-	-	-	-	0.9	-	-	0.9	-
Pyramid	3	-	-	-	-	-	37	-	1	37	-
	0.5	-	-	-	-	-	1.4	-	0.5	1.4	-
Roll my own	3	-	-	-	-	-	42	1	2	42	-
	0.5	-	-	-	-	-	1.6	0.3	0.9	1.6	-
305s	5	-	-	-	-	-	24	-	-	24	-
	0.8	-	-	-	-	-	0.9	-	-	0.9	-
Montclair	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Senca	2	-	-	-	-	-	16	-	-	16	-
	0.3	-	-	-	-	-	0.6	-	-	0.6	-
Timeless Time	1	-	-	-	-	-	6	-	-	6	-
	0.1	-	-	-	-	-	0.2	-	-	0.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 109

q86) Which brands of cigarettes do you CURRENTLY purchase on a regular basis?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
USA Gold	1	1	-	-	-	-	15	1	-	15	-
	0.2	0.5	-	-	-	-	0.6	0.3	-	0.6	-
Other	12	2	1	-	-	-	143	3	3	143	-
	1.8	1.0	2.3	-	-	-	5.4	0.8	1.4	5.4	-
Don't know/no answer	5	1	-	-	-	-	18	1	3	18	-
	0.8	0.5	-	-	-	-	0.7	0.3	1.4	0.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 110

q87) Which flavor of cigarettes do you typically smoke?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
Regular	431	126	23	18	17	12	1617	240	127	1617	-
	64.8	63.0	52.3	50.0	50.0	50.0	61.3	65.4	59.4	61.3	-
Menthol	219	70	21	18	17	12	958	118	83	958	-
	32.9	35.0	47.7	50.0	50.0	50.0	36.3	32.1	38.8	36.3	-
Light/ultra light	2	-	-	-	-	-	27	2	1	27	-
	0.3	-	-	-	-	-	1.0	0.5	0.5	1.0	-
Other	4	1	-	-	-	-	21	2	-	21	-
	0.6	0.5	-	-	-	-	0.8	0.5	-	0.8	-
Don't know	9	3	-	-	-	-	13	5	3	13	-
	1.4	1.5	-	-	-	-	0.5	1.4	1.4	0.5	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 111

q88) Which type of cigarette do you typically use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
Regular size	348	109	23	19	18	9	1186	199	113	1186	-
	52.3	54.5	52.3	52.8	53.0	37.5	45.0	54.2	52.8	45.0	-
Long size/100's	174	40	10	7	7	7	1103	73	65	1103	-
	26.2	20.0	22.7	19.4	20.6	29.2	41.9	19.9	30.4	41.9	-
Rolling Cigs (Net)	138	50	11	10	9	8	323	93	34	323	-
	20.7	25.0	25.0	27.8	26.4	33.3	12.3	25.3	15.9	12.3	-
Rolling cigarettes with filter	95	32	6	6	6	5	246	61	27	246	-
	14.3	16.0	13.6	16.6	17.6	20.8	9.3	16.6	12.6	9.3	-
Unfiltered or Rolling unfiltered cigarettes	43	18	5	4	3	3	77	32	7	77	-
	6.5	9.0	11.4	11.1	8.8	12.5	2.9	8.7	3.3	2.9	-
Other	4	-	-	-	-	-	19	1	1	19	-
	0.6	-	-	-	-	-	0.7	0.3	0.5	0.7	-
Don't know/no answer	1	1	-	-	-	-	4	1	1	4	-
	0.2	0.5	-	-	-	-	0.2	0.3	0.5	0.2	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 112

q89) And, on average, about how much do you spend on cigarettes per week for personal use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	2635	367	214	2635	-
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	2636	367	214	2636	-
Eff Base	665	200	44	36	34	24	2635	367	214	2635	-
1-9	63	19	2	2	2	-	361	42	29	361	-
	9.5	9.5	4.5	5.5	5.9	-	13.7	11.4	13.6	13.7	-
10-19	106	30	7	7	7	6	510	49	38	510	-
	15.9	15.0	15.9	19.4	20.6	25.0	19.3	13.3	17.7	19.3	-
20-29	121	45	12	6	6	5	452	74	37	452	-
	18.2	22.5	27.3	16.7	17.7	20.8	17.2	20.2	17.3	17.2	-
30-39	84	22	2	2	2	1	370	37	23	370	-
	12.6	11.0	4.5	5.6	5.9	4.2	14.0	10.1	10.7	14.0	-
40-49	67	12	4	3	2	2	297	27	27	297	-
	10.1	6.0	9.1	8.4	5.9	8.4	11.3	7.4	12.6	11.3	-
50-59	84	27	7	6	5	2	287	50	26	287	-
	12.6	13.5	15.9	16.7	14.7	8.3	10.9	13.6	12.2	10.9	-
60+	140	45	10	10	10	8	358	88	34	358	-
	21.0	22.5	22.7	27.8	29.4	33.3	13.6	24.0	15.9	13.6	-
Total	665	200	44	36	34	24	2636	367	214	2636	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	38.16	38.45	40.80	43.71	43.63	45.68	32.73	39.95	34.26	32.73	-
Std. Dev.	26.64	27.51	27.74	29.55	30.41	31.59	24.08	28.97	24.50	24.08	-
Std. Err.	1.03	1.95	4.18	4.92	5.21	6.45	0.47	1.51	1.68	0.47	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 113

q92) You indicated that you have formerly used cigarettes and/or rolling cigarettes. The following questions in this section will ask you about your past cigarette/rolling cigarette usage. To quit means not smoking cigarettes for at least three months, except for temporary slip of a day or two. How many times have you quit smoking cigarettes?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Former Cigarette/ Rolling Tobacco (Unwtd)	272	30	5	4	3	3	220	89	41	264	2441
Base - Former Cigarette/ Rolling Tobacco (Wgtd)	272	30	5	4	3	3	220	89	41	264	2441
Eff Base	272	30	5	4	3	3	220	89	41	264	2441
0	21	3	1	-	-	-	29	12	3	33	131
	7.7	10.0	20.2	-	-	-	13.2	13.5	7.3	12.5	5.4
1	91	6	-	-	-	-	66	30	10	87	1136
	33.5	20.0	-	-	-	-	30.0	33.7	24.4	33.0	46.5
2	53	7	2	2	2	2	47	16	6	59	468
	19.5	23.3	40.0	50.0	66.7	66.7	21.3	18.0	14.6	22.3	19.2
3	39	5	1	1	-	-	31	8	10	31	307
	14.3	16.6	19.9	25.0	-	-	14.1	9.0	24.4	11.7	12.6
4	26	3	1	1	1	1	16	6	3	18	130
	9.6	10.0	19.9	25.0	33.3	33.3	7.3	6.7	7.3	6.8	5.3
5	20	3	-	-	-	-	13	9	3	16	100
	7.3	10.0	-	-	-	-	5.9	10.1	7.3	6.1	4.1
6+ (Net)	22	3	-	-	-	-	18	8	6	20	169
	8.1	10.0	-	-	-	-	8.2	9.0	14.7	7.6	6.9
6	3	-	-	-	-	-	2	1	1	2	44
	1.1	-	-	-	-	-	0.9	1.1	2.5	0.8	1.8
7	4	1	-	-	-	-	2	1	2	2	8
	1.5	3.4	-	-	-	-	0.9	1.1	4.9	0.8	0.3
8	2	-	-	-	-	-	-	-	-	-	16
	0.7	-	-	-	-	-	-	-	-	-	0.7
9	-	-	-	-	-	-	1	-	-	1	1
	-	-	-	-	-	-	0.5	-	-	0.4	*
10	7	-	-	-	-	-	3	-	2	3	58
	2.6	-	-	-	-	-	1.4	-	4.9	1.1	2.4
11-20	3	2	-	-	-	-	6	5	1	8	27
	1.1	6.7	-	-	-	-	2.7	5.6	2.4	3.0	1.1
21-30	1	-	-	-	-	-	2	-	-	2	6
	0.4	-	-	-	-	-	0.9	-	-	0.8	0.2

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 113

q92) You indicated that you have formerly used cigarettes and/or rolling cigarettes. The following questions in this section will ask you about your past cigarette/rolling cigarette usage. To quit means not smoking cigarettes for at least three months, except for temporary slip of a day or two. How many times have you quit smoking cigarettes?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Former Cigarette/ Rolling Tobacco (Wgtd)	272	30	5	4	3	3	220	89	41	264	2441
31-40	1	-	-	-	-	-	-	-	-	-	1
	0.4	-	-	-	-	-	-	-	-	-	*
41-50	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*
61-70	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*
71-80	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.5	1.1	-	0.4	-
91-100	-	-	-	-	-	-	1	-	-	1	5
	-	-	-	-	-	-	0.5	-	-	0.4	0.2
111-120	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*
Total	272	30	5	4	3	3	220	89	41	264	2441
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	3.07	3.20	2.19	2.75	2.67	2.67	3.47	3.56	3.27	3.27	2.62
Std. Dev.	5.78	3.29	1.49	0.96	1.15	1.15	8.97	8.64	3.04	8.31	5.95
Std. Err.	0.35	0.60	0.66	0.48	0.67	0.67	0.60	0.92	0.47	0.51	0.12

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 114

q94) How old were you the first and last time you quit smoking cigarettes? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	191	77	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
Eff Base	251	27	4	4	3	3	191	77	38	231	2310
Less than 18 years	52	4	-	-	-	-	32	8	6	37	529
	20.7	14.8	-	-	-	-	16.7	10.4	15.8	16.0	22.9
18 - 24 Years (Net)	108	10	2	2	1	1	85	44	12	106	755
	43.0	37.0	50.0	50.0	33.4	33.4	44.5	57.1	31.6	45.9	32.7
18 years	31	2	-	-	-	-	24	12	1	29	177
	12.4	7.4	-	-	-	-	12.6	15.6	2.6	12.6	7.7
19 years	14	1	-	-	-	-	17	5	2	17	118
	5.6	3.7	-	-	-	-	8.9	6.5	5.3	7.4	5.1
20 years	17	3	1	1	-	-	16	8	-	20	133
	6.8	11.1	25.0	25.0	-	-	8.4	10.4	-	8.6	5.8
21 years	16	2	1	1	1	1	11	7	4	15	115
	6.4	7.4	25.0	25.0	33.4	33.4	5.8	9.1	10.5	6.5	5.0
22 years	12	1	-	-	-	-	5	7	-	10	87
	4.8	3.7	-	-	-	-	2.6	9.1	-	4.3	3.8
23 years	11	-	-	-	-	-	7	3	3	8	64
	4.4	-	-	-	-	-	3.7	3.9	7.9	3.5	2.8
24 years	7	1	-	-	-	-	5	2	2	7	61
	2.8	3.7	-	-	-	-	2.6	2.6	5.3	3.0	2.6
25 - 34 Years (Net)	53	9	1	1	1	1	45	19	11	54	490
	21.1	33.3	25.0	25.0	33.4	33.4	23.6	24.7	29.0	23.4	21.2
25 years	10	1	-	-	-	-	10	3	2	11	108
	4.0	3.7	-	-	-	-	5.2	3.9	5.3	4.8	4.7
26 years	3	-	-	-	-	-	4	1	-	5	50
	1.2	-	-	-	-	-	2.1	1.3	-	2.2	2.2
27 years	6	-	-	-	-	-	2	3	-	4	52
	2.4	-	-	-	-	-	1.0	3.9	-	1.7	2.3
28 years	8	3	1	1	1	1	5	3	1	7	49
	3.2	11.1	25.0	25.0	33.4	33.4	2.6	3.9	2.6	3.0	2.1

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 114

q94) How old were you the first and last time you quit smoking cigarettes? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
29 years	1	-	-	-	-	-	-	-	1	-	31
	0.4	-	-	-	-	-	-	-	2.6	-	1.3
30 years	12	5	-	-	-	-	9	6	5	10	95
	4.8	18.5	-	-	-	-	4.7	7.8	13.2	4.3	4.1
31 years	5	-	-	-	-	-	2	2	1	3	24
	2.0	-	-	-	-	-	1.0	2.6	2.6	1.3	1.0
32 years	5	-	-	-	-	-	7	1	1	8	31
	2.0	-	-	-	-	-	3.7	1.3	2.6	3.5	1.3
33 years	-	-	-	-	-	-	2	-	-	2	29
	-	-	-	-	-	-	1.0	-	-	0.9	1.3
34 years	3	-	-	-	-	-	4	-	-	4	21
	1.2	-	-	-	-	-	2.1	-	-	1.7	0.9
35 - 49 Years (Net)	26	3	-	-	-	-	14	4	7	17	342
	10.4	11.1	-	-	-	-	7.3	5.2	18.4	7.4	14.8
35 years	3	1	-	-	-	-	3	1	3	3	57
	1.2	3.7	-	-	-	-	1.6	1.3	7.9	1.3	2.5
36 years	4	-	-	-	-	-	-	-	-	-	25
	1.6	-	-	-	-	-	-	-	-	-	1.1
37 years	3	-	-	-	-	-	-	-	1	-	23
	1.2	-	-	-	-	-	-	-	2.6	-	1.0
38 years	5	-	-	-	-	-	-	-	1	-	24
	2.0	-	-	-	-	-	-	-	2.6	-	1.0
39 years	-	-	-	-	-	-	-	-	-	-	15
	-	-	-	-	-	-	-	-	-	-	0.6
40 years	2	-	-	-	-	-	7	-	2	7	60
	0.8	-	-	-	-	-	3.7	-	5.2	3.0	2.6
41 years	-	-	-	-	-	-	1	-	-	1	16
	-	-	-	-	-	-	0.5	-	-	0.4	0.7
42 years	2	1	-	-	-	-	-	1	-	1	20
	0.8	3.7	-	-	-	-	-	1.3	-	0.4	0.9
43 years	-	-	-	-	-	-	1	-	-	1	15
	-	-	-	-	-	-	0.5	-	-	0.4	0.6

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 114

q94) How old were you the first and last time you quit smoking cigarettes? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
44 years	3	1	-	-	-	-	-	1	-	1	16
	1.2	3.7	-	-	-	-	-	1.3	-	0.4	0.7
45 years	1	-	-	-	-	-	1	1	-	2	27
	0.4	-	-	-	-	-	0.5	1.3	-	0.9	1.2
46 years	1	-	-	-	-	-	-	-	-	-	14
	0.4	-	-	-	-	-	-	-	-	-	0.6
47 years	1	-	-	-	-	-	-	-	-	-	12
	0.4	-	-	-	-	-	-	-	-	-	0.5
48 years	1	-	-	-	-	-	1	-	-	1	11
	0.4	-	-	-	-	-	0.5	-	-	0.4	0.5
49 years	-	-	-	-	-	-	-	-	-	-	7
	-	-	-	-	-	-	-	-	-	-	0.3
50+ Years (Net)	12	1	1	1	1	1	15	2	2	17	194
	4.8	3.7	25.0	25.0	33.3	33.3	7.9	2.6	5.3	7.4	8.4
50 years	-	-	-	-	-	-	4	1	-	5	57
	-	-	-	-	-	-	2.1	1.3	-	2.2	2.5
51 years	1	-	-	-	-	-	1	-	1	1	5
	0.4	-	-	-	-	-	0.5	-	2.6	0.4	0.2
52 years	-	-	-	-	-	-	1	-	-	1	10
	-	-	-	-	-	-	0.5	-	-	0.4	0.4
53 years	2	-	-	-	-	-	1	-	-	1	8
	0.8	-	-	-	-	-	0.5	-	-	0.4	0.3
54 years	-	-	-	-	-	-	-	-	-	-	11
	-	-	-	-	-	-	-	-	-	-	0.5
55 years	2	-	-	-	-	-	1	-	-	1	17
	0.8	-	-	-	-	-	0.5	-	-	0.4	0.7
56 years	-	-	-	-	-	-	-	-	-	-	4
	-	-	-	-	-	-	-	-	-	-	0.2
57 years	2	1	1	1	1	1	-	1	-	1	4
	0.8	3.7	25.0	25.0	33.3	33.3	-	1.3	-	0.4	0.2
58 years	1	-	-	-	-	-	1	-	1	1	12
	0.4	-	-	-	-	-	0.5	-	2.6	0.4	0.5

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 114

q94) How old were you the first and last time you quit smoking cigarettes? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
59 years	1	-	-	-	-	-	1	-	-	1	11
	0.4	-	-	-	-	-	0.5	-	-	0.4	0.5
60+ years	3	-	-	-	-	-	5	-	-	5	55
	1.2	-	-	-	-	-	2.6	-	-	2.2	2.4
Total	251	27	4	4	3	3	191	77	38	231	2310
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	24.91	26.07	31.49	31.49	35.32	35.32	25.73	23.77	27.42	25.64	26.97
Std. Dev.	10.32	9.74	17.37	17.37	19.09	19.09	11.27	7.95	9.76	11.00	12.03
Std. Err.	0.65	1.88	8.68	8.68	11.02	11.02	0.82	0.91	1.58	0.72	0.25

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 115

q95) How old were you the first and last time you quit smoking cigarettes? - Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	191	77	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
Eff Base	251	27	4	4	3	3	191	77	38	231	2310
Less than 18 years	20	2	-	-	-	-	12	3	1	14	285
	8.0	7.4	-	-	-	-	6.3	3.9	2.6	6.1	12.3
18 - 24 Years (Net)	67	4	1	1	1	1	52	31	6	69	441
	26.7	14.8	25.0	25.0	33.4	33.4	27.2	40.3	15.7	29.9	19.1
18 years	15	1	-	-	-	-	10	7	2	15	100
	6.0	3.7	-	-	-	-	5.2	9.1	5.2	6.5	4.3
19 years	5	-	-	-	-	-	8	3	-	8	68
	2.0	-	-	-	-	-	4.2	3.9	-	3.5	2.9
20 years	10	1	-	-	-	-	12	4	-	14	64
	4.0	3.7	-	-	-	-	6.3	5.2	-	6.1	2.8
21 years	8	1	-	-	-	-	11	5	3	13	59
	3.2	3.7	-	-	-	-	5.7	6.5	7.9	5.6	2.6
22 years	13	-	-	-	-	-	2	5	-	7	63
	5.2	-	-	-	-	-	1.1	6.5	-	3.0	2.7
23 years	10	-	-	-	-	-	4	4	1	5	49
	4.0	-	-	-	-	-	2.1	5.2	2.6	2.2	2.1
24 years	6	1	1	1	1	1	5	3	-	7	38
	2.4	3.7	25.0	25.0	33.4	33.4	2.6	3.9	-	3.0	1.6
25 - 34 Years (Net)	85	12	1	1	1	1	59	29	11	71	471
	33.9	44.4	25.0	25.0	33.4	33.4	30.9	37.6	28.9	30.7	20.4
25 years	18	2	-	-	-	-	10	7	2	15	81
	7.2	7.4	-	-	-	-	5.2	9.1	5.3	6.5	3.5
26 years	5	-	-	-	-	-	4	2	1	6	42
	2.0	-	-	-	-	-	2.1	2.6	2.6	2.6	1.8
27 years	7	1	-	-	-	-	4	3	-	5	43
	2.8	3.7	-	-	-	-	2.1	3.9	-	2.2	1.9
28 years	9	1	1	1	1	1	6	3	2	8	44
	3.6	3.7	25.0	25.0	33.4	33.4	3.1	3.9	5.3	3.5	1.9

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
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q95) How old were you the first and last time you quit smoking cigarettes? - Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
29 years	7	1	-	-	-	-	6	2	1	5	35
	2.8	3.7	-	-	-	-	3.1	2.6	2.6	2.2	1.5
30 years	13	3	-	-	-	-	7	4	1	8	74
	5.2	11.1	-	-	-	-	3.7	5.2	2.6	3.5	3.2
31 years	7	-	-	-	-	-	5	2	-	4	36
	2.8	-	-	-	-	-	2.6	2.6	-	1.7	1.6
32 years	9	2	-	-	-	-	8	3	3	9	47
	3.6	7.4	-	-	-	-	4.2	3.9	7.9	3.9	2.0
33 years	6	1	-	-	-	-	4	2	-	5	34
	2.4	3.7	-	-	-	-	2.1	2.6	-	2.2	1.5
34 years	4	1	-	-	-	-	5	1	1	6	35
	1.6	3.7	-	-	-	-	2.6	1.3	2.6	2.6	1.5
35 - 49 Years (Net)	44	6	1	1	-	-	30	9	8	35	562
	17.5	22.2	25.0	25.0	-	-	15.7	11.7	21.1	15.2	24.3
35 years	7	1	-	-	-	-	8	2	1	7	71
	2.8	3.7	-	-	-	-	4.2	2.6	2.6	3.0	3.1
36 years	5	1	-	-	-	-	2	1	1	2	36
	2.0	3.7	-	-	-	-	1.1	1.3	2.7	0.9	1.6
37 years	4	-	-	-	-	-	-	1	-	1	31
	1.6	-	-	-	-	-	-	1.3	-	0.4	1.3
38 years	5	-	-	-	-	-	4	-	2	4	42
	2.0	-	-	-	-	-	2.1	-	5.3	1.7	1.8
39 years	1	-	-	-	-	-	1	-	-	1	34
	0.4	-	-	-	-	-	0.5	-	-	0.4	1.5
40 years	3	-	-	-	-	-	2	-	1	2	72
	1.2	-	-	-	-	-	1.1	-	2.6	0.9	3.1
41 years	-	-	-	-	-	-	1	-	1	1	23
	-	-	-	-	-	-	0.5	-	2.6	0.4	1.0
42 years	3	1	-	-	-	-	3	1	1	4	37
	1.2	3.7	-	-	-	-	1.6	1.3	2.6	1.7	1.6
43 years	3	1	1	1	-	-	3	1	-	4	34
	1.2	3.7	25.0	25.0	-	-	1.6	1.3	-	1.7	1.5

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 115

q95) How old were you the first and last time you quit smoking cigarettes? - Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
44 years	4	2	-	-	-	-	-	2	-	2	24
	1.6	7.4	-	-	-	-	-	2.6	-	0.9	1.0
45 years	2	-	-	-	-	-	1	1	-	2	53
	0.8	-	-	-	-	-	0.5	1.3	-	0.9	2.3
46 years	3	-	-	-	-	-	2	-	1	2	31
	1.2	-	-	-	-	-	1.0	-	2.6	0.9	1.3
47 years	-	-	-	-	-	-	1	-	-	1	24
	-	-	-	-	-	-	0.5	-	-	0.4	1.0
48 years	2	-	-	-	-	-	1	-	-	1	25
	0.8	-	-	-	-	-	0.5	-	-	0.4	1.1
49 years	2	-	-	-	-	-	1	-	-	1	25
	0.8	-	-	-	-	-	0.5	-	-	0.4	1.1
50+ Years (Net)	35	3	1	1	1	1	38	5	12	42	550
	13.9	11.1	25.0	25.0	33.3	33.3	19.9	6.5	31.6	18.2	23.8
50 years	2	-	-	-	-	-	5	1	-	6	77
	0.8	-	-	-	-	-	2.6	1.3	-	2.6	3.3
51 years	3	-	-	-	-	-	2	-	2	2	26
	1.2	-	-	-	-	-	1.0	-	5.3	0.9	1.1
52 years	-	-	-	-	-	-	3	-	-	3	30
	-	-	-	-	-	-	1.6	-	-	1.3	1.3
53 years	3	-	-	-	-	-	1	-	-	1	32
	1.2	-	-	-	-	-	0.5	-	-	0.4	1.4
54 years	3	-	-	-	-	-	3	1	-	4	28
	1.2	-	-	-	-	-	1.6	1.3	-	1.7	1.2
55 years	4	-	-	-	-	-	2	-	1	2	54
	1.6	-	-	-	-	-	1.0	-	2.6	0.9	2.3
56 years	3	-	-	-	-	-	1	-	-	1	27
	1.2	-	-	-	-	-	0.5	-	-	0.4	1.2
57 years	2	1	-	-	-	-	2	1	2	2	27
	0.8	3.7	-	-	-	-	1.0	1.3	5.3	0.9	1.2
58 years	2	-	-	-	-	-	1	-	1	1	27
	0.8	-	-	-	-	-	0.5	-	2.6	0.4	1.2

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 115

q95) How old were you the first and last time you quit smoking cigarettes? - Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
59 years	4	-	-	-	-	-	2	-	-	2	40
	1.6	-	-	-	-	-	1.0	-	-	0.9	1.7
60+ years	9	2	1	1	1	1	16	2	6	18	183
	3.6	7.4	25.0	25.0	33.3	33.3	8.4	2.6	15.8	7.8	7.9
Total	251	27	4	4	3	3	191	77	38	231	2310
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	31.58	33.15	39.24	39.24	37.98	37.98	33.24	28.11	38.85	32.52	35.33
Std. Dev.	12.83	12.60	17.23	17.23	20.88	20.88	14.19	10.41	15.25	13.97	15.00
Std. Err.	0.81	2.42	8.62	8.62	12.06	12.06	1.03	1.19	2.47	0.92	0.31

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 116

q96) Approximately how long did you smoke cigarettes or rolling tobacco before quitting? If you had smoked for several periods, and quit in between, we ask you to please state the total time you had smoked. For example if you smoked for 5 years, quit for 1 year, smoked for 2 more years and then quit - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	191	77	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
Eff Base	251	27	4	4	3	3	191	77	38	231	2310
<1 Year - 9 Years (Net)	147	19	2	2	2	2	120	60	21	146	997
	58.5	70.4	50.0	50.0	66.7	66.7	62.8	77.9	55.2	63.2	43.2
Less than 1 year	39	1	-	-	-	-	36	19	1	49	406
	15.5	3.7	-	-	-	-	18.9	24.7	2.6	21.2	17.6
1 year	17	2	-	-	-	-	16	5	2	16	69
	6.8	7.4	-	-	-	-	8.4	6.5	5.3	6.9	3.0
2 years	17	2	-	-	-	-	15	6	4	14	80
	6.8	7.4	-	-	-	-	7.9	7.8	10.5	6.1	3.5
3 years	20	3	-	-	-	-	12	7	4	17	92
	8.0	11.1	-	-	-	-	6.3	9.1	10.5	7.4	4.0
4 years	9	1	-	-	-	-	11	2	2	11	58
	3.6	3.7	-	-	-	-	5.8	2.6	5.3	4.8	2.5
5 years	11	1	-	-	-	-	6	3	1	7	94
	4.4	3.7	-	-	-	-	3.1	3.9	2.6	3.0	4.1
6 years	8	2	-	-	-	-	6	6	2	8	50
	3.2	7.4	-	-	-	-	3.1	7.8	5.3	3.5	2.2
7 years	14	5	1	1	1	1	9	6	2	12	60
	5.6	18.5	25.0	25.0	33.4	33.4	4.7	7.8	5.3	5.2	2.6
8 years	7	1	1	1	1	1	5	3	-	7	47
	2.8	3.7	25.0	25.0	33.4	33.4	2.6	3.9	-	3.0	2.0
9 years	5	1	-	-	-	-	4	3	3	5	41
	2.0	3.7	-	-	-	-	2.1	3.9	7.9	2.2	1.8
10 - 19 Years (Net)	43	3	-	-	-	-	29	9	4	35	447
	17.2	11.1	-	-	-	-	15.2	11.7	10.6	15.2	19.4
10 years	11	1	-	-	-	-	6	3	-	8	115
	4.4	3.7	-	-	-	-	3.1	3.9	-	3.5	5.0
11 years	6	-	-	-	-	-	-	-	1	-	34
	2.4	-	-	-	-	-	-	-	2.6	-	1.5

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 116

q96) Approximately how long did you smoke cigarettes or rolling tobacco before quitting? If you had smoked for several periods, and quit in between, we ask you to please state the total time you had smoked. For example if you smoked for 5 years, quit for 1 year, smoked for 2 more years and then quit - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
12 years	3	-	-	-	-	-	4	-	1	4	52
	1.2	-	-	-	-	-	2.1	-	2.7	1.7	2.3
13 years	2	-	-	-	-	-	1	1	-	1	23
	0.8	-	-	-	-	-	0.5	1.3	-	0.4	1.0
14 years	1	-	-	-	-	-	3	-	-	3	23
	0.4	-	-	-	-	-	1.6	-	-	1.3	1.0
15 years	11	2	-	-	-	-	5	4	2	9	81
	4.4	7.4	-	-	-	-	2.6	5.2	5.3	3.9	3.5
16 years	1	-	-	-	-	-	1	-	-	1	28
	0.4	-	-	-	-	-	0.5	-	-	0.4	1.2
17 years	4	-	-	-	-	-	1	-	-	1	27
	1.6	-	-	-	-	-	0.5	-	-	0.4	1.2
18 years	1	-	-	-	-	-	4	-	-	4	41
	0.4	-	-	-	-	-	2.1	-	-	1.7	1.8
19 years	3	-	-	-	-	-	4	1	-	4	23
	1.2	-	-	-	-	-	2.1	1.3	-	1.7	1.0
20 - 39 Years (Net)	44	3	1	1	-	-	27	6	6	33	630
	17.5	11.1	25.0	25.0	-	-	14.1	7.8	15.8	14.3	27.3
20 years	7	1	1	1	-	-	2	2	-	4	99
	2.8	3.7	25.0	25.0	-	-	1.1	2.6	-	1.7	4.3
21 years	4	-	-	-	-	-	1	-	-	1	25
	1.6	-	-	-	-	-	0.5	-	-	0.4	1.1
22 years	2	-	-	-	-	-	1	-	-	1	31
	0.8	-	-	-	-	-	0.5	-	-	0.4	1.3
23 years	1	-	-	-	-	-	3	-	1	3	16
	0.4	-	-	-	-	-	1.6	-	2.6	1.3	0.7
24 years	2	-	-	-	-	-	3	-	1	3	28
	0.8	-	-	-	-	-	1.6	-	2.6	1.3	1.2
25 years	3	-	-	-	-	-	5	-	-	5	68
	1.2	-	-	-	-	-	2.6	-	-	2.2	2.9
26 years	2	-	-	-	-	-	1	-	1	1	19
	0.8	-	-	-	-	-	0.5	-	2.6	0.4	0.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 116

q96) Approximately how long did you smoke cigarettes or rolling tobacco before quitting? If you had smoked for several periods, and quit in between, we ask you to please state the total time you had smoked. For example if you smoked for 5 years, quit for 1 year, smoked for 2 more years and then quit - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
27 years	-	-	-	-	-	-	1	-	-	1	13
	-	-	-	-	-	-	0.5	-	-	0.4	0.6
28 years	2	1	-	-	-	-	-	1	-	1	23
	0.8	3.7	-	-	-	-	-	1.3	-	0.4	1.0
29 years	1	-	-	-	-	-	-	-	-	-	20
	0.4	-	-	-	-	-	-	-	-	-	0.9
30 years	6	-	-	-	-	-	4	-	2	4	97
	2.4	-	-	-	-	-	2.1	-	5.3	1.7	4.2
31 years	3	-	-	-	-	-	-	-	-	-	17
	1.2	-	-	-	-	-	-	-	-	-	0.7
32 years	1	-	-	-	-	-	-	1	-	1	20
	0.4	-	-	-	-	-	-	1.3	-	0.4	0.9
33 years	1	-	-	-	-	-	1	-	-	1	19
	0.4	-	-	-	-	-	0.5	-	-	0.4	0.8
34 years	1	1	-	-	-	-	-	1	-	1	13
	0.4	3.7	-	-	-	-	-	1.3	-	0.4	0.6
35 years	5	-	-	-	-	-	3	1	-	4	43
	2.0	-	-	-	-	-	1.6	1.3	-	1.7	1.9
36 years	1	-	-	-	-	-	2	-	-	2	20
	0.4	-	-	-	-	-	1.1	-	-	0.9	0.9
37 years	-	-	-	-	-	-	-	-	1	-	23
	-	-	-	-	-	-	-	-	2.6	-	1.0
38 years	2	-	-	-	-	-	-	-	-	-	24
	0.8	-	-	-	-	-	-	-	-	-	1.0
39 years	-	-	-	-	-	-	-	-	-	-	12
	-	-	-	-	-	-	-	-	-	-	0.5
40+ Years (Net)	17	2	1	1	1	1	15	2	7	17	236
	6.8	7.4	25.0	25.0	33.3	33.3	7.8	2.6	18.4	7.4	10.2
40 years	8	-	-	-	-	-	1	-	-	1	73
	3.2	-	-	-	-	-	0.5	-	-	0.4	3.2
41 years	-	-	-	-	-	-	1	-	1	1	11
	-	-	-	-	-	-	0.5	-	2.6	0.4	0.5

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 116

q96) Approximately how long did you smoke cigarettes or rolling tobacco before quitting? If you had smoked for several periods, and quit in between, we ask you to please state the total time you had smoked. For example if you smoked for 5 years, quit for 1 year, smoked for 2 more years and then quit - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
42 years	-	-	-	-	-	-	1	-	-	1	16
	-	-	-	-	-	-	0.5	-	-	0.4	0.7
43 years	-	-	-	-	-	-	-	-	-	-	8
	-	-	-	-	-	-	-	-	-	-	0.3
44 years	1	-	-	-	-	-	-	-	2	-	17
	0.4	-	-	-	-	-	-	-	5.3	-	0.7
45 years	1	-	-	-	-	-	2	-	2	2	28
	0.4	-	-	-	-	-	1.0	-	5.3	0.9	1.2
46 years	-	-	-	-	-	-	1	-	-	1	5
	-	-	-	-	-	-	0.5	-	-	0.4	0.2
47 years	-	-	-	-	-	-	1	-	-	1	8
	-	-	-	-	-	-	0.5	-	-	0.4	0.3
48 years	1	1	-	-	-	-	-	1	-	1	7
	0.4	3.7	-	-	-	-	-	1.3	-	0.4	0.3
49 years	1	-	-	-	-	-	1	-	-	1	7
	0.4	-	-	-	-	-	0.5	-	-	0.4	0.3
50 years	2	1	1	1	1	1	4	1	2	5	21
	0.8	3.7	25.0	25.0	33.3	33.3	2.1	1.3	5.3	2.2	0.9
51 years	-	-	-	-	-	-	-	-	-	-	8
	-	-	-	-	-	-	-	-	-	-	0.3
52 years	-	-	-	-	-	-	1	-	-	1	7
	-	-	-	-	-	-	0.5	-	-	0.4	0.3
53 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.5	-	-	0.4	-
54 years	-	-	-	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	-	-	-	0.2
55 years	-	-	-	-	-	-	-	-	-	-	4
	-	-	-	-	-	-	-	-	-	-	0.2
56 years	-	-	-	-	-	-	-	-	-	-	5
	-	-	-	-	-	-	-	-	-	-	0.2
57 years	1	-	-	-	-	-	-	-	-	-	2
	0.4	-	-	-	-	-	-	-	-	-	0.1

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 116

q96) Approximately how long did you smoke cigarettes or rolling tobacco before quitting? If you had smoked for several periods, and quit in between, we ask you to please state the total time you had smoked. For example if you smoked for 5 years, quit for 1 year, smoked for 2 more years and then quit - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
59 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*
60+ years	2	-	-	-	-	-	1	-	-	1	3
	0.8	-	-	-	-	-	0.5	-	-	0.4	0.1
Total	251	27	4	4	3	3	191	77	38	231	2310
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	12.12	11.43	21.24	21.24	21.65	21.65	11.63	7.65	16.60	11.48	16.08
Std. Dev.	13.54	13.46	20.06	20.06	24.54	24.54	14.14	10.37	16.71	13.96	14.74
Std. Err.	0.85	2.59	10.03	10.03	14.17	14.17	1.02	1.18	2.71	0.92	0.31

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 117

q97) At the time you quit smoking, approximately how many packs of cigarettes did you smoke in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	191	77	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
Eff Base	251	27	4	4	3	3	191	77	38	231	2310
7 or Fewer (Net)	207	20	4	4	3	3	165	67	28	199	1921
	82.5	74.1	100.0	100.0	100.0	100.0	86.4	87.0	73.7	86.1	83.2
Less than half a pack	42	2	1	1	1	1	31	14	3	42	548
	16.7	7.4	25.0	25.0	33.4	33.4	16.2	18.2	7.9	18.2	23.7
More than half, but less than 1 pack	7	-	-	-	-	-	15	1	1	15	153
	2.8	-	-	-	-	-	7.8	1.3	2.6	6.5	6.6
1 pack	41	6	1	1	-	-	25	8	5	24	325
	16.3	22.2	25.0	25.0	-	-	13.1	10.4	13.1	10.4	14.1
2 packs	38	1	-	-	-	-	30	13	4	39	272
	15.1	3.7	-	-	-	-	15.7	16.9	10.5	16.9	11.8
3 packs	22	2	-	-	-	-	16	10	6	22	144
	8.8	7.4	-	-	-	-	8.4	13.0	15.8	9.5	6.2
4 packs	14	1	-	-	-	-	9	3	2	11	78
	5.6	3.7	-	-	-	-	4.7	3.9	5.3	4.8	3.4
5 packs	10	1	-	-	-	-	11	6	2	13	103
	4.0	3.7	-	-	-	-	5.8	7.8	5.3	5.6	4.5
6 packs	7	2	1	1	1	1	7	5	1	9	51
	2.8	7.4	25.0	25.0	33.4	33.4	3.7	6.5	2.6	3.9	2.2
7 packs	26	5	1	1	1	1	21	7	4	24	247
	10.4	18.5	25.0	25.0	33.3	33.3	11.0	9.1	10.5	10.4	10.7
8+ (Net)	44	7	-	-	-	-	26	10	10	32	389
	17.5	25.9	-	-	-	-	13.6	13.0	26.3	13.9	16.8
8 packs	12	3	-	-	-	-	3	5	2	7	56
	4.8	11.1	-	-	-	-	1.6	6.5	5.3	3.0	2.4
9 packs	3	1	-	-	-	-	2	1	1	3	25
	1.2	3.7	-	-	-	-	1.1	1.3	2.6	1.3	1.1
10 packs	10	2	-	-	-	-	10	2	2	11	111
	4.0	7.4	-	-	-	-	5.2	2.6	5.3	4.8	4.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 117

q97) At the time you quit smoking, approximately how many packs of cigarettes did you smoke in a typical week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
11 packs	2	-	-	-	-	-	1	1	1	1	11
	0.8	-	-	-	-	-	0.5	1.3	2.6	0.4	0.5
12 packs	1	-	-	-	-	-	1	-	-	1	34
	0.4	-	-	-	-	-	0.5	-	-	0.4	1.5
13 packs	2	-	-	-	-	-	-	-	-	-	10
	0.8	-	-	-	-	-	-	-	-	-	0.4
14 packs	9	-	-	-	-	-	4	-	1	4	71
	3.6	-	-	-	-	-	2.1	-	2.6	1.7	3.1
15 packs	1	-	-	-	-	-	1	-	1	1	23
	0.4	-	-	-	-	-	0.5	-	2.6	0.4	1.0
16 packs	1	-	-	-	-	-	1	-	-	1	4
	0.4	-	-	-	-	-	0.5	-	-	0.4	0.2
17 packs	1	1	-	-	-	-	1	1	1	1	5
	0.4	3.7	-	-	-	-	0.5	1.3	2.6	0.4	0.2
18 packs	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	0.1
19 packs	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*
20 packs	-	-	-	-	-	-	1	-	1	1	13
	-	-	-	-	-	-	0.5	-	2.6	0.4	0.6
21+ packs	2	-	-	-	-	-	1	-	-	1	23
	0.8	-	-	-	-	-	0.5	-	-	0.4	1.0
Total	251	27	4	4	3	3	191	77	38	231	2310
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	4.11	5.20	3.56	3.56	4.42	4.42	3.90	3.72	5.44	3.83	3.98
Std. Dev.	4.23	4.00	3.43	3.43	3.64	3.64	4.11	3.28	4.95	3.93	4.59
Std. Err.	0.27	0.77	1.72	1.72	2.10	2.10	0.30	0.37	0.80	0.26	0.10

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 118

q98) How long ago did you quit smoking?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	191	77	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
Eff Base	251	27	4	4	3	3	191	77	38	231	2310
Less than 30 days	12	5	1	1	1	1	19	7	1	21	30
	4.8	18.5	25.0	25.0	33.4	33.4	10.0	9.1	2.6	9.1	1.3
Between 1 and 3 months ago	15	1	-	-	-	-	14	5	7	16	60
	6.0	3.7	-	-	-	-	7.3	6.5	18.4	6.9	2.6
Between 3 and 6 months ago	25	5	-	-	-	-	27	14	7	30	59
	10.0	18.5	-	-	-	-	14.1	18.2	18.4	13.0	2.6
Between 7 and 12 months ago	19	6	-	-	-	-	15	9	5	19	85
	7.6	22.2	-	-	-	-	7.9	11.7	13.2	8.2	3.7
1-2 years ago	32	2	1	1	1	1	14	8	7	20	190
	12.7	7.4	25.0	25.0	33.3	33.3	7.3	10.4	18.4	8.7	8.2
3-4 years ago	27	1	1	1	1	1	17	7	5	22	217
	10.7	3.7	25.0	25.0	33.4	33.4	8.9	9.1	13.2	9.5	9.4
5-10 years ago	33	3	-	-	-	-	30	5	2	32	408
	13.1	11.1	-	-	-	-	15.7	6.5	5.3	13.8	17.7
More than 10 years ago	88	4	1	1	-	-	55	22	4	71	1261
	35.1	14.8	25.0	25.0	-	-	28.8	28.6	10.5	30.8	54.6
Total	251	27	4	4	3	3	191	77	38	231	2310
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 119

q99) Before finally quitting, had you ever tried to quit smoking before?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	191	77	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
Eff Base	251	27	4	4	3	3	191	77	38	231	2310
No, I quit only this one time	94	9	1	1	1	1	73	35	8	93	1072
	37.4	33.3	25.0	25.0	33.4	33.4	38.2	45.5	21.0	40.3	46.4
Yes, one time previous to this time quitting	72	11	1	1	1	1	66	29	12	78	536
	28.7	40.7	25.0	25.0	33.4	33.4	34.5	37.6	31.6	33.7	23.2
Yes, more than one time previous to this time quitting	85	7	2	2	1	1	52	13	18	60	702
	33.9	26.0	50.0	50.0	33.3	33.3	27.3	16.9	47.4	26.0	30.4
Total	251	27	4	4	3	3	191	77	38	231	2310
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 120

q100) Did you return to cigarettes after the first time you quit smoking?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quit More Than Once (Unwtd)	157	18	3	3	2	2	118	42	30	138	1238
Base - Quit More Than Once (Wgtd)	157	18	3	3	2	2	118	42	30	138	1238
Eff Base	157	18	3	3	2	2	118	42	30	138	1238
I went back to smoking cigarettes	136 86.6	16 88.8	3 100.0	3 100.0	2 100.0	2 100.0	101 85.6	38 90.5	27 90.0	119 86.2	1130 91.3
I did not go back to smoking cigarettes, except for a brief lapse of a day or two	21 13.4	2 11.2	- -	- -	- -	- -	17 14.4	4 9.5	3 10.0	19 13.8	108 8.7
Total	157 100.0	18 100.0	3 100.0	3 100.0	2 100.0	2 100.0	118 100.0	42 100.0	30 100.0	138 100.0	1238 100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 121

q101) From the point when you quit cigarettes that first time, how many months passed before you returned to smoking?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried Quitting More than Once (Unwtd)	136	16	3	3	2	2	101	38	27	119	1130
Base - Tried Quitting More than Once (Wgtd)	136	16	3	3	2	2	101	38	27	119	1130
Eff Base	136	16	3	3	2	2	101	38	27	119	1130
6 or Less (Net)	101	11	3	3	2	2	75	27	18	87	619
	74.3	68.8	100.0	100.0	100.0	100.0	74.3	71.1	66.7	73.1	54.8
0	3	-	-	-	-	-	2	-	-	2	45
	2.2	-	-	-	-	-	2.0	-	-	1.7	4.0
1-6	98	11	3	3	2	2	73	27	18	85	574
	72.1	68.8	100.0	100.0	100.0	100.0	72.3	71.1	66.7	71.4	50.8
7-11	6	2	-	-	-	-	3	2	5	4	105
	4.4	12.5	-	-	-	-	3.0	5.3	18.5	3.4	9.3
12-23	13	2	-	-	-	-	11	5	2	13	161
	9.5	12.5	-	-	-	-	10.9	13.1	7.4	10.9	14.2
24+	16	1	-	-	-	-	12	4	2	15	245
	11.8	6.2	-	-	-	-	11.9	10.5	7.4	12.6	21.7
Total	136	16	3	3	2	2	101	38	27	119	1130
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	8.45	9.30	2.67	2.67	3.50	3.50	9.32	8.12	7.48	9.50	14.11
Std. Dev.	14.36	17.15	1.53	1.53	-	-	15.77	12.61	9.57	15.94	20.36
Std. Err.	1.23	4.29	0.88	0.88	-	-	1.57	2.05	1.84	1.46	0.61

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 122

q102) How long were you able to quit smoking the last time you attempted to quit (your most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quit More Than Once (Unwtd)	157	18	3	3	2	2	118	42	30	138	1238
Base - Quit More Than Once (Wgtd)	157	18	3	3	2	2	118	42	30	138	1238
Eff Base	157	18	3	3	2	2	118	42	30	138	1238
1 week or less	5	-	-	-	-	-	6	-	-	6	35
	3.2	-	-	-	-	-	5.1	-	-	4.4	2.8
More than 1 week, but less than 1 month	10	2	-	-	-	-	13	5	-	14	29
	6.4	11.1	-	-	-	-	11.0	11.9	-	10.2	2.3
1-3 months	21	1	-	-	-	-	22	10	13	26	72
	13.4	5.6	-	-	-	-	18.6	23.8	43.4	18.8	5.8
4-6 months	21	7	-	-	-	-	26	12	5	28	55
	13.4	38.9	-	-	-	-	22.0	28.6	16.6	20.3	4.4
7 months to 1 year	7	1	-	-	-	-	7	1	3	8	76
	4.5	5.6	-	-	-	-	5.9	2.4	10.0	5.8	6.1
1-2 years	16	2	1	1	1	1	6	3	2	8	101
	10.2	11.1	33.3	33.3	50.0	50.0	5.1	7.1	6.7	5.8	8.2
More than 2 years	77	5	2	2	1	1	38	11	7	48	870
	49.1	27.8	66.7	66.7	50.0	50.0	32.2	26.2	23.3	34.8	70.3
Total	157	18	3	3	2	2	118	42	30	138	1238
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 123

q103) Did you return to cigarettes after you tried to quit smoking the last time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quit More Than Once (Unwtd)	157	18	3	3	2	2	118	42	30	138	1238
Base - Quit More Than Once (Wgtd)	157	18	3	3	2	2	118	42	30	138	1238
Eff Base	157	18	3	3	2	2	118	42	30	138	1238
I went back to smoking cigarettes	36	9	-	-	-	-	47	21	8	51	119
	22.9	50.0	-	-	-	-	39.9	50.0	26.7	37.0	9.6
I did not go back to smoking cigarettes, except for a temporary slip of a day or two	121	9	3	3	2	2	71	21	22	87	1119
	77.1	50.0	100.0	100.0	100.0	100.0	60.1	50.0	73.3	63.0	90.4
Total	157	18	3	3	2	2	118	42	30	138	1238
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 124

q104) How many months passed before you returned to cigarettes, after you tried to previously quit the last time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Returned to Using Cigarettes (Unwtd)	48	10	-	-	-	-	61	27	10	66	136
Base - Returned to Using Cigarettes (Wgtd)	48	10	-	-	-	-	61	27	10	66	136
Eff Base	48	10	-	-	-	-	61	27	10	66	136
6 or Less (Net)	40	8	-	-	-	-	51	22	6	55	88
	83.3	80.0	-	-	-	-	83.6	81.5	60.0	83.4	64.7
0	1	-	-	-	-	-	4	1	-	4	7
	2.1	-	-	-	-	-	6.6	3.7	-	6.1	5.1
1-6	39	8	-	-	-	-	47	21	6	51	81
	81.3	80.0	-	-	-	-	77.1	77.8	60.0	77.3	59.6
7-11	3	-	-	-	-	-	3	1	2	3	14
	6.3	-	-	-	-	-	4.9	3.7	20.0	4.5	10.3
12-23	2	2	-	-	-	-	3	2	2	3	17
	4.2	20.0	-	-	-	-	4.9	7.4	20.0	4.5	12.5
24+	3	-	-	-	-	-	4	2	-	5	17
	6.2	-	-	-	-	-	6.5	7.4	-	7.6	12.5
Total	48	10	-	-	-	-	61	27	10	66	136
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	6.02	5.30	-	-	-	-	6.04	7.55	7.30	6.07	10.66
Std. Dev.	11.61	4.72	-	-	-	-	11.78	14.75	6.32	11.58	22.36
Std. Err.	1.68	1.49	-	-	-	-	1.51	2.84	2.00	1.43	1.92

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 125

q105) When you restarted smoking after you tried to quit smoking the last time, how old were you?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Returned to Using Cigarettes (Unwtd)	48	10	-	-	-	-	61	27	10	66	136
Base - Returned to Using Cigarettes (Wgtd)	48	10	-	-	-	-	61	27	10	66	136
Eff Base	48	10	-	-	-	-	61	27	10	66	136
18-24	20	3	-	-	-	-	23	11	2	25	23
	41.6	30.0	-	-	-	-	37.7	40.7	20.0	37.9	16.9
25-34	17	6	-	-	-	-	23	12	2	24	44
	35.5	60.0	-	-	-	-	37.7	44.4	20.0	36.4	32.4
35-49	7	-	-	-	-	-	4	2	4	5	39
	14.6	-	-	-	-	-	6.6	7.4	40.1	7.6	28.7
50+	4	1	-	-	-	-	11	2	2	12	30
	8.3	10.1	-	-	-	-	18.1	7.4	20.0	18.2	22.0
Total	48	10	-	-	-	-	61	27	10	66	136
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	29.86	30.12	-	-	-	-	31.75	28.60	39.71	31.76	37.51
Std. Dev.	11.04	10.04	-	-	-	-	13.06	9.74	13.45	13.19	13.34
Std. Err.	1.59	3.17	-	-	-	-	1.67	1.87	4.25	1.62	1.14

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 126

q106) How long were you able to quit smoking the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quit Multiple Times (Unwtd)	85	7	2	2	1	1	52	13	18	60	702
Base - Quit Multiple Times (Wgtd)	85	7	2	2	1	1	52	13	18	60	702
Eff Base	85	7	2	2	1	1	52	13	18	60	702
1 week or less	12	-	-	-	-	-	2	-	2	2	65
	14.1	-	-	-	-	-	3.9	-	11.1	3.3	9.3
More than 1 week, but less than 1 month	13	1	-	-	-	-	8	4	3	11	84
	15.3	14.3	-	-	-	-	15.4	30.7	16.7	18.3	12.0
1-3 months	13	2	1	1	1	1	14	2	4	16	129
	15.3	28.6	50.0	50.0	100.0	100.0	26.9	15.4	22.2	26.6	18.4
4-6 months	18	2	-	-	-	-	13	5	4	14	79
	21.2	28.6	-	-	-	-	25.0	38.5	22.2	23.4	11.2
7 months to 1 year	4	-	-	-	-	-	3	-	3	3	88
	4.7	-	-	-	-	-	5.8	-	16.7	5.0	12.5
1-2 years	7	1	1	1	-	-	2	1	-	3	77
	8.2	14.2	50.0	50.0	-	-	3.9	7.7	-	5.0	11.0
More than 2 years	18	1	-	-	-	-	10	1	2	11	180
	21.2	14.2	-	-	-	-	19.2	7.7	11.1	18.3	25.6
Total	85	7	2	2	1	1	52	13	18	60	702
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 127

q107) Did you use any aids/substitutes (if any) to help you quit smoking?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	191	77	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
Eff Base	251	27	4	4	3	3	191	77	38	231	2310
Snus	23	6	1	1	1	1	11	12	1	17	12
	9.2	22.2	25.0	25.0	33.3	33.3	5.8	15.6	2.6	7.4	0.5
Moist snuff	32	9	2	2	2	2	9	29	5	31	15
	12.7	33.3	50.0	50.0	66.6	66.6	4.7	37.7	13.2	13.4	0.6
Loose leaf chewing tobacco	16	7	-	-	-	-	12	15	2	17	6
	6.4	25.9	-	-	-	-	6.3	19.5	5.3	7.3	0.3
Other tobacco products	15	5	-	-	-	-	16	10	2	19	32
	6.0	18.5	-	-	-	-	8.4	13.0	5.3	8.2	1.4
NRT (Net)	73	12	1	1	-	-	56	28	29	66	420
	29.1	44.4	25.0	25.0	-	-	29.3	36.4	76.3	28.6	18.2
Nicotine patches	39	7	-	-	-	-	25	17	16	31	209
	15.5	25.9	-	-	-	-	13.1	22.1	42.1	13.4	9.0
Nicotine chewing gum	37	9	1	1	-	-	30	17	17	36	147
	14.8	33.3	25.0	25.0	-	-	15.7	22.1	44.8	15.6	6.4
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	12	2	-	-	-	-	13	2	9	13	143
	4.8	7.4	-	-	-	-	6.8	2.6	23.7	5.6	6.2
E-cigarettes	3	-	-	-	-	-	3	-	4	3	53
	1.2	-	-	-	-	-	1.6	-	10.5	1.3	2.3
Other aids/substitutes than above	3	1	-	-	-	-	1	1	-	2	53
	1.2	3.7	-	-	-	-	0.5	1.3	-	0.9	2.3
I attempted to quit smoking without aids/ substitutes	140	5	1	1	1	1	115	20	4	125	1755
	55.8	18.5	25.0	25.0	33.4	33.4	60.2	26.0	10.5	54.1	76.0
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	*

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 128

q108) How long did you smoke cigarettes and use Snus at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Snus (Unwtd)	23	6	1	1	1	1	11	12	1	17	12
Base - Attempted to Quit With Snus (Wgtd)	23	6	1	1	1	1	11	12	1	17	12
Eff Base	23	6	1	1	1	1	11	12	1	17	12
Less than 1 month	9	4	1	1	1	1	1	5	-	6	4
	39.1	66.6	100.0	100.0	100.0	100.0	9.1	41.7	-	35.3	33.4
1-3 months	5	2	-	-	-	-	2	2	1	3	4
	21.7	33.4	-	-	-	-	18.1	16.7	100.0	17.6	33.3
4-6 months	4	-	-	-	-	-	3	2	-	3	2
	17.4	-	-	-	-	-	27.3	16.7	-	17.7	16.7
7 months to less than 1 year	3	-	-	-	-	-	4	3	-	4	-
	13.0	-	-	-	-	-	36.4	24.9	-	23.6	-
1-2 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	8.3
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	2	-	-	-	-	-	1	-	-	1	1
	8.7	-	-	-	-	-	9.1	-	-	5.9	8.3
Total	23	6	1	1	1	1	11	12	1	17	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 129

q109) How long did you smoke cigarettes and use Moist snuff at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Moist Snuff (Unwtd)	32	9	2	2	2	2	9	29	5	31	15
Base - Attempted to Quit With Moist Snuff (Wgtd)	32	9	2	2	2	2	9	29	5	31	15
Eff Base	32	9	2	2	2	2	9	29	5	31	15
Less than 1 month	10	2	1	1	1	1	1	10	2	11	6
	31.2	22.2	50.0	50.0	50.0	50.0	11.1	34.5	40.0	35.5	40.0
1-3 months	6	2	1	1	1	1	3	5	-	6	1
	18.8	22.3	50.0	50.0	50.0	50.0	33.4	17.3	-	19.4	6.7
4-6 months	5	2	-	-	-	-	3	5	3	5	3
	15.6	22.2	-	-	-	-	33.4	17.2	60.0	16.1	20.0
7 months to less than 1 year	7	3	-	-	-	-	2	6	-	6	3
	21.9	33.3	-	-	-	-	22.2	20.7	-	19.4	20.0
1-2 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
3-5 years	1	-	-	-	-	-	-	1	-	1	-
	3.1	-	-	-	-	-	-	3.5	-	3.2	-
More than 5 years	3	-	-	-	-	-	-	2	-	2	2
	9.4	-	-	-	-	-	-	6.9	-	6.5	13.4
Total	32	9	2	2	2	2	9	29	5	31	15
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 130

q110) How long did you smoke cigarettes and use Loose leaf chewing tobacco at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Loose Leaf Chewing Tobacco (Unwtd)	16	7	-	-	-	-	12	15	2	17	5
Base - Attempted to Quit With Loose Leaf Chewing Tobacco (Wgtd)	16	7	-	-	-	-	12	15	2	17	5
Eff Base	16	7	-	-	-	-	12	15	2	17	5
Less than 1 month	2	-	-	-	-	-	-	2	-	2	1
	12.5	-	-	-	-	-	-	13.3	-	11.7	20.0
1-3 months	5	2	-	-	-	-	4	4	-	5	1
	31.3	28.7	-	-	-	-	33.3	26.7	-	29.4	20.0
4-6 months	6	3	-	-	-	-	6	5	2	6	1
	37.5	42.8	-	-	-	-	50.0	33.4	100.0	35.3	20.0
7 months to less than 1 year	3	2	-	-	-	-	2	4	-	4	1
	18.7	28.5	-	-	-	-	16.7	26.7	-	23.5	19.9
1-2 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	20.1
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	16	7	-	-	-	-	12	15	2	17	5
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 131

q111) How long did you smoke cigarettes and use Other tobacco products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Tobacco Products (Unwtd)	15	5	-	-	-	-	16	10	2	19	32
Base - Attempted to Quit With Other Tobacco Products (Wgtd)	15	5	-	-	-	-	16	10	2	19	32
Eff Base	15	5	-	-	-	-	16	10	2	19	32
Less than 1 month	4	2	-	-	-	-	6	3	-	7	14
	26.7	40.0	-	-	-	-	37.6	30.1	-	36.9	43.7
1-3 months	5	2	-	-	-	-	3	2	-	4	8
	33.4	40.0	-	-	-	-	18.7	20.0	-	21.0	25.1
4-6 months	3	1	-	-	-	-	3	2	1	4	3
	20.0	20.0	-	-	-	-	18.7	20.0	49.9	21.0	9.4
7 months to less than 1 year	1	-	-	-	-	-	2	1	1	2	3
	6.7	-	-	-	-	-	12.5	10.0	50.1	10.5	9.3
1-2 years	1	-	-	-	-	-	1	1	-	1	2
	6.7	-	-	-	-	-	6.2	10.0	-	5.2	6.3
3-5 years	-	-	-	-	-	-	1	1	-	1	1
	-	-	-	-	-	-	6.2	10.0	-	5.2	3.1
More than 5 years	1	-	-	-	-	-	-	-	-	-	1
	6.7	-	-	-	-	-	-	-	-	-	3.1
Total	15	5	-	-	-	-	16	10	2	19	32
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 132

q112) How long did you smoke cigarettes and use Nicotine patches at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine Patches (Unwtd)	39	7	-	-	-	-	25	17	16	31	208
Base - Attempted to Quit With Nicotine Patches (Wgtd)	39	7	-	-	-	-	25	17	16	31	208
Eff Base	39	7	-	-	-	-	25	17	16	31	208
Less than 1 month	17	3	-	-	-	-	8	4	10	11	153
	43.6	42.8	-	-	-	-	32.0	23.5	62.5	35.5	73.5
1-3 months	6	1	-	-	-	-	7	5	3	9	23
	15.4	14.4	-	-	-	-	28.0	29.5	18.7	29.1	11.1
4-6 months	12	3	-	-	-	-	9	7	3	10	9
	30.7	42.8	-	-	-	-	36.0	41.1	18.8	32.2	4.3
7 months to less than 1 year	1	-	-	-	-	-	1	1	-	1	9
	2.6	-	-	-	-	-	4.0	5.9	-	3.2	4.3
1-2 years	1	-	-	-	-	-	-	-	-	-	5
	2.6	-	-	-	-	-	-	-	-	-	2.4
3-5 years	1	-	-	-	-	-	-	-	-	-	4
	2.6	-	-	-	-	-	-	-	-	-	1.9
More than 5 years	1	-	-	-	-	-	-	-	-	-	5
	2.6	-	-	-	-	-	-	-	-	-	2.4
Total	39	7	-	-	-	-	25	17	16	31	208
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 133

q113) How long did you smoke cigarettes and use Nicotine chewing gum at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine Chewing Gum (Unwtd)	37	9	1	1	-	-	30	17	17	36	147
Base - Attempted to Quit With Nicotine Chewing Gum (Wgtd)	37	9	1	1	-	-	30	17	17	36	147
Eff Base	37	9	1	1	-	-	30	17	17	36	147
Less than 1 month	12	2	1	1	-	-	8	4	8	11	87
	32.5	22.2	100.0	100.0	-	-	26.7	23.5	47.1	30.5	59.2
1-3 months	8	-	-	-	-	-	9	2	4	9	26
	21.6	-	-	-	-	-	30.0	11.8	23.5	25.0	17.7
4-6 months	8	3	-	-	-	-	7	4	2	8	13
	21.6	33.3	-	-	-	-	23.3	23.5	11.8	22.2	8.8
7 months to less than 1 year	6	3	-	-	-	-	4	5	2	6	10
	16.2	33.4	-	-	-	-	13.3	29.4	11.8	16.7	6.8
1-2 years	2	1	-	-	-	-	2	2	1	2	6
	5.4	11.1	-	-	-	-	6.7	11.7	5.9	5.5	4.1
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	1	-	-	-	-	-	-	-	-	-	5
	2.7	-	-	-	-	-	-	-	-	-	3.4
Total	37	9	1	1	-	-	30	17	17	36	147
	100.0	100.0	100.0	100.0	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 134

q114) How long did you smoke cigarettes and use Other Nicotine Replacement Therapy Products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Unwtd)	9	2	-	-	-	-	11	2	9	11	91
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Wgtd)	9	2	-	-	-	-	11	2	9	11	91
Eff Base	9	2	-	-	-	-	11	2	9	11	91
Less than 1 month	4	-	-	-	-	-	6	-	2	6	57
	44.5	-	-	-	-	-	54.5	-	22.2	54.5	62.6
1-3 months	2	-	-	-	-	-	2	-	1	2	19
	22.2	-	-	-	-	-	18.2	-	11.1	18.2	20.9
4-6 months	2	1	-	-	-	-	2	1	4	2	5
	22.1	49.8	-	-	-	-	18.2	49.8	44.4	18.2	5.5
7 months to less than 1 year	1	1	-	-	-	-	1	1	1	1	2
	11.1	50.2	-	-	-	-	9.1	50.2	11.2	9.1	2.2
1-2 years	-	-	-	-	-	-	-	-	1	-	3
	-	-	-	-	-	-	-	-	11.1	-	3.3
3-5 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	1.1
More than 5 years	-	-	-	-	-	-	-	-	-	-	4
	-	-	-	-	-	-	-	-	-	-	4.4
Total	9	2	-	-	-	-	11	2	9	11	91
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 135

q115) What would you consider as your primary substitute after you quit smoking?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	111	22	3	3	2	2	76	57	34	106	556
Base - Attempted to Quit With Aids (Wgtd)	111	22	3	3	2	2	76	57	34	106	556
Eff Base	111	22	3	3	2	2	76	57	34	106	556
Snus	14	4	1	1	1	1	7	6	1	10	8
	12.6	18.2	33.3	33.3	50.0	50.0	9.2	10.5	2.9	9.5	1.4
Moist snuff	18	4	1	1	1	1	3	22	1	22	7
	16.2	18.2	33.4	33.4	50.0	50.0	4.0	38.6	2.9	20.8	1.3
Loose leaf chewing tobacco	9	4	-	-	-	-	7	7	-	8	4
	8.1	18.2	-	-	-	-	9.2	12.3	-	7.5	0.7
Other tobacco products	10	3	-	-	-	-	12	6	1	14	27
	9.0	13.6	-	-	-	-	15.8	10.5	2.9	13.2	4.9
NRT (Net)	57	7	1	1	-	-	44	16	27	49	413
	51.4	31.8	33.3	33.3	-	-	57.9	28.1	79.4	46.2	74.3
Nicotine patches	25	1	-	-	-	-	17	8	8	19	166
	22.5	4.5	-	-	-	-	22.4	14.0	23.6	17.9	29.9
Nicotine chewing gum	23	4	1	1	-	-	16	6	11	19	121
	20.7	18.2	33.3	33.3	-	-	21.0	10.5	32.4	17.9	21.8
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	9	2	-	-	-	-	11	2	8	11	126
	8.1	9.1	-	-	-	-	14.5	3.5	23.5	10.4	22.7
E-cigarettes	2	-	-	-	-	-	2	-	4	2	48
	1.8	-	-	-	-	-	2.6	-	11.7	1.9	8.6
Other aids/substitutes than above	1	-	-	-	-	-	1	-	-	1	49
	0.9	-	-	-	-	-	1.3	-	-	0.9	8.8
Total	111	22	3	3	2	2	76	57	34	106	556
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 136

q116) Do you continue to use any of the aids/substitutes (if any) after quitting smoking?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	111	22	3	3	2	2	76	57	34	106	556
Base - Attempted to Quit With Aids (Wgtd)	111	22	3	3	2	2	76	57	34	106	556
Eff Base	111	22	3	3	2	2	76	57	34	106	556
Snus	12	6	1	1	1	1	8	9	1	13	3
	10.8	27.3	33.3	33.3	50.0	50.0	10.6	15.8	2.9	12.3	0.5
Moist snuff	15	4	1	1	1	1	1	18	1	18	5
	13.5	18.2	33.3	33.3	50.0	50.0	1.3	31.6	2.9	17.0	0.9
Loose leaf chewing tobacco	9	3	-	-	-	-	6	8	-	9	3
	8.1	13.7	-	-	-	-	7.9	14.0	-	8.5	0.5
Other tobacco products	5	3	-	-	-	-	10	5	1	12	6
	4.5	13.6	-	-	-	-	13.2	8.8	2.9	11.3	1.1
NRT (Net)	37	8	1	1	-	-	32	20	21	38	74
	33.3	36.4	33.3	33.3	-	-	42.1	35.1	61.7	35.8	13.3
Nicotine patches	16	3	-	-	-	-	12	10	7	16	28
	14.4	13.6	-	-	-	-	15.8	17.5	20.6	15.1	5.0
Nicotine chewing gum	18	4	1	1	-	-	19	9	9	21	29
	16.2	18.2	33.3	33.3	-	-	25.0	15.8	26.5	19.8	5.2
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	4	2	-	-	-	-	5	2	7	5	19
	3.6	9.1	-	-	-	-	6.6	3.5	20.6	4.7	3.4
Other aids/substitutes than above	4	-	-	-	-	-	4	-	4	4	70
	3.6	-	-	-	-	-	5.3	-	11.7	3.8	12.6
I do not continue to use any of the above	40	3	1	1	1	1	20	6	6	23	398
	36.1	13.6	33.4	33.4	50.0	50.0	26.3	10.5	17.7	21.7	71.6

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 137

q117) How helpful/hindering was using [Q115] in helping you quit smoking? - IN TOTAL

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Product as primary Cigarette Quitting Aid (Unwtd)	111	22	3	3	2	2	76	57	34	106	556
Base - Used Product as primary Cigarette Quitting Aid (Wgtd)	111	22	3	3	2	2	76	57	34	106	556
Eff Base	111	22	3	3	2	2	76	57	34	106	556
Top 2 Box (Net)	87	18	3	3	2	2	60	45	32	85	482
	78.4	81.8	100.0	100.0	100.0	100.0	78.9	79.0	94.1	80.2	86.7
Extremely helpful with quitting smoking (5)	50	11	3	3	2	2	24	25	20	42	343
	45.1	50.0	100.0	100.0	100.0	100.0	31.6	43.9	58.8	39.6	61.7
Somewhat helpful with quitting smoking (4)	37	7	-	-	-	-	36	20	12	43	139
	33.3	31.8	-	-	-	-	47.4	35.1	35.3	40.6	25.0
Neither helpful nor hindering with quitting smoking (3)	19	3	-	-	-	-	15	11	1	20	55
	17.1	13.6	-	-	-	-	19.7	19.3	2.9	18.9	9.9
Bottom 2 Box (Net)	5	1	-	-	-	-	1	1	1	1	19
	4.5	4.5	-	-	-	-	1.3	1.7	3.0	0.9	3.4
Somewhat hindering with quitting smoking (2)	4	-	-	-	-	-	-	-	1	-	12
	3.6	-	-	-	-	-	-	-	3.0	-	2.2
Extremely hindering with quitting smoking (1)	1	1	-	-	-	-	1	1	-	1	7
	0.9	4.5	-	-	-	-	1.3	1.7	-	0.9	1.3
Total	111	22	3	3	2	2	76	57	34	106	556
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	4.18	4.23	5.00	5.00	5.00	5.00	4.08	4.19	4.50	4.18	4.44
Std. Dev.	0.91	1.02	0.00	0.00	-	-	0.80	0.87	0.71	0.80	0.85
Std. Err.	0.09	0.22	0.00	0.00	-	-	0.09	0.12	0.12	0.08	0.04

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 138

q117_1) How helpful/hindering was using Snus in helping you quit smoking?
- Snus Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Snus Most Important (Unwtd)	14	4	1	1	1	1	7	6	1	10	8
Base - Snus Most Important (Wgtd)	14	4	1	1	1	1	7	6	1	10	8
Eff Base	14	4	1	1	1	1	7	6	1	10	8
Top 2 Box (Net)	10	4	1	1	1	1	5	5	1	8	5
	71.4	100.0	100.0	100.0	100.0	100.0	71.4	83.2	100.0	80.0	62.5
Extremely helpful with quitting smoking (5)	7	3	1	1	1	1	2	3	-	5	4
	50.0	75.1	100.0	100.0	100.0	100.0	28.5	50.0	-	49.9	50.0
Somewhat helpful with quitting smoking (4)	3	1	-	-	-	-	3	2	1	3	1
	21.4	24.9	-	-	-	-	42.9	33.2	100.0	30.0	12.5
Neither helpful nor hindering with quitting smoking (3)	3	-	-	-	-	-	2	1	-	2	2
	21.5	-	-	-	-	-	28.6	16.8	-	20.0	25.0
Bottom 2 Box (Net)	1	-	-	-	-	-	-	-	-	-	1
	7.2	-	-	-	-	-	-	-	-	-	12.5
Somewhat hindering with quitting smoking (2)	1	-	-	-	-	-	-	-	-	-	1
	7.2	-	-	-	-	-	-	-	-	-	12.5
Extremely hindering with quitting smoking (1)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	14	4	1	1	1	1	7	6	1	10	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	4.14	4.75	5.00	5.00	5.00	5.00	4.00	4.33	4.00	4.30	4.00
Std. Dev.	1.03	0.50	-	-	-	-	0.82	0.82	-	0.82	1.20
Std. Err.	0.27	0.25	-	-	-	-	0.31	0.33	-	0.26	0.42

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 139

q117_2) How helpful/hindering was using Moist snuff in helping you quit smoking?
- Moist snuff Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Moist snuff Most Important (Unwtd)	18	4	1	1	1	1	3	22	1	22	7
Base - Moist snuff Most Important (Wgtd)	18	4	1	1	1	1	3	22	1	22	7
Eff Base	18	4	1	1	1	1	3	22	1	22	7
Top 2 Box (Net)	14	4	1	1	1	1	2	18	1	18	5
	77.8	100.0	100.0	100.0	100.0	100.0	66.7	81.9	100.0	81.9	71.4
Extremely helpful with quitting smoking (5)	5	2	1	1	1	1	-	11	-	11	1
	27.8	49.9	100.0	100.0	100.0	100.0	-	50.0	-	50.0	14.3
Somewhat helpful with quitting smoking (4)	9	2	-	-	-	-	2	7	1	7	4
	50.0	50.1	-	-	-	-	66.7	31.8	100.0	31.8	57.1
Neither helpful nor hindering with quitting smoking (3)	4	-	-	-	-	-	1	4	-	4	2
	22.2	-	-	-	-	-	33.3	18.1	-	18.1	28.6
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat hindering with quitting smoking (2)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting smoking (1)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	18	4	1	1	1	1	3	22	1	22	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	4.06	4.50	5.00	5.00	5.00	5.00	3.67	4.32	4.00	4.32	3.86
Std. Dev.	0.73	0.58	-	-	-	-	0.58	0.78	-	0.78	0.69
Std. Err.	0.17	0.29	-	-	-	-	0.33	0.17	-	0.17	0.26

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 140

q117_3) How helpful/hindering was using Loose leaf chewing tobacco in helping you quit smoking?
- Loose leaf chewing tobacco Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Loose leaf chewing tobacco Most Important (Unwtd)	9	4	-	-	-	-	7	7	-	8	4
Base - Loose leaf chewing tobacco Most Important (Wgtd)	9	4	-	-	-	-	7	7	-	8	4
Eff Base	9	4	-	-	-	-	7	7	-	8	4
Top 2 Box (Net)	5	3	-	-	-	-	5	5	-	6	2
	55.6	75.1	-	-	-	-	71.4	71.5	-	75.0	50.1
Extremely helpful with quitting smoking (5)	1	1	-	-	-	-	1	1	-	1	1
	11.1	25.0	-	-	-	-	14.3	14.3	-	12.5	25.0
Somewhat helpful with quitting smoking (4)	4	2	-	-	-	-	4	4	-	5	1
	44.5	50.1	-	-	-	-	57.1	57.2	-	62.5	25.0
Neither helpful nor hindering with quitting smoking (3)	3	-	-	-	-	-	1	1	-	1	2
	33.3	-	-	-	-	-	14.3	14.3	-	12.5	49.9
Bottom 2 Box (Net)	1	1	-	-	-	-	1	1	-	1	-
	11.1	24.9	-	-	-	-	14.3	14.3	-	12.5	-
Somewhat hindering with quitting smoking (2)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting smoking (1)	1	1	-	-	-	-	1	1	-	1	-
	11.1	24.9	-	-	-	-	14.3	14.3	-	12.5	-
Total	9	4	-	-	-	-	7	7	-	8	4
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	100.0
Mean	3.45	3.50	-	-	-	-	3.57	3.57	-	3.63	3.75
Std. Dev.	1.13	1.73	-	-	-	-	1.27	1.27	-	1.19	0.96
Std. Err.	0.38	0.87	-	-	-	-	0.48	0.48	-	0.42	0.48

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 141

q117_4) How helpful/hindering was using Other tobacco products in helping you quit smoking?
- Other tobacco products Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other tobacco products Most Important (Unwtd)	10	3	-	-	-	-	12	6	1	14	27
Base - Other tobacco products Most Important (Wgtd)	10	3	-	-	-	-	12	6	1	14	27
Eff Base	10	3	-	-	-	-	12	6	1	14	27
Top 2 Box (Net)	9	2	-	-	-	-	8	4	1	10	21
	90.0	66.7	-	-	-	-	66.7	66.7	100.0	71.4	77.8
Extremely helpful with quitting smoking (5)	6	1	-	-	-	-	3	2	-	4	13
	60.0	33.3	-	-	-	-	25.0	33.3	-	28.6	48.1
Somewhat helpful with quitting smoking (4)	3	1	-	-	-	-	5	2	1	6	8
	30.0	33.4	-	-	-	-	41.7	33.4	100.0	42.9	29.7
Neither helpful nor hindering with quitting smoking (3)	1	1	-	-	-	-	4	2	-	4	4
	10.0	33.3	-	-	-	-	33.3	33.3	-	28.6	14.8
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	7.4
Somewhat hindering with quitting smoking (2)	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	3.7
Extremely hindering with quitting smoking (1)	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	3.7
Total	10	3	-	-	-	-	12	6	1	14	27
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	4.50	4.00	-	-	-	-	3.92	4.00	4.00	4.00	4.15
Std. Dev.	0.71	1.00	-	-	-	-	0.79	0.89	-	0.78	1.06
Std. Err.	0.22	0.58	-	-	-	-	0.23	0.37	-	0.21	0.20

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 142

q117_5) How helpful/hindering was using Nicotine patches in helping you quit smoking?
- Nicotine patches Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Nicotine patches Most Important (Unwtd)	25	1	-	-	-	-	17	8	8	19	166
Base - Nicotine patches Most Important (Wgtd)	25	1	-	-	-	-	17	8	8	19	166
Eff Base	25	1	-	-	-	-	17	8	8	19	166
Top 2 Box (Net)	21	1	-	-	-	-	14	8	8	16	137
	84.0	100.0	-	-	-	-	82.3	100.0	100.0	84.2	82.5
Extremely helpful with quitting smoking (5)	12	1	-	-	-	-	5	5	5	7	88
	48.0	100.0	-	-	-	-	29.4	62.5	62.5	36.8	53.0
Somewhat helpful with quitting smoking (4)	9	-	-	-	-	-	9	3	3	9	49
	36.0	-	-	-	-	-	52.9	37.5	37.5	47.4	29.5
Neither helpful nor hindering with quitting smoking (3)	2	-	-	-	-	-	3	-	-	3	23
	8.0	-	-	-	-	-	17.7	-	-	15.8	13.9
Bottom 2 Box (Net)	2	-	-	-	-	-	-	-	-	-	6
	8.0	-	-	-	-	-	-	-	-	-	3.6
Somewhat hindering with quitting smoking (2)	2	-	-	-	-	-	-	-	-	-	5
	8.0	-	-	-	-	-	-	-	-	-	3.0
Extremely hindering with quitting smoking (1)	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	0.6
Total	25	1	-	-	-	-	17	8	8	19	166
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	4.24	5.00	-	-	-	-	4.12	4.62	4.63	4.21	4.31
Std. Dev.	0.93	-	-	-	-	-	0.70	0.52	0.52	0.71	0.87
Std. Err.	0.19	-	-	-	-	-	0.17	0.18	0.18	0.16	0.07

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 143

q117_6) How helpful/hindering was using Nicotine chewing gum in helping you quit smoking?
- Nicotine chewing gum Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Nicotine chewing gum Most Important (Unwtd)	23	4	1	1	-	-	16	6	11	19	121
Base - Nicotine chewing gum Most Important (Wgtd)	23	4	1	1	-	-	16	6	11	19	121
Eff Base	23	4	1	1	-	-	16	6	11	19	121
Top 2 Box (Net)	16	2	1	1	-	-	15	3	9	16	99
	69.6	50.0	100.0	100.0	-	-	93.7	50.0	81.8	84.2	81.8
Extremely helpful with quitting smoking (5)	8	1	1	1	-	-	4	1	5	5	57
	34.8	25.0	100.0	100.0	-	-	25.0	16.6	45.3	26.3	47.1
Somewhat helpful with quitting smoking (4)	8	1	-	-	-	-	11	2	4	11	42
	34.8	25.0	-	-	-	-	68.7	33.4	36.4	57.9	34.7
Neither helpful nor hindering with quitting smoking (3)	6	2	-	-	-	-	1	3	1	3	15
	26.1	50.0	-	-	-	-	6.3	50.0	9.1	15.8	12.4
Bottom 2 Box (Net)	1	-	-	-	-	-	-	-	1	-	7
	4.3	-	-	-	-	-	-	-	9.1	-	5.8
Somewhat hindering with quitting smoking (2)	1	-	-	-	-	-	-	-	1	-	5
	4.3	-	-	-	-	-	-	-	9.1	-	4.1
Extremely hindering with quitting smoking (1)	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	1.7
Total	23	4	1	1	-	-	16	6	11	19	121
	100.0	100.0	100.0	100.0	-	-	100.0	100.0	100.0	100.0	100.0
Mean	4.00	3.75	5.00	5.00	-	-	4.19	3.67	4.18	4.11	4.22
Std. Dev.	0.90	0.96	-	-	-	-	0.54	0.82	0.98	0.66	0.93
Std. Err.	0.19	0.48	-	-	-	-	0.14	0.33	0.30	0.15	0.08

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 144

q117_7) How helpful/hindering was using Other Nicotine Replacement Therapy Products in helping you quit smoking?
- Other Nicotine Replacement Therapy Products Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Nicotine Replacement Therapy Products Most Important (Unwtd)	9	2	-	-	-	-	11	2	8	11	126
Base - Other Nicotine Replacement Therapy Products Most Important (Wgtd)	9	2	-	-	-	-	11	2	8	11	126
Eff Base	9	2	-	-	-	-	11	2	8	11	126
Top 2 Box (Net)	9	2	-	-	-	-	9	2	8	9	118
	100.0	100.0	-	-	-	-	81.8	100.0	100.0	81.8	93.6
Extremely helpful with quitting smoking (5)	8	2	-	-	-	-	7	2	6	7	99
	88.8	100.0	-	-	-	-	63.7	100.0	75.0	63.7	78.6
Somewhat helpful with quitting smoking (4)	1	-	-	-	-	-	2	-	2	2	19
	11.2	-	-	-	-	-	18.2	-	25.0	18.2	15.1
Neither helpful nor hindering with quitting smoking (3)	-	-	-	-	-	-	2	-	-	2	7
	-	-	-	-	-	-	18.2	-	-	18.2	5.6
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	0.8
Somewhat hindering with quitting smoking (2)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting smoking (1)	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	0.8
Total	9	2	-	-	-	-	11	2	8	11	126
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	4.89	5.00	-	-	-	-	4.45	5.00	4.75	4.45	4.71
Std. Dev.	0.33	0.00	-	-	-	-	0.82	0.00	0.46	0.82	0.65
Std. Err.	0.11	0.00	-	-	-	-	0.25	0.00	0.16	0.25	0.06

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 145

q117_8) How helpful/hindering was using Other aids/substitutes than above in helping you quit smoking?
- Other aids/substitutes than above Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other aids/ substitutes than above Most Important (Unwtd)	1	-	-	-	-	-	1	-	-	1	49
Base - Other aids/ substitutes than above Most Important (Wgtd)	1	-	-	-	-	-	1	-	-	1	49
Eff Base	1	-	-	-	-	-	1	-	-	1	49
Top 2 Box (Net)	1	-	-	-	-	-	-	-	-	-	48
	100.0	-	-	-	-	-	-	-	-	-	98.0
Extremely helpful with quitting smoking (5)	1	-	-	-	-	-	-	-	-	-	35
	100.0	-	-	-	-	-	-	-	-	-	71.4
Somewhat helpful with quitting smoking (4)	-	-	-	-	-	-	-	-	-	-	13
	-	-	-	-	-	-	-	-	-	-	26.5
Neither helpful nor hindering with quitting smoking (3)	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	100.0	-	-	100.0	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	2.0
Somewhat hindering with quitting smoking (2)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting smoking (1)	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	2.0
Total	1	-	-	-	-	-	1	-	-	1	49
	100.0	-	-	-	-	-	100.0	-	-	100.0	100.0
Mean	5.00	-	-	-	-	-	3.00	-	-	3.00	4.65
Std. Dev.	-	-	-	-	-	-	-	-	-	-	0.69
Std. Err.	-	-	-	-	-	-	-	-	-	-	0.10

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 146

q117_10) How helpful/hindering was using E-Cigarettes in helping you quit smoking?
- E-Cigarettes Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - E-Cigarettes Most Important (Unwtd)	2	-	-	-	-	-	2	-	4	2	48
Base - E-Cigarettes Most Important (Wgtd)	2	-	-	-	-	-	2	-	4	2	48
Eff Base	2	-	-	-	-	-	2	-	4	2	48
Top 2 Box (Net)	2	-	-	-	-	-	2	-	4	2	47
	100.0	-	-	-	-	-	100.0	-	100.0	100.0	97.9
Extremely helpful with quitting smoking (5)	2	-	-	-	-	-	2	-	4	2	45
	100.0	-	-	-	-	-	100.0	-	100.0	100.0	93.7
Somewhat helpful with quitting smoking (4)	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	4.2
Neither helpful nor hindering with quitting smoking (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	2.1
Somewhat hindering with quitting smoking (2)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting smoking (1)	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	2.1
Total	2	-	-	-	-	-	2	-	4	2	48
	100.0	-	-	-	-	-	100.0	-	100.0	100.0	100.0
Mean	5.00	-	-	-	-	-	5.00	-	5.00	5.00	4.87
Std. Dev.	-	-	-	-	-	-	-	-	0.00	-	0.61
Std. Err.	-	-	-	-	-	-	-	-	0.00	-	0.09

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 147

q118) Do you think you would've been able to quit smoking without using [Q115] as an aid to quit smoking? - IN TOTAL

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	111	22	3	3	2	2	76	57	34	106	556
Base - Attempted to Quit With Aids (Wgtd)	111	22	3	3	2	2	76	57	34	106	556
Eff Base	111	22	3	3	2	2	76	57	34	106	556
Yes	64	15	3	3	2	2	46	36	13	66	210
	57.6	68.1	100.0	100.0	100.0	100.0	60.5	63.1	38.2	62.3	37.8
No	47	7	-	-	-	-	30	21	21	40	346
	42.4	31.9	-	-	-	-	39.5	36.9	61.8	37.7	62.2
Total	111	22	3	3	2	2	76	57	34	106	556
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 148

q118_1) Do you think you would've been able to quit smoking without using Snus as an aid to quit smoking?
- Snus Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Snus Most Important (Unwtd)	14	4	1	1	1	1	7	6	1	10	8
Base - Snus Most Important (Wgtd)	14	4	1	1	1	1	7	6	1	10	8
Eff Base	14	4	1	1	1	1	7	6	1	10	8
Yes	9	3	1	1	1	1	5	4	1	7	6
	64.2	74.9	100.0	100.0	100.0	100.0	71.3	66.5	100.0	69.9	75.0
No	5	1	-	-	-	-	2	2	-	3	2
	35.8	25.1	-	-	-	-	28.7	33.5	-	30.1	25.0
Total	14	4	1	1	1	1	7	6	1	10	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 149

q118_2) Do you think you would've been able to quit smoking without using Moist snuff as an aid to quit smoking?
- Moist snuff Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Moist snuff Most Important (Unwtd)	18	4	1	1	1	1	3	22	1	22	7
Base - Moist snuff Most Important (Wgtd)	18	4	1	1	1	1	3	22	1	22	7
Eff Base	18	4	1	1	1	1	3	22	1	22	7
Yes	12	4	1	1	1	1	3	14	1	14	4
	66.7	100.0	100.0	100.0	100.0	100.0	100.0	63.7	100.0	63.7	57.1
No	6	-	-	-	-	-	-	8	-	8	3
	33.3	-	-	-	-	-	-	36.3	-	36.3	42.9
Total	18	4	1	1	1	1	3	22	1	22	7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 150

q118_3) Do you think you would've been able to quit smoking without using Loose leaf chewing tobacco as an aid to quit smoking?
- Loose leaf chewing tobacco Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Loose leaf chewing tobacco Most Important (Unwtd)	9	4	-	-	-	-	7	7	-	8	4
Base - Loose leaf chewing tobacco Most Important (Wgtd)	9	4	-	-	-	-	7	7	-	8	4
Eff Base	9	4	-	-	-	-	7	7	-	8	4
Yes	3	1	-	-	-	-	3	2	-	3	1
	33.3	24.9	-	-	-	-	42.8	28.5	-	37.4	25.0
No	6	3	-	-	-	-	4	5	-	5	3
	66.7	75.1	-	-	-	-	57.2	71.5	-	62.6	75.0
Total	9	4	-	-	-	-	7	7	-	8	4
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 151

q118_4) Do you think you would've been able to quit smoking without using Other tobacco products as an aid to quit smoking?
- Other tobacco products Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other tobacco products Most Important (Unwtd)	10	3	-	-	-	-	12	6	1	14	27
Base - Other tobacco products Most Important (Wgtd)	10	3	-	-	-	-	12	6	1	14	27
Eff Base	10	3	-	-	-	-	12	6	1	14	27
Yes	6	2	-	-	-	-	9	5	1	12	15
	60.0	66.7	-	-	-	-	75.0	83.3	100.0	85.7	55.6
No	4	1	-	-	-	-	3	1	-	2	12
	40.0	33.3	-	-	-	-	25.0	16.7	-	14.3	44.4
Total	10	3	-	-	-	-	12	6	1	14	27
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 152

q118_5) Do you think you would've been able to quit smoking without using Nicotine patches as an aid to quit smoking?
- Nicotine patches Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Nicotine patches Most Important (Unwtd)	25	1	-	-	-	-	17	8	8	19	166
Base - Nicotine patches Most Important (Wgtd)	25	1	-	-	-	-	17	8	8	19	166
Eff Base	25	1	-	-	-	-	17	8	8	19	166
Yes	16	-	-	-	-	-	11	6	4	12	66
	64.0	-	-	-	-	-	64.7	75.0	49.9	63.2	39.8
No	9	1	-	-	-	-	6	2	4	7	100
	36.0	100.0	-	-	-	-	35.3	25.0	50.1	36.8	60.2
Total	25	1	-	-	-	-	17	8	8	19	166
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 153

q118_6) Do you think you would've been able to quit smoking without using Nicotine chewing gum as an aid to quit smoking?
- Nicotine chewing gum Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Nicotine chewing gum Most Important (Unwtd)	23	4	1	1	-	-	16	6	11	19	121
Base - Nicotine chewing gum Most Important (Wgtd)	23	4	1	1	-	-	16	6	11	19	121
Eff Base	23	4	1	1	-	-	16	6	11	19	121
Yes	12	4	1	1	-	-	9	4	2	12	55
	52.1	100.0	100.0	100.0	-	-	56.2	66.6	18.1	63.1	45.4
No	11	-	-	-	-	-	7	2	9	7	66
	47.9	-	-	-	-	-	43.8	33.4	81.9	36.9	54.6
Total	23	4	1	1	-	-	16	6	11	19	121
	100.0	100.0	100.0	100.0	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 154

q118_7) Do you think you would've been able to quit smoking without using Other Nicotine Replacement Therapy Products as an aid to quit smoking?
- Other Nicotine Replacement Therapy Products Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Nicotine Replacement Therapy Products Most Important (Unwtd)	9	2	-	-	-	-	11	2	8	11	126
Base - Other Nicotine Replacement Therapy Products Most Important (Wgtd)	9	2	-	-	-	-	11	2	8	11	126
Eff Base	9	2	-	-	-	-	11	2	8	11	126
Yes	5	1	-	-	-	-	5	1	3	5	33
	55.5	49.8	-	-	-	-	45.4	49.8	37.5	45.4	26.2
No	4	1	-	-	-	-	6	1	5	6	93
	44.5	50.2	-	-	-	-	54.6	50.2	62.5	54.6	73.8
Total	9	2	-	-	-	-	11	2	8	11	126
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 155

q118_8) Do you think you would've been able to quit smoking without using Other aids/substitutes than above as an aid to quit smoking?
- Other aids/substitutes than above Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other aids/ substitutes than above Most Important (Unwtd)	1	-	-	-	-	-	1	-	-	1	49
Base - Other aids/ substitutes than above Most Important (Wgtd)	1	-	-	-	-	-	1	-	-	1	49
Eff Base	1	-	-	-	-	-	1	-	-	1	49
Yes	1	-	-	-	-	-	1	-	-	1	21
	100.0	-	-	-	-	-	100.0	-	-	100.0	42.9
No	-	-	-	-	-	-	-	-	-	-	28
	-	-	-	-	-	-	-	-	-	-	57.1
Total	1	-	-	-	-	-	1	-	-	1	49
	100.0	-	-	-	-	-	100.0	-	-	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 156

q118_10) Do you think you would've been able to quit smoking without using E-Cigarettes as an aid to quit smoking?
- E-Cigarettes Most Important

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - E-Cigarettes Most Important (Unwtd)	2	-	-	-	-	-	2	-	4	2	48
Base - E-Cigarettes Most Important (Wgtd)	2	-	-	-	-	-	2	-	4	2	48
Eff Base	2	-	-	-	-	-	2	-	4	2	48
Yes	-	-	-	-	-	-	-	-	1	-	9
	-	-	-	-	-	-	-	-	24.9	-	18.8
No	2	-	-	-	-	-	2	-	3	2	39
	100.0	-	-	-	-	-	100.0	-	75.1	100.0	81.2
Total	2	-	-	-	-	-	2	-	4	2	48
	100.0	-	-	-	-	-	100.0	-	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 157

q119) Please tell us your main motivations(s) for quitting cigarettes.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	191	77	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
Eff Base	251	27	4	4	3	3	191	77	38	231	2310
Health Concerns (Net)	161	12	4	4	3	3	109	27	26	123	1581
	64.1	44.5	100.0	100.0	100.0	100.0	57.1	35.1	68.5	53.2	68.4
Other Health Concerns (Subnet)	115	8	3	3	2	2	85	18	21	94	1224
	45.8	29.7	75.0	75.0	66.7	66.7	44.5	23.4	55.3	40.7	53.0
Health/it's not healthy/trying to be/ stay healthy (Unspecified)	98	7	3	3	2	2	77	16	21	84	1094
	39.1	26.0	75.0	75.0	66.7	66.7	40.3	20.8	55.3	36.4	47.4
Fear I will die/not live long	9	-	-	-	-	-	7	1	-	8	76
	3.6	-	-	-	-	-	3.7	1.3	-	3.5	3.3
I am pregnant/want to become pregnant	6	1	-	-	-	-	1	1	-	2	58
	2.4	3.7	-	-	-	-	0.5	1.3	-	0.9	2.5
Other mentions of health concerns	2	-	-	-	-	-	-	-	-	-	12
	0.8	-	-	-	-	-	-	-	-	-	0.5
Respiratory (Subnet)	21	1	1	1	1	1	11	5	2	13	175
	8.4	3.7	25.0	25.0	33.3	33.3	5.8	6.5	5.3	5.6	7.6
Shortness of breath/ difficulty breathing	8	1	1	1	1	1	4	3	1	5	61
	3.2	3.7	25.0	25.0	33.3	33.3	2.1	3.9	2.6	2.2	2.6
COPD	5	-	-	-	-	-	1	-	1	1	27
	2.0	-	-	-	-	-	0.5	-	2.6	0.4	1.2
Lung disease/cancer	4	-	-	-	-	-	5	2	-	6	65
	1.6	-	-	-	-	-	2.6	2.6	-	2.6	2.8
Other mentions of respiratory concerns/ diseases	7	-	-	-	-	-	1	1	-	2	32
	2.8	-	-	-	-	-	0.5	1.3	-	0.9	1.4
Other Specific Conditions (Subnet)	16	3	-	-	-	-	7	4	3	10	163
	6.4	11.1	-	-	-	-	3.7	5.2	7.9	4.3	7.1
Fear of/have experienced heart disease	8	-	-	-	-	-	2	-	1	2	47
	3.2	-	-	-	-	-	1.1	-	2.6	0.9	2.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 157

q119) Please tell us your main motivations(s) for quitting cigarettes.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
Dislike coughing/ phlegm	2 0.8	- -	- -	- -	- -	- -	2 1.0	- -	1 2.6	2 0.9	40 1.7
Made me feel sick/not feel well (Unspecified)	2 0.8	- -	- -	- -	- -	- -	- -	- -	1 2.6	- -	34 1.5
Fear of/have experienced dental/ oral diseases	- -	- -	- -	- -	- -	- -	1 0.5	- -	- -	1 0.4	7 0.3
Other mentions of other specific conditions	4 1.6	3 11.1	- -	- -	- -	- -	2 1.0	4 5.2	- -	5 2.2	42 1.8
Cancer (Subnet)	15 6.0	- -	- -	- -	- -	- -	10 5.2	1 1.3	2 5.3	11 4.8	107 4.6
Cancer/cancer concerns (Unspecified)	14 5.6	- -	- -	- -	- -	- -	10 5.2	1 1.3	2 5.3	11 4.8	95 4.1
Fear of/have experienced dental/ oral cancer	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *
Other mentions of cancer	1 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	11 0.5
Influences (Net)	35 14.0	5 18.5	- -	- -	- -	- -	27 14.1	13 16.9	9 23.7	36 15.6	366 15.8
Influenced by family/ loved ones/children	32 12.8	4 14.8	- -	- -	- -	- -	27 14.1	10 13.0	9 23.7	33 14.3	331 14.3
Influenced by religious believes	1 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	24 1.0
Other mentions of influences	2 0.8	1 3.7	- -	- -	- -	- -	- -	3 3.9	- -	3 1.3	13 0.6
Price/Value (Net)	17 6.8	2 7.4	- -	- -	- -	- -	23 12.1	6 7.8	6 15.8	26 11.3	242 10.5
Price/expensive	15 6.0	2 7.4	- -	- -	- -	- -	22 11.5	5 6.5	6 15.8	24 10.4	220 9.5
To save money	- -	- -	- -	- -	- -	- -	1 0.5	1 1.3	- -	2 0.9	14 0.6

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 157

q119) Please tell us your main motivations(s) for quitting cigarettes.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	191	77	38	231	2310
Other mentions of price/value	2	-	-	-	-	-	-	-	-	-	9
	0.8	-	-	-	-	-	-	-	-	-	0.4
Taste/Style (Net)	3	-	-	-	-	-	4	-	-	4	44
	1.2	-	-	-	-	-	2.1	-	-	1.7	1.9
Dislike taste/style	3	-	-	-	-	-	4	-	-	4	44
	1.2	-	-	-	-	-	2.1	-	-	1.7	1.9
Miscellaneous	49	4	-	-	-	-	34	19	5	47	522
	19.5	14.8	-	-	-	-	17.8	24.7	13.2	20.3	22.6
No interest/wasn't enjoying it/needed to quit	18	2	-	-	-	-	13	9	-	20	229
	7.2	7.4	-	-	-	-	6.8	11.7	-	8.7	9.9
Dislike smell/odor	8	1	-	-	-	-	6	3	2	8	101
	3.2	3.7	-	-	-	-	3.1	3.9	5.3	3.5	4.4
Interfered with lifestyle	7	-	-	-	-	-	3	2	-	5	51
	2.8	-	-	-	-	-	1.6	2.6	-	2.2	2.2
Bad habit/addicting	5	-	-	-	-	-	4	-	-	4	53
	2.0	-	-	-	-	-	2.1	-	-	1.7	2.3
It's dirty/messy	5	-	-	-	-	-	2	-	-	2	44
	2.0	-	-	-	-	-	1.0	-	-	0.9	1.9
Prefer other products	3	-	-	-	-	-	1	-	2	1	10
	1.2	-	-	-	-	-	0.5	-	5.3	0.4	0.4
Dislike product	2	1	-	-	-	-	2	2	1	3	8
	0.8	3.7	-	-	-	-	1.1	2.6	2.6	1.3	0.3
Misc. mentions of appearance	2	-	-	-	-	-	1	1	-	1	11
	0.8	-	-	-	-	-	0.5	1.3	-	0.4	0.5
Was an occasional user/ not addicted	1	-	-	-	-	-	-	2	-	2	43
	0.4	-	-	-	-	-	-	2.6	-	0.9	1.9
Other mentions	4	-	-	-	-	-	3	2	-	4	41
	1.6	-	-	-	-	-	1.6	2.6	-	1.7	1.8
Don't know	-	-	-	-	-	-	1	-	-	1	4
	-	-	-	-	-	-	0.5	-	-	0.4	0.2
Nothing	17	6	-	-	-	-	14	17	1	19	20
	6.8	22.2	-	-	-	-	7.3	22.0	2.6	8.2	0.9

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 158

q122) Approximately how long have you used snus? If you have used snus for several periods, and quit in between, we ask you to please state the total time you have used snus. For example if you used snus for 5 years, quit for 1 year, and have used snus for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
<1 Year - 9 Years (Net)	218	218	40	32	30	24	197	218	48	218	-
	85.5	85.5	78.4	78.1	79.0	85.7	85.3	85.5	87.3	85.5	-
Less than 6 months	25	25	2	2	2	2	23	25	6	25	-
	9.8	9.8	3.9	4.9	5.3	7.1	9.9	9.8	10.9	9.8	-
6 months up to 1 year	23	23	3	2	2	1	21	23	7	23	-
	9.0	9.0	5.9	4.9	5.3	3.6	9.1	9.0	12.7	9.0	-
1 year	21	21	6	6	5	4	18	21	5	21	-
	8.2	8.2	11.8	14.6	13.1	14.3	7.8	8.2	9.1	8.2	-
2 years	27	27	4	4	4	4	25	27	6	27	-
	10.6	10.6	7.8	9.7	10.5	14.3	10.8	10.6	10.9	10.6	-
3 years	37	37	4	4	4	2	34	37	4	37	-
	14.5	14.5	7.8	9.7	10.5	7.2	14.7	14.5	7.3	14.5	-
4 years	20	20	5	3	2	2	17	20	5	20	-
	7.8	7.8	9.8	7.3	5.3	7.2	7.4	7.8	9.1	7.8	-
5 years	26	26	4	1	1	1	25	26	7	26	-
	10.2	10.2	7.9	2.4	2.6	3.6	10.8	10.2	12.8	10.2	-
6 years	14	14	8	7	7	6	13	14	3	14	-
	5.5	5.5	15.7	17.1	18.5	21.5	5.6	5.5	5.4	5.5	-
7 years	18	18	3	3	3	2	15	18	4	18	-
	7.1	7.1	5.9	7.3	7.9	7.2	6.5	7.1	7.3	7.1	-
8 years	7	7	1	-	-	-	6	7	1	7	-
	2.8	2.8	2.0	-	-	-	2.6	2.8	1.8	2.8	-
10- 19 Years (Net)	26	26	8	6	5	3	26	26	5	26	-
	10.2	10.2	15.7	14.6	13.1	10.7	11.3	10.2	9.1	10.2	-
9 years	2	2	1	-	-	-	2	2	2	2	-
	0.8	0.8	2.0	-	-	-	0.9	0.8	3.6	0.8	-
10 years	10	10	4	4	3	1	10	10	2	10	-
	3.9	3.9	7.8	9.8	7.9	3.6	4.3	3.9	3.6	3.9	-
11 years	3	3	1	1	1	1	3	3	-	3	-
	1.2	1.2	2.0	2.4	2.6	3.6	1.3	1.2	-	1.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 158

q122) Approximately how long have you used snus? If you have used snus for several periods, and quit in between, we ask you to please state the total time you have used snus. For example if you used snus for 5 years, quit for 1 year, and have used snus for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
12 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
13 years	2	2	1	-	-	-	2	2	1	2	-
	0.8	0.8	2.0	-	-	-	0.9	0.8	1.8	0.8	-
14 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
15 years	3	3	1	1	1	1	3	3	-	3	-
	1.2	1.2	2.0	2.4	2.6	3.6	1.3	1.2	-	1.2	-
16 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
17 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
18 years	2	2	-	-	-	-	2	2	-	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
20 - 39 Years (Net)	11	11	3	3	3	1	8	11	2	11	-
	4.3	4.3	5.9	7.3	7.9	3.6	3.5	4.3	3.6	4.3	-
20 years	5	5	1	1	1	-	3	5	2	5	-
	2.0	2.0	2.0	2.4	2.6	-	1.3	2.0	3.6	2.0	-
21 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
22 years	1	1	1	1	1	1	1	1	-	1	-
	0.4	0.4	2.0	2.4	2.6	3.6	0.4	0.4	-	0.4	-
23 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
27 years	1	1	-	-	-	-	-	1	-	1	-
	0.4	0.4	-	-	-	-	-	0.4	-	0.4	-
30 years	1	1	1	1	1	-	1	1	-	1	-
	0.4	0.4	2.0	2.4	2.6	-	0.4	0.4	-	0.4	-
36 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 158

q122) Approximately how long have you used snus? If you have used snus for several periods, and quit in between, we ask you to please state the total time you have used snus. For example if you used snus for 5 years, quit for 1 year, and have used snus for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Mean	4.97	4.97	6.01	6.01	6.09	5.03	4.89	4.97	4.31	4.97	-
Std. Dev.	5.41	5.41	5.79	6.28	6.44	4.84	5.24	5.41	4.31	5.41	-
Std. Err.	0.34	0.34	0.81	0.98	1.04	0.92	0.34	0.34	0.58	0.34	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 159

q123) Weekly means using snus at least once week for at least one month. How old were you when you started using snus weekly?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
I do not use snus weekly	15	15	-	-	-	-	14	15	4	15	-
(not factored in mean)	5.9	5.9	-	-	-	-	6.1	5.9	7.3	5.9	-
Less than 18 years	9	9	1	1	1	1	9	9	-	9	-
	3.5	3.5	2.0	2.4	2.6	3.6	3.9	3.5	-	3.5	-
18 - 24 Years (Net)	91	91	16	12	12	8	82	91	21	91	-
	35.7	35.7	31.3	29.2	31.5	28.5	35.5	35.7	38.1	35.7	-
18 years	19	19	3	3	3	1	16	19	5	19	-
	7.4	7.4	5.9	7.3	7.9	3.6	6.9	7.4	9.1	7.4	-
19 years	11	11	3	2	2	2	11	11	3	11	-
	4.3	4.3	5.9	4.9	5.3	7.1	4.8	4.3	5.5	4.3	-
20 years	14	14	1	1	1	-	11	14	5	14	-
	5.5	5.5	2.0	2.4	2.6	-	4.8	5.5	9.1	5.5	-
21 years	18	18	4	3	3	2	17	18	2	18	-
	7.0	7.0	7.8	7.3	7.9	7.1	7.3	7.0	3.6	7.0	-
22 years	16	16	2	1	1	1	15	16	3	16	-
	6.3	6.3	3.9	2.4	2.6	3.6	6.5	6.3	5.4	6.3	-
23 years	8	8	2	1	1	1	7	8	3	8	-
	3.1	3.1	3.9	2.4	2.6	3.6	3.0	3.1	5.4	3.1	-
24 years	5	5	1	1	1	1	5	5	-	5	-
	2.0	2.0	2.0	2.4	2.6	3.6	2.2	2.0	-	2.0	-
25 - 34 Years (Net)	87	87	22	21	20	15	81	87	19	87	-
	34.1	34.1	43.2	51.3	52.7	53.6	35.1	34.1	34.6	34.1	-
25 years	8	8	2	2	2	1	7	8	2	8	-
	3.1	3.1	3.9	4.9	5.3	3.6	3.0	3.1	3.6	3.1	-
26 years	10	10	1	1	1	1	10	10	3	10	-
	3.9	3.9	2.0	2.4	2.6	3.6	4.3	3.9	5.4	3.9	-
27 years	10	10	2	2	2	2	10	10	1	10	-
	3.9	3.9	3.9	4.9	5.3	7.1	4.3	3.9	1.8	3.9	-
28 years	7	7	3	2	2	1	6	7	1	7	-
	2.7	2.7	5.9	4.9	5.3	3.6	2.6	2.7	1.8	2.7	-
29 years	9	9	1	1	1	1	8	9	1	9	-
	3.5	3.5	2.0	2.4	2.6	3.6	3.5	3.5	1.8	3.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 159

q123) Weekly means using snus at least once week for at least one month. How old were you when you started using snus weekly?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
30 years	10	10	5	5	5	4	8	10	2	10	-
	3.9	3.9	9.8	12.2	13.2	14.3	3.5	3.9	3.7	3.9	-
31 years	9	9	3	3	3	2	9	9	2	9	-
	3.5	3.5	5.9	7.3	7.9	7.2	3.9	3.5	3.6	3.5	-
32 years	9	9	4	4	3	3	9	9	2	9	-
	3.5	3.5	7.8	9.8	7.9	10.7	3.9	3.5	3.6	3.5	-
33 years	8	8	1	1	1	-	8	8	1	8	-
	3.1	3.1	2.0	2.4	2.6	-	3.5	3.1	1.8	3.1	-
34 years	7	7	-	-	-	-	6	7	4	7	-
	2.8	2.8	-	-	-	-	2.6	2.8	7.3	2.8	-
35 - 49 Years (Net)	40	40	7	4	3	2	36	40	9	40	-
	15.7	15.7	13.7	9.8	7.9	7.2	15.6	15.7	16.4	15.7	-
35 years	9	9	2	2	1	1	8	9	2	9	-
	3.5	3.5	3.9	4.9	2.6	3.6	3.5	3.5	3.6	3.5	-
36 years	4	4	-	-	-	-	3	4	-	4	-
	1.6	1.6	-	-	-	-	1.3	1.6	-	1.6	-
37 years	4	4	1	-	-	-	4	4	2	4	-
	1.6	1.6	2.0	-	-	-	1.7	1.6	3.7	1.6	-
38 years	3	3	1	-	-	-	3	3	1	3	-
	1.2	1.2	2.0	-	-	-	1.3	1.2	1.8	1.2	-
39 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
40 years	2	2	-	-	-	-	2	2	1	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	1.8	0.8	-
41 years	3	3	2	1	1	1	3	3	1	3	-
	1.2	1.2	3.9	2.4	2.6	3.6	1.3	1.2	1.8	1.2	-
42 years	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	1.8	0.4	-
43 years	2	2	-	-	-	-	2	2	-	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
44 years	1	1	-	-	-	-	-	1	-	1	-
	0.4	0.4	-	-	-	-	-	0.4	-	0.4	-
45 years	2	2	-	-	-	-	2	2	-	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 159

q123) Weekly means using snus at least once week for at least one month. How old were you when you started using snus weekly?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
46 years	3	3	-	-	-	-	3	3	1	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	1.8	1.2	-
47 years	1	1	-	-	-	-	-	1	-	1	-
	0.4	0.4	-	-	-	-	-	0.4	-	0.4	-
48 years	2	2	1	1	1	-	2	2	-	2	-
	0.8	0.8	2.0	2.4	2.6	-	0.9	0.8	-	0.8	-
49 years	2	2	-	-	-	-	2	2	-	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
50+ Years (Net)	13	13	5	3	2	2	9	13	2	13	-
	5.1	5.1	9.8	7.3	5.3	7.1	3.9	5.1	3.6	5.1	-
50 years	4	4	1	1	1	1	4	4	1	4	-
	1.6	1.6	2.0	2.4	2.6	3.6	1.7	1.6	1.8	1.6	-
51 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
53 years	1	1	-	-	-	-	-	1	-	1	-
	0.4	0.4	-	-	-	-	-	0.4	-	0.4	-
54 years	1	1	1	-	-	-	1	1	-	1	-
	0.4	0.4	2.0	-	-	-	0.4	0.4	-	0.4	-
55 years	1	1	1	-	-	-	1	1	1	1	-
	0.4	0.4	2.0	-	-	-	0.4	0.4	1.8	0.4	-
57 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
59 years	4	4	2	2	1	1	1	4	-	4	-
	1.6	1.6	3.9	4.9	2.6	3.6	0.4	1.6	-	1.6	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	28.65	28.65	30.28	29.42	28.42	28.86	28.24	28.65	28.38	28.65	-
Std. Dev.	9.89	9.89	10.78	10.05	9.14	9.27	9.27	9.89	8.95	9.89	-
Std. Err.	0.64	0.64	1.51	1.57	1.48	1.75	0.63	0.64	1.25	0.64	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 160

q124) On average, how many cans did you use at that time, per week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Snus Weekly (Unwtd)	240	240	51	41	38	28	217	240	51	240	-
Base - Use Snus Weekly (Wgtd)	240	240	51	41	38	28	217	240	51	240	-
Eff Base	240	240	51	41	38	28	217	240	51	240	-
1	77	77	14	11	11	8	66	77	8	77	-
	32.1	32.1	27.5	26.8	28.9	28.6	30.4	32.1	15.7	32.1	-
2	51	51	11	9	6	6	47	51	14	51	-
	21.3	21.3	21.6	22.0	15.8	21.5	21.7	21.3	27.4	21.3	-
3	37	37	3	3	3	2	33	37	5	37	-
	15.4	15.4	5.9	7.3	7.9	7.2	15.2	15.4	9.8	15.4	-
4	24	24	8	3	3	2	21	24	10	24	-
	10.0	10.0	15.7	7.3	7.9	7.1	9.7	10.0	19.6	10.0	-
5	21	21	6	6	6	4	20	21	5	21	-
	8.7	8.7	11.8	14.6	15.8	14.3	9.2	8.7	9.8	8.7	-
6+ (Net)	30	30	9	9	9	6	30	30	9	30	-
	12.5	12.5	17.6	21.9	23.7	21.4	13.8	12.5	17.6	12.5	-
6	5	5	1	1	1	1	5	5	-	5	-
	2.1	2.1	2.0	2.4	2.6	3.6	2.3	2.1	-	2.1	-
7	6	6	3	3	3	1	6	6	3	6	-
	2.5	2.5	5.9	7.3	7.9	3.6	2.8	2.5	5.9	2.5	-
8	3	3	2	2	2	2	3	3	1	3	-
	1.2	1.2	3.9	4.9	5.3	7.1	1.4	1.2	2.0	1.2	-
9	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.4	-	-	-	-	0.5	0.4	2.0	0.4	-
10	4	4	1	1	1	-	4	4	2	4	-
	1.7	1.7	2.0	2.4	2.6	-	1.8	1.7	3.9	1.7	-
11	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.5	0.4	-	0.4	-
12	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.5	0.4	-	0.4	-
17	1	1	1	1	1	1	1	1	-	1	-
	0.4	0.4	2.0	2.4	2.6	3.6	0.5	0.4	-	0.4	-
20	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.5	0.4	-	0.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 160

q124) On average, how many cans did you use at that time, per week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Snus Weekly (Wgtd)	240	240	51	41	38	28	217	240	51	240	-
21-30	3	3	-	-	-	-	3	3	-	3	-
	1.2	1.2	-	-	-	-	1.4	1.2	-	1.2	-
31-40	3	3	1	1	1	1	3	3	2	3	-
	1.3	1.3	2.0	2.4	2.6	3.6	1.4	1.3	3.9	1.3	-
91-100	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.5	0.4	-	0.4	-
Total	240	240	51	41	38	28	217	240	51	240	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	4.06	4.06	4.08	4.41	4.60	4.68	4.27	4.06	4.71	4.06	-
Std. Dev.	7.93	7.93	4.85	5.33	5.49	6.18	8.31	7.93	6.23	7.93	-
Std. Err.	0.51	0.51	0.68	0.83	0.89	1.17	0.56	0.51	0.87	0.51	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 161

q127) How old were you the first and last time you started using snus? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Less than 18 years	22	22	5	4	4	3	20	22	3	22	-
	8.6	8.6	9.8	9.8	10.5	10.7	8.7	8.6	5.5	8.6	-
18 - 24 Years (Net)	88	88	13	10	10	7	80	88	17	88	-
	34.5	34.5	25.5	24.4	26.3	25.0	34.6	34.5	30.9	34.5	-
18 years	16	16	2	2	2	-	13	16	3	16	-
	6.3	6.3	3.9	4.9	5.3	-	5.6	6.3	5.4	6.3	-
19 years	14	14	2	2	2	2	14	14	5	14	-
	5.5	5.5	3.9	4.9	5.3	7.1	6.1	5.5	9.1	5.5	-
20 years	13	13	-	-	-	-	11	13	4	13	-
	5.1	5.1	-	-	-	-	4.8	5.1	7.3	5.1	-
21 years	15	15	3	2	2	1	13	15	1	15	-
	5.9	5.9	5.9	4.9	5.3	3.6	5.6	5.9	1.8	5.9	-
22 years	14	14	2	1	1	1	13	14	1	14	-
	5.5	5.5	3.9	2.4	2.6	3.6	5.6	5.5	1.8	5.5	-
23 years	6	6	3	3	3	3	6	6	1	6	-
	2.3	2.3	5.9	7.3	7.9	10.7	2.6	2.3	1.8	2.3	-
24 years	10	10	1	-	-	-	10	10	2	10	-
	3.9	3.9	2.0	-	-	-	4.3	3.9	3.6	3.9	-
25 - 34 Years (Net)	84	84	22	21	20	15	79	84	21	84	-
	33.0	33.0	43.2	51.3	52.7	53.6	34.2	33.0	38.2	33.0	-
25 years	12	12	3	3	3	2	11	12	3	12	-
	4.7	4.7	5.9	7.3	7.9	7.1	4.8	4.7	5.4	4.7	-
26 years	9	9	3	3	3	3	9	9	2	9	-
	3.5	3.5	5.9	7.3	7.9	10.7	3.9	3.5	3.6	3.5	-
27 years	6	6	1	1	1	1	6	6	1	6	-
	2.4	2.4	2.0	2.4	2.6	3.6	2.6	2.4	1.8	2.4	-
28 years	12	12	2	1	1	-	11	12	1	12	-
	4.7	4.7	3.9	2.4	2.6	-	4.8	4.7	1.8	4.7	-
29 years	6	6	2	2	2	2	5	6	2	6	-
	2.4	2.4	3.9	4.9	5.3	7.2	2.2	2.4	3.6	2.4	-
30 years	10	10	3	3	3	2	9	10	2	10	-
	3.9	3.9	5.9	7.3	7.9	7.1	3.9	3.9	3.7	3.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 161

q127) How old were you the first and last time you started using snus? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
31 years	7	7	3	3	3	1	7	7	1	7	-
	2.7	2.7	5.9	7.3	7.9	3.6	3.0	2.7	1.8	2.7	-
32 years	10	10	5	5	4	4	10	10	4	10	-
	3.9	3.9	9.8	12.2	10.5	14.3	4.3	3.9	7.3	3.9	-
33 years	5	5	-	-	-	-	5	5	1	5	-
	2.0	2.0	-	-	-	-	2.2	2.0	1.8	2.0	-
34 years	7	7	-	-	-	-	6	7	4	7	-
	2.8	2.8	-	-	-	-	2.6	2.8	7.3	2.8	-
35 - 49 Years (Net)	49	49	6	3	2	1	44	49	12	49	-
	19.2	19.2	11.8	7.3	5.3	3.6	19.1	19.2	21.8	19.2	-
35 years	14	14	2	2	1	1	12	14	4	14	-
	5.5	5.5	3.9	4.9	2.6	3.6	5.2	5.5	7.3	5.5	-
36 years	6	6	-	-	-	-	5	6	-	6	-
	2.4	2.4	-	-	-	-	2.2	2.4	-	2.4	-
37 years	3	3	-	-	-	-	3	3	2	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	3.7	1.2	-
38 years	3	3	1	-	-	-	3	3	-	3	-
	1.2	1.2	2.0	-	-	-	1.3	1.2	-	1.2	-
39 years	3	3	-	-	-	-	3	3	2	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	3.6	1.2	-
40 years	2	2	-	-	-	-	2	2	1	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	1.8	0.8	-
41 years	4	4	2	-	-	-	4	4	1	4	-
	1.6	1.6	3.9	-	-	-	1.7	1.6	1.8	1.6	-
42 years	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	1.8	0.4	-
43 years	2	2	-	-	-	-	2	2	-	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
44 years	1	1	-	-	-	-	-	1	-	1	-
	0.4	0.4	-	-	-	-	-	0.4	-	0.4	-
45 years	3	3	-	-	-	-	3	3	-	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-
46 years	2	2	-	-	-	-	2	2	1	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	1.8	0.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 161

q127) How old were you the first and last time you started using snus? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
47 years	1	1	-	-	-	-	-	1	-	1	-
	0.4	0.4	-	-	-	-	-	0.4	-	0.4	-
48 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
49 years	3	3	1	1	1	-	3	3	-	3	-
	1.2	1.2	2.0	2.4	2.6	-	1.3	1.2	-	1.2	-
50+ Years (Net)	12	12	5	3	2	2	8	12	2	12	-
	4.7	4.7	9.8	7.3	5.3	7.1	3.5	4.7	3.6	4.7	-
50 years	3	3	1	1	1	1	3	3	1	3	-
	1.2	1.2	2.0	2.4	2.6	3.6	1.3	1.2	1.8	1.2	-
51 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
53 years	1	1	-	-	-	-	-	1	-	1	-
	0.4	0.4	-	-	-	-	-	0.4	-	0.4	-
54 years	1	1	1	-	-	-	1	1	-	1	-
	0.4	0.4	2.0	-	-	-	0.4	0.4	-	0.4	-
55 years	2	2	1	-	-	-	2	2	1	2	-
	0.8	0.8	2.0	-	-	-	0.9	0.8	1.8	0.8	-
60+ years	4	4	2	2	1	1	1	4	-	4	-
	1.6	1.6	3.9	4.9	2.6	3.6	0.4	1.6	-	1.6	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	28.29	28.29	29.67	28.61	27.47	27.75	27.88	28.29	28.83	28.29	-
Std. Dev.	10.09	10.09	11.48	10.75	9.60	9.72	9.35	10.09	9.06	10.09	-
Std. Err.	0.63	0.63	1.61	1.68	1.56	1.84	0.62	0.63	1.22	0.63	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 162

q128) How old were you the first and last time you started using snus? Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Less than 18 years	4	4	1	1	1	1	3	4	-	4	-
	1.6	1.6	2.0	2.4	2.6	3.6	1.3	1.6	-	1.6	-
18 - 24 Years (Net)	63	63	9	6	6	4	56	63	11	63	-
	24.7	24.7	17.6	14.6	15.8	14.3	24.2	24.7	20.0	24.7	-
18 years	3	3	2	2	2	-	3	3	1	3	-
	1.2	1.2	3.9	4.9	5.3	-	1.3	1.2	1.8	1.2	-
19 years	3	3	-	-	-	-	3	3	-	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-
20 years	12	12	-	-	-	-	11	12	4	12	-
	4.7	4.7	-	-	-	-	4.8	4.7	7.3	4.7	-
21 years	12	12	-	-	-	-	9	12	1	12	-
	4.7	4.7	-	-	-	-	3.9	4.7	1.8	4.7	-
22 years	12	12	3	-	-	-	11	12	1	12	-
	4.7	4.7	5.9	-	-	-	4.8	4.7	1.8	4.7	-
23 years	10	10	2	2	2	2	9	10	-	10	-
	3.9	3.9	3.9	4.9	5.2	7.1	3.9	3.9	-	3.9	-
24 years	11	11	2	2	2	2	10	11	4	11	-
	4.3	4.3	3.9	4.9	5.3	7.1	4.3	4.3	7.3	4.3	-
25 - 34 Years (Net)	84	84	22	20	19	15	80	84	20	84	-
	32.9	32.9	43.1	48.8	50.0	53.6	34.6	32.9	36.3	32.9	-
25 years	11	11	1	1	1	1	11	11	4	11	-
	4.3	4.3	2.0	2.4	2.6	3.6	4.7	4.3	7.2	4.3	-
26 years	2	2	-	-	-	-	2	2	-	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
27 years	9	9	2	2	2	2	7	9	2	9	-
	3.5	3.5	3.9	4.9	5.3	7.2	3.0	3.5	3.6	3.5	-
28 years	4	4	1	1	1	1	4	4	-	4	-
	1.6	1.6	2.0	2.4	2.6	3.6	1.7	1.6	-	1.6	-
29 years	6	6	3	3	3	3	5	6	3	6	-
	2.4	2.4	5.9	7.3	7.9	10.7	2.2	2.4	5.4	2.4	-
30 years	11	11	2	2	2	2	11	11	2	11	-
	4.3	4.3	3.9	4.9	5.3	7.2	4.8	4.3	3.6	4.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 162

q128) How old were you the first and last time you started using snus? Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
31 years	9	9	3	3	3	1	9	9	2	9	-
	3.5	3.5	5.9	7.3	7.9	3.6	3.9	3.5	3.6	3.5	-
32 years	16	16	6	6	6	4	16	16	3	16	-
	6.3	6.3	11.7	14.6	15.8	14.2	6.9	6.3	5.4	6.3	-
33 years	12	12	3	2	1	1	11	12	3	12	-
	4.7	4.7	5.9	4.9	2.6	3.6	4.8	4.7	5.5	4.7	-
34 years	4	4	1	-	-	-	4	4	1	4	-
	1.6	1.6	2.0	-	-	-	1.7	1.6	1.8	1.6	-
35 - 49 Years (Net)	81	81	11	9	8	6	75	81	21	81	-
	31.8	31.8	21.6	22.0	21.1	21.5	32.5	31.8	38.3	31.8	-
35 years	23	23	5	5	5	3	21	23	8	23	-
	9.0	9.0	9.8	12.2	13.2	10.7	9.1	9.0	14.6	9.0	-
36 years	15	15	2	2	2	2	14	15	2	15	-
	5.9	5.9	3.9	4.9	5.3	7.2	6.1	5.9	3.7	5.9	-
37 years	6	6	-	-	-	-	6	6	4	6	-
	2.4	2.4	-	-	-	-	2.6	2.4	7.3	2.4	-
38 years	2	2	-	-	-	-	2	2	-	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
39 years	6	6	-	-	-	-	6	6	2	6	-
	2.4	2.4	-	-	-	-	2.6	2.4	3.6	2.4	-
40 years	3	3	-	-	-	-	3	3	-	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-
41 years	1	1	-	-	-	-	-	1	1	1	-
	0.4	0.4	-	-	-	-	-	0.4	1.8	0.4	-
42 years	3	3	-	-	-	-	3	3	1	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	1.8	1.2	-
43 years	4	4	2	1	1	1	4	4	1	4	-
	1.6	1.6	3.9	2.4	2.6	3.6	1.7	1.6	1.8	1.6	-
44 years	3	3	-	-	-	-	1	3	1	3	-
	1.2	1.2	-	-	-	-	0.4	1.2	1.8	1.2	-
45 years	7	7	1	1	-	-	7	7	-	7	-
	2.7	2.7	2.0	2.4	-	-	3.0	2.7	-	2.7	-
46 years	4	4	1	-	-	-	4	4	1	4	-
	1.6	1.6	2.0	-	-	-	1.7	1.6	1.8	1.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 162

q128) How old were you the first and last time you started using snus? Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
47 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
48 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
49 years	2	2	-	-	-	-	2	2	-	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
50+ Years (Net)	23	23	8	5	4	2	17	23	3	23	-
	9.0	9.0	15.7	12.2	10.5	7.1	7.3	9.0	5.5	9.0	-
51 years	3	3	2	1	1	-	3	3	1	3	-
	1.2	1.2	3.9	2.4	2.6	-	1.3	1.2	1.8	1.2	-
52 years	2	2	1	1	1	1	2	2	-	2	-
	0.8	0.8	2.0	2.4	2.6	3.6	0.9	0.8	-	0.8	-
53 years	2	2	1	1	1	-	1	2	-	2	-
	0.8	0.8	2.0	2.4	2.6	-	0.4	0.8	-	0.8	-
54 years	2	2	-	-	-	-	2	2	-	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
55 years	2	2	-	-	-	-	1	2	-	2	-
	0.8	0.8	-	-	-	-	0.4	0.8	-	0.8	-
57 years	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	1.8	0.4	-
58 years	2	2	-	-	-	-	1	2	-	2	-
	0.8	0.8	-	-	-	-	0.4	0.8	-	0.8	-
59 years	2	2	1	-	-	-	2	2	-	2	-
	0.8	0.8	2.0	-	-	-	0.9	0.8	-	0.8	-
60+ years	7	7	3	2	1	1	4	7	1	7	-
	2.7	2.7	5.9	4.9	2.6	3.6	1.7	2.7	1.8	2.7	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	32.95	32.95	34.51	33.32	32.26	31.78	32.60	32.95	32.61	32.95	-
Std. Dev.	10.65	10.65	11.62	10.47	9.56	8.97	10.03	10.65	8.97	10.65	-
Std. Err.	0.67	0.67	1.63	1.64	1.55	1.70	0.66	0.67	1.21	0.67	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 163

q130) On average, how many snus pouches did you use at the time you started using snus? - Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
0	12	12	1	1	-	-	10	12	2	12	-
	4.7	4.7	2.0	2.4	-	-	4.3	4.7	3.6	4.7	-
1	54	54	12	10	8	6	49	54	9	54	-
	21.2	21.2	23.5	24.4	21.0	21.4	21.2	21.2	16.4	21.2	-
2	41	41	8	7	7	6	37	41	6	41	-
	16.1	16.1	15.7	17.1	18.4	21.4	16.0	16.1	10.9	16.1	-
3	30	30	7	3	3	3	24	30	6	30	-
	11.8	11.8	13.8	7.3	7.9	10.7	10.4	11.8	10.9	11.8	-
4	30	30	4	4	4	3	28	30	5	30	-
	11.8	11.8	7.9	9.8	10.5	10.8	12.1	11.8	9.1	11.8	-
5	25	25	3	3	3	2	23	25	7	25	-
	9.8	9.8	5.9	7.3	7.9	7.1	10.0	9.8	12.7	9.8	-
6	12	12	1	-	-	-	11	12	5	12	-
	4.7	4.7	2.0	-	-	-	4.8	4.7	9.1	4.7	-
7	11	11	4	3	3	1	11	11	2	11	-
	4.3	4.3	7.8	7.3	7.9	3.6	4.8	4.3	3.6	4.3	-
8	5	5	1	1	1	1	4	5	1	5	-
	2.0	2.0	2.0	2.4	2.6	3.6	1.7	2.0	1.8	2.0	-
9	3	3	2	1	1	1	3	3	1	3	-
	1.2	1.2	3.9	2.4	2.6	3.6	1.3	1.2	1.8	1.2	-
10	6	6	3	3	3	3	6	6	1	6	-
	2.4	2.4	5.9	7.3	7.9	10.7	2.6	2.4	1.8	2.4	-
11+ (Net)	26	26	5	5	5	2	25	26	10	26	-
	10.2	10.2	9.8	12.2	13.2	7.1	10.8	10.2	18.2	10.2	-
11	4	4	-	-	-	-	4	4	2	4	-
	1.6	1.6	-	-	-	-	1.7	1.6	3.6	1.6	-
12	3	3	-	-	-	-	3	3	1	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	1.8	1.2	-
13	2	2	1	1	1	1	1	2	-	2	-
	0.8	0.8	2.0	2.4	2.6	3.6	0.4	0.8	-	0.8	-
14	4	4	1	1	1	-	4	4	2	4	-
	1.6	1.6	2.0	2.5	2.6	-	1.7	1.6	3.7	1.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 163

q130) On average, how many snus pouches did you use at the time you started using snus? - Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
15	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
16	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
17	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
18	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
19	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
20	3	3	1	1	1	-	3	3	2	3	-
	1.2	1.2	2.0	2.4	2.6	-	1.3	1.2	3.7	1.2	-
21	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
22	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
23	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
24	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	1.8	0.4	-
25+	7	7	2	2	2	1	7	7	2	7	-
	2.7	2.7	3.9	4.9	5.3	3.6	3.0	2.7	3.6	2.7	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	4.78	4.78	5.31	5.68	6.08	5.11	4.95	4.78	6.27	4.78	-
Std. Dev.	5.44	5.44	5.98	6.51	6.60	5.50	5.62	5.44	6.54	5.44	-
Std. Err.	0.34	0.34	0.84	1.02	1.07	1.04	0.37	0.34	0.88	0.34	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 164

q131) On average, how many snus pouches did you use at the time you started using snus? - Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
0	12	12	1	1	-	-	10	12	2	12	-
	4.7	4.7	2.0	2.4	-	-	4.3	4.7	3.6	4.7	-
7	54	54	12	10	8	6	49	54	9	54	-
	21.2	21.2	23.5	24.4	21.0	21.4	21.2	21.2	16.4	21.2	-
11+ (Net)	189	189	38	30	30	22	172	189	44	189	-
	74.1	74.1	74.5	73.2	79.0	78.6	74.5	74.1	80.0	74.1	-
14	41	41	8	7	7	6	37	41	6	41	-
	16.1	16.1	15.7	17.1	18.4	21.4	16.0	16.1	10.9	16.1	-
21	30	30	7	3	3	3	24	30	6	30	-
	11.8	11.8	13.8	7.3	7.9	10.7	10.4	11.8	10.9	11.8	-
25+	118	118	23	20	20	13	111	118	32	118	-
	46.3	46.3	45.1	48.8	52.6	46.4	48.1	46.3	58.2	46.3	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	18.70	18.70	18.90	18.81	19.92	19.29	18.88	18.70	20.67	18.70	-
Std. Dev.	9.04	9.04	8.70	9.04	8.36	8.29	9.04	9.04	8.70	9.04	-
Std. Err.	0.57	0.57	1.22	1.41	1.36	1.57	0.59	0.57	1.17	0.57	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 165

q132) We would like to know how frequently you use snus. Do you use snus:

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Every day	171	171	33	28	26	17	153	171	46	171	-
	67.1	67.1	64.7	68.3	68.4	60.7	66.2	67.1	83.6	67.1	-
Some days	84	84	18	13	12	11	78	84	9	84	-
	32.9	32.9	35.3	31.7	31.6	39.3	33.8	32.9	16.4	32.9	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 166

q133) Thinking about the past 30 days, how many of those days did you use snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Snus Some Days (Unwtd)	84	84	18	13	12	11	78	84	9	84	-
Base - Use Snus Some Days (Wgtd)	84	84	18	13	12	11	78	84	9	84	-
Eff Base	84	84	18	13	12	11	78	84	9	84	-
0	8	8	-	-	-	-	8	8	1	8	-
	9.5	9.5	-	-	-	-	10.2	9.5	11.1	9.5	-
1 Week (Net)	23	23	3	2	2	2	18	23	2	23	-
	27.4	27.4	16.6	15.4	16.7	18.2	23.1	27.4	22.1	27.4	-
1	4	4	-	-	-	-	4	4	1	4	-
	4.8	4.8	-	-	-	-	5.1	4.8	11.1	4.8	-
2	6	6	-	-	-	-	5	6	1	6	-
	7.1	7.1	-	-	-	-	6.4	7.1	11.1	7.1	-
3	4	4	1	1	1	1	2	4	-	4	-
	4.8	4.8	5.5	7.7	8.3	9.1	2.6	4.8	-	4.8	-
4	1	1	-	-	-	-	1	1	-	1	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-
5	4	4	2	1	1	1	3	4	-	4	-
	4.8	4.8	11.1	7.7	8.3	9.1	3.8	4.8	-	4.8	-
6	1	1	-	-	-	-	1	1	-	1	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-
7	3	3	-	-	-	-	2	3	-	3	-
	3.6	3.6	-	-	-	-	2.6	3.6	-	3.6	-
2 Weeks (Net)	30	30	10	7	6	5	30	30	5	30	-
	35.7	35.7	55.6	53.8	50.0	45.4	38.5	35.7	55.7	35.7	-
8	8	8	3	3	3	3	8	8	2	8	-
	9.5	9.5	16.6	23.0	25.0	27.2	10.3	9.5	22.3	9.5	-
9	1	1	1	1	-	-	1	1	-	1	-
	1.2	1.2	5.6	7.7	-	-	1.3	1.2	-	1.2	-
10	7	7	1	1	1	-	7	7	-	7	-
	8.3	8.3	5.5	7.7	8.3	-	9.0	8.3	-	8.3	-
11	3	3	-	-	-	-	3	3	1	3	-
	3.6	3.6	-	-	-	-	3.9	3.6	11.1	3.6	-
12	6	6	-	-	-	-	6	6	-	6	-
	7.1	7.1	-	-	-	-	7.7	7.1	-	7.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 166

q133) Thinking about the past 30 days, how many of those days did you use snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Snus Some Days (Wgtd)	84	84	18	13	12	11	78	84	9	84	-
13	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
14	5	5	5	2	2	2	5	5	2	5	-
	6.0	6.0	27.8	15.4	16.7	18.2	6.4	6.0	22.3	6.0	-
3 Weeks (Net)	19	19	3	2	2	2	18	19	1	19	-
	22.6	22.6	16.7	15.4	16.7	18.2	23.1	22.6	11.1	22.6	-
15	7	7	-	-	-	-	7	7	-	7	-
	8.3	8.3	-	-	-	-	9.0	8.3	-	8.3	-
16	1	1	-	-	-	-	1	1	-	1	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-
17	2	2	1	-	-	-	2	2	-	2	-
	2.4	2.4	5.6	-	-	-	2.6	2.4	-	2.4	-
18	2	2	2	2	2	2	2	2	1	2	-
	2.4	2.4	11.1	15.4	16.7	18.2	2.6	2.4	11.1	2.4	-
19	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
20	7	7	-	-	-	-	6	7	-	7	-
	8.3	8.3	-	-	-	-	7.7	8.3	-	8.3	-
21	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
4 Weeks+ (Net)	4	4	2	2	2	2	4	4	-	4	-
	4.8	4.8	11.1	15.4	16.7	18.2	5.1	4.8	-	4.8	-
22	1	1	-	-	-	-	1	1	-	1	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-
23	1	1	-	-	-	-	1	1	-	1	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-
24	1	1	1	1	1	1	1	1	-	1	-
	1.2	1.2	5.6	7.7	8.3	9.1	1.3	1.2	-	1.2	-
25	1	1	1	1	1	1	1	1	-	1	-
	1.2	1.2	5.6	7.7	8.3	9.1	1.3	1.2	-	1.2	-
26	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
27	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 166

q133) Thinking about the past 30 days, how many of those days did you use snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Snus Some Days (Wgtd)	84	84	18	13	12	11	78	84	9	84	-
28	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
29	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
30	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	84	84	18	13	12	11	78	84	9	84	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	9.79	9.79	12.67	12.62	12.92	13.19	10.03	9.79	8.46	9.79	-
Std. Dev.	6.84	6.84	6.24	6.95	7.17	7.45	6.83	6.84	6.40	6.84	-
Std. Err.	0.75	0.75	1.47	1.93	2.07	2.25	0.77	0.75	2.13	0.75	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 167

q134) Approximately how many pouches of snus do you use in a typical day?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
0 pouches	12	12	-	-	-	-	11	12	2	12	-
	4.7	4.7	-	-	-	-	4.8	4.7	3.6	4.7	-
1 pouch	36	36	6	5	5	4	33	36	6	36	-
	14.1	14.1	11.7	12.2	13.1	14.3	14.3	14.1	10.9	14.1	-
2 pouches	49	49	12	9	8	6	42	49	8	49	-
	19.2	19.2	23.6	22.0	21.1	21.5	18.2	19.2	14.5	19.2	-
3 pouches	33	33	5	3	1	1	29	33	6	33	-
	12.9	12.9	9.8	7.3	2.6	3.6	12.6	12.9	10.9	12.9	-
4 pouches	45	45	9	8	8	7	41	45	9	45	-
	17.7	17.7	17.7	19.5	21.1	25.0	17.8	17.7	16.4	17.7	-
5 pouches	29	29	6	5	5	3	26	29	6	29	-
	11.4	11.4	11.7	12.2	13.1	10.7	11.3	11.4	10.9	11.4	-
6 pouches	12	12	-	-	-	-	11	12	8	12	-
	4.7	4.7	-	-	-	-	4.8	4.7	14.6	4.7	-
7 pouches	10	10	3	3	3	2	9	10	4	10	-
	3.9	3.9	5.9	7.3	7.9	7.1	3.9	3.9	7.3	3.9	-
8 pouches	11	11	2	1	1	1	11	11	1	11	-
	4.3	4.3	3.9	2.4	2.6	3.6	4.8	4.3	1.8	4.3	-
9 pouches	1	1	1	-	-	-	1	1	-	1	-
	0.4	0.4	2.0	-	-	-	0.4	0.4	-	0.4	-
10 pouches	6	6	1	1	1	1	6	6	2	6	-
	2.4	2.4	2.0	2.4	2.6	3.6	2.6	2.4	3.6	2.4	-
11 pouches	1	1	1	1	1	-	1	1	-	1	-
	0.4	0.4	2.0	2.5	2.6	-	0.4	0.4	-	0.4	-
12 pouches	2	2	1	1	1	-	2	2	1	2	-
	0.8	0.8	2.0	2.4	2.6	-	0.9	0.8	1.8	0.8	-
13 pouches	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
14+ pouches	7	7	4	4	4	3	7	7	2	7	-
	2.7	2.7	7.8	9.8	10.5	10.7	3.0	2.7	3.6	2.7	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 167

q134) Approximately how many pouches of snus do you use in a typical day?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Mean	3.99	3.99	4.98	5.24	5.45	5.07	4.09	3.99	4.62	3.99	-
Std. Dev.	3.20	3.20	4.18	4.45	4.57	4.45	3.30	3.20	3.38	3.20	-
Std. Err.	0.20	0.20	0.58	0.70	0.74	0.84	0.22	0.20	0.46	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 168

q135) Approximately how many cans of snus do you use in a typical week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Less than half a can	26	26	2	1	1	-	23	26	3	26	-
	10.2	10.2	3.9	2.4	2.6	-	9.9	10.2	5.4	10.2	-
More than half, but less than 1 can	9	9	4	3	3	2	7	9	-	9	-
	3.5	3.5	7.8	7.3	7.9	7.1	3.0	3.5	-	3.5	-
1 can	46	46	9	8	7	6	39	46	7	46	-
	18.0	18.0	17.6	19.5	18.4	21.4	16.9	18.0	12.7	18.0	-
2 cans	44	44	6	4	3	3	39	44	9	44	-
	17.3	17.3	11.8	9.8	7.9	10.7	16.9	17.3	16.3	17.3	-
3 cans	34	34	7	4	4	4	30	34	7	34	-
	13.4	13.4	13.7	9.8	10.5	14.3	13.0	13.4	12.8	13.4	-
4 cans	27	27	2	1	1	1	25	27	7	27	-
	10.6	10.6	3.9	2.5	2.7	3.6	10.8	10.6	12.7	10.6	-
5 cans	19	19	3	3	3	-	19	19	3	19	-
	7.4	7.4	5.9	7.3	7.9	-	8.2	7.4	5.5	7.4	-
6 cans	13	13	5	5	5	5	13	13	6	13	-
	5.1	5.1	9.8	12.2	13.2	17.9	5.6	5.1	10.9	5.1	-
7 cans	13	13	4	3	3	1	12	13	4	13	-
	5.1	5.1	7.8	7.3	7.9	3.6	5.2	5.1	7.3	5.1	-
8 cans	5	5	1	1	1	1	5	5	1	5	-
	2.0	2.0	2.0	2.4	2.6	3.6	2.2	2.0	1.8	2.0	-
9 cans	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
10 cans	7	7	4	4	3	2	7	7	1	7	-
	2.7	2.7	7.8	9.8	7.9	7.1	3.0	2.7	1.8	2.7	-
11 cans	4	4	-	-	-	-	4	4	3	4	-
	1.6	1.6	-	-	-	-	1.7	1.6	5.5	1.6	-
12 cans	3	3	2	2	2	1	3	3	3	3	-
	1.2	1.2	3.9	4.9	5.3	3.6	1.3	1.2	5.4	1.2	-
13 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
14+ cans	4	4	2	2	2	2	4	4	1	4	-
	1.6	1.6	3.9	4.9	5.3	7.1	1.7	1.6	1.8	1.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 168

q135) Approximately how many cans of snus do you use in a typical week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	3.47	3.47	4.52	4.99	5.04	4.95	3.63	3.47	4.67	3.47	-
Std. Dev.	3.15	3.15	4.01	4.25	4.27	4.45	3.23	3.15	3.65	3.15	-
Std. Err.	0.20	0.20	0.56	0.66	0.69	0.84	0.21	0.20	0.49	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 169

q136) Approximately how many cans of snus did you use in a typical week, 1 year ago?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Been Using Snus At Least a Year (Unwtd)	207	207	46	37	34	25	187	207	42	207	-
Base - Been Using Snus At Least a Year (Wgtd)	207	207	46	37	34	25	187	207	42	207	-
Eff Base	207	207	46	37	34	25	187	207	42	207	-
Less than half a can	20	20	4	2	2	1	15	20	1	20	-
	9.6	9.6	8.7	5.4	5.9	4.0	8.0	9.6	2.4	9.6	-
More than half, but less than 1 can	6	6	1	1	1	-	5	6	-	6	-
	2.9	2.9	2.2	2.7	2.9	-	2.7	2.9	-	2.9	-
1 can	36	36	5	4	4	3	32	36	4	36	-
	17.4	17.4	10.9	10.8	11.8	12.0	17.1	17.4	9.5	17.4	-
2 cans	37	37	9	7	5	5	31	37	7	37	-
	17.9	17.9	19.6	18.9	14.7	20.0	16.6	17.9	16.7	17.9	-
3 cans	22	22	3	1	1	1	21	22	6	22	-
	10.6	10.6	6.5	2.7	2.9	4.0	11.2	10.6	14.3	10.6	-
4 cans	20	20	5	4	4	4	19	20	1	20	-
	9.7	9.7	10.9	10.8	11.8	16.0	10.2	9.7	2.4	9.7	-
5 cans	16	16	5	4	4	3	15	16	6	16	-
	7.7	7.7	10.9	10.8	11.8	12.0	8.0	7.7	14.3	7.7	-
6 cans	21	21	4	4	3	2	20	21	7	21	-
	10.1	10.1	8.7	10.8	8.8	8.0	10.7	10.1	16.7	10.1	-
7 cans	8	8	2	2	2	-	8	8	4	8	-
	3.9	3.9	4.3	5.4	5.9	-	4.3	3.9	9.5	3.9	-
8 cans	8	8	4	4	4	3	8	8	1	8	-
	3.9	3.9	8.7	10.8	11.7	12.0	4.3	3.9	2.4	3.9	-
9 cans	1	1	-	-	-	-	1	1	-	1	-
	0.5	0.5	-	-	-	-	0.5	0.5	-	0.5	-
10 cans	3	3	-	-	-	-	3	3	2	3	-
	1.4	1.4	-	-	-	-	1.6	1.4	4.8	1.4	-
11 cans	1	1	-	-	-	-	1	1	-	1	-
	0.5	0.5	-	-	-	-	0.5	0.5	-	0.5	-
12 cans	1	1	-	-	-	-	1	1	-	1	-
	0.5	0.5	-	-	-	-	0.5	0.5	-	0.5	-
13 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 169

q136) Approximately how many cans of snus did you use in a typical week, 1 year ago?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Been Using Snus At Least a Year (Wgtd)	207	207	46	37	34	25	187	207	42	207	-
14+ cans	7	7	4	4	4	3	7	7	3	7	-
	3.4	3.4	8.7	10.8	11.8	12.0	3.7	3.4	7.2	3.4	-
Total	207	207	46	37	34	25	187	207	42	207	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	3.70	3.70	4.62	5.20	5.36	5.25	3.90	3.70	5.15	3.70	-
Std. Dev.	3.40	3.40	4.25	4.50	4.63	4.63	3.47	3.40	3.89	3.40	-
Std. Err.	0.24	0.24	0.63	0.74	0.79	0.93	0.25	0.24	0.60	0.24	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 170

q137) How soon after getting up in the morning do you have your first snus pouch?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Within 5 minutes	28	28	7	7	7	3	27	28	8	28	-
	11.0	11.0	13.7	17.1	18.4	10.7	11.7	11.0	14.5	11.0	-
6-30 minutes	109	109	24	19	18	15	103	109	28	109	-
	42.7	42.7	47.0	46.3	47.3	53.5	44.6	42.7	50.9	42.7	-
31-60 minutes	49	49	12	11	10	8	45	49	12	49	-
	19.2	19.2	23.6	26.9	26.4	28.6	19.5	19.2	21.8	19.2	-
More than 60 minutes	69	69	8	4	3	2	56	69	7	69	-
	27.1	27.1	15.7	9.7	7.9	7.1	24.2	27.1	12.7	27.1	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 171

q138) To quit means not using snus for at least three months, except for temporary slip of a day or two.Have you ever tried to quit using snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Yes, one time	104	104	19	17	16	13	97	104	29	104	-
	40.8	40.8	37.2	41.5	42.1	46.4	42.0	40.8	52.7	40.8	-
Yes, more than one time (on several occasions)	57	57	16	11	11	7	53	57	15	57	-
	22.4	22.4	31.4	26.8	29.0	25.0	22.9	22.4	27.3	22.4	-
No, I have never tried to quit	94	94	16	13	11	8	81	94	11	94	-
	36.9	36.9	31.4	31.7	28.9	28.5	35.1	36.9	20.0	36.9	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 172

q139) How many times have you tried to quit where you stopped using snus or drastically cut down on using snus for at least a week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit More Than Once (Unwtd)	57	57	16	11	11	7	53	57	15	57	-
Base - Has Tried to Quit More Than Once (Wgtd)	57	57	16	11	11	7	53	57	15	57	-
Eff Base	57	57	16	11	11	7	53	57	15	57	-
Twice	21	21	5	4	4	2	19	21	1	21	-
	36.9	36.9	31.3	36.4	36.4	28.6	35.9	36.9	6.6	36.9	-
Three times	24	24	6	4	4	3	23	24	8	24	-
	42.1	42.1	37.5	36.4	36.4	42.9	43.3	42.1	53.2	42.1	-
Four or more times	12	12	5	3	3	2	11	12	6	12	-
	21.1	21.1	31.3	27.2	27.2	28.5	20.8	21.1	40.1	21.1	-
Total	57	57	16	11	11	7	53	57	15	57	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 173

q140) How long were you able to quit using snus the last time you attempted to quit (your most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit More Than Once (Unwtd)	57	57	16	11	11	7	53	57	15	57	-
Base - Has Tried to Quit More Than Once (Wgtd)	57	57	16	11	11	7	53	57	15	57	-
Eff Base	57	57	16	11	11	7	53	57	15	57	-
1 week or less	8	8	2	1	1	1	7	8	3	8	-
	14.0	14.0	12.5	9.1	9.1	14.3	13.2	14.0	20.0	14.0	-
More than 1 week, but less than 1 month	12	12	2	2	2	1	12	12	-	12	-
	21.0	21.0	12.5	18.1	18.1	14.3	22.6	21.0	-	21.0	-
1-3 months	16	16	5	3	3	3	15	16	6	16	-
	28.1	28.1	31.3	27.2	27.2	42.8	28.3	28.1	40.0	28.1	-
4-6 months	9	9	3	2	2	2	9	9	3	9	-
	15.8	15.8	18.8	18.2	18.2	28.7	17.0	15.8	20.0	15.8	-
7 months to 1 year	6	6	2	1	1	-	4	6	1	6	-
	10.5	10.5	12.5	9.1	9.1	-	7.6	10.5	6.7	10.5	-
1-2 years	5	5	2	2	2	-	5	5	2	5	-
	8.8	8.8	12.5	18.2	18.2	-	9.4	8.8	13.4	8.8	-
More than 2 years	1	1	-	-	-	-	1	1	-	1	-
	1.7	1.7	-	-	-	-	1.9	1.7	-	1.7	-
Total	57	57	16	11	11	7	53	57	15	57	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 174

q141) How long were you able to quit using snus the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit More Than Once (Unwtd)	57	57	16	11	11	7	53	57	15	57	-
Base - Has Tried to Quit More Than Once (Wgtd)	57	57	16	11	11	7	53	57	15	57	-
Eff Base	57	57	16	11	11	7	53	57	15	57	-
1 week or less	7	7	1	-	-	-	6	7	3	7	-
	12.3	12.3	6.2	-	-	-	11.3	12.3	20.0	12.3	-
More than 1 week, but less than 1 month	11	11	2	2	2	2	11	11	1	11	-
	19.3	19.3	12.5	18.2	18.2	28.5	20.7	19.3	6.6	19.3	-
1-3 months	20	20	5	4	4	3	19	20	4	20	-
	35.1	35.1	31.3	36.4	36.4	43.0	35.8	35.1	26.6	35.1	-
4-6 months	11	11	5	4	4	2	10	11	3	11	-
	19.3	19.3	31.2	36.3	36.3	28.5	18.9	19.3	20.0	19.3	-
7 months to 1 year	4	4	2	-	-	-	3	4	2	4	-
	7.0	7.0	12.5	-	-	-	5.7	7.0	13.4	7.0	-
1-2 years	3	3	1	1	1	-	3	3	2	3	-
	5.3	5.3	6.3	9.1	9.1	-	5.7	5.3	13.4	5.3	-
More than 2 years	1	1	-	-	-	-	1	1	-	1	-
	1.7	1.7	-	-	-	-	1.9	1.7	-	1.7	-
Total	57	57	16	11	11	7	53	57	15	57	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 175

q142) How long ago was it that you last tried to quit using snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit (Unwtd)	161	161	35	28	27	20	150	161	44	161	-
Base - Has Tried to Quit (Wgtd)	161	161	35	28	27	20	150	161	44	161	-
Eff Base	161	161	35	28	27	20	150	161	44	161	-
Less than 1 month	26	26	3	3	3	2	24	26	8	26	-
	16.1	16.1	8.6	10.7	11.1	10.0	16.0	16.1	18.2	16.1	-
1-3 months	40	40	12	10	9	7	37	40	11	40	-
	24.8	24.8	34.3	35.7	33.3	35.0	24.7	24.8	25.0	24.8	-
4-6 months	40	40	8	5	5	4	39	40	16	40	-
	24.9	24.9	22.9	17.9	18.6	20.0	26.0	24.9	36.4	24.9	-
7 months to less than 1 year	32	32	6	5	5	4	28	32	7	32	-
	19.9	19.9	17.1	17.8	18.5	20.0	18.7	19.9	15.9	19.9	-
1-2 years	15	15	3	2	2	1	15	15	2	15	-
	9.3	9.3	8.6	7.1	7.4	5.0	10.0	9.3	4.5	9.3	-
3-5 years	4	4	1	1	1	1	3	4	-	4	-
	2.5	2.5	2.9	3.6	3.7	5.0	2.0	2.5	-	2.5	-
More than 5 years	4	4	2	2	2	1	4	4	-	4	-
	2.5	2.5	5.7	7.1	7.4	5.0	2.7	2.5	-	2.5	-
Total	161	161	35	28	27	20	150	161	44	161	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 176

q143) Did you use any aids/substitutes (if any) for snus when trying to quit?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit (Unwtd)	161	161	35	28	27	20	150	161	44	161	-
Base - Has Tried to Quit (Wgtd)	161	161	35	28	27	20	150	161	44	161	-
Eff Base	161	161	35	28	27	20	150	161	44	161	-
Cigarettes	52	52	21	18	18	13	50	52	17	52	-
	32.3	32.3	60.0	64.3	66.6	64.9	33.3	32.3	38.6	32.3	-
Moist snuff	48	48	10	8	8	5	45	48	16	48	-
	29.8	29.8	28.6	28.6	29.6	25.0	30.0	29.8	36.3	29.8	-
Loose leaf chewing tobacco	36	36	9	8	8	6	34	36	10	36	-
	22.4	22.4	25.7	28.5	29.6	29.9	22.7	22.4	22.7	22.4	-
Other tobacco products	20	20	5	5	5	4	19	20	5	20	-
	12.4	12.4	14.3	17.9	18.5	20.0	12.7	12.4	11.3	12.4	-
NRT (Net)	89	89	19	15	14	10	84	89	29	89	-
	55.3	55.3	54.3	53.6	51.8	49.9	56.0	55.3	65.9	55.3	-
Nicotine patches	54	54	12	9	9	7	52	54	21	54	-
	33.6	33.6	34.3	32.1	33.3	35.0	34.7	33.6	47.8	33.6	-
Nicotine chewing gum	58	58	11	8	7	4	55	58	18	58	-
	36.0	36.0	31.4	28.6	25.9	20.0	36.7	36.0	40.9	36.0	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	10	10	2	2	2	1	9	10	2	10	-
	6.2	6.2	5.7	7.2	7.4	5.0	6.0	6.2	4.6	6.2	-
Other aids/substitutes than above	4	4	-	-	-	-	1	4	-	4	-
	2.5	2.5	-	-	-	-	0.7	2.5	-	2.5	-
I attempted to quit using snus without aids/ substitutes	27	27	7	5	5	3	26	27	6	27	-
	16.8	16.8	20.0	17.9	18.5	15.1	17.3	16.8	13.6	16.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 177

q144) Do you continue to use any of the aids/substitutes when you started using snus again, after attempting to quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	134	134	28	23	22	17	124	134	38	134	-
Base - Attempted to Quit With Aids (Wgtd)	134	134	28	23	22	17	124	134	38	134	-
Eff Base	134	134	28	23	22	17	124	134	38	134	-
Cigarettes	40	40	18	16	16	11	40	40	13	40	-
	29.8	29.8	64.3	69.6	72.7	64.7	32.3	29.8	34.2	29.8	-
Moist snuff	32	32	6	4	4	2	29	32	10	32	-
	23.9	23.9	21.4	17.4	18.2	11.8	23.4	23.9	26.3	23.9	-
Loose leaf chewing tobacco	21	21	6	5	5	3	19	21	6	21	-
	15.7	15.7	21.4	21.7	22.7	17.6	15.3	15.7	15.8	15.7	-
Other tobacco products	8	8	3	3	3	2	8	8	3	8	-
	6.0	6.0	10.7	13.1	13.7	11.8	6.5	6.0	7.9	6.0	-
NRT (Net)	60	60	11	8	8	4	59	60	22	60	-
	44.8	44.8	39.3	34.8	36.4	23.5	47.6	44.8	57.9	44.8	-
Nicotine patches	31	31	6	4	4	2	30	31	16	31	-
	23.2	23.2	21.5	17.4	18.2	11.8	24.2	23.2	42.1	23.2	-
Nicotine chewing gum	38	38	6	4	4	1	37	38	12	38	-
	28.4	28.4	21.4	17.4	18.2	5.9	29.8	28.4	31.6	28.4	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	4	4	1	1	1	1	4	4	1	4	-
	3.0	3.0	3.6	4.3	4.5	5.9	3.2	3.0	2.6	3.0	-
Other aids/substitutes than above	3	3	-	-	-	-	1	3	-	3	-
	2.2	2.2	-	-	-	-	0.8	2.2	-	2.2	-
I do not continue to use any of the above	16	16	2	2	1	1	13	16	3	16	-
	11.9	11.9	7.1	8.7	4.6	5.9	10.5	11.9	7.9	11.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 178

q145) How long have you been using snus and using Cigarettes at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	40	40	18	16	16	11	40	40	13	40	-
Base - Attempted to Quit With Cigarettes (Wgtd)	40	40	18	16	16	11	40	40	13	40	-
Eff Base	40	40	18	16	16	11	40	40	13	40	-
Less than 1 month	4	4	2	2	2	2	4	4	1	4	-
	10.0	10.0	11.1	12.5	12.5	18.1	10.0	10.0	7.7	10.0	-
1-3 months	8	8	3	3	3	1	8	8	2	8	-
	20.0	20.0	16.7	18.7	18.7	9.1	20.0	20.0	15.3	20.0	-
4-6 months	14	14	6	4	4	3	14	14	6	14	-
	35.0	35.0	33.3	25.0	25.0	27.2	35.0	35.0	46.1	35.0	-
7 months to less than 1 year	6	6	2	2	2	1	6	6	1	6	-
	15.1	15.1	11.1	12.5	12.5	9.1	15.1	15.1	7.8	15.1	-
1-2 years	3	3	3	3	3	2	3	3	1	3	-
	7.5	7.5	16.7	18.8	18.8	18.2	7.5	7.5	7.7	7.5	-
3-5 years	3	3	1	1	1	1	3	3	2	3	-
	7.5	7.5	5.5	6.2	6.2	9.1	7.5	7.5	15.4	7.5	-
More than 5 years	2	2	1	1	1	1	2	2	-	2	-
	5.0	5.0	5.6	6.3	6.3	9.1	5.0	5.0	-	5.0	-
Total	40	40	18	16	16	11	40	40	13	40	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 179

q146) How long have you been using snus and using Moist snuff at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With Moist Snuff (Unwtd)	32	32	6	4	4	2	29	32	10	32	-
Base - Has Tried to Quit With Moist Snuff (Wgtd)	32	32	6	4	4	2	29	32	10	32	-
Eff Base	32	32	6	4	4	2	29	32	10	32	-
Less than 1 month	4	4	-	-	-	-	3	4	1	4	-
	12.5	12.5	-	-	-	-	10.3	12.5	10.0	12.5	-
1-3 months	9	9	-	-	-	-	8	9	3	9	-
	28.1	28.1	-	-	-	-	27.6	28.1	30.0	28.1	-
4-6 months	12	12	4	2	2	2	11	12	4	12	-
	37.5	37.5	66.6	49.9	49.9	100.0	37.9	37.5	40.0	37.5	-
7 months to less than 1 year	4	4	1	1	1	-	4	4	1	4	-
	12.5	12.5	16.7	25.1	25.1	-	13.8	12.5	10.1	12.5	-
1-2 years	1	1	1	1	1	-	1	1	1	1	-
	3.1	3.1	16.7	25.0	25.0	-	3.4	3.1	10.0	3.1	-
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	2	2	-	-	-	-	2	2	-	2	-
	6.3	6.3	-	-	-	-	6.9	6.3	-	6.3	-
Total	32	32	6	4	4	2	29	32	10	32	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 180

q147) How long have you been using snus and using Loose leaf chewing tobacco at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With Loose Leaf Tobacco (Unwtd)	21	21	6	5	5	3	19	21	6	21	-
Base - Has Tried to Quit With Loose Leaf Tobacco (Wgtd)	21	21	6	5	5	3	19	21	6	21	-
Eff Base	21	21	6	5	5	3	19	21	6	21	-
Less than 1 month	3	3	1	1	1	1	3	3	1	3	-
	14.3	14.3	16.7	20.0	20.0	33.4	15.8	14.3	16.7	14.3	-
1-3 months	4	4	1	1	1	-	3	4	1	4	-
	19.0	19.0	16.7	20.0	20.0	-	15.8	19.0	16.6	19.0	-
4-6 months	6	6	1	-	-	-	5	6	2	6	-
	28.5	28.5	16.7	-	-	-	26.3	28.5	33.4	28.5	-
7 months to less than 1 year	5	5	1	1	1	-	5	5	1	5	-
	23.8	23.8	16.7	20.1	20.1	-	26.3	23.8	16.6	23.8	-
1-2 years	2	2	1	1	1	1	2	2	-	2	-
	9.6	9.6	16.6	19.9	19.9	33.2	10.6	9.6	-	9.6	-
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	1	1	1	1	1	1	1	1	1	1	-
	4.7	4.7	16.6	20.0	20.0	33.3	5.2	4.7	16.6	4.7	-
Total	21	21	6	5	5	3	19	21	6	21	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 181

q148) How long have you been using snus and using Other tobacco products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With Other Tobacco Products (Unwtd)	8	8	3	3	3	2	8	8	3	8	-
Base - Has Tried to Quit With Other Tobacco Products (Wgtd)	8	8	3	3	3	2	8	8	3	8	-
Eff Base	8	8	3	3	3	2	8	8	3	8	-
Less than 1 month	1	1	-	-	-	-	1	1	1	1	-
	12.5	12.5	-	-	-	-	12.5	12.5	33.3	12.5	-
1-3 months	1	1	-	-	-	-	1	1	1	1	-
	12.4	12.4	-	-	-	-	12.4	12.4	33.3	12.4	-
4-6 months	3	3	-	-	-	-	3	3	1	3	-
	37.5	37.5	-	-	-	-	37.5	37.5	33.4	37.5	-
7 months to less than 1 year	2	2	2	2	2	1	2	2	-	2	-
	25.1	25.1	66.7	66.7	66.7	50.0	25.1	25.1	-	25.1	-
1-2 years	1	1	1	1	1	1	1	1	-	1	-
	12.5	12.5	33.3	33.3	33.3	50.0	12.5	12.5	-	12.5	-
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	8	3	3	3	2	8	8	3	8	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 182

q149) How long have you been using snus and using Nicotine patches at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With Nicotine Patches (Unwtd)	31	31	6	4	4	2	30	31	16	31	-
Base - Has Tried to Quit With Nicotine Patches (Wgtd)	31	31	6	4	4	2	30	31	16	31	-
Eff Base	31	31	6	4	4	2	30	31	16	31	-
Less than 1 month	2	2	-	-	-	-	2	2	1	2	-
	6.5	6.5	-	-	-	-	6.7	6.5	6.3	6.5	-
1-3 months	7	7	1	-	-	-	7	7	3	7	-
	22.7	22.7	16.8	-	-	-	23.4	22.7	18.8	22.7	-
4-6 months	15	15	3	2	2	1	14	15	9	15	-
	48.3	48.3	49.9	50.0	50.0	50.1	46.6	48.3	56.1	48.3	-
7 months to less than 1 year	6	6	1	1	1	-	6	6	3	6	-
	19.4	19.4	16.7	25.1	25.1	-	20.0	19.4	18.8	19.4	-
1-2 years	1	1	1	1	1	1	1	1	-	1	-
	3.2	3.2	16.6	24.9	24.9	49.9	3.3	3.2	-	3.2	-
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	31	31	6	4	4	2	30	31	16	31	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 183

q150) How long have you been using snus and using Nicotine chewing gum at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With Nicotine Chewing Gum (Unwtd)	38	38	6	4	4	1	37	38	12	38	-
Base - Has Tried to Quit With Nicotine Chewing Gum (Wgtd)	38	38	6	4	4	1	37	38	12	38	-
Eff Base	38	38	6	4	4	1	37	38	12	38	-
Less than 1 month	1	1	-	-	-	-	1	1	-	1	-
	2.6	2.6	-	-	-	-	2.7	2.6	-	2.6	-
1-3 months	10	10	-	-	-	-	10	10	2	10	-
	26.3	26.3	-	-	-	-	27.0	26.3	16.6	26.3	-
4-6 months	16	16	3	3	3	1	15	16	5	16	-
	42.1	42.1	50.0	75.0	75.0	100.0	40.5	42.1	41.6	42.1	-
7 months to less than 1 year	7	7	1	-	-	-	7	7	3	7	-
	18.4	18.4	16.7	-	-	-	18.9	18.4	25.1	18.4	-
1-2 years	2	2	2	1	1	-	2	2	2	2	-
	5.3	5.3	33.3	25.0	25.0	-	5.4	5.3	16.6	5.3	-
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	2	2	-	-	-	-	2	2	-	2	-
	5.3	5.3	-	-	-	-	5.4	5.3	-	5.3	-
Total	38	38	6	4	4	1	37	38	12	38	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 184

q151) How long have you been using snus and using Other Nicotine Replacement Therapy Products at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With NRT (Unwtd)	4	4	1	1	1	1	4	4	1	4	-
Base - Has Tried to Quit With NRT (Wgtd)	4	4	1	1	1	1	4	4	1	4	-
Eff Base	4	4	1	1	1	1	4	4	1	4	-
Less than 1 month	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
1-3 months	3 75.0	3 75.0	1 100.0	1 100.0	1 100.0	1 100.0	3 75.0	3 75.0	1 100.0	3 75.0	- -
4-6 months	1 25.0	1 25.0	- -	- -	- -	- -	1 25.0	1 25.0	- -	1 25.0	- -
7 months to less than 1 year	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
1-2 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
3-5 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More than 5 years	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	4 100.0	4 100.0	1 100.0	1 100.0	1 100.0	1 100.0	4 100.0	4 100.0	1 100.0	4 100.0	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 185

q152) Do you use snus less now that you use an additional tobacco product(s)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	118	118	26	21	21	16	111	118	35	118	-
Base - Attempted to Quit With Aids (Wgtd)	118	118	26	21	21	16	111	118	35	118	-
Eff Base	118	118	26	21	21	16	111	118	35	118	-
Yes, I snus less than I used to	83	83	15	12	12	12	79	83	27	83	-
	70.4	70.4	57.7	57.1	57.1	75.0	71.2	70.4	77.2	70.4	-
No, I snus about the same amount as I used to	26	26	7	5	5	3	24	26	6	26	-
	22.0	22.0	26.9	23.8	23.8	18.8	21.6	22.0	17.1	22.0	-
No, I snus more than I used to	9	9	4	4	4	1	8	9	2	9	-
	7.6	7.6	15.4	19.1	19.1	6.2	7.2	7.6	5.7	7.6	-
Total	118	118	26	21	21	16	111	118	35	118	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 186

q153) How much less snus do you consume since using an additional tobacco product(s)? Please select the answer that is closest to the amount you now snus while using another tobacco product.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Less Snus (Unwtd)	83	83	15	12	12	12	79	83	27	83	-
Base - Use Less Snus (Wgtd)	83	83	15	12	12	12	79	83	27	83	-
Eff Base	83	83	15	12	12	12	79	83	27	83	-
I now snus about one fourth of what I used to	57 68.7	57 68.7	10 66.7	9 75.0	9 75.0	9 75.0	54 68.3	57 68.7	21 77.8	57 68.7	- -
I now snus about half of what I used to	24 28.9	24 28.9	5 33.3	3 25.0	3 25.0	3 25.0	23 29.1	24 28.9	5 18.5	24 28.9	- -
I now snus about three fourths of what I used to	2 2.4	2 2.4	- -	- -	- -	- -	2 2.5	2 2.4	1 3.7	2 2.4	- -
Total	83 100.0	83 100.0	15 100.0	12 100.0	12 100.0	12 100.0	79 100.0	83 100.0	27 100.0	83 100.0	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 187

q154) Now that you continue to use another tobacco product in addition to your using snus, how does this affect your total tobacco consumption? Do you believe that your total tobacco consumption...?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Another Tobacco Product (Unwtd)	76	76	23	20	20	15	72	76	22	76	-
Base - Uses Another Tobacco Product (Wgtd)	76	76	23	20	20	15	72	76	22	76	-
Eff Base	76	76	23	20	20	15	72	76	22	76	-
Has decreased	20	20	5	4	4	3	19	20	7	20	-
	26.3	26.3	21.7	20.0	20.0	20.0	26.4	26.3	31.8	26.3	-
Has stayed about the same	33	33	10	9	9	8	30	33	5	33	-
	43.4	43.4	43.5	45.0	45.0	53.3	41.7	43.4	22.7	43.4	-
Has increased	23	23	8	7	7	4	23	23	10	23	-
	30.3	30.3	34.8	35.0	35.0	26.7	32.0	30.3	45.5	30.3	-
Total	76	76	23	20	20	15	72	76	22	76	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 188

q155) If you look 6 months ahead, do you think you will change your snus consumption?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Yes, I will increase my	72	72	20	19	18	13	71	72	22	72	-
snus consumption	28.2	28.2	39.2	46.3	47.4	46.4	30.7	28.2	40.0	28.2	-
Yes, I will decrease my	77	77	13	10	10	8	70	77	12	77	-
snus consumption	30.2	30.2	25.5	24.4	26.3	28.6	30.3	30.2	21.8	30.2	-
Yes, I will totally quit	28	28	3	2	2	1	25	28	9	28	-
using snus	11.0	11.0	5.9	4.9	5.3	3.6	10.8	11.0	16.4	11.0	-
No, my snus consumption	78	78	15	10	8	6	65	78	12	78	-
will stay about the same	30.6	30.6	29.4	24.4	21.1	21.4	28.2	30.6	21.8	30.6	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 189

q156) If you were to quit using snus (or quit again), which (if any) of the following products do you think you would use on a temporary basis instead of snus? (i.e. you would use them only to assist in quitting, then cease usage)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Cigarettes	74	74	22	19	18	13	74	74	23	74	-
	29.0	29.0	43.1	46.3	47.4	46.4	32.0	29.0	41.8	29.0	-
Moist snuff	63	63	16	13	13	9	60	63	18	63	-
	24.7	24.7	31.4	31.7	34.2	32.1	26.0	24.7	32.7	24.7	-
Loose leaf chewing tobacco	46	46	12	9	9	6	44	46	11	46	-
	18.0	18.0	23.5	21.9	23.7	21.4	19.0	18.0	20.0	18.0	-
Other tobacco products	31	31	9	9	9	7	30	31	7	31	-
	12.1	12.1	17.6	21.9	23.7	25.0	13.0	12.1	12.7	12.1	-
NRT (Net)	103	103	18	14	13	10	98	103	27	103	-
	40.4	40.4	35.3	34.1	34.2	35.7	42.4	40.4	49.1	40.4	-
Nicotine patches	53	53	11	8	8	5	49	53	15	53	-
	20.8	20.8	21.6	19.5	21.0	17.8	21.2	20.8	27.3	20.8	-
Nicotine chewing gum	68	68	11	10	9	6	65	68	18	68	-
	26.7	26.7	21.6	24.4	23.7	21.4	28.1	26.7	32.7	26.7	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	14	14	4	4	4	2	13	14	4	14	-
	5.5	5.5	7.8	9.8	10.5	7.1	5.6	5.5	7.3	5.5	-
Other aids/substitutes than above	5	5	-	-	-	-	1	5	-	5	-
	2.0	2.0	-	-	-	-	0.4	2.0	-	2.0	-
None of the above	69	69	12	11	10	7	56	69	12	69	-
	27.1	27.1	23.5	26.8	26.3	25.0	24.2	27.1	21.8	27.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 190

q158) When you think about brands of snus, which one brand first comes to mind?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Camel	57	57	8	4	3	1	51	57	12	57	-
	22.4	22.4	15.7	9.8	7.9	3.6	22.1	22.4	21.8	22.4	-
Skoal	38	38	5	3	3	-	33	38	9	38	-
	14.9	14.9	9.8	7.3	7.9	-	14.3	14.9	16.4	14.9	-
Marlboro	21	21	5	3	2	2	19	21	1	21	-
	8.2	8.2	9.8	7.3	5.3	7.1	8.2	8.2	1.8	8.2	-
Grizzly	16	16	2	2	1	1	13	16	4	16	-
	6.3	6.3	3.9	4.9	2.7	3.6	5.6	6.3	7.3	6.3	-
General	12	12	9	9	9	8	9	12	5	12	-
	4.7	4.7	17.6	22.0	23.7	28.6	3.9	4.7	9.1	4.7	-
Copenhagen	11	11	1	-	-	-	10	11	2	11	-
	4.3	4.3	2.0	-	-	-	4.3	4.3	3.6	4.3	-
Lucky Strike	7	7	4	3	3	2	7	7	2	7	-
	2.7	2.7	7.8	7.3	7.9	7.1	3.0	2.7	3.6	2.7	-
Only mentioned taste/	3	3	-	-	-	-	2	3	1	3	-
style (no brand)	1.2	1.2	-	-	-	-	0.9	1.2	1.8	1.2	-
Kodiak	3	3	-	-	-	-	3	3	-	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-
Longhorn	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
Timber Wolf	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	1.8	0.4	-
Other	26	26	8	8	8	6	24	26	3	26	-
	10.2	10.2	15.7	19.5	21.0	21.4	10.4	10.2	5.5	10.2	-
Don't know/no answer	59	59	9	9	9	8	58	59	15	59	-
	23.1	23.1	17.6	21.9	23.7	28.6	25.1	23.1	27.3	23.1	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 191

q159) What other brands of snus can you think of? Please list all brands you know separated by commas.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Marlboro	34	34	3	3	3	2	32	34	5	34	-
	13.3	13.3	5.9	7.3	7.9	7.1	13.8	13.3	9.1	13.3	-
Camel	28	28	7	7	7	5	22	28	5	28	-
	11.0	11.0	13.7	17.1	18.4	17.8	9.5	11.0	9.1	11.0	-
Skoal	21	21	6	4	4	-	18	21	5	21	-
	8.2	8.2	11.8	9.7	10.5	-	7.8	8.2	9.1	8.2	-
Copenhagen	18	18	2	2	1	1	14	18	2	18	-
	7.1	7.1	3.9	4.9	2.7	3.6	6.1	7.1	3.6	7.1	-
General	10	10	7	4	3	2	9	10	2	10	-
	3.9	3.9	13.7	9.8	7.9	7.2	3.9	3.9	3.6	3.9	-
Lucky Strike	9	9	3	2	1	1	9	9	3	9	-
	3.5	3.5	5.9	4.9	2.6	3.6	3.9	3.5	5.5	3.5	-
Grizzly	5	5	-	-	-	-	5	5	1	5	-
	2.0	2.0	-	-	-	-	2.2	2.0	1.8	2.0	-
Only mentioned taste/	3	3	1	1	1	1	3	3	-	3	-
style (no brand)	1.2	1.2	2.0	2.4	2.6	3.6	1.3	1.2	-	1.2	-
Kodiak	2	2	-	-	-	-	1	2	-	2	-
	0.8	0.8	-	-	-	-	0.4	0.8	-	0.8	-
Timber Wolf	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
Other	29	29	5	4	4	3	27	29	8	29	-
	11.4	11.4	9.8	9.8	10.5	10.7	11.7	11.4	14.5	11.4	-
Don't know/no answer	95	95	17	14	14	13	90	95	24	95	-
	37.2	37.2	33.3	34.1	36.8	46.4	38.9	37.2	43.6	37.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 192

q158/q159) Total Unaided Snus Awareness

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Camel	80	80	14	10	9	6	68	80	14	80	-
	31.4	31.4	27.5	24.4	23.7	21.4	29.4	31.4	25.5	31.4	-
Skoal	57	57	9	5	5	-	49	57	13	57	-
	22.4	22.4	17.7	12.2	13.1	-	21.2	22.4	23.7	22.4	-
Marlboro	52	52	8	6	5	4	48	52	6	52	-
	20.4	20.4	15.7	14.6	13.1	14.3	20.8	20.4	10.9	20.4	-
General	21	21	15	12	11	9	17	21	7	21	-
	8.2	8.2	29.4	29.3	29.0	32.1	7.4	8.2	12.7	8.2	-
Copenhagen	28	28	3	2	1	1	23	28	3	28	-
	11.0	11.0	5.9	4.9	2.7	3.6	10.0	11.0	5.5	11.0	-
Grizzly	20	20	2	2	1	1	17	20	4	20	-
	7.8	7.8	3.9	4.9	2.7	3.6	7.4	7.8	7.3	7.8	-
Longhorn	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.4	0.4	-	0.4	-
Timber Wolf	2	2	-	-	-	-	2	2	1	2	-
	0.8	0.8	-	-	-	-	0.9	0.8	1.8	0.8	-
Only mentioned taste/	6	6	1	1	1	1	5	6	1	6	-
style (no brand)	2.4	2.4	2.0	2.4	2.6	3.6	2.2	2.4	1.8	2.4	-
Kodiak	5	5	-	-	-	-	4	5	-	5	-
	2.0	2.0	-	-	-	-	1.7	2.0	-	2.0	-
Lucky Strike	15	15	7	5	4	3	15	15	5	15	-
	5.9	5.9	13.7	12.2	10.5	10.7	6.5	5.9	9.1	5.9	-
Thunder	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	47	47	12	11	11	8	43	47	9	47	-
	18.4	18.4	23.5	26.8	28.9	28.6	18.6	18.4	16.3	18.4	-
Don't know/no answer	54	54	9	9	9	8	53	54	15	54	-
	21.2	21.2	17.6	21.9	23.7	28.6	22.9	21.2	27.3	21.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 193

q160) Which of the following brands of snus have you heard of? (Please check all brands you have heard of even if you mentioned them before)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Camel Snus	136	136	28	20	17	9	121	136	28	136	-
	53.3	53.3	54.9	48.8	44.7	32.1	52.4	53.3	50.9	53.3	-
Skoal Snus	128	128	26	18	15	8	114	128	25	128	-
	50.2	50.2	51.0	43.9	39.5	28.6	49.4	50.2	45.5	50.2	-
Marlboro Snus	131	131	27	21	18	10	118	131	28	131	-
	51.4	51.4	52.9	51.2	47.3	35.7	51.1	51.4	50.9	51.4	-
General Snus	79	79	51	41	38	28	71	79	17	79	-
	31.0	31.0	100.0	100.0	100.0	100.0	30.7	31.0	30.9	31.0	-
Copenhagen Snus	120	120	26	18	15	8	106	120	26	120	-
	47.1	47.1	51.0	43.9	39.5	28.5	45.9	47.1	47.3	47.1	-
Grizzly Snus	113	113	23	19	16	9	101	113	29	113	-
	44.3	44.3	45.1	46.3	42.1	32.1	43.7	44.3	52.8	44.3	-
Longhorn Snus	81	81	22	17	14	8	74	81	14	81	-
	31.8	31.8	43.1	41.4	36.8	28.5	32.0	31.8	25.5	31.8	-
Timber Wolf snus	75	75	17	12	11	6	70	75	16	75	-
	29.4	29.4	33.3	29.3	28.9	21.4	30.3	29.4	29.1	29.4	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	3	3	-	-	-	-	3	3	-	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 194

q158/q159/q160) Total Snus Awareness

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Camel	146	146	30	22	19	11	129	146	30	146	-
	57.3	57.3	58.8	53.6	50.0	39.2	55.9	57.3	54.6	57.3	-
Skoal	137	137	27	19	16	8	122	137	28	137	-
	53.8	53.8	53.0	46.3	42.1	28.6	52.8	53.8	51.0	53.8	-
Marlboro	144	144	31	23	20	12	129	144	28	144	-
	56.5	56.5	60.8	56.1	52.6	42.8	55.9	56.5	50.9	56.5	-
General	83	83	51	41	38	28	73	83	18	83	-
	32.6	32.6	100.0	100.0	100.0	100.0	31.6	32.6	32.7	32.6	-
Copenhagen	124	124	27	19	16	9	110	124	26	124	-
	48.7	48.7	53.0	46.4	42.1	32.1	47.7	48.7	47.3	48.7	-
Grizzly	114	114	23	19	16	9	102	114	30	114	-
	44.7	44.7	45.1	46.3	42.1	32.1	44.2	44.7	54.6	44.7	-
Longhorn	81	81	22	17	14	8	74	81	14	81	-
	31.8	31.8	43.1	41.4	36.8	28.5	32.0	31.8	25.5	31.8	-
Timber Wolf	75	75	17	12	11	6	70	75	16	75	-
	29.4	29.4	33.3	29.3	28.9	21.4	30.3	29.4	29.1	29.4	-
Only mentioned taste/	6	6	1	1	1	1	5	6	1	6	-
style (no brand)	2.4	2.4	2.0	2.4	2.6	3.6	2.2	2.4	1.8	2.4	-
Kodiak	5	5	-	-	-	-	4	5	-	5	-
	2.0	2.0	-	-	-	-	1.7	2.0	-	2.0	-
Lucky Strike	15	15	7	5	4	3	15	15	5	15	-
	5.9	5.9	13.7	12.2	10.5	10.7	6.5	5.9	9.1	5.9	-
Other	47	47	12	11	11	8	43	47	9	47	-
	18.4	18.4	23.5	26.8	28.9	28.6	18.6	18.4	16.3	18.4	-
Don't know/no answer	3	3	-	-	-	-	3	3	-	3	-
	1.2	1.2	-	-	-	-	1.3	1.2	-	1.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 195

q161.1) Snus Vetted Status

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Un-Vetted	215	215	43	34	31	22	199	215	49	215	-
	84.3	84.3	84.3	82.9	81.6	78.6	86.1	84.3	89.1	84.3	-
Vetted	40	40	8	7	7	6	32	40	6	40	-
	15.7	15.7	15.7	17.1	18.4	21.4	13.9	15.7	10.9	15.7	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 196

q161) Which brands of snus have you EVER tried?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Camel Snus	110	110	22	15	13	5	96	110	24	110	-
	43.1	43.1	43.1	36.6	34.2	17.8	41.6	43.1	43.7	43.1	-
Skoal Snus	90	90	17	12	10	4	81	90	20	90	-
	35.3	35.3	33.3	29.3	26.3	14.3	35.1	35.3	36.4	35.3	-
Marlboro Snus	96	96	17	14	12	4	87	96	23	96	-
	37.7	37.7	33.3	34.1	31.6	14.3	37.7	37.7	41.9	37.7	-
General Snus	51	51	51	41	38	28	47	51	11	51	-
	20.0	20.0	100.0	100.0	100.0	100.0	20.3	20.0	20.0	20.0	-
Copenhagen Snus	77	77	14	10	8	2	68	77	19	77	-
	30.2	30.2	27.4	24.4	21.0	7.1	29.5	30.2	34.6	30.2	-
None of the above	29	29	-	-	-	-	26	29	5	29	-
	11.4	11.4	-	-	-	-	11.2	11.4	9.1	11.4	-
Don't know/No Answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 197

q162) Which of those brands have you EVER purchased on a regular basis?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Camel Snus	92	92	18	13	11	3	82	92	22	92	-
	36.1	36.1	35.3	31.7	28.9	10.7	35.5	36.1	40.0	36.1	-
Skoal Snus	66	66	10	8	8	2	60	66	17	66	-
	25.9	25.9	19.6	19.5	21.0	7.1	26.0	25.9	30.9	25.9	-
Marlboro Snus	64	64	9	9	8	1	61	64	15	64	-
	25.1	25.1	17.6	21.9	21.0	3.6	26.4	25.1	27.3	25.1	-
General Snus	41	41	41	41	38	28	37	41	8	41	-
	16.1	16.1	80.4	100.0	100.0	100.0	16.0	16.1	14.5	16.1	-
Copenhagen Snus	54	54	13	10	8	2	48	54	14	54	-
	21.2	21.2	25.5	24.4	21.0	7.1	20.8	21.2	25.4	21.2	-
None of the above	33	33	1	-	-	-	30	33	5	33	-
	12.9	12.9	2.0	-	-	-	13.0	12.9	9.1	12.9	-
Don't know/No Answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 198

q163) Which brands of snus do you CURRENTLY purchase on a regular basis?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Camel Snus	87	87	17	12	11	3	79	87	20	87	-
	34.1	34.1	33.3	29.3	28.9	10.7	34.2	34.1	36.4	34.1	-
Skoal Snus	59	59	7	5	5	1	53	59	16	59	-
	23.1	23.1	13.7	12.2	13.2	3.6	23.0	23.1	29.1	23.1	-
Marlboro Snus	53	53	8	8	7	1	51	53	12	53	-
	20.8	20.8	15.7	19.5	18.4	3.6	22.1	20.8	21.8	20.8	-
General Snus	38	38	38	38	38	28	35	38	8	38	-
	14.9	14.9	74.5	92.7	100.0	100.0	15.1	14.9	14.5	14.9	-
Copenhagen Snus	46	46	8	5	5	1	42	46	13	46	-
	18.1	18.1	15.7	12.2	13.2	3.6	18.2	18.1	23.6	18.1	-
None of the above	34	34	2	1	-	-	30	34	5	34	-
	13.3	13.3	3.9	2.4	-	-	13.0	13.3	9.1	13.3	-
Don't know/No Answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 199

q164) What one brand of snus do you purchase most often? That is, which brand is your main brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Camel Snus	67	67	10	5	4	-	59	67	16	67	-
	26.3	26.3	19.6	12.2	10.5	-	25.5	26.3	29.1	26.3	-
Skoal Snus	49	49	5	3	3	-	45	49	13	49	-
	19.2	19.2	9.8	7.3	7.9	-	19.5	19.2	23.6	19.2	-
Marlboro Snus	45	45	3	3	2	-	43	45	9	45	-
	17.7	17.7	5.9	7.3	5.3	-	18.6	17.7	16.4	17.7	-
General Snus	28	28	28	28	28	28	25	28	5	28	-
	11.0	11.0	54.9	68.3	73.7	100.0	10.8	11.0	9.1	11.0	-
Copenhagen Snus	32	32	3	1	1	-	29	32	7	32	-
	12.6	12.6	5.9	2.4	2.6	-	12.6	12.6	12.7	12.6	-
None of the above	34	34	2	1	-	-	30	34	5	34	-
	13.3	13.3	3.9	2.4	-	-	13.0	13.3	9.1	13.3	-
Don't know/No Answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 200

q165) You said that you currently purchase [Q164] most often. Which one brand, if any, did you purchase most often PRIOR to this brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Camel Snus	15	15	4	4	4	3	14	15	1	15	-
	5.9	5.9	7.8	9.7	10.5	10.7	6.1	5.9	1.8	5.9	-
Skoal Snus	9	9	2	2	2	1	8	9	2	9	-
	3.5	3.5	3.9	4.9	5.3	3.6	3.5	3.5	3.6	3.5	-
Marlboro Snus	10	10	3	3	3	1	9	10	2	10	-
	3.9	3.9	5.9	7.3	7.9	3.6	3.9	3.9	3.6	3.9	-
General Snus	4	4	4	4	2	-	3	4	-	4	-
	1.6	1.6	7.8	9.7	5.2	-	1.3	1.6	-	1.6	-
Copenhagen Snus	9	9	4	3	2	-	8	9	5	9	-
	3.5	3.5	7.8	7.3	5.3	-	3.5	3.5	9.1	3.5	-
[Q164] has always been my brand	208	208	34	25	25	23	189	208	45	208	-
	81.6	81.6	66.7	61.0	65.8	82.2	81.8	81.6	81.8	81.6	-
Don't know/No Answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 201

q166) What was the brand you purchased most often when you first started using snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	231	255	55	255	-
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	231	255	55	255	-
Eff Base	255	255	51	41	38	28	231	255	55	255	-
Camel Snus	64	64	8	3	3	1	56	64	13	64	-
	25.1	25.1	15.7	7.3	7.9	3.6	24.2	25.1	23.6	25.1	-
Skoal Snus	46	46	5	4	4	-	42	46	12	46	-
	18.0	18.0	9.8	9.7	10.5	-	18.2	18.0	21.8	18.0	-
Marlboro Snus	46	46	2	2	2	-	44	46	9	46	-
	18.0	18.0	3.9	4.9	5.3	-	19.1	18.0	16.4	18.0	-
General Snus	28	28	28	28	27	27	25	28	5	28	-
	11.0	11.0	54.9	68.3	71.1	96.4	10.8	11.0	9.1	11.0	-
Copenhagen Snus	37	37	6	3	2	-	34	37	11	37	-
	14.5	14.5	11.8	7.3	5.3	-	14.7	14.5	20.0	14.5	-
None of the above	5	5	2	1	-	-	4	5	-	5	-
	2.0	2.0	3.9	2.4	-	-	1.7	2.0	-	2.0	-
Don't know/No Answer	29	29	-	-	-	-	26	29	5	29	-
	11.4	11.4	-	-	-	-	11.2	11.4	9.1	11.4	-
Total	255	255	51	41	38	28	231	255	55	255	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 202

q167) If you had to describe Camel snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Camel Snus (Unwtd)	131	131	28	20	17	9	117	131	28	131	-
Base - Heard of Camel Snus (Wgtd)	131	131	28	20	17	9	117	131	28	131	-
Eff Base	131	131	28	20	17	9	117	131	28	131	-
Positive (Net)	116	116	26	18	15	7	104	116	22	116	-
	88.6	88.6	92.9	90.0	88.3	77.8	88.9	88.6	78.5	88.6	-
Quality (Subnet)	45	45	14	10	9	5	43	45	7	45	-
	34.3	34.3	49.9	50.0	52.9	55.6	36.7	34.3	25.0	34.3	-
Good/quality/like product/brand	39	39	13	9	8	4	38	39	6	39	-
	29.7	29.7	46.4	44.9	47.0	44.4	32.5	29.7	21.4	29.7	-
Fresh/freshness	5	5	1	1	1	1	4	5	1	5	-
	3.8	3.8	3.6	5.0	5.9	11.1	3.4	3.8	3.6	3.8	-
Other positive mentions of quality	1	1	-	-	-	-	1	1	-	1	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
Taste/Style (Subnet)	30	30	2	1	1	-	26	30	7	30	-
	22.9	22.9	7.2	5.0	5.9	-	22.2	22.9	25.0	22.9	-
Good/like taste/style	10	10	-	-	-	-	10	10	2	10	-
	7.6	7.6	-	-	-	-	8.5	7.6	7.2	7.6	-
Strong/not weak	6	6	-	-	-	-	5	6	2	6	-
	4.6	4.6	-	-	-	-	4.3	4.6	7.1	4.6	-
Smooth/not harsh	5	5	1	1	1	-	4	5	2	5	-
	3.8	3.8	3.6	5.0	5.9	-	3.4	3.8	7.2	3.8	-
Mint/minty taste/ style	5	5	-	-	-	-	4	5	-	5	-
	3.8	3.8	-	-	-	-	3.4	3.8	-	3.8	-
Full taste	3	3	-	-	-	-	2	3	-	3	-
	2.3	2.3	-	-	-	-	1.7	2.3	-	2.3	-
Other positive mentions of taste/ style	1	1	1	-	-	-	1	1	1	1	-
	0.8	0.8	3.6	-	-	-	0.9	0.8	3.6	0.8	-
Product Characteristics (Subnet)	7	7	3	2	1	1	6	7	1	7	-
	5.3	5.3	10.7	10.0	5.9	11.1	5.1	5.3	3.6	5.3	-
Traditional/classic	1	1	1	-	-	-	1	1	-	1	-
	0.8	0.8	3.6	-	-	-	0.9	0.8	-	0.8	-
Authentic/real	1	1	1	1	1	1	1	1	-	1	-
	0.8	0.8	3.6	5.0	5.9	11.1	0.9	0.8	-	0.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 202

q167) If you had to describe Camel snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Camel Snus (Wgtd)	131	131	28	20	17	9	117	131	28	131	-
Other positive mentions of product characteristics	5 3.8	5 3.8	1 3.6	1 5.0	- -	- -	4 3.4	5 3.8	1 3.6	5 3.8	- -
Miscellaneous	36 27.5	36 27.5	7 25.1	5 25.1	4 23.6	1 11.1	31 26.5	36 27.5	7 25.0	36 27.5	- -
Cool	6 4.6	6 4.6	2 7.2	1 5.0	1 5.9	- -	6 5.1	6 4.6	2 7.1	6 4.6	- -
New/different	4 3.1	4 3.1	- -	- -	- -	- -	4 3.4	4 3.1	- -	4 3.1	- -
Relaxing	3 2.3	3 2.3	- -	- -	- -	- -	2 1.7	3 2.3	2 7.1	3 2.3	- -
Fun/enjoyable	2 1.5	2 1.5	1 3.6	1 5.0	1 5.9	- -	2 1.7	2 1.5	- -	2 1.5	- -
Misc. positive mentions of price/ value	2 1.5	2 1.5	1 3.6	1 5.0	1 5.9	1 11.1	- -	2 1.5	- -	2 1.5	- -
Refreshing	2 1.5	2 1.5	1 3.6	1 5.0	- -	- -	2 1.7	2 1.5	- -	2 1.5	- -
Misc. mentions of brands	2 1.5	2 1.5	1 3.6	- -	- -	- -	2 1.7	2 1.5	- -	2 1.5	- -
Satisfying	1 0.8	1 0.8	- -	- -	- -	- -	1 0.9	1 0.8	- -	1 0.8	- -
Other positive mentions	14 10.7	14 10.7	1 3.6	1 5.0	1 5.9	- -	12 10.2	14 10.7	3 10.7	14 10.7	- -
Negative (Net)	6 4.6	6 4.6	- -	- -	- -	- -	5 4.3	6 4.6	4 14.3	6 4.6	- -
Addictive	2 1.5	2 1.5	- -	- -	- -	- -	2 1.7	2 1.5	2 7.2	2 1.5	- -
Dislike/poor quality product/brand	2 1.5	2 1.5	- -	- -	- -	- -	1 0.9	2 1.5	1 3.6	2 1.5	- -
Misc. negative mentions of taste/style	1 0.8	1 0.8	- -	- -	- -	- -	1 0.9	1 0.8	- -	1 0.8	- -
Negative mentions	1 0.8	1 0.8	- -	- -	- -	- -	1 0.9	1 0.8	1 3.6	1 0.8	- -

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 202

q167) If you had to describe Camel snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Camel Snus (Wgtd)	131	131	28	20	17	9	117	131	28	131	-
Don't know	2	2	1	1	1	1	2	2	-	2	-
	1.5	1.5	3.6	5.0	5.9	11.1	1.7	1.5	-	1.5	-
Nothing	7	7	1	1	1	1	6	7	2	7	-
	5.3	5.3	3.6	5.0	5.9	11.1	5.1	5.3	7.1	5.3	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 203

q168) If you had to describe Skoal snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Snus (Unwtd)	125	125	26	18	15	8	111	125	25	125	-
Base - Heard of Skoal Snus (Wgtd)	125	125	26	18	15	8	111	125	25	125	-
Eff Base	125	125	26	18	15	8	111	125	25	125	-
Positive (Net)	101	101	22	15	13	7	91	101	19	101	-
	80.8	80.8	84.6	83.3	86.7	87.5	82.0	80.8	76.0	80.8	-
Quality (Subnet)	44	44	13	10	9	3	41	44	11	44	-
	35.2	35.2	49.9	55.5	60.0	37.5	36.9	35.2	44.0	35.2	-
Good/quality/like product/brand	38	38	12	9	8	3	36	38	9	38	-
	30.4	30.4	46.1	50.0	53.3	37.5	32.4	30.4	36.0	30.4	-
Fresh/freshness	5	5	1	1	1	-	4	5	2	5	-
	4.0	4.0	3.8	5.6	6.7	-	3.6	4.0	8.0	4.0	-
Other positive mentions of quality	1	1	-	-	-	-	1	1	-	1	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
Taste/Style (Subnet)	24	24	2	2	1	1	19	24	1	24	-
	19.2	19.2	7.7	11.1	6.7	12.5	17.1	19.2	4.0	19.2	-
Good/like taste/style	7	7	1	1	-	-	4	7	-	7	-
	5.6	5.6	3.9	5.6	-	-	3.6	5.6	-	5.6	-
Smooth/not harsh	4	4	-	-	-	-	3	4	-	4	-
	3.2	3.2	-	-	-	-	2.7	3.2	-	3.2	-
Mint/minty taste/ style	3	3	1	1	1	1	3	3	-	3	-
	2.4	2.4	3.8	5.6	6.7	12.5	2.7	2.4	-	2.4	-
Full taste	3	3	-	-	-	-	2	3	-	3	-
	2.4	2.4	-	-	-	-	1.8	2.4	-	2.4	-
Strong/not weak	3	3	-	-	-	-	3	3	-	3	-
	2.4	2.4	-	-	-	-	2.7	2.4	-	2.4	-
Other positive mentions of taste/ style	4	4	-	-	-	-	4	4	1	4	-
	3.2	3.2	-	-	-	-	3.6	3.2	4.0	3.2	-
Product Characteristics (Subnet)	5	5	3	1	1	1	5	5	-	5	-
	4.0	4.0	11.6	5.6	6.7	12.5	4.5	4.0	-	4.0	-
Traditional/classic	2	2	1	-	-	-	2	2	-	2	-
	1.6	1.6	3.9	-	-	-	1.8	1.6	-	1.6	-
Authentic/real	1	1	1	1	1	1	1	1	-	1	-
	0.8	0.8	3.8	5.6	6.7	12.5	0.9	0.8	-	0.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 203

q168) If you had to describe Skoal snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Snus (Wgtd)	125	125	26	18	15	8	111	125	25	125	-
Other positive mentions of product characteristics	2 1.6	2 1.6	1 3.9	- -	- -	- -	2 1.8	2 1.6	- -	2 1.6	- -
Miscellaneous	28	28	4	2	2	2	26	28	7	28	-
	22.4	22.4	15.4	11.1	13.3	25.0	23.4	22.4	28.0	22.4	-
Cool	5 4.0	5 4.0	- -	- -	- -	- -	5 4.5	5 4.0	1 4.0	5 4.0	- -
Refreshing	3 2.4	3 2.4	1 3.9	1 5.6	1 6.7	1 12.5	3 2.7	3 2.4	1 4.0	3 2.4	- -
Misc. positive mentions of price/ value	3 2.4	3 2.4	1 3.8	- -	- -	- -	3 2.7	3 2.4	1 4.0	3 2.4	- -
Misc. mentions of brands	2 1.6	2 1.6	- -	- -	- -	- -	2 1.8	2 1.6	1 4.0	2 1.6	- -
Satisfying	1 0.8	1 0.8	- -	- -	- -	- -	- -	1 0.8	- -	1 0.8	- -
Relaxing	1 0.8	1 0.8	- -	- -	- -	- -	1 0.9	1 0.8	- -	1 0.8	- -
New/different	1 0.8	1 0.8	- -	- -	- -	- -	1 0.9	1 0.8	- -	1 0.8	- -
Other positive mentions	12 9.6	12 9.6	2 7.7	1 5.5	1 6.7	1 12.5	11 9.9	12 9.6	3 12.0	12 9.6	- -
Negative (Net)	15	15	2	2	1	-	12	15	3	15	-
	12.0	12.0	7.7	11.1	6.6	-	10.8	12.0	12.1	12.0	-
Dislike/poor quality product/brand	5 4.0	5 4.0	- -	- -	- -	- -	3 2.7	5 4.0	1 4.0	5 4.0	- -
Misc. negative mentions of price/value	3 2.4	3 2.4	- -	- -	- -	- -	3 2.7	3 2.4	1 4.0	3 2.4	- -
Misc. negative mentions of taste/style	2 1.6	2 1.6	- -	- -	- -	- -	2 1.8	2 1.6	1 4.0	2 1.6	- -
Old	1 0.8	1 0.8	1 3.9	1 5.6	- -	- -	1 0.9	1 0.8	- -	1 0.8	- -
Negative mentions	4 3.2	4 3.2	1 3.8	1 5.5	1 6.6	- -	3 2.7	4 3.2	- -	4 3.2	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 203

q168) If you had to describe Skoal snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Snus (Wgtd)	125	125	26	18	15	8	111	125	25	125	-
Nothing	9	9	2	1	1	1	8	9	3	9	-
	7.2	7.2	7.7	5.6	6.7	12.5	7.2	7.2	12.0	7.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 204

q169) If you had to describe Marlboro snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Marlboro Snus (Unwtd)	128	128	27	21	18	10	116	128	28	128	-
Base - Heard of Marlboro Snus (Wgtd)	128	128	27	21	18	10	116	128	28	128	-
Eff Base	128	128	27	21	18	10	116	128	28	128	-
Positive (Net)	87	87	20	16	14	7	81	87	20	87	-
	67.9	67.9	74.0	76.2	77.8	70.0	69.8	67.9	71.4	67.9	-
Quality (Subnet)	48	48	13	11	10	4	47	48	11	48	-
	37.5	37.5	48.2	52.4	55.6	40.0	40.5	37.5	39.3	37.5	-
Good/quality/like product/brand	45	45	12	10	9	3	44	45	10	45	-
	35.2	35.2	44.4	47.6	50.0	30.0	37.9	35.2	35.8	35.2	-
Other positive mentions of quality	3	3	1	1	1	1	3	3	1	3	-
	2.3	2.3	3.7	4.8	5.6	10.0	2.6	2.3	3.6	2.3	-
Taste/Style (Subnet)	11	11	1	1	1	1	9	11	2	11	-
	8.6	8.6	3.7	4.8	5.6	10.0	7.8	8.6	7.1	8.6	-
Strong/not weak	3	3	-	-	-	-	3	3	1	3	-
	2.3	2.3	-	-	-	-	2.6	2.3	3.6	2.3	-
Smooth/not harsh	3	3	-	-	-	-	2	3	-	3	-
	2.3	2.3	-	-	-	-	1.7	2.3	-	2.3	-
Good/like taste/style	3	3	1	1	1	1	3	3	1	3	-
	2.3	2.3	3.7	4.8	5.6	10.0	2.6	2.3	3.6	2.3	-
Full taste	2	2	-	-	-	-	1	2	-	2	-
	1.6	1.6	-	-	-	-	0.9	1.6	-	1.6	-
Product Characteristics	7	7	1	1	-	-	6	7	1	7	-
(Subnet)	5.5	5.5	3.7	4.8	-	-	5.2	5.5	3.6	5.5	-
Traditional/classic	3	3	-	-	-	-	3	3	-	3	-
	2.3	2.3	-	-	-	-	2.6	2.3	-	2.3	-
Other positive mentions of product characteristics	4	4	1	1	-	-	3	4	1	4	-
	3.1	3.1	3.7	4.8	-	-	2.6	3.1	3.6	3.1	-
Miscellaneous	21	21	5	3	3	2	19	21	6	21	-
	16.4	16.4	18.5	14.3	16.7	20.0	16.4	16.4	21.4	16.4	-
Cool	4	4	1	1	1	1	4	4	2	4	-
	3.1	3.1	3.7	4.7	5.5	10.0	3.4	3.1	7.1	3.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 204

q169) If you had to describe Marlboro snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Marlboro Snus (Wgtd)	128	128	27	21	18	10	116	128	28	128	-
Misc. positive mentions of price/ value	2 1.6	2 1.6	1 3.7	- -	- -	- -	2 1.7	2 1.6	1 3.6	2 1.6	- -
New/different	2 1.6	2 1.6	2 7.4	2 9.5	2 11.1	1 10.0	2 1.7	2 1.6	1 3.6	2 1.6	- -
Fun/enjoyable	1 0.8	1 0.8	- -	- -	- -	- -	1 0.9	1 0.8	- -	1 0.8	- -
Misc. mentions of brands	1 0.8	1 0.8	- -	- -	- -	- -	1 0.9	1 0.8	1 3.6	1 0.8	- -
Other positive mentions	11 8.6	11 8.6	1 3.7	- -	- -	- -	9 7.8	11 8.6	1 3.6	11 8.6	- -
Negative (Net)	20 15.7	20 15.7	3 11.2	1 4.8	- -	- -	17 14.7	20 15.7	3 10.7	20 15.7	- -
Dislike/poor quality product/brand	5 3.9	5 3.9	- -	- -	- -	- -	4 3.5	5 3.9	2 7.2	5 3.9	- -
Misc. negative mentions of taste/style	4 3.1	4 3.1	- -	- -	- -	- -	4 3.4	4 3.1	1 3.6	4 3.1	- -
Old	2 1.6	2 1.6	- -	- -	- -	- -	2 1.7	2 1.6	- -	2 1.6	- -
Average	1 0.8	1 0.8	- -	- -	- -	- -	1 0.9	1 0.8	- -	1 0.8	- -
Negative mentions	8 6.3	8 6.3	3 11.2	1 4.8	- -	- -	6 5.2	8 6.3	- -	8 6.3	- -
Don't know	6 4.7	6 4.7	2 7.4	2 9.5	2 11.1	2 20.0	5 4.3	6 4.7	2 7.1	6 4.7	- -
Nothing	15 11.7	15 11.7	2 7.4	2 9.5	2 11.1	1 10.0	13 11.2	15 11.7	3 10.7	15 11.7	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 205

q170) If you had to describe General snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of General Snus (Unwtd)	79	79	51	41	38	28	71	79	17	79	-
Base - Heard of General Snus (Wgtd)	79	79	51	41	38	28	71	79	17	79	-
Eff Base	79	79	51	41	38	28	71	79	17	79	-
Positive (Net)	59	59	41	31	29	20	53	59	13	59	-
	74.7	74.7	80.4	75.6	76.3	71.4	74.7	74.7	76.5	74.7	-
Quality (Subnet)	29	29	23	19	17	11	28	29	7	29	-
	36.7	36.7	45.1	46.3	44.7	39.3	39.4	36.7	41.2	36.7	-
Good/quality/like product/brand	28	28	23	19	17	11	27	28	7	28	-
	35.4	35.4	45.1	46.3	44.7	39.3	38.0	35.4	41.2	35.4	-
Fresh/freshness	1	1	-	-	-	-	1	1	-	1	-
	1.3	1.3	-	-	-	-	1.4	1.3	-	1.3	-
Taste/Style (Subnet)	6	6	4	3	3	3	6	6	1	6	-
	7.6	7.6	7.8	7.3	7.9	10.7	8.4	7.6	5.9	7.6	-
Mint/minty taste/ style	1	1	-	-	-	-	1	1	-	1	-
	1.3	1.3	-	-	-	-	1.4	1.3	-	1.3	-
Smooth/not harsh	1	1	1	-	-	-	1	1	-	1	-
	1.3	1.3	2.0	-	-	-	1.4	1.3	-	1.3	-
Good/like taste/style	1	1	1	1	1	1	1	1	-	1	-
	1.3	1.3	2.0	2.4	2.6	3.6	1.4	1.3	-	1.3	-
Strong/not weak	1	1	1	1	1	1	1	1	1	1	-
	1.3	1.3	2.0	2.4	2.6	3.6	1.4	1.3	5.9	1.3	-
Other positive mentions of taste/ style	2	2	1	1	1	1	2	2	-	2	-
	2.5	2.5	2.0	2.4	2.6	3.6	2.8	2.5	-	2.5	-
Product Characteristics	4	4	2	1	1	1	4	4	2	4	-
(Subnet)	5.1	5.1	3.9	2.4	2.6	3.6	5.7	5.1	11.8	5.1	-
Traditional/classic	2	2	2	1	1	1	2	2	2	2	-
	2.5	2.5	3.9	2.4	2.6	3.6	2.8	2.5	11.8	2.5	-
Other positive mentions of product characteristics	2	2	-	-	-	-	2	2	-	2	-
	2.5	2.5	-	-	-	-	2.8	2.5	-	2.5	-
Miscellaneous	20	20	12	8	8	5	15	20	3	20	-
	25.4	25.4	23.6	19.5	21.1	17.9	21.2	25.4	17.6	25.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 205

q170) If you had to describe General snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of General Snus (Wgtd)	79	79	51	41	38	28	71	79	17	79	-
Misc. positive mentions of price/ value	5 6.3	5 6.3	2 3.9	- -	- -	- -	5 7.1	5 6.3	2 11.7	5 6.3	- -
Cool	4 5.1	4 5.1	3 5.9	2 4.9	2 5.3	1 3.6	4 5.7	4 5.1	- -	4 5.1	- -
Relaxing	2 2.5	2 2.5	1 2.0	1 2.4	1 2.6	1 3.6	- -	2 2.5	- -	2 2.5	- -
New/different	2 2.5	2 2.5	1 2.0	1 2.4	1 2.6	1 3.6	1 1.4	2 2.5	- -	2 2.5	- -
Misc. mentions of brands	1 1.3	1 1.3	1 2.0	- -	- -	- -	1 1.4	1 1.3	- -	1 1.3	- -
Fun/enjoyable	1 1.3	1 1.3	1 2.0	1 2.4	1 2.6	1 3.6	1 1.4	1 1.3	- -	1 1.3	- -
Other positive mentions	5 6.3	5 6.3	3 5.9	3 7.3	3 7.9	1 3.6	3 4.2	5 6.3	1 5.9	5 6.3	- -
Negative (Net)	7 8.9	7 8.9	2 3.9	2 4.9	1 2.7	1 3.6	6 8.5	7 8.9	1 5.9	7 8.9	- -
Dislike/poor quality product/brand	1 1.3	1 1.3	- -	- -	- -	- -	1 1.4	1 1.3	- -	1 1.3	- -
Addictive	1 1.3	1 1.3	- -	- -	- -	- -	1 1.4	1 1.3	- -	1 1.3	- -
Negative mentions	5 6.3	5 6.3	2 3.9	2 4.9	1 2.7	1 3.6	4 5.6	5 6.3	1 5.9	5 6.3	- -
Don't know	1 1.3	1 1.3	- -	- -	- -	- -	- -	1 1.3	- -	1 1.3	- -
Nothing	12 15.2	12 15.2	8 15.7	8 19.5	8 21.0	7 25.0	12 16.9	12 15.2	3 17.6	12 15.2	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 206

q170.1) If you had to describe Copenhagen snus using one word, what would that be?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of General Snus (Unwtd)	119	119	26	18	15	8	105	119	26	119	-
Base - Heard of General Snus (Wgtd)	119	119	26	18	15	8	105	119	26	119	-
Eff Base	119	119	26	18	15	8	105	119	26	119	-
Positive (Net)	98	98	21	14	12	5	88	98	21	98	-
	82.3	82.3	80.8	77.8	80.0	62.5	83.8	82.3	80.8	82.3	-
Quality (Subnet)	48	48	14	9	9	3	43	48	10	48	-
	40.3	40.3	53.8	50.0	60.0	37.5	41.0	40.3	38.5	40.3	-
Good/quality/like product/brand	47	47	14	9	9	3	42	47	10	47	-
	39.5	39.5	53.8	50.0	60.0	37.5	40.0	39.5	38.5	39.5	-
Other positive mentions of quality	1	1	-	-	-	-	1	1	-	1	-
	0.8	0.8	-	-	-	-	0.9	0.8	-	0.8	-
Taste/Style (Subnet)	19	19	2	2	2	1	17	19	2	19	-
	16.0	16.0	7.7	11.1	13.3	12.5	16.2	16.0	7.7	16.0	-
Smooth/not harsh	4	4	1	1	1	-	4	4	1	4	-
	3.4	3.4	3.9	5.6	6.7	-	3.8	3.4	3.9	3.4	-
Good/like taste/style	4	4	-	-	-	-	3	4	-	4	-
	3.4	3.4	-	-	-	-	2.9	3.4	-	3.4	-
Mint/minty taste/ style	4	4	1	1	1	1	4	4	1	4	-
	3.4	3.4	3.8	5.5	6.7	12.5	3.8	3.4	3.8	3.4	-
Strong/not weak	3	3	-	-	-	-	3	3	-	3	-
	2.5	2.5	-	-	-	-	2.9	2.5	-	2.5	-
Full taste	1	1	-	-	-	-	-	1	-	1	-
	0.8	0.8	-	-	-	-	-	0.8	-	0.8	-
Other positive mentions of taste/ style	3	3	-	-	-	-	3	3	-	3	-
	2.5	2.5	-	-	-	-	2.9	2.5	-	2.5	-
Product Characteristics (Subnet)	9	9	2	1	-	-	8	9	3	9	-
	7.6	7.6	7.7	5.5	-	-	7.6	7.6	11.6	7.6	-
Traditional/classic	2	2	-	-	-	-	2	2	1	2	-
	1.7	1.7	-	-	-	-	1.9	1.7	3.9	1.7	-
Other positive mentions of product characteristics	7	7	2	1	-	-	6	7	2	7	-
	5.9	5.9	7.7	5.5	-	-	5.7	5.9	7.7	5.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 206

q170.1) If you had to describe Copenhagen snus using one word, what would that be?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of General Snus (Wgtd)	119	119	26	18	15	8	105	119	26	119	-
Miscellaneous	22	22	3	2	1	1	20	22	6	22	-
	18.5	18.5	11.6	11.1	6.6	12.5	19.0	18.5	23.0	18.5	-
Cool	5	5	1	1	1	1	5	5	1	5	-
	4.2	4.2	3.8	5.5	6.6	12.5	4.8	4.2	3.8	4.2	-
Misc. mentions of brands	3	3	1	-	-	-	3	3	2	3	-
	2.5	2.5	3.9	-	-	-	2.9	2.5	7.7	2.5	-
New/different	3	3	-	-	-	-	3	3	1	3	-
	2.5	2.5	-	-	-	-	2.9	2.5	3.8	2.5	-
Relaxing	1	1	-	-	-	-	1	1	-	1	-
	0.8	0.8	-	-	-	-	1.0	0.8	-	0.8	-
Misc. positive mentions of price/ value	1	1	1	1	-	-	1	1	-	1	-
	0.8	0.8	3.9	5.6	-	-	1.0	0.8	-	0.8	-
Other positive mentions	9	9	-	-	-	-	7	9	2	9	-
	7.6	7.6	-	-	-	-	6.7	7.6	7.7	7.6	-
Negative (Net)	9	9	2	1	-	-	6	9	2	9	-
	7.6	7.6	7.7	5.6	-	-	5.7	7.6	7.7	7.6	-
Dislike/poor quality product/brand	6	6	1	1	-	-	3	6	1	6	-
	5.0	5.0	3.9	5.6	-	-	2.9	5.0	3.9	5.0	-
Misc. negative mentions of price/value	2	2	1	-	-	-	2	2	-	2	-
	1.7	1.7	3.9	-	-	-	1.9	1.7	-	1.7	-
Addictive	1	1	-	-	-	-	1	1	1	1	-
	0.8	0.8	-	-	-	-	1.0	0.8	3.8	0.8	-
Don't know	3	3	2	2	2	2	2	3	-	3	-
	2.5	2.5	7.7	11.1	13.3	25.0	1.9	2.5	-	2.5	-
Nothing	9	9	1	1	1	1	9	9	3	9	-
	7.6	7.6	3.8	5.6	6.7	12.5	8.6	7.6	11.5	7.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 207

q171) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Camel	82	82	19	14	13	5	74	82	21	82	-
	62.6	62.6	67.9	70.0	76.5	55.6	63.3	62.6	75.0	62.6	-
(2) Skoal	73	73	17	12	11	5	65	73	15	73	-
	58.4	58.4	65.3	66.7	73.3	62.5	58.5	58.4	60.0	58.4	-
(3) Marlboro	66	66	15	12	10	4	65	66	19	66	-
	51.6	51.6	55.5	57.2	55.6	40.0	56.0	51.6	67.9	51.6	-
(4) General	47	47	35	29	28	19	45	47	11	47	-
	59.5	59.5	68.6	70.7	73.7	67.9	63.4	59.5	64.7	59.5	-
(5) Copenhagen	68	68	17	11	9	3	60	68	14	68	-
	57.1	57.1	65.4	61.1	60.0	37.5	57.1	57.1	53.8	57.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 208

q171_1) How likely are you to buy each of the following snus brands within the next 3 months?
- Camel

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Tried Snus Brand (Unwtd)	131	131	28	20	17	9	117	131	28	131	-
Base - Ever Tried Snus Brand (Wgtd)	131	131	28	20	17	9	117	131	28	131	-
Eff Base	131	131	28	20	17	9	117	131	28	131	-
Top 2 Box (Net)	82	82	19	14	13	5	74	82	21	82	-
	62.6	62.6	67.9	70.0	76.5	55.6	63.3	62.6	75.0	62.6	-
Definitely would purchase (1)	55	55	13	10	9	3	48	55	12	55	-
	42.0	42.0	46.4	50.0	52.9	33.3	41.0	42.0	42.8	42.0	-
2	27	27	6	4	4	2	26	27	9	27	-
	20.6	20.6	21.5	20.0	23.5	22.3	22.2	20.6	32.2	20.6	-
Possibly would purchase (3)	20	20	3	2	2	2	18	20	2	20	-
	15.3	15.3	10.7	10.0	11.8	22.2	15.4	15.3	7.2	15.3	-
Top 2 Box (Net)	29	29	6	4	2	2	25	29	5	29	-
	22.1	22.1	21.4	20.0	11.8	22.2	21.4	22.1	17.8	22.1	-
4	18	18	3	1	1	1	17	18	3	18	-
	13.7	13.7	10.7	5.0	5.9	11.1	14.5	13.7	10.7	13.7	-
Definitely would not purchase (5)	11	11	3	3	1	1	8	11	2	11	-
	8.4	8.4	10.7	15.0	5.9	11.1	6.8	8.4	7.1	8.4	-
Total	131	131	28	20	17	9	117	131	28	131	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.26	2.26	2.18	2.15	1.88	2.45	2.24	2.26	2.07	2.26	-
Std. Dev.	1.35	1.35	1.42	1.50	1.22	1.42	1.31	1.35	1.27	1.35	-
Std. Err.	0.12	0.12	0.27	0.33	0.30	0.47	0.12	0.12	0.24	0.12	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 209

q171_2) How likely are you to buy each of the following snus brands within the next 3 months?
- Skoal

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Tried Snus Brand (Unwtd)	125	125	26	18	15	8	111	125	25	125	-
Base - Ever Tried Snus Brand (Wgtd)	125	125	26	18	15	8	111	125	25	125	-
Eff Base	125	125	26	18	15	8	111	125	25	125	-
Top 2 Box (Net)	73	73	17	12	11	5	65	73	15	73	-
	58.4	58.4	65.3	66.7	73.3	62.5	58.5	58.4	60.0	58.4	-
Definitely would purchase (1)	53	53	12	7	6	1	48	53	12	53	-
	42.4	42.4	46.2	38.9	40.0	12.5	43.2	42.4	48.0	42.4	-
2	20	20	5	5	5	4	17	20	3	20	-
	16.0	16.0	19.2	27.7	33.3	49.9	15.3	16.0	12.0	16.0	-
Possibly would purchase (3)	23	23	6	3	2	1	21	23	3	23	-
	18.4	18.4	23.1	16.7	13.3	12.5	18.9	18.4	12.0	18.4	-
Top 2 Box (Net)	29	29	3	3	2	2	25	29	7	29	-
	23.2	23.2	11.5	16.7	13.3	25.0	22.5	23.2	28.0	23.2	-
4	17	17	1	1	1	1	16	17	5	17	-
	13.6	13.6	3.8	5.6	6.7	12.5	14.4	13.6	20.0	13.6	-
Definitely would not purchase (5)	12	12	2	2	1	1	9	12	2	12	-
	9.6	9.6	7.7	11.1	6.7	12.5	8.1	9.6	8.0	9.6	-
Total	125	125	26	18	15	8	111	125	25	125	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.32	2.32	2.08	2.22	2.07	2.63	2.29	2.32	2.28	2.32	-
Std. Dev.	1.39	1.39	1.26	1.35	1.22	1.30	1.36	1.39	1.46	1.39	-
Std. Err.	0.12	0.12	0.25	0.32	0.32	0.46	0.13	0.12	0.29	0.12	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 210

q171_3) How likely are you to buy each of the following snus brands within the next 3 months?
- Marlboro

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Tried Snus Brand (Unwtd)	128	128	27	21	18	10	116	128	28	128	-
Base - Ever Tried Snus Brand (Wgtd)	128	128	27	21	18	10	116	128	28	128	-
Eff Base	128	128	27	21	18	10	116	128	28	128	-
Top 2 Box (Net)	66	66	15	12	10	4	65	66	19	66	-
	51.6	51.6	55.5	57.2	55.6	40.0	56.0	51.6	67.9	51.6	-
Definitely would purchase (1)	45	45	10	8	6	2	44	45	15	45	-
	35.2	35.2	37.0	38.1	33.3	19.9	37.9	35.2	53.6	35.2	-
2	21	21	5	4	4	2	21	21	4	21	-
	16.4	16.4	18.5	19.0	22.2	20.0	18.1	16.4	14.3	16.4	-
Possibly would purchase (3)	34	34	9	6	6	4	29	34	4	34	-
	26.6	26.6	33.4	28.6	33.3	40.0	25.0	26.6	14.3	26.6	-
Top 2 Box (Net)	28	28	3	3	2	2	22	28	5	28	-
	21.9	21.9	11.1	14.3	11.1	20.0	19.0	21.9	17.8	21.9	-
4	19	19	2	2	2	2	17	19	4	19	-
	14.8	14.8	7.4	9.5	11.1	20.0	14.7	14.8	14.3	14.8	-
Definitely would not purchase (5)	9	9	1	1	-	-	5	9	1	9	-
	7.0	7.0	3.7	4.8	-	-	4.3	7.0	3.6	7.0	-
Total	128	128	27	21	18	10	116	128	28	128	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.42	2.42	2.22	2.24	2.22	2.60	2.29	2.42	2.00	2.42	-
Std. Dev.	1.30	1.30	1.15	1.22	1.06	1.07	1.24	1.30	1.28	1.30	-
Std. Err.	0.11	0.11	0.22	0.27	0.25	0.34	0.11	0.11	0.24	0.11	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 211

q171_4) How likely are you to buy each of the following snus brands within the next 3 months?
- General

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Tried Snus Brand (Unwtd)	79	79	51	41	38	28	71	79	17	79	-
Base - Ever Tried Snus Brand (Wgtd)	79	79	51	41	38	28	71	79	17	79	-
Eff Base	79	79	51	41	38	28	71	79	17	79	-
Top 2 Box (Net)	47	47	35	29	28	19	45	47	11	47	-
	59.5	59.5	68.6	70.7	73.7	67.9	63.4	59.5	64.7	59.5	-
Definitely would purchase (1)	34	34	26	21	20	12	32	34	9	34	-
	43.0	43.0	50.9	51.2	52.6	42.8	45.1	43.0	52.9	43.0	-
2	13	13	9	8	8	7	13	13	2	13	-
	16.4	16.4	17.7	19.5	21.1	25.0	18.3	16.4	11.8	16.4	-
Possibly would purchase (3)	16	16	7	4	4	3	13	16	3	16	-
	20.3	20.3	13.8	9.8	10.5	10.7	18.3	20.3	17.7	20.3	-
Top 2 Box (Net)	16	16	9	8	6	6	13	16	3	16	-
	20.2	20.2	17.6	19.5	15.8	21.4	18.3	20.2	17.6	20.2	-
4	8	8	4	3	2	2	7	8	2	8	-
	10.1	10.1	7.8	7.3	5.3	7.1	9.9	10.1	11.8	10.1	-
Definitely would not purchase (5)	8	8	5	5	4	4	6	8	1	8	-
	10.1	10.1	9.8	12.2	10.5	14.3	8.4	10.1	5.9	10.1	-
Total	79	79	51	41	38	28	71	79	17	79	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.28	2.28	2.08	2.10	2.00	2.25	2.18	2.28	2.06	2.28	-
Std. Dev.	1.38	1.38	1.37	1.43	1.36	1.46	1.33	1.38	1.34	1.38	-
Std. Err.	0.15	0.15	0.19	0.22	0.22	0.28	0.16	0.15	0.33	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 212

q171_5) How likely are you to buy each of the following snus brands within the next 3 months?
- Copenhagen

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Tried Snus Brand (Unwtd)	119	119	26	18	15	8	105	119	26	119	-
Base - Ever Tried Snus Brand (Wgtd)	119	119	26	18	15	8	105	119	26	119	-
Eff Base	119	119	26	18	15	8	105	119	26	119	-
Top 2 Box (Net)	68	68	17	11	9	3	60	68	14	68	-
	57.1	57.1	65.4	61.1	60.0	37.5	57.1	57.1	53.8	57.1	-
Definitely would purchase (1)	40	40	13	9	8	2	36	40	11	40	-
	33.6	33.6	50.0	50.1	53.4	25.0	34.3	33.6	42.2	33.6	-
2	28	28	4	2	1	1	24	28	3	28	-
	23.5	23.5	15.4	11.1	6.6	12.5	22.9	23.5	11.6	23.5	-
Possibly would purchase (3)	27	27	4	3	2	1	25	27	5	27	-
	22.7	22.7	15.4	16.7	13.3	12.5	23.8	22.7	19.3	22.7	-
Top 2 Box (Net)	24	24	5	4	4	4	20	24	7	24	-
	20.1	20.1	19.2	22.2	26.7	50.0	19.0	20.1	26.9	20.1	-
4	15	15	4	3	3	3	14	15	5	15	-
	12.6	12.6	15.4	16.7	20.0	37.5	13.3	12.6	19.2	12.6	-
Definitely would not purchase (5)	9	9	1	1	1	1	6	9	2	9	-
	7.6	7.6	3.8	5.6	6.7	12.5	5.7	7.6	7.7	7.6	-
Total	119	119	26	18	15	8	105	119	26	119	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.37	2.37	2.08	2.17	2.20	3.00	2.33	2.37	2.38	2.37	-
Std. Dev.	1.27	1.27	1.29	1.38	1.47	1.51	1.24	1.27	1.42	1.27	-
Std. Err.	0.12	0.12	0.25	0.33	0.38	0.53	0.12	0.12	0.28	0.12	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 213

q172) If all products were available at the same price, what brand of snus do you most prefer?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Camel Snus	67	67	9	5	4	1	60	67	13	67	-
	29.6	29.6	17.7	12.2	10.5	3.6	29.3	29.6	26.0	29.6	-
Skoal Snus	50	50	5	3	3	-	46	50	13	50	-
	22.1	22.1	9.8	7.3	7.9	-	22.4	22.1	26.0	22.1	-
Marlboro Snus	40	40	4	4	3	1	38	40	10	40	-
	17.7	17.7	7.8	9.7	7.9	3.6	18.5	17.7	20.0	17.7	-
General Snus	30	30	28	25	25	25	27	30	6	30	-
	13.3	13.3	54.9	61.0	65.8	89.3	13.2	13.3	12.0	13.3	-
Copenhagen Snus	39	39	5	4	3	1	34	39	8	39	-
	17.3	17.3	9.8	9.8	7.9	3.6	16.6	17.3	16.0	17.3	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 214

q173) Mean Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Camel Snus	2.20	2.20	2.12	2.17	2.18	2.33	2.21	2.20	3.15	2.20	-
(2) Skoal Snus	2.00	2.00	2.00	2.00	2.00	1.00	2.07	2.00	2.31	2.00	-
(3) Marlboro Snus	2.70	2.70	2.75	2.75	1.86	4.00	2.71	2.70	2.59	2.70	-
(4) General Snus	2.63	2.63	2.63	2.63	2.63	3.04	2.77	2.63	4.13	2.63	-
(6) Copenhagen Snus	1.81	1.81	1.38	1.20	1.20	2.00	1.81	1.81	1.69	1.81	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 215

q173_1) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a typical week?
- Camel Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Camel Snus (Unwtd)	87	87	17	12	11	3	79	87	20	87	-
Base - Currently Purchase Camel Snus (Wgtd)	87	87	17	12	11	3	79	87	20	87	-
Eff Base	87	87	17	12	11	3	79	87	20	87	-
0	5	5	1	1	1	-	5	5	1	5	-
	5.7	5.7	5.9	8.3	9.1	-	6.3	5.7	5.0	5.7	-
1+ (Net)	82	82	16	11	10	3	74	82	19	82	-
	94.3	94.3	94.1	91.7	90.9	100.0	93.7	94.3	95.0	94.3	-
1	37	37	7	4	4	1	34	37	7	37	-
	42.5	42.5	41.2	33.3	36.3	33.3	43.0	42.5	34.9	42.5	-
2	18	18	2	2	1	-	15	18	2	18	-
	20.7	20.7	11.8	16.7	9.1	-	19.0	20.7	10.1	20.7	-
3	11	11	5	4	4	2	10	11	3	11	-
	12.6	12.6	29.4	33.3	36.3	66.7	12.6	12.6	15.0	12.6	-
4	7	7	1	-	-	-	6	7	3	7	-
	8.1	8.1	5.9	-	-	-	7.6	8.1	15.1	8.1	-
5	5	5	-	-	-	-	5	5	1	5	-
	5.7	5.7	-	-	-	-	6.3	5.7	5.0	5.7	-
6	2	2	1	1	1	-	2	2	1	2	-
	2.3	2.3	5.9	8.4	9.1	-	2.5	2.3	5.0	2.3	-
9	1	1	-	-	-	-	1	1	1	1	-
	1.1	1.1	-	-	-	-	1.3	1.1	5.0	1.1	-
10+	1	1	-	-	-	-	1	1	1	1	-
	1.1	1.1	-	-	-	-	1.3	1.1	5.0	1.1	-
Total	87	87	17	12	11	3	79	87	20	87	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.20	2.20	2.12	2.17	2.18	2.33	2.21	2.20	3.15	2.20	-
Std. Dev.	1.87	1.87	1.50	1.59	1.66	1.16	1.93	1.87	2.85	1.87	-
Std. Err.	0.20	0.20	0.36	0.46	0.50	0.67	0.22	0.20	0.64	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 216

q173_2) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a typical week?
- Skoal Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Snus (Unwtd)	59	59	7	5	5	1	53	59	16	59	-
Base - Currently Purchase Skoal Snus (Wgtd)	59	59	7	5	5	1	53	59	16	59	-
Eff Base	59	59	7	5	5	1	53	59	16	59	-
0	9	9	1	1	1	-	7	9	1	9	-
	15.3	15.3	14.3	20.1	20.1	-	13.2	15.3	6.3	15.3	-
1+ (Net)	50	50	6	4	4	1	46	50	15	50	-
	84.7	84.7	85.7	79.9	79.9	100.0	86.8	84.7	93.7	84.7	-
1	21	21	4	3	3	1	19	21	5	21	-
	35.6	35.6	57.0	59.9	59.9	100.0	35.8	35.6	31.2	35.6	-
2	6	6	-	-	-	-	6	6	4	6	-
	10.2	10.2	-	-	-	-	11.3	10.2	25.0	10.2	-
3	13	13	1	-	-	-	11	13	3	13	-
	22.1	22.1	14.4	-	-	-	20.8	22.1	18.9	22.1	-
4	6	6	-	-	-	-	6	6	2	6	-
	10.2	10.2	-	-	-	-	11.3	10.2	12.5	10.2	-
5	3	3	-	-	-	-	3	3	-	3	-
	5.1	5.1	-	-	-	-	5.6	5.1	-	5.1	-
7	1	1	1	1	1	-	1	1	1	1	-
	1.7	1.7	14.2	20.0	20.0	-	1.9	1.7	6.2	1.7	-
Total	59	59	7	5	5	1	53	59	16	59	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.00	2.00	2.00	2.00	2.00	1.00	2.07	2.00	2.31	2.00	-
Std. Dev.	1.59	1.59	2.38	2.83	2.83	-	1.60	1.59	1.70	1.59	-
Std. Err.	0.21	0.21	0.90	1.26	1.26	-	0.22	0.21	0.42	0.21	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 217

q173_3) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a typical week?
- Marlboro Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Marlboro Snus (Unwtd)	53	53	8	8	7	1	51	53	12	53	-
Base - Currently Purchase Marlboro Snus (Wgtd)	53	53	8	8	7	1	51	53	12	53	-
Eff Base	53	53	8	8	7	1	51	53	12	53	-
0	5	5	1	1	1	-	5	5	2	5	-
	9.4	9.4	12.5	12.5	14.3	-	9.8	9.4	16.6	9.4	-
1+ (Net)	48	48	7	7	6	1	46	48	10	48	-
	90.6	90.6	87.5	87.5	85.7	100.0	90.2	90.6	83.4	90.6	-
1	14	14	2	2	2	-	14	14	1	14	-
	26.4	26.4	25.0	25.0	28.6	-	27.4	26.4	8.4	26.4	-
2	9	9	2	2	2	-	8	9	3	9	-
	17.0	17.0	25.1	25.1	28.7	-	15.7	17.0	24.9	17.0	-
3	9	9	1	1	1	-	8	9	2	9	-
	17.0	17.0	12.5	12.5	14.3	-	15.7	17.0	16.6	17.0	-
4	8	8	1	1	1	1	8	8	2	8	-
	15.1	15.1	12.4	12.4	14.2	100.0	15.7	15.1	16.7	15.1	-
5	5	5	-	-	-	-	5	5	2	5	-
	9.4	9.4	-	-	-	-	9.8	9.4	16.7	9.4	-
8	1	1	-	-	-	-	1	1	-	1	-
	1.9	1.9	-	-	-	-	2.0	1.9	-	1.9	-
9	1	1	1	1	-	-	1	1	-	1	-
	1.9	1.9	12.5	12.5	-	-	2.0	1.9	-	1.9	-
10+	1	1	-	-	-	-	1	1	-	1	-
	1.9	1.9	-	-	-	-	2.0	1.9	-	1.9	-
Total	53	53	8	8	7	1	51	53	12	53	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.70	2.70	2.75	2.75	1.86	4.00	2.71	2.70	2.59	2.70	-
Std. Dev.	2.16	2.16	2.82	2.82	1.34	-	2.20	2.16	1.73	2.16	-
Std. Err.	0.30	0.30	1.00	1.00	0.51	-	0.31	0.30	0.50	0.30	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 218

q173_4) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a typical week?
- General Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase General Snus (Unwtd)	38	38	38	38	38	28	35	38	8	38	-
Base - Currently Purchase General Snus (Wgtd)	38	38	38	38	38	28	35	38	8	38	-
Eff Base	38	38	38	38	38	28	35	38	8	38	-
0	5	5	5	5	5	-	5	5	1	5	-
	13.1	13.1	13.1	13.1	13.1	-	14.3	13.1	12.5	13.1	-
1+ (Net)	33	33	33	33	33	28	30	33	7	33	-
	86.9	86.9	86.9	86.9	86.9	100.0	85.7	86.9	87.5	86.9	-
1	13	13	13	13	13	11	10	13	1	13	-
	34.2	34.2	34.2	34.2	34.2	39.3	28.5	34.2	12.5	34.2	-
2	6	6	6	6	6	5	6	6	3	6	-
	15.8	15.8	15.8	15.8	15.8	17.8	17.1	15.8	37.5	15.8	-
3	5	5	5	5	5	5	5	5	-	5	-
	13.2	13.2	13.2	13.2	13.2	17.9	14.3	13.2	-	13.2	-
4	4	4	4	4	4	3	4	4	1	4	-
	10.5	10.5	10.5	10.5	10.5	10.7	11.4	10.5	12.5	10.5	-
5	1	1	1	1	1	1	1	1	-	1	-
	2.6	2.6	2.6	2.6	2.6	3.6	2.9	2.6	-	2.6	-
7	1	1	1	1	1	-	1	1	-	1	-
	2.6	2.6	2.6	2.6	2.6	-	2.9	2.6	-	2.6	-
8	1	1	1	1	1	1	1	1	1	1	-
	2.6	2.6	2.6	2.6	2.6	3.6	2.9	2.6	12.5	2.6	-
10+	2	2	2	2	2	2	2	2	1	2	-
	5.3	5.3	5.3	5.3	5.3	7.1	5.7	5.3	12.5	5.3	-
Total	38	38	38	38	38	28	35	38	8	38	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.63	2.63	2.63	2.63	2.63	3.04	2.77	2.63	4.13	2.63	-
Std. Dev.	2.93	2.93	2.93	2.93	2.93	3.05	3.01	2.93	4.67	2.93	-
Std. Err.	0.47	0.47	0.47	0.47	0.47	0.58	0.51	0.47	1.65	0.47	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 219

q173_6) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a typical week?
- Copenhagen Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Copenhagen Snus (Unwtd)	46	46	8	5	5	1	42	46	13	46	-
Base - Currently Purchase Copenhagen Snus (Wgtd)	46	46	8	5	5	1	42	46	13	46	-
Eff Base	46	46	8	5	5	1	42	46	13	46	-
0	5	5	1	1	1	-	4	5	1	5	-
	10.8	10.8	12.5	19.9	19.9	-	9.5	10.8	7.7	10.8	-
1+ (Net)	41	41	7	4	4	1	38	41	12	41	-
	89.2	89.2	87.5	80.1	80.1	100.0	90.5	89.2	92.3	89.2	-
1	17	17	3	2	2	-	16	17	5	17	-
	37.0	37.0	37.5	40.1	40.1	-	38.1	37.0	38.4	37.0	-
2	15	15	4	2	2	1	14	15	5	15	-
	32.6	32.6	50.0	40.0	40.0	100.0	33.3	32.6	38.5	32.6	-
3	4	4	-	-	-	-	4	4	1	4	-
	8.7	8.7	-	-	-	-	9.6	8.7	7.7	8.7	-
4	3	3	-	-	-	-	2	3	1	3	-
	6.5	6.5	-	-	-	-	4.8	6.5	7.7	6.5	-
5	1	1	-	-	-	-	1	1	-	1	-
	2.2	2.2	-	-	-	-	2.4	2.2	-	2.2	-
7	1	1	-	-	-	-	1	1	-	1	-
	2.2	2.2	-	-	-	-	2.4	2.2	-	2.2	-
Total	46	46	8	5	5	1	42	46	13	46	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.81	1.81	1.38	1.20	1.20	2.00	1.81	1.81	1.69	1.81	-
Std. Dev.	1.38	1.38	0.74	0.84	0.84	-	1.37	1.38	1.03	1.38	-
Std. Err.	0.20	0.20	0.26	0.37	0.37	-	0.21	0.20	0.29	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 220

q174) Top 2 Box Summary Table - Camel Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
(1) Has great taste	48	48	8	5	4	-	42	48	12	48	-
	71.7	71.7	80.0	100.0	100.0	-	71.2	71.7	75.0	71.7	-
(2) Is a quality product	48	48	9	5	4	-	42	48	12	48	-
	71.7	71.7	90.0	100.0	100.0	-	71.2	71.7	75.0	71.7	-
(3) Is a fresh product	45	45	9	5	4	-	39	45	12	45	-
	67.2	67.2	90.0	100.0	100.0	-	66.1	67.2	75.0	67.2	-
(4) Is better than I expected for the price	35	35	5	4	3	-	31	35	9	35	-
	52.2	52.2	50.0	80.1	75.1	-	52.5	52.2	56.2	52.2	-
(5) Is a cool brand to be seen with	36	36	4	3	3	-	33	36	10	36	-
	53.7	53.7	40.0	60.1	75.1	-	55.9	53.7	62.5	53.7	-
(6) Has a good texture	49	49	9	5	4	-	42	49	12	49	-
	73.2	73.2	90.0	100.0	100.0	-	71.2	73.2	75.0	73.2	-
(7) The packaging/label has a cool design/look	44	44	7	4	3	-	39	44	10	44	-
	65.7	65.7	70.0	80.1	75.1	-	66.1	65.7	62.5	65.7	-
(8) Variety of tastes/ flavors available	48	48	9	5	4	-	43	48	11	48	-
	71.6	71.6	90.0	100.0	100.0	-	72.9	71.6	68.7	71.6	-
(9) Has a smooth flavor	48	48	8	5	4	-	42	48	11	48	-
	71.6	71.6	80.0	100.0	100.0	-	71.2	71.6	68.7	71.6	-
(10) Has a flavor that lasts	46	46	8	5	4	-	42	46	12	46	-
	68.7	68.7	80.0	100.0	100.0	-	71.2	68.7	75.0	68.7	-
(11) Has a premium look/ design	43	43	7	4	3	-	39	43	12	43	-
	64.2	64.2	70.1	80.1	75.1	-	66.1	64.2	75.0	64.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 221

q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has great taste
- Camel Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	48	48	8	5	4	-	42	48	12	48	-
	71.7	71.7	80.0	100.0	100.0	-	71.2	71.7	75.0	71.7	-
Agree completely (1)	34	34	4	4	3	-	30	34	6	34	-
	50.8	50.8	40.0	80.0	75.0	-	50.9	50.8	37.6	50.8	-
2	14	14	4	1	1	-	12	14	6	14	-
	20.9	20.9	40.1	20.0	25.0	-	20.3	20.9	37.4	20.9	-
Agree somewhat (3)	9	9	1	-	-	-	9	9	2	9	-
	13.4	13.4	10.0	-	-	-	15.2	13.4	12.5	13.4	-
Bottom 2 Box (Net)	10	10	1	-	-	-	8	10	2	10	-
	14.9	14.9	10.0	-	-	-	13.6	14.9	12.5	14.9	-
4	7	7	1	-	-	-	6	7	2	7	-
	10.4	10.4	10.0	-	-	-	10.2	10.4	12.5	10.4	-
Do not agree at all (5)	3	3	-	-	-	-	2	3	-	3	-
	4.5	4.5	-	-	-	-	3.4	4.5	-	4.5	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	1.97	1.97	1.90	1.20	1.25	-	1.95	1.97	2.00	1.97	-
Std. Dev.	1.22	1.22	0.99	0.45	0.50	-	1.18	1.22	1.03	1.22	-
Std. Err.	0.15	0.15	0.31	0.20	0.25	-	0.15	0.15	0.26	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 222

q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a quality product
- Camel Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	48	48	9	5	4	-	42	48	12	48	-
	71.7	71.7	90.0	100.0	100.0	-	71.2	71.7	75.0	71.7	-
Agree completely (1)	32	32	7	4	3	-	28	32	7	32	-
	47.8	47.8	69.9	80.0	75.0	-	47.5	47.8	43.9	47.8	-
2	16	16	2	1	1	-	14	16	5	16	-
	23.9	23.9	20.1	20.0	25.0	-	23.7	23.9	31.2	23.9	-
Agree somewhat (3)	5	5	-	-	-	-	5	5	1	5	-
	7.5	7.5	-	-	-	-	8.5	7.5	6.2	7.5	-
Bottom 2 Box (Net)	14	14	1	-	-	-	12	14	3	14	-
	20.9	20.9	10.0	-	-	-	20.3	20.9	18.8	20.9	-
4	11	11	1	-	-	-	10	11	3	11	-
	16.4	16.4	10.0	-	-	-	16.9	16.4	18.8	16.4	-
Do not agree at all (5)	3	3	-	-	-	-	2	3	-	3	-
	4.5	4.5	-	-	-	-	3.4	4.5	-	4.5	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.06	2.06	1.50	1.20	1.25	-	2.05	2.06	2.00	2.06	-
Std. Dev.	1.28	1.28	0.97	0.45	0.50	-	1.25	1.28	1.16	1.28	-
Std. Err.	0.16	0.16	0.31	0.20	0.25	-	0.16	0.16	0.29	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 223

q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a fresh product
- Camel Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	45	45	9	5	4	-	39	45	12	45	-
	67.2	67.2	90.0	100.0	100.0	-	66.1	67.2	75.0	67.2	-
Agree completely (1)	37	37	8	4	3	-	33	37	11	37	-
	55.2	55.2	80.0	80.0	75.0	-	56.0	55.2	68.8	55.2	-
2	8	8	1	1	1	-	6	8	1	8	-
	11.9	11.9	10.0	20.0	25.0	-	10.2	11.9	6.2	11.9	-
Agree somewhat (3)	11	11	-	-	-	-	11	11	1	11	-
	16.4	16.4	-	-	-	-	18.6	16.4	6.2	16.4	-
Bottom 2 Box (Net)	11	11	1	-	-	-	9	11	3	11	-
	16.4	16.4	10.0	-	-	-	15.3	16.4	18.7	16.4	-
4	5	5	-	-	-	-	5	5	2	5	-
	7.5	7.5	-	-	-	-	8.5	7.5	12.5	7.5	-
Do not agree at all (5)	6	6	1	-	-	-	4	6	1	6	-
	9.0	9.0	10.0	-	-	-	6.8	9.0	6.2	9.0	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.03	2.03	1.50	1.20	1.25	-	2.00	2.03	1.81	2.03	-
Std. Dev.	1.36	1.36	1.27	0.45	0.50	-	1.31	1.36	1.38	1.36	-
Std. Err.	0.17	0.17	0.40	0.20	0.25	-	0.17	0.17	0.34	0.17	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 224

q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is better than I expected for the price
- Camel Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	35	35	5	4	3	-	31	35	9	35	-
	52.2	52.2	50.0	80.1	75.1	-	52.5	52.2	56.2	52.2	-
Agree completely (1)	21	21	3	3	2	-	19	21	6	21	-
	31.4	31.4	30.0	60.1	50.1	-	32.2	31.4	37.5	31.4	-
2	14	14	2	1	1	-	12	14	3	14	-
	20.9	20.9	20.0	20.0	25.0	-	20.3	20.9	18.7	20.9	-
Agree somewhat (3)	18	18	4	1	1	-	16	18	4	18	-
	26.9	26.9	40.1	19.9	24.9	-	27.1	26.9	25.0	26.9	-
Bottom 2 Box (Net)	14	14	1	-	-	-	12	14	3	14	-
	20.9	20.9	10.0	-	-	-	20.3	20.9	18.7	20.9	-
4	12	12	1	-	-	-	10	12	2	12	-
	17.9	17.9	10.0	-	-	-	17.0	17.9	12.5	17.9	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	1	2	-
	3.0	3.0	-	-	-	-	3.4	3.0	6.2	3.0	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.40	2.40	2.30	1.60	1.75	-	2.39	2.40	2.31	2.40	-
Std. Dev.	1.19	1.19	1.06	0.89	0.96	-	1.20	1.19	1.30	1.19	-
Std. Err.	0.15	0.15	0.33	0.40	0.48	-	0.16	0.15	0.33	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 225

q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a cool brand to be seen with
- Camel Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	36	36	4	3	3	-	33	36	10	36	-
	53.7	53.7	40.0	60.1	75.1	-	55.9	53.7	62.5	53.7	-
Agree completely (1)	25	25	3	3	3	-	22	25	6	25	-
	37.3	37.3	30.0	60.1	75.1	-	37.3	37.3	37.5	37.3	-
2	11	11	1	-	-	-	11	11	4	11	-
	16.4	16.4	10.0	-	-	-	18.6	16.4	25.0	16.4	-
Agree somewhat (3)	16	16	3	2	1	-	13	16	3	16	-
	23.9	23.9	30.0	39.9	24.9	-	22.0	23.9	18.8	23.9	-
Bottom 2 Box (Net)	15	15	3	-	-	-	13	15	3	15	-
	22.4	22.4	30.0	-	-	-	22.0	22.4	18.7	22.4	-
4	12	12	2	-	-	-	11	12	3	12	-
	17.9	17.9	20.0	-	-	-	18.6	17.9	18.7	17.9	-
Do not agree at all (5)	3	3	1	-	-	-	2	3	-	3	-
	4.5	4.5	10.0	-	-	-	3.4	4.5	-	4.5	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.36	2.36	2.70	1.80	1.50	-	2.32	2.36	2.19	2.36	-
Std. Dev.	1.28	1.28	1.42	1.09	1.00	-	1.25	1.28	1.17	1.28	-
Std. Err.	0.16	0.16	0.45	0.49	0.50	-	0.16	0.16	0.29	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 226

q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a good texture
- Camel Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	49	49	9	5	4	-	42	49	12	49	-
	73.2	73.2	90.0	100.0	100.0	-	71.2	73.2	75.0	73.2	-
Agree completely (1)	36	36	8	5	4	-	32	36	10	36	-
	53.8	53.8	80.0	100.0	100.0	-	54.3	53.8	62.6	53.8	-
2	13	13	1	-	-	-	10	13	2	13	-
	19.4	19.4	10.0	-	-	-	16.9	19.4	12.5	19.4	-
Agree somewhat (3)	3	3	-	-	-	-	3	3	-	3	-
	4.5	4.5	-	-	-	-	5.1	4.5	-	4.5	-
Bottom 2 Box (Net)	15	15	1	-	-	-	14	15	4	15	-
	22.4	22.4	10.0	-	-	-	23.7	22.4	25.0	22.4	-
4	12	12	1	-	-	-	11	12	4	12	-
	17.9	17.9	10.0	-	-	-	18.6	17.9	25.0	17.9	-
Do not agree at all (5)	3	3	-	-	-	-	3	3	-	3	-
	4.5	4.5	-	-	-	-	5.1	4.5	-	4.5	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.00	2.00	1.40	1.00	1.00	-	2.03	2.00	1.87	2.00	-
Std. Dev.	1.31	1.31	0.97	0.00	0.00	-	1.35	1.31	1.31	1.31	-
Std. Err.	0.16	0.16	0.31	0.00	0.00	-	0.18	0.16	0.33	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 227

q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- The packaging/label has a cool design/look
- Camel Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	44	44	7	4	3	-	39	44	10	44	-
	65.7	65.7	70.0	80.1	75.1	-	66.1	65.7	62.5	65.7	-
Agree completely (1)	26	26	6	4	3	-	23	26	9	26	-
	38.8	38.8	59.9	80.1	75.1	-	39.0	38.8	56.2	38.8	-
2	18	18	1	-	-	-	16	18	1	18	-
	26.9	26.9	10.1	-	-	-	27.1	26.9	6.3	26.9	-
Agree somewhat (3)	11	11	2	1	1	-	9	11	3	11	-
	16.4	16.4	20.0	19.9	24.9	-	15.3	16.4	18.8	16.4	-
Bottom 2 Box (Net)	12	12	1	-	-	-	11	12	3	12	-
	17.9	17.9	10.0	-	-	-	18.6	17.9	18.7	17.9	-
4	9	9	1	-	-	-	8	9	3	9	-
	13.4	13.4	10.0	-	-	-	13.6	13.4	18.7	13.4	-
Do not agree at all (5)	3	3	-	-	-	-	3	3	-	3	-
	4.5	4.5	-	-	-	-	5.1	4.5	-	4.5	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.18	2.18	1.80	1.40	1.50	-	2.19	2.18	2.00	2.18	-
Std. Dev.	1.22	1.22	1.13	0.89	1.00	-	1.24	1.22	1.26	1.22	-
Std. Err.	0.15	0.15	0.36	0.40	0.50	-	0.16	0.15	0.32	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 228

q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Variety of tastes/flavors available
- Camel Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	48	48	9	5	4	-	43	48	11	48	-
	71.6	71.6	90.0	100.0	100.0	-	72.9	71.6	68.7	71.6	-
Agree completely (1)	32	32	7	5	4	-	29	32	9	32	-
	47.8	47.8	69.9	100.0	100.0	-	49.2	47.8	56.2	47.8	-
2	16	16	2	-	-	-	14	16	2	16	-
	23.9	23.9	20.1	-	-	-	23.7	23.9	12.5	23.9	-
Agree somewhat (3)	6	6	-	-	-	-	5	6	1	6	-
	9.0	9.0	-	-	-	-	8.5	9.0	6.3	9.0	-
Bottom 2 Box (Net)	13	13	1	-	-	-	11	13	4	13	-
	19.4	19.4	10.0	-	-	-	18.6	19.4	25.0	19.4	-
4	8	8	-	-	-	-	8	8	3	8	-
	11.9	11.9	-	-	-	-	13.6	11.9	18.8	11.9	-
Do not agree at all (5)	5	5	1	-	-	-	3	5	1	5	-
	7.5	7.5	10.0	-	-	-	5.1	7.5	6.2	7.5	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.07	2.07	1.60	1.00	1.00	-	2.02	2.07	2.06	2.07	-
Std. Dev.	1.32	1.32	1.26	0.00	0.00	-	1.27	1.32	1.44	1.32	-
Std. Err.	0.16	0.16	0.40	0.00	0.00	-	0.16	0.16	0.36	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 229

q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a smooth flavor
- Camel Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	48	48	8	5	4	-	42	48	11	48	-
	71.6	71.6	80.0	100.0	100.0	-	71.2	71.6	68.7	71.6	-
Agree completely (1)	35	35	6	4	3	-	30	35	10	35	-
	52.2	52.2	60.1	80.1	75.1	-	50.9	52.2	62.5	52.2	-
2	13	13	2	1	1	-	12	13	1	13	-
	19.4	19.4	20.0	19.9	24.9	-	20.3	19.4	6.2	19.4	-
Agree somewhat (3)	9	9	1	-	-	-	9	9	2	9	-
	13.4	13.4	10.0	-	-	-	15.3	13.4	12.6	13.4	-
Bottom 2 Box (Net)	10	10	1	-	-	-	8	10	3	10	-
	14.9	14.9	10.0	-	-	-	13.6	14.9	18.7	14.9	-
4	6	6	-	-	-	-	5	6	2	6	-
	8.9	8.9	-	-	-	-	8.5	8.9	12.5	8.9	-
Do not agree at all (5)	4	4	1	-	-	-	3	4	1	4	-
	6.0	6.0	10.0	-	-	-	5.1	6.0	6.2	6.0	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	1.97	1.97	1.80	1.20	1.25	-	1.97	1.97	1.94	1.97	-
Std. Dev.	1.25	1.25	1.32	0.45	0.50	-	1.22	1.25	1.39	1.25	-
Std. Err.	0.15	0.15	0.42	0.20	0.25	-	0.16	0.15	0.35	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 230

q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a flavor that lasts
- Camel Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	46	46	8	5	4	-	42	46	12	46	-
	68.7	68.7	80.0	100.0	100.0	-	71.2	68.7	75.0	68.7	-
Agree completely (1)	30	30	5	4	3	-	26	30	10	30	-
	44.8	44.8	50.0	80.1	75.1	-	44.1	44.8	62.6	44.8	-
2	16	16	3	1	1	-	16	16	2	16	-
	23.8	23.8	30.0	19.9	24.9	-	27.1	23.8	12.5	23.8	-
Agree somewhat (3)	10	10	1	-	-	-	8	10	2	10	-
	14.9	14.9	10.0	-	-	-	13.6	14.9	12.5	14.9	-
Bottom 2 Box (Net)	11	11	1	-	-	-	9	11	2	11	-
	16.4	16.4	10.0	-	-	-	15.2	16.4	12.5	16.4	-
4	7	7	-	-	-	-	6	7	1	7	-
	10.4	10.4	-	-	-	-	10.2	10.4	6.2	10.4	-
Do not agree at all (5)	4	4	1	-	-	-	3	4	1	4	-
	6.0	6.0	10.0	-	-	-	5.1	6.0	6.2	6.0	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.09	2.09	1.90	1.20	1.25	-	2.05	2.09	1.81	2.09	-
Std. Dev.	1.25	1.25	1.29	0.45	0.50	-	1.21	1.25	1.28	1.25	-
Std. Err.	0.15	0.15	0.41	0.20	0.25	-	0.16	0.15	0.32	0.15	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 231

q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a premium look/design
- Camel Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Top 2 Box (Net)	43	43	7	4	3	-	39	43	12	43	-
	64.2	64.2	70.1	80.1	75.1	-	66.1	64.2	75.0	64.2	-
Agree completely (1)	28	28	5	4	3	-	26	28	11	28	-
	41.8	41.8	50.0	80.1	75.1	-	44.1	41.8	68.8	41.8	-
2	15	15	2	-	-	-	13	15	1	15	-
	22.4	22.4	20.1	-	-	-	22.0	22.4	6.3	22.4	-
Agree somewhat (3)	10	10	2	1	1	-	9	10	1	10	-
	14.9	14.9	19.9	19.9	24.9	-	15.2	14.9	6.2	14.9	-
Bottom 2 Box (Net)	14	14	1	-	-	-	11	14	3	14	-
	20.9	20.9	10.0	-	-	-	18.6	20.9	18.7	20.9	-
4	11	11	1	-	-	-	9	11	1	11	-
	16.4	16.4	10.0	-	-	-	15.3	16.4	6.3	16.4	-
Do not agree at all (5)	3	3	-	-	-	-	2	3	2	3	-
	4.5	4.5	-	-	-	-	3.4	4.5	12.5	4.5	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.19	2.19	1.90	1.40	1.50	-	2.12	2.19	1.87	2.19	-
Std. Dev.	1.27	1.27	1.10	0.89	1.00	-	1.23	1.27	1.50	1.27	-
Std. Err.	0.16	0.16	0.35	0.40	0.50	-	0.16	0.16	0.37	0.16	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 232

q174) Top 2 Box Summary Table - Skoal Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
(1) Has great taste	36	36	5	3	3	-	33	36	9	36	-
	73.5	73.5	100.0	100.0	100.0	-	73.3	73.5	69.2	73.5	-
(2) Is a quality product	37	37	5	3	3	-	34	37	9	37	-
	75.5	75.5	100.0	100.0	100.0	-	75.5	75.5	69.2	75.5	-
(3) Is a fresh product	38	38	5	3	3	-	35	38	8	38	-
	77.5	77.5	100.0	100.0	100.0	-	77.8	77.5	61.5	77.5	-
(4) Is better than I expected for the price	36	36	5	3	3	-	35	36	8	36	-
	73.5	73.5	100.0	100.0	100.0	-	77.8	73.5	61.5	73.5	-
(5) Is a cool brand to be seen with	30	30	5	3	3	-	30	30	7	30	-
	61.2	61.2	100.0	100.0	100.0	-	66.6	61.2	53.8	61.2	-
(6) Has a good texture	35	35	5	3	3	-	33	35	7	35	-
	71.4	71.4	100.0	100.0	100.0	-	73.3	71.4	53.8	71.4	-
(7) The packaging/label has a cool design/look	33	33	5	3	3	-	31	33	8	33	-
	67.3	67.3	100.0	100.0	100.0	-	68.9	67.3	61.5	67.3	-
(8) Variety of tastes/ flavors available	37	37	5	3	3	-	34	37	8	37	-
	75.5	75.5	100.0	100.0	100.0	-	75.6	75.5	61.5	75.5	-
(9) Has a smooth flavor	34	34	5	3	3	-	32	34	8	34	-
	69.4	69.4	100.0	100.0	100.0	-	71.1	69.4	61.5	69.4	-
(10) Has a flavor that lasts	37	37	5	3	3	-	35	37	9	37	-
	75.5	75.5	100.0	100.0	100.0	-	77.8	75.5	69.2	75.5	-
(11) Has a premium look/ design	35	35	5	3	3	-	33	35	7	35	-
	71.4	71.4	100.0	100.0	100.0	-	73.3	71.4	53.8	71.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 233

q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has great taste
- Skoal Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	36	36	5	3	3	-	33	36	9	36	-
	73.5	73.5	100.0	100.0	100.0	-	73.3	73.5	69.2	73.5	-
Agree completely (1)	20	20	2	1	1	-	17	20	7	20	-
	40.8	40.8	40.1	33.3	33.3	-	37.7	40.8	53.9	40.8	-
2	16	16	3	2	2	-	16	16	2	16	-
	32.7	32.7	59.9	66.7	66.7	-	35.6	32.7	15.4	32.7	-
Agree somewhat (3)	4	4	-	-	-	-	3	4	1	4	-
	8.2	8.2	-	-	-	-	6.7	8.2	7.7	8.2	-
Bottom 2 Box (Net)	9	9	-	-	-	-	9	9	3	9	-
	18.4	18.4	-	-	-	-	20.0	18.4	23.1	18.4	-
4	4	4	-	-	-	-	4	4	2	4	-
	8.2	8.2	-	-	-	-	8.9	8.2	15.4	8.2	-
Do not agree at all (5)	5	5	-	-	-	-	5	5	1	5	-
	10.2	10.2	-	-	-	-	11.1	10.2	7.7	10.2	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.14	2.14	1.60	1.67	1.67	-	2.20	2.14	2.08	2.14	-
Std. Dev.	1.32	1.32	0.55	0.58	0.58	-	1.34	1.32	1.44	1.32	-
Std. Err.	0.19	0.19	0.25	0.33	0.33	-	0.20	0.19	0.40	0.19	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 234

q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a quality product
- Skoal Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	37	37	5	3	3	-	34	37	9	37	-
	75.5	75.5	100.0	100.0	100.0	-	75.5	75.5	69.2	75.5	-
Agree completely (1)	21	21	3	2	2	-	18	21	6	21	-
	42.9	42.9	60.0	66.6	66.6	-	40.0	42.9	46.2	42.9	-
2	16	16	2	1	1	-	16	16	3	16	-
	32.6	32.6	40.0	33.4	33.4	-	35.5	32.6	23.0	32.6	-
Agree somewhat (3)	5	5	-	-	-	-	4	5	1	5	-
	10.2	10.2	-	-	-	-	8.9	10.2	7.7	10.2	-
Bottom 2 Box (Net)	7	7	-	-	-	-	7	7	3	7	-
	14.3	14.3	-	-	-	-	15.6	14.3	23.1	14.3	-
4	5	5	-	-	-	-	5	5	3	5	-
	10.2	10.2	-	-	-	-	11.1	10.2	23.1	10.2	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	-	2	-
	4.1	4.1	-	-	-	-	4.4	4.1	-	4.1	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.00	2.00	1.40	1.33	1.33	-	2.04	2.00	2.08	2.00	-
Std. Dev.	1.15	1.15	0.55	0.58	0.58	-	1.17	1.15	1.26	1.15	-
Std. Err.	0.16	0.16	0.24	0.33	0.33	-	0.17	0.16	0.35	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 235

q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a fresh product
- Skoal Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	38	38	5	3	3	-	35	38	8	38	-
	77.5	77.5	100.0	100.0	100.0	-	77.8	77.5	61.5	77.5	-
Agree completely (1)	22	22	4	2	2	-	20	22	6	22	-
	44.9	44.9	80.1	66.7	66.7	-	44.4	44.9	46.1	44.9	-
2	16	16	1	1	1	-	15	16	2	16	-
	32.6	32.6	19.9	33.3	33.3	-	33.3	32.6	15.3	32.6	-
Agree somewhat (3)	4	4	-	-	-	-	3	4	2	4	-
	8.2	8.2	-	-	-	-	6.7	8.2	15.4	8.2	-
Bottom 2 Box (Net)	7	7	-	-	-	-	7	7	3	7	-
	14.3	14.3	-	-	-	-	15.6	14.3	23.1	14.3	-
4	4	4	-	-	-	-	4	4	2	4	-
	8.2	8.2	-	-	-	-	8.9	8.2	15.4	8.2	-
Do not agree at all (5)	3	3	-	-	-	-	3	3	1	3	-
	6.1	6.1	-	-	-	-	6.7	6.1	7.7	6.1	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	1.98	1.98	1.20	1.33	1.33	-	2.00	1.98	2.23	1.98	-
Std. Dev.	1.20	1.20	0.45	0.58	0.58	-	1.22	1.20	1.42	1.20	-
Std. Err.	0.17	0.17	0.20	0.33	0.33	-	0.18	0.17	0.39	0.17	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 236

q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is better than I expected for the price
- Skoal Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	36	36	5	3	3	-	35	36	8	36	-
	73.5	73.5	100.0	100.0	100.0	-	77.8	73.5	61.5	73.5	-
Agree completely (1)	16	16	4	3	3	-	16	16	5	16	-
	32.6	32.6	79.8	100.0	100.0	-	35.5	32.6	38.4	32.6	-
2	20	20	1	-	-	-	19	20	3	20	-
	40.8	40.8	20.2	-	-	-	42.3	40.8	23.1	40.8	-
Agree somewhat (3)	6	6	-	-	-	-	3	6	2	6	-
	12.2	12.2	-	-	-	-	6.7	12.2	15.4	12.2	-
Bottom 2 Box (Net)	7	7	-	-	-	-	7	7	3	7	-
	14.3	14.3	-	-	-	-	15.6	14.3	23.1	14.3	-
4	5	5	-	-	-	-	5	5	3	5	-
	10.2	10.2	-	-	-	-	11.1	10.2	23.1	10.2	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	-	2	-
	4.1	4.1	-	-	-	-	4.4	4.1	-	4.1	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.12	2.12	1.20	1.00	1.00	-	2.07	2.12	2.23	2.12	-
Std. Dev.	1.11	1.11	0.45	0.00	0.00	-	1.14	1.11	1.24	1.11	-
Std. Err.	0.16	0.16	0.20	0.00	0.00	-	0.17	0.16	0.34	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 237

q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a cool brand to be seen with
- Skoal Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	30	30	5	3	3	-	30	30	7	30	-
	61.2	61.2	100.0	100.0	100.0	-	66.6	61.2	53.8	61.2	-
Agree completely (1)	16	16	3	2	2	-	16	16	6	16	-
	32.7	32.7	60.1	66.7	66.7	-	35.6	32.7	46.1	32.7	-
2	14	14	2	1	1	-	14	14	1	14	-
	28.5	28.5	39.9	33.3	33.3	-	31.1	28.5	7.7	28.5	-
Agree somewhat (3)	12	12	-	-	-	-	9	12	5	12	-
	24.5	24.5	-	-	-	-	20.0	24.5	38.5	24.5	-
Bottom 2 Box (Net)	7	7	-	-	-	-	6	7	1	7	-
	14.3	14.3	-	-	-	-	13.3	14.3	7.7	14.3	-
4	6	6	-	-	-	-	5	6	1	6	-
	12.2	12.2	-	-	-	-	11.1	12.2	7.7	12.2	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	-	1	-
	2.0	2.0	-	-	-	-	2.2	2.0	-	2.0	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.22	2.22	1.40	1.33	1.33	-	2.13	2.22	2.08	2.22	-
Std. Dev.	1.10	1.10	0.55	0.58	0.58	-	1.10	1.10	1.12	1.10	-
Std. Err.	0.16	0.16	0.24	0.33	0.33	-	0.16	0.16	0.31	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 238

q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a good texture
- Skoal Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	35	35	5	3	3	-	33	35	7	35	-
	71.4	71.4	100.0	100.0	100.0	-	73.3	71.4	53.8	71.4	-
Agree completely (1)	21	21	5	3	3	-	20	21	3	21	-
	42.8	42.8	100.0	100.0	100.0	-	44.4	42.8	23.1	42.8	-
2	14	14	-	-	-	-	13	14	4	14	-
	28.6	28.6	-	-	-	-	28.9	28.6	30.7	28.6	-
Agree somewhat (3)	6	6	-	-	-	-	4	6	3	6	-
	12.3	12.3	-	-	-	-	8.9	12.3	23.1	12.3	-
Bottom 2 Box (Net)	8	8	-	-	-	-	8	8	3	8	-
	16.3	16.3	-	-	-	-	17.8	16.3	23.1	16.3	-
4	7	7	-	-	-	-	7	7	3	7	-
	14.3	14.3	-	-	-	-	15.6	14.3	23.1	14.3	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	-	1	-
	2.0	2.0	-	-	-	-	2.2	2.0	-	2.0	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.04	2.04	1.00	1.00	1.00	-	2.02	2.04	2.46	2.04	-
Std. Dev.	1.15	1.15	0.00	0.00	0.00	-	1.18	1.15	1.13	1.15	-
Std. Err.	0.16	0.16	0.00	0.00	0.00	-	0.18	0.16	0.31	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 239

q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- The packaging/label has a cool design/look
- Skoal Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	33	33	5	3	3	-	31	33	8	33	-
	67.3	67.3	100.0	100.0	100.0	-	68.9	67.3	61.5	67.3	-
Agree completely (1)	15	15	3	2	2	-	13	15	3	15	-
	30.6	30.6	59.9	66.7	66.7	-	28.9	30.6	23.0	30.6	-
2	18	18	2	1	1	-	18	18	5	18	-
	36.8	36.8	40.1	33.3	33.3	-	40.0	36.8	38.5	36.8	-
Agree somewhat (3)	10	10	-	-	-	-	8	10	3	10	-
	20.4	20.4	-	-	-	-	17.8	20.4	23.1	20.4	-
Bottom 2 Box (Net)	6	6	-	-	-	-	6	6	2	6	-
	12.3	12.3	-	-	-	-	13.3	12.3	15.4	12.3	-
4	3	3	-	-	-	-	3	3	2	3	-
	6.1	6.1	-	-	-	-	6.7	6.1	15.4	6.1	-
Do not agree at all (5)	3	3	-	-	-	-	3	3	-	3	-
	6.1	6.1	-	-	-	-	6.7	6.1	-	6.1	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.20	2.20	1.40	1.33	1.33	-	2.22	2.20	2.31	2.20	-
Std. Dev.	1.14	1.14	0.55	0.58	0.58	-	1.15	1.14	1.03	1.14	-
Std. Err.	0.16	0.16	0.25	0.33	0.33	-	0.17	0.16	0.29	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 240

q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Variety of tastes/flavors available
- Skoal Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	37	37	5	3	3	-	34	37	8	37	-
	75.5	75.5	100.0	100.0	100.0	-	75.6	75.5	61.5	75.5	-
Agree completely (1)	19	19	5	3	3	-	17	19	4	19	-
	38.8	38.8	100.0	100.0	100.0	-	37.8	38.8	30.8	38.8	-
2	18	18	-	-	-	-	17	18	4	18	-
	36.7	36.7	-	-	-	-	37.8	36.7	30.7	36.7	-
Agree somewhat (3)	6	6	-	-	-	-	5	6	3	6	-
	12.2	12.2	-	-	-	-	11.1	12.2	23.1	12.2	-
Bottom 2 Box (Net)	6	6	-	-	-	-	6	6	2	6	-
	12.3	12.3	-	-	-	-	13.3	12.3	15.4	12.3	-
4	5	5	-	-	-	-	5	5	2	5	-
	10.2	10.2	-	-	-	-	11.1	10.2	15.4	10.2	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	-	1	-
	2.0	2.0	-	-	-	-	2.2	2.0	-	2.0	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.00	2.00	1.00	1.00	1.00	-	2.02	2.00	2.23	2.00	-
Std. Dev.	1.06	1.06	0.00	0.00	0.00	-	1.08	1.06	1.09	1.06	-
Std. Err.	0.15	0.15	0.00	0.00	0.00	-	0.16	0.15	0.30	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 241

q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a smooth flavor
- Skoal Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	34	34	5	3	3	-	32	34	8	34	-
	69.4	69.4	100.0	100.0	100.0	-	71.1	69.4	61.5	69.4	-
Agree completely (1)	25	25	4	2	2	-	23	25	7	25	-
	51.0	51.0	80.0	66.6	66.6	-	51.1	51.0	53.8	51.0	-
2	9	9	1	1	1	-	9	9	1	9	-
	18.4	18.4	20.0	33.4	33.4	-	20.0	18.4	7.7	18.4	-
Agree somewhat (3)	7	7	-	-	-	-	5	7	1	7	-
	14.3	14.3	-	-	-	-	11.1	14.3	7.7	14.3	-
Bottom 2 Box (Net)	8	8	-	-	-	-	8	8	4	8	-
	16.3	16.3	-	-	-	-	17.8	16.3	30.8	16.3	-
4	8	8	-	-	-	-	8	8	4	8	-
	16.3	16.3	-	-	-	-	17.8	16.3	30.8	16.3	-
Do not agree at all (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	1.96	1.96	1.20	1.33	1.33	-	1.96	1.96	2.15	1.96	-
Std. Dev.	1.15	1.15	0.45	0.58	0.58	-	1.17	1.15	1.41	1.15	-
Std. Err.	0.16	0.16	0.20	0.33	0.33	-	0.17	0.16	0.39	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 242

q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a flavor that lasts
- Skoal Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	37	37	5	3	3	-	35	37	9	37	-
	75.5	75.5	100.0	100.0	100.0	-	77.8	75.5	69.2	75.5	-
Agree completely (1)	18	18	4	3	3	-	16	18	3	18	-
	36.7	36.7	80.0	100.0	100.0	-	35.6	36.7	23.2	36.7	-
2	19	19	1	-	-	-	19	19	6	19	-
	38.8	38.8	20.0	-	-	-	42.2	38.8	46.1	38.8	-
Agree somewhat (3)	5	5	-	-	-	-	3	5	-	5	-
	10.2	10.2	-	-	-	-	6.6	10.2	-	10.2	-
Bottom 2 Box (Net)	7	7	-	-	-	-	7	7	4	7	-
	14.3	14.3	-	-	-	-	15.6	14.3	30.8	14.3	-
4	6	6	-	-	-	-	6	6	4	6	-
	12.2	12.2	-	-	-	-	13.3	12.2	30.8	12.2	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	-	1	-
	2.0	2.0	-	-	-	-	2.2	2.0	-	2.0	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.04	2.04	1.20	1.00	1.00	-	2.04	2.04	2.38	2.04	-
Std. Dev.	1.08	1.08	0.45	0.00	0.00	-	1.09	1.08	1.19	1.08	-
Std. Err.	0.15	0.15	0.20	0.00	0.00	-	0.16	0.15	0.33	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 243

q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a premium look/design
- Skoal Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Top 2 Box (Net)	35	35	5	3	3	-	33	35	7	35	-
	71.4	71.4	100.0	100.0	100.0	-	73.3	71.4	53.8	71.4	-
Agree completely (1)	15	15	4	2	2	-	13	15	4	15	-
	30.6	30.6	80.1	66.7	66.7	-	28.9	30.6	30.8	30.6	-
2	20	20	1	1	1	-	20	20	3	20	-
	40.8	40.8	19.9	33.3	33.3	-	44.4	40.8	23.0	40.8	-
Agree somewhat (3)	8	8	-	-	-	-	6	8	3	8	-
	16.3	16.3	-	-	-	-	13.3	16.3	23.1	16.3	-
Bottom 2 Box (Net)	6	6	-	-	-	-	6	6	3	6	-
	12.3	12.3	-	-	-	-	13.3	12.3	23.1	12.3	-
4	4	4	-	-	-	-	4	4	2	4	-
	8.2	8.2	-	-	-	-	8.9	8.2	15.4	8.2	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	1	2	-
	4.1	4.1	-	-	-	-	4.5	4.1	7.7	4.1	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.14	2.14	1.20	1.33	1.33	-	2.16	2.14	2.46	2.14	-
Std. Dev.	1.08	1.08	0.45	0.58	0.58	-	1.09	1.08	1.33	1.08	-
Std. Err.	0.15	0.15	0.20	0.33	0.33	-	0.16	0.15	0.37	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 244

q174) Top 2 Box Summary Table - Marlboro Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
(1) Has great taste	32	32	2	2	1	-	30	32	7	32	-
	71.2	71.2	66.7	66.7	50.0	-	69.8	71.2	77.8	71.2	-
(2) Is a quality product	31	31	2	2	1	-	29	31	7	31	-
	68.9	68.9	66.7	66.7	50.0	-	67.5	68.9	77.8	68.9	-
(3) Is a fresh product	30	30	2	2	1	-	28	30	7	30	-
	66.7	66.7	66.7	66.7	50.0	-	65.2	66.7	77.8	66.7	-
(4) Is better than I expected for the price	30	30	2	2	1	-	28	30	6	30	-
	66.7	66.7	66.7	66.7	50.0	-	65.1	66.7	66.7	66.7	-
(5) Is a cool brand to be seen with	33	33	2	2	1	-	31	33	7	33	-
	73.4	73.4	66.7	66.7	50.0	-	72.1	73.4	77.8	73.4	-
(6) Has a good texture	33	33	2	2	1	-	31	33	7	33	-
	73.4	73.4	66.7	66.7	50.0	-	72.1	73.4	77.8	73.4	-
(7) The packaging/label has a cool design/look	31	31	2	2	1	-	29	31	7	31	-
	69.0	69.0	66.7	66.7	50.0	-	67.5	69.0	77.8	69.0	-
(8) Variety of tastes/ flavors available	32	32	2	2	1	-	30	32	7	32	-
	71.2	71.2	66.7	66.7	50.0	-	69.8	71.2	77.8	71.2	-
(9) Has a smooth flavor	28	28	2	2	1	-	26	28	6	28	-
	62.2	62.2	66.7	66.7	50.0	-	60.5	62.2	66.7	62.2	-
(10) Has a flavor that lasts	30	30	2	2	1	-	28	30	6	30	-
	66.7	66.7	66.7	66.7	50.0	-	65.2	66.7	66.7	66.7	-
(11) Has a premium look/ design	31	31	2	2	1	-	29	31	7	31	-
	68.9	68.9	66.7	66.7	50.0	-	67.5	68.9	77.8	68.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 245

q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has great taste
- Marlboro Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	32	32	2	2	1	-	30	32	7	32	-
	71.2	71.2	66.7	66.7	50.0	-	69.8	71.2	77.8	71.2	-
Agree completely (1)	21	21	2	2	1	-	20	21	4	21	-
	46.7	46.7	66.7	66.7	50.0	-	46.5	46.7	44.5	46.7	-
2	11	11	-	-	-	-	10	11	3	11	-
	24.5	24.5	-	-	-	-	23.3	24.5	33.3	24.5	-
Agree somewhat (3)	4	4	1	1	1	-	4	4	1	4	-
	8.9	8.9	33.3	33.3	50.0	-	9.3	8.9	11.1	8.9	-
Bottom 2 Box (Net)	9	9	-	-	-	-	9	9	1	9	-
	20.0	20.0	-	-	-	-	20.9	20.0	11.1	20.0	-
4	4	4	-	-	-	-	4	4	-	4	-
	8.9	8.9	-	-	-	-	9.3	8.9	-	8.9	-
Do not agree at all (5)	5	5	-	-	-	-	5	5	1	5	-
	11.1	11.1	-	-	-	-	11.6	11.1	11.1	11.1	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.13	2.13	1.67	1.67	2.00	-	2.16	2.13	2.00	2.13	-
Std. Dev.	1.39	1.39	1.15	1.15	-	-	1.41	1.39	1.32	1.39	-
Std. Err.	0.21	0.21	0.67	0.67	-	-	0.22	0.21	0.44	0.21	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 246

q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a quality product
- Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	31	31	2	2	1	-	29	31	7	31	-
	68.9	68.9	66.7	66.7	50.0	-	67.5	68.9	77.8	68.9	-
Agree completely (1)	20	20	1	1	-	-	18	20	3	20	-
	44.4	44.4	33.4	33.4	-	-	41.9	44.4	33.4	44.4	-
2	11	11	1	1	1	-	11	11	4	11	-
	24.5	24.5	33.3	33.3	50.0	-	25.6	24.5	44.5	24.5	-
Agree somewhat (3)	8	8	1	1	1	-	8	8	1	8	-
	17.7	17.7	33.3	33.3	50.0	-	18.6	17.7	11.1	17.7	-
Bottom 2 Box (Net)	6	6	-	-	-	-	6	6	1	6	-
	13.3	13.3	-	-	-	-	14.0	13.3	11.1	13.3	-
4	4	4	-	-	-	-	4	4	1	4	-
	8.9	8.9	-	-	-	-	9.3	8.9	11.1	8.9	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	-	2	-
	4.5	4.5	-	-	-	-	4.7	4.5	-	4.5	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.04	2.04	2.00	2.00	2.50	-	2.09	2.04	2.00	2.04	-
Std. Dev.	1.19	1.19	1.00	1.00	-	-	1.19	1.19	1.00	1.19	-
Std. Err.	0.18	0.18	0.58	0.58	-	-	0.18	0.18	0.33	0.18	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 247

q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a fresh product
- Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	30	30	2	2	1	-	28	30	7	30	-
	66.7	66.7	66.7	66.7	50.0	-	65.2	66.7	77.8	66.7	-
Agree completely (1)	22	22	2	2	1	-	20	22	5	22	-
	48.9	48.9	66.7	66.7	50.0	-	46.5	48.9	55.6	48.9	-
2	8	8	-	-	-	-	8	8	2	8	-
	17.8	17.8	-	-	-	-	18.6	17.8	22.2	17.8	-
Agree somewhat (3)	5	5	1	1	1	-	5	5	1	5	-
	11.1	11.1	33.3	33.3	50.0	-	11.6	11.1	11.1	11.1	-
Bottom 2 Box (Net)	10	10	-	-	-	-	10	10	1	10	-
	22.2	22.2	-	-	-	-	23.2	22.2	11.1	22.2	-
4	4	4	-	-	-	-	4	4	-	4	-
	8.9	8.9	-	-	-	-	9.3	8.9	-	8.9	-
Do not agree at all (5)	6	6	-	-	-	-	6	6	1	6	-
	13.3	13.3	-	-	-	-	13.9	13.3	11.1	13.3	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.20	2.20	1.67	1.67	2.00	-	2.25	2.20	1.89	2.20	-
Std. Dev.	1.47	1.47	1.15	1.15	-	-	1.48	1.47	1.36	1.47	-
Std. Err.	0.22	0.22	0.67	0.67	-	-	0.23	0.22	0.45	0.22	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 248

q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is better than I expected for the price
- Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	30	30	2	2	1	-	28	30	6	30	-
	66.7	66.7	66.7	66.7	50.0	-	65.1	66.7	66.7	66.7	-
Agree completely (1)	21	21	2	2	1	-	19	21	3	21	-
	46.7	46.7	66.7	66.7	50.0	-	44.2	46.7	33.3	46.7	-
2	9	9	-	-	-	-	9	9	3	9	-
	20.0	20.0	-	-	-	-	21.0	20.0	33.4	20.0	-
Agree somewhat (3)	5	5	1	1	1	-	5	5	2	5	-
	11.1	11.1	33.3	33.3	50.0	-	11.6	11.1	22.2	11.1	-
Bottom 2 Box (Net)	10	10	-	-	-	-	10	10	1	10	-
	22.2	22.2	-	-	-	-	23.2	22.2	11.1	22.2	-
4	7	7	-	-	-	-	7	7	1	7	-
	15.6	15.6	-	-	-	-	16.3	15.6	11.1	15.6	-
Do not agree at all (5)	3	3	-	-	-	-	3	3	-	3	-
	6.6	6.6	-	-	-	-	7.0	6.6	-	6.6	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.15	2.15	1.67	1.67	2.00	-	2.21	2.15	2.11	2.15	-
Std. Dev.	1.35	1.35	1.15	1.15	-	-	1.35	1.35	1.05	1.35	-
Std. Err.	0.20	0.20	0.67	0.67	-	-	0.21	0.20	0.35	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 249

q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a cool brand to be seen with
- Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	33	33	2	2	1	-	31	33	7	33	-
	73.4	73.4	66.7	66.7	50.0	-	72.1	73.4	77.8	73.4	-
Agree completely (1)	19	19	1	1	-	-	18	19	5	19	-
	42.3	42.3	33.4	33.4	-	-	41.9	42.3	55.6	42.3	-
2	14	14	1	1	1	-	13	14	2	14	-
	31.1	31.1	33.3	33.3	50.0	-	30.2	31.1	22.2	31.1	-
Agree somewhat (3)	4	4	1	1	1	-	4	4	1	4	-
	8.9	8.9	33.3	33.3	50.0	-	9.3	8.9	11.1	8.9	-
Bottom 2 Box (Net)	8	8	-	-	-	-	8	8	1	8	-
	17.8	17.8	-	-	-	-	18.6	17.8	11.1	17.8	-
4	6	6	-	-	-	-	6	6	1	6	-
	13.3	13.3	-	-	-	-	13.9	13.3	11.1	13.3	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	-	2	-
	4.4	4.4	-	-	-	-	4.6	4.4	-	4.4	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.07	2.07	2.00	2.00	2.50	-	2.09	2.07	1.78	2.07	-
Std. Dev.	1.21	1.21	1.00	1.00	-	-	1.23	1.21	1.09	1.21	-
Std. Err.	0.18	0.18	0.58	0.58	-	-	0.19	0.18	0.36	0.18	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 250

q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a good texture
- Marlboro Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	33	33	2	2	1	-	31	33	7	33	-
	73.4	73.4	66.7	66.7	50.0	-	72.1	73.4	77.8	73.4	-
Agree completely (1)	19	19	1	1	-	-	17	19	6	19	-
	42.3	42.3	33.4	33.4	-	-	39.6	42.3	66.7	42.3	-
2	14	14	1	1	1	-	14	14	1	14	-
	31.1	31.1	33.3	33.3	50.0	-	32.6	31.1	11.2	31.1	-
Agree somewhat (3)	5	5	1	1	1	-	5	5	1	5	-
	11.1	11.1	33.3	33.3	50.0	-	11.6	11.1	11.1	11.1	-
Bottom 2 Box (Net)	7	7	-	-	-	-	7	7	1	7	-
	15.5	15.5	-	-	-	-	16.2	15.5	11.1	15.5	-
4	5	5	-	-	-	-	5	5	-	5	-
	11.1	11.1	-	-	-	-	11.6	11.1	-	11.1	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	1	2	-
	4.4	4.4	-	-	-	-	4.6	4.4	11.1	4.4	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.04	2.04	2.00	2.00	2.50	-	2.09	2.04	1.78	2.04	-
Std. Dev.	1.19	1.19	1.00	1.00	-	-	1.19	1.19	1.39	1.19	-
Std. Err.	0.18	0.18	0.58	0.58	-	-	0.18	0.18	0.46	0.18	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 251

q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- The packaging/label has a cool design/look
- Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	31	31	2	2	1	-	29	31	7	31	-
	69.0	69.0	66.7	66.7	50.0	-	67.5	69.0	77.8	69.0	-
Agree completely (1)	21	21	2	2	1	-	20	21	4	21	-
	46.7	46.7	66.7	66.7	50.0	-	46.5	46.7	44.4	46.7	-
2	10	10	-	-	-	-	9	10	3	10	-
	22.3	22.3	-	-	-	-	21.0	22.3	33.4	22.3	-
Agree somewhat (3)	5	5	1	1	1	-	5	5	-	5	-
	11.1	11.1	33.3	33.3	50.0	-	11.6	11.1	-	11.1	-
Bottom 2 Box (Net)	9	9	-	-	-	-	9	9	2	9	-
	20.0	20.0	-	-	-	-	20.9	20.0	22.2	20.0	-
4	5	5	-	-	-	-	5	5	1	5	-
	11.1	11.1	-	-	-	-	11.6	11.1	11.1	11.1	-
Do not agree at all (5)	4	4	-	-	-	-	4	4	1	4	-
	8.9	8.9	-	-	-	-	9.3	8.9	11.1	8.9	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.13	2.13	1.67	1.67	2.00	-	2.16	2.13	2.11	2.13	-
Std. Dev.	1.36	1.36	1.15	1.15	-	-	1.38	1.36	1.45	1.36	-
Std. Err.	0.20	0.20	0.67	0.67	-	-	0.21	0.20	0.48	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 252

q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Variety of tastes/flavors available
- Marlboro Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	32	32	2	2	1	-	30	32	7	32	-
	71.2	71.2	66.7	66.7	50.0	-	69.8	71.2	77.8	71.2	-
Agree completely (1)	23	23	2	2	1	-	21	23	5	23	-
	51.2	51.2	66.7	66.7	50.0	-	48.9	51.2	55.7	51.2	-
2	9	9	-	-	-	-	9	9	2	9	-
	20.0	20.0	-	-	-	-	20.9	20.0	22.2	20.0	-
Agree somewhat (3)	5	5	1	1	1	-	5	5	1	5	-
	11.1	11.1	33.3	33.3	50.0	-	11.6	11.1	11.1	11.1	-
Bottom 2 Box (Net)	8	8	-	-	-	-	8	8	1	8	-
	17.7	17.7	-	-	-	-	18.6	17.7	11.1	17.7	-
4	5	5	-	-	-	-	5	5	-	5	-
	11.1	11.1	-	-	-	-	11.6	11.1	-	11.1	-
Do not agree at all (5)	3	3	-	-	-	-	3	3	1	3	-
	6.7	6.7	-	-	-	-	7.0	6.7	11.1	6.7	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.02	2.02	1.67	1.67	2.00	-	2.07	2.02	1.89	2.02	-
Std. Dev.	1.30	1.30	1.15	1.15	-	-	1.32	1.30	1.36	1.30	-
Std. Err.	0.19	0.19	0.67	0.67	-	-	0.20	0.19	0.45	0.19	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 253

q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a smooth flavor
- Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	28	28	2	2	1	-	26	28	6	28	-
	62.2	62.2	66.7	66.7	50.0	-	60.5	62.2	66.7	62.2	-
Agree completely (1)	17	17	2	2	1	-	16	17	2	17	-
	37.8	37.8	66.7	66.7	50.0	-	37.2	37.8	22.3	37.8	-
2	11	11	-	-	-	-	10	11	4	11	-
	24.5	24.5	-	-	-	-	23.3	24.5	44.5	24.5	-
Agree somewhat (3)	12	12	1	1	1	-	12	12	2	12	-
	26.7	26.7	33.3	33.3	50.0	-	27.9	26.7	22.2	26.7	-
Bottom 2 Box (Net)	5	5	-	-	-	-	5	5	1	5	-
	11.1	11.1	-	-	-	-	11.6	11.1	11.1	11.1	-
4	4	4	-	-	-	-	4	4	1	4	-
	8.9	8.9	-	-	-	-	9.3	8.9	11.1	8.9	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	-	1	-
	2.2	2.2	-	-	-	-	2.3	2.2	-	2.2	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.13	2.13	1.67	1.67	2.00	-	2.16	2.13	2.22	2.13	-
Std. Dev.	1.10	1.10	1.15	1.15	-	-	1.11	1.10	0.97	1.10	-
Std. Err.	0.16	0.16	0.67	0.67	-	-	0.17	0.16	0.32	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 254

q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a flavor that lasts
- Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	30	30	2	2	1	-	28	30	6	30	-
	66.7	66.7	66.7	66.7	50.0	-	65.2	66.7	66.7	66.7	-
Agree completely (1)	20	20	2	2	1	-	19	20	2	20	-
	44.5	44.5	66.7	66.7	50.0	-	44.2	44.5	22.3	44.5	-
2	10	10	-	-	-	-	9	10	4	10	-
	22.2	22.2	-	-	-	-	21.0	22.2	44.5	22.2	-
Agree somewhat (3)	8	8	1	1	1	-	8	8	2	8	-
	17.7	17.7	33.3	33.3	50.0	-	18.6	17.7	22.2	17.7	-
Bottom 2 Box (Net)	7	7	-	-	-	-	7	7	1	7	-
	15.5	15.5	-	-	-	-	16.3	15.5	11.1	15.5	-
4	5	5	-	-	-	-	5	5	1	5	-
	11.1	11.1	-	-	-	-	11.6	11.1	11.1	11.1	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	-	2	-
	4.5	4.5	-	-	-	-	4.7	4.5	-	4.5	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.09	2.09	1.67	1.67	2.00	-	2.12	2.09	2.22	2.09	-
Std. Dev.	1.22	1.22	1.15	1.15	-	-	1.24	1.22	0.97	1.22	-
Std. Err.	0.18	0.18	0.67	0.67	-	-	0.19	0.18	0.32	0.18	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 255

q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a premium look/design
- Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Top 2 Box (Net)	31	31	2	2	1	-	29	31	7	31	-
	68.9	68.9	66.7	66.7	50.0	-	67.5	68.9	77.8	68.9	-
Agree completely (1)	19	19	2	2	1	-	18	19	4	19	-
	42.3	42.3	66.7	66.7	50.0	-	41.9	42.3	44.5	42.3	-
2	12	12	-	-	-	-	11	12	3	12	-
	26.7	26.7	-	-	-	-	25.6	26.7	33.4	26.7	-
Agree somewhat (3)	6	6	1	1	1	-	6	6	1	6	-
	13.3	13.3	33.3	33.3	50.0	-	13.9	13.3	11.1	13.3	-
Bottom 2 Box (Net)	8	8	-	-	-	-	8	8	1	8	-
	17.7	17.7	-	-	-	-	18.6	17.7	11.1	17.7	-
4	4	4	-	-	-	-	4	4	-	4	-
	8.9	8.9	-	-	-	-	9.3	8.9	-	8.9	-
Do not agree at all (5)	4	4	-	-	-	-	4	4	1	4	-
	8.9	8.9	-	-	-	-	9.3	8.9	11.1	8.9	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.15	2.15	1.67	1.67	2.00	-	2.18	2.15	2.00	2.15	-
Std. Dev.	1.31	1.31	1.15	1.15	-	-	1.33	1.31	1.32	1.31	-
Std. Err.	0.20	0.20	0.67	0.67	-	-	0.20	0.20	0.44	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 256

q174) Top 2 Box Summary Table - General Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
(1) Has great taste	19	19	19	19	19	19	16	19	3	19	-
	67.8	67.8	67.8	67.8	67.8	67.8	64.0	67.8	60.1	67.8	-
(2) Is a quality product	18	18	18	18	18	18	17	18	4	18	-
	64.3	64.3	64.3	64.3	64.3	64.3	68.0	64.3	80.0	64.3	-
(3) Is a fresh product	19	19	19	19	19	19	18	19	3	19	-
	67.9	67.9	67.9	67.9	67.9	67.9	72.0	67.9	60.1	67.9	-
(4) Is better than I expected for the price	19	19	19	19	19	19	18	19	3	19	-
	67.8	67.8	67.8	67.8	67.8	67.8	72.0	67.8	60.0	67.8	-
(5) Is a cool brand to be seen with	17	17	17	17	17	17	16	17	3	17	-
	60.7	60.7	60.7	60.7	60.7	60.7	64.0	60.7	60.0	60.7	-
(6) Has a good texture	19	19	19	19	19	19	17	19	4	19	-
	67.9	67.9	67.9	67.9	67.9	67.9	68.0	67.9	80.1	67.9	-
(7) The packaging/label has a cool design/look	18	18	18	18	18	18	17	18	4	18	-
	64.3	64.3	64.3	64.3	64.3	64.3	68.0	64.3	80.0	64.3	-
(8) Variety of tastes/ flavors available	19	19	19	19	19	19	17	19	3	19	-
	67.8	67.8	67.8	67.8	67.8	67.8	68.0	67.8	60.0	67.8	-
(9) Has a smooth flavor	23	23	23	23	23	23	20	23	4	23	-
	82.1	82.1	82.1	82.1	82.1	82.1	80.0	82.1	80.1	82.1	-
(10) Has a flavor that lasts	20	20	20	20	20	20	18	20	4	20	-
	71.4	71.4	71.4	71.4	71.4	71.4	72.0	71.4	80.1	71.4	-
(11) Has a premium look/ design	17	17	17	17	17	17	16	17	4	17	-
	60.7	60.7	60.7	60.7	60.7	60.7	64.0	60.7	80.1	60.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 257

q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has great taste
- General Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	19	19	19	19	19	19	16	19	3	19	-
	67.8	67.8	67.8	67.8	67.8	67.8	64.0	67.8	60.1	67.8	-
Agree completely (1)	11	11	11	11	11	11	10	11	2	11	-
	39.2	39.2	39.2	39.2	39.2	39.2	40.0	39.2	40.0	39.2	-
2	8	8	8	8	8	8	6	8	1	8	-
	28.6	28.6	28.6	28.6	28.6	28.6	24.0	28.6	20.0	28.6	-
Agree somewhat (3)	4	4	4	4	4	4	4	4	1	4	-
	14.3	14.3	14.3	14.3	14.3	14.3	16.0	14.3	20.0	14.3	-
Bottom 2 Box (Net)	5	5	5	5	5	5	5	5	1	5	-
	17.9	17.9	17.9	17.9	17.9	17.9	20.0	17.9	19.9	17.9	-
4	4	4	4	4	4	4	4	4	1	4	-
	14.3	14.3	14.3	14.3	14.3	14.3	16.0	14.3	19.9	14.3	-
Do not agree at all (5)	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.14	2.14	2.14	2.14	2.14	2.14	2.20	2.14	2.20	2.14	-
Std. Dev.	1.21	1.21	1.21	1.21	1.21	1.21	1.26	1.21	1.30	1.21	-
Std. Err.	0.23	0.23	0.23	0.23	0.23	0.23	0.25	0.23	0.58	0.23	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 258

q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a quality product
- General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	18	18	18	18	18	18	17	18	4	18	-
	64.3	64.3	64.3	64.3	64.3	64.3	68.0	64.3	80.0	64.3	-
Agree completely (1)	12	12	12	12	12	12	11	12	1	12	-
	42.9	42.9	42.9	42.9	42.9	42.9	44.0	42.9	20.0	42.9	-
2	6	6	6	6	6	6	6	6	3	6	-
	21.4	21.4	21.4	21.4	21.4	21.4	24.0	21.4	60.0	21.4	-
Agree somewhat (3)	7	7	7	7	7	7	5	7	1	7	-
	25.0	25.0	25.0	25.0	25.0	25.0	20.0	25.0	20.0	25.0	-
Bottom 2 Box (Net)	3	3	3	3	3	3	3	3	-	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	-	10.7	-
4	2	2	2	2	2	2	2	2	-	2	-
	7.2	7.2	7.2	7.2	7.2	7.2	8.0	7.2	-	7.2	-
Do not agree at all (5)	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.07	2.07	2.07	2.07	2.07	2.07	2.04	2.07	2.00	2.07	-
Std. Dev.	1.15	1.15	1.15	1.15	1.15	1.15	1.17	1.15	0.71	1.15	-
Std. Err.	0.22	0.22	0.22	0.22	0.22	0.22	0.23	0.22	0.32	0.22	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 259

q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a fresh product
- General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	19	19	19	19	19	19	18	19	3	19	-
	67.9	67.9	67.9	67.9	67.9	67.9	72.0	67.9	60.1	67.9	-
Agree completely (1)	8	8	8	8	8	8	7	8	2	8	-
	28.5	28.5	28.5	28.5	28.5	28.5	28.0	28.5	40.1	28.5	-
2	11	11	11	11	11	11	11	11	1	11	-
	39.3	39.3	39.3	39.3	39.3	39.3	44.0	39.3	20.0	39.3	-
Agree somewhat (3)	3	3	3	3	3	3	1	3	-	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	4.0	10.7	-	10.7	-
Bottom 2 Box (Net)	6	6	6	6	6	6	6	6	2	6	-
	21.4	21.4	21.4	21.4	21.4	21.4	24.0	21.4	39.9	21.4	-
4	4	4	4	4	4	4	4	4	1	4	-
	14.3	14.3	14.3	14.3	14.3	14.3	16.0	14.3	20.0	14.3	-
Do not agree at all (5)	2	2	2	2	2	2	2	2	1	2	-
	7.1	7.1	7.1	7.1	7.1	7.1	8.0	7.1	19.9	7.1	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.32	2.32	2.32	2.32	2.32	2.32	2.32	2.32	2.60	2.32	-
Std. Dev.	1.25	1.25	1.25	1.25	1.25	1.25	1.28	1.25	1.82	1.25	-
Std. Err.	0.24	0.24	0.24	0.24	0.24	0.24	0.26	0.24	0.81	0.24	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 260

q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is better than I expected for the price
- General Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	19	19	19	19	19	19	18	19	3	19	-
	67.8	67.8	67.8	67.8	67.8	67.8	72.0	67.8	60.0	67.8	-
Agree completely (1)	8	8	8	8	8	8	8	8	2	8	-
	28.6	28.6	28.6	28.6	28.6	28.6	32.0	28.6	40.1	28.6	-
2	11	11	11	11	11	11	10	11	1	11	-
	39.3	39.3	39.3	39.3	39.3	39.3	40.0	39.3	20.0	39.3	-
Agree somewhat (3)	6	6	6	6	6	6	4	6	2	6	-
	21.5	21.5	21.5	21.5	21.5	21.5	16.0	21.5	40.0	21.5	-
Bottom 2 Box (Net)	3	3	3	3	3	3	3	3	-	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	-	10.7	-
4	2	2	2	2	2	2	2	2	-	2	-
	7.2	7.2	7.2	7.2	7.2	7.2	8.0	7.2	-	7.2	-
Do not agree at all (5)	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.18	2.18	2.18	2.18	2.18	2.18	2.12	2.18	2.00	2.18	-
Std. Dev.	1.06	1.06	1.06	1.06	1.06	1.06	1.09	1.06	1.00	1.06	-
Std. Err.	0.20	0.20	0.20	0.20	0.20	0.20	0.22	0.20	0.45	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 261

q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a cool brand to be seen with
- General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	17	17	17	17	17	17	16	17	3	17	-
	60.7	60.7	60.7	60.7	60.7	60.7	64.0	60.7	60.0	60.7	-
Agree completely (1)	9	9	9	9	9	9	9	9	1	9	-
	32.2	32.2	32.2	32.2	32.2	32.2	36.0	32.2	20.0	32.2	-
2	8	8	8	8	8	8	7	8	2	8	-
	28.6	28.6	28.6	28.6	28.6	28.6	28.0	28.6	40.0	28.6	-
Agree somewhat (3)	9	9	9	9	9	9	7	9	2	9	-
	32.1	32.1	32.1	32.1	32.1	32.1	28.0	32.1	40.0	32.1	-
Bottom 2 Box (Net)	2	2	2	2	2	2	2	2	-	2	-
	7.1	7.1	7.1	7.1	7.1	7.1	8.0	7.1	-	7.1	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Do not agree at all (5)	2	2	2	2	2	2	2	2	-	2	-
	7.1	7.1	7.1	7.1	7.1	7.1	8.0	7.1	-	7.1	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.21	2.21	2.21	2.21	2.21	2.21	2.16	2.21	2.20	2.21	-
Std. Dev.	1.13	1.13	1.13	1.13	1.13	1.13	1.18	1.13	0.84	1.13	-
Std. Err.	0.21	0.21	0.21	0.21	0.21	0.21	0.24	0.21	0.37	0.21	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 262

q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a good texture
- General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	19	19	19	19	19	19	17	19	4	19	-
	67.9	67.9	67.9	67.9	67.9	67.9	68.0	67.9	80.1	67.9	-
Agree completely (1)	11	11	11	11	11	11	10	11	2	11	-
	39.2	39.2	39.2	39.2	39.2	39.2	39.9	39.2	40.1	39.2	-
2	8	8	8	8	8	8	7	8	2	8	-
	28.6	28.6	28.6	28.6	28.6	28.6	28.0	28.6	40.0	28.6	-
Agree somewhat (3)	3	3	3	3	3	3	2	3	-	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	8.0	10.7	-	10.7	-
Bottom 2 Box (Net)	6	6	6	6	6	6	6	6	1	6	-
	21.4	21.4	21.4	21.4	21.4	21.4	24.0	21.4	19.9	21.4	-
4	3	3	3	3	3	3	3	3	-	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	-	10.7	-
Do not agree at all (5)	3	3	3	3	3	3	3	3	1	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	19.9	10.7	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.25	2.25	2.25	2.25	2.25	2.25	2.28	2.25	2.20	2.25	-
Std. Dev.	1.38	1.38	1.38	1.38	1.38	1.38	1.43	1.38	1.64	1.38	-
Std. Err.	0.26	0.26	0.26	0.26	0.26	0.26	0.29	0.26	0.73	0.26	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 263

q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- The packaging/label has a cool design/look
- General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	18	18	18	18	18	18	17	18	4	18	-
	64.3	64.3	64.3	64.3	64.3	64.3	68.0	64.3	80.0	64.3	-
Agree completely (1)	9	9	9	9	9	9	9	9	2	9	-
	32.1	32.1	32.1	32.1	32.1	32.1	36.0	32.1	40.0	32.1	-
2	9	9	9	9	9	9	8	9	2	9	-
	32.1	32.1	32.1	32.1	32.1	32.1	32.0	32.1	40.0	32.1	-
Agree somewhat (3)	7	7	7	7	7	7	5	7	1	7	-
	25.0	25.0	25.0	25.0	25.0	25.0	20.0	25.0	20.0	25.0	-
Bottom 2 Box (Net)	3	3	3	3	3	3	3	3	-	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	-	10.7	-
4	2	2	2	2	2	2	2	2	-	2	-
	7.1	7.1	7.1	7.1	7.1	7.1	8.0	7.1	-	7.1	-
Do not agree at all (5)	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.18	2.18	2.18	2.18	2.18	2.18	2.12	2.18	1.80	2.18	-
Std. Dev.	1.09	1.09	1.09	1.09	1.09	1.09	1.13	1.09	0.84	1.09	-
Std. Err.	0.21	0.21	0.21	0.21	0.21	0.21	0.23	0.21	0.37	0.21	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 264

q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Variety of tastes/flavors available
- General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	19	19	19	19	19	19	17	19	3	19	-
	67.8	67.8	67.8	67.8	67.8	67.8	68.0	67.8	60.0	67.8	-
Agree completely (1)	11	11	11	11	11	11	10	11	2	11	-
	39.3	39.3	39.3	39.3	39.3	39.3	40.0	39.3	40.0	39.3	-
2	8	8	8	8	8	8	7	8	1	8	-
	28.6	28.6	28.6	28.6	28.6	28.6	28.0	28.6	20.0	28.6	-
Agree somewhat (3)	5	5	5	5	5	5	4	5	1	5	-
	17.9	17.9	17.9	17.9	17.9	17.9	16.0	17.9	19.9	17.9	-
Bottom 2 Box (Net)	4	4	4	4	4	4	4	4	1	4	-
	14.3	14.3	14.3	14.3	14.3	14.3	16.0	14.3	20.0	14.3	-
4	3	3	3	3	3	3	3	3	1	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	20.0	10.7	-
Do not agree at all (5)	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.11	2.11	2.11	2.11	2.11	2.11	2.12	2.11	2.20	2.11	-
Std. Dev.	1.17	1.17	1.17	1.17	1.17	1.17	1.20	1.17	1.30	1.17	-
Std. Err.	0.22	0.22	0.22	0.22	0.22	0.22	0.24	0.22	0.58	0.22	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 265

q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a smooth flavor
- General Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	23	23	23	23	23	23	20	23	4	23	-
	82.1	82.1	82.1	82.1	82.1	82.1	80.0	82.1	80.1	82.1	-
Agree completely (1)	12	12	12	12	12	12	11	12	2	12	-
	42.9	42.9	42.9	42.9	42.9	42.9	44.0	42.9	40.1	42.9	-
2	11	11	11	11	11	11	9	11	2	11	-
	39.3	39.3	39.3	39.3	39.3	39.3	36.0	39.3	40.0	39.3	-
Agree somewhat (3)	2	2	2	2	2	2	2	2	-	2	-
	7.2	7.2	7.2	7.2	7.2	7.2	8.0	7.2	-	7.2	-
Bottom 2 Box (Net)	3	3	3	3	3	3	3	3	1	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	19.9	10.7	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Do not agree at all (5)	3	3	3	3	3	3	3	3	1	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	19.9	10.7	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.96	1.96	1.96	1.96	1.96	1.96	2.00	1.96	2.20	1.96	-
Std. Dev.	1.23	1.23	1.23	1.23	1.23	1.23	1.29	1.23	1.64	1.23	-
Std. Err.	0.23	0.23	0.23	0.23	0.23	0.23	0.26	0.23	0.73	0.23	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 266

q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a flavor that lasts
- General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	20	20	20	20	20	20	18	20	4	20	-
	71.4	71.4	71.4	71.4	71.4	71.4	72.0	71.4	80.1	71.4	-
Agree completely (1)	8	8	8	8	8	8	8	8	1	8	-
	28.6	28.6	28.6	28.6	28.6	28.6	32.0	28.6	20.0	28.6	-
2	12	12	12	12	12	12	10	12	3	12	-
	42.9	42.9	42.9	42.9	42.9	42.9	40.0	42.9	60.0	42.9	-
Agree somewhat (3)	6	6	6	6	6	6	5	6	-	6	-
	21.4	21.4	21.4	21.4	21.4	21.4	20.0	21.4	-	21.4	-
Bottom 2 Box (Net)	2	2	2	2	2	2	2	2	1	2	-
	7.1	7.1	7.1	7.1	7.1	7.1	8.0	7.1	19.9	7.1	-
4	1	1	1	1	1	1	1	1	1	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	19.9	3.6	-
Do not agree at all (5)	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.11	2.11	2.11	2.11	2.11	2.11	2.08	2.11	2.20	2.11	-
Std. Dev.	0.99	0.99	0.99	0.99	0.99	0.99	1.04	0.99	1.09	0.99	-
Std. Err.	0.19	0.19	0.19	0.19	0.19	0.19	0.21	0.19	0.49	0.19	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 267

q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a premium look/design
- General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Top 2 Box (Net)	17	17	17	17	17	17	16	17	4	17	-
	60.7	60.7	60.7	60.7	60.7	60.7	64.0	60.7	80.1	60.7	-
Agree completely (1)	11	11	11	11	11	11	11	11	2	11	-
	39.3	39.3	39.3	39.3	39.3	39.3	44.0	39.3	40.1	39.3	-
2	6	6	6	6	6	6	5	6	2	6	-
	21.4	21.4	21.4	21.4	21.4	21.4	20.0	21.4	40.0	21.4	-
Agree somewhat (3)	8	8	8	8	8	8	6	8	1	8	-
	28.6	28.6	28.6	28.6	28.6	28.6	24.0	28.6	19.9	28.6	-
Bottom 2 Box (Net)	3	3	3	3	3	3	3	3	-	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	-	10.7	-
4	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
Do not agree at all (5)	2	2	2	2	2	2	2	2	-	2	-
	7.1	7.1	7.1	7.1	7.1	7.1	8.0	7.1	-	7.1	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.18	2.18	2.18	2.18	2.18	2.18	2.12	2.18	1.80	2.18	-
Std. Dev.	1.22	1.22	1.22	1.22	1.22	1.22	1.27	1.22	0.84	1.22	-
Std. Err.	0.23	0.23	0.23	0.23	0.23	0.23	0.25	0.23	0.37	0.23	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 268

q174) Top 2 Box Summary Table - Copenhagen Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
(1) Has great taste	23	23	3	1	1	-	21	23	4	23	-
	71.9	71.9	100.0	100.0	100.0	-	72.4	71.9	57.2	71.9	-
(2) Is a quality product	21	21	3	1	1	-	19	21	4	21	-
	65.6	65.6	100.0	100.0	100.0	-	65.5	65.6	57.2	65.6	-
(3) Is a fresh product	22	22	3	1	1	-	20	22	4	22	-
	68.7	68.7	100.0	100.0	100.0	-	68.9	68.7	57.1	68.7	-
(4) Is better than I expected for the price	22	22	3	1	1	-	20	22	3	22	-
	68.7	68.7	100.0	100.0	100.0	-	68.9	68.7	42.9	68.7	-
(5) Is a cool brand to be seen with	19	19	3	1	1	-	17	19	4	19	-
	59.4	59.4	100.0	100.0	100.0	-	58.6	59.4	57.2	59.4	-
(6) Has a good texture	22	22	3	1	1	-	20	22	4	22	-
	68.7	68.7	100.0	100.0	100.0	-	68.9	68.7	57.2	68.7	-
(7) The packaging/label has a cool design/look	21	21	3	1	1	-	19	21	4	21	-
	65.6	65.6	100.0	100.0	100.0	-	65.5	65.6	57.2	65.6	-
(8) Variety of tastes/ flavors available	21	21	3	1	1	-	20	21	4	21	-
	65.6	65.6	100.0	100.0	100.0	-	68.9	65.6	57.2	65.6	-
(9) Has a smooth flavor	21	21	3	1	1	-	19	21	3	21	-
	65.6	65.6	100.0	100.0	100.0	-	65.5	65.6	42.9	65.6	-
(10) Has a flavor that lasts	23	23	3	1	1	-	21	23	5	23	-
	71.8	71.8	100.0	100.0	100.0	-	72.4	71.8	71.5	71.8	-
(11) Has a premium look/ design	23	23	3	1	1	-	21	23	3	23	-
	71.9	71.9	100.0	100.0	100.0	-	72.4	71.9	42.9	71.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 269

q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has great taste
- Copenhagen Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	23	23	3	1	1	-	21	23	4	23	-
	71.9	71.9	100.0	100.0	100.0	-	72.4	71.9	57.2	71.9	-
Agree completely (1)	16	16	3	1	1	-	15	16	3	16	-
	50.0	50.0	100.0	100.0	100.0	-	51.7	50.0	42.9	50.0	-
2	7	7	-	-	-	-	6	7	1	7	-
	21.9	21.9	-	-	-	-	20.7	21.9	14.3	21.9	-
Agree somewhat (3)	4	4	-	-	-	-	4	4	1	4	-
	12.5	12.5	-	-	-	-	13.8	12.5	14.2	12.5	-
Bottom 2 Box (Net)	5	5	-	-	-	-	4	5	2	5	-
	15.6	15.6	-	-	-	-	13.8	15.6	28.5	15.6	-
4	2	2	-	-	-	-	1	2	1	2	-
	6.2	6.2	-	-	-	-	3.4	6.2	14.2	6.2	-
Do not agree at all (5)	3	3	-	-	-	-	3	3	1	3	-
	9.4	9.4	-	-	-	-	10.4	9.4	14.3	9.4	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.03	2.03	1.00	1.00	1.00	-	2.00	2.03	2.43	2.03	-
Std. Dev.	1.33	1.33	0.00	-	-	-	1.34	1.33	1.62	1.33	-
Std. Err.	0.24	0.24	0.00	-	-	-	0.25	0.24	0.61	0.24	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 270

q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a quality product
- Copenhagen Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	21	21	3	1	1	-	19	21	4	21	-
	65.6	65.6	100.0	100.0	100.0	-	65.5	65.6	57.2	65.6	-
Agree completely (1)	16	16	3	1	1	-	15	16	3	16	-
	50.0	50.0	100.0	100.0	100.0	-	51.7	50.0	42.9	50.0	-
2	5	5	-	-	-	-	4	5	1	5	-
	15.6	15.6	-	-	-	-	13.8	15.6	14.3	15.6	-
Agree somewhat (3)	4	4	-	-	-	-	4	4	1	4	-
	12.5	12.5	-	-	-	-	13.8	12.5	14.2	12.5	-
Bottom 2 Box (Net)	7	7	-	-	-	-	6	7	2	7	-
	21.9	21.9	-	-	-	-	20.7	21.9	28.5	21.9	-
4	6	6	-	-	-	-	5	6	1	6	-
	18.8	18.8	-	-	-	-	17.3	18.8	14.2	18.8	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	1	1	-
	3.1	3.1	-	-	-	-	3.4	3.1	14.3	3.1	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.09	2.09	1.00	1.00	1.00	-	2.07	2.09	2.43	2.09	-
Std. Dev.	1.30	1.30	0.00	-	-	-	1.31	1.30	1.62	1.30	-
Std. Err.	0.23	0.23	0.00	-	-	-	0.24	0.23	0.61	0.23	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 271

q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a fresh product
- Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	22	22	3	1	1	-	20	22	4	22	-
	68.7	68.7	100.0	100.0	100.0	-	68.9	68.7	57.1	68.7	-
Agree completely (1)	16	16	3	1	1	-	14	16	3	16	-
	50.0	50.0	100.0	100.0	100.0	-	48.2	50.0	42.9	50.0	-
2	6	6	-	-	-	-	6	6	1	6	-
	18.8	18.8	-	-	-	-	20.7	18.8	14.2	18.8	-
Agree somewhat (3)	4	4	-	-	-	-	4	4	1	4	-
	12.5	12.5	-	-	-	-	13.8	12.5	14.4	12.5	-
Bottom 2 Box (Net)	6	6	-	-	-	-	5	6	2	6	-
	18.8	18.8	-	-	-	-	17.3	18.8	28.5	18.8	-
4	5	5	-	-	-	-	4	5	1	5	-
	15.7	15.7	-	-	-	-	13.8	15.7	14.2	15.7	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	1	1	-
	3.1	3.1	-	-	-	-	3.4	3.1	14.3	3.1	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.03	2.03	1.00	1.00	1.00	-	2.04	2.03	2.43	2.03	-
Std. Dev.	1.26	1.26	0.00	-	-	-	1.24	1.26	1.62	1.26	-
Std. Err.	0.22	0.22	0.00	-	-	-	0.23	0.22	0.61	0.22	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 272

q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is better than I expected for the price
- Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	22	22	3	1	1	-	20	22	3	22	-
	68.7	68.7	100.0	100.0	100.0	-	68.9	68.7	42.9	68.7	-
Agree completely (1)	13	13	3	1	1	-	12	13	3	13	-
	40.6	40.6	100.0	100.0	100.0	-	41.4	40.6	42.9	40.6	-
2	9	9	-	-	-	-	8	9	-	9	-
	28.1	28.1	-	-	-	-	27.6	28.1	-	28.1	-
Agree somewhat (3)	5	5	-	-	-	-	5	5	2	5	-
	15.6	15.6	-	-	-	-	17.3	15.6	28.5	15.6	-
Bottom 2 Box (Net)	5	5	-	-	-	-	4	5	2	5	-
	15.6	15.6	-	-	-	-	13.8	15.6	28.5	15.6	-
4	4	4	-	-	-	-	3	4	1	4	-
	12.5	12.5	-	-	-	-	10.4	12.5	14.2	12.5	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	1	1	-
	3.1	3.1	-	-	-	-	3.4	3.1	14.3	3.1	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.09	2.09	1.00	1.00	1.00	-	2.07	2.09	2.57	2.09	-
Std. Dev.	1.17	1.17	0.00	-	-	-	1.16	1.17	1.62	1.17	-
Std. Err.	0.21	0.21	0.00	-	-	-	0.22	0.21	0.61	0.21	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 273

q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a cool brand to be seen with
- Copenhagen Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	19	19	3	1	1	-	17	19	4	19	-
	59.4	59.4	100.0	100.0	100.0	-	58.6	59.4	57.2	59.4	-
Agree completely (1)	14	14	3	1	1	-	12	14	4	14	-
	43.7	43.7	100.0	100.0	100.0	-	41.3	43.7	57.2	43.7	-
2	5	5	-	-	-	-	5	5	-	5	-
	15.6	15.6	-	-	-	-	17.2	15.6	-	15.6	-
Agree somewhat (3)	6	6	-	-	-	-	6	6	-	6	-
	18.8	18.8	-	-	-	-	20.7	18.8	-	18.8	-
Bottom 2 Box (Net)	7	7	-	-	-	-	6	7	3	7	-
	21.9	21.9	-	-	-	-	20.7	21.9	42.8	21.9	-
4	5	5	-	-	-	-	4	5	2	5	-
	15.6	15.6	-	-	-	-	13.8	15.6	28.5	15.6	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	1	2	-
	6.3	6.3	-	-	-	-	6.9	6.3	14.3	6.3	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.25	2.25	1.00	1.00	1.00	-	2.28	2.25	2.43	2.25	-
Std. Dev.	1.34	1.34	0.00	-	-	-	1.33	1.34	1.81	1.34	-
Std. Err.	0.24	0.24	0.00	-	-	-	0.25	0.24	0.69	0.24	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 274

q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a good texture
- Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	22	22	3	1	1	-	20	22	4	22	-
	68.7	68.7	100.0	100.0	100.0	-	68.9	68.7	57.2	68.7	-
Agree completely (1)	15	15	3	1	1	-	13	15	2	15	-
	46.8	46.8	100.0	100.0	100.0	-	44.8	46.8	28.5	46.8	-
2	7	7	-	-	-	-	7	7	2	7	-
	21.9	21.9	-	-	-	-	24.2	21.9	28.7	21.9	-
Agree somewhat (3)	4	4	-	-	-	-	4	4	-	4	-
	12.5	12.5	-	-	-	-	13.8	12.5	-	12.5	-
Bottom 2 Box (Net)	6	6	-	-	-	-	5	6	3	6	-
	18.7	18.7	-	-	-	-	17.2	18.7	42.8	18.7	-
4	4	4	-	-	-	-	3	4	2	4	-
	12.5	12.5	-	-	-	-	10.3	12.5	28.5	12.5	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	1	2	-
	6.3	6.3	-	-	-	-	6.9	6.3	14.3	6.3	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.09	2.09	1.00	1.00	1.00	-	2.10	2.09	2.71	2.09	-
Std. Dev.	1.30	1.30	0.00	-	-	-	1.29	1.30	1.60	1.30	-
Std. Err.	0.23	0.23	0.00	-	-	-	0.24	0.23	0.61	0.23	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 275

q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- The packaging/label has a cool design/look
- Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	21	21	3	1	1	-	19	21	4	21	-
	65.6	65.6	100.0	100.0	100.0	-	65.5	65.6	57.2	65.6	-
Agree completely (1)	12	12	3	1	1	-	11	12	2	12	-
	37.5	37.5	100.0	100.0	100.0	-	37.9	37.5	28.5	37.5	-
2	9	9	-	-	-	-	8	9	2	9	-
	28.1	28.1	-	-	-	-	27.6	28.1	28.7	28.1	-
Agree somewhat (3)	4	4	-	-	-	-	4	4	-	4	-
	12.5	12.5	-	-	-	-	13.8	12.5	-	12.5	-
Bottom 2 Box (Net)	7	7	-	-	-	-	6	7	3	7	-
	21.9	21.9	-	-	-	-	20.7	21.9	42.8	21.9	-
4	5	5	-	-	-	-	4	5	1	5	-
	15.6	15.6	-	-	-	-	13.8	15.6	14.2	15.6	-
Do not agree at all (5)	2	2	-	-	-	-	2	2	2	2	-
	6.2	6.2	-	-	-	-	6.9	6.2	28.5	6.2	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.25	2.25	1.00	1.00	1.00	-	2.24	2.25	2.86	2.25	-
Std. Dev.	1.29	1.29	0.00	-	-	-	1.30	1.29	1.77	1.29	-
Std. Err.	0.23	0.23	0.00	-	-	-	0.24	0.23	0.67	0.23	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 276

q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Variety of tastes/flavors available
- Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	21	21	3	1	1	-	20	21	4	21	-
	65.6	65.6	100.0	100.0	100.0	-	68.9	65.6	57.2	65.6	-
Agree completely (1)	14	14	3	1	1	-	13	14	2	14	-
	43.7	43.7	100.0	100.0	100.0	-	44.8	43.7	28.5	43.7	-
2	7	7	-	-	-	-	7	7	2	7	-
	21.9	21.9	-	-	-	-	24.2	21.9	28.7	21.9	-
Agree somewhat (3)	5	5	-	-	-	-	4	5	-	5	-
	15.7	15.7	-	-	-	-	13.8	15.7	-	15.7	-
Bottom 2 Box (Net)	6	6	-	-	-	-	5	6	3	6	-
	18.7	18.7	-	-	-	-	17.2	18.7	42.8	18.7	-
4	5	5	-	-	-	-	4	5	2	5	-
	15.6	15.6	-	-	-	-	13.8	15.6	28.5	15.6	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	1	1	-
	3.1	3.1	-	-	-	-	3.4	3.1	14.3	3.1	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.13	2.13	1.00	1.00	1.00	-	2.07	2.13	2.71	2.13	-
Std. Dev.	1.24	1.24	0.00	-	-	-	1.22	1.24	1.60	1.24	-
Std. Err.	0.22	0.22	0.00	-	-	-	0.23	0.22	0.61	0.22	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 277

q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a smooth flavor
- Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	21	21	3	1	1	-	19	21	3	21	-
	65.6	65.6	100.0	100.0	100.0	-	65.5	65.6	42.9	65.6	-
Agree completely (1)	16	16	3	1	1	-	14	16	3	16	-
	50.0	50.0	100.0	100.0	100.0	-	48.2	50.0	42.9	50.0	-
2	5	5	-	-	-	-	5	5	-	5	-
	15.6	15.6	-	-	-	-	17.3	15.6	-	15.6	-
Agree somewhat (3)	5	5	-	-	-	-	5	5	2	5	-
	15.6	15.6	-	-	-	-	17.2	15.6	28.6	15.6	-
Bottom 2 Box (Net)	6	6	-	-	-	-	5	6	2	6	-
	18.8	18.8	-	-	-	-	17.3	18.8	28.5	18.8	-
4	3	3	-	-	-	-	2	3	1	3	-
	9.4	9.4	-	-	-	-	6.9	9.4	14.2	9.4	-
Do not agree at all (5)	3	3	-	-	-	-	3	3	1	3	-
	9.4	9.4	-	-	-	-	10.4	9.4	14.3	9.4	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.13	2.13	1.00	1.00	1.00	-	2.14	2.13	2.57	2.13	-
Std. Dev.	1.39	1.39	0.00	-	-	-	1.38	1.39	1.62	1.39	-
Std. Err.	0.25	0.25	0.00	-	-	-	0.26	0.25	0.61	0.25	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 278

q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a flavor that lasts
- Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	23	23	3	1	1	-	21	23	5	23	-
	71.8	71.8	100.0	100.0	100.0	-	72.4	71.8	71.5	71.8	-
Agree completely (1)	15	15	3	1	1	-	14	15	3	15	-
	46.8	46.8	100.0	100.0	100.0	-	48.2	46.8	42.9	46.8	-
2	8	8	-	-	-	-	7	8	2	8	-
	25.0	25.0	-	-	-	-	24.2	25.0	28.6	25.0	-
Agree somewhat (3)	4	4	-	-	-	-	4	4	-	4	-
	12.5	12.5	-	-	-	-	13.8	12.5	-	12.5	-
Bottom 2 Box (Net)	5	5	-	-	-	-	4	5	2	5	-
	15.6	15.6	-	-	-	-	13.8	15.6	28.5	15.6	-
4	4	4	-	-	-	-	3	4	1	4	-
	12.5	12.5	-	-	-	-	10.4	12.5	14.2	12.5	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	1	1	-
	3.1	3.1	-	-	-	-	3.4	3.1	14.3	3.1	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.00	2.00	1.00	1.00	1.00	-	1.97	2.00	2.29	2.00	-
Std. Dev.	1.19	1.19	0.00	-	-	-	1.18	1.19	1.60	1.19	-
Std. Err.	0.21	0.21	0.00	-	-	-	0.22	0.21	0.61	0.21	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 279

q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a premium look/design
- Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Top 2 Box (Net)	23	23	3	1	1	-	21	23	3	23	-
	71.9	71.9	100.0	100.0	100.0	-	72.4	71.9	42.9	71.9	-
Agree completely (1)	14	14	3	1	1	-	12	14	2	14	-
	43.7	43.7	100.0	100.0	100.0	-	41.3	43.7	28.5	43.7	-
2	9	9	-	-	-	-	9	9	1	9	-
	28.2	28.2	-	-	-	-	31.1	28.2	14.4	28.2	-
Agree somewhat (3)	4	4	-	-	-	-	4	4	1	4	-
	12.5	12.5	-	-	-	-	13.8	12.5	14.3	12.5	-
Bottom 2 Box (Net)	5	5	-	-	-	-	4	5	3	5	-
	15.6	15.6	-	-	-	-	13.8	15.6	42.8	15.6	-
4	4	4	-	-	-	-	3	4	2	4	-
	12.5	12.5	-	-	-	-	10.3	12.5	28.5	12.5	-
Do not agree at all (5)	1	1	-	-	-	-	1	1	1	1	-
	3.1	3.1	-	-	-	-	3.4	3.1	14.3	3.1	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.03	2.03	1.00	1.00	1.00	-	2.04	2.03	2.86	2.03	-
Std. Dev.	1.18	1.18	0.00	-	-	-	1.15	1.18	1.57	1.18	-
Std. Err.	0.21	0.21	0.00	-	-	-	0.21	0.21	0.59	0.21	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 280

q175_1) How long has [Q164] been the brand you use most often? - Camel Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
<1 Year - 9 Years (Net)	63	63	9	4	3	-	55	63	15	63	-
	94.0	94.0	90.0	80.0	75.0	-	93.2	94.0	93.8	94.0	-
Less than 6 months	6	6	-	-	-	-	5	6	2	6	-
	8.9	8.9	-	-	-	-	8.5	8.9	12.4	8.9	-
6 months up to 1 year	11	11	-	-	-	-	9	11	2	11	-
	16.4	16.4	-	-	-	-	15.2	16.4	12.5	16.4	-
1 year	3	3	-	-	-	-	3	3	-	3	-
	4.5	4.5	-	-	-	-	5.1	4.5	-	4.5	-
2 years	16	16	4	1	1	-	15	16	8	16	-
	23.9	23.9	39.9	20.0	25.0	-	25.4	23.9	49.9	23.9	-
3 years	11	11	1	1	1	-	10	11	2	11	-
	16.4	16.4	9.9	19.9	24.9	-	17.0	16.4	12.6	16.4	-
4 years	6	6	-	-	-	-	5	6	-	6	-
	8.9	8.9	-	-	-	-	8.5	8.9	-	8.9	-
5 years	4	4	2	1	1	-	4	4	1	4	-
	6.0	6.0	20.1	20.1	25.1	-	6.8	6.0	6.3	6.0	-
6 years	2	2	-	-	-	-	1	2	-	2	-
	3.0	3.0	-	-	-	-	1.7	3.0	-	3.0	-
7 years	2	2	1	1	-	-	1	2	-	2	-
	3.0	3.0	10.0	20.0	-	-	1.7	3.0	-	3.0	-
8 years	2	2	1	-	-	-	2	2	-	2	-
	3.0	3.0	10.1	-	-	-	3.4	3.0	-	3.0	-
10+ Years (Net)	4	4	1	1	1	-	4	4	1	4	-
	6.0	6.0	10.0	20.0	25.0	-	6.8	6.0	6.2	6.0	-
10 years	2	2	1	1	1	-	2	2	1	2	-
	3.0	3.0	10.0	20.0	25.0	-	3.4	3.0	6.2	3.0	-
11 years	1	1	-	-	-	-	1	1	-	1	-
	1.5	1.5	-	-	-	-	1.7	1.5	-	1.5	-
12 years	1	1	-	-	-	-	1	1	-	1	-
	1.5	1.5	-	-	-	-	1.7	1.5	-	1.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 280

q175_1) How long has [Q164] been the brand you use most often? - Camel Snus Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	3.11	3.11	4.60	5.40	5.00	-	3.13	3.11	2.47	3.11	-
Std. Dev.	2.71	2.71	2.91	3.21	3.56	-	2.76	2.71	2.30	2.71	-
Std. Err.	0.33	0.33	0.92	1.43	1.78	-	0.36	0.33	0.57	0.33	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 281

q175_2) How long has [Q164] been the brand you use most often? - Skoal Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
<1 Year - 9 Years (Net)	40	40	4	2	2	-	38	40	11	40	-
	81.6	81.6	80.1	66.7	66.7	-	84.5	81.6	84.6	81.6	-
Less than 6 months	4	4	-	-	-	-	4	4	2	4	-
	8.2	8.2	-	-	-	-	8.9	8.2	15.4	8.2	-
6 months up to 1 year	8	8	-	-	-	-	8	8	3	8	-
	16.3	16.3	-	-	-	-	17.8	16.3	23.1	16.3	-
1 year	4	4	-	-	-	-	3	4	2	4	-
	8.2	8.2	-	-	-	-	6.7	8.2	15.4	8.2	-
2 years	5	5	-	-	-	-	5	5	1	5	-
	10.2	10.2	-	-	-	-	11.1	10.2	7.7	10.2	-
3 years	9	9	4	2	2	-	8	9	2	9	-
	18.4	18.4	80.1	66.7	66.7	-	17.8	18.4	15.4	18.4	-
4 years	5	5	-	-	-	-	5	5	1	5	-
	10.2	10.2	-	-	-	-	11.1	10.2	7.7	10.2	-
5 years	2	2	-	-	-	-	2	2	-	2	-
	4.1	4.1	-	-	-	-	4.5	4.1	-	4.1	-
6 years	1	1	-	-	-	-	1	1	-	1	-
	2.0	2.0	-	-	-	-	2.2	2.0	-	2.0	-
7 years	2	2	-	-	-	-	2	2	-	2	-
	4.1	4.1	-	-	-	-	4.4	4.1	-	4.1	-
10+ Years (Net)	9	9	1	1	1	-	7	9	2	9	-
	18.4	18.4	19.9	33.3	33.3	-	15.5	18.4	15.4	18.4	-
13 years	1	1	1	1	1	-	1	1	1	1	-
	2.0	2.0	19.9	33.3	33.3	-	2.2	2.0	7.7	2.0	-
15 years	2	2	-	-	-	-	2	2	-	2	-
	4.1	4.1	-	-	-	-	4.4	4.1	-	4.1	-
17 years	2	2	-	-	-	-	2	2	-	2	-
	4.1	4.1	-	-	-	-	4.4	4.1	-	4.1	-
18 years	1	1	-	-	-	-	1	1	-	1	-
	2.0	2.0	-	-	-	-	2.2	2.0	-	2.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 281

q175_2) How long has [Q164] been the brand you use most often? - Skoal Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
20 years	3	3	-	-	-	-	1	3	1	3	-
	6.1	6.1	-	-	-	-	2.2	6.1	7.7	6.1	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	5.18	5.18	4.99	6.33	6.33	-	4.66	5.18	3.87	5.18	-
Std. Dev.	6.09	6.09	4.47	5.78	5.78	-	5.44	6.09	5.90	6.09	-
Std. Err.	0.87	0.87	2.00	3.34	3.34	-	0.81	0.87	1.64	0.87	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 282

q175_3) How long has [Q164] been the brand you use most often? - Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
<1 Year - 9 Years (Net)	41	41	3	3	2	-	39	41	9	41	-
	91.1	91.1	100.0	100.0	100.0	-	90.7	91.1	100.0	91.1	-
Less than 6 months	11	11	1	1	1	-	11	11	4	11	-
	24.5	24.5	33.3	33.3	50.0	-	25.6	24.5	44.4	24.5	-
6 months up to 1 year	7	7	1	1	-	-	7	7	-	7	-
	15.5	15.5	33.4	33.4	-	-	16.2	15.5	-	15.5	-
1 year	5	5	1	1	1	-	5	5	1	5	-
	11.1	11.1	33.3	33.3	50.0	-	11.6	11.1	11.1	11.1	-
2 years	7	7	-	-	-	-	6	7	1	7	-
	15.6	15.6	-	-	-	-	14.0	15.6	11.1	15.6	-
3 years	7	7	-	-	-	-	6	7	2	7	-
	15.6	15.6	-	-	-	-	14.0	15.6	22.3	15.6	-
5 years	2	2	-	-	-	-	2	2	-	2	-
	4.4	4.4	-	-	-	-	4.6	4.4	-	4.4	-
7 years	1	1	-	-	-	-	1	1	1	1	-
	2.2	2.2	-	-	-	-	2.3	2.2	11.1	2.2	-
8 years	1	1	-	-	-	-	1	1	-	1	-
	2.2	2.2	-	-	-	-	2.3	2.2	-	2.2	-
10+ Years (Net)	4	4	-	-	-	-	4	4	-	4	-
	8.9	8.9	-	-	-	-	9.3	8.9	-	8.9	-
9 years	1	1	-	-	-	-	1	1	-	1	-
	2.2	2.2	-	-	-	-	2.3	2.2	-	2.2	-
10 years	1	1	-	-	-	-	1	1	-	1	-
	2.2	2.2	-	-	-	-	2.3	2.2	-	2.2	-
18 years	1	1	-	-	-	-	1	1	-	1	-
	2.2	2.2	-	-	-	-	2.3	2.2	-	2.2	-
22 years	1	1	-	-	-	-	1	1	-	1	-
	2.2	2.2	-	-	-	-	2.3	2.2	-	2.2	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 282

q175_3) How long has [Q164] been the brand you use most often? - Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Mean	3.00	3.00	0.75	0.75	0.75	-	3.02	3.00	2.00	3.00	-
Std. Dev.	4.40	4.40	0.25	0.25	-	-	4.50	4.40	2.15	4.40	-
Std. Err.	0.66	0.66	0.14	0.14	-	-	0.69	0.66	0.72	0.66	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 283

q175_4) How long has [Q164] been the brand you use most often? - General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
<1 Year - 9 Years (Net)	26	26	26	26	26	26	23	26	5	26	-
	92.8	92.8	92.8	92.8	92.8	92.8	92.0	92.8	100.0	92.8	-
Less than 6 months	4	4	4	4	4	4	4	4	1	4	-
	14.3	14.3	14.3	14.3	14.3	14.3	16.0	14.3	20.0	14.3	-
6 months up to 1 year	4	4	4	4	4	4	4	4	-	4	-
	14.3	14.3	14.3	14.3	14.3	14.3	16.0	14.3	-	14.3	-
1 year	8	8	8	8	8	8	6	8	2	8	-
	28.6	28.6	28.6	28.6	28.6	28.6	24.0	28.6	40.0	28.6	-
2 years	5	5	5	5	5	5	4	5	1	5	-
	17.9	17.9	17.9	17.9	17.9	17.9	16.0	17.9	20.0	17.9	-
3 years	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
4 years	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
5 years	3	3	3	3	3	3	3	3	1	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	19.9	10.7	-
10+ Years (Net)	2	2	2	2	2	2	2	2	-	2	-
	7.2	7.2	7.2	7.2	7.2	7.2	8.0	7.2	-	7.2	-
16 years	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
18 years	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.82	2.82	2.82	2.82	2.82	2.82	3.00	2.82	1.90	2.82	-
Std. Dev.	4.26	4.26	4.26	4.26	4.26	4.26	4.48	4.26	1.82	4.26	-
Std. Err.	0.80	0.80	0.80	0.80	0.80	0.80	0.90	0.80	0.81	0.80	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 284

q175_5) How long has [Q164] been the brand you use most often? - Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
<1 Year - 9 Years (Net)	27	27	2	1	1	-	24	27	6	27	-
	84.4	84.4	66.5	100.0	100.0	-	82.7	84.4	85.7	84.4	-
Less than 6 months	3	3	-	-	-	-	3	3	1	3	-
	9.4	9.4	-	-	-	-	10.3	9.4	14.2	9.4	-
6 months up to 1 year	5	5	1	-	-	-	4	5	2	5	-
	15.6	15.6	33.2	-	-	-	13.8	15.6	28.7	15.6	-
1 year	6	6	1	1	1	-	5	6	-	6	-
	18.7	18.7	33.3	100.0	100.0	-	17.2	18.7	-	18.7	-
2 years	4	4	-	-	-	-	4	4	-	4	-
	12.5	12.5	-	-	-	-	13.8	12.5	-	12.5	-
3 years	2	2	-	-	-	-	2	2	1	2	-
	6.2	6.2	-	-	-	-	6.9	6.2	14.3	6.2	-
4 years	4	4	-	-	-	-	4	4	1	4	-
	12.5	12.5	-	-	-	-	13.8	12.5	14.2	12.5	-
5 years	1	1	-	-	-	-	1	1	1	1	-
	3.1	3.1	-	-	-	-	3.4	3.1	14.2	3.1	-
6 years	1	1	-	-	-	-	-	1	-	1	-
	3.1	3.1	-	-	-	-	-	3.1	-	3.1	-
7 years	1	1	-	-	-	-	1	1	-	1	-
	3.1	3.1	-	-	-	-	3.5	3.1	-	3.1	-
10+ Years (Net)	5	5	1	-	-	-	5	5	1	5	-
	15.6	15.6	33.5	-	-	-	17.3	15.6	14.3	15.6	-
11 years	1	1	-	-	-	-	1	1	-	1	-
	3.1	3.1	-	-	-	-	3.4	3.1	-	3.1	-
13 years	1	1	1	-	-	-	1	1	-	1	-
	3.1	3.1	33.5	-	-	-	3.5	3.1	-	3.1	-
14 years	1	1	-	-	-	-	1	1	-	1	-
	3.1	3.1	-	-	-	-	3.5	3.1	-	3.1	-
15 years	1	1	-	-	-	-	1	1	1	1	-
	3.1	3.1	-	-	-	-	3.4	3.1	14.3	3.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 284

q175_5) How long has [Q164] been the brand you use most often? - Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
16 years	1	1	-	-	-	-	1	1	-	1	-
	3.1	3.1	-	-	-	-	3.5	3.1	-	3.1	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	4.01	4.01	4.94	1.00	1.00	-	4.16	4.01	4.14	4.01	-
Std. Dev.	4.65	4.65	7.01	-	-	-	4.81	4.65	5.11	4.65	-
Std. Err.	0.82	0.82	4.05	-	-	-	0.89	0.82	1.93	0.82	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 285

q176) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Camel Snus	91	91	22	16	14	6	81	91	20	91	-
	69.5	69.5	78.6	80.0	82.4	66.7	69.2	69.5	71.4	69.5	-
(2) Skoal Snus	79	79	19	13	12	5	74	79	18	79	-
	63.2	63.2	73.0	72.2	80.0	62.5	66.6	63.2	72.0	63.2	-
(3) Marlboro Snus	74	74	19	14	13	6	70	74	19	74	-
	57.8	57.8	70.4	66.7	72.2	60.0	60.3	57.8	67.9	57.8	-
(4) General Snus	54	54	40	31	29	20	52	54	11	54	-
	68.3	68.3	78.4	75.6	76.3	71.4	73.2	68.3	64.7	68.3	-
(5) Copenhagen Snus	73	73	20	12	10	3	65	73	14	73	-
	61.3	61.3	77.0	66.7	66.7	37.5	61.9	61.3	53.8	61.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 286

q176_1) Now, please tell us your overall impression of each of the following brands below.
- Camel Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Camel Snus (Unwtd)	131	131	28	20	17	9	117	131	28	131	-
Base - Heard of Camel Snus (Wgtd)	131	131	28	20	17	9	117	131	28	131	-
Eff Base	131	131	28	20	17	9	117	131	28	131	-
Top 2 Box (Net)	91	91	22	16	14	6	81	91	20	91	-
	69.5	69.5	78.6	80.0	82.4	66.7	69.2	69.5	71.4	69.5	-
Extremely Favorable (1)	53	53	11	8	7	3	45	53	11	53	-
	40.5	40.5	39.3	40.0	41.2	33.3	38.5	40.5	39.3	40.5	-
2	38	38	11	8	7	3	36	38	9	38	-
	29.0	29.0	39.3	40.0	41.2	33.3	30.8	29.0	32.1	29.0	-
Somewhat Favorable (3)	17	17	2	-	-	-	16	17	2	17	-
	13.0	13.0	7.2	-	-	-	13.7	13.0	7.2	13.0	-
Bottom 2 Box (Net)	23	23	4	4	3	3	20	23	6	23	-
	17.6	17.6	14.3	20.0	17.6	33.3	17.1	17.6	21.4	17.6	-
4	16	16	1	1	1	1	15	16	4	16	-
	12.2	12.2	3.6	5.0	5.9	11.1	12.8	12.2	14.3	12.2	-
Not at all Favorable (5)	7	7	3	3	2	2	5	7	2	7	-
	5.3	5.3	10.7	15.0	11.8	22.2	4.3	5.3	7.1	5.3	-
Total	131	131	28	20	17	9	117	131	28	131	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.13	2.13	2.07	2.15	2.06	2.56	2.14	2.13	2.18	2.13	-
Std. Dev.	1.22	1.22	1.27	1.42	1.35	1.67	1.19	1.22	1.31	1.22	-
Std. Err.	0.11	0.11	0.24	0.32	0.33	0.56	0.11	0.11	0.25	0.11	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 287

q176_2) Now, please tell us your overall impression of each of the following brands below.
- Skoal Snus

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Snus (Unwtd)	125	125	26	18	15	8	111	125	25	125	-
Base - Heard of Skoal Snus (Wgtd)	125	125	26	18	15	8	111	125	25	125	-
Eff Base	125	125	26	18	15	8	111	125	25	125	-
Top 2 Box (Net)	79	79	19	13	12	5	74	79	18	79	-
	63.2	63.2	73.0	72.2	80.0	62.5	66.6	63.2	72.0	63.2	-
Extremely Favorable (1)	50	50	13	7	6	1	45	50	11	50	-
	40.0	40.0	50.0	38.9	40.0	12.5	40.5	40.0	44.0	40.0	-
2	29	29	6	6	6	4	29	29	7	29	-
	23.2	23.2	23.1	33.3	40.0	50.0	26.1	23.2	28.0	23.2	-
Somewhat Favorable (3)	26	26	5	3	2	2	20	26	1	26	-
	20.8	20.8	19.3	16.7	13.4	25.0	18.0	20.8	4.0	20.8	-
Bottom 2 Box (Net)	20	20	2	2	1	1	17	20	6	20	-
	16.0	16.0	7.7	11.1	6.7	12.5	15.3	16.0	24.0	16.0	-
4	12	12	-	-	-	-	10	12	5	12	-
	9.6	9.6	-	-	-	-	9.0	9.6	20.0	9.6	-
Not at all Favorable (5)	8	8	2	2	1	1	7	8	1	8	-
	6.4	6.4	7.7	11.1	6.7	12.5	6.3	6.4	4.0	6.4	-
Total	125	125	26	18	15	8	111	125	25	125	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.19	2.19	1.92	2.11	1.93	2.50	2.14	2.19	2.12	2.19	-
Std. Dev.	1.24	1.24	1.20	1.28	1.10	1.19	1.23	1.24	1.30	1.24	-
Std. Err.	0.11	0.11	0.23	0.30	0.28	0.42	0.12	0.11	0.26	0.11	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 288

q176_3) Now, please tell us your overall impression of each of the following brands below.
- Marlboro Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Marlboro Snus (Unwtd)	128	128	27	21	18	10	116	128	28	128	-
Base - Heard of Marlboro Snus (Wgtd)	128	128	27	21	18	10	116	128	28	128	-
Eff Base	128	128	27	21	18	10	116	128	28	128	-
Top 2 Box (Net)	74	74	19	14	13	6	70	74	19	74	-
	57.8	57.8	70.4	66.7	72.2	60.0	60.3	57.8	67.9	57.8	-
Extremely Favorable (1)	50	50	11	8	7	2	47	50	14	50	-
	39.1	39.1	40.8	38.1	38.9	20.0	40.5	39.1	50.0	39.1	-
2	24	24	8	6	6	4	23	24	5	24	-
	18.7	18.7	29.6	28.5	33.3	40.0	19.8	18.7	17.9	18.7	-
Somewhat Favorable (3)	31	31	3	2	2	1	27	31	5	31	-
	24.2	24.2	11.1	9.5	11.1	10.0	23.3	24.2	17.9	24.2	-
Bottom 2 Box (Net)	23	23	5	5	3	3	19	23	4	23	-
	18.0	18.0	18.5	23.8	16.7	30.0	16.4	18.0	14.3	18.0	-
4	16	16	2	2	2	2	15	16	3	16	-
	12.5	12.5	7.4	9.5	11.1	20.0	12.9	12.5	10.7	12.5	-
Not at all Favorable (5)	7	7	3	3	1	1	4	7	1	7	-
	5.5	5.5	11.1	14.3	5.6	10.0	3.4	5.5	3.6	5.5	-
Total	128	128	27	21	18	10	116	128	28	128	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.27	2.27	2.19	2.33	2.11	2.60	2.19	2.27	2.00	2.27	-
Std. Dev.	1.25	1.25	1.36	1.46	1.23	1.35	1.20	1.25	1.22	1.25	-
Std. Err.	0.11	0.11	0.26	0.32	0.29	0.43	0.11	0.11	0.23	0.11	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 289

q176_4) Now, please tell us your overall impression of each of the following brands below.
- General Snus

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of General Snus (Unwtd)	79	79	51	41	38	28	71	79	17	79	-
Base - Heard of General Snus (Wgtd)	79	79	51	41	38	28	71	79	17	79	-
Eff Base	79	79	51	41	38	28	71	79	17	79	-
Top 2 Box (Net)	54	54	40	31	29	20	52	54	11	54	-
	68.3	68.3	78.4	75.6	76.3	71.4	73.2	68.3	64.7	68.3	-
Extremely Favorable (1)	35	35	29	21	19	12	34	35	7	35	-
	44.3	44.3	56.8	51.2	50.0	42.8	47.9	44.3	41.2	44.3	-
2	19	19	11	10	10	8	18	19	4	19	-
	24.1	24.1	21.6	24.4	26.3	28.6	25.4	24.1	23.5	24.1	-
Somewhat Favorable (3)	13	13	7	6	5	4	9	13	2	13	-
	16.5	16.5	13.7	14.6	13.2	14.3	12.7	16.5	11.8	16.5	-
Bottom 2 Box (Net)	12	12	4	4	4	4	10	12	4	12	-
	15.2	15.2	7.8	9.8	10.5	14.3	14.1	15.2	23.5	15.2	-
4	8	8	3	3	3	3	7	8	3	8	-
	10.1	10.1	5.9	7.3	7.9	10.7	9.9	10.1	17.6	10.1	-
Not at all Favorable (5)	4	4	1	1	1	1	3	4	1	4	-
	5.1	5.1	2.0	2.4	2.6	3.6	4.2	5.1	5.9	5.1	-
Total	79	79	51	41	38	28	71	79	17	79	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.08	2.08	1.75	1.85	1.87	2.04	1.97	2.08	2.24	2.08	-
Std. Dev.	1.22	1.22	1.04	1.09	1.09	1.17	1.18	1.22	1.35	1.22	-
Std. Err.	0.14	0.14	0.15	0.17	0.18	0.22	0.14	0.14	0.33	0.14	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 290

q176_5) Now, please tell us your overall impression of each of the following brands below.
- Copenhagen Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Copenhagen Snus (Unwtd)	119	119	26	18	15	8	105	119	26	119	-
Base - Heard of Copenhagen Snus (Wgtd)	119	119	26	18	15	8	105	119	26	119	-
Eff Base	119	119	26	18	15	8	105	119	26	119	-
Top 2 Box (Net)	73	73	20	12	10	3	65	73	14	73	-
	61.3	61.3	77.0	66.7	66.7	37.5	61.9	61.3	53.8	61.3	-
Extremely Favorable (1)	38	38	12	8	8	2	35	38	8	38	-
	31.9	31.9	46.1	44.5	53.4	25.0	33.3	31.9	30.7	31.9	-
2	35	35	8	4	2	1	30	35	6	35	-
	29.4	29.4	30.8	22.2	13.3	12.5	28.6	29.4	23.1	29.4	-
Somewhat Favorable (3)	21	21	-	-	-	-	20	21	6	21	-
	17.7	17.7	-	-	-	-	19.1	17.7	23.1	17.7	-
Bottom 2 Box (Net)	25	25	6	6	5	5	20	25	6	25	-
	21.0	21.0	23.0	33.3	33.3	62.5	19.0	21.0	23.0	21.0	-
4	16	16	2	2	2	2	14	16	3	16	-
	13.4	13.4	7.7	11.1	13.3	25.0	13.3	13.4	11.5	13.4	-
Not at all Favorable (5)	9	9	4	4	3	3	6	9	3	9	-
	7.6	7.6	15.4	22.2	20.0	37.5	5.7	7.6	11.5	7.6	-
Total	119	119	26	18	15	8	105	119	26	119	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.35	2.35	2.15	2.44	2.33	3.37	2.30	2.35	2.50	2.35	-
Std. Dev.	1.27	1.27	1.49	1.69	1.72	1.77	1.22	1.27	1.36	1.27	-
Std. Err.	0.12	0.12	0.29	0.40	0.44	0.63	0.12	0.12	0.27	0.12	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 291

q177) Which flavor of snus do you typically use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Mint (any type of Mint variation)	212	212	45	37	35	26	195	212	48	212	-
	93.8	93.8	88.2	90.3	92.1	92.9	95.1	93.8	96.0	93.8	-
Frost	1	1	-	-	-	-	-	1	-	1	-
	0.4	0.4	-	-	-	-	-	0.4	-	0.4	-
Long/straight cut	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Mellow	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.4	-	-	-	-	0.5	0.4	2.0	0.4	-
Natural/regular	6	6	4	2	1	-	5	6	-	6	-
	2.7	2.7	7.9	4.9	2.6	-	2.4	2.7	-	2.7	-
Bold	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	4	4	2	2	2	2	2	4	1	4	-
	1.8	1.8	3.9	4.9	5.3	7.1	1.0	1.8	2.0	1.8	-
Don't know/no answer	2	2	-	-	-	-	2	2	-	2	-
	0.9	0.9	-	-	-	-	1.0	0.9	-	0.9	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 292

q178) Which type of snus do you typically use?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Snus pouches	163	163	40	32	30	21	146	163	34	163	-
	72.1	72.1	78.4	78.0	78.9	75.0	71.2	72.1	68.0	72.1	-
Loose snus	63	63	11	9	8	7	59	63	16	63	-
	27.9	27.9	21.6	22.0	21.1	25.0	28.8	27.9	32.0	27.9	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 293

q179) Have you ever used moist snuff pouches?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Yes	143	143	38	31	28	20	132	143	32	143	-
	63.3	63.3	74.5	75.6	73.7	71.4	64.4	63.3	64.0	63.3	-
No	83	83	13	10	10	8	73	83	18	83	-
	36.7	36.7	25.5	24.4	26.3	28.6	35.6	36.7	36.0	36.7	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 294

q180) Overall do you prefer using snus pouches or moist snuff pouches?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Used Moist Snuff Pouches (Unwtd)	143	143	38	31	28	20	132	143	32	143	-
Base - Has Used Moist Snuff Pouches (Wgtd)	143	143	38	31	28	20	132	143	32	143	-
Eff Base	143	143	38	31	28	20	132	143	32	143	-
Snus Pouches	79	79	21	19	17	13	74	79	19	79	-
	55.2	55.2	55.3	61.3	60.7	64.9	56.1	55.2	59.4	55.2	-
Moist Snuff Pouches	47	47	12	9	8	5	41	47	8	47	-
	32.9	32.9	31.6	29.0	28.6	25.0	31.1	32.9	25.0	32.9	-
It depends on the situation	17	17	5	3	3	2	17	17	5	17	-
	11.9	11.9	13.2	9.7	10.7	10.0	12.9	11.9	15.7	11.9	-
Total	143	143	38	31	28	20	132	143	32	143	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 295

q181_1) What do you think is the best feature of Camel? - Camel Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Flavor	34	34	4	2	1	-	30	34	6	34	-
	50.8	50.8	40.0	39.9	24.9	-	50.9	50.8	37.4	50.8	-
Quality	15	15	4	2	2	-	15	15	5	15	-
	22.4	22.4	40.0	40.1	50.1	-	25.4	22.4	31.3	22.4	-
Strength	7	7	1	1	1	-	6	7	3	7	-
	10.5	10.5	10.0	20.0	25.0	-	10.2	10.5	18.8	10.5	-
Price	7	7	1	-	-	-	5	7	-	7	-
	10.4	10.4	10.0	-	-	-	8.5	10.4	-	10.4	-
Heritage/Authenticity	1	1	-	-	-	-	1	1	1	1	-
	1.5	1.5	-	-	-	-	1.7	1.5	6.2	1.5	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	3	3	-	-	-	-	2	3	1	3	-
	4.5	4.5	-	-	-	-	3.4	4.5	6.2	4.5	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 296

q182_1) What do you think is the worst feature of Camel?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus Most Often (Unwtd)	67	67	10	5	4	-	59	67	16	67	-
Base - Camel Snus Most Often (Wgtd)	67	67	10	5	4	-	59	67	16	67	-
Eff Base	67	67	10	5	4	-	59	67	16	67	-
Value	16	16	2	1	1	-	15	16	7	16	-
	23.9	23.9	20.0	20.0	25.0	-	25.4	23.9	43.8	23.9	-
Quality	7	7	1	-	-	-	7	7	-	7	-
	10.5	10.5	10.0	-	-	-	11.9	10.5	-	10.5	-
Heritage/Authenticity	7	7	-	-	-	-	7	7	2	7	-
	10.4	10.4	-	-	-	-	11.9	10.4	12.5	10.4	-
Flavor	7	7	1	1	1	-	6	7	-	7	-
	10.4	10.4	10.0	20.1	25.1	-	10.2	10.4	-	10.4	-
Strength	5	5	2	2	2	-	5	5	3	5	-
	7.4	7.4	19.9	39.9	49.9	-	8.5	7.4	18.7	7.4	-
Price/expensive	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	2	2	-	-	-	-	1	2	-	2	-
	3.0	3.0	-	-	-	-	1.7	3.0	-	3.0	-
No real weakness	23	23	4	1	-	-	18	23	4	23	-
	34.4	34.4	40.1	20.0	-	-	30.5	34.4	25.1	34.4	-
Total	67	67	10	5	4	-	59	67	16	67	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 297

q183_1) What in particular did you not like about the flavor of Camel?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus Most Often/ Flavor is Worst Quality (Unwtd)	7	7	1	1	1	-	6	7	-	7	-
Base - Camel Snus Most Often/ Flavor is Worst Quality (Wgtd)	7	7	1	1	1	-	6	7	-	7	-
Eff Base	7	7	1	1	1	-	6	7	-	7	-
Flavor is too weak	3	3	1	1	1	-	3	3	-	3	-
	42.8	42.8	100.0	100.0	100.0	-	50.0	42.8	-	42.8	-
Flavor doesn't last long enough	2	2	-	-	-	-	1	2	-	2	-
	28.6	28.6	-	-	-	-	16.7	28.6	-	28.6	-
Flavor is too strong	2	2	-	-	-	-	2	2	-	2	-
	28.5	28.5	-	-	-	-	33.3	28.5	-	28.5	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	7	7	1	1	1	-	6	7	-	7	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 298

q184_1) What in particular did you not like about the strength of Camel?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus Most Often/ Strength is Worst Quality (Unwtd)	5	5	2	2	2	-	5	5	3	5	-
Base - Camel Snus Most Often/ Strength is Worst Quality (Wgtd)	5	5	2	2	2	-	5	5	3	5	-
Eff Base	5	5	2	2	2	-	5	5	3	5	-
Too strong for me	2	2	1	1	1	-	2	2	2	2	-
	40.0	40.0	50.1	50.1	50.1	-	40.0	40.0	66.7	40.0	-
Too weak for me	2	2	-	-	-	-	2	2	1	2	-
	40.0	40.0	-	-	-	-	40.0	40.0	33.3	40.0	-
Don't know/no answer	1	1	1	1	1	-	1	1	-	1	-
	20.0	20.0	49.9	49.9	49.9	-	20.0	20.0	-	20.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	5	2	2	2	-	5	5	3	5	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 299

q185_1) What in particular did you not like about the quality of Camel?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus Most Often/ Quality is Worst Quality (Unwtd)	7	7	1	-	-	-	7	7	-	7	-
Base - Camel Snus Most Often/ Quality is Worst Quality (Wgtd)	7	7	1	-	-	-	7	7	-	7	-
Eff Base	7	7	1	-	-	-	7	7	-	7	-
Poor quality tobacco	3	3	1	-	-	-	3	3	-	3	-
	42.9	42.9	100.0	-	-	-	42.9	42.9	-	42.9	-
Dry/stale	3	3	-	-	-	-	3	3	-	3	-
	42.8	42.8	-	-	-	-	42.8	42.8	-	42.8	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	1	1	-	-	-	-	1	1	-	1	-
	14.3	14.3	-	-	-	-	14.3	14.3	-	14.3	-
Total	7	7	1	-	-	-	7	7	-	7	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 300

q181_2) What do you think is the best feature of Skoal? - Skoal Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Quality	19	19	1	1	1	-	17	19	1	19	-
	38.8	38.8	19.9	33.3	33.3	-	37.8	38.8	7.7	38.8	-
Flavor	18	18	3	1	1	-	17	18	8	18	-
	36.7	36.7	60.1	33.3	33.3	-	37.8	36.7	61.5	36.7	-
Strength	6	6	1	1	1	-	6	6	2	6	-
	12.2	12.2	20.0	33.4	33.4	-	13.3	12.2	15.4	12.2	-
Price	5	5	-	-	-	-	5	5	1	5	-
	10.2	10.2	-	-	-	-	11.1	10.2	7.7	10.2	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	1	-	-	-	-	-	1	1	1	-
	2.1	2.1	-	-	-	-	-	2.1	7.7	2.1	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 301

q182_2) What do you think is the worst feature of Skoal?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus Most Often (Unwtd)	49	49	5	3	3	-	45	49	13	49	-
Base - Skoal Snus Most Often (Wgtd)	49	49	5	3	3	-	45	49	13	49	-
Eff Base	49	49	5	3	3	-	45	49	13	49	-
Heritage/Authenticity	9	9	1	1	1	-	9	9	-	9	-
	18.4	18.4	20.0	33.4	33.4	-	20.0	18.4	-	18.4	-
Value	8	8	1	1	1	-	8	8	7	8	-
	16.3	16.3	19.9	33.3	33.3	-	17.8	16.3	53.8	16.3	-
Flavor	8	8	-	-	-	-	7	8	1	8	-
	16.3	16.3	-	-	-	-	15.5	16.3	7.7	16.3	-
Quality	6	6	1	-	-	-	6	6	2	6	-
	12.3	12.3	20.0	-	-	-	13.3	12.3	15.4	12.3	-
Strength	4	4	1	1	1	-	3	4	-	4	-
	8.2	8.2	19.9	33.3	33.3	-	6.7	8.2	-	8.2	-
Price/expensive	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	14	14	1	-	-	-	12	14	3	14	-
	28.6	28.6	20.2	-	-	-	26.7	28.6	23.2	28.6	-
Total	49	49	5	3	3	-	45	49	13	49	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 302

q183_2) What in particular did you not like about the flavor of Skoal?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus Most Often/ Flavor is Worst Quality (Unwtd)	8	8	-	-	-	-	7	8	1	8	-
Base - Skoal Snus Most Often/ Flavor is Worst Quality (Wgtd)	8	8	-	-	-	-	7	8	1	8	-
Eff Base	8	8	-	-	-	-	7	8	1	8	-
Flavor doesn't last long enough	3	3	-	-	-	-	3	3	-	3	-
	37.5	37.5	-	-	-	-	42.9	37.5	-	37.5	-
Flavor is too weak	3	3	-	-	-	-	3	3	1	3	-
	37.5	37.5	-	-	-	-	42.9	37.5	100.0	37.5	-
Flavor is too strong	1	1	-	-	-	-	1	1	-	1	-
	12.5	12.5	-	-	-	-	14.2	12.5	-	12.5	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	1	1	-	-	-	-	-	1	-	1	-
	12.5	12.5	-	-	-	-	-	12.5	-	12.5	-
Total	8	8	-	-	-	-	7	8	1	8	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 303

q184_2) What in particular did you not like about the strength of Skoal?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus Most Often/ Strength is Worst Quality (Unwtd)	4	4	1	1	1	-	3	4	-	4	-
Base - Skoal Snus Most Often/ Strength is Worst Quality (Wgtd)	4	4	1	1	1	-	3	4	-	4	-
Eff Base	4	4	1	1	1	-	3	4	-	4	-
Too weak for me	3	3	1	1	1	-	2	3	-	3	-
	75.0	75.0	100.0	100.0	100.0	-	66.6	75.0	-	75.0	-
Too strong for me	1	1	-	-	-	-	1	1	-	1	-
	25.0	25.0	-	-	-	-	33.4	25.0	-	25.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	4	1	1	1	-	3	4	-	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 304

q185_2) What in particular did you not like about the quality of Skoal?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus Most Often/ Quality is Worst Quality (Unwtd)	6	6	1	-	-	-	6	6	2	6	-
Base - Skoal Snus Most Often/ Quality is Worst Quality (Wgtd)	6	6	1	-	-	-	6	6	2	6	-
Eff Base	6	6	1	-	-	-	6	6	2	6	-
Dry/stale	5	5	1	-	-	-	5	5	2	5	-
	83.4	83.4	100.0	-	-	-	83.4	83.4	100.0	83.4	-
Poor quality tobacco	1	1	-	-	-	-	1	1	-	1	-
	16.6	16.6	-	-	-	-	16.6	16.6	-	16.6	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	6	1	-	-	-	6	6	2	6	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 305

q181_3) What do you think is the best feature of Marlboro? - Marlboro Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Quality	19	19	3	3	2	-	19	19	3	19	-
	42.2	42.2	100.0	100.0	100.0	-	44.2	42.2	33.4	42.2	-
Flavor	11	11	-	-	-	-	10	11	1	11	-
	24.4	24.4	-	-	-	-	23.2	24.4	11.1	24.4	-
Price	5	5	-	-	-	-	5	5	3	5	-
	11.1	11.1	-	-	-	-	11.6	11.1	33.4	11.1	-
Strength	5	5	-	-	-	-	4	5	1	5	-
	11.1	11.1	-	-	-	-	9.3	11.1	11.1	11.1	-
Heritage/Authenticity	2	2	-	-	-	-	2	2	-	2	-
	4.5	4.5	-	-	-	-	4.7	4.5	-	4.5	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	3	3	-	-	-	-	3	3	1	3	-
	6.7	6.7	-	-	-	-	7.0	6.7	11.1	6.7	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 306

q182_3) What do you think is the worst feature of Marlboro?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus Most Often (Unwtd)	45	45	3	3	2	-	43	45	9	45	-
Base - Marlboro Snus Most Often (Wgtd)	45	45	3	3	2	-	43	45	9	45	-
Eff Base	45	45	3	3	2	-	43	45	9	45	-
Flavor	12	12	2	2	1	-	11	12	3	12	-
	26.6	26.6	66.7	66.7	50.0	-	25.6	26.6	33.2	26.6	-
Strength	10	10	-	-	-	-	9	10	1	10	-
	22.3	22.3	-	-	-	-	21.0	22.3	11.2	22.3	-
Value	8	8	-	-	-	-	8	8	4	8	-
	17.8	17.8	-	-	-	-	18.6	17.8	44.5	17.8	-
Quality	3	3	-	-	-	-	3	3	-	3	-
	6.7	6.7	-	-	-	-	7.0	6.7	-	6.7	-
Heritage/Authenticity	3	3	-	-	-	-	3	3	-	3	-
	6.7	6.7	-	-	-	-	7.0	6.7	-	6.7	-
Price/expensive	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	9	9	1	1	1	-	9	9	1	9	-
	20.0	20.0	33.3	33.3	50.0	-	20.9	20.0	11.1	20.0	-
Total	45	45	3	3	2	-	43	45	9	45	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 307

q183_3) What in particular did you not like about the flavor of Marlboro?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus Most Often/ Flavor is Worst Quality (Unwtd)	12	12	2	2	1	-	11	12	3	12	-
Base - Marlboro Snus Most Often/ Flavor is Worst Quality (Wgtd)	12	12	2	2	1	-	11	12	3	12	-
Eff Base	12	12	2	2	1	-	11	12	3	12	-
Flavor is too weak	5	5	1	1	-	-	4	5	1	5	-
	41.7	41.7	50.1	50.1	-	-	36.4	41.7	33.4	41.7	-
Dislike overall flavor	3	3	-	-	-	-	3	3	1	3	-
	25.0	25.0	-	-	-	-	27.3	25.0	33.3	25.0	-
Flavor doesn't last long enough	2	2	1	1	1	-	2	2	1	2	-
	16.6	16.6	49.9	49.9	100.0	-	18.2	16.6	33.3	16.6	-
Flavor is too strong	2	2	-	-	-	-	2	2	-	2	-
	16.6	16.6	-	-	-	-	18.1	16.6	-	16.6	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	12	12	2	2	1	-	11	12	3	12	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 308

q184_3) What in particular did you not like about the strength of Marlboro?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus Most Often/ Strength is Worst Quality (Unwtd)	10	10	-	-	-	-	9	10	1	10	-
Base - Marlboro Snus Most Often/ Strength is Worst Quality (Wgtd)	10	10	-	-	-	-	9	10	1	10	-
Eff Base	10	10	-	-	-	-	9	10	1	10	-
Too weak for me	5	5	-	-	-	-	4	5	1	5	-
	50.0	50.0	-	-	-	-	44.4	50.0	100.0	50.0	-
Too strong for me	4	4	-	-	-	-	4	4	-	4	-
	40.0	40.0	-	-	-	-	44.5	40.0	-	40.0	-
Don't know/no answer	1	1	-	-	-	-	1	1	-	1	-
	10.0	10.0	-	-	-	-	11.1	10.0	-	10.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	10	10	-	-	-	-	9	10	1	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 309

q185_3) What in particular did you not like about the quality of Marlboro?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus Most Often/ Quality is Worst Quality (Unwtd)	3	3	-	-	-	-	3	3	-	3	-
Base - Marlboro Snus Most Often/ Quality is Worst Quality (Wgtd)	3	3	-	-	-	-	3	3	-	3	-
Eff Base	3	3	-	-	-	-	3	3	-	3	-
Dry/stale	2	2	-	-	-	-	2	2	-	2	-
	66.6	66.6	-	-	-	-	66.6	66.6	-	66.6	-
Poor quality tobacco	1	1	-	-	-	-	1	1	-	1	-
	33.4	33.4	-	-	-	-	33.4	33.4	-	33.4	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	3	-	-	-	-	3	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 310

q181_4) What do you think is the best feature of General? - General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Quality	16	16	16	16	16	16	15	16	1	16	-
	57.1	57.1	57.1	57.1	57.1	57.1	60.0	57.1	20.0	57.1	-
Flavor	7	7	7	7	7	7	6	7	2	7	-
	25.0	25.0	25.0	25.0	25.0	25.0	24.0	25.0	40.0	25.0	-
Strength	3	3	3	3	3	3	3	3	2	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	40.0	10.7	-
Price	1	1	1	1	1	1	1	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	4.0	3.6	-	3.6	-
Heritage/Authenticity	1	1	1	1	1	1	-	1	-	1	-
	3.6	3.6	3.6	3.6	3.6	3.6	-	3.6	-	3.6	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 311

q182_4) What do you think is the worst feature of General?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus Most Often (Unwtd)	28	28	28	28	28	28	25	28	5	28	-
Base - General Snus Most Often (Wgtd)	28	28	28	28	28	28	25	28	5	28	-
Eff Base	28	28	28	28	28	28	25	28	5	28	-
Value	7	7	7	7	7	7	7	7	-	7	-
	25.0	25.0	25.0	25.0	25.0	25.0	28.0	25.0	-	25.0	-
Flavor	7	7	7	7	7	7	6	7	1	7	-
	25.0	25.0	25.0	25.0	25.0	25.0	24.0	25.0	20.0	25.0	-
Heritage/Authenticity	4	4	4	4	4	4	4	4	2	4	-
	14.3	14.3	14.3	14.3	14.3	14.3	16.0	14.3	39.9	14.3	-
Strength	3	3	3	3	3	3	3	3	1	3	-
	10.7	10.7	10.7	10.7	10.7	10.7	12.0	10.7	20.0	10.7	-
Quality	2	2	2	2	2	2	2	2	-	2	-
	7.1	7.1	7.1	7.1	7.1	7.1	8.0	7.1	-	7.1	-
Price/expensive	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	5	5	5	5	5	5	3	5	1	5	-
	17.8	17.8	17.8	17.8	17.8	17.8	12.0	17.8	20.0	17.8	-
Total	28	28	28	28	28	28	25	28	5	28	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 312

q183_4) What in particular did you not like about the flavor of General?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus Most Often/ Flavor is Worst Quality (Unwtd)	7	7	7	7	7	7	6	7	1	7	-
Base - General Snus Most Often/ Flavor is Worst Quality (Wgtd)	7	7	7	7	7	7	6	7	1	7	-
Eff Base	7	7	7	7	7	7	6	7	1	7	-
Flavor is too weak	4	4	4	4	4	4	3	4	-	4	-
	57.1	57.1	57.1	57.1	57.1	57.1	50.0	57.1	-	57.1	-
Flavor is too strong	1	1	1	1	1	1	1	1	-	1	-
	14.3	14.3	14.3	14.3	14.3	14.3	16.7	14.3	-	14.3	-
Dislike overall flavor	1	1	1	1	1	1	1	1	1	1	-
	14.3	14.3	14.3	14.3	14.3	14.3	16.7	14.3	100.0	14.3	-
Flavor doesn't last long enough	1	1	1	1	1	1	1	1	-	1	-
	14.3	14.3	14.3	14.3	14.3	14.3	16.6	14.3	-	14.3	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	7	7	7	7	7	7	6	7	1	7	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 313

q184_4) What in particular did you not like about the strength of General?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus Most Often/ Strength is Worst Quality (Unwtd)	3	3	3	3	3	3	3	3	1	3	-
Base - General Snus Most Often/ Strength is Worst Quality (Wgtd)	3	3	3	3	3	3	3	3	1	3	-
Eff Base	3	3	3	3	3	3	3	3	1	3	-
Too weak for me	3	3	3	3	3	3	3	3	1	3	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	3	3	3	3	3	3	3	1	3	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 314

q185_4) What in particular did you not like about the quality of General?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus Most Often/ Quality is Worst Quality (Unwtd)	2	2	2	2	2	2	2	2	-	2	-
Base - General Snus Most Often/ Quality is Worst Quality (Wgtd)	2	2	2	2	2	2	2	2	-	2	-
Eff Base	2	2	2	2	2	2	2	2	-	2	-
Dry/stale	2	2	2	2	2	2	2	2	-	2	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-
Poor quality tobacco	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	2	2	2	2	2	2	-	2	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 315

q181_5) What do you think is the best feature of Copenhagen? - Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Quality	16	16	3	1	1	-	14	16	3	16	-
	50.0	50.0	100.0	100.0	100.0	-	48.2	50.0	42.9	50.0	-
Strength	5	5	-	-	-	-	4	5	1	5	-
	15.7	15.7	-	-	-	-	13.8	15.7	14.3	15.7	-
Flavor	5	5	-	-	-	-	5	5	1	5	-
	15.6	15.6	-	-	-	-	17.2	15.6	14.2	15.6	-
Heritage/Authenticity	2	2	-	-	-	-	2	2	-	2	-
	6.3	6.3	-	-	-	-	6.9	6.3	-	6.3	-
Price	2	2	-	-	-	-	2	2	-	2	-
	6.2	6.2	-	-	-	-	6.9	6.2	-	6.2	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	2	2	-	-	-	-	2	2	2	2	-
	6.2	6.2	-	-	-	-	6.9	6.2	28.6	6.2	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 316

q182_5) What do you think is the worst feature of Copenhagen?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus Most Often (Unwtd)	32	32	3	1	1	-	29	32	7	32	-
Base - Copenhagen Snus Most Often (Wgtd)	32	32	3	1	1	-	29	32	7	32	-
Eff Base	32	32	3	1	1	-	29	32	7	32	-
Flavor	7	7	1	-	-	-	7	7	2	7	-
	21.9	21.9	33.2	-	-	-	24.2	21.9	28.6	21.9	-
Strength	6	6	1	1	1	-	5	6	2	6	-
	18.7	18.7	33.3	100.0	100.0	-	17.2	18.7	28.6	18.7	-
Value	4	4	-	-	-	-	4	4	1	4	-
	12.5	12.5	-	-	-	-	13.8	12.5	14.2	12.5	-
Heritage/Authenticity	3	3	-	-	-	-	3	3	-	3	-
	9.4	9.4	-	-	-	-	10.4	9.4	-	9.4	-
Quality	3	3	-	-	-	-	2	3	-	3	-
	9.4	9.4	-	-	-	-	6.9	9.4	-	9.4	-
Price/expensive	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	9	9	1	-	-	-	8	9	2	9	-
	28.1	28.1	33.5	-	-	-	27.6	28.1	28.6	28.1	-
Total	32	32	3	1	1	-	29	32	7	32	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 317

q183_5) What in particular did you not like about the flavor of Copenhagen?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus Most Often/ Flavor is Worst Quality (Unwtd)	7	7	1	-	-	-	7	7	2	7	-
Base - Copenhagen Snus Most Often/ Flavor is Worst Quality (Wgtd)	7	7	1	-	-	-	7	7	2	7	-
Eff Base	7	7	1	-	-	-	7	7	2	7	-
Flavor doesn't last long enough	3	3	-	-	-	-	3	3	2	3	-
	42.9	42.9	-	-	-	-	42.9	42.9	100.0	42.9	-
Flavor is too weak	2	2	-	-	-	-	2	2	-	2	-
	28.6	28.6	-	-	-	-	28.6	28.6	-	28.6	-
Dislike overall flavor	1	1	-	-	-	-	1	1	-	1	-
	14.3	14.3	-	-	-	-	14.3	14.3	-	14.3	-
Flavor is too strong	1	1	1	-	-	-	1	1	-	1	-
	14.2	14.2	100.0	-	-	-	14.2	14.2	-	14.2	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	7	7	1	-	-	-	7	7	2	7	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 318

q184_5) What in particular did you not like about the strength of Copenhagen?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus Most Often/ Strength is Worst Quality (Unwtd)	6	6	1	1	1	-	5	6	2	6	-
Base - Copenhagen Snus Most Often/ Strength is Worst Quality (Wgtd)	6	6	1	1	1	-	5	6	2	6	-
Eff Base	6	6	1	1	1	-	5	6	2	6	-
Too weak for me	3	3	1	1	1	-	3	3	1	3	-
	50.0	50.0	100.0	100.0	100.0	-	60.1	50.0	50.2	50.0	-
Too strong for me	2	2	-	-	-	-	1	2	-	2	-
	33.4	33.4	-	-	-	-	20.0	33.4	-	33.4	-
Don't know/no answer	1	1	-	-	-	-	1	1	1	1	-
	16.6	16.6	-	-	-	-	19.9	16.6	49.8	16.6	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	6	1	1	1	-	5	6	2	6	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 319

q185_5) What in particular did you not like about the quality of Copenhagen?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus Most Often/ Quality is Worst Quality (Unwtd)	3	3	-	-	-	-	2	3	-	3	-
Base - Copenhagen Snus Most Often/ Quality is Worst Quality (Wgtd)	3	3	-	-	-	-	2	3	-	3	-
Eff Base	3	3	-	-	-	-	2	3	-	3	-
Dry/stale	2	2	-	-	-	-	1	2	-	2	-
	66.7	66.7	-	-	-	-	50.1	66.7	-	66.7	-
Poor quality tobacco	1	1	-	-	-	-	1	1	-	1	-
	33.3	33.3	-	-	-	-	49.9	33.3	-	33.3	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	3	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 320

q186_1) What do you think is the best feature of each of the following snus brands?
- Camel Snus

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use Brand but Not Favorite (Unwtd)	20	20	7	7	7	3	20	20	4	20	-
Base - Currently Use Brand but Not Favorite (Wgtd)	20	20	7	7	7	3	20	20	4	20	-
Eff Base	20	20	7	7	7	3	20	20	4	20	-
Quality	8	8	1	1	1	1	8	8	3	8	-
	40.0	40.0	14.3	14.3	14.3	33.3	40.0	40.0	75.1	40.0	-
Strength	5	5	1	1	1	1	5	5	-	5	-
	25.0	25.0	14.3	14.3	14.3	33.3	25.0	25.0	-	25.0	-
Heritage/ Authenticity	3	3	2	2	2	-	3	3	-	3	-
	15.0	15.0	28.6	28.6	28.6	-	15.0	15.0	-	15.0	-
Price	2	2	2	2	2	1	2	2	-	2	-
	10.0	10.0	28.6	28.6	28.6	33.3	10.0	10.0	-	10.0	-
Flavor	2	2	1	1	1	-	2	2	1	2	-
	10.0	10.0	14.3	14.3	14.3	-	10.0	10.0	24.9	10.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing/No Answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	20	20	7	7	7	3	20	20	4	20	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 321

q186_2) What do you think is the best feature of each of the following snus brands?
- Skoal Snus

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use Brand but Not Favorite (Unwtd)	10	10	2	2	2	1	8	10	3	10	-
Base - Currently Use Brand but Not Favorite (Wgtd)	10	10	2	2	2	1	8	10	3	10	-
Eff Base	10	10	2	2	2	1	8	10	3	10	-
Flavor	3	3	1	1	1	-	3	3	-	3	-
	30.1	30.1	50.1	50.1	50.1	-	37.6	30.1	-	30.1	-
Quality	3	3	1	1	1	1	3	3	2	3	-
	30.0	30.0	49.9	49.9	49.9	100.0	37.4	30.0	66.7	30.0	-
Strength	2	2	-	-	-	-	-	2	-	2	-
	19.9	19.9	-	-	-	-	-	19.9	-	19.9	-
Price	1	1	-	-	-	-	1	1	1	1	-
	10.0	10.0	-	-	-	-	12.5	10.0	33.3	10.0	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing/No Answer	1	1	-	-	-	-	1	1	-	1	-
	10.0	10.0	-	-	-	-	12.5	10.0	-	10.0	-
Total	10	10	2	2	2	1	8	10	3	10	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 322

q186_3) What do you think is the best feature of each of the following snus brands?
- Marlboro Snus

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use Brand but Not Favorite (Unwtd)	9	9	5	5	5	1	9	9	3	9	-
Base - Currently Use Brand but Not Favorite (Wgtd)	9	9	5	5	5	1	9	9	3	9	-
Eff Base	9	9	5	5	5	1	9	9	3	9	-
Strength	3	3	2	2	2	1	3	3	-	3	-
	33.3	33.3	39.9	39.9	39.9	100.0	33.3	33.3	-	33.3	-
Heritage/ Authenticity	2	2	1	1	1	-	2	2	-	2	-
	22.3	22.3	20.1	20.1	20.1	-	22.3	22.3	-	22.3	-
Quality	2	2	1	1	1	-	2	2	2	2	-
	22.2	22.2	20.0	20.0	20.0	-	22.2	22.2	66.7	22.2	-
Price	1	1	-	-	-	-	1	1	-	1	-
	11.1	11.1	-	-	-	-	11.1	11.1	-	11.1	-
Flavor	1	1	1	1	1	-	1	1	1	1	-
	11.1	11.1	20.0	20.0	20.0	-	11.1	11.1	33.3	11.1	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing/No Answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	9	9	5	5	5	1	9	9	3	9	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 323

q186_4) What do you think is the best feature of each of the following snus brands?
- General Snus

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use Brand but Not Favorite (Unwtd)	10	10	10	10	10	-	10	10	3	10	-
Base - Currently Use Brand but Not Favorite (Wgtd)	10	10	10	10	10	-	10	10	3	10	-
Eff Base	10	10	10	10	10	-	10	10	3	10	-
Quality	5	5	5	5	5	-	5	5	1	5	-
	50.0	50.0	50.0	50.0	50.0	-	50.0	50.0	33.4	50.0	-
Strength	3	3	3	3	3	-	3	3	1	3	-
	30.0	30.0	30.0	30.0	30.0	-	30.0	30.0	33.4	30.0	-
Flavor	2	2	2	2	2	-	2	2	1	2	-
	20.0	20.0	20.0	20.0	20.0	-	20.0	20.0	33.2	20.0	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing/No Answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	10	10	10	10	10	-	10	10	3	10	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 324

q186_5) What do you think is the best feature of each of the following snus brands?
- Copenhagen Snus

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use Brand but Not Favorite (Unwtd)	15	15	6	5	5	1	14	15	6	15	-
Base - Currently Use Brand but Not Favorite (Wgtd)	15	15	6	5	5	1	14	15	6	15	-
Eff Base	15	15	6	5	5	1	14	15	6	15	-
Quality	5	5	-	-	-	-	5	5	3	5	-
	33.3	33.3	-	-	-	-	35.7	33.3	50.0	33.3	-
Flavor	4	4	3	3	3	1	4	4	2	4	-
	26.6	26.6	49.9	59.9	59.9	100.0	28.5	26.6	33.3	26.6	-
Price	2	2	1	1	1	-	2	2	-	2	-
	13.4	13.4	16.8	20.1	20.1	-	14.3	13.4	-	13.4	-
Strength	2	2	-	-	-	-	1	2	-	2	-
	13.4	13.4	-	-	-	-	7.2	13.4	-	13.4	-
Heritage/ Authenticity	2	2	2	1	1	-	2	2	1	2	-
	13.3	13.3	33.3	20.0	20.0	-	14.3	13.3	16.6	13.3	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing/No Answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	15	15	6	5	5	1	14	15	6	15	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 325

q187) And, what do you think is the primary advantage of snus versus pouch moist snuff

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Satisfying	36	36	11	9	9	6	32	36	10	36	-
	15.9	15.9	21.6	21.9	23.7	21.4	15.6	15.9	20.0	15.9	-
Easy to use	26	26	9	5	5	3	26	26	5	26	-
	11.5	11.5	17.7	12.2	13.2	10.7	12.7	11.5	10.0	11.5	-
Spitless	20	20	1	1	-	-	17	20	4	20	-
	8.9	8.9	2.0	2.4	-	-	8.3	8.9	8.0	8.9	-
Taste	19	19	4	3	3	3	17	19	3	19	-
	8.4	8.4	7.8	7.3	7.9	10.7	8.3	8.4	6.0	8.4	-
Good value for the money	18	18	4	3	3	1	17	18	5	18	-
	8.0	8.0	7.8	7.3	7.9	3.6	8.3	8.0	10.0	8.0	-
Convenient	15	15	3	2	2	2	12	15	2	15	-
	6.6	6.6	5.9	4.9	5.3	7.2	5.9	6.6	4.0	6.6	-
Aroma	14	14	3	3	2	1	14	14	5	14	-
	6.2	6.2	5.9	7.3	5.3	3.6	6.8	6.2	10.0	6.2	-
Cleaner	13	13	4	4	3	3	13	13	1	13	-
	5.8	5.8	7.8	9.7	7.9	10.7	6.3	5.8	2.0	5.8	-
Authenticity	13	13	5	5	5	3	13	13	3	13	-
	5.7	5.7	9.8	12.2	13.1	10.7	6.3	5.7	6.0	5.7	-
Healthier	13	13	2	2	2	2	10	13	2	13	-
	5.7	5.7	3.9	4.9	5.3	7.1	4.9	5.7	4.0	5.7	-
Image of the user	11	11	1	1	1	1	11	11	1	11	-
	4.9	4.9	2.0	2.4	2.6	3.6	5.4	4.9	2.0	4.9	-
Heritage	10	10	1	1	1	1	9	10	4	10	-
	4.4	4.4	2.0	2.4	2.6	3.6	4.4	4.4	8.0	4.4	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	18	18	3	2	2	2	14	18	5	18	-
	8.0	8.0	5.9	4.9	5.3	7.1	6.8	8.0	10.0	8.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 325

q187) And, what do you think is the primary advantage of snus versus pouch moist snuff

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 326

q188) And, what do you think is the primary disadvantage of snus versus pouch moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Too expensive	38	38	12	8	7	5	35	38	13	38	-
	16.8	16.8	23.5	19.5	18.4	17.8	17.1	16.8	26.0	16.8	-
Weak flavor	32	32	7	7	6	6	30	32	8	32	-
	14.2	14.2	13.7	17.1	15.8	21.4	14.6	14.2	16.0	14.2	-
Flavor does not last	28	28	4	4	4	1	25	28	8	28	-
	12.4	12.4	7.8	9.8	10.5	3.6	12.2	12.4	16.0	12.4	-
Not strong enough	18	18	5	3	3	3	18	18	3	18	-
	8.0	8.0	9.8	7.3	7.9	10.7	8.8	8.0	6.0	8.0	-
Not satisfying	11	11	2	2	2	2	9	11	-	11	-
	4.9	4.9	3.9	4.9	5.3	7.1	4.4	4.9	-	4.9	-
Don't like the pouch/ texture	10	10	1	-	-	-	9	10	2	10	-
	4.4	4.4	2.0	-	-	-	4.4	4.4	4.0	4.4	-
Not a good value	9	9	1	1	1	1	8	9	2	9	-
	4.0	4.0	2.0	2.5	2.6	3.6	3.9	4.0	4.0	4.0	-
Don't like the taste	7	7	1	1	1	1	7	7	-	7	-
	3.1	3.1	2.0	2.4	2.6	3.6	3.4	3.1	-	3.1	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	73	73	18	15	14	9	64	73	14	73	-
	32.3	32.3	35.3	36.6	36.8	32.2	31.2	32.3	28.0	32.3	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 327

q190) Assuming that your preferred main brand/flavor is out of stock when you arrive at the store, what would you do?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Go to another store so that I can get the snus I want	89	89	21	19	18	14	84	89	22	89	-
	39.4	39.4	41.2	46.4	47.4	50.0	41.0	39.4	44.0	39.4	-
Buy another type of the same snus brand (i.e. 'buy mint instead of natural')	82	82	21	15	15	9	73	82	16	82	-
	36.3	36.3	41.2	36.6	39.5	32.2	35.6	36.3	32.0	36.3	-
Buy a different snus brand of the same type (i.e. 'buy Marlboro mint instead of Camel mint')	28	28	6	4	3	3	24	28	5	28	-
	12.4	12.4	11.8	9.8	7.9	10.7	11.7	12.4	10.0	12.4	-
I would not buy any snus on that occasion	27	27	3	3	2	2	24	27	7	27	-
	11.9	11.9	5.9	7.3	5.3	7.1	11.7	11.9	14.0	11.9	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 328

q191.1_1) What percent of the time do you buy the following types of snus containers?
- Single cans

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	161	161	38	29	26	19	144	161	35	161	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	161	161	38	29	26	19	144	161	35	161	-
Eff Base	161	161	38	29	26	19	144	161	35	161	-
0	3	3	1	-	-	-	2	3	1	3	-
	1.9	1.9	2.6	-	-	-	1.4	1.9	2.9	1.9	-
1%+ (Net)	158	158	37	29	26	19	142	158	34	158	-
	98.1	98.1	97.4	100.0	100.0	100.0	98.6	98.1	97.1	98.1	-
1-9	4	4	1	1	1	1	4	4	-	4	-
	2.5	2.5	2.6	3.5	3.8	5.3	2.8	2.5	-	2.5	-
10-19	1	1	1	-	-	-	1	1	-	1	-
	0.6	0.6	2.6	-	-	-	0.7	0.6	-	0.6	-
20-29	5	5	1	1	1	-	5	5	-	5	-
	3.1	3.1	2.6	3.4	3.8	-	3.5	3.1	-	3.1	-
30-39	3	3	-	-	-	-	3	3	1	3	-
	1.9	1.9	-	-	-	-	2.1	1.9	2.9	1.9	-
40-49	6	6	2	1	1	-	5	6	-	6	-
	3.7	3.7	5.3	3.4	3.8	-	3.5	3.7	-	3.7	-
50-59	52	52	12	11	11	8	51	52	15	52	-
	32.3	32.3	31.6	37.9	42.3	42.1	35.4	32.3	42.8	32.3	-
60-69	14	14	4	4	4	4	14	14	3	14	-
	8.7	8.7	10.5	13.8	15.4	21.0	9.7	8.7	8.6	8.7	-
70-79	10	10	1	-	-	-	10	10	4	10	-
	6.2	6.2	2.6	-	-	-	7.0	6.2	11.4	6.2	-
80-89	9	9	5	4	4	3	9	9	3	9	-
	5.6	5.6	13.2	13.8	15.4	15.8	6.2	5.6	8.6	5.6	-
90-100	54	54	10	7	4	3	40	54	8	54	-
	33.6	33.6	26.4	24.2	15.4	15.8	27.8	33.6	22.9	33.6	-
101+	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	161	161	38	29	26	19	144	161	35	161	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 328

q191.1_1) What percent of the time do you buy the following types of snus containers?
- Single cans

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Wgtd)	161	161	38	29	26	19	144	161	35	161	-
Mean	66.95	66.95	63.85	64.50	60.78	62.65	64.48	66.95	65.88	66.95	-
Std. Dev.	27.86	27.86	28.03	24.80	23.40	22.70	26.80	27.86	23.90	27.86	-
Std. Err.	2.20	2.20	4.55	4.60	4.59	5.21	2.23	2.20	4.04	2.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 329

q191.1_2) What percent of the time do you buy the following types of snus containers?
- By the roll (5 or 10 cans)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	161	161	38	29	26	19	144	161	35	161	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	161	161	38	29	26	19	144	161	35	161	-
Eff Base	161	161	38	29	26	19	144	161	35	161	-
0	49	49	8	5	3	2	35	49	8	49	-
	30.4	30.4	21.1	17.2	11.5	10.5	24.3	30.4	22.9	30.4	-
1%+ (Net)	112	112	30	24	23	17	109	112	27	112	-
	69.6	69.6	78.9	82.8	88.5	89.5	75.7	69.6	77.1	69.6	-
1-9	3	3	1	1	1	1	3	3	-	3	-
	1.9	1.9	2.7	3.5	3.9	5.3	2.1	1.9	-	1.9	-
10-19	3	3	1	1	-	-	3	3	-	3	-
	1.9	1.9	2.6	3.5	-	-	2.1	1.9	-	1.9	-
20-29	13	13	5	4	4	3	13	13	5	13	-
	8.1	8.1	13.2	13.8	15.4	15.8	9.0	8.1	14.3	8.1	-
30-39	7	7	2	1	1	1	7	7	4	7	-
	4.4	4.4	5.3	3.5	3.9	5.3	4.9	4.4	11.4	4.4	-
40-49	19	19	5	4	4	4	19	19	2	19	-
	11.8	11.8	13.1	13.8	15.4	21.0	13.2	11.8	5.7	11.8	-
50-59	46	46	10	10	10	7	44	46	14	46	-
	28.6	28.6	26.3	34.5	38.5	36.8	30.5	28.6	40.0	28.6	-
60-69	7	7	2	1	1	-	7	7	-	7	-
	4.4	4.4	5.3	3.4	3.8	-	4.9	4.4	-	4.4	-
70-79	2	2	-	-	-	-	2	2	1	2	-
	1.2	1.2	-	-	-	-	1.4	1.2	2.9	1.2	-
80-89	4	4	1	1	1	-	4	4	-	4	-
	2.5	2.5	2.6	3.4	3.8	-	2.8	2.5	-	2.5	-
90-100	8	8	3	1	1	1	7	8	1	8	-
	5.0	5.0	7.9	3.5	3.8	5.3	4.9	5.0	2.9	5.0	-
101+	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	161	161	38	29	26	19	144	161	35	161	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 329

q191.1_2) What percent of the time do you buy the following types of snus containers?
- By the roll (5 or 10 cans)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Wgtd)	161	161	38	29	26	19	144	161	35	161	-
Mean	33.05	33.05	36.15	35.50	39.22	37.35	35.52	33.05	34.12	33.05	-
Std. Dev.	27.86	27.86	28.03	24.80	23.40	22.70	26.80	27.86	23.90	27.86	-
Std. Err.	2.20	2.20	4.55	4.60	4.59	5.21	2.23	2.20	4.04	2.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 330

q192) How many cans of snus do you usually buy at a time for personal use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
1	82	82	13	9	8	5	69	82	19	82	-
	36.3	36.3	25.5	21.9	21.0	17.9	33.7	36.3	38.0	36.3	-
2	49	49	13	11	9	7	44	49	8	49	-
	21.7	21.7	25.5	26.8	23.7	25.0	21.5	21.7	16.0	21.7	-
3	33	33	9	7	7	5	32	33	7	33	-
	14.6	14.6	17.7	17.1	18.5	17.9	15.6	14.6	14.0	14.6	-
4	12	12	2	1	1	1	11	12	3	12	-
	5.3	5.3	3.9	2.4	2.6	3.6	5.4	5.3	6.0	5.3	-
5	22	22	5	4	4	2	21	22	5	22	-
	9.7	9.7	9.8	9.8	10.5	7.1	10.2	9.7	10.0	9.7	-
6+ (Net)	28	28	9	9	9	8	28	28	8	28	-
	12.4	12.4	17.6	22.0	23.7	28.6	13.7	12.4	16.0	12.4	-
6	8	8	3	3	3	3	8	8	2	8	-
	3.5	3.5	5.9	7.3	7.9	10.7	3.9	3.5	4.0	3.5	-
7	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.5	0.4	-	0.4	-
8	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.5	0.4	-	0.4	-
9	2	2	1	1	1	1	2	2	1	2	-
	0.9	0.9	2.0	2.4	2.6	3.6	1.0	0.9	2.0	0.9	-
10	4	4	-	-	-	-	4	4	1	4	-
	1.8	1.8	-	-	-	-	2.0	1.8	2.0	1.8	-
11-20	7	7	3	3	3	2	7	7	2	7	-
	3.1	3.1	5.9	7.3	7.9	7.1	3.4	3.1	4.0	3.1	-
21-30	1	1	1	1	1	1	1	1	-	1	-
	0.4	0.4	2.0	2.4	2.6	3.6	0.5	0.4	-	0.4	-
31-40	2	2	1	1	1	1	2	2	1	2	-
	0.9	0.9	2.0	2.4	2.6	3.6	1.0	0.9	2.0	0.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 330

q192) How many cans of snus do you usually buy at a time for personal use?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
41-50	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.4	-	-	-	-	0.5	0.4	-	0.4	-
101+	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.4	-	-	-	-	0.5	0.4	2.0	0.4	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	4.27	4.27	4.53	5.08	5.35	5.90	4.53	4.27	6.63	4.27	-
Std. Dev.	11.19	11.19	6.27	6.87	7.07	7.83	11.72	11.19	21.22	11.19	-
Std. Err.	0.74	0.74	0.88	1.07	1.15	1.48	0.82	0.74	3.00	0.74	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 331

q193) And, on average, about how much do you spend on snus per week for personal use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
$1 - $9	51	51	11	7	5	3	40	51	6	51	-
	22.6	22.6	21.6	17.0	13.1	10.7	19.5	22.6	12.0	22.6	-
$10 - $19	45	45	8	7	7	6	39	45	7	45	-
	19.9	19.9	15.7	17.1	18.4	21.5	19.0	19.9	14.0	19.9	-
$20 - $29	34	34	6	4	4	3	34	34	13	34	-
	15.0	15.0	11.8	9.8	10.5	10.7	16.6	15.0	26.0	15.0	-
$30 - $39	21	21	7	6	6	5	20	21	5	21	-
	9.3	9.3	13.7	14.6	15.8	17.8	9.8	9.3	10.0	9.3	-
$40 - $49	11	11	2	2	2	1	10	11	3	11	-
	4.9	4.9	3.9	4.9	5.2	3.6	4.9	4.9	6.0	4.9	-
$50 - $59	19	19	6	5	5	3	19	19	1	19	-
	8.4	8.4	11.8	12.2	13.2	10.7	9.3	8.4	2.0	8.4	-
$60+	45	45	11	10	9	7	43	45	15	45	-
	19.9	19.9	21.6	24.4	23.7	25.0	21.0	19.9	30.0	19.9	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	31.53	31.53	34.60	37.37	37.90	37.90	33.05	31.53	37.33	31.53	-
Std. Dev.	26.04	26.04	27.11	27.59	26.83	27.26	25.96	26.04	27.61	26.04	-
Std. Err.	1.73	1.73	3.80	4.31	4.35	5.15	1.81	1.73	3.90	1.73	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 332

q194) At what kind of stores do you typically buy your snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Convenience store/gas station	84	84	24	20	18	12	70	84	14	84	-
	37.2	37.2	47.1	48.8	47.4	42.9	34.1	37.2	28.0	37.2	-
Supermarket (e.g. Kroger, A&P, Food Lion, etc.)	55	55	17	15	14	9	50	55	12	55	-
	24.3	24.3	33.3	36.6	36.9	32.2	24.4	24.3	24.0	24.3	-
Liquor store	48	48	15	14	13	8	47	48	12	48	-
	21.2	21.2	29.4	34.1	34.2	28.6	22.9	21.2	24.0	21.2	-
Discount store (K-Mart, Wal-Mart, etc.)	42	42	12	10	9	4	41	42	11	42	-
	18.6	18.6	23.5	24.4	23.7	14.3	20.0	18.6	22.0	18.6	-
Tobacconist (high end tobacco shop)	40	40	13	11	11	9	40	40	13	40	-
	17.7	17.7	25.5	26.8	29.0	32.2	19.5	17.7	26.0	17.7	-
Discount tobacco store/ smoke shop	39	39	10	9	9	5	37	39	8	39	-
	17.3	17.3	19.6	22.0	23.7	17.9	18.1	17.3	16.0	17.3	-
Drug store	37	37	13	11	11	7	37	37	14	37	-
	16.4	16.4	25.5	26.8	28.9	25.0	18.0	16.4	28.0	16.4	-
Small grocery store	35	35	6	6	5	3	33	35	9	35	-
	15.5	15.5	11.8	14.7	13.2	10.8	16.1	15.5	18.0	15.5	-
Internet	32	32	13	11	10	5	31	32	7	32	-
	14.2	14.2	25.5	26.8	26.3	17.8	15.1	14.2	14.0	14.2	-
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	30	30	8	8	8	4	29	30	10	30	-
	13.3	13.3	15.7	19.5	21.1	14.3	14.1	13.3	20.0	13.3	-
Bar	26	26	8	6	6	3	25	26	5	26	-
	11.5	11.5	15.7	14.6	15.8	10.7	12.2	11.5	10.0	11.5	-
Restaurant	20	20	8	8	8	3	20	20	5	20	-
	8.8	8.8	15.7	19.5	21.0	10.7	9.7	8.8	10.0	8.8	-
Military store	19	19	7	7	7	6	19	19	6	19	-
	8.4	8.4	13.7	17.1	18.5	21.5	9.3	8.4	12.0	8.4	-
Hunting/fishing supply store	13	13	4	4	4	2	11	13	4	13	-
	5.8	5.8	7.8	9.8	10.5	7.1	5.4	5.8	8.0	5.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 332

q194) At what kind of stores do you typically buy your snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 333

q195) At what kind of store do you most often buy snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Convenience store/gas station	62	62	15	12	10	8	49	62	9	62	-
	27.4	27.4	29.4	29.3	26.3	28.6	23.9	27.4	18.0	27.4	-
Supermarket (e.g. Kroger, A and P, Food Lion, etc.)	25	25	4	4	3	2	22	25	9	25	-
	11.1	11.1	7.9	9.8	7.9	7.1	10.7	11.1	18.0	11.1	-
Discount store (K-Mart, Wal-Mart, etc.)	20	20	3	2	2	1	20	20	4	20	-
	8.9	8.9	5.9	4.9	5.3	3.6	9.8	8.9	8.0	8.9	-
Drug store	17	17	7	6	6	4	17	17	5	17	-
	7.5	7.5	13.7	14.6	15.8	14.2	8.3	7.5	10.0	7.5	-
Tobacconist (high end tobacco shop)	16	16	6	4	4	4	16	16	6	16	-
	7.1	7.1	11.8	9.8	10.5	14.3	7.8	7.1	12.0	7.1	-
Discount tobacco store/ smoke shop	16	16	3	2	2	1	15	16	4	16	-
	7.1	7.1	5.9	4.9	5.3	3.6	7.3	7.1	8.0	7.1	-
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	14	14	2	2	2	1	13	14	4	14	-
	6.2	6.2	3.9	4.9	5.3	3.6	6.3	6.2	8.0	6.2	-
Liquor store	13	13	2	2	2	2	13	13	3	13	-
	5.8	5.8	3.9	4.9	5.3	7.1	6.3	5.8	6.0	5.8	-
Small grocery store	13	13	1	1	1	1	12	13	3	13	-
	5.7	5.7	2.0	2.4	2.6	3.6	5.9	5.7	6.0	5.7	-
Bar	12	12	3	2	2	2	12	12	1	12	-
	5.3	5.3	5.9	4.9	5.3	7.1	5.8	5.3	2.0	5.3	-
Internet	11	11	4	3	3	1	10	11	1	11	-
	4.9	4.9	7.8	7.3	7.9	3.6	4.9	4.9	2.0	4.9	-
Hunting/fishing supply store	3	3	1	1	1	1	2	3	-	3	-
	1.3	1.3	2.0	2.4	2.6	3.6	1.0	1.3	-	1.3	-
Military store	2	2	-	-	-	-	2	2	-	2	-
	0.9	0.9	-	-	-	-	1.0	0.9	-	0.9	-
Restaurant	2	2	-	-	-	-	2	2	1	2	-
	0.9	0.9	-	-	-	-	1.0	0.9	2.0	0.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 333

q195) At what kind of store do you most often buy snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 334

q196) What is the main reason for buying snus from [Q195]? - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
The store has good prices for snus	53	53	12	10	10	6	49	53	10	53	-
	23.5	23.5	23.5	24.4	26.3	21.5	23.9	23.5	20.0	23.5	-
The store has a good snus assortment	45	45	11	8	6	5	42	45	15	45	-
	19.9	19.9	21.6	19.5	15.8	17.9	20.5	19.9	30.0	19.9	-
The store has fresh snus	40	40	9	8	8	7	39	40	10	40	-
	17.7	17.7	17.6	19.5	21.0	25.0	19.0	17.7	20.0	17.7	-
The store is the most convenient	74	74	16	12	11	8	63	74	11	74	-
	32.7	32.7	31.4	29.3	28.9	28.6	30.7	32.7	22.0	32.7	-
Other reason	2	2	-	-	-	-	1	2	-	2	-
	0.9	0.9	-	-	-	-	0.5	0.9	-	0.9	-
Don't know	12	12	3	3	3	2	11	12	4	12	-
	5.3	5.3	5.9	7.3	7.9	7.1	5.4	5.3	8.0	5.3	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 335

q196_1) What is the main reason for buying snus from [Q195]? - Supermarket

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	25	25	4	4	3	2	22	25	9	25	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	25	25	4	4	3	2	22	25	9	25	-
Eff Base	25	25	4	4	3	2	22	25	9	25	-
The store has good prices for snus	4	4	1	1	1	-	3	4	1	4	-
	16.0	16.0	25.1	25.1	33.5	-	13.6	16.0	11.1	16.0	-
The store has a good snus assortment	10	10	2	2	1	1	9	10	6	10	-
	40.0	40.0	50.0	50.0	33.3	50.0	40.9	40.0	66.6	40.0	-
The store has fresh snus	5	5	1	1	1	1	5	5	-	5	-
	20.0	20.0	24.9	24.9	33.2	50.0	22.7	20.0	-	20.0	-
The store is the most convenient	6	6	-	-	-	-	5	6	2	6	-
	24.0	24.0	-	-	-	-	22.8	24.0	22.2	24.0	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	25	25	4	4	3	2	22	25	9	25	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 336

q196_2) What is the main reason for buying snus from [Q195]? - Small grocery store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	13	13	1	1	1	1	12	13	3	13	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	13	13	1	1	1	1	12	13	3	13	-
Eff Base	13	13	1	1	1	1	12	13	3	13	-
The store has good prices for snus	2	2	-	-	-	-	2	2	1	2	-
	15.5	15.5	-	-	-	-	16.8	15.5	33.4	15.5	-
The store has a good snus assortment	4	4	-	-	-	-	3	4	-	4	-
	30.8	30.8	-	-	-	-	25.0	30.8	-	30.8	-
The store has fresh snus	4	4	1	1	1	1	4	4	2	4	-
	30.8	30.8	100.0	100.0	100.0	100.0	33.3	30.8	66.6	30.8	-
The store is the most convenient	3	3	-	-	-	-	3	3	-	3	-
	23.0	23.0	-	-	-	-	24.9	23.0	-	23.0	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	13	13	1	1	1	1	12	13	3	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 337

q196_3) What is the main reason for buying snus from [Q195]? - Convenience store/gas station

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	62	62	15	12	10	8	49	62	9	62	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	62	62	15	12	10	8	49	62	9	62	-
Eff Base	62	62	15	12	10	8	49	62	9	62	-
The store has good prices for snus	11	11	1	1	1	1	9	11	1	11	-
	17.8	17.8	6.7	8.4	10.1	12.6	18.4	17.8	11.1	17.8	-
The store has a good snus assortment	6	6	1	1	-	-	5	6	-	6	-
	9.7	9.7	6.7	8.3	-	-	10.2	9.7	-	9.7	-
The store has fresh snus	7	7	4	4	4	3	6	7	3	7	-
	11.3	11.3	26.6	33.3	39.9	37.4	12.2	11.3	33.2	11.3	-
The store is the most convenient	33	33	7	4	3	3	25	33	5	33	-
	53.3	53.3	46.7	33.3	30.0	37.5	51.0	53.3	55.6	53.3	-
Other reason	1	1	-	-	-	-	-	1	-	1	-
	1.6	1.6	-	-	-	-	-	1.6	-	1.6	-
Don't know	4	4	2	2	2	1	4	4	-	4	-
	6.4	6.4	13.3	16.6	20.0	12.5	8.2	6.4	-	6.4	-
Total	62	62	15	12	10	8	49	62	9	62	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 338

q196_4) What is the main reason for buying snus from [Q195]? - Drug store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	17	17	7	6	6	4	17	17	5	17	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	17	17	7	6	6	4	17	17	5	17	-
Eff Base	17	17	7	6	6	4	17	17	5	17	-
The store has good prices for snus	4	4	3	2	2	1	4	4	3	4	-
	23.5	23.5	42.9	33.3	33.3	25.0	23.5	23.5	60.0	23.5	-
The store has a good snus assortment	2	2	-	-	-	-	2	2	1	2	-
	11.8	11.8	-	-	-	-	11.8	11.8	20.1	11.8	-
The store has fresh snus	4	4	1	1	1	1	4	4	1	4	-
	23.5	23.5	14.3	16.6	16.6	25.0	23.5	23.5	19.9	23.5	-
The store is the most convenient	7	7	3	3	3	2	7	7	-	7	-
	41.1	41.1	42.9	50.0	50.0	50.0	41.1	41.1	-	41.1	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	17	17	7	6	6	4	17	17	5	17	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 339

q196_5) What is the main reason for buying snus from [Q195]? - Tobacconist

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	16	16	6	4	4	4	16	16	6	16	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	16	16	6	4	4	4	16	16	6	16	-
Eff Base	16	16	6	4	4	4	16	16	6	16	-
The store has good prices for snus	6	6	2	1	1	1	6	6	1	6	-
	37.5	37.5	33.4	25.1	25.1	25.1	37.5	37.5	16.7	37.5	-
The store has a good snus assortment	3	3	1	1	1	1	3	3	1	3	-
	18.7	18.7	16.6	24.9	24.9	24.9	18.7	18.7	16.7	18.7	-
The store has fresh snus	4	4	1	-	-	-	4	4	3	4	-
	25.0	25.0	16.6	-	-	-	25.0	25.0	50.0	25.0	-
The store is the most convenient	1	1	1	1	1	1	1	1	-	1	-
	6.3	6.3	16.7	25.0	25.0	25.0	6.3	6.3	-	6.3	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	1	1	1	1	2	2	1	2	-
	12.5	12.5	16.6	25.0	25.0	25.0	12.5	12.5	16.6	12.5	-
Total	16	16	6	4	4	4	16	16	6	16	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 340

q196_6) What is the main reason for buying snus from [Q195]? - Discount store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	20	20	3	2	2	1	20	20	4	20	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	20	20	3	2	2	1	20	20	4	20	-
Eff Base	20	20	3	2	2	1	20	20	4	20	-
The store has good prices for snus	7	7	1	1	1	-	7	7	-	7	-
	35.0	35.0	33.2	49.9	49.9	-	35.0	35.0	-	35.0	-
The store has a good snus assortment	6	6	2	1	1	1	6	6	3	6	-
	30.0	30.0	66.8	50.1	50.1	100.0	30.0	30.0	75.0	30.0	-
The store has fresh snus	2	2	-	-	-	-	2	2	-	2	-
	10.0	10.0	-	-	-	-	10.0	10.0	-	10.0	-
The store is the most convenient	5	5	-	-	-	-	5	5	1	5	-
	25.0	25.0	-	-	-	-	25.0	25.0	25.0	25.0	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	20	20	3	2	2	1	20	20	4	20	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 341

q196_7) What is the main reason for buying snus from [Q195]? - Discount tobacco store/smoke shop

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	16	16	3	2	2	1	15	16	4	16	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	16	16	3	2	2	1	15	16	4	16	-
Eff Base	16	16	3	2	2	1	15	16	4	16	-
The store has good prices for snus	8	8	1	1	1	-	7	8	2	8	-
	50.0	50.0	33.1	49.9	49.9	-	46.6	50.0	50.0	50.0	-
The store has a good snus assortment	3	3	2	1	1	1	3	3	-	3	-
	18.8	18.8	66.9	50.1	50.1	100.0	20.0	18.8	-	18.8	-
The store has fresh snus	2	2	-	-	-	-	2	2	1	2	-
	12.5	12.5	-	-	-	-	13.4	12.5	25.1	12.5	-
The store is the most convenient	2	2	-	-	-	-	2	2	1	2	-
	12.5	12.5	-	-	-	-	13.3	12.5	24.9	12.5	-
Other reason	1	1	-	-	-	-	1	1	-	1	-
	6.3	6.3	-	-	-	-	6.7	6.3	-	6.3	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	16	16	3	2	2	1	15	16	4	16	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 342

q196_8) What is the main reason for buying snus from [Q195]? - Bar

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	12	12	3	2	2	2	12	12	1	12	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	12	12	3	2	2	2	12	12	1	12	-
Eff Base	12	12	3	2	2	2	12	12	1	12	-
The store has good prices for snus	4	4	2	2	2	2	4	4	1	4	-
	33.3	33.3	66.7	100.0	100.0	100.0	33.3	33.3	100.0	33.3	-
The store has a good snus assortment	3	3	-	-	-	-	3	3	-	3	-
	25.0	25.0	-	-	-	-	25.0	25.0	-	25.0	-
The store has fresh snus	2	2	-	-	-	-	2	2	-	2	-
	16.7	16.7	-	-	-	-	16.7	16.7	-	16.7	-
The store is the most convenient	3	3	1	-	-	-	3	3	-	3	-
	25.0	25.0	33.3	-	-	-	25.0	25.0	-	25.0	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	12	12	3	2	2	2	12	12	1	12	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 343

q196_9) What is the main reason for buying snus from [Q195]? - Restaurant

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	2	2	-	-	-	-	2	2	1	2	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	2	2	-	-	-	-	2	2	1	2	-
Eff Base	2	2	-	-	-	-	2	2	1	2	-
The store has good prices for snus	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has a good snus assortment	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has fresh snus	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store is the most convenient	1 50.2	1 50.2	- -	- -	- -	- -	1 50.2	1 50.2	- -	1 50.2	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	1 49.8	1 49.8	- -	- -	- -	- -	1 49.8	1 49.8	1 100.0	1 49.8	- -
Total	2 100.0	2 100.0	- -	- -	- -	- -	2 100.0	2 100.0	1 100.0	2 100.0	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 344

q196_10) What is the main reason for buying snus from [Q195]? - Hunting/fishing supply store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	3	3	1	1	1	1	2	3	-	3	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	3	3	1	1	1	1	2	3	-	3	-
Eff Base	3	3	1	1	1	1	2	3	-	3	-
The store has good prices for snus	1 33.4	1 33.4	1 100.0	1 100.0	1 100.0	1 100.0	1 50.0	1 33.4	- -	1 33.4	- -
The store has a good snus assortment	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has fresh snus	1 33.3	1 33.3	- -	- -	- -	- -	1 50.0	1 33.3	- -	1 33.3	- -
The store is the most convenient	1 33.3	1 33.3	- -	- -	- -	- -	- -	1 33.3	- -	1 33.3	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	3 100.0	3 100.0	1 100.0	1 100.0	1 100.0	1 100.0	2 100.0	3 100.0	- -	3 100.0	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 345

q196_11) What is the main reason for buying snus from [Q195]? - Liquor store

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	13	13	2	2	2	2	13	13	3	13	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	13	13	2	2	2	2	13	13	3	13	-
Eff Base	13	13	2	2	2	2	13	13	3	13	-
The store has good prices for snus	1	1	-	-	-	-	1	1	-	1	-
	7.7	7.7	-	-	-	-	7.7	7.7	-	7.7	-
The store has a good snus assortment	2	2	1	1	1	1	2	2	-	2	-
	15.4	15.4	50.1	50.1	50.1	50.1	15.4	15.4	-	15.4	-
The store has fresh snus	4	4	1	1	1	1	4	4	-	4	-
	30.8	30.8	49.9	49.9	49.9	49.9	30.8	30.8	-	30.8	-
The store is the most convenient	4	4	-	-	-	-	4	4	2	4	-
	30.8	30.8	-	-	-	-	30.8	30.8	66.7	30.8	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	-	-	-	-	2	2	1	2	-
	15.4	15.4	-	-	-	-	15.4	15.4	33.3	15.4	-
Total	13	13	2	2	2	2	13	13	3	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 346

q196_12) What is the main reason for buying snus from [Q195]? - Military store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	2	2	-	-	-	-	2	2	-	2	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	2	2	-	-	-	-	2	2	-	2	-
Eff Base	2	2	-	-	-	-	2	2	-	2	-
The store has good prices for snus	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has a good snus assortment	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has fresh snus	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store is the most convenient	2 100.0	2 100.0	- -	- -	- -	- -	2 100.0	2 100.0	- -	2 100.0	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	2 100.0	2 100.0	- -	- -	- -	- -	2 100.0	2 100.0	- -	2 100.0	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 347

q196_13) What is the main reason for buying snus from [Q195]? - Wholesale outlet

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	14	14	2	2	2	1	13	14	4	14	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	14	14	2	2	2	1	13	14	4	14	-
Eff Base	14	14	2	2	2	1	13	14	4	14	-
The store has good prices for snus	3	3	-	-	-	-	3	3	-	3	-
	21.4	21.4	-	-	-	-	23.0	21.4	-	21.4	-
The store has a good snus assortment	3	3	1	1	1	-	3	3	3	3	-
	21.4	21.4	50.0	50.0	50.0	-	23.1	21.4	75.0	21.4	-
The store has fresh snus	5	5	-	-	-	-	5	5	-	5	-
	35.7	35.7	-	-	-	-	38.5	35.7	-	35.7	-
The store is the most convenient	1	1	1	1	1	1	1	1	-	1	-
	7.2	7.2	50.0	50.0	50.0	100.0	7.7	7.2	-	7.2	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	-	-	-	-	1	2	1	2	-
	14.3	14.3	-	-	-	-	7.7	14.3	25.0	14.3	-
Total	14	14	2	2	2	1	13	14	4	14	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 348

q196_14) What is the main reason for buying snus from [Q195]? - Internet

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	11	11	4	3	3	1	10	11	1	11	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	11	11	4	3	3	1	10	11	1	11	-
Eff Base	11	11	4	3	3	1	10	11	1	11	-
The store has good prices for snus	2 18.2	2 18.2	- -	- -	- -	- -	2 20.0	2 18.2	- -	2 18.2	- -
The store has a good snus assortment	3 27.3	3 27.3	1 25.0	- -	- -	- -	3 30.1	3 27.3	1 100.0	3 27.3	- -
The store has fresh snus	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store is the most convenient	5 45.4	5 45.4	3 75.0	3 100.0	3 100.0	1 100.0	4 39.9	5 45.4	- -	5 45.4	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	1 9.1	1 9.1	- -	- -	- -	- -	1 10.0	1 9.1	- -	1 9.1	- -
Total	11 100.0	11 100.0	4 100.0	3 100.0	3 100.0	1 100.0	10 100.0	11 100.0	1 100.0	11 100.0	- -

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 350

q197) When you go to a store and purchase snus is that the primary reason for your shopping trip, or is snus usually a secondary purchase?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Snus is the primary reason for me to shop at a store	143	143	35	30	27	20	133	143	35	143	-
	63.3	63.3	68.6	73.2	71.1	71.4	64.9	63.3	70.0	63.3	-
Snus is usually a secondary purchase	83	83	16	11	11	8	72	83	15	83	-
	36.7	36.7	31.4	26.8	28.9	28.6	35.1	36.7	30.0	36.7	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 351

q198) Top 2 Box Summary Table

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
(1) Believe that brands which give promotional offers are selling either an inferior quality or old product	121 53.5	121 53.5	29 56.8	24 58.5	22 57.9	14 50.0	116 56.6	121 53.5	29 58.0	121 53.5	- -
(2) Buy whatever is the lowest price	104 46.0	104 46.0	27 52.9	23 56.1	22 57.9	15 53.6	100 48.8	104 46.0	24 48.0	104 46.0	- -
(3) Buy only your regular brand	149 65.9	149 65.9	40 78.4	32 78.1	29 76.3	21 75.0	135 65.9	149 65.9	35 70.0	149 65.9	- -
(4) Switch brands for variety	120 53.1	120 53.1	33 64.7	29 70.7	28 73.7	20 71.4	112 54.6	120 53.1	25 50.0	120 53.1	- -
(5) Have a consistent list of snus brands that you choose from depending on the situation	144 63.7	144 63.7	36 70.6	29 70.7	26 68.4	18 64.3	135 65.9	144 63.7	32 64.0	144 63.7	- -
(6) Look for special offers, prices, or promotions on brands (other than your most often brand)	128 56.6	128 56.6	33 64.7	29 70.7	27 71.1	20 71.4	119 58.0	128 56.6	32 64.0	128 56.6	- -
(7) Buy a brand because it is new or haven't seen it before	126 55.8	126 55.8	34 66.7	28 68.3	27 71.1	19 67.9	119 58.0	126 55.8	30 60.0	126 55.8	- -
(8) Know what you are going to buy when you go into the store	158 69.9	158 69.9	40 78.4	34 82.9	31 81.6	22 78.6	142 69.3	158 69.9	34 68.0	158 69.9	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 352

q198_1) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Believe that brands which give promotional offers are selling either an inferior quality or old product

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Top 2 Box (Net)	121	121	29	24	22	14	116	121	29	121	-
	53.5	53.5	56.8	58.5	57.9	50.0	56.6	53.5	58.0	53.5	-
Agree Completely (1)	62	62	21	17	15	8	59	62	15	62	-
	27.4	27.4	41.2	41.5	39.5	28.6	28.8	27.4	30.0	27.4	-
2	59	59	8	7	7	6	57	59	14	59	-
	26.1	26.1	15.7	17.1	18.4	21.4	27.8	26.1	28.0	26.1	-
Agree Somewhat (3)	40	40	8	7	7	6	36	40	7	40	-
	17.7	17.7	15.7	17.1	18.4	21.5	17.6	17.7	14.0	17.7	-
Bottom 2 Box (Net)	65	65	14	10	9	8	53	65	14	65	-
	28.7	28.7	27.5	24.4	23.7	28.6	25.8	28.7	28.0	28.7	-
4	33	33	5	4	3	3	29	33	10	33	-
	14.6	14.6	9.8	9.7	7.9	10.7	14.1	14.6	20.0	14.6	-
Disagree Completely (5)	32	32	9	6	6	5	24	32	4	32	-
	14.2	14.2	17.7	14.6	15.8	17.9	11.7	14.2	8.0	14.2	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.62	2.62	2.47	2.39	2.42	2.68	2.52	2.62	2.48	2.62	-
Std. Dev.	1.39	1.39	1.54	1.48	1.48	1.47	1.35	1.39	1.33	1.39	-
Std. Err.	0.09	0.09	0.22	0.23	0.24	0.28	0.09	0.09	0.19	0.09	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 353

q198_2) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Buy whatever is the lowest price

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Top 2 Box (Net)	104	104	27	23	22	15	100	104	24	104	-
	46.0	46.0	52.9	56.1	57.9	53.6	48.8	46.0	48.0	46.0	-
Agree Completely (1)	55	55	13	10	10	6	51	55	13	55	-
	24.3	24.3	25.5	24.4	26.3	21.4	24.9	24.3	26.0	24.3	-
2	49	49	14	13	12	9	49	49	11	49	-
	21.7	21.7	27.4	31.7	31.6	32.1	23.9	21.7	22.0	21.7	-
Agree Somewhat (3)	42	42	9	8	8	6	37	42	9	42	-
	18.6	18.6	17.6	19.5	21.0	21.4	18.0	18.6	18.0	18.6	-
Bottom 2 Box (Net)	80	80	15	10	8	7	68	80	17	80	-
	35.4	35.4	29.5	24.4	21.1	25.0	33.2	35.4	34.0	35.4	-
4	42	42	6	4	3	3	40	42	11	42	-
	18.6	18.6	11.8	9.8	7.9	10.8	19.5	18.6	22.0	18.6	-
Disagree Completely (5)	38	38	9	6	5	4	28	38	6	38	-
	16.8	16.8	17.7	14.6	13.1	14.3	13.7	16.8	12.1	16.8	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.82	2.82	2.69	2.59	2.50	2.64	2.73	2.82	2.72	2.82	-
Std. Dev.	1.42	1.42	1.44	1.36	1.33	1.34	1.38	1.42	1.39	1.42	-
Std. Err.	0.09	0.09	0.20	0.21	0.22	0.25	0.10	0.09	0.20	0.09	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 354

q198_3) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Buy only your regular brand

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Top 2 Box (Net)	149	149	40	32	29	21	135	149	35	149	-
	65.9	65.9	78.4	78.1	76.3	75.0	65.9	65.9	70.0	65.9	-
Agree Completely (1)	74	74	19	15	15	10	63	74	22	74	-
	32.7	32.7	37.2	36.6	39.5	35.7	30.7	32.7	44.0	32.7	-
2	75	75	21	17	14	11	72	75	13	75	-
	33.2	33.2	41.2	41.5	36.9	39.3	35.1	33.2	26.1	33.2	-
Agree Somewhat (3)	41	41	6	6	6	4	35	41	6	41	-
	18.1	18.1	11.8	14.6	15.8	14.3	17.1	18.1	12.0	18.1	-
Bottom 2 Box (Net)	36	36	5	3	3	3	35	36	9	36	-
	15.9	15.9	9.8	7.3	7.9	10.7	17.1	15.9	18.0	15.9	-
4	29	29	4	3	3	3	28	29	7	29	-
	12.8	12.8	7.9	7.3	7.9	10.7	13.7	12.8	14.0	12.8	-
Disagree Completely (5)	7	7	1	-	-	-	7	7	2	7	-
	3.1	3.1	2.0	-	-	-	3.4	3.1	4.0	3.1	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.20	2.20	1.96	1.93	1.92	2.00	2.24	2.20	2.08	2.20	-
Std. Dev.	1.12	1.12	1.00	0.91	0.94	0.98	1.13	1.12	1.23	1.12	-
Std. Err.	0.07	0.07	0.14	0.14	0.15	0.19	0.08	0.07	0.17	0.07	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 355

q198_4) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Switch brands for variety

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Top 2 Box (Net)	120	120	33	29	28	20	112	120	25	120	-
	53.1	53.1	64.7	70.7	73.7	71.4	54.6	53.1	50.0	53.1	-
Agree Completely (1)	66	66	18	15	15	11	62	66	14	66	-
	29.2	29.2	35.3	36.6	39.5	39.3	30.2	29.2	28.0	29.2	-
2	54	54	15	14	13	9	50	54	11	54	-
	23.9	23.9	29.4	34.1	34.2	32.1	24.4	23.9	22.0	23.9	-
Agree Somewhat (3)	50	50	7	5	5	3	47	50	12	50	-
	22.1	22.1	13.8	12.2	13.2	10.7	23.0	22.1	24.1	22.1	-
Bottom 2 Box (Net)	56	56	11	7	5	5	46	56	13	56	-
	24.8	24.8	21.6	17.1	13.1	17.8	22.4	24.8	26.0	24.8	-
4	34	34	5	2	1	1	32	34	7	34	-
	15.0	15.0	9.8	4.9	2.6	3.6	15.6	15.0	14.0	15.0	-
Disagree Completely (5)	22	22	6	5	4	4	14	22	6	22	-
	9.7	9.7	11.8	12.2	10.5	14.3	6.8	9.7	12.0	9.7	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.52	2.52	2.33	2.22	2.10	2.21	2.44	2.52	2.60	2.52	-
Std. Dev.	1.31	1.31	1.37	1.33	1.27	1.40	1.26	1.31	1.35	1.31	-
Std. Err.	0.09	0.09	0.19	0.21	0.21	0.26	0.09	0.09	0.19	0.09	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 356

q198_5) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Have a consistent list of snus brands that you choose from depending on the situation

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Top 2 Box (Net)	144	144	36	29	26	18	135	144	32	144	-
	63.7	63.7	70.6	70.7	68.4	64.3	65.9	63.7	64.0	63.7	-
Agree Completely (1)	73	73	16	13	13	8	65	73	16	73	-
	32.3	32.3	31.4	31.7	34.2	28.6	31.7	32.3	32.0	32.3	-
2	71	71	20	16	13	10	70	71	16	71	-
	31.4	31.4	39.2	39.0	34.2	35.7	34.1	31.4	32.0	31.4	-
Agree Somewhat (3)	34	34	7	7	7	5	28	34	5	34	-
	15.0	15.0	13.7	17.1	18.4	17.9	13.7	15.0	10.0	15.0	-
Bottom 2 Box (Net)	48	48	8	5	5	5	42	48	13	48	-
	21.2	21.2	15.7	12.2	13.1	17.8	20.5	21.2	26.0	21.2	-
4	27	27	4	1	1	1	25	27	9	27	-
	12.0	12.0	7.9	2.4	2.6	3.6	12.2	12.0	18.0	12.0	-
Disagree Completely (5)	21	21	4	4	4	4	17	21	4	21	-
	9.3	9.3	7.8	9.8	10.5	14.3	8.3	9.3	8.0	9.3	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.34	2.34	2.22	2.19	2.21	2.39	2.31	2.34	2.38	2.34	-
Std. Dev.	1.29	1.29	1.21	1.21	1.26	1.34	1.26	1.29	1.32	1.29	-
Std. Err.	0.09	0.09	0.17	0.19	0.20	0.25	0.09	0.09	0.19	0.09	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 357

q198_6) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Look for special offers, prices, or promotions on brands (other than your most often brand)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Top 2 Box (Net)	128	128	33	29	27	20	119	128	32	128	-
	56.6	56.6	64.7	70.7	71.1	71.4	58.0	56.6	64.0	56.6	-
Agree Completely (1)	73	73	17	15	14	10	67	73	21	73	-
	32.3	32.3	33.3	36.6	36.8	35.7	32.7	32.3	42.0	32.3	-
2	55	55	16	14	13	10	52	55	11	55	-
	24.3	24.3	31.4	34.2	34.2	35.7	25.3	24.3	22.0	24.3	-
Agree Somewhat (3)	47	47	6	5	5	3	42	47	6	47	-
	20.8	20.8	11.8	12.2	13.2	10.7	20.5	20.8	12.0	20.8	-
Bottom 2 Box (Net)	51	51	12	7	6	5	44	51	12	51	-
	22.6	22.6	23.6	17.1	15.8	17.8	21.5	22.6	24.0	22.6	-
4	34	34	7	4	3	2	30	34	11	34	-
	15.0	15.0	13.7	9.7	7.9	7.1	14.6	15.0	22.0	15.0	-
Disagree Completely (5)	17	17	5	3	3	3	14	17	1	17	-
	7.5	7.5	9.8	7.3	7.9	10.7	6.8	7.5	2.0	7.5	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.41	2.41	2.35	2.17	2.16	2.21	2.38	2.41	2.20	2.41	-
Std. Dev.	1.28	1.28	1.34	1.24	1.24	1.32	1.26	1.28	1.26	1.28	-
Std. Err.	0.09	0.09	0.19	0.19	0.20	0.25	0.09	0.09	0.18	0.09	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 358

q198_7) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Buy a brand because it is new or haven't seen it before

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Top 2 Box (Net)	126	126	34	28	27	19	119	126	30	126	-
	55.8	55.8	66.7	68.3	71.1	67.9	58.0	55.8	60.0	55.8	-
Agree Completely (1)	64	64	17	14	14	7	62	64	17	64	-
	28.3	28.3	33.3	34.1	36.8	25.0	30.2	28.3	34.0	28.3	-
2	62	62	17	14	13	12	57	62	13	62	-
	27.4	27.4	33.3	34.2	34.2	42.9	27.8	27.4	26.0	27.4	-
Agree Somewhat (3)	45	45	5	3	3	2	41	45	8	45	-
	19.9	19.9	9.8	7.3	7.9	7.1	20.0	19.9	16.0	19.9	-
Bottom 2 Box (Net)	55	55	12	10	8	7	45	55	12	55	-
	24.3	24.3	23.5	24.4	21.0	25.0	22.0	24.3	24.0	24.3	-
4	30	30	7	6	4	3	26	30	6	30	-
	13.3	13.3	13.7	14.6	10.5	10.7	12.7	13.3	12.0	13.3	-
Disagree Completely (5)	25	25	5	4	4	4	19	25	6	25	-
	11.1	11.1	9.8	9.8	10.5	14.3	9.3	11.1	12.0	11.1	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.51	2.51	2.33	2.32	2.24	2.46	2.43	2.51	2.42	2.51	-
Std. Dev.	1.32	1.32	1.34	1.35	1.34	1.37	1.29	1.32	1.39	1.32	-
Std. Err.	0.09	0.09	0.19	0.21	0.22	0.26	0.09	0.09	0.20	0.09	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 359

q198_8) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Know what you are going to buy when you go into the store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Top 2 Box (Net)	158	158	40	34	31	22	142	158	34	158	-
	69.9	69.9	78.4	82.9	81.6	78.6	69.3	69.9	68.0	69.9	-
Agree Completely (1)	77	77	22	18	16	12	63	77	16	77	-
	34.1	34.1	43.1	43.9	42.1	42.9	30.7	34.1	32.0	34.1	-
2	81	81	18	16	15	10	79	81	18	81	-
	35.8	35.8	35.3	39.0	39.5	35.7	38.5	35.8	36.0	35.8	-
Agree Somewhat (3)	32	32	6	2	2	1	30	32	4	32	-
	14.2	14.2	11.8	4.9	5.3	3.6	14.6	14.2	8.0	14.2	-
Bottom 2 Box (Net)	36	36	5	5	5	5	33	36	12	36	-
	15.9	15.9	9.8	12.2	13.2	17.8	16.1	15.9	24.0	15.9	-
4	22	22	1	1	1	1	21	22	9	22	-
	9.7	9.7	2.0	2.4	2.6	3.6	10.2	9.7	18.0	9.7	-
Disagree Completely (5)	14	14	4	4	4	4	12	14	3	14	-
	6.2	6.2	7.8	9.7	10.5	14.3	5.8	6.2	6.0	6.2	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.18	2.18	1.96	1.95	2.00	2.11	2.22	2.18	2.30	2.18	-
Std. Dev.	1.18	1.18	1.17	1.22	1.25	1.40	1.16	1.18	1.27	1.18	-
Std. Err.	0.08	0.08	0.16	0.19	0.20	0.26	0.08	0.08	0.18	0.08	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 360

q199) When using snus, do you place it in your upper or lower lip?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	205	226	50	226	-
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	205	226	50	226	-
Eff Base	226	226	51	41	38	28	205	226	50	226	-
Upper lip	95	95	26	19	19	15	91	95	27	95	-
	42.0	42.0	51.0	46.3	50.0	53.5	44.4	42.0	54.0	42.0	-
Lower lip	131	131	25	22	19	13	114	131	23	131	-
	58.0	58.0	49.0	53.7	50.0	46.5	55.6	58.0	46.0	58.0	-
Total	226	226	51	41	38	28	205	226	50	226	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 361

q202) You indicated that you have formerly used snus. The following questions in this section will ask you about your past snus usage. To quit means not using snus for at least three months, except for temporary slip of a day or two. How many times have you quit using snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Former Snus (Unwtd)	590	-	-	-	-	-	376	95	41	391	199
Base - Former Snus (Wgtd)	590	-	-	-	-	-	376	95	41	391	199
Eff Base	590	-	-	-	-	-	376	95	41	391	199
0	71	-	-	-	-	-	49	9	4	50	21
	12.0	-	-	-	-	-	13.0	9.5	9.8	12.8	10.6
1	324	-	-	-	-	-	179	33	22	191	133
	54.9	-	-	-	-	-	47.6	34.8	53.6	48.9	66.8
2	88	-	-	-	-	-	63	17	8	64	24
	14.9	-	-	-	-	-	16.8	17.9	19.5	16.4	12.1
3	46	-	-	-	-	-	35	9	4	34	12
	7.8	-	-	-	-	-	9.3	9.5	9.7	8.7	6.0
4	12	-	-	-	-	-	9	4	2	9	3
	2.0	-	-	-	-	-	2.4	4.2	4.9	2.3	1.5
5	18	-	-	-	-	-	15	8	-	16	2
	3.0	-	-	-	-	-	4.0	8.4	-	4.1	1.0
6+ (Net)	31	-	-	-	-	-	26	15	1	27	4
	5.3	-	-	-	-	-	6.9	15.8	2.4	6.9	2.0
6	5	-	-	-	-	-	3	3	-	4	1
	0.8	-	-	-	-	-	0.8	3.2	-	1.0	0.5
7	2	-	-	-	-	-	2	2	-	2	-
	0.3	-	-	-	-	-	0.5	2.1	-	0.5	-
8	3	-	-	-	-	-	3	1	-	3	-
	0.5	-	-	-	-	-	0.8	1.0	-	0.8	-
10	7	-	-	-	-	-	5	2	1	5	2
	1.2	-	-	-	-	-	1.3	2.1	2.4	1.3	1.0
11-20	7	-	-	-	-	-	7	3	-	7	-
	1.2	-	-	-	-	-	1.9	3.2	-	1.8	-
21-30	4	-	-	-	-	-	3	1	-	3	1
	0.7	-	-	-	-	-	0.8	1.0	-	0.8	0.5
31-40	1	-	-	-	-	-	1	1	-	1	-
	0.2	-	-	-	-	-	0.3	1.1	-	0.3	-
51-60	2	-	-	-	-	-	2	2	-	2	-
	0.3	-	-	-	-	-	0.5	2.1	-	0.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 361

q202) You indicated that you have formerly used snus. The following questions in this section will ask you about your past snus usage. To quit means not using snus for at least three months, except for temporary slip of a day or two. How many times have you quit using snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Former Snus (Wgtd)	590	-	-	-	-	-	376	95	41	391	199
Total	590	-	-	-	-	-	376	95	41	391	199
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	2.14	-	-	-	-	-	2.52	4.31	1.66	2.48	1.47
Std. Dev.	4.39	-	-	-	-	-	5.22	8.63	1.65	5.13	2.21
Std. Err.	0.18	-	-	-	-	-	0.27	0.89	0.26	0.26	0.16

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 362

q204) How old were you the first and last time you quit using snus? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	-	-	-	-	-	327	86	37	341	178
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Eff Base	519	-	-	-	-	-	327	86	37	341	178
Less than 18 years	72	-	-	-	-	-	40	10	4	37	35
	13.9	-	-	-	-	-	12.2	11.6	10.8	10.8	19.7
18 - 24 Years (Net)	188	-	-	-	-	-	108	31	10	117	71
	36.2	-	-	-	-	-	33.0	36.0	27.1	34.3	39.9
18 years	46	-	-	-	-	-	25	9	2	28	18
	8.9	-	-	-	-	-	7.6	10.4	5.4	8.2	10.1
19 years	33	-	-	-	-	-	21	1	1	21	12
	6.4	-	-	-	-	-	6.4	1.2	2.7	6.2	6.7
20 years	37	-	-	-	-	-	22	8	3	23	14
	7.1	-	-	-	-	-	6.7	9.3	8.1	6.7	7.9
21 years	22	-	-	-	-	-	14	4	1	15	7
	4.2	-	-	-	-	-	4.3	4.6	2.7	4.4	3.9
22 years	18	-	-	-	-	-	10	2	1	12	6
	3.5	-	-	-	-	-	3.1	2.3	2.7	3.5	3.4
23 years	18	-	-	-	-	-	10	4	1	11	7
	3.5	-	-	-	-	-	3.1	4.7	2.7	3.2	3.9
24 years	14	-	-	-	-	-	6	3	1	7	7
	2.7	-	-	-	-	-	1.8	3.5	2.7	2.1	3.9
25 - 34 Years (Net)	121	-	-	-	-	-	87	24	9	87	34
	23.3	-	-	-	-	-	26.6	27.9	24.3	25.5	19.1
25 years	33	-	-	-	-	-	21	4	1	20	13
	6.4	-	-	-	-	-	6.4	4.7	2.7	5.9	7.3
26 years	7	-	-	-	-	-	4	1	-	5	2
	1.3	-	-	-	-	-	1.2	1.2	-	1.5	1.1
27 years	7	-	-	-	-	-	5	1	1	5	2
	1.4	-	-	-	-	-	1.5	1.2	2.7	1.5	1.1
28 years	18	-	-	-	-	-	17	5	1	17	1
	3.5	-	-	-	-	-	5.2	5.8	2.7	5.0	0.6
29 years	13	-	-	-	-	-	8	1	1	7	6
	2.5	-	-	-	-	-	2.4	1.2	2.7	2.1	3.4

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 362

q204) How old were you the first and last time you quit using snus? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
30 years	15	-	-	-	-	-	13	4	1	13	2
	2.9	-	-	-	-	-	4.0	4.7	2.7	3.8	1.1
31 years	12	-	-	-	-	-	8	3	1	8	4
	2.3	-	-	-	-	-	2.4	3.5	2.7	2.3	2.2
32 years	9	-	-	-	-	-	4	3	2	5	4
	1.7	-	-	-	-	-	1.2	3.5	5.4	1.5	2.2
33 years	4	-	-	-	-	-	4	1	-	4	-
	0.8	-	-	-	-	-	1.2	1.2	-	1.2	-
34 years	3	-	-	-	-	-	3	1	1	3	-
	0.6	-	-	-	-	-	0.9	1.2	2.7	0.9	-
35 - 49 Years (Net)	86	-	-	-	-	-	55	17	7	61	25
	16.6	-	-	-	-	-	16.8	19.8	18.9	17.9	14.1
35 years	15	-	-	-	-	-	12	3	-	13	2
	2.9	-	-	-	-	-	3.7	3.5	-	3.8	1.1
36 years	6	-	-	-	-	-	4	3	-	4	2
	1.2	-	-	-	-	-	1.2	3.5	-	1.2	1.1
37 years	7	-	-	-	-	-	6	1	-	6	1
	1.4	-	-	-	-	-	1.8	1.2	-	1.8	0.6
38 years	4	-	-	-	-	-	2	-	2	2	2
	0.8	-	-	-	-	-	0.6	-	5.4	0.6	1.1
39 years	3	-	-	-	-	-	-	-	-	-	3
	0.6	-	-	-	-	-	-	-	-	-	1.7
40 years	12	-	-	-	-	-	8	2	2	9	3
	2.3	-	-	-	-	-	2.5	2.3	5.4	2.6	1.7
41 years	1	-	-	-	-	-	-	-	-	-	1
	0.2	-	-	-	-	-	-	-	-	-	0.6
42 years	7	-	-	-	-	-	5	1	-	5	2
	1.4	-	-	-	-	-	1.5	1.2	-	1.5	1.1
43 years	5	-	-	-	-	-	4	-	-	4	1
	1.0	-	-	-	-	-	1.2	-	-	1.2	0.6
44 years	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6
45 years	9	-	-	-	-	-	5	2	1	6	3
	1.7	-	-	-	-	-	1.5	2.3	2.7	1.8	1.7

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 362

q204) How old were you the first and last time you quit using snus? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
46 years	4	-	-	-	-	-	2	1	1	3	1
	0.8	-	-	-	-	-	0.6	1.2	2.7	0.9	0.6
47 years	4	-	-	-	-	-	1	2	-	3	1
	0.8	-	-	-	-	-	0.3	2.3	-	0.9	0.6
48 years	4	-	-	-	-	-	3	-	1	3	1
	0.8	-	-	-	-	-	0.9	-	2.7	0.9	0.6
49 years	3	-	-	-	-	-	2	2	-	2	1
	0.6	-	-	-	-	-	0.6	2.3	-	0.6	0.6
50+ Years (Net)	52	-	-	-	-	-	37	4	7	39	13
	10.0	-	-	-	-	-	11.3	4.6	18.9	11.4	7.3
50 years	12	-	-	-	-	-	11	-	1	11	1
	2.3	-	-	-	-	-	3.4	-	2.7	3.2	0.6
51 years	3	-	-	-	-	-	2	-	-	2	1
	0.6	-	-	-	-	-	0.6	-	-	0.6	0.6
52 years	4	-	-	-	-	-	3	1	2	3	1
	0.8	-	-	-	-	-	0.9	1.2	5.4	0.9	0.6
53 years	4	-	-	-	-	-	4	-	1	4	-
	0.8	-	-	-	-	-	1.2	-	2.7	1.2	-
54 years	4	-	-	-	-	-	2	1	-	2	2
	0.8	-	-	-	-	-	0.6	1.2	-	0.6	1.1
55 years	5	-	-	-	-	-	4	1	-	5	-
	1.0	-	-	-	-	-	1.2	1.2	-	1.5	-
56 years	3	-	-	-	-	-	3	-	-	3	-
	0.6	-	-	-	-	-	0.9	-	-	0.9	-
57 years	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6
58 years	4	-	-	-	-	-	2	1	1	3	1
	0.8	-	-	-	-	-	0.6	1.2	2.7	0.9	0.6
59 years	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6
60+ years	9	-	-	-	-	-	4	-	2	4	5
	1.7	-	-	-	-	-	1.2	-	5.4	1.2	2.8
Total	519	-	-	-	-	-	327	86	37	341	178
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 362

q204) How old were you the first and last time you quit using snus? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Mean	28.39	-	-	-	-	-	29.05	28.03	33.00	29.37	26.51
Std. Dev.	12.22	-	-	-	-	-	12.11	10.75	14.25	12.22	12.02
Std. Err.	0.54	-	-	-	-	-	0.67	1.16	2.34	0.66	0.90

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 363

q205) How old were you the first and last time you quit using snus? - Last time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	-	-	-	-	-	327	86	37	341	178
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Eff Base	519	-	-	-	-	-	327	86	37	341	178
Less than 18 years	49	-	-	-	-	-	25	2	3	24	25
	9.4	-	-	-	-	-	7.6	2.3	8.1	7.0	14.1
18 - 24 Years (Net)	153	-	-	-	-	-	83	26	8	90	63
	29.5	-	-	-	-	-	25.4	30.2	21.6	26.4	35.4
18 years	32	-	-	-	-	-	15	3	1	16	16
	6.2	-	-	-	-	-	4.6	3.5	2.7	4.7	9.0
19 years	27	-	-	-	-	-	14	2	1	14	13
	5.2	-	-	-	-	-	4.3	2.3	2.7	4.1	7.3
20 years	24	-	-	-	-	-	14	4	1	14	10
	4.6	-	-	-	-	-	4.3	4.6	2.7	4.1	5.6
21 years	23	-	-	-	-	-	16	6	-	18	5
	4.4	-	-	-	-	-	4.9	7.0	-	5.3	2.8
22 years	17	-	-	-	-	-	8	4	1	10	7
	3.3	-	-	-	-	-	2.4	4.6	2.7	2.9	3.9
23 years	15	-	-	-	-	-	9	2	3	10	5
	2.9	-	-	-	-	-	2.8	2.3	8.1	2.9	2.8
24 years	15	-	-	-	-	-	7	5	1	8	7
	2.9	-	-	-	-	-	2.1	5.8	2.7	2.3	3.9
25 - 34 Years (Net)	154	-	-	-	-	-	112	33	11	112	42
	29.7	-	-	-	-	-	34.3	38.4	29.8	32.9	23.6
25 years	29	-	-	-	-	-	17	3	-	17	12
	5.6	-	-	-	-	-	5.2	3.5	-	5.0	6.8
26 years	11	-	-	-	-	-	5	-	-	5	6
	2.1	-	-	-	-	-	1.5	-	-	1.5	3.4
27 years	9	-	-	-	-	-	7	1	2	7	2
	1.7	-	-	-	-	-	2.1	1.2	5.4	2.1	1.1
28 years	16	-	-	-	-	-	13	3	1	12	4
	3.1	-	-	-	-	-	4.0	3.5	2.7	3.5	2.2
29 years	14	-	-	-	-	-	8	3	2	9	5
	2.7	-	-	-	-	-	2.4	3.5	5.4	2.6	2.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 363

q205) How old were you the first and last time you quit using snus? - Last time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
30 years	24	-	-	-	-	-	18	4	1	19	5
	4.6	-	-	-	-	-	5.5	4.7	2.7	5.6	2.8
31 years	15	-	-	-	-	-	12	5	1	12	3
	2.9	-	-	-	-	-	3.7	5.8	2.7	3.5	1.7
32 years	17	-	-	-	-	-	13	5	3	12	5
	3.3	-	-	-	-	-	4.0	5.8	8.1	3.5	2.8
33 years	10	-	-	-	-	-	10	3	-	10	-
	1.9	-	-	-	-	-	3.1	3.5	-	2.9	-
34 years	9	-	-	-	-	-	9	6	1	9	-
	1.7	-	-	-	-	-	2.8	7.0	2.7	2.6	-
35 - 49 Years (Net)	106	-	-	-	-	-	69	21	7	75	31
	20.4	-	-	-	-	-	21.1	24.5	19.0	22.0	17.4
35 years	20	-	-	-	-	-	16	5	1	17	3
	3.9	-	-	-	-	-	4.9	5.8	2.7	5.0	1.7
36 years	7	-	-	-	-	-	5	2	-	5	2
	1.4	-	-	-	-	-	1.5	2.3	-	1.5	1.1
37 years	10	-	-	-	-	-	7	3	-	8	2
	1.9	-	-	-	-	-	2.1	3.5	-	2.4	1.1
38 years	5	-	-	-	-	-	3	-	2	3	2
	1.0	-	-	-	-	-	0.9	-	5.4	0.9	1.1
39 years	4	-	-	-	-	-	-	-	-	-	4
	0.8	-	-	-	-	-	-	-	-	-	2.2
40 years	16	-	-	-	-	-	12	2	2	12	4
	3.1	-	-	-	-	-	3.7	2.3	5.4	3.5	2.2
41 years	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6
42 years	7	-	-	-	-	-	5	1	-	5	2
	1.4	-	-	-	-	-	1.5	1.2	-	1.5	1.1
43 years	7	-	-	-	-	-	6	1	-	6	1
	1.3	-	-	-	-	-	1.8	1.2	-	1.8	0.6
44 years	3	-	-	-	-	-	2	-	-	2	1
	0.6	-	-	-	-	-	0.6	-	-	0.6	0.6
45 years	9	-	-	-	-	-	4	2	1	5	4
	1.7	-	-	-	-	-	1.2	2.3	2.7	1.5	2.3

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 363

q205) How old were you the first and last time you quit using snus? - Last time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
46 years	5	-	-	-	-	-	2	1	1	3	2
	1.0	-	-	-	-	-	0.6	1.2	2.7	0.9	1.1
47 years	4	-	-	-	-	-	2	2	-	4	-
	0.8	-	-	-	-	-	0.6	2.3	-	1.2	-
48 years	4	-	-	-	-	-	2	-	-	2	2
	0.8	-	-	-	-	-	0.6	-	-	0.6	1.1
49 years	3	-	-	-	-	-	2	2	-	2	1
	0.6	-	-	-	-	-	0.6	2.3	-	0.6	0.6
50+ Years (Net)	57	-	-	-	-	-	38	4	8	40	17
	11.0	-	-	-	-	-	11.6	4.6	21.6	11.7	9.6
50 years	10	-	-	-	-	-	9	-	1	9	1
	1.9	-	-	-	-	-	2.7	-	2.7	2.6	0.6
51 years	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6
52 years	3	-	-	-	-	-	2	-	1	2	1
	0.6	-	-	-	-	-	0.6	-	2.7	0.6	0.6
53 years	5	-	-	-	-	-	5	1	3	5	-
	1.0	-	-	-	-	-	1.5	1.2	8.1	1.5	-
54 years	5	-	-	-	-	-	3	1	-	3	2
	1.0	-	-	-	-	-	0.9	1.2	-	0.9	1.1
55 years	6	-	-	-	-	-	4	1	-	5	1
	1.2	-	-	-	-	-	1.2	1.2	-	1.5	0.6
56 years	6	-	-	-	-	-	4	-	-	4	2
	1.2	-	-	-	-	-	1.2	-	-	1.2	1.1
57 years	1	-	-	-	-	-	1	-	-	1	-
	0.2	-	-	-	-	-	0.3	-	-	0.3	-
58 years	7	-	-	-	-	-	4	1	1	5	2
	1.3	-	-	-	-	-	1.2	1.2	2.7	1.5	1.1
59 years	3	-	-	-	-	-	1	-	-	1	2
	0.6	-	-	-	-	-	0.3	-	-	0.3	1.1
60+ years	9	-	-	-	-	-	4	-	2	4	5
	1.7	-	-	-	-	-	1.2	-	5.4	1.2	2.8
Total	519	-	-	-	-	-	327	86	37	341	178
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 363

q205) How old were you the first and last time you quit using snus? - Last time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Mean	30.49	-	-	-	-	-	31.28	31.01	34.49	31.48	28.60
Std. Dev.	12.14	-	-	-	-	-	11.66	9.71	13.58	11.75	12.66
Std. Err.	0.53	-	-	-	-	-	0.64	1.05	2.23	0.64	0.95

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 364

q207) Approximately how long did you use snus before quitting? If you had used snus for several periods, and quit in between, we ask you to please state the total time you had snused. For example if you snused for 5 years, quit for 1 year, snused for 2 more years and then quit - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	-	-	-	-	-	327	86	37	341	178
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Eff Base	519	-	-	-	-	-	327	86	37	341	178
<1 Year - 9 Years (Net)	479	-	-	-	-	-	304	80	35	320	159
	92.3	-	-	-	-	-	93.0	93.0	94.6	93.8	89.3
Less than 1 year	245	-	-	-	-	-	143	29	13	153	92
	47.2	-	-	-	-	-	43.7	33.7	35.1	44.9	51.7
1 year	67	-	-	-	-	-	34	12	7	42	25
	12.9	-	-	-	-	-	10.4	13.9	18.9	12.3	14.1
2 years	46	-	-	-	-	-	33	6	8	33	13
	8.9	-	-	-	-	-	10.1	7.0	21.6	9.7	7.3
3 years	40	-	-	-	-	-	30	9	1	30	10
	7.7	-	-	-	-	-	9.2	10.5	2.7	8.8	5.6
4 years	19	-	-	-	-	-	14	1	-	13	6
	3.7	-	-	-	-	-	4.3	1.2	-	3.8	3.4
5 years	27	-	-	-	-	-	19	6	4	19	8
	5.2	-	-	-	-	-	5.8	7.0	10.8	5.6	4.5
6 years	12	-	-	-	-	-	11	7	-	11	1
	2.3	-	-	-	-	-	3.4	8.1	-	3.2	0.6
7 years	15	-	-	-	-	-	14	6	1	13	2
	2.9	-	-	-	-	-	4.3	7.0	2.7	3.8	1.1
8 years	5	-	-	-	-	-	4	3	-	4	1
	1.0	-	-	-	-	-	1.2	3.5	-	1.2	0.6
9 years	3	-	-	-	-	-	2	1	1	2	1
	0.6	-	-	-	-	-	0.6	1.2	2.7	0.6	0.6
10+ Years (Net)	40	-	-	-	-	-	23	6	2	21	19
	7.7	-	-	-	-	-	7.0	7.0	5.4	6.2	10.7
10 years	12	-	-	-	-	-	5	1	1	4	8
	2.3	-	-	-	-	-	1.5	1.2	2.7	1.2	4.5
11 years	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 364

q207) Approximately how long did you use snus before quitting? If you had used snus for several periods, and quit in between, we ask you to please state the total time you had snused. For example if you snused for 5 years, quit for 1 year, snused for 2 more years and then quit - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
12 years	5	-	-	-	-	-	4	-	-	3	2
	1.0	-	-	-	-	-	1.2	-	-	0.9	1.1
13 years	4	-	-	-	-	-	2	1	-	2	2
	0.8	-	-	-	-	-	0.6	1.2	-	0.6	1.1
14 years	1	-	-	-	-	-	1	-	-	1	-
	0.2	-	-	-	-	-	0.3	-	-	0.3	-
15 years	2	-	-	-	-	-	1	1	-	1	1
	0.4	-	-	-	-	-	0.3	1.2	-	0.3	0.6
16 years	2	-	-	-	-	-	2	-	-	2	-
	0.4	-	-	-	-	-	0.6	-	-	0.6	-
17 years	1	-	-	-	-	-	1	1	-	1	-
	0.2	-	-	-	-	-	0.3	1.2	-	0.3	-
18 years	3	-	-	-	-	-	2	1	1	2	1
	0.6	-	-	-	-	-	0.6	1.2	2.7	0.6	0.6
20 years	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6
25 years	1	-	-	-	-	-	1	-	-	1	-
	0.2	-	-	-	-	-	0.3	-	-	0.3	-
28 years	1	-	-	-	-	-	1	1	-	1	-
	0.2	-	-	-	-	-	0.3	1.2	-	0.3	-
30 years	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6
41 years	1	-	-	-	-	-	-	-	-	-	1
	0.2	-	-	-	-	-	-	-	-	-	0.6
50 years	1	-	-	-	-	-	-	-	-	-	1
	0.2	-	-	-	-	-	-	-	-	-	0.6
Total	519	-	-	-	-	-	327	86	37	341	178
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	2.89	-	-	-	-	-	2.99	3.69	2.61	2.81	3.05
Std. Dev.	4.91	-	-	-	-	-	4.24	4.64	3.55	4.13	6.15
Std. Err.	0.22	-	-	-	-	-	0.23	0.50	0.58	0.22	0.46

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 365

q208) At the time you quit using snus, approximately how many cans of snus were you using in a typical week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	-	-	-	-	-	327	86	37	341	178
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Eff Base	519	-	-	-	-	-	327	86	37	341	178
2 Cans or Fewer (Net)	405	-	-	-	-	-	239	44	29	249	156
	78.0	-	-	-	-	-	73.1	51.2	78.4	73.0	87.6
Less than half a can	211	-	-	-	-	-	118	16	12	125	86
	40.7	-	-	-	-	-	36.1	18.6	32.4	36.7	48.3
More than half, but less than 1 can	36	-	-	-	-	-	23	4	2	25	11
	6.9	-	-	-	-	-	7.0	4.6	5.4	7.3	6.2
1 can	92	-	-	-	-	-	56	15	11	59	33
	17.7	-	-	-	-	-	17.1	17.5	29.7	17.3	18.6
2 cans	66	-	-	-	-	-	42	9	4	40	26
	12.7	-	-	-	-	-	12.8	10.5	10.8	11.7	14.6
3+ Cans (Net)	114	-	-	-	-	-	88	42	8	92	22
	22.0	-	-	-	-	-	26.9	48.8	21.6	27.0	12.4
3 cans	39	-	-	-	-	-	26	10	1	27	12
	7.5	-	-	-	-	-	7.9	11.6	2.7	7.9	6.7
4 cans	33	-	-	-	-	-	30	13	4	31	2
	6.4	-	-	-	-	-	9.2	15.1	10.8	9.1	1.1
5 cans	15	-	-	-	-	-	9	6	1	11	4
	2.9	-	-	-	-	-	2.8	7.0	2.7	3.2	2.2
6 cans	9	-	-	-	-	-	8	4	1	8	1
	1.7	-	-	-	-	-	2.4	4.7	2.7	2.3	0.6
7 cans	11	-	-	-	-	-	9	6	1	9	2
	2.1	-	-	-	-	-	2.7	7.0	2.7	2.6	1.1
8 cans	3	-	-	-	-	-	3	2	-	3	-
	0.6	-	-	-	-	-	0.9	2.3	-	0.9	-
9 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
10 cans	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6
11 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 365

q208) At the time you quit using snus, approximately how many cans of snus were you using in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
12 cans	2	-	-	-	-	-	2	1	-	2	-
	0.4	-	-	-	-	-	0.6	1.2	-	0.6	-
13 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
14+ cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	519	-	-	-	-	-	327	86	37	341	178
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	1.59	-	-	-	-	-	1.83	2.86	1.63	1.81	1.17
Std. Dev.	1.90	-	-	-	-	-	2.07	2.45	1.77	2.06	1.46
Std. Err.	0.08	-	-	-	-	-	0.11	0.26	0.29	0.11	0.11

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 366

q209) How long ago did you quit using snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	-	-	-	-	-	327	86	37	341	178
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Eff Base	519	-	-	-	-	-	327	86	37	341	178
Less than 3 months ago	31	-	-	-	-	-	18	9	4	18	13
	6.0	-	-	-	-	-	5.5	10.4	10.8	5.3	7.3
Between 3 and 6 months ago	42	-	-	-	-	-	32	15	3	32	10
	8.1	-	-	-	-	-	9.8	17.5	8.1	9.4	5.6
Between 7 and 12 months ago	54	-	-	-	-	-	46	22	8	50	4
	10.4	-	-	-	-	-	14.1	25.5	21.6	14.6	2.2
1-2 years ago	87	-	-	-	-	-	66	17	8	66	21
	16.8	-	-	-	-	-	20.2	19.8	21.6	19.3	11.8
3-4 years ago	73	-	-	-	-	-	52	7	5	54	19
	14.1	-	-	-	-	-	15.9	8.1	13.5	15.8	10.7
5-10 years ago	82	-	-	-	-	-	45	10	4	51	31
	15.8	-	-	-	-	-	13.8	11.6	10.8	15.0	17.4
More than 10 years ago	150	-	-	-	-	-	68	6	5	70	80
	28.9	-	-	-	-	-	20.8	7.0	13.5	20.5	45.0
Total	519	-	-	-	-	-	327	86	37	341	178
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 367

q210) Before finally quitting, had you ever tried to quit using snus before?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	-	-	-	-	-	327	86	37	341	178
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Eff Base	519	-	-	-	-	-	327	86	37	341	178
No, I quit only this one time	384	-	-	-	-	-	230	47	27	243	141
	74.0	-	-	-	-	-	70.3	54.6	72.9	71.3	79.2
Yes, one time previous to this time quitting	106	-	-	-	-	-	78	30	6	78	28
	20.4	-	-	-	-	-	23.8	34.9	16.2	22.9	15.7
Yes, more than one time previous to this time quitting	29	-	-	-	-	-	19	9	4	20	9
	5.6	-	-	-	-	-	5.8	10.5	10.9	5.9	5.1
Total	519	-	-	-	-	-	327	86	37	341	178
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 368

q211) How many times, before finally quitting, had you tried to quit where you stopped snusing or drastically cut down on your snusing for at least a week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried Quitting More Than One Time Previously (Unwtd)	29	-	-	-	-	-	19	9	4	20	9
Base - Tried Quitting More Than One Time Previously (Wgtd)	29	-	-	-	-	-	19	9	4	20	9
Eff Base	29	-	-	-	-	-	19	9	4	20	9
I attempted to quit two times previous to finally quitting	12	-	-	-	-	-	8	1	1	7	5
	41.3	-	-	-	-	-	42.1	11.0	25.0	35.0	55.5
I attempted to quit three times previous to finally quitting	8	-	-	-	-	-	5	3	2	6	2
	27.6	-	-	-	-	-	26.4	33.4	50.1	30.0	22.3
I attempted to quit four or more times previous to finally quitting	9	-	-	-	-	-	6	5	1	7	2
	31.0	-	-	-	-	-	31.6	55.5	24.9	35.0	22.2
Total	29	-	-	-	-	-	19	9	4	20	9
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 369

q212) Did you return to snus after the first time you quit snus?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried Quitting At Least Once Previously (Unwtd)	135	-	-	-	-	-	97	39	10	98	37
Base - Tried Quitting At Least Once Previously (Wgtd)	135	-	-	-	-	-	97	39	10	98	37
Eff Base	135	-	-	-	-	-	97	39	10	98	37
I went back to using snus	96	-	-	-	-	-	73	31	4	73	23
	71.1	-	-	-	-	-	75.2	79.5	39.9	74.5	62.1
I did not go back to using snus, except for a brief lapse of a day or two	39	-	-	-	-	-	24	8	6	25	14
	28.9	-	-	-	-	-	24.8	20.5	60.1	25.5	37.9
Total	135	-	-	-	-	-	97	39	10	98	37
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 370

q213) From the point when you quit using snus that first time, how many months passed before you returned to using snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Returned to using Snus after first quitting attempt (Unwtd)	96	-	-	-	-	-	73	31	4	73	23
Base - Returned to using Snus after first quitting attempt (Wgtd)	96	-	-	-	-	-	73	31	4	73	23
Eff Base	96	-	-	-	-	-	73	31	4	73	23
6 or Less (Net)	64	-	-	-	-	-	47	18	1	47	17
	66.6	-	-	-	-	-	64.3	58.0	25.0	64.4	73.9
Less than 1	5	-	-	-	-	-	3	1	1	3	2
	5.2	-	-	-	-	-	4.1	3.2	25.0	4.1	8.7
1	10	-	-	-	-	-	8	4	-	8	2
	10.4	-	-	-	-	-	10.9	12.9	-	10.9	8.7
2	9	-	-	-	-	-	6	3	-	6	3
	9.4	-	-	-	-	-	8.2	9.7	-	8.2	13.0
3	15	-	-	-	-	-	12	3	-	12	3
	15.6	-	-	-	-	-	16.4	9.7	-	16.4	13.1
4	10	-	-	-	-	-	9	3	-	9	1
	10.4	-	-	-	-	-	12.3	9.7	-	12.3	4.3
5	5	-	-	-	-	-	4	2	-	4	1
	5.2	-	-	-	-	-	5.5	6.4	-	5.5	4.3
6	10	-	-	-	-	-	5	2	-	5	5
	10.4	-	-	-	-	-	6.9	6.4	-	6.8	21.8
7-11 (Net)	23	-	-	-	-	-	19	11	3	19	4
	24.0	-	-	-	-	-	26.1	35.5	75.0	26.1	17.4
7	8	-	-	-	-	-	6	4	-	6	2
	8.3	-	-	-	-	-	8.2	12.9	-	8.2	8.7
8	4	-	-	-	-	-	4	2	-	4	-
	4.2	-	-	-	-	-	5.5	6.5	-	5.5	-
9	4	-	-	-	-	-	4	1	2	4	-
	4.2	-	-	-	-	-	5.5	3.2	50.0	5.5	-
10	6	-	-	-	-	-	4	3	1	4	2
	6.3	-	-	-	-	-	5.5	9.7	25.1	5.5	8.7
11	1	-	-	-	-	-	1	1	-	1	-
	1.1	-	-	-	-	-	1.4	3.3	-	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 370

q213) From the point when you quit using snus that first time, how many months passed before you returned to using snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Returned to using Snus after first quitting attempt (Wgtd)	96	-	-	-	-	-	73	31	4	73	23
12-23 (Net)	4	-	-	-	-	-	3	1	-	3	1
	4.2	-	-	-	-	-	4.1	3.2	-	4.1	4.4
12	1	-	-	-	-	-	1	-	-	1	-
	1.0	-	-	-	-	-	1.4	-	-	1.4	-
13	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
14	1	-	-	-	-	-	-	-	-	-	1
	1.0	-	-	-	-	-	-	-	-	-	4.4
15	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
16	1	-	-	-	-	-	1	1	-	1	-
	1.0	-	-	-	-	-	1.4	3.2	-	1.4	-
17	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
18	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
19	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
20	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
21	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
22	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
23	1	-	-	-	-	-	1	-	-	1	-
	1.0	-	-	-	-	-	1.4	-	-	1.4	-
24+	5	-	-	-	-	-	4	1	-	4	1
	5.2	-	-	-	-	-	5.5	3.2	-	5.5	4.4
Total	96	-	-	-	-	-	73	31	4	73	23
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	6.05	-	-	-	-	-	6.19	6.05	7.13	6.19	5.61
Std. Dev.	5.63	-	-	-	-	-	5.77	4.96	4.44	5.77	5.26
Std. Err.	0.58	-	-	-	-	-	0.68	0.89	2.22	0.68	1.10

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 371

q214) How long were you able to quit using snus the last time you attempted to quit (your most recent attempt to quit)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	-	-	-	-	-	327	86	37	341	178
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Eff Base	519	-	-	-	-	-	327	86	37	341	178
1 week or less	71	-	-	-	-	-	44	14	4	47	24
	13.7	-	-	-	-	-	13.5	16.3	10.8	13.8	13.5
More than 1 week, but less than 1 month	31	-	-	-	-	-	22	13	4	25	6
	6.0	-	-	-	-	-	6.7	15.1	10.8	7.3	3.4
1-3 months	66	-	-	-	-	-	52	23	5	54	12
	12.7	-	-	-	-	-	15.9	26.7	13.5	15.8	6.7
4-6 months	38	-	-	-	-	-	27	8	4	27	11
	7.3	-	-	-	-	-	8.3	9.3	10.8	7.9	6.2
7 months to 1 year	17	-	-	-	-	-	14	5	3	14	3
	3.3	-	-	-	-	-	4.3	5.8	8.1	4.1	1.7
1-2 years	32	-	-	-	-	-	22	6	2	22	10
	6.2	-	-	-	-	-	6.7	7.0	5.4	6.4	5.6
More than 2 years	264	-	-	-	-	-	146	17	15	152	112
	50.9	-	-	-	-	-	44.7	19.8	40.5	44.6	62.9
Total	519	-	-	-	-	-	327	86	37	341	178
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 372

q215) Did you return to using snus after you tried to quit using snus the last time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	-	-	-	-	-	327	86	37	341	178
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Eff Base	519	-	-	-	-	-	327	86	37	341	178
I went back to using snus	112	-	-	-	-	-	94	48	9	96	16
	21.6	-	-	-	-	-	28.7	55.8	24.3	28.1	9.0
I did not go back to using snus, except for a temporary slip of a day or two	407	-	-	-	-	-	233	38	28	245	162
	78.4	-	-	-	-	-	71.3	44.2	75.7	71.9	91.0
Total	519	-	-	-	-	-	327	86	37	341	178
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 373

q216) How many months passed before you returned to using snus, after you tried to previously quit the last time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using (Unwtd)	112	-	-	-	-	-	94	48	9	96	16
Base - Went Back to Using (Wgtd)	112	-	-	-	-	-	94	48	9	96	16
Eff Base	112	-	-	-	-	-	94	48	9	96	16
1	11	-	-	-	-	-	7	6	-	9	2
	9.8	-	-	-	-	-	7.5	12.5	-	9.4	12.5
2	15	-	-	-	-	-	13	2	2	13	2
	13.4	-	-	-	-	-	13.8	4.2	22.2	13.5	12.5
3	19	-	-	-	-	-	14	7	1	15	4
	16.9	-	-	-	-	-	14.9	14.6	11.2	15.6	24.9
4	23	-	-	-	-	-	22	13	2	21	2
	20.5	-	-	-	-	-	23.4	27.1	22.2	21.9	12.5
5	18	-	-	-	-	-	16	10	3	16	2
	16.1	-	-	-	-	-	17.0	20.8	33.3	16.7	12.5
6+ (Net)	26	-	-	-	-	-	22	10	1	22	4
	23.2	-	-	-	-	-	23.4	20.8	11.1	22.9	25.0
6	8	-	-	-	-	-	7	3	-	7	1
	7.1	-	-	-	-	-	7.4	6.3	-	7.3	6.2
7	2	-	-	-	-	-	2	1	-	2	-
	1.8	-	-	-	-	-	2.1	2.1	-	2.1	-
8	3	-	-	-	-	-	2	1	1	2	1
	2.7	-	-	-	-	-	2.1	2.1	11.1	2.1	6.2
9	1	-	-	-	-	-	1	-	-	1	-
	0.9	-	-	-	-	-	1.1	-	-	1.0	-
10	3	-	-	-	-	-	2	2	-	2	1
	2.7	-	-	-	-	-	2.1	4.2	-	2.1	6.3
11-20	5	-	-	-	-	-	5	2	-	5	-
	4.5	-	-	-	-	-	5.3	4.2	-	5.2	-
21-30	4	-	-	-	-	-	3	1	-	3	1
	3.6	-	-	-	-	-	3.2	2.1	-	3.1	6.2
Total	112	-	-	-	-	-	94	48	9	96	16
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	5.01	-	-	-	-	-	5.03	4.88	4.22	4.94	5.44
Std. Dev.	4.55	-	-	-	-	-	4.24	3.81	1.85	4.24	6.23
Std. Err.	0.43	-	-	-	-	-	0.44	0.55	0.62	0.43	1.56

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 374

q217) When you restarted using snus after you tried to quit using snus the last time, how old were you?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using Snus (Unwtd)	112	-	-	-	-	-	94	48	9	96	16
Base - Went Back to Using Snus (Wgtd)	112	-	-	-	-	-	94	48	9	96	16
Eff Base	112	-	-	-	-	-	94	48	9	96	16
Less than 18 years	4	-	-	-	-	-	4	2	-	4	-
	3.6	-	-	-	-	-	4.2	4.2	-	4.2	-
18 - 24 Years (Net)	41	-	-	-	-	-	31	17	4	32	9
	36.6	-	-	-	-	-	33.0	35.4	44.4	33.3	56.3
18 years	9	-	-	-	-	-	5	5	2	5	4
	8.0	-	-	-	-	-	5.3	10.4	22.2	5.2	25.0
19 years	4	-	-	-	-	-	3	3	-	4	-
	3.6	-	-	-	-	-	3.2	6.2	-	4.2	-
20 years	9	-	-	-	-	-	7	4	-	7	2
	8.1	-	-	-	-	-	7.5	8.4	-	7.3	12.5
21 years	1	-	-	-	-	-	1	-	-	1	-
	0.9	-	-	-	-	-	1.1	-	-	1.0	-
22 years	10	-	-	-	-	-	8	3	2	8	2
	8.9	-	-	-	-	-	8.5	6.2	22.2	8.3	12.5
23 years	5	-	-	-	-	-	4	1	-	4	1
	4.5	-	-	-	-	-	4.2	2.1	-	4.2	6.3
24 years	3	-	-	-	-	-	3	1	-	3	-
	2.7	-	-	-	-	-	3.2	2.1	-	3.1	-
25 - 34 Years (Net)	47	-	-	-	-	-	44	21	3	43	4
	42.0	-	-	-	-	-	46.8	43.8	33.3	44.8	24.9
25 years	6	-	-	-	-	-	5	2	1	5	1
	5.3	-	-	-	-	-	5.3	4.1	11.1	5.2	6.2
26 years	7	-	-	-	-	-	7	5	-	7	-
	6.3	-	-	-	-	-	7.5	10.5	-	7.3	-
27 years	5	-	-	-	-	-	4	3	-	4	1
	4.5	-	-	-	-	-	4.3	6.3	-	4.2	6.2
28 years	1	-	-	-	-	-	1	-	-	1	-
	0.9	-	-	-	-	-	1.1	-	-	1.0	-
29 years	4	-	-	-	-	-	4	1	-	4	-
	3.6	-	-	-	-	-	4.3	2.1	-	4.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 374

q217) When you restarted using snus after you tried to quit using snus the last time, how old were you?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using Snus (Wgtd)	112	-	-	-	-	-	94	48	9	96	16
30 years	5	-	-	-	-	-	5	2	-	5	-
	4.5	-	-	-	-	-	5.3	4.2	-	5.2	-
31 years	5	-	-	-	-	-	5	4	1	5	-
	4.5	-	-	-	-	-	5.3	8.3	11.1	5.2	-
32 years	6	-	-	-	-	-	6	1	-	5	1
	5.4	-	-	-	-	-	6.4	2.1	-	5.2	6.2
33 years	4	-	-	-	-	-	4	3	-	4	-
	3.6	-	-	-	-	-	4.3	6.3	-	4.2	-
34 years	4	-	-	-	-	-	3	-	1	3	1
	3.6	-	-	-	-	-	3.2	-	11.2	3.1	6.3
35 - 49 Years (Net)	17	-	-	-	-	-	13	7	1	15	2
	15.2	-	-	-	-	-	13.8	14.6	11.2	15.6	12.5
35 years	5	-	-	-	-	-	4	3	1	4	1
	4.5	-	-	-	-	-	4.3	6.3	11.2	4.2	6.2
37 years	2	-	-	-	-	-	1	1	-	2	-
	1.8	-	-	-	-	-	1.1	2.1	-	2.1	-
38 years	2	-	-	-	-	-	2	1	-	2	-
	1.8	-	-	-	-	-	2.1	2.1	-	2.1	-
39 years	1	-	-	-	-	-	1	-	-	1	-
	0.9	-	-	-	-	-	1.1	-	-	1.0	-
41 years	1	-	-	-	-	-	1	-	-	1	-
	0.9	-	-	-	-	-	1.1	-	-	1.0	-
42 years	3	-	-	-	-	-	2	-	-	2	1
	2.7	-	-	-	-	-	2.1	-	-	2.1	6.3
43 years	1	-	-	-	-	-	1	-	-	1	-
	0.9	-	-	-	-	-	1.1	-	-	1.0	-
45 years	1	-	-	-	-	-	1	1	-	1	-
	0.9	-	-	-	-	-	1.1	2.1	-	1.0	-
46 years	1	-	-	-	-	-	-	1	-	1	-
	0.9	-	-	-	-	-	-	2.1	-	1.0	-
50+ Years (Net)	3	-	-	-	-	-	2	1	1	2	1
	2.7	-	-	-	-	-	2.1	2.1	11.1	2.1	6.2
54 years	1	-	-	-	-	-	1	1	1	1	-
	0.9	-	-	-	-	-	1.1	2.1	11.1	1.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 374

q217) When you restarted using snus after you tried to quit using snus the last time, how old were you?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using Snus (Wgtd)	112	-	-	-	-	-	94	48	9	96	16
55 years	1	-	-	-	-	-	1	-	-	1	-
	0.9	-	-	-	-	-	1.1	-	-	1.0	-
58 years	1	-	-	-	-	-	-	-	-	-	1
	0.9	-	-	-	-	-	-	-	-	-	6.2
Total	112	-	-	-	-	-	94	48	9	96	16
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	27.84	-	-	-	-	-	27.83	27.13	28.80	27.98	27.00
Std. Dev.	8.53	-	-	-	-	-	7.88	8.24	11.44	8.11	11.00
Std. Err.	0.81	-	-	-	-	-	0.81	1.19	3.81	0.83	2.75

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 375

q218) How long were you able to quit using snus the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Yes, Quit Using Snus Multiple Times (Unwtd)	29	-	-	-	-	-	19	9	4	20	9
Base - Yes, Quit Using Snus Multiple Times (Wgtd)	29	-	-	-	-	-	19	9	4	20	9
Eff Base	29	-	-	-	-	-	19	9	4	20	9
1 week or less	2	-	-	-	-	-	2	1	-	2	-
	6.9	-	-	-	-	-	10.5	11.1	-	10.0	-
More than 1 week, but less than 1 month	4	-	-	-	-	-	3	2	1	3	1
	13.8	-	-	-	-	-	15.8	22.3	25.2	15.0	11.1
1-3 months	8	-	-	-	-	-	6	4	-	7	1
	27.6	-	-	-	-	-	31.5	44.5	-	35.0	11.2
4-6 months	7	-	-	-	-	-	4	1	3	4	3
	24.1	-	-	-	-	-	21.1	11.1	74.8	20.0	33.3
7 months to 1 year	3	-	-	-	-	-	3	-	-	3	-
	10.4	-	-	-	-	-	15.8	-	-	15.0	-
1-2 years	3	-	-	-	-	-	1	1	-	1	2
	10.3	-	-	-	-	-	5.2	11.0	-	5.0	22.2
More than 2 years	2	-	-	-	-	-	-	-	-	-	2
	6.9	-	-	-	-	-	-	-	-	-	22.3
Total	29	-	-	-	-	-	19	9	4	20	9
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 376

q219) Did you use any aids/substitutes (if any) for using snus when you quit snusing?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	-	-	-	-	-	327	86	37	341	178
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Eff Base	519	-	-	-	-	-	327	86	37	341	178
Cigarettes	147	-	-	-	-	-	123	29	13	122	25
	28.3	-	-	-	-	-	37.6	33.7	35.1	35.8	14.1
Moist snuff	42	-	-	-	-	-	28	22	4	33	9
	8.1	-	-	-	-	-	8.6	25.6	10.8	9.7	5.1
Loose leaf chewing tobacco	19	-	-	-	-	-	17	11	3	17	2
	3.7	-	-	-	-	-	5.2	12.8	8.1	5.0	1.1
Other tobacco products	38	-	-	-	-	-	30	11	5	29	9
	7.3	-	-	-	-	-	9.2	12.8	13.5	8.5	5.1
NRT (Net)	99	-	-	-	-	-	75	27	13	76	23
	19.1	-	-	-	-	-	22.9	31.4	35.1	22.3	12.9
Nicotine patches	51	-	-	-	-	-	39	16	8	40	11
	9.8	-	-	-	-	-	11.9	18.6	21.6	11.7	6.2
Nicotine chewing gum	63	-	-	-	-	-	51	14	9	51	12
	12.1	-	-	-	-	-	15.6	16.3	24.3	15.0	6.7
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	10	-	-	-	-	-	5	3	1	5	5
	1.9	-	-	-	-	-	1.5	3.5	2.7	1.5	2.8
Other aids/substitutes than above	5	-	-	-	-	-	2	-	-	2	3
	1.0	-	-	-	-	-	0.6	-	-	0.6	1.7
I attempted to quit smoking without aids/ substitutes	252	-	-	-	-	-	124	23	9	134	118
	48.6	-	-	-	-	-	37.9	26.7	24.3	39.3	66.3
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 377

q220) How long did you use snus and smoke cigarettes at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	147	-	-	-	-	-	123	29	13	122	25
Base - Attempted to Quit With Cigarettes (Wgtd)	147	-	-	-	-	-	123	29	13	122	25
Eff Base	147	-	-	-	-	-	123	29	13	122	25
Less than 1 month	53	-	-	-	-	-	44	7	4	43	10
	36.1	-	-	-	-	-	35.8	24.2	30.8	35.3	40.0
1-3 months	20	-	-	-	-	-	16	7	-	16	4
	13.6	-	-	-	-	-	13.0	24.1	-	13.1	16.0
4-6 months	29	-	-	-	-	-	26	8	5	26	3
	19.7	-	-	-	-	-	21.2	27.6	38.4	21.3	12.0
7 months to less than 1 year	16	-	-	-	-	-	14	4	2	14	2
	10.9	-	-	-	-	-	11.4	13.7	15.4	11.5	8.0
1-2 years	14	-	-	-	-	-	14	1	2	14	-
	9.5	-	-	-	-	-	11.4	3.5	15.4	11.5	-
3-5 years	6	-	-	-	-	-	5	1	-	5	1
	4.1	-	-	-	-	-	4.1	3.5	-	4.1	4.0
More than 5 years	9	-	-	-	-	-	4	1	-	4	5
	6.1	-	-	-	-	-	3.2	3.5	-	3.3	20.0
Total	147	-	-	-	-	-	123	29	13	122	25
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 378

q221) How long did you use snus and use moist snuff at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Moist Snuff (Unwtd)	42	-	-	-	-	-	28	22	4	33	9
Base - Attempted to Quit With Moist Snuff (Wgtd)	42	-	-	-	-	-	28	22	4	33	9
Eff Base	42	-	-	-	-	-	28	22	4	33	9
Less than 1 month	10	-	-	-	-	-	6	8	-	9	1
	23.8	-	-	-	-	-	21.5	36.4	-	27.3	11.1
1-3 months	10	-	-	-	-	-	5	6	2	8	2
	23.8	-	-	-	-	-	17.8	27.3	50.0	24.2	22.3
4-6 months	10	-	-	-	-	-	6	3	1	6	4
	23.8	-	-	-	-	-	21.4	13.6	25.0	18.2	44.3
7 months to less than 1 year	7	-	-	-	-	-	6	3	1	6	1
	16.6	-	-	-	-	-	21.4	13.6	25.0	18.1	11.1
1-2 years	4	-	-	-	-	-	4	2	-	4	-
	9.5	-	-	-	-	-	14.3	9.1	-	12.1	-
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	1	-	-	-	-	-	1	-	-	-	1
	2.4	-	-	-	-	-	3.6	-	-	-	11.2
Total	42	-	-	-	-	-	28	22	4	33	9
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 379

q222) How long did you use snus and use loose leaf chewing tobacco at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Chewing Tobacco (Unwtd)	19	-	-	-	-	-	17	11	3	17	2
Base - Attempted to Quit With Chewing Tobacco (Wgtd)	19	-	-	-	-	-	17	11	3	17	2
Eff Base	19	-	-	-	-	-	17	11	3	17	2
Less than 1 month	2	-	-	-	-	-	2	2	-	2	-
	10.5	-	-	-	-	-	11.8	18.2	-	11.8	-
1-3 months	4	-	-	-	-	-	3	3	1	3	1
	21.0	-	-	-	-	-	17.6	27.2	33.2	17.6	50.0
4-6 months	6	-	-	-	-	-	5	3	1	5	1
	31.6	-	-	-	-	-	29.5	27.3	33.7	29.5	50.0
7 months to less than 1 year	4	-	-	-	-	-	4	2	-	4	-
	21.1	-	-	-	-	-	23.6	18.2	-	23.6	-
1-2 years	3	-	-	-	-	-	3	1	1	3	-
	15.8	-	-	-	-	-	17.6	9.1	33.2	17.6	-
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	19	-	-	-	-	-	17	11	3	17	2
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 380

q223) How long did you use snus and use other tobacco products at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Tobacco Products (Unwtd)	38	-	-	-	-	-	30	11	5	29	9
Base - Attempted to Quit With Other Tobacco Products (Wgtd)	38	-	-	-	-	-	30	11	5	29	9
Eff Base	38	-	-	-	-	-	30	11	5	29	9
Less than 1 month	10	-	-	-	-	-	9	2	-	9	1
	26.3	-	-	-	-	-	30.0	18.2	-	31.0	11.1
1-3 months	8	-	-	-	-	-	4	3	1	3	5
	21.1	-	-	-	-	-	13.3	27.3	20.0	10.3	55.7
4-6 months	9	-	-	-	-	-	9	3	1	9	-
	23.7	-	-	-	-	-	30.0	27.3	20.1	31.1	-
7 months to less than 1 year	5	-	-	-	-	-	5	3	2	5	-
	13.1	-	-	-	-	-	16.6	27.3	40.0	17.2	-
1-2 years	4	-	-	-	-	-	3	-	-	3	1
	10.5	-	-	-	-	-	10.0	-	-	10.4	11.0
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	2	-	-	-	-	-	-	-	1	-	2
	5.2	-	-	-	-	-	-	-	19.9	-	22.2
Total	38	-	-	-	-	-	30	11	5	29	9
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 381

q224) How long did you use snus and use nicotine patches at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine Patches (Unwtd)	51	-	-	-	-	-	39	16	8	40	11
Base - Attempted to Quit With Nicotine Patches (Wgtd)	51	-	-	-	-	-	39	16	8	40	11
Eff Base	51	-	-	-	-	-	39	16	8	40	11
Less than 1 month	18	-	-	-	-	-	9	2	5	9	9
	35.3	-	-	-	-	-	23.1	12.5	62.4	22.5	81.8
1-3 months	7	-	-	-	-	-	7	3	2	7	-
	13.7	-	-	-	-	-	17.9	18.7	25.0	17.5	-
4-6 months	14	-	-	-	-	-	11	7	-	12	2
	27.4	-	-	-	-	-	28.2	43.7	-	30.0	18.2
7 months to less than 1 year	4	-	-	-	-	-	4	1	1	4	-
	7.8	-	-	-	-	-	10.3	6.2	12.6	10.0	-
1-2 years	5	-	-	-	-	-	5	1	-	5	-
	9.8	-	-	-	-	-	12.8	6.3	-	12.5	-
3-5 years	3	-	-	-	-	-	3	2	-	3	-
	5.9	-	-	-	-	-	7.7	12.5	-	7.5	-
More than 5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	51	-	-	-	-	-	39	16	8	40	11
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 382

q225) How long did you use snus and use nicotine chewing gum at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine Chewing Gum (Unwtd)	63	-	-	-	-	-	51	14	9	51	12
Base - Attempted to Quit With Nicotine Chewing Gum (Wgtd)	63	-	-	-	-	-	51	14	9	51	12
Eff Base	63	-	-	-	-	-	51	14	9	51	12
Less than 1 month	18	-	-	-	-	-	12	3	4	12	6
	28.5	-	-	-	-	-	23.5	21.4	44.4	23.5	50.0
1-3 months	11	-	-	-	-	-	9	2	1	9	2
	17.5	-	-	-	-	-	17.6	14.3	11.1	17.6	16.8
4-6 months	14	-	-	-	-	-	12	6	3	12	2
	22.2	-	-	-	-	-	23.5	42.9	33.3	23.5	16.6
7 months to less than 1 year	8	-	-	-	-	-	7	-	-	7	1
	12.7	-	-	-	-	-	13.8	-	-	13.8	8.3
1-2 years	7	-	-	-	-	-	7	2	-	7	-
	11.1	-	-	-	-	-	13.7	14.2	-	13.7	-
3-5 years	4	-	-	-	-	-	3	1	1	3	1
	6.4	-	-	-	-	-	5.9	7.2	11.1	5.9	8.3
More than 5 years	1	-	-	-	-	-	1	-	-	1	-
	1.6	-	-	-	-	-	2.0	-	-	2.0	-
Total	63	-	-	-	-	-	51	14	9	51	12
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 383

q226) How long did you use snus and use other Nicotine Replacement Therapy products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other NRT (Unwtd)	9	-	-	-	-	-	5	3	1	5	4
Base - Attempted to Quit With Other NRT (Wgtd)	9	-	-	-	-	-	5	3	1	5	4
Eff Base	9	-	-	-	-	-	5	3	1	5	4
Less than 1 month	3	-	-	-	-	-	1	-	1	1	2
	33.4	-	-	-	-	-	20.1	-	100.0	20.1	49.9
1-3 months	3	-	-	-	-	-	2	2	-	2	1
	33.4	-	-	-	-	-	40.1	66.7	-	40.1	25.2
4-6 months	1	-	-	-	-	-	1	1	-	1	-
	11.1	-	-	-	-	-	20.0	33.3	-	20.0	-
7 months to less than 1 year	2	-	-	-	-	-	1	-	-	1	1
	22.1	-	-	-	-	-	19.9	-	-	19.9	24.9
1-2 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
3-5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 5 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	9	-	-	-	-	-	5	3	1	5	4
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 384

q227) What would you consider as your primary substitute when quitting snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids/ Substitutes (Unwtd)	267	-	-	-	-	-	203	63	28	207	60
Base - Attempted to Quit With Aids/ Substitutes (Wgtd)	267	-	-	-	-	-	203	63	28	207	60
Eff Base	267	-	-	-	-	-	203	63	28	207	60
Cigarettes	135	-	-	-	-	-	112	24	11	111	24
	50.6	-	-	-	-	-	55.2	38.1	39.3	53.6	40.0
Moist snuff	27	-	-	-	-	-	14	16	3	19	8
	10.1	-	-	-	-	-	6.9	25.4	10.7	9.2	13.3
Loose leaf chewing tobacco	10	-	-	-	-	-	9	4	2	9	1
	3.7	-	-	-	-	-	4.4	6.3	7.2	4.3	1.7
Other tobacco products	18	-	-	-	-	-	13	4	2	12	6
	6.7	-	-	-	-	-	6.4	6.3	7.1	5.8	10.0
NRT (Net)	71	-	-	-	-	-	52	15	10	53	18
	26.6	-	-	-	-	-	25.6	23.8	35.7	25.6	30.0
Nicotine patches	24	-	-	-	-	-	16	6	4	17	7
	9.0	-	-	-	-	-	7.9	9.5	14.3	8.2	11.7
Nicotine chewing gum	39	-	-	-	-	-	32	7	5	32	7
	14.6	-	-	-	-	-	15.8	11.1	17.9	15.5	11.7
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	8	-	-	-	-	-	4	2	1	4	4
	3.0	-	-	-	-	-	2.0	3.2	3.6	1.9	6.7
Other aids/substitutes than above	6	-	-	-	-	-	3	-	-	3	3
	2.2	-	-	-	-	-	1.5	-	-	1.4	5.0
Total	267	-	-	-	-	-	203	63	28	207	60
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 385

q228) Do you continue to use any of the aids/substitutes (if any) after quitting snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids/ Substitutes (Unwtd)	267	-	-	-	-	-	203	63	28	207	60
Base - Attempted to Quit With Aids/ Substitutes (Wgtd)	267	-	-	-	-	-	203	63	28	207	60
Eff Base	267	-	-	-	-	-	203	63	28	207	60
Cigarettes	122	-	-	-	-	-	111	23	10	111	11
	45.7	-	-	-	-	-	54.7	36.5	35.7	53.6	18.3
Moist snuff	23	-	-	-	-	-	11	13	1	16	7
	8.6	-	-	-	-	-	5.4	20.7	3.6	7.7	11.7
Loose leaf chewing tobacco	9	-	-	-	-	-	8	4	1	8	1
	3.4	-	-	-	-	-	3.9	6.4	3.6	3.9	1.7
Other tobacco products	19	-	-	-	-	-	13	5	2	12	7
	7.1	-	-	-	-	-	6.4	7.9	7.1	5.8	11.6
NRT (Net)	60	-	-	-	-	-	47	19	12	47	13
	22.5	-	-	-	-	-	23.2	30.1	42.9	22.7	21.7
Nicotine patches	21	-	-	-	-	-	17	9	5	17	4
	7.9	-	-	-	-	-	8.4	14.3	17.9	8.2	6.7
Nicotine chewing gum	36	-	-	-	-	-	30	9	8	30	6
	13.5	-	-	-	-	-	14.8	14.3	28.6	14.5	10.0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	6	-	-	-	-	-	3	2	1	3	3
	2.2	-	-	-	-	-	1.5	3.2	3.6	1.4	5.0
Other aids/substitutes than above	4	-	-	-	-	-	3	-	-	3	1
	1.5	-	-	-	-	-	1.5	-	-	1.4	1.7
I do not continue to use any of the above	48	-	-	-	-	-	25	5	2	25	23
	18.0	-	-	-	-	-	12.3	7.9	7.1	12.1	38.4

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 386

q229) How helpful/hindering was using [Q227] in helping you quit using snus? - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids/ Substitutes (Unwtd)	267	-	-	-	-	-	203	63	28	207	60
Base - Attempted to Quit With Aids/ Substitutes (Wgtd)	267	-	-	-	-	-	203	63	28	207	60
Eff Base	267	-	-	-	-	-	203	63	28	207	60
Top 2 Box (Net)	190	-	-	-	-	-	145	49	17	149	41
	71.2	-	-	-	-	-	71.4	77.8	60.7	72.0	68.3
Extremely helpful with quitting snus (1)	101	-	-	-	-	-	80	25	8	84	17
	37.8	-	-	-	-	-	39.4	39.7	28.5	40.6	28.3
Somewhat helpful with quitting snus (2)	89	-	-	-	-	-	65	24	9	65	24
	33.3	-	-	-	-	-	32.0	38.1	32.1	31.4	40.0
Neither helpful nor hindering with quitting snus (3)	62	-	-	-	-	-	46	12	10	46	16
	23.2	-	-	-	-	-	22.7	19.1	35.7	22.2	26.6
Bottom 2 Box (Net)	15	-	-	-	-	-	12	2	1	12	3
	5.6	-	-	-	-	-	5.9	3.2	3.6	5.8	5.0
Somewhat hindering with quitting snus (4)	6	-	-	-	-	-	6	1	1	6	-
	2.2	-	-	-	-	-	3.0	1.6	3.6	2.9	-
Extremely hindering with quitting snus (5)	9	-	-	-	-	-	6	1	-	6	3
	3.4	-	-	-	-	-	2.9	1.6	-	2.9	5.0
Total	267	-	-	-	-	-	203	63	28	207	60
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	2.00	-	-	-	-	-	1.98	1.87	2.14	1.96	2.13
Std. Dev.	1.00	-	-	-	-	-	1.00	0.89	0.89	1.00	1.00
Std. Err.	0.06	-	-	-	-	-	0.07	0.11	0.17	0.07	0.13

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 387

q229_1) How helpful/hindering was using [Q227] in helping you quit using snus? - Cigarettes

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	135	-	-	-	-	-	112	24	11	111	24
Base - Attempted to Quit With Cigarettes (Wgtd)	135	-	-	-	-	-	112	24	11	111	24
Eff Base	135	-	-	-	-	-	112	24	11	111	24
Top 2 Box (Net)	92	-	-	-	-	-	82	18	5	81	11
	68.1	-	-	-	-	-	73.2	74.9	45.5	73.0	45.8
Extremely helpful with quitting snus (1)	50	-	-	-	-	-	46	10	3	46	4
	37.0	-	-	-	-	-	41.1	41.6	27.3	41.4	16.6
Somewhat helpful with quitting snus (2)	42	-	-	-	-	-	36	8	2	35	7
	31.1	-	-	-	-	-	32.1	33.3	18.2	31.5	29.2
Neither helpful nor hindering with quitting snus (3)	36	-	-	-	-	-	26	6	5	26	10
	26.7	-	-	-	-	-	23.2	25.1	45.4	23.4	41.6
Bottom 2 Box (Net)	7	-	-	-	-	-	4	-	1	4	3
	5.2	-	-	-	-	-	3.6	-	9.1	3.6	12.6
Somewhat hindering with quitting snus (4)	2	-	-	-	-	-	2	-	1	2	-
	1.5	-	-	-	-	-	1.8	-	9.1	1.8	-
Extremely hindering with quitting snus (5)	5	-	-	-	-	-	2	-	-	2	3
	3.7	-	-	-	-	-	1.8	-	-	1.8	12.6
Total	135	-	-	-	-	-	112	24	11	111	24
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	2.04	-	-	-	-	-	1.91	1.83	2.36	1.91	2.63
Std. Dev.	1.02	-	-	-	-	-	0.94	0.82	1.03	0.94	1.17
Std. Err.	0.09	-	-	-	-	-	0.09	0.17	0.31	0.09	0.24

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 388

q229_2) How helpful/hindering was using [Q227] in helping you quit using snus? - Moist snuff

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Moist snuff (Unwtd)	27	-	-	-	-	-	14	16	3	19	8
Base - Attempted to Quit With Moist snuff (Wgtd)	27	-	-	-	-	-	14	16	3	19	8
Eff Base	27	-	-	-	-	-	14	16	3	19	8
Top 2 Box (Net)	19	-	-	-	-	-	9	12	1	13	6
	70.4	-	-	-	-	-	64.3	75.1	33.3	68.4	75.0
Extremely helpful with quitting snus (1)	8	-	-	-	-	-	3	5	-	6	2
	29.6	-	-	-	-	-	21.5	31.3	-	31.6	24.9
Somewhat helpful with quitting snus (2)	11	-	-	-	-	-	6	7	1	7	4
	40.7	-	-	-	-	-	42.9	43.7	33.3	36.8	50.1
Neither helpful nor hindering with quitting snus (3)	7	-	-	-	-	-	4	4	2	5	2
	25.9	-	-	-	-	-	28.5	24.9	66.7	26.3	25.0
Bottom 2 Box (Net)	1	-	-	-	-	-	1	-	-	1	-
	3.7	-	-	-	-	-	7.2	-	-	5.3	-
Somewhat hindering with quitting snus (4)	1	-	-	-	-	-	1	-	-	1	-
	3.7	-	-	-	-	-	7.2	-	-	5.3	-
Extremely hindering with quitting snus (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	27	-	-	-	-	-	14	16	3	19	8
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	2.04	-	-	-	-	-	2.21	1.94	2.67	2.05	2.00
Std. Dev.	0.85	-	-	-	-	-	0.89	0.77	0.58	0.91	0.76
Std. Err.	0.16	-	-	-	-	-	0.24	0.19	0.33	0.21	0.27

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 389

q229_3) How helpful/hindering was using [Q227] in helping you quit using snus? - Loose leaf chewing tobacco

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Loose leaf chewing tobacco (Unwtd)	10	-	-	-	-	-	9	4	2	9	1
Base - Attempted to Quit With Loose leaf chewing tobacco (Wgtd)	10	-	-	-	-	-	9	4	2	9	1
Eff Base	10	-	-	-	-	-	9	4	2	9	1
Top 2 Box (Net)	5	-	-	-	-	-	4	2	-	4	1
	49.9	-	-	-	-	-	44.4	49.8	-	44.4	100.0
Extremely helpful with quitting snus (1)	3	-	-	-	-	-	3	1	-	3	-
	29.9	-	-	-	-	-	33.3	24.9	-	33.3	-
Somewhat helpful with quitting snus (2)	2	-	-	-	-	-	1	1	-	1	1
	20.0	-	-	-	-	-	11.1	24.9	-	11.1	100.0
Neither helpful nor hindering with quitting snus (3)	3	-	-	-	-	-	3	1	2	3	-
	30.1	-	-	-	-	-	33.5	25.3	100.0	33.5	-
Bottom 2 Box (Net)	2	-	-	-	-	-	2	1	-	2	-
	20.0	-	-	-	-	-	22.2	24.9	-	22.2	-
Somewhat hindering with quitting snus (4)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting snus (5)	2	-	-	-	-	-	2	1	-	2	-
	20.0	-	-	-	-	-	22.2	24.9	-	22.2	-
Total	10	-	-	-	-	-	9	4	2	9	1
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	2.60	-	-	-	-	-	2.67	2.75	3.00	2.67	2.00
Std. Dev.	1.50	-	-	-	-	-	1.58	1.70	0.00	1.58	-
Std. Err.	0.48	-	-	-	-	-	0.53	0.85	0.00	0.53	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 390

q229_4) How helpful/hindering was using [Q227] in helping you quit using snus? - Other tobacco products

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other tobacco products (Unwtd)	18	-	-	-	-	-	13	4	2	12	6
Base - Attempted to Quit With Other tobacco products (Wgtd)	18	-	-	-	-	-	13	4	2	12	6
Eff Base	18	-	-	-	-	-	13	4	2	12	6
Top 2 Box (Net)	14	-	-	-	-	-	9	4	2	9	5
	77.8	-	-	-	-	-	69.3	100.0	100.0	75.0	83.3
Extremely helpful with quitting snus (1)	8	-	-	-	-	-	6	2	2	6	2
	44.5	-	-	-	-	-	46.2	50.0	100.0	50.0	33.3
Somewhat helpful with quitting snus (2)	6	-	-	-	-	-	3	2	-	3	3
	33.3	-	-	-	-	-	23.1	50.0	-	25.0	50.0
Neither helpful nor hindering with quitting snus (3)	4	-	-	-	-	-	4	-	-	3	1
	22.2	-	-	-	-	-	30.7	-	-	25.0	16.7
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat hindering with quitting snus (4)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting snus (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	18	-	-	-	-	-	13	4	2	12	6
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	1.78	-	-	-	-	-	1.85	1.50	1.00	1.75	1.83
Std. Dev.	0.81	-	-	-	-	-	0.90	0.58	-	0.87	0.75
Std. Err.	0.19	-	-	-	-	-	0.25	0.29	-	0.25	0.31

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 391

q229_5) How helpful/hindering was using [Q227] in helping you quit using snus? - Nicotine patches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine patches (Unwtd)	24	-	-	-	-	-	16	6	4	17	7
Base - Attempted to Quit With Nicotine patches (Wgtd)	24	-	-	-	-	-	16	6	4	17	7
Eff Base	24	-	-	-	-	-	16	6	4	17	7
Top 2 Box (Net)	19	-	-	-	-	-	13	6	4	14	5
	79.2	-	-	-	-	-	81.3	100.0	100.0	82.4	71.5
Extremely helpful with quitting snus (1)	9	-	-	-	-	-	5	3	2	6	3
	37.4	-	-	-	-	-	31.2	49.8	49.9	35.2	42.9
Somewhat helpful with quitting snus (2)	10	-	-	-	-	-	8	3	2	8	2
	41.8	-	-	-	-	-	50.2	50.2	50.1	47.2	28.6
Neither helpful nor hindering with quitting snus (3)	4	-	-	-	-	-	2	-	-	2	2
	16.6	-	-	-	-	-	12.5	-	-	11.7	28.5
Bottom 2 Box (Net)	1	-	-	-	-	-	1	-	-	1	-
	4.1	-	-	-	-	-	6.2	-	-	5.8	-
Somewhat hindering with quitting snus (4)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting snus (5)	1	-	-	-	-	-	1	-	-	1	-
	4.1	-	-	-	-	-	6.2	-	-	5.8	-
Total	24	-	-	-	-	-	16	6	4	17	7
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	1.92	-	-	-	-	-	2.00	1.50	1.50	1.94	1.86
Std. Dev.	0.97	-	-	-	-	-	1.03	0.55	0.58	1.03	0.90
Std. Err.	0.20	-	-	-	-	-	0.26	0.22	0.29	0.25	0.34

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 392

q229_6) How helpful/hindering was using [Q227] in helping you quit using snus? - Nicotine chewing gum

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine chewing gum (Unwtd)	39	-	-	-	-	-	32	7	5	32	7
Base - Attempted to Quit With Nicotine chewing gum (Wgtd)	39	-	-	-	-	-	32	7	5	32	7
Eff Base	39	-	-	-	-	-	32	7	5	32	7
Top 2 Box (Net)	30	-	-	-	-	-	23	5	4	23	7
	76.9	-	-	-	-	-	71.9	71.4	79.9	71.9	100.0
Extremely helpful with quitting snus (1)	15	-	-	-	-	-	12	2	1	12	3
	38.5	-	-	-	-	-	37.5	28.6	20.0	37.5	42.8
Somewhat helpful with quitting snus (2)	15	-	-	-	-	-	11	3	3	11	4
	38.5	-	-	-	-	-	34.4	42.9	59.9	34.4	57.2
Neither helpful nor hindering with quitting snus (3)	6	-	-	-	-	-	6	1	1	6	-
	15.4	-	-	-	-	-	18.7	14.3	20.1	18.7	-
Bottom 2 Box (Net)	3	-	-	-	-	-	3	1	-	3	-
	7.7	-	-	-	-	-	9.3	14.2	-	9.3	-
Somewhat hindering with quitting snus (4)	2	-	-	-	-	-	2	1	-	2	-
	5.1	-	-	-	-	-	6.2	14.2	-	6.2	-
Extremely hindering with quitting snus (5)	1	-	-	-	-	-	1	-	-	1	-
	2.6	-	-	-	-	-	3.1	-	-	3.1	-
Total	39	-	-	-	-	-	32	7	5	32	7
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	1.95	-	-	-	-	-	2.03	2.14	2.00	2.03	1.57
Std. Dev.	1.00	-	-	-	-	-	1.06	1.07	0.71	1.06	0.53
Std. Err.	0.16	-	-	-	-	-	0.19	0.40	0.32	0.19	0.20

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 393

q229_7) How helpful/hindering was using [Q227] in helping you quit using snus? - Other Nicotine Replacement Therapy Products

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Unwtd)	8	-	-	-	-	-	4	2	1	4	4
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Wgtd)	8	-	-	-	-	-	4	2	1	4	4
Eff Base	8	-	-	-	-	-	4	2	1	4	4
Top 2 Box (Net)	5	-	-	-	-	-	2	2	1	2	3
	62.5	-	-	-	-	-	50.0	100.0	100.0	50.0	75.0
Extremely helpful with quitting snus (1)	2	-	-	-	-	-	2	2	-	2	-
	25.0	-	-	-	-	-	50.0	100.0	-	50.0	-
Somewhat helpful with quitting snus (2)	3	-	-	-	-	-	-	-	1	-	3
	37.6	-	-	-	-	-	-	-	100.0	-	75.0
Neither helpful nor hindering with quitting snus (3)	2	-	-	-	-	-	1	-	-	1	1
	25.0	-	-	-	-	-	25.0	-	-	25.0	25.0
Bottom 2 Box (Net)	1	-	-	-	-	-	1	-	-	1	-
	12.4	-	-	-	-	-	24.9	-	-	24.9	-
Somewhat hindering with quitting snus (4)	1	-	-	-	-	-	1	-	-	1	-
	12.4	-	-	-	-	-	24.9	-	-	24.9	-
Extremely hindering with quitting snus (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	-	-	-	-	-	4	2	1	4	4
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	2.25	-	-	-	-	-	2.25	1.00	2.00	2.25	2.25
Std. Dev.	1.03	-	-	-	-	-	1.50	0.00	-	1.50	0.50
Std. Err.	0.37	-	-	-	-	-	0.75	0.00	-	0.75	0.25

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 394

q229_8) How helpful/hindering was using [Q227] in helping you quit using snus? - Other aids/substitutes

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other aids/ substitutes (Unwtd)	6	-	-	-	-	-	3	-	-	3	3
Base - Attempted to Quit With Other aids/ substitutes (Wgtd)	6	-	-	-	-	-	3	-	-	3	3
Eff Base	6	-	-	-	-	-	3	-	-	3	3
Top 2 Box (Net)	6	-	-	-	-	-	3	-	-	3	3
	100.0	-	-	-	-	-	100.0	-	-	100.0	100.0
Extremely helpful with quitting snus (1)	6	-	-	-	-	-	3	-	-	3	3
	100.0	-	-	-	-	-	100.0	-	-	100.0	100.0
Somewhat helpful with quitting snus (2)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Neither helpful nor hindering with quitting snus (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat hindering with quitting snus (4)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting snus (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	-	-	-	-	-	3	-	-	3	3
	100.0	-	-	-	-	-	100.0	-	-	100.0	100.0
Mean	1.00	-	-	-	-	-	1.00	-	-	1.00	1.00
Std. Dev.	0.00	-	-	-	-	-	0.00	-	-	0.00	0.00
Std. Err.	0.00	-	-	-	-	-	0.00	-	-	0.00	0.00

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 395

q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- In Total

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids/ Substitutes (Unwtd)	267	-	-	-	-	-	203	63	28	207	60
Base - Attempted to Quit With Aids/ Substitutes (Wgtd)	267	-	-	-	-	-	203	63	28	207	60
Eff Base	267	-	-	-	-	-	203	63	28	207	60
Yes	173	-	-	-	-	-	132	40	19	135	38
	64.8	-	-	-	-	-	65.0	63.5	67.8	65.2	63.3
No	94	-	-	-	-	-	71	23	9	72	22
	35.2	-	-	-	-	-	35.0	36.5	32.2	34.8	36.7
Total	267	-	-	-	-	-	203	63	28	207	60
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 396

q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Cigarettes

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	135	-	-	-	-	-	112	24	11	111	24
Base - Attempted to Quit With Cigarettes (Wgtd)	135	-	-	-	-	-	112	24	11	111	24
Eff Base	135	-	-	-	-	-	112	24	11	111	24
Yes	94	-	-	-	-	-	76	17	8	76	18
	69.6	-	-	-	-	-	67.9	70.8	72.7	68.5	74.9
No	41	-	-	-	-	-	36	7	3	35	6
	30.4	-	-	-	-	-	32.1	29.2	27.3	31.5	25.1
Total	135	-	-	-	-	-	112	24	11	111	24
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 397

q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Moist snuff

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Moist snuff (Unwtd)	27	-	-	-	-	-	14	16	3	19	8
Base - Attempted to Quit With Moist snuff (Wgtd)	27	-	-	-	-	-	14	16	3	19	8
Eff Base	27	-	-	-	-	-	14	16	3	19	8
Yes	18	-	-	-	-	-	10	10	2	13	5
	66.7	-	-	-	-	-	71.6	62.6	66.6	68.5	62.5
No	9	-	-	-	-	-	4	6	1	6	3
	33.3	-	-	-	-	-	28.4	37.4	33.4	31.5	37.5
Total	27	-	-	-	-	-	14	16	3	19	8
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 398

q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Loose leaf chewing tobacco

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Loose leaf chewing tobacco (Unwtd)	10	-	-	-	-	-	9	4	2	9	1
Base - Attempted to Quit With Loose leaf chewing tobacco (Wgtd)	10	-	-	-	-	-	9	4	2	9	1
Eff Base	10	-	-	-	-	-	9	4	2	9	1
Yes	5	-	-	-	-	-	5	1	1	5	-
	49.9	-	-	-	-	-	55.5	24.9	49.6	55.5	-
No	5	-	-	-	-	-	4	3	1	4	1
	50.1	-	-	-	-	-	44.5	75.1	50.4	44.5	100.0
Total	10	-	-	-	-	-	9	4	2	9	1
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 399

q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Other tobacco products

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other tobacco products (Unwtd)	18	-	-	-	-	-	13	4	2	12	6
Base - Attempted to Quit With Other tobacco products (Wgtd)	18	-	-	-	-	-	13	4	2	12	6
Eff Base	18	-	-	-	-	-	13	4	2	12	6
Yes	12	-	-	-	-	-	9	3	2	8	4
	66.7	-	-	-	-	-	69.2	75.0	100.0	66.7	66.7
No	6	-	-	-	-	-	4	1	-	4	2
	33.3	-	-	-	-	-	30.8	25.0	-	33.3	33.3
Total	18	-	-	-	-	-	13	4	2	12	6
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 400

q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Nicotine patches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine patches (Unwtd)	24	-	-	-	-	-	16	6	4	17	7
Base - Attempted to Quit With Nicotine patches (Wgtd)	24	-	-	-	-	-	16	6	4	17	7
Eff Base	24	-	-	-	-	-	16	6	4	17	7
Yes	17	-	-	-	-	-	11	4	4	12	5
	70.8	-	-	-	-	-	68.8	66.6	100.0	70.6	71.4
No	7	-	-	-	-	-	5	2	-	5	2
	29.2	-	-	-	-	-	31.2	33.4	-	29.4	28.6
Total	24	-	-	-	-	-	16	6	4	17	7
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 401

q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Nicotine chewing gum

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine chewing gum (Unwtd)	39	-	-	-	-	-	32	7	5	32	7
Base - Attempted to Quit With Nicotine chewing gum (Wgtd)	39	-	-	-	-	-	32	7	5	32	7
Eff Base	39	-	-	-	-	-	32	7	5	32	7
Yes	20	-	-	-	-	-	17	4	2	17	3
	51.3	-	-	-	-	-	53.2	57.2	40.0	53.2	42.8
No	19	-	-	-	-	-	15	3	3	15	4
	48.7	-	-	-	-	-	46.8	42.8	60.0	46.8	57.2
Total	39	-	-	-	-	-	32	7	5	32	7
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 402

q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Other Nicotine Replacement Therapy Products

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Unwtd)	8	-	-	-	-	-	4	2	1	4	4
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Wgtd)	8	-	-	-	-	-	4	2	1	4	4
Eff Base	8	-	-	-	-	-	4	2	1	4	4
Yes	4	-	-	-	-	-	2	1	-	2	2
	50.2	-	-	-	-	-	50.2	50.2	-	50.2	50.2
No	4	-	-	-	-	-	2	1	1	2	2
	49.8	-	-	-	-	-	49.8	49.8	100.0	49.8	49.8
Total	8	-	-	-	-	-	4	2	1	4	4
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 403

q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Other aids/substitutes

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other aids/ substitutes (Unwtd)	6	-	-	-	-	-	3	-	-	3	3
Base - Attempted to Quit With Other aids/ substitutes (Wgtd)	6	-	-	-	-	-	3	-	-	3	3
Eff Base	6	-	-	-	-	-	3	-	-	3	3
Yes	3	-	-	-	-	-	2	-	-	2	1
	49.9	-	-	-	-	-	66.7	-	-	66.7	33.2
No	3	-	-	-	-	-	1	-	-	1	2
	50.1	-	-	-	-	-	33.3	-	-	33.3	66.8
Total	6	-	-	-	-	-	3	-	-	3	3
	100.0	-	-	-	-	-	100.0	-	-	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 404

q231) Please tell us your main motivations(s) for quitting snus.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	-	-	-	-	-	327	86	37	341	178
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Eff Base	519	-	-	-	-	-	327	86	37	341	178
Price/Value (Net)	24	-	-	-	-	-	13	6	3	14	10
	4.6	-	-	-	-	-	4.0	7.0	8.1	4.1	5.6
Price/expensive	21	-	-	-	-	-	10	5	3	11	10
	4.0	-	-	-	-	-	3.1	5.8	8.1	3.2	5.6
To save money	2	-	-	-	-	-	2	1	-	2	-
	0.4	-	-	-	-	-	0.6	1.2	-	0.6	-
Other mentions of price/value	1	-	-	-	-	-	1	-	-	1	-
	0.2	-	-	-	-	-	0.3	-	-	0.3	-
Taste/Style (Net)	26	-	-	-	-	-	17	5	2	18	8
	5.0	-	-	-	-	-	5.2	5.8	5.4	5.3	4.5
Dislike taste/style	24	-	-	-	-	-	16	4	2	17	7
	4.6	-	-	-	-	-	4.9	4.7	5.4	5.0	3.9
Other mentions of taste/style	2	-	-	-	-	-	1	1	-	1	1
	0.4	-	-	-	-	-	0.3	1.2	-	0.3	0.6
Health Concerns (Net)	217	-	-	-	-	-	120	27	16	121	96
	41.8	-	-	-	-	-	36.7	31.4	43.3	35.5	53.9
Cancer (Subnet)	40	-	-	-	-	-	23	6	3	23	17
	7.7	-	-	-	-	-	7.0	7.0	8.1	6.7	9.6
Cancer/cancer concerns (Unspecified)	32	-	-	-	-	-	18	6	2	19	13
	6.2	-	-	-	-	-	5.5	7.0	5.4	5.6	7.3
Fear of/have experienced dental/ oral cancer	7	-	-	-	-	-	5	-	1	4	3
	1.3	-	-	-	-	-	1.5	-	2.7	1.2	1.7
Other mentions of cancer	1	-	-	-	-	-	-	-	-	-	1
	0.2	-	-	-	-	-	-	-	-	-	0.6
Respiratory (Subnet)	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6
Lung disease/cancer	1	-	-	-	-	-	-	-	-	-	1
	0.2	-	-	-	-	-	-	-	-	-	0.6

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 404

q231) Please tell us your main motivations(s) for quitting snus.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Shortness of breath/ difficulty breathing	1 0.2	- -	- -	- -	- -	- -	1 0.3	- -	- -	1 0.3	- -
Other Specific	33	-	-	-	-	-	20	4	3	21	12
Conditions (Subnet)	6.4	-	-	-	-	-	6.1	4.6	8.1	6.2	6.7
Made me feel sick/not feel well (Unspecified)	7 1.3	- -	- -	- -	- -	- -	4 1.2	- -	3 8.1	4 1.2	3 1.7
Dislike coughing/ phlegm	1 0.2	- -	- -	- -	- -	- -	1 0.3	- -	- -	1 0.3	- -
Fear of/have experienced dental/ oral diseases	21 4.0	- -	- -	- -	- -	- -	14 4.3	4 4.6	- -	15 4.4	6 3.4
Fear of/have experienced heart disease	2 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1.1
Other mentions of other specific conditions	3 0.6	- -	- -	- -	- -	- -	1 0.3	- -	- -	1 0.3	2 1.1
Other Health Concerns	147	-	-	-	-	-	79	17	10	79	68
(Subnet)	28.3	-	-	-	-	-	24.2	19.7	27.0	23.2	38.2
Health/it's not healthy/trying to be/ stay healthy (Unspecified)	137 26.4	- -	- -	- -	- -	- -	76 23.2	15 17.4	9 24.4	76 22.3	61 34.2
Fear I will die/not live long	8 1.5	- -	- -	- -	- -	- -	3 0.9	2 2.3	1 2.7	3 0.9	5 2.8
I am pregnant/want to become pregnant	2 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1.1
Influences (Net)	37	-	-	-	-	-	24	9	4	26	11
	7.1	-	-	-	-	-	7.3	10.5	10.8	7.6	6.2
Influenced by family/ loved ones/children	34 6.6	- -	- -	- -	- -	- -	23 7.0	8 9.3	3 8.1	24 7.0	10 5.6
Influenced by religious believes	1 0.2	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6
Other mentions of influences	2 0.4	- -	- -	- -	- -	- -	1 0.3	1 1.2	1 2.7	2 0.6	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 404

q231) Please tell us your main motivations(s) for quitting snus.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Wgtd)	519	-	-	-	-	-	327	86	37	341	178
Miscellaneous	198	-	-	-	-	-	124	22	8	133	65
	38.2	-	-	-	-	-	37.9	25.6	21.6	39.0	36.5
Dislike product	4	-	-	-	-	-	3	1	-	3	1
	0.8	-	-	-	-	-	0.9	1.2	-	0.9	0.6
Bad habit/addicting	11	-	-	-	-	-	5	-	1	5	6
	2.1	-	-	-	-	-	1.5	-	2.7	1.5	3.4
Dislike smell/odor	2	-	-	-	-	-	1	-	-	1	1
	0.4	-	-	-	-	-	0.3	-	-	0.3	0.6
Interfered with lifestyle	8	-	-	-	-	-	5	1	-	5	3
	1.5	-	-	-	-	-	1.5	1.2	-	1.5	1.7
It's dirty/messy	37	-	-	-	-	-	24	1	-	24	13
	7.1	-	-	-	-	-	7.3	1.2	-	7.0	7.3
No interest/wasn't enjoying it/needed to quit	100	-	-	-	-	-	60	13	3	68	32
	19.3	-	-	-	-	-	18.4	15.1	8.1	19.9	18.0
Prefer other products	18	-	-	-	-	-	11	5	2	12	6
	3.5	-	-	-	-	-	3.4	5.8	5.4	3.5	3.4
Was an occasional user/ not addicted	18	-	-	-	-	-	12	2	1	13	5
	3.5	-	-	-	-	-	3.7	2.3	2.7	3.8	2.8
Misc. mentions of appearance	4	-	-	-	-	-	3	-	-	3	1
	0.8	-	-	-	-	-	0.9	-	-	0.9	0.6
Other mentions	15	-	-	-	-	-	13	1	1	13	2
	2.9	-	-	-	-	-	4.0	1.2	2.7	3.8	1.1
Don't know	3	-	-	-	-	-	3	-	-	3	-
	0.6	-	-	-	-	-	0.9	-	-	0.9	-
Nothing	48	-	-	-	-	-	41	22	6	42	6
	9.2	-	-	-	-	-	12.5	25.6	16.2	12.3	3.4

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 405

q234) You indicated that you currently use moist snuff. The following questions in this section will ask you about your current and past moist snuff usage. What forms of moist snuff do you use?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Loose moist snuff only	91	43	7	6	6	4	97	135	16	135	-
	38.7	35.0	29.2	31.5	33.3	36.3	40.4	44.3	27.6	44.3	-
Moist snuff pouches only	71	32	5	3	2	2	75	88	17	88	-
	30.2	26.0	20.8	15.8	11.1	18.2	31.3	28.9	29.3	28.9	-
Both loose moist snuff and moist snuff pouches	73	48	12	10	10	5	68	82	25	82	-
	31.1	39.0	50.0	52.7	55.6	45.5	28.3	26.9	43.1	26.9	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 406

q235) Mean Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
(1) Loose moist snuff	54.81	53.79	52.30	56.56	59.70	57.26	54.73	58.05	48.77	58.05	-
(2) Moist snuff pouches	45.19	46.21	47.70	43.44	40.30	42.74	45.27	41.95	51.23	41.95	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 407

q235_1) What percentage of your total moist snuff use is loose and pouches? - Loose moist snuff

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
0	72	33	5	3	2	2	75	89	18	89	-
	30.6	26.8	20.8	15.8	11.1	18.2	31.3	29.2	31.0	29.2	-
1%+ (Net)	163	90	19	16	16	9	165	216	40	216	-
	69.4	73.2	79.2	84.2	88.9	81.8	68.7	70.8	69.0	70.8	-
10-19	4	4	1	1	1	1	3	4	2	4	-
	1.7	3.3	4.2	5.3	5.5	9.1	1.3	1.3	3.5	1.3	-
20-29	4	3	1	1	1	1	4	6	1	6	-
	1.7	2.4	4.2	5.3	5.6	9.1	1.7	2.0	1.7	2.0	-
30-39	3	3	1	-	-	-	2	3	1	3	-
	1.3	2.4	4.2	-	-	-	0.8	1.0	1.7	1.0	-
40-49	5	3	2	2	2	1	6	6	-	6	-
	2.1	2.4	8.4	10.6	11.2	9.2	2.5	2.0	-	2.0	-
50-59	33	23	5	4	4	-	36	38	12	38	-
	14.0	18.7	20.8	21.1	22.2	-	15.0	12.5	20.7	12.5	-
60-69	9	3	-	-	-	-	9	9	3	9	-
	3.8	2.4	-	-	-	-	3.7	2.9	5.2	2.9	-
70-79	8	4	1	1	1	1	5	8	4	8	-
	3.4	3.3	4.2	5.3	5.6	9.1	2.1	2.6	6.9	2.6	-
80-89	3	2	1	1	1	1	2	3	1	3	-
	1.3	1.6	4.2	5.3	5.6	9.1	0.8	1.0	1.7	1.0	-
90-100	94	45	7	6	6	4	98	139	16	139	-
	40.0	36.6	29.2	31.5	33.3	36.3	40.8	45.6	27.6	45.6	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	54.81	53.79	52.30	56.56	59.70	57.26	54.73	58.05	48.77	58.05	-
Std. Dev.	42.74	41.12	38.63	37.81	36.27	42.96	43.01	43.27	40.39	43.27	-
Std. Err.	2.79	3.71	7.89	8.68	8.55	12.95	2.78	2.48	5.30	2.48	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 408

q235_2) What percentage of your total moist snuff use is loose and pouches? - Moist snuff pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
0	91	43	7	6	6	4	97	135	16	135	-
	38.7	35.0	29.2	31.5	33.3	36.3	40.4	44.3	27.6	44.3	-
1%+ (Net)	144	80	17	13	12	7	143	170	42	170	-
	61.3	65.0	70.8	68.5	66.7	63.7	59.6	55.7	72.4	55.7	-
1-9	2	1	-	-	-	-	1	2	-	2	-
	0.8	0.8	-	-	-	-	0.4	0.7	-	0.7	-
10-19	1	1	-	-	-	-	-	2	-	2	-
	0.4	0.8	-	-	-	-	-	0.7	-	0.7	-
20-29	10	5	2	2	2	2	6	10	4	10	-
	4.2	4.1	8.3	10.5	11.1	18.2	2.5	3.3	6.9	3.3	-
30-39	5	2	-	-	-	-	5	5	2	5	-
	2.1	1.6	-	-	-	-	2.1	1.6	3.4	1.6	-
40-49	8	5	-	-	-	-	9	9	2	9	-
	3.4	4.1	-	-	-	-	3.7	2.9	3.4	2.9	-
50-59	33	22	7	6	6	1	35	37	12	37	-
	14.0	17.9	29.2	31.6	33.4	9.2	14.6	12.1	20.7	12.1	-
60-69	3	2	-	-	-	-	3	4	-	4	-
	1.3	1.6	-	-	-	-	1.2	1.3	-	1.3	-
70-79	3	2	1	-	-	-	2	3	1	3	-
	1.3	1.6	4.2	-	-	-	0.8	1.0	1.7	1.0	-
80-89	4	4	1	1	1	1	5	6	1	6	-
	1.7	3.3	4.2	5.3	5.6	9.1	2.1	2.0	1.7	2.0	-
90-100	75	36	6	4	3	3	77	92	20	92	-
	31.9	29.3	25.0	21.0	16.7	27.3	32.1	30.2	34.5	30.2	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	45.19	46.21	47.70	43.44	40.30	42.74	45.27	41.95	51.23	41.95	-
Std. Dev.	42.74	41.12	38.63	37.81	36.27	42.96	43.01	43.27	40.39	43.27	-
Std. Err.	2.79	3.71	7.89	8.68	8.55	12.95	2.78	2.48	5.30	2.48	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 409

q236) Approximately, how long have you used moist snuff? If you have used moist snuff for several periods, and quit in between, we ask you to please state the total time you have used moist snuff. For example if you used moist snuff for 5 years, quit for 1 year, and have used moist for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
<1 Year - 9 Years (Net)	174	95	19	17	16	11	186	207	49	207	-
	74.0	77.2	79.1	89.5	88.9	100.0	77.5	67.8	84.5	67.8	-
Less than 1 year	26	15	2	2	2	1	26	30	9	30	-
	11.0	12.2	8.3	10.5	11.1	9.1	10.8	9.8	15.5	9.8	-
1 year	16	11	2	1	1	1	16	20	4	20	-
	6.8	8.9	8.3	5.3	5.5	9.1	6.7	6.5	6.9	6.5	-
2 years	26	17	1	1	1	1	28	31	10	31	-
	11.0	13.8	4.2	5.3	5.5	9.1	11.6	10.1	17.2	10.1	-
3 years	30	12	3	3	3	2	32	35	8	35	-
	12.8	9.8	12.5	15.9	16.7	18.3	13.3	11.5	13.8	11.5	-
4 years	22	15	3	2	1	1	23	27	5	27	-
	9.4	12.2	12.5	10.5	5.6	9.1	9.6	8.8	8.6	8.8	-
5 years	15	5	1	1	1	1	17	17	7	17	-
	6.4	4.1	4.2	5.2	5.5	9.1	7.1	5.6	12.1	5.6	-
6 years	12	5	-	-	-	-	11	12	3	12	-
	5.1	4.1	-	-	-	-	4.6	3.9	5.2	3.9	-
7 years	15	10	4	4	4	2	21	21	3	21	-
	6.4	8.1	16.7	21.0	22.2	18.1	8.7	6.9	5.2	6.9	-
8 years	5	3	2	2	2	2	5	5	-	5	-
	2.1	2.4	8.3	10.5	11.1	18.2	2.1	1.6	-	1.6	-
9 years	7	2	1	1	1	-	7	9	-	9	-
	3.0	1.6	4.2	5.3	5.5	-	2.9	2.9	-	2.9	-
10 - 19 Years (Net)	34	18	2	-	-	-	33	45	5	45	-
	14.5	14.7	8.3	-	-	-	13.8	14.8	8.6	14.8	-
10 years	9	3	1	-	-	-	10	11	1	11	-
	3.8	2.4	4.2	-	-	-	4.2	3.6	1.7	3.6	-
11 years	4	3	-	-	-	-	4	4	1	4	-
	1.7	2.4	-	-	-	-	1.7	1.3	1.7	1.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 409

q236) Approximately, how long have you used moist snuff? If you have used moist snuff for several periods, and quit in between, we ask you to please state the total time you have used moist snuff. For example if you used moist snuff for 5 years, quit for 1 year, and have used moist for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
12 years	4	1	-	-	-	-	2	5	-	5	-
	1.7	0.8	-	-	-	-	0.8	1.6	-	1.6	-
13 years	3	3	1	-	-	-	2	3	1	3	-
	1.3	2.4	4.2	-	-	-	0.8	1.0	1.7	1.0	-
14 years	1	-	-	-	-	-	1	1	1	1	-
	0.4	-	-	-	-	-	0.4	0.3	1.7	0.3	-
15 years	3	2	-	-	-	-	5	8	-	8	-
	1.3	1.6	-	-	-	-	2.1	2.6	-	2.6	-
16 years	3	2	-	-	-	-	3	4	-	4	-
	1.3	1.6	-	-	-	-	1.3	1.3	-	1.3	-
17 years	2	1	-	-	-	-	2	2	1	2	-
	0.9	0.8	-	-	-	-	0.8	0.7	1.7	0.7	-
18 years	5	3	-	-	-	-	4	7	-	7	-
	2.1	2.4	-	-	-	-	1.7	2.3	-	2.3	-
20 - 39 Years (Net)	24	10	3	2	2	-	18	44	4	44	-
	10.2	8.1	12.5	10.5	11.1	-	7.5	14.4	6.9	14.4	-
20 years	5	4	1	1	1	-	3	10	2	10	-
	2.1	3.3	4.2	5.3	5.5	-	1.2	3.3	3.5	3.3	-
21 years	2	-	-	-	-	-	1	3	1	3	-
	0.9	-	-	-	-	-	0.4	1.0	1.7	1.0	-
22 years	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
23 years	1	-	-	-	-	-	-	1	-	1	-
	0.4	-	-	-	-	-	-	0.3	-	0.3	-
24 years	1	1	-	-	-	-	2	2	-	2	-
	0.4	0.8	-	-	-	-	0.8	0.7	-	0.7	-
25 years	1	-	-	-	-	-	1	4	-	4	-
	0.4	-	-	-	-	-	0.4	1.3	-	1.3	-
26 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
28 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	-	0.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 409

q236) Approximately, how long have you used moist snuff? If you have used moist snuff for several periods, and quit in between, we ask you to please state the total time you have used moist snuff. For example if you used moist snuff for 5 years, quit for 1 year, and have used moist for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
29 years	2	1	-	-	-	-	1	2	-	2	-
	0.9	0.8	-	-	-	-	0.4	0.7	-	0.7	-
30 years	3	2	1	1	1	-	3	6	-	6	-
	1.3	1.6	4.2	5.2	5.5	-	1.2	2.0	-	2.0	-
32 years	2	1	1	-	-	-	1	4	-	4	-
	0.9	0.8	4.2	-	-	-	0.4	1.3	-	1.3	-
33 years	1	-	-	-	-	-	-	2	-	2	-
	0.4	-	-	-	-	-	-	0.7	-	0.7	-
34 years	1	-	-	-	-	-	-	1	-	1	-
	0.4	-	-	-	-	-	-	0.3	-	0.3	-
35 years	2	-	-	-	-	-	1	2	1	2	-
	0.9	-	-	-	-	-	0.4	0.7	1.7	0.7	-
37 years	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	0.4	0.7	-	0.7	-
39 years	1	-	-	-	-	-	1	2	-	2	-
	0.4	-	-	-	-	-	0.4	0.7	-	0.7	-
40+ Years (Net)	3	-	-	-	-	-	3	9	-	9	-
	1.3	-	-	-	-	-	1.3	3.0	-	3.0	-
40 years	2	-	-	-	-	-	1	5	-	5	-
	0.9	-	-	-	-	-	0.4	1.6	-	1.6	-
42 years	1	-	-	-	-	-	1	2	-	2	-
	0.4	-	-	-	-	-	0.4	0.7	-	0.7	-
47 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	0.3	-	0.3	-
48 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	7.84	6.63	7.88	6.78	6.94	4.41	7.23	9.59	5.31	9.59	-
Std. Dev.	8.91	7.21	8.39	7.14	7.31	2.76	8.39	10.69	6.41	10.69	-
Std. Err.	0.58	0.65	1.71	1.64	1.72	0.83	0.54	0.61	0.84	0.61	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 410

q237) Thinking about the first time you used moist snuff, how long did you keep the dip, chaw or chew in your mouth?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Less than a minute	32	14	2	2	2	2	34	38	7	38	-
	13.6	11.4	8.3	10.5	11.1	18.2	14.2	12.5	12.1	12.5	-
A minute or two	81	44	8	6	6	5	83	97	21	97	-
	34.5	35.8	33.3	31.6	33.4	45.5	34.6	31.8	36.2	31.8	-
More than a couple of minutes	99	51	11	8	7	3	99	139	22	139	-
	42.1	41.5	45.9	42.1	38.9	27.2	41.3	45.6	38.0	45.6	-
Unsure	23	14	3	3	3	1	24	31	8	31	-
	9.8	11.4	12.5	15.8	16.6	9.1	10.0	10.2	13.8	10.2	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 411

q238) How often have you used moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Tried a few times but stopped	46	26	6	5	5	3	50	52	15	52	-
	19.6	21.1	25.0	26.3	27.8	27.2	20.8	17.0	25.9	17.0	-
Continued to use occasionally	100	58	13	10	10	7	106	117	24	117	-
	42.6	47.2	54.2	52.7	55.6	63.7	44.2	38.4	41.3	38.4	-
Used at least weekly, but not as often as daily, for at least one month	36	17	2	2	2	-	41	48	11	48	-
	15.3	13.8	8.3	10.5	11.1	-	17.1	15.7	19.0	15.7	-
Used at least daily for at least one month	53	22	3	2	1	1	43	88	8	88	-
	22.6	17.9	12.5	10.5	5.5	9.1	17.9	28.9	13.8	28.9	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 412

q239) How old were you the first time you used moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Less than 18 years	30	11	1	-	-	-	24	51	1	51	-
	12.8	9.0	4.2	-	-	-	10.0	16.8	1.7	16.8	-
18 - 24 Years (Net)	107	54	10	8	8	4	116	139	28	139	-
	45.5	43.9	41.6	42.1	44.4	36.3	48.3	45.5	48.3	45.5	-
18 years	21	11	3	3	3	1	24	34	6	34	-
	8.9	8.9	12.5	15.8	16.7	9.1	10.0	11.1	10.3	11.1	-
19 years	9	2	-	-	-	-	11	13	1	13	-
	3.8	1.6	-	-	-	-	4.6	4.3	1.7	4.3	-
20 years	21	13	2	2	2	1	19	25	7	25	-
	8.9	10.5	8.3	10.5	11.1	9.1	7.9	8.2	12.1	8.2	-
21 years	17	11	2	1	1	-	20	21	5	21	-
	7.2	8.9	8.3	5.2	5.5	-	8.3	6.9	8.6	6.9	-
22 years	16	3	2	1	1	1	17	19	1	19	-
	6.8	2.4	8.3	5.3	5.6	9.1	7.1	6.2	1.7	6.2	-
23 years	10	8	-	-	-	-	12	14	3	14	-
	4.2	6.5	-	-	-	-	5.0	4.6	5.2	4.6	-
24 years	13	6	1	1	1	1	13	13	5	13	-
	5.5	4.9	4.2	5.2	5.5	9.1	5.4	4.3	8.6	4.3	-
25 - 34 Years (Net)	66	35	8	7	7	4	69	73	18	73	-
	28.1	28.5	33.4	36.9	38.9	36.4	28.8	23.9	31.0	23.9	-
25 years	12	7	1	-	-	-	12	14	4	14	-
	5.1	5.7	4.2	-	-	-	5.0	4.6	6.9	4.6	-
26 years	10	3	1	1	1	-	10	10	1	10	-
	4.3	2.4	4.2	5.3	5.6	-	4.2	3.3	1.7	3.3	-
27 years	8	4	-	-	-	-	8	8	2	8	-
	3.4	3.3	-	-	-	-	3.3	2.6	3.4	2.6	-
28 years	7	2	-	-	-	-	6	8	1	8	-
	3.0	1.6	-	-	-	-	2.5	2.6	1.7	2.6	-
29 years	3	3	-	-	-	-	3	3	1	3	-
	1.3	2.4	-	-	-	-	1.2	1.0	1.7	1.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 412

q239) How old were you the first time you used moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
30 years	6	3	1	1	1	-	9	9	2	9	-
	2.6	2.4	4.2	5.3	5.6	-	3.7	3.0	3.4	3.0	-
31 years	7	5	3	3	3	2	7	7	3	7	-
	3.0	4.1	12.5	15.8	16.7	18.2	2.9	2.3	5.2	2.3	-
32 years	6	3	2	2	2	2	7	7	1	7	-
	2.6	2.4	8.4	10.6	11.2	18.3	2.9	2.3	1.7	2.3	-
33 years	3	3	-	-	-	-	3	3	2	3	-
	1.3	2.4	-	-	-	-	1.3	1.0	3.5	1.0	-
34 years	4	2	-	-	-	-	4	4	1	4	-
	1.7	1.6	-	-	-	-	1.7	1.3	1.7	1.3	-
35 - 49 Years (Net)	27	21	3	2	2	2	27	33	10	33	-
	11.5	17.1	12.5	10.5	11.1	18.2	11.3	10.8	17.3	10.8	-
35 years	5	5	2	1	1	1	6	7	3	7	-
	2.1	4.1	8.3	5.3	5.6	9.1	2.5	2.3	5.2	2.3	-
36 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	0.3	-	0.3	-
37 years	3	2	-	-	-	-	3	3	1	3	-
	1.3	1.6	-	-	-	-	1.3	1.0	1.7	1.0	-
38 years	2	2	-	-	-	-	2	2	2	2	-
	0.8	1.6	-	-	-	-	0.8	0.7	3.4	0.7	-
39 years	3	3	-	-	-	-	3	3	1	3	-
	1.3	2.4	-	-	-	-	1.3	1.0	1.7	1.0	-
40 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
41 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	-	0.3	-
42 years	4	2	-	-	-	-	3	4	1	4	-
	1.7	1.6	-	-	-	-	1.2	1.3	1.7	1.3	-
43 years	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	1.7	0.3	-
44 years	3	2	-	-	-	-	3	3	-	3	-
	1.3	1.6	-	-	-	-	1.3	1.0	-	1.0	-
45 years	2	1	1	1	1	1	2	3	-	3	-
	0.9	0.8	4.2	5.3	5.6	9.1	0.8	1.0	-	1.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 412

q239) How old were you the first time you used moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
46 years	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	1.7	0.3	-
47 years	2	1	-	-	-	-	1	3	-	3	-
	0.9	0.8	-	-	-	-	0.4	1.0	-	1.0	-
50+ Years (Net)	5	2	2	2	1	1	4	9	1	9	-
	2.1	1.6	8.3	10.5	5.5	9.1	1.7	2.9	1.7	2.9	-
50 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	0.3	-	0.3	-
51 years	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
55 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
56 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
58 years	1	-	-	-	-	-	-	1	1	1	-
	0.4	-	-	-	-	-	-	0.3	1.7	0.3	-
60+ years	3	2	2	2	1	1	1	4	-	4	-
	1.3	1.6	8.3	10.5	5.5	9.1	0.4	1.3	-	1.3	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	25.41	26.58	29.04	30.42	28.67	32.01	25.28	24.92	27.02	24.92	-
Std. Dev.	8.98	9.17	12.34	13.19	11.06	12.58	8.27	9.43	8.41	9.43	-
Std. Err.	0.59	0.83	2.52	3.03	2.61	3.79	0.53	0.54	1.10	0.54	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 413

q241) How old were you when you started using moist snuff? - Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Less than 18 years	15	7	1	-	-	-	11	25	1	25	-
	6.4	5.7	4.2	-	-	-	4.6	8.2	1.7	8.2	-
18 - 24 Years (Net)	103	49	8	6	6	2	106	138	24	138	-
	43.8	39.8	33.3	31.5	33.3	18.1	44.1	45.2	41.3	45.2	-
18 years	11	6	1	1	1	-	13	20	4	20	-
	4.7	4.9	4.2	5.3	5.5	-	5.4	6.6	6.9	6.6	-
19 years	10	5	-	-	-	-	11	15	1	15	-
	4.2	4.1	-	-	-	-	4.6	4.9	1.7	4.9	-
20 years	20	9	2	2	2	-	16	28	4	28	-
	8.5	7.3	8.3	10.5	11.1	-	6.7	9.2	6.9	9.2	-
21 years	16	9	2	2	2	1	20	23	6	23	-
	6.8	7.3	8.3	10.5	11.1	9.1	8.3	7.5	10.3	7.5	-
22 years	15	5	1	-	-	-	16	17	3	17	-
	6.4	4.1	4.2	-	-	-	6.7	5.6	5.2	5.6	-
23 years	10	5	-	-	-	-	10	12	1	12	-
	4.3	4.1	-	-	-	-	4.2	3.9	1.7	3.9	-
24 years	21	10	2	1	1	1	20	23	5	23	-
	8.9	8.1	8.3	5.2	5.5	9.1	8.3	7.5	8.6	7.5	-
25 - 34 Years (Net)	81	41	10	9	9	6	84	90	21	90	-
	34.5	33.3	41.7	47.4	50.0	54.6	35.0	29.5	36.2	29.5	-
25 years	9	4	-	-	-	-	9	10	4	10	-
	3.8	3.3	-	-	-	-	3.7	3.3	6.9	3.3	-
26 years	13	4	-	-	-	-	11	13	1	13	-
	5.5	3.2	-	-	-	-	4.6	4.3	1.7	4.3	-
27 years	8	6	1	1	1	-	8	9	3	9	-
	3.4	4.9	4.2	5.3	5.6	-	3.3	3.0	5.2	3.0	-
28 years	8	3	1	-	-	-	8	10	2	10	-
	3.4	2.4	4.2	-	-	-	3.3	3.3	3.4	3.3	-
29 years	7	3	-	-	-	-	7	7	2	7	-
	3.0	2.4	-	-	-	-	2.9	2.3	3.4	2.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 413

q241) How old were you when you started using moist snuff? - Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
30 years	10	5	2	2	2	1	11	11	2	11	-
	4.2	4.1	8.3	10.5	11.1	9.1	4.6	3.6	3.4	3.6	-
31 years	8	5	1	1	1	-	10	10	1	10	-
	3.4	4.1	4.2	5.3	5.5	-	4.2	3.3	1.7	3.3	-
32 years	11	7	5	5	5	5	12	12	2	12	-
	4.7	5.7	20.9	26.4	27.8	45.5	5.0	3.9	3.4	3.9	-
33 years	3	2	-	-	-	-	4	4	3	4	-
	1.3	1.6	-	-	-	-	1.7	1.3	5.2	1.3	-
34 years	4	2	-	-	-	-	4	4	1	4	-
	1.7	1.6	-	-	-	-	1.7	1.3	1.7	1.3	-
35 - 49 Years (Net)	30	23	3	2	2	2	33	40	11	40	-
	12.8	18.7	12.5	10.5	11.1	18.2	13.8	13.1	19.0	13.1	-
35 years	6	5	1	1	1	1	8	9	3	9	-
	2.6	4.1	4.2	5.3	5.6	9.1	3.3	3.0	5.2	3.0	-
36 years	-	-	-	-	-	-	-	2	-	2	-
	-	-	-	-	-	-	-	0.7	-	0.7	-
37 years	2	2	-	-	-	-	2	2	1	2	-
	0.9	1.6	-	-	-	-	0.8	0.7	1.7	0.7	-
38 years	3	2	-	-	-	-	3	4	1	4	-
	1.3	1.6	-	-	-	-	1.3	1.3	1.7	1.3	-
39 years	5	5	1	-	-	-	5	5	3	5	-
	2.1	4.1	4.2	-	-	-	2.1	1.6	5.2	1.6	-
41 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	-	0.3	-
42 years	3	1	-	-	-	-	2	3	1	3	-
	1.3	0.8	-	-	-	-	0.8	1.0	1.7	1.0	-
43 years	1	1	-	-	-	-	2	2	1	2	-
	0.4	0.8	-	-	-	-	0.8	0.7	1.7	0.7	-
44 years	3	2	-	-	-	-	3	3	-	3	-
	1.3	1.6	-	-	-	-	1.3	1.0	-	1.0	-
45 years	3	2	1	1	1	1	4	4	-	4	-
	1.3	1.6	4.2	5.3	5.6	9.1	1.7	1.3	-	1.3	-
46 years	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	1.7	0.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 413

q241) How old were you when you started using moist snuff? - Daily

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
47 years	2	1	-	-	-	-	2	4	-	4	-
	0.9	0.8	-	-	-	-	0.8	1.3	-	1.3	-
50+ Years (Net)	6	3	2	2	1	1	6	12	1	12	-
	2.5	2.4	8.3	10.5	5.5	9.1	2.5	3.9	1.7	3.9	-
50 years	-	-	-	-	-	-	1	3	-	3	-
	-	-	-	-	-	-	0.4	1.0	-	1.0	-
51 years	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
54 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	-	0.3	-
55 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
56 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
58 years	1	-	-	-	-	-	-	1	1	1	-
	0.4	-	-	-	-	-	-	0.3	1.7	0.3	-
60+ years	3	2	2	2	1	1	1	4	-	4	-
	1.3	1.6	8.3	10.5	5.5	9.1	0.4	1.3	-	1.3	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	26.93	28.00	30.62	31.90	30.23	34.28	27.18	26.81	27.88	26.81	-
Std. Dev.	8.83	9.24	11.87	12.47	10.41	10.99	8.50	9.54	8.30	9.54	-
Std. Err.	0.58	0.83	2.42	2.86	2.45	3.31	0.55	0.55	1.09	0.55	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 414

q242) How old were you when you started using moist snuff? - Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Less than 18 years	20	8	1	-	-	-	16	36	1	36	-
	8.5	6.5	4.2	-	-	-	6.7	11.8	1.7	11.8	-
18 - 24 Years (Net)	92	42	6	4	4	1	95	121	21	121	-
	39.1	34.1	25.0	21.0	22.2	9.1	39.5	39.6	36.2	39.6	-
18 years	16	7	1	1	1	-	13	23	3	23	-
	6.8	5.7	4.2	5.3	5.5	-	5.4	7.5	5.2	7.5	-
19 years	8	2	-	-	-	-	9	14	1	14	-
	3.4	1.6	-	-	-	-	3.7	4.6	1.7	4.6	-
20 years	19	9	2	2	2	-	20	27	4	27	-
	8.1	7.3	8.3	10.5	11.1	-	8.3	8.8	6.9	8.8	-
21 years	13	8	1	1	1	1	14	15	3	15	-
	5.5	6.5	4.2	5.3	5.5	9.1	5.8	4.9	5.2	4.9	-
22 years	12	2	1	-	-	-	13	15	3	15	-
	5.1	1.6	4.2	-	-	-	5.4	4.9	5.2	4.9	-
23 years	15	9	-	-	-	-	17	18	5	18	-
	6.4	7.3	-	-	-	-	7.1	5.9	8.6	5.9	-
24 years	9	5	1	-	-	-	9	9	2	9	-
	3.8	4.1	4.2	-	-	-	3.7	2.9	3.4	2.9	-
25 - 34 Years (Net)	83	42	9	8	8	6	88	93	23	93	-
	35.3	34.1	37.5	42.1	44.5	54.6	36.7	30.5	39.6	30.5	-
25 years	15	8	1	1	1	1	15	18	4	18	-
	6.4	6.5	4.2	5.2	5.5	9.1	6.3	5.9	6.9	5.9	-
26 years	7	3	1	1	1	1	7	7	2	7	-
	3.0	2.4	4.2	5.3	5.6	9.1	2.9	2.3	3.4	2.3	-
27 years	10	4	1	1	1	-	10	10	5	10	-
	4.3	3.3	4.2	5.3	5.6	-	4.2	3.3	8.6	3.3	-
28 years	5	2	-	-	-	-	6	7	1	7	-
	2.1	1.6	-	-	-	-	2.5	2.3	1.7	2.3	-
29 years	6	3	1	-	-	-	6	6	1	6	-
	2.6	2.4	4.2	-	-	-	2.5	2.0	1.7	2.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 414

q242) How old were you when you started using moist snuff? - Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
30 years	11	8	1	1	1	1	14	14	2	14	-
	4.7	6.5	4.2	5.3	5.5	9.1	5.8	4.6	3.4	4.6	-
31 years	5	1	-	-	-	-	6	6	2	6	-
	2.1	0.8	-	-	-	-	2.5	2.0	3.4	2.0	-
32 years	9	3	1	1	1	-	10	10	1	10	-
	3.8	2.4	4.2	5.3	5.5	-	4.2	3.3	1.7	3.3	-
33 years	6	5	2	2	2	2	5	6	2	6	-
	2.6	4.1	8.4	10.6	11.2	18.3	2.1	2.0	3.5	2.0	-
34 years	9	5	1	1	1	1	9	9	3	9	-
	3.8	4.1	4.2	5.3	5.6	9.1	3.8	3.0	5.2	3.0	-
35 - 49 Years (Net)	32	26	5	4	4	3	34	41	11	41	-
	13.6	21.2	20.8	21.1	22.2	27.3	14.2	13.5	19.0	13.5	-
35 years	6	6	2	2	2	1	7	9	3	9	-
	2.6	4.9	8.3	10.5	11.1	9.1	2.9	3.0	5.2	3.0	-
36 years	2	2	-	-	-	-	3	4	-	4	-
	0.9	1.6	-	-	-	-	1.2	1.3	-	1.3	-
37 years	2	1	-	-	-	-	2	2	-	2	-
	0.9	0.8	-	-	-	-	0.8	0.7	-	0.7	-
38 years	2	2	-	-	-	-	2	2	2	2	-
	0.9	1.6	-	-	-	-	0.8	0.7	3.5	0.7	-
39 years	3	3	1	-	-	-	3	3	2	3	-
	1.3	2.4	4.2	-	-	-	1.3	1.0	3.5	1.0	-
40 years	1	1	-	-	-	-	1	2	1	2	-
	0.4	0.8	-	-	-	-	0.4	0.7	1.7	0.7	-
41 years	2	2	-	-	-	-	1	2	1	2	-
	0.9	1.6	-	-	-	-	0.4	0.7	1.7	0.7	-
42 years	3	1	-	-	-	-	3	3	1	3	-
	1.3	0.8	-	-	-	-	1.2	1.0	1.7	1.0	-
43 years	1	1	1	1	1	1	1	1	-	1	-
	0.4	0.8	4.2	5.3	5.6	9.1	0.4	0.3	-	0.3	-
44 years	4	3	-	-	-	-	4	5	-	5	-
	1.7	2.4	-	-	-	-	1.7	1.6	-	1.6	-
45 years	2	1	1	1	1	1	2	2	-	2	-
	0.9	0.8	4.2	5.3	5.6	9.1	0.8	0.7	-	0.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 414

q242) How old were you when you started using moist snuff? - Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
46 years	2	2	-	-	-	-	2	2	1	2	-
	0.9	1.6	-	-	-	-	0.8	0.7	1.7	0.7	-
47 years	1	-	-	-	-	-	2	3	-	3	-
	0.4	-	-	-	-	-	0.8	1.0	-	1.0	-
49 years	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	-	0.3	-
50+ Years (Net)	8	5	3	3	2	1	7	14	2	14	-
	3.4	4.1	12.5	15.8	11.1	9.1	2.9	4.6	3.5	4.6	-
50 years	1	1	-	-	-	-	2	4	1	4	-
	0.4	0.8	-	-	-	-	0.8	1.3	1.7	1.3	-
51 years	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
53 years	2	2	1	1	1	-	1	2	-	2	-
	0.8	1.6	4.2	5.2	5.5	-	0.4	0.7	-	0.7	-
55 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
56 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
58 years	1	-	-	-	-	-	-	1	1	1	-
	0.4	-	-	-	-	-	-	0.3	1.7	0.3	-
60+ years	3	2	2	2	1	1	1	4	-	4	-
	1.3	1.6	8.3	10.5	5.5	9.1	0.4	1.3	-	1.3	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	27.24	28.94	32.66	34.42	32.89	35.18	27.35	26.87	28.68	26.87	-
Std. Dev.	9.43	9.87	12.75	13.25	11.77	11.41	8.85	10.00	8.61	10.00	-
Std. Err.	0.62	0.89	2.60	3.04	2.78	3.44	0.57	0.57	1.13	0.57	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 415

q244) On average, how many cans did you use at that time? - Cans, Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Less than half a can	49	24	7	5	4	3	48	85	7	85	-
	20.9	19.5	29.2	26.3	22.2	27.3	20.0	27.9	12.0	27.9	-
More than half, but less than 1 can	23	8	1	-	-	-	21	30	3	30	-
	9.8	6.5	4.2	-	-	-	8.8	9.8	5.2	9.8	-
1 can	46	28	3	3	3	1	47	55	10	55	-
	19.6	22.8	12.5	15.8	16.7	9.1	19.6	18.0	17.2	18.0	-
2 cans	27	13	2	1	1	1	26	31	8	31	-
	11.5	10.6	8.3	5.3	5.6	9.1	10.8	10.2	13.8	10.2	-
3 cans	14	4	2	1	1	1	16	17	3	17	-
	6.0	3.3	8.3	5.3	5.6	9.1	6.7	5.6	5.2	5.6	-
4 cans	13	7	-	-	-	-	15	16	2	16	-
	5.5	5.7	-	-	-	-	6.2	5.2	3.5	5.2	-
5 cans	14	11	3	3	3	1	15	17	10	17	-
	6.0	8.9	12.5	15.8	16.7	9.1	6.3	5.6	17.3	5.6	-
6 cans	8	6	-	-	-	-	10	10	6	10	-
	3.4	4.9	-	-	-	-	4.2	3.3	10.3	3.3	-
7 cans	6	3	1	1	1	-	6	6	2	6	-
	2.6	2.4	4.2	5.3	5.6	-	2.5	2.0	3.4	2.0	-
8+ (Net)	35	19	5	5	5	4	36	38	7	38	-
	14.9	15.4	20.8	26.3	27.8	36.3	15.0	12.4	12.1	12.4	-
8 cans	8	5	1	1	1	1	8	8	1	8	-
	3.4	4.1	4.2	5.3	5.6	9.1	3.3	2.6	1.7	2.6	-
9 cans	3	1	1	1	1	1	3	3	-	3	-
	1.3	0.8	4.2	5.3	5.5	9.1	1.2	1.0	-	1.0	-
10 cans	8	2	1	1	1	1	8	9	1	9	-
	3.4	1.6	4.2	5.3	5.6	9.1	3.3	2.9	1.7	2.9	-
11 cans	3	1	-	-	-	-	2	3	-	3	-
	1.3	0.8	-	-	-	-	0.8	1.0	-	1.0	-
12 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 415

q244) On average, how many cans did you use at that time? - Cans, Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
13 cans	4	4	1	1	1	-	4	4	2	4	-
	1.7	3.2	4.2	5.3	5.5	-	1.7	1.3	3.4	1.3	-
14 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
15 cans	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	-	0.3	-
16 cans	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
17 cans	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
18 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
19 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
20 cans	4	3	-	-	-	-	4	4	1	4	-
	1.7	2.4	-	-	-	-	1.7	1.3	1.7	1.3	-
21+ cans	2	2	1	1	1	1	4	4	2	4	-
	0.9	1.6	4.2	5.3	5.6	9.1	1.7	1.3	3.5	1.3	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	3.46	3.83	4.18	4.96	5.22	5.61	3.65	3.11	4.43	3.11	-
Std. Dev.	4.45	4.92	5.42	5.85	5.90	6.83	4.73	4.41	5.11	4.41	-
Std. Err.	0.29	0.44	1.11	1.34	1.39	2.06	0.30	0.25	0.67	0.25	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 416

q245) On average, how many cans did you use at that time? - Cans, Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Less than half a can	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
More than half, but less than 1 can	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
1 can	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
2 cans	49 20.9	24 19.5	7 29.2	5 26.3	4 22.2	3 27.3	48 20.0	85 27.9	7 12.0	85 27.9	- -
3 cans	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
4 cans	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
5 cans	23 9.8	8 6.5	1 4.2	- -	- -	- -	21 8.8	30 9.8	3 5.2	30 9.8	- -
6 cans	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
7 cans	46 19.6	28 22.8	3 12.5	3 15.8	3 16.7	1 9.1	47 19.6	55 18.0	10 17.2	55 18.0	- -
8+ (Net)	117 49.8	63 51.2	13 54.1	11 57.9	11 61.1	7 63.6	124 51.6	135 44.2	38 65.5	135 44.2	- -
8 cans	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
9 cans	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
10 cans	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
11 cans	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
12 cans	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 416

q245) On average, how many cans did you use at that time? - Cans, Weekly

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
13 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
14 cans	27	13	2	1	1	1	26	31	8	31	-
	11.5	10.6	8.3	5.3	5.6	9.1	10.8	10.2	13.8	10.2	-
15 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
16 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
17 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
18 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
19 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
20 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
21+ cans	90	50	11	10	10	6	98	104	30	104	-
	38.3	40.6	45.8	52.6	55.5	54.5	40.8	34.1	51.7	34.1	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	12.69	13.14	13.37	14.47	15.16	14.99	13.11	11.57	15.54	11.57	-
Std. Dev.	8.79	8.79	9.60	9.64	9.42	9.78	8.84	8.88	8.41	8.88	-
Std. Err.	0.57	0.79	1.96	2.21	2.22	2.95	0.57	0.51	1.10	0.51	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 417

q246) We would like to know how frequently you use moist snuff. Do you use moist snuff:

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Every day	129	66	12	9	8	5	119	175	25	175	-
	54.9	53.6	50.0	47.3	44.4	45.4	49.6	57.4	43.1	57.4	-
Some days	106	57	12	10	10	6	121	130	33	130	-
	45.1	46.4	50.0	52.7	55.6	54.6	50.4	42.6	56.9	42.6	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 418

q247) Thinking about the past 30 days, how many of those days did you use moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff Some Days (Unwtd)	106	57	12	10	10	6	121	130	33	130	-
Base - Uses Moist Snuff Some Days (Wgtd)	106	57	12	10	10	6	121	130	33	130	-
Eff Base	106	57	12	10	10	6	121	130	33	130	-
0	9	3	-	-	-	-	10	10	2	10	-
	8.5	5.3	-	-	-	-	8.3	7.7	6.1	7.7	-
1 Week (Net)	44	27	7	6	6	4	47	50	20	50	-
	41.5	47.3	58.4	60.1	60.1	66.7	38.8	38.4	60.5	38.4	-
1	10	8	1	1	1	-	10	11	6	11	-
	9.4	14.0	8.3	10.0	10.0	-	8.2	8.4	18.2	8.4	-
2	5	2	1	-	-	-	4	5	2	5	-
	4.7	3.5	8.3	-	-	-	3.3	3.8	6.0	3.8	-
3	8	5	-	-	-	-	11	11	3	11	-
	7.6	8.8	-	-	-	-	9.1	8.5	9.1	8.5	-
4	7	3	1	1	1	1	7	7	3	7	-
	6.6	5.3	8.3	10.0	10.0	16.6	5.8	5.4	9.1	5.4	-
5	7	4	2	2	2	2	8	8	5	8	-
	6.6	7.0	16.7	20.0	20.0	33.3	6.6	6.2	15.1	6.2	-
6	4	3	2	2	2	1	3	4	1	4	-
	3.8	5.3	16.7	20.1	20.1	16.8	2.5	3.1	3.0	3.1	-
7	3	2	-	-	-	-	4	4	-	4	-
	2.8	3.5	-	-	-	-	3.3	3.1	-	3.1	-
2 Weeks (Net)	30	16	4	4	4	2	36	41	8	41	-
	28.3	28.1	33.3	39.9	39.9	33.3	29.7	31.5	24.3	31.5	-
8	6	3	1	1	1	1	7	8	3	8	-
	5.7	5.3	8.3	10.0	10.0	16.7	5.8	6.1	9.1	6.1	-
9	4	2	1	1	1	-	4	4	-	4	-
	3.8	3.5	8.3	10.0	10.0	-	3.3	3.1	-	3.1	-
10	13	7	1	1	1	-	14	15	1	15	-
	12.3	12.3	8.3	10.0	10.0	-	11.6	11.5	3.0	11.5	-
11	1	1	-	-	-	-	1	1	-	1	-
	0.9	1.8	-	-	-	-	0.8	0.8	-	0.8	-
12	2	1	1	1	1	1	4	5	2	5	-
	1.9	1.7	8.3	10.0	10.0	16.6	3.3	3.8	6.1	3.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 418

q247) Thinking about the past 30 days, how many of those days did you use moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff Some Days (Wgtd)	106	57	12	10	10	6	121	130	33	130	-
13	3	2	-	-	-	-	3	3	2	3	-
	2.8	3.5	-	-	-	-	2.5	2.3	6.1	2.3	-
14	1	-	-	-	-	-	3	5	-	5	-
	0.9	-	-	-	-	-	2.5	3.8	-	3.8	-
3 Weeks (Net)	19	9	1	-	-	-	24	25	3	25	-
	18.0	15.8	8.4	-	-	-	19.9	19.3	9.1	19.3	-
15	8	4	-	-	-	-	9	10	2	10	-
	7.6	7.0	-	-	-	-	7.4	7.7	6.1	7.7	-
16	3	1	-	-	-	-	3	3	-	3	-
	2.8	1.7	-	-	-	-	2.5	2.3	-	2.3	-
17	3	1	1	-	-	-	4	4	-	4	-
	2.8	1.8	8.4	-	-	-	3.3	3.1	-	3.1	-
18	1	1	-	-	-	-	1	1	-	1	-
	1.0	1.8	-	-	-	-	0.8	0.8	-	0.8	-
19	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.8	0.8	-	0.8	-
20	4	2	-	-	-	-	6	6	1	6	-
	3.8	3.5	-	-	-	-	5.0	4.6	3.0	4.6	-
21	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
4 Weeks+ (Net)	4	2	-	-	-	-	4	4	-	4	-
	3.8	3.5	-	-	-	-	3.3	3.1	-	3.1	-
22	1	-	-	-	-	-	1	1	-	1	-
	0.9	-	-	-	-	-	0.8	0.8	-	0.8	-
23	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
24	1	1	-	-	-	-	1	1	-	1	-
	0.9	1.8	-	-	-	-	0.8	0.8	-	0.8	-
25	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
26	1	-	-	-	-	-	1	1	-	1	-
	0.9	-	-	-	-	-	0.8	0.8	-	0.8	-
27	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 418

q247) Thinking about the past 30 days, how many of those days did you use moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff	106	57	12	10	10	6	121	130	33	130	-
Some Days (Wgtd)											
28	1	1	-	-	-	-	1	1	-	1	-
	0.9	1.8	-	-	-	-	0.8	0.8	-	0.8	-
29	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
30	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	106	57	12	10	10	6	121	130	33	130	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	8.22	7.99	7.08	6.60	6.60	6.66	8.64	8.67	5.94	8.67	-
Std. Dev.	6.56	6.51	4.46	3.20	3.20	2.94	6.61	6.50	5.17	6.50	-
Std. Err.	0.64	0.86	1.29	1.01	1.01	1.20	0.60	0.57	0.90	0.57	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 419

q248) Approximately how many pouches of moist snuff do you use in a typical day?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff Pouches Only or Both (Unwtd)	144	80	17	13	12	7	143	170	42	170	-
Base - Uses Moist Snuff Pouches Only or Both (Wgtd)	144	80	17	13	12	7	143	170	42	170	-
Eff Base	144	80	17	13	12	7	143	170	42	170	-
0 pouches	3	1	-	-	-	-	5	6	1	6	-
	2.1	1.3	-	-	-	-	3.5	3.5	2.4	3.5	-
1 pouch	29	16	3	2	2	1	32	35	9	35	-
	20.1	20.0	17.7	15.4	16.7	14.3	22.4	20.6	21.4	20.6	-
2 pouches	28	16	1	1	1	1	27	32	6	32	-
	19.5	20.0	5.9	7.8	8.4	14.4	18.9	18.8	14.3	18.8	-
3 pouches	18	9	4	3	2	1	19	23	5	23	-
	12.5	11.3	23.5	23.1	16.7	14.3	13.3	13.5	11.9	13.5	-
4 pouches	16	10	2	1	1	1	15	16	7	16	-
	11.1	12.5	11.8	7.7	8.3	14.3	10.5	9.4	16.6	9.4	-
5 pouches	14	3	-	-	-	-	13	16	2	16	-
	9.7	3.7	-	-	-	-	9.1	9.4	4.8	9.4	-
6 pouches	9	7	3	2	2	1	6	9	1	9	-
	6.2	8.7	17.7	15.4	16.6	14.2	4.2	5.3	2.4	5.3	-
7 pouches	4	1	1	1	1	1	4	5	1	5	-
	2.8	1.2	5.9	7.7	8.3	14.3	2.8	2.9	2.4	2.9	-
8 pouches	4	1	-	-	-	-	3	4	-	4	-
	2.8	1.3	-	-	-	-	2.1	2.4	-	2.4	-
9 pouches	3	2	1	1	1	-	3	3	1	3	-
	2.1	2.5	5.9	7.7	8.3	-	2.1	1.8	2.4	1.8	-
10 pouches	8	7	1	1	1	1	8	9	5	9	-
	5.6	8.8	5.9	7.7	8.3	14.2	5.6	5.3	11.9	5.3	-
11 pouches	1	1	-	-	-	-	1	1	1	1	-
	0.7	1.2	-	-	-	-	0.7	0.6	2.4	0.6	-
12 pouches	1	1	-	-	-	-	1	3	-	3	-
	0.7	1.2	-	-	-	-	0.7	1.8	-	1.8	-
13 pouches	2	1	-	-	-	-	2	2	1	2	-
	1.4	1.2	-	-	-	-	1.4	1.2	2.4	1.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 419

q248) Approximately how many pouches of moist snuff do you use in a typical day?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff Pouches Only or Both (Wgtd)	144	80	17	13	12	7	143	170	42	170	-
14+ pouches	4	4	1	1	1	-	4	6	2	6	-
	2.8	5.0	5.9	7.7	8.3	-	2.8	3.5	4.7	3.5	-
Total	144	80	17	13	12	7	143	170	42	170	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	4.21	4.69	4.99	5.45	5.66	4.71	4.03	4.23	4.81	4.23	-
Std. Dev.	3.54	4.09	3.90	4.27	4.39	3.15	3.59	3.75	4.24	3.75	-
Std. Err.	0.30	0.46	0.95	1.18	1.27	1.19	0.30	0.29	0.65	0.29	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 420

q249) Approximately how many TOTAL cans of moist snuff (including loose and pouches) do you use in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Less than half a can	20	11	2	2	2	1	20	25	6	25	-
	8.5	8.9	8.3	10.5	11.1	9.1	8.3	8.2	10.4	8.2	-
More than half, but less than 1 can	10	5	-	-	-	-	17	17	2	17	-
	4.3	4.1	-	-	-	-	7.1	5.6	3.4	5.6	-
1 can	31	18	4	3	2	2	31	37	10	37	-
	13.2	14.6	16.6	15.8	11.1	18.2	12.9	12.1	17.2	12.1	-
2 cans	33	11	2	1	1	-	38	50	10	50	-
	14.1	8.9	8.4	5.3	5.6	-	15.8	16.4	17.3	16.4	-
3 cans	23	10	2	2	2	1	20	28	5	28	-
	9.8	8.1	8.3	10.5	11.1	9.1	8.3	9.2	8.6	9.2	-
4 cans	27	16	4	3	3	2	24	32	4	32	-
	11.5	13.0	16.6	15.8	16.6	18.2	10.0	10.5	6.9	10.5	-
5 cans	22	13	2	1	1	1	19	27	4	27	-
	9.4	10.6	8.4	5.3	5.6	9.2	7.9	8.9	6.9	8.9	-
6 cans	18	13	-	-	-	-	18	22	4	22	-
	7.7	10.6	-	-	-	-	7.5	7.2	6.9	7.2	-
7 cans	17	9	4	3	3	1	16	22	5	22	-
	7.2	7.3	16.7	15.8	16.6	9.1	6.7	7.2	8.6	7.2	-
8+ (Net)	34	17	4	4	4	3	37	45	8	45	-
	14.5	13.8	16.6	21.0	22.2	27.3	15.4	14.7	13.8	14.7	-
8 cans	8	3	-	-	-	-	8	10	2	10	-
	3.4	2.4	-	-	-	-	3.3	3.3	3.4	3.3	-
9 cans	6	2	1	1	1	-	7	7	-	7	-
	2.5	1.6	4.2	5.3	5.5	-	2.9	2.3	-	2.3	-
10 cans	5	3	1	1	1	1	5	7	1	7	-
	2.1	2.4	4.2	5.3	5.6	9.1	2.1	2.3	1.7	2.3	-
11 cans	2	2	-	-	-	-	1	2	-	2	-
	0.8	1.6	-	-	-	-	0.4	0.7	-	0.7	-
12 cans	1	1	1	1	1	1	2	3	-	3	-
	0.4	0.8	4.2	5.3	5.5	9.1	0.8	1.0	-	1.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 420

q249) Approximately how many TOTAL cans of moist snuff (including loose and pouches) do you use in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
13 cans	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	1.7	0.3	-
14 cans	2	-	-	-	-	-	2	3	-	3	-
	0.8	-	-	-	-	-	0.8	1.0	-	1.0	-
15 cans	2	1	-	-	-	-	2	2	1	2	-
	0.8	0.8	-	-	-	-	0.8	0.7	1.7	0.7	-
16 cans	3	2	-	-	-	-	3	3	2	3	-
	1.3	1.6	-	-	-	-	1.2	1.0	3.4	1.0	-
17 cans	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
18 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
19 cans	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
20 cans	1	1	-	-	-	-	2	2	-	2	-
	0.4	0.8	-	-	-	-	0.8	0.7	-	0.7	-
21+ cans	1	1	1	1	1	1	2	3	1	3	-
	0.4	0.8	4.2	5.3	5.6	9.1	0.8	1.0	1.7	1.0	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	4.35	4.52	5.11	5.45	5.70	6.39	4.37	4.39	4.34	4.39	-
Std. Dev.	3.93	4.06	4.97	5.45	5.50	6.64	4.27	4.17	4.62	4.17	-
Std. Err.	0.26	0.37	1.02	1.25	1.30	2.00	0.28	0.24	0.61	0.24	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 421

q251) Approximately how many cans of moist snuff did you use in a typical week, 1 year ago?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Less than half a can	23	13	2	2	2	1	25	29	6	29	-
	9.8	10.6	8.3	10.5	11.1	9.1	10.4	9.5	10.3	9.5	-
More than half, but less than 1 can	10	5	-	-	-	-	14	15	2	15	-
	4.3	4.1	-	-	-	-	5.8	4.9	3.4	4.9	-
1 can	29	15	3	2	2	1	33	39	6	39	-
	12.3	12.2	12.5	10.5	11.1	9.1	13.7	12.8	10.3	12.8	-
2 cans	27	10	3	2	1	1	30	40	8	40	-
	11.5	8.1	12.5	10.5	5.6	9.1	12.5	13.1	13.8	13.1	-
3 cans	23	14	3	2	2	2	18	28	5	28	-
	9.8	11.4	12.5	10.5	11.1	18.2	7.5	9.2	8.7	9.2	-
4 cans	23	12	2	2	2	1	21	27	5	27	-
	9.8	9.8	8.4	10.6	11.2	9.2	8.7	8.9	8.6	8.9	-
5 cans	17	11	1	1	1	1	14	22	6	22	-
	7.2	8.9	4.2	5.3	5.6	9.1	5.8	7.2	10.3	7.2	-
6 cans	17	9	2	1	1	-	15	20	3	20	-
	7.2	7.3	8.3	5.3	5.6	-	6.3	6.6	5.2	6.6	-
7 cans	22	10	3	2	2	1	21	27	5	27	-
	9.4	8.1	12.5	10.5	11.1	9.1	8.7	8.8	8.6	8.8	-
8+ (Net)	44	24	5	5	5	3	49	58	12	58	-
	18.7	19.5	20.8	26.3	27.8	27.3	20.4	19.0	20.7	19.0	-
8 cans	9	5	1	1	1	-	9	12	-	12	-
	3.8	4.1	4.2	5.3	5.5	-	3.7	3.9	-	3.9	-
9 cans	7	1	1	1	1	-	7	8	1	8	-
	3.0	0.8	4.2	5.3	5.5	-	2.9	2.6	1.7	2.6	-
10 cans	6	4	1	1	1	1	5	6	3	6	-
	2.6	3.2	4.2	5.3	5.6	9.1	2.1	2.0	5.2	2.0	-
11 cans	4	3	-	-	-	-	4	4	-	4	-
	1.7	2.4	-	-	-	-	1.7	1.3	-	1.3	-
12 cans	2	1	-	-	-	-	3	4	1	4	-
	0.9	0.8	-	-	-	-	1.3	1.3	1.7	1.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 421

q251) Approximately how many cans of moist snuff did you use in a typical week, 1 year ago?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
13 cans	6	3	1	1	1	1	6	6	2	6	-
	2.5	2.4	4.2	5.3	5.5	9.1	2.5	2.0	3.4	2.0	-
14 cans	1	-	-	-	-	-	1	2	-	2	-
	0.4	-	-	-	-	-	0.4	0.7	-	0.7	-
15 cans	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	1.7	0.3	-
16 cans	1	1	-	-	-	-	2	2	1	2	-
	0.4	0.8	-	-	-	-	0.8	0.7	1.7	0.7	-
17 cans	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
18 cans	2	1	-	-	-	-	2	2	1	2	-
	0.8	0.8	-	-	-	-	0.8	0.7	1.7	0.7	-
19 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
20 cans	1	1	-	-	-	-	2	2	-	2	-
	0.4	0.8	-	-	-	-	0.8	0.7	-	0.7	-
21+ cans	3	3	1	1	1	1	6	8	2	8	-
	1.3	2.4	4.2	5.3	5.6	9.1	2.5	2.6	3.5	2.6	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	4.79	5.06	5.31	5.71	5.92	6.48	4.96	4.91	5.43	4.91	-
Std. Dev.	4.42	4.90	5.04	5.49	5.57	6.71	5.05	4.90	5.43	4.90	-
Std. Err.	0.29	0.44	1.03	1.26	1.31	2.02	0.33	0.28	0.71	0.28	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 422

q252) How soon after getting up in the morning do you have your first dip, chaw or chew?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Within 5 minutes	45	22	4	4	4	2	36	57	9	57	-
	19.1	17.9	16.7	21.1	22.2	18.2	15.0	18.7	15.5	18.7	-
6-30 minutes	95	52	13	10	9	5	98	122	25	122	-
	40.4	42.3	54.1	52.6	50.0	45.4	40.8	40.0	43.1	40.0	-
31-60 minutes	45	26	5	4	4	4	46	54	14	54	-
	19.2	21.1	20.9	21.1	22.3	36.4	19.2	17.7	24.1	17.7	-
More than 60 minutes	50	23	2	1	1	-	60	72	10	72	-
	21.3	18.7	8.3	5.2	5.5	-	25.0	23.6	17.3	23.6	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 423

q253) Have you ever tried to quit using Moist Snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Yes, one time	101	53	10	8	7	4	100	114	30	114	-
	43.0	43.1	41.7	42.1	38.9	36.3	41.7	37.4	51.7	37.4	-
Yes, more than one time (on several occasions)	62	30	5	4	4	3	58	86	14	86	-
	26.4	24.4	20.8	21.1	22.3	27.4	24.2	28.2	24.1	28.2	-
No, I have never tried to quit	72	40	9	7	7	4	82	105	14	105	-
	30.6	32.5	37.5	36.8	38.8	36.3	34.2	34.4	24.2	34.4	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 424

q254) How many times have you tried to quit where you stopped dipping or drastically cut down on your moist snuff usage for at least a week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff More Than Once (Unwtd)	62	30	5	4	4	3	58	86	14	86	-
Base - Tried to Quit Moist Snuff More Than Once (Wgtd)	62	30	5	4	4	3	58	86	14	86	-
Eff Base	62	30	5	4	4	3	58	86	14	86	-
Twice	24	16	3	2	2	2	26	31	3	31	-
	38.7	53.3	60.1	50.2	50.2	66.8	44.8	36.0	21.4	36.0	-
Three times	23	9	1	1	1	-	22	27	7	27	-
	37.1	30.0	19.9	24.9	24.9	-	37.9	31.4	49.9	31.4	-
Four or more times	15	5	1	1	1	1	10	28	4	28	-
	24.2	16.7	20.0	24.9	24.9	33.2	17.3	32.6	28.7	32.6	-
Total	62	30	5	4	4	3	58	86	14	86	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 425

q255) How long were you able to quit using moist snuff the last time you attempted to quit (your most recent attempt to quit)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff (Unwtd)	163	83	15	12	11	7	158	200	44	200	-
Base - Tried to Quit Moist Snuff (Wgtd)	163	83	15	12	11	7	158	200	44	200	-
Eff Base	163	83	15	12	11	7	158	200	44	200	-
1 week or less	43	21	3	2	2	2	37	55	14	55	-
	26.4	25.3	20.0	16.7	18.2	28.5	23.4	27.5	31.8	27.5	-
More than 1 week, but less than 1 month	33	12	2	2	2	-	35	43	10	43	-
	20.3	14.4	13.3	16.7	18.2	-	22.2	21.5	22.7	21.5	-
1-3 months	50	30	6	5	4	3	49	56	12	56	-
	30.7	36.2	40.0	41.7	36.4	43.0	31.0	28.0	27.3	28.0	-
4-6 months	26	17	3	3	3	2	26	28	7	28	-
	15.9	20.5	20.0	25.0	27.2	28.5	16.5	14.0	15.9	14.0	-
7 months to 1 year	6	1	-	-	-	-	6	8	1	8	-
	3.7	1.2	-	-	-	-	3.8	4.0	2.3	4.0	-
1-2 years	2	1	1	-	-	-	2	7	-	7	-
	1.2	1.2	6.7	-	-	-	1.3	3.5	-	3.5	-
More than 2 years	3	1	-	-	-	-	3	3	-	3	-
	1.8	1.2	-	-	-	-	1.9	1.5	-	1.5	-
Total	163	83	15	12	11	7	158	200	44	200	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 426

q256) How long were you able to quit using moist snuff the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff More Than Once (Unwtd)	62	30	5	4	4	3	58	86	14	86	-
Base - Tried to Quit Moist Snuff More Than Once (Wgtd)	62	30	5	4	4	3	58	86	14	86	-
Eff Base	62	30	5	4	4	3	58	86	14	86	-
1 week or less	15	5	-	-	-	-	10	21	4	21	-
	24.2	16.7	-	-	-	-	17.3	24.5	28.6	24.5	-
More than 1 week, but less than 1 month	18	8	1	-	-	-	19	28	3	28	-
	29.0	26.6	19.9	-	-	-	32.8	32.5	21.4	32.5	-
1-3 months	16	9	2	2	2	1	16	20	4	20	-
	25.8	30.0	40.0	49.9	49.9	33.3	27.5	23.2	28.5	23.2	-
4-6 months	8	5	2	2	2	2	8	8	3	8	-
	12.9	16.7	40.1	50.1	50.1	66.7	13.8	9.3	21.5	9.3	-
7 months to 1 year	3	2	-	-	-	-	2	4	-	4	-
	4.9	6.7	-	-	-	-	3.4	4.7	-	4.7	-
1-2 years	2	1	-	-	-	-	3	4	-	4	-
	3.2	3.3	-	-	-	-	5.2	4.7	-	4.7	-
More than 2 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	1.2	-	1.2	-
Total	62	30	5	4	4	3	58	86	14	86	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 427

q257) How long ago was it that you last tried to quit using moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff (Unwtd)	163	83	15	12	11	7	158	200	44	200	-
Base - Tried to Quit Moist Snuff (Wgtd)	163	83	15	12	11	7	158	200	44	200	-
Eff Base	163	83	15	12	11	7	158	200	44	200	-
Less than 1 month	25	16	5	4	4	3	25	29	10	29	-
	15.3	19.3	33.4	33.4	36.4	42.9	15.8	14.5	22.7	14.5	-
1-3 months	44	19	5	4	3	1	43	52	10	52	-
	27.0	22.9	33.3	33.3	27.2	14.3	27.2	26.0	22.8	26.0	-
4-6 months	52	28	5	4	4	3	53	60	16	60	-
	31.9	33.7	33.3	33.3	36.3	42.8	33.5	30.0	36.3	30.0	-
7 months to less than 1 year	21	12	-	-	-	-	18	24	6	24	-
	12.9	14.5	-	-	-	-	11.4	12.0	13.6	12.0	-
1-2 years	12	5	-	-	-	-	14	19	2	19	-
	7.4	6.0	-	-	-	-	8.9	9.5	4.5	9.5	-
3-5 years	1	-	-	-	-	-	1	2	-	2	-
	0.6	-	-	-	-	-	0.6	1.0	-	1.0	-
More than 5 years	8	3	-	-	-	-	4	14	-	14	-
	4.9	3.6	-	-	-	-	2.5	7.0	-	7.0	-
Total	163	83	15	12	11	7	158	200	44	200	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 428

q258) Did you use any substitutes/aids (if any) for moist snuff when trying to quit? If you attempted to quit multiple times, please think about the last time you attempted to quit.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff (Unwtd)	163	83	15	12	11	7	158	200	44	200	-
Base - Tried to Quit Moist Snuff (Wgtd)	163	83	15	12	11	7	158	200	44	200	-
Eff Base	163	83	15	12	11	7	158	200	44	200	-
NRT (Net)	73	42	8	7	6	3	72	83	21	83	-
_____	44.8	50.6	53.4	58.4	54.6	42.9	45.6	41.5	47.8	41.5	-
Nicotine chewing gum	50	30	5	5	4	2	51	57	14	57	-
	30.7	36.2	33.3	41.6	36.3	28.5	32.3	28.5	31.8	28.5	-
Nicotine patches	45	22	4	3	3	2	44	50	12	50	-
	27.6	26.5	26.7	25.1	27.3	28.6	27.8	25.0	27.3	25.0	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	5	3	1	1	1	-	5	6	2	6	-
	3.1	3.6	6.7	8.3	9.1	-	3.2	3.0	4.6	3.0	-
Cigarettes	59	28	9	8	8	6	63	65	16	65	-
	36.2	33.7	60.0	66.7	72.7	85.7	39.9	32.5	36.3	32.5	-
Snus	40	21	6	5	5	2	40	41	11	41	-
	24.5	25.3	40.0	41.6	45.4	28.5	25.3	20.5	25.0	20.5	-
Loose leaf chewing tobacco	32	18	8	7	7	5	33	33	9	33	-
	19.6	21.7	53.4	58.4	63.7	71.5	20.9	16.5	20.5	16.5	-
Other tobacco products	20	11	2	1	1	-	19	20	5	20	-
	12.3	13.3	13.4	8.3	9.1	-	12.0	10.0	11.4	10.0	-
Other aids/substitutes than above	1	-	-	-	-	-	-	1	-	1	-
	0.6	-	-	-	-	-	-	0.5	-	0.5	-
I attempted to quit dipping without aids/ substitutes	32	12	-	-	-	-	28	54	7	54	-
	19.6	14.4	-	-	-	-	17.7	27.0	15.9	27.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 429

q259) Do you continue to use any of the aids/substitutes when you started dipping again, after attempting to quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff With Aids/ Substitutes (Unwtd)	131	71	15	12	11	7	130	146	37	146	-
Base - Tried to Quit Moist Snuff With Aids/ Substitutes (Wgtd)	131	71	15	12	11	7	130	146	37	146	-
Eff Base	131	71	15	12	11	7	130	146	37	146	-
NRT (Net)	50	30	5	4	4	1	50	55	18	55	-
	38.2	42.2	33.3	33.3	36.3	14.2	38.4	37.7	48.7	37.7	-
Nicotine patches	30	17	2	1	1	-	30	33	10	33	-
	22.9	23.9	13.3	8.3	9.1	-	23.1	22.6	27.0	22.6	-
Nicotine chewing gum	29	17	3	3	3	1	29	31	12	31	-
	22.1	23.9	20.0	25.0	27.2	14.2	22.3	21.2	32.4	21.2	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	2	1	-	-	-	-	2	2	1	2	-
	1.5	1.4	-	-	-	-	1.5	1.4	2.7	1.4	-
Cigarettes	43	20	6	5	5	4	47	48	9	48	-
	32.8	28.1	40.0	41.7	45.5	57.2	36.1	32.8	24.3	32.8	-
Loose leaf chewing tobacco	27	14	6	5	5	3	27	27	7	27	-
	20.6	19.7	40.1	41.7	45.5	43.0	20.8	18.5	18.9	18.5	-
Snus	24	13	4	4	4	2	24	25	7	25	-
	18.3	18.3	26.6	33.3	36.3	28.5	18.5	17.1	18.9	17.1	-
Other tobacco products	8	7	1	-	-	-	7	8	1	8	-
	6.1	9.9	6.7	-	-	-	5.4	5.5	2.7	5.5	-
Other aids/substitutes than above	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
I do not continue to use any of the above	15	6	1	1	-	-	12	20	3	20	-
	11.5	8.4	6.7	8.3	-	-	9.2	13.7	8.1	13.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 430

q260) Do you use moist snuff less now that you use an additional tobacco product(s)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff Using Cigs/ Snus/ Loose Leaf/ Other TObacco (Unwtd)	82	44	12	10	10	7	84	87	19	87	-
Base - Tried to Quit Moist Snuff Using Cigs/ Snus/ Loose Leaf/ Other TObacco (Wgtd)	82	44	12	10	10	7	84	87	19	87	-
Eff Base	82	44	12	10	10	7	84	87	19	87	-
Yes, I use moist snuff less than I used to	55	28	9	7	7	5	57	59	14	59	-
	67.1	63.6	74.9	69.9	69.9	71.3	67.9	67.8	73.7	67.8	-
No, I use moist snuff about the same amount as I used to	24	14	3	3	3	2	24	25	4	25	-
	29.3	31.8	25.1	30.1	30.1	28.7	28.6	28.7	21.0	28.7	-
No, I use moist snuff more than I used to	3	2	-	-	-	-	3	3	1	3	-
	3.7	4.5	-	-	-	-	3.6	3.5	5.3	3.5	-
Total	82	44	12	10	10	7	84	87	19	87	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 431

q261) How much less moist snuff do you consume since using an additional tobacco product(s)? Please select the answer that is closest to the amount you now dip while using another tobacco product

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff Less Than Used To (Unwtd)	55	28	9	7	7	5	57	59	14	59	-
Base - Uses Moist Snuff Less Than Used To (Wgtd)	55	28	9	7	7	5	57	59	14	59	-
Eff Base	55	28	9	7	7	5	57	59	14	59	-
I now dip about one fourth of what I used to	41	20	5	5	5	3	43	44	11	44	-
	74.6	71.4	55.6	71.4	71.4	60.0	75.5	74.6	78.6	74.6	-
I now dip about half of what I used to	11	6	4	2	2	2	12	12	3	12	-
	20.0	21.4	44.4	28.6	28.6	40.0	21.0	20.3	21.4	20.3	-
I now dip about three fourths of what I used to	3	2	-	-	-	-	2	3	-	3	-
	5.5	7.2	-	-	-	-	3.5	5.1	-	5.1	-
Total	55	28	9	7	7	5	57	59	14	59	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 432

q262) Now that you continue to use another tobacco product in addition to moist snuff, how does this affect your total tobacco consumption? Do you believe that your total tobacco consumption...?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff Using Cigs/ Snus/ Loose Leaf/ Other Tobacco (Unwtd)	82	44	12	10	10	7	84	87	19	87	-
Base - Tried to Quit Moist Snuff Using Cigs/ Snus/ Loose Leaf/ Other Tobacco (Wgtd)	82	44	12	10	10	7	84	87	19	87	-
Eff Base	82	44	12	10	10	7	84	87	19	87	-
Has decreased (1)	31	18	3	3	3	1	30	32	10	32	-
	37.8	40.9	25.0	30.0	30.0	14.3	35.7	36.8	52.6	36.8	-
Has stayed about the same (2)	37	19	5	4	4	4	40	41	8	41	-
	45.1	43.2	41.8	40.1	40.1	57.2	47.6	47.1	42.2	47.1	-
Has increased (3)	14	7	4	3	3	2	14	14	1	14	-
	17.1	15.9	33.3	29.9	29.9	28.5	16.7	16.1	5.3	16.1	-
Total	82	44	12	10	10	7	84	87	19	87	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.79	1.75	2.08	2.00	2.00	2.14	1.81	1.79	1.53	1.79	-
Std. Dev.	0.72	0.72	0.79	0.82	0.82	0.69	0.70	0.70	0.61	0.70	-
Std. Err.	0.08	0.11	0.23	0.26	0.26	0.26	0.08	0.08	0.14	0.08	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 433

q263) If you look 6 months ahead, do you think you will change your moist snuff consumption?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Yes, I will increase my moist snuff consumption	67	35	11	9	9	5	71	72	22	72	-
	28.5	28.5	45.8	47.4	50.0	45.5	29.6	23.6	37.9	23.6	-
Yes, I will decrease my moist snuff consumption	65	32	2	2	2	2	75	92	13	92	-
	27.6	26.0	8.3	10.5	11.1	18.2	31.2	30.1	22.4	30.1	-
Yes, I will totally quit using moist snuff	27	14	3	2	2	1	28	37	11	37	-
	11.5	11.4	12.5	10.5	11.1	9.1	11.7	12.1	19.0	12.1	-
No, my moist snuff consumption will stay about the same	76	42	8	6	5	3	66	104	12	104	-
	32.4	34.1	33.3	31.5	27.7	27.2	27.5	34.1	20.7	34.1	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 434

q264) Do you use more, less or about the same amount of moist snuff as you did 6 months ago?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
I use moist snuff less	74	33	5	5	4	3	74	88	22	88	-
today compared to 6 months ago	31.5	26.8	20.8	26.3	22.2	27.2	30.8	28.8	37.9	28.8	-
I use moist snuff about	124	71	13	8	8	7	125	171	23	171	-
the same today as 6 months ago	52.8	57.8	54.2	42.1	44.5	63.7	52.1	56.1	39.7	56.1	-
I use moist snuff more	37	19	6	6	6	1	41	46	13	46	-
today compared to 6 months ago	15.7	15.4	25.0	31.5	33.3	9.1	17.1	15.1	22.4	15.1	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 435

q265) If you were to quit dipping (or quit again), which (if any) of the following products do you think you would use on a temporary basis instead of moist snuff? (i.e. you would use them only to assist in quitting, then cease usage)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Cigarettes	69	38	12	10	10	6	77	77	17	77	-
	29.4	30.9	50.0	52.7	55.6	54.6	32.1	25.2	29.3	25.2	-
Snus	41	25	7	4	4	1	42	47	9	47	-
	17.5	20.4	29.2	21.0	22.2	9.1	17.5	15.4	15.5	15.4	-
Loose leaf chewing tobacco	34	19	6	6	6	3	38	40	7	40	-
	14.5	15.4	25.0	31.6	33.4	27.4	15.8	13.1	12.1	13.1	-
Other tobacco products	21	13	3	2	2	1	24	26	6	26	-
	8.9	10.6	12.5	10.5	11.1	9.1	10.0	8.5	10.3	8.5	-
NRT (Net)	97	46	11	11	10	6	92	112	26	112	-
	41.3	37.4	45.8	57.9	55.6	54.6	38.3	36.7	44.8	36.7	-
Nicotine patches	53	29	7	7	7	4	53	60	17	60	-
	22.5	23.6	29.1	36.8	38.9	36.3	22.1	19.7	29.3	19.7	-
Nicotine chewing gum	62	29	7	7	6	4	59	72	15	72	-
	26.4	23.6	29.2	36.9	33.4	36.4	24.6	23.6	25.9	23.6	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	13	4	1	1	1	-	11	16	2	16	-
	5.5	3.2	4.2	5.3	5.5	-	4.6	5.2	3.5	5.2	-
E-cigarettes	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other aids/substitutes than above	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None of the above	70	40	4	3	3	2	70	109	17	109	-
	29.8	32.5	16.6	15.8	16.6	18.2	29.2	35.7	29.3	35.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 436

q266) If you were to quit dipping (or quit again), which (if any) of the following products do you think you would use on an ongoing basis instead of moist snuff? (i.e. you would use these even after quitting dipping)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Cigarettes	63	34	11	10	10	5	73	73	15	73	-
	26.8	27.6	45.8	52.7	55.6	45.5	30.4	23.9	25.9	23.9	-
Snus	42	31	11	7	7	4	44	50	10	50	-
	17.9	25.2	45.9	36.8	38.9	36.4	18.3	16.4	17.2	16.4	-
Loose leaf chewing tobacco	42	22	6	4	4	2	46	47	9	47	-
	17.9	17.9	25.0	21.1	22.2	18.2	19.2	15.4	15.5	15.4	-
NRT (Net)	87	41	8	8	8	6	84	94	21	94	-
	37.0	33.3	33.3	42.1	44.5	54.6	35.0	30.8	36.2	30.8	-
Nicotine patches	42	22	4	4	4	2	43	46	9	46	-
	17.9	17.9	16.7	21.0	22.2	18.2	17.9	15.1	15.5	15.1	-
Nicotine chewing gum	60	28	4	4	4	3	56	64	16	64	-
	25.5	22.8	16.7	21.1	22.2	27.3	23.3	21.0	27.6	21.0	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	11	5	2	2	2	1	10	11	4	11	-
	4.7	4.1	8.3	10.5	11.1	9.1	4.2	3.6	6.9	3.6	-
Other tobacco products	23	10	4	4	4	1	27	29	7	29	-
	9.8	8.1	16.7	21.0	22.2	9.1	11.2	9.5	12.1	9.5	-
E-cigarettes	1	-	-	-	-	-	-	1	-	1	-
	0.4	-	-	-	-	-	-	0.3	-	0.3	-
Other tobacco products	23	10	4	4	4	1	27	29	7	29	-
	9.8	8.1	16.7	21.0	22.2	9.1	11.2	9.5	12.1	9.5	-
Other aids/substitutes than above	2	-	-	-	-	-	-	2	-	2	-
	0.8	-	-	-	-	-	-	0.7	-	0.7	-
None of the above	74	40	4	3	2	1	72	117	18	117	-
	31.5	32.5	16.6	15.8	11.1	9.1	30.0	38.4	31.0	38.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 437

q267) When you think about brands of moist snuff, which one brand first comes to mind?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Copenhagen	27	13	3	1	1	1	32	46	7	46	-
	11.5	10.6	12.5	5.3	5.5	9.1	13.4	15.1	12.1	15.1	-
Grizzly	22	9	3	3	2	2	19	34	5	34	-
	9.4	7.3	12.5	15.8	11.2	18.3	7.9	11.1	8.6	11.1	-
Husky	2	-	-	-	-	-	2	2	1	2	-
	0.8	-	-	-	-	-	0.8	0.7	1.7	0.7	-
Kayak	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	0.3	-	0.3	-
Longhorn	4	3	1	1	1	-	4	7	2	7	-
	1.7	2.4	4.2	5.3	5.6	-	1.7	2.3	3.5	2.3	-
Marlboro	20	6	1	1	1	-	24	24	3	24	-
	8.5	4.9	4.2	5.3	5.6	-	10.0	7.9	5.2	7.9	-
Red Man	6	4	2	2	2	1	7	9	3	9	-
	2.6	3.3	8.3	10.5	11.1	9.1	2.9	3.0	5.2	3.0	-
Red Seal	2	1	-	-	-	-	4	4	-	4	-
	0.9	0.8	-	-	-	-	1.7	1.3	-	1.3	-
Skoal	42	28	6	6	6	3	37	54	7	54	-
	17.9	22.8	24.9	31.5	33.3	27.2	15.4	17.7	12.1	17.7	-
Timber Wolf	2	2	-	-	-	-	2	3	2	3	-
	0.9	1.6	-	-	-	-	0.8	1.0	3.4	1.0	-
Skoal Xtra	1	-	-	-	-	-	-	1	-	1	-
	0.4	-	-	-	-	-	-	0.3	-	0.3	-
Kodiak	3	1	-	-	-	-	4	4	-	4	-
	1.3	0.8	-	-	-	-	1.7	1.3	-	1.3	-
Camel	19	13	2	1	1	1	17	20	6	20	-
	8.1	10.6	8.3	5.3	5.6	9.1	7.1	6.6	10.3	6.6	-
Other	19	7	2	2	2	1	19	23	5	23	-
	8.1	5.7	8.3	10.5	11.1	9.1	7.9	7.5	8.6	7.5	-
Don't know/no answer	66	36	4	2	2	2	69	73	17	73	-
	28.1	29.3	16.7	10.5	11.1	18.2	28.7	23.9	29.3	23.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 438

q268) What other brands of moist snuff can you think of?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Cougar	2	2	-	-	-	-	2	3	1	3	-
	0.8	1.6	-	-	-	-	0.8	1.0	1.7	1.0	-
Copenhagen	30	15	4	4	3	2	26	51	3	51	-
	12.8	12.2	16.7	21.1	16.7	18.3	10.8	16.7	5.2	16.7	-
Grizzly	15	6	1	1	1	1	13	19	3	19	-
	6.4	4.9	4.2	5.3	5.5	9.1	5.4	6.2	5.2	6.2	-
Hawken	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
Kayak	4	1	-	-	-	-	6	8	2	8	-
	1.7	0.8	-	-	-	-	2.5	2.6	3.4	2.6	-
Longhorn	2	2	1	1	1	-	1	4	1	4	-
	0.9	1.6	4.2	5.3	5.6	-	0.4	1.3	1.7	1.3	-
Marlboro	15	7	-	-	-	-	16	17	2	17	-
	6.4	5.7	-	-	-	-	6.7	5.6	3.5	5.6	-
Red Man	6	6	4	3	3	2	6	6	-	6	-
	2.6	4.9	16.7	15.8	16.6	18.1	2.5	2.0	-	2.0	-
Red Seal	-	-	-	-	-	-	1	3	-	3	-
	-	-	-	-	-	-	0.4	1.0	-	1.0	-
Skoal	32	14	4	3	3	1	33	45	12	45	-
	13.6	11.4	16.7	15.8	16.6	9.1	13.8	14.8	20.7	14.8	-
Timber Wolf	1	-	-	-	-	-	1	2	1	2	-
	0.4	-	-	-	-	-	0.4	0.7	1.7	0.7	-
Kodiak	4	2	-	-	-	-	4	7	-	7	-
	1.7	1.6	-	-	-	-	1.7	2.3	-	2.3	-
Camel	12	8	2	2	2	1	12	13	4	13	-
	5.1	6.5	8.4	10.6	11.1	9.1	5.0	4.3	6.9	4.3	-
Other	23	11	-	-	-	-	26	27	4	27	-
	9.8	8.9	-	-	-	-	10.8	8.8	6.9	8.8	-
Don't know/no answer	88	49	8	5	5	4	92	99	25	99	-
	37.4	39.8	33.3	26.3	27.8	36.3	38.3	32.4	43.1	32.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 439

q267/q268) Total Moist Snuff Awareness

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Cougar	2	2	-	-	-	-	2	3	1	3	-
	0.8	1.6	-	-	-	-	0.8	1.0	1.7	1.0	-
Copenhagen	55	28	7	5	4	3	57	94	10	94	-
	23.4	22.8	29.2	26.3	22.3	27.3	23.8	30.9	17.3	30.9	-
Grizzly	36	14	4	4	3	3	30	51	8	51	-
	15.3	11.4	16.7	21.1	16.7	27.3	12.5	16.7	13.8	16.7	-
Hawken	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
Husky	2	-	-	-	-	-	2	2	1	2	-
	0.8	-	-	-	-	-	0.8	0.7	1.7	0.7	-
Kayak	4	1	-	-	-	-	6	9	2	9	-
	1.7	0.8	-	-	-	-	2.5	3.0	3.4	3.0	-
Longhorn	5	4	1	1	1	-	4	10	2	10	-
	2.1	3.3	4.2	5.3	5.6	-	1.7	3.3	3.5	3.3	-
Marlboro	28	11	1	1	1	-	33	34	5	34	-
	11.9	9.0	4.2	5.3	5.6	-	13.8	11.1	8.6	11.1	-
Red Man	11	9	6	5	5	3	12	14	3	14	-
	4.7	7.3	25.0	26.3	27.7	27.2	5.0	4.6	5.2	4.6	-
Red Seal	2	1	-	-	-	-	5	7	-	7	-
	0.9	0.8	-	-	-	-	2.1	2.3	-	2.3	-
Skoal	72	40	9	8	8	4	68	97	17	97	-
	30.7	32.5	37.5	42.0	44.4	36.3	28.4	31.8	29.4	31.8	-
Timber Wolf	3	2	-	-	-	-	3	5	3	5	-
	1.3	1.6	-	-	-	-	1.3	1.6	5.2	1.6	-
Skoal Xtra	1	-	-	-	-	-	-	1	-	1	-
	0.4	-	-	-	-	-	-	0.3	-	0.3	-
Kodiak	7	3	-	-	-	-	8	11	-	11	-
	3.0	2.4	-	-	-	-	3.3	3.6	-	3.6	-
Camel	29	19	3	2	2	1	27	31	9	31	-
	12.3	15.5	12.5	10.6	11.1	9.1	11.3	10.2	15.5	10.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 439

q267/q268) Total Moist Snuff Awareness

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Other	36	17	2	2	2	1	39	44	9	44	-
	15.3	13.8	8.3	10.5	11.1	9.1	16.2	14.4	15.5	14.4	-
Don't know/no answer	94	52	8	5	5	4	100	107	26	107	-
	40.0	42.3	33.3	26.3	27.8	36.3	41.6	35.1	44.8	35.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 440

q269) Which of the following brands of loose moist snuff have you heard of?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Cougar	63	29	7	5	5	2	63	92	15	92	-
	26.8	23.6	29.2	26.3	27.7	18.2	26.3	30.2	25.8	30.2	-
Copenhagen	117	57	14	11	10	6	118	176	22	176	-
	49.8	46.4	58.4	57.9	55.5	54.6	49.2	57.7	38.0	57.7	-
Grizzly	118	64	14	11	10	6	118	169	26	169	-
	50.3	52.1	58.4	57.9	55.6	54.6	49.2	55.4	44.8	55.4	-
Hawken	55	31	7	5	5	2	59	83	15	83	-
	23.4	25.2	29.2	26.3	27.8	18.2	24.6	27.2	25.9	27.2	-
Husky	80	39	8	5	5	2	77	111	21	111	-
	34.1	31.7	33.4	26.3	27.8	18.2	32.1	36.4	36.2	36.4	-
Kayak	74	33	8	6	6	1	73	105	15	105	-
	31.5	26.8	33.3	31.5	33.3	9.1	30.4	34.4	25.8	34.4	-
Longhorn	94	46	12	10	9	5	89	138	16	138	-
	40.0	37.4	50.1	52.7	50.0	45.5	37.1	45.3	27.6	45.3	-
Red Man	88	45	13	9	8	5	83	129	19	129	-
	37.5	36.6	54.1	47.3	44.4	45.4	34.6	42.3	32.8	42.3	-
Red Seal	82	43	11	9	9	4	80	116	18	116	-
	34.9	35.0	45.9	47.3	50.0	36.4	33.4	38.1	31.1	38.1	-
Silver Creek	52	23	6	4	4	1	52	78	13	78	-
	22.2	18.7	25.0	21.0	22.2	9.1	21.7	25.6	22.4	25.6	-
Skoal	129	67	17	15	14	9	128	186	32	186	-
	54.9	54.5	70.8	78.9	77.8	81.8	53.4	61.0	55.2	61.0	-
Swisher	29	13	5	5	5	2	29	32	9	32	-
	12.3	10.6	20.8	26.3	27.8	18.2	12.1	10.5	15.5	10.5	-
Timber Wolf	83	46	13	10	9	4	82	122	18	122	-
	35.4	37.4	54.2	52.6	50.0	36.3	34.2	40.0	31.1	40.0	-
Skoal Xtra	91	49	11	9	9	4	92	125	19	125	-
	38.8	39.9	45.8	47.3	49.9	36.3	38.4	41.0	32.8	41.0	-
Kodiak	92	45	11	8	7	2	93	141	19	141	-
	39.2	36.6	45.9	42.1	38.9	18.2	38.8	46.3	32.8	46.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 440

q269) Which of the following brands of loose moist snuff have you heard of?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Renegades	51	26	7	6	6	2	49	71	12	71	-
	21.7	21.1	29.2	31.5	33.3	18.1	20.4	23.3	20.7	23.3	-
Stoker's	41	24	7	7	7	2	39	54	9	54	-
	17.4	19.5	29.2	36.9	38.9	18.3	16.2	17.7	15.5	17.7	-
Other	2	-	-	-	-	-	2	2	-	2	-
	0.9	-	-	-	-	-	0.8	0.7	-	0.7	-
Don't know/no answer	2	-	-	-	-	-	2	2	-	2	-
	0.8	-	-	-	-	-	0.8	0.7	-	0.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 441

q270) Which of the following brands of moist snuff pouches have you heard of?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Copenhagen Pouches	101	52	12	8	7	3	104	135	21	135	-
	43.0	42.3	50.0	42.1	38.9	27.3	43.4	44.3	36.2	44.3	-
Grizzly Pouches	91	46	11	9	8	5	89	120	20	120	-
	38.7	37.4	45.9	47.4	44.4	45.5	37.1	39.4	34.5	39.4	-
Longhorn Pouches	88	49	16	12	11	6	86	109	18	109	-
	37.5	39.9	66.7	63.2	61.2	54.6	35.8	35.7	31.0	35.7	-
Renegades (Pouch)	47	29	8	6	6	3	48	59	13	59	-
	20.0	23.6	33.3	31.6	33.3	27.2	20.0	19.3	22.4	19.3	-
Skoal Bandits	115	58	13	12	11	5	108	149	20	149	-
	49.0	47.2	54.2	63.2	61.1	45.5	45.0	48.9	34.5	48.9	-
Skoal Pouches (other than Bandits)	95	53	14	11	10	5	93	123	23	123	-
	40.5	43.1	58.3	57.8	55.5	45.4	38.8	40.4	39.7	40.4	-
Timber Wolf Pouches	71	38	12	9	9	4	71	92	15	92	-
	30.3	30.9	50.0	47.4	50.0	36.4	29.6	30.2	25.9	30.2	-
Skoal Xtra Pouches	96	52	10	6	6	1	92	122	19	122	-
	40.9	42.3	41.7	31.5	33.3	9.1	38.4	40.0	32.8	40.0	-
Kodiak Pouches	66	33	8	6	5	-	66	84	15	84	-
	28.1	26.8	33.4	31.5	27.8	-	27.5	27.6	25.9	27.6	-
Kayak Pouches	69	35	9	8	8	1	69	81	18	81	-
	29.4	28.5	37.5	42.1	44.4	9.1	28.8	26.6	31.0	26.6	-
Kayak Pouches	69	35	9	8	8	1	69	81	18	81	-
	29.4	28.5	37.5	42.1	44.4	9.1	28.8	26.6	31.0	26.6	-
Other	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
Don't know/no answer	2	-	-	-	-	-	2	3	-	3	-
	0.8	-	-	-	-	-	0.8	1.0	-	1.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 442

q271) Which brands of moist snuff have you EVER tried?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Skoal	89	45	9	8	8	5	84	128	17	128	-
	37.9	36.6	37.5	42.1	44.5	45.5	35.0	42.0	29.3	42.0	-
Copenhagen	75	32	7	5	5	2	69	119	14	119	-
	31.9	26.0	29.2	26.3	27.7	18.2	28.8	39.0	24.2	39.0	-
Grizzly	74	39	7	7	7	5	72	110	21	110	-
	31.5	31.7	29.2	36.9	39.0	45.5	30.0	36.1	36.2	36.1	-
Skoal Bandits	55	25	5	4	4	1	51	73	11	73	-
	23.4	20.3	20.8	21.0	22.2	9.1	21.3	24.0	19.0	24.0	-
Copenhagen Pouches	50	30	6	5	4	2	40	59	10	59	-
	21.3	24.4	25.0	26.4	22.3	18.2	16.7	19.3	17.3	19.3	-
Grizzly Pouches	48	24	7	7	6	4	41	55	9	55	-
	20.4	19.5	29.1	36.8	33.3	36.3	17.1	18.0	15.5	18.0	-
Kodiak	47	23	4	3	3	-	44	65	8	65	-
	20.0	18.7	16.6	15.8	16.6	-	18.4	21.3	13.8	21.3	-
Longhorn	42	22	8	8	8	5	37	66	6	66	-
	17.9	17.9	33.4	42.2	44.5	45.5	15.4	21.7	10.3	21.7	-
Skoal Pouches (other than Bandits)	42	25	4	3	3	1	35	48	12	48	-
	17.9	20.3	16.6	15.8	16.6	9.1	14.6	15.8	20.7	15.8	-
Red Man	42	24	6	4	4	2	30	56	8	56	-
	17.9	19.5	25.0	21.0	22.2	18.2	12.5	18.4	13.8	18.4	-
Skoal Xtra	41	23	6	5	5	2	35	51	7	51	-
	17.5	18.7	25.0	26.3	27.7	18.2	14.6	16.7	12.1	16.7	-
Skoal Xtra Pouches	40	22	4	3	3	1	34	46	8	46	-
	17.0	17.9	16.7	15.8	16.7	9.1	14.2	15.1	13.8	15.1	-
Timber Wolf	35	16	3	3	3	2	33	50	9	50	-
	14.9	13.0	12.5	15.8	16.6	18.2	13.8	16.4	15.5	16.4	-
Husky	32	12	4	3	3	1	27	38	9	38	-
	13.6	9.8	16.7	15.8	16.7	9.1	11.3	12.5	15.5	12.5	-
Kayak	31	17	5	4	4	-	27	40	5	40	-
	13.2	13.8	20.8	21.0	22.2	-	11.3	13.1	8.6	13.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 442

q271) Which brands of moist snuff have you EVER tried?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Red Seal	30	16	6	6	6	2	30	44	4	44	-
	12.8	13.0	25.0	31.6	33.3	18.2	12.5	14.4	6.9	14.4	-
Cougar	24	12	3	3	3	1	25	33	6	33	-
	10.2	9.8	12.5	15.8	16.7	9.1	10.4	10.8	10.3	10.8	-
Longhorn Pouches	24	15	5	5	4	3	19	28	4	28	-
	10.2	12.2	20.8	26.3	22.3	27.3	7.9	9.2	6.9	9.2	-
Timber Wolf Pouches	24	12	6	5	5	2	22	26	7	26	-
	10.2	9.8	25.0	26.3	27.8	18.2	9.2	8.5	12.1	8.5	-
Hawken	22	9	3	2	2	-	22	32	5	32	-
	9.4	7.3	12.5	10.5	11.1	-	9.2	10.5	8.6	10.5	-
Kodiak Pouches	19	13	3	2	2	-	22	24	7	24	-
	8.1	10.6	12.5	10.5	11.1	-	9.2	7.9	12.1	7.9	-
Silver Creek	18	9	4	4	4	1	15	29	6	29	-
	7.7	7.3	16.6	21.0	22.2	9.1	6.2	9.5	10.3	9.5	-
Stoker's	16	7	3	3	3	1	13	22	4	22	-
	6.8	5.7	12.5	15.8	16.6	9.1	5.4	7.2	6.9	7.2	-
Kayak Pouches	15	8	3	3	3	-	17	18	4	18	-
	6.4	6.5	12.5	15.8	16.7	-	7.1	5.9	6.9	5.9	-
Renegades	15	6	2	2	2	-	15	17	3	17	-
	6.4	4.9	8.3	10.5	11.1	-	6.2	5.6	5.2	5.6	-
Renegades (Pouch)	12	8	3	2	2	1	12	14	4	14	-
	5.1	6.5	12.5	10.5	11.1	9.1	5.0	4.6	6.9	4.6	-
Swisher	11	6	1	1	1	-	12	13	7	13	-
	4.7	4.9	4.2	5.3	5.5	-	5.0	4.3	12.1	4.3	-
[Q269 OTHER]	3	-	-	-	-	-	3	3	-	3	-
	1.3	-	-	-	-	-	1.3	1.0	-	1.0	-
[Q270 OTHER]	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 443

q272) Which of those brands have you EVER purchased on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Skoal	63	34	7	6	6	4	60	82	15	82	-
	26.8	27.6	29.2	31.6	33.4	36.4	25.0	26.9	25.9	26.9	-
Grizzly	57	30	6	6	6	4	51	78	16	78	-
	24.3	24.4	25.0	31.6	33.4	36.4	21.3	25.6	27.6	25.6	-
Copenhagen	56	27	7	5	5	2	54	84	12	84	-
	23.9	22.0	29.2	26.3	27.7	18.2	22.5	27.6	20.7	27.6	-
Skoal Bandits	31	17	4	4	4	1	33	35	8	35	-
	13.2	13.8	16.6	21.0	22.2	9.1	13.8	11.5	13.8	11.5	-
Longhorn	28	16	7	7	7	4	24	37	4	37	-
	11.9	13.0	29.2	36.9	38.9	36.5	10.0	12.1	6.9	12.1	-
Grizzly Pouches	27	16	6	6	5	3	23	29	7	29	-
	11.5	13.0	25.0	31.6	27.8	27.2	9.6	9.5	12.1	9.5	-
Copenhagen Pouches	26	19	4	4	3	1	22	32	9	32	-
	11.1	15.4	16.6	21.0	16.7	9.1	9.2	10.5	15.5	10.5	-
Kodiak	24	16	3	2	2	-	23	27	5	27	-
	10.2	13.0	12.5	10.5	11.1	-	9.6	8.9	8.6	8.9	-
Skoal Pouches (other than Bandits)	23	16	2	2	2	1	20	25	10	25	-
	9.8	13.0	8.3	10.5	11.1	9.1	8.3	8.2	17.3	8.2	-
Skoal Xtra	18	9	1	1	1	-	11	22	4	22	-
	7.7	7.3	4.2	5.3	5.5	-	4.6	7.2	6.9	7.2	-
Kayak	18	11	2	2	2	-	17	22	5	22	-
	7.7	8.9	8.3	10.5	11.1	-	7.1	7.2	8.6	7.2	-
Red Seal	17	8	1	1	1	-	16	18	1	18	-
	7.3	6.5	4.2	5.3	5.5	-	6.7	5.9	1.7	5.9	-
Timber Wolf	17	9	2	2	2	1	16	22	4	22	-
	7.2	7.3	8.3	10.5	11.1	9.1	6.7	7.2	6.9	7.2	-
Red Man	16	8	3	2	2	1	15	21	4	21	-
	6.8	6.5	12.5	10.5	11.1	9.1	6.3	6.9	6.9	6.9	-
Cougar	14	9	2	2	2	-	16	17	4	17	-
	6.0	7.3	8.3	10.5	11.1	-	6.7	5.6	6.9	5.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 443

q272) Which of those brands have you EVER purchased on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Skoal Xtra Pouches	14	12	1	1	1	-	14	16	5	16	-
	6.0	9.7	4.2	5.3	5.5	-	5.8	5.2	8.6	5.2	-
Longhorn Pouches	13	9	1	1	1	-	11	14	3	14	-
	5.5	7.3	4.2	5.3	5.5	-	4.6	4.6	5.2	4.6	-
Husky	12	6	2	2	2	1	11	13	4	13	-
	5.1	4.9	8.3	10.5	11.1	9.1	4.6	4.3	6.9	4.3	-
Kodiak Pouches	10	8	2	2	2	-	12	12	3	12	-
	4.3	6.5	8.3	10.5	11.1	-	5.0	3.9	5.2	3.9	-
Hawken	10	5	3	2	2	-	7	10	2	10	-
	4.3	4.1	12.5	10.5	11.1	-	2.9	3.3	3.4	3.3	-
Timber Wolf Pouches	10	6	3	2	2	-	10	11	2	11	-
	4.3	4.9	12.5	10.5	11.1	-	4.2	3.6	3.4	3.6	-
Kayak Pouches	8	4	1	1	1	-	10	10	2	10	-
	3.4	3.2	4.2	5.3	5.5	-	4.2	3.3	3.4	3.3	-
Renegades	8	3	2	2	2	-	8	9	2	9	-
	3.4	2.4	8.3	10.5	11.1	-	3.3	2.9	3.4	2.9	-
Stoker's	7	4	2	2	2	1	5	9	2	9	-
	3.0	3.2	8.3	10.5	11.1	9.1	2.1	3.0	3.4	3.0	-
Silver Creek	7	4	1	1	1	-	7	10	3	10	-
	3.0	3.3	4.2	5.3	5.5	-	2.9	3.3	5.2	3.3	-
Swisher	6	2	1	1	1	-	6	7	3	7	-
	2.6	1.6	4.2	5.3	5.5	-	2.5	2.3	5.2	2.3	-
Renegades (Pouch)	2	2	1	1	1	-	2	2	1	2	-
	0.8	1.6	4.2	5.3	5.5	-	0.8	0.7	1.7	0.7	-
[Q269 OTHER]	2	-	-	-	-	-	2	2	-	2	-
	0.8	-	-	-	-	-	0.8	0.7	-	0.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 444

q273) Which brands of moist snuff do you CURRENTLY purchase on a regular basis?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Skoal	40	24	5	5	5	3	39	49	10	49	-
	17.0	19.5	20.8	26.3	27.8	27.2	16.3	16.1	17.3	16.1	-
Copenhagen	38	17	5	3	3	1	42	57	9	57	-
	16.2	13.8	20.9	15.8	16.6	9.1	17.5	18.7	15.5	18.7	-
Grizzly	36	18	4	4	4	3	34	53	13	53	-
	15.3	14.6	16.7	21.0	22.2	27.3	14.2	17.4	22.4	17.4	-
Skoal Bandits	26	16	4	4	4	1	28	28	6	28	-
	11.1	13.0	16.6	21.0	22.2	9.1	11.7	9.2	10.3	9.2	-
Grizzly Pouches	21	11	5	5	4	2	17	21	4	21	-
	8.9	8.9	20.8	26.3	22.2	18.2	7.1	6.9	6.9	6.9	-
Longhorn	20	12	5	5	5	2	16	24	2	24	-
	8.5	9.8	20.9	26.4	27.8	18.3	6.7	7.9	3.4	7.9	-
Copenhagen Pouches	16	12	2	2	2	1	15	21	5	21	-
	6.8	9.8	8.3	10.5	11.1	9.1	6.2	6.9	8.6	6.9	-
Skoal Pouches (other than Bandits)	13	9	2	2	2	1	10	14	7	14	-
	5.5	7.3	8.3	10.5	11.1	9.1	4.2	4.6	12.1	4.6	-
Red Seal	12	7	1	1	1	-	13	13	1	13	-
	5.1	5.7	4.2	5.3	5.5	-	5.4	4.3	1.7	4.3	-
Skoal Xtra	10	5	1	1	1	-	8	12	3	12	-
	4.3	4.1	4.2	5.3	5.5	-	3.3	3.9	5.2	3.9	-
Skoal Xtra Pouches	10	9	1	1	1	-	11	12	5	12	-
	4.3	7.3	4.2	5.3	5.5	-	4.6	3.9	8.6	3.9	-
Kayak	10	6	1	1	1	-	11	13	5	13	-
	4.3	4.9	4.2	5.3	5.5	-	4.6	4.3	8.6	4.3	-
Red Man	10	5	3	2	2	1	10	13	4	13	-
	4.3	4.1	12.5	10.5	11.1	9.1	4.2	4.3	6.9	4.3	-
Kodiak	9	7	2	1	1	-	10	10	2	10	-
	3.8	5.7	8.3	5.3	5.5	-	4.2	3.3	3.4	3.3	-
Timber Wolf	9	7	2	2	2	1	9	10	4	10	-
	3.8	5.7	8.3	10.5	11.1	9.1	3.7	3.3	6.9	3.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 444

q273) Which brands of moist snuff do you CURRENTLY purchase on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Longhorn Pouches	8	6	1	1	1	-	6	8	1	8	-
	3.4	4.9	4.2	5.3	5.5	-	2.5	2.6	1.7	2.6	-
Cougar	8	6	1	1	1	-	10	10	2	10	-
	3.4	4.9	4.2	5.3	5.5	-	4.2	3.3	3.4	3.3	-
Kodiak Pouches	8	6	2	2	2	-	10	10	2	10	-
	3.4	4.9	8.3	10.5	11.1	-	4.2	3.3	3.4	3.3	-
Husky	8	5	2	2	2	1	8	8	4	8	-
	3.4	4.1	8.3	10.5	11.1	9.1	3.3	2.6	6.9	2.6	-
Kayak Pouches	7	3	1	1	1	-	9	9	2	9	-
	3.0	2.4	4.2	5.3	5.5	-	3.7	3.0	3.4	3.0	-
Timber Wolf Pouches	7	4	2	2	2	-	7	8	1	8	-
	3.0	3.2	8.3	10.5	11.1	-	2.9	2.6	1.7	2.6	-
Hawken	7	5	3	2	2	-	7	7	2	7	-
	3.0	4.1	12.5	10.5	11.1	-	2.9	2.3	3.4	2.3	-
Renegades	7	3	2	2	2	-	7	7	1	7	-
	3.0	2.4	8.3	10.5	11.1	-	2.9	2.3	1.7	2.3	-
Swisher	5	1	1	1	1	-	5	6	2	6	-
	2.1	0.8	4.2	5.3	5.5	-	2.1	2.0	3.4	2.0	-
Stoker's	4	4	2	2	2	1	3	6	2	6	-
	1.7	3.2	8.3	10.5	11.1	9.1	1.2	2.0	3.4	2.0	-
Silver Creek	3	2	1	1	1	-	3	3	3	3	-
	1.3	1.6	4.2	5.3	5.5	-	1.2	1.0	5.2	1.0	-
[Q269 OTHER]	2	-	-	-	-	-	2	2	-	2	-
	0.8	-	-	-	-	-	0.8	0.7	-	0.7	-
Renegades (Pouch)	1	1	1	1	1	-	1	1	1	1	-
	0.4	0.8	4.2	5.3	5.5	-	0.4	0.3	1.7	0.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 445

q274) What one brand of moist snuff do you purchase most often? That is, which brand is your main brand?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Skoal	33	21	4	4	4	3	32	40	7	40	-
	14.0	17.1	16.7	21.1	22.2	27.2	13.3	13.1	12.1	13.1	-
Copenhagen	30	12	4	2	2	1	34	47	7	47	-
	12.8	9.8	16.7	10.5	11.1	9.1	14.2	15.4	12.1	15.4	-
Grizzly	25	10	1	1	1	1	25	40	9	40	-
	10.6	8.1	4.2	5.3	5.6	9.1	10.4	13.1	15.5	13.1	-
Skoal Bandits	19	11	3	3	3	1	21	21	3	21	-
	8.1	8.9	12.5	15.8	16.6	9.1	8.7	6.9	5.2	6.9	-
Grizzly Pouches	17	9	3	3	2	1	14	17	3	17	-
	7.2	7.3	12.5	15.8	11.1	9.1	5.8	5.6	5.2	5.6	-
Longhorn	10	7	2	2	2	1	8	13	1	13	-
	4.3	5.7	8.4	10.6	11.2	9.2	3.3	4.3	1.7	4.3	-
Copenhagen Pouches	9	5	-	-	-	-	10	14	2	14	-
	3.8	4.1	-	-	-	-	4.2	4.6	3.4	4.6	-
Red Seal	8	4	-	-	-	-	9	9	-	9	-
	3.4	3.3	-	-	-	-	3.8	3.0	-	3.0	-
Skoal Pouches (other than Bandits)	8	6	-	-	-	-	7	9	6	9	-
	3.4	4.9	-	-	-	-	2.9	3.0	10.4	3.0	-
Skoal Xtra Pouches	8	7	1	1	1	-	9	10	4	10	-
	3.4	5.7	4.2	5.3	5.5	-	3.7	3.3	6.9	3.3	-
Kayak	7	4	-	-	-	-	8	10	3	10	-
	3.0	3.3	-	-	-	-	3.3	3.3	5.2	3.3	-
Husky	6	3	1	1	1	1	6	6	3	6	-
	2.6	2.4	4.2	5.3	5.6	9.1	2.5	2.0	5.2	2.0	-
Cougar	5	3	-	-	-	-	6	6	1	6	-
	2.1	2.4	-	-	-	-	2.5	2.0	1.7	2.0	-
Kayak Pouches	5	2	-	-	-	-	7	7	1	7	-
	2.1	1.6	-	-	-	-	2.9	2.3	1.7	2.3	-
Kodiak	5	3	1	-	-	-	6	6	-	6	-
	2.1	2.4	4.2	-	-	-	2.5	2.0	-	2.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 445

q274) What one brand of moist snuff do you purchase most often? That is, which brand is your main brand?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Hawken	5	3	1	-	-	-	5	5	1	5	-
	2.1	2.4	4.2	-	-	-	2.1	1.6	1.7	1.6	-
Renegades	5	1	-	-	-	-	5	5	-	5	-
	2.1	0.8	-	-	-	-	2.1	1.6	-	1.6	-
Red Man	5	1	1	-	-	-	5	8	2	8	-
	2.1	0.8	4.2	-	-	-	2.1	2.6	3.4	2.6	-
Skoal Xtra	4	1	-	-	-	-	3	6	-	6	-
	1.7	0.8	-	-	-	-	1.2	2.0	-	2.0	-
Timber Wolf	4	3	1	1	1	1	4	5	2	5	-
	1.7	2.4	4.2	5.3	5.5	9.1	1.7	1.6	3.4	1.6	-
Longhorn Pouches	3	2	-	-	-	-	2	3	-	3	-
	1.3	1.6	-	-	-	-	0.8	1.0	-	1.0	-
Swisher	3	-	-	-	-	-	2	3	1	3	-
	1.3	-	-	-	-	-	0.8	1.0	1.7	1.0	-
Kodiak Pouches	3	2	-	-	-	-	5	5	1	5	-
	1.3	1.6	-	-	-	-	2.1	1.6	1.7	1.6	-
Timber Wolf Pouches	3	1	-	-	-	-	3	4	-	4	-
	1.3	0.8	-	-	-	-	1.2	1.3	-	1.3	-
Stoker's	2	2	1	1	1	1	1	3	-	3	-
	0.9	1.6	4.2	5.3	5.6	9.1	0.4	1.0	-	1.0	-
[Q269 OTHER]	2	-	-	-	-	-	2	2	-	2	-
	0.8	-	-	-	-	-	0.8	0.7	-	0.7	-
Silver Creek	1	-	-	-	-	-	1	1	1	1	-
	0.4	-	-	-	-	-	0.4	0.3	1.7	0.3	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 446

q275) You said that you currently purchase [Q274] moist snuff most often? Which one brand, if any, did you purchase most often PRIOR to this brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Copenhagen	12	5	2	2	2	1	10	16	2	16	-
	5.1	4.1	8.3	10.5	11.1	9.1	4.2	5.2	3.5	5.2	-
Skoal	8	2	-	-	-	-	9	16	3	16	-
	3.4	1.6	-	-	-	-	3.8	5.3	5.2	5.3	-
Grizzly	7	6	1	1	1	1	5	10	2	10	-
	3.0	4.9	4.2	5.3	5.6	9.2	2.1	3.3	3.4	3.3	-
Skoal Bandits	6	3	1	1	1	-	6	6	2	6	-
	2.6	2.4	4.2	5.3	5.5	-	2.5	2.0	3.5	2.0	-
Longhorn	5	2	1	1	1	1	4	5	-	5	-
	2.1	1.6	4.2	5.3	5.6	9.1	1.7	1.6	-	1.6	-
Kodiak	5	3	-	-	-	-	5	6	2	6	-
	2.1	2.4	-	-	-	-	2.1	2.0	3.4	2.0	-
Kayak	4	2	-	-	-	-	3	4	-	4	-
	1.7	1.6	-	-	-	-	1.3	1.3	-	1.3	-
Skoal Pouches (other than Bandits)	4	1	-	-	-	-	4	4	-	4	-
	1.7	0.8	-	-	-	-	1.7	1.3	-	1.3	-
Copenhagen Pouches	4	4	2	2	1	-	3	4	2	4	-
	1.7	3.2	8.3	10.5	5.6	-	1.2	1.3	3.4	1.3	-
Red Seal	3	1	-	-	-	-	1	3	-	3	-
	1.3	0.8	-	-	-	-	0.4	1.0	-	1.0	-
Grizzly Pouches	3	2	1	1	1	1	2	4	1	4	-
	1.3	1.6	4.2	5.3	5.5	9.1	0.8	1.3	1.7	1.3	-
Red Man	2	1	1	1	1	1	2	2	1	2	-
	0.9	0.8	4.2	5.3	5.6	9.1	0.8	0.7	1.7	0.7	-
Cougar	2	-	-	-	-	-	2	2	-	2	-
	0.9	-	-	-	-	-	0.8	0.7	-	0.7	-
Timber Wolf Pouches	2	1	1	-	-	-	2	2	-	2	-
	0.9	0.8	4.2	-	-	-	0.8	0.7	-	0.7	-
Skoal Xtra	1	1	-	-	-	-	1	2	1	2	-
	0.4	0.8	-	-	-	-	0.4	0.7	1.7	0.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 446

q275) You said that you currently purchase [Q274] moist snuff most often? Which one brand, if any, did you purchase most often PRIOR to this brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Silver Creek	1	-	-	-	-	-	1	2	-	2	-
	0.4	-	-	-	-	-	0.4	0.7	-	0.7	-
Swisher	1	-	-	-	-	-	2	2	-	2	-
	0.4	-	-	-	-	-	0.8	0.7	-	0.7	-
Skoal Xtra Pouches	1	1	-	-	-	-	1	1	-	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	-	0.3	-
Stoker's	1	1	1	1	1	1	1	1	-	1	-
	0.4	0.8	4.2	5.3	5.6	9.1	0.4	0.3	-	0.3	-
Hawken	1	1	1	1	1	-	1	1	-	1	-
	0.4	0.8	4.2	5.3	5.6	-	0.4	0.3	-	0.3	-
Kodiak Pouches	1	1	1	1	1	-	1	1	-	1	-
	0.4	0.8	4.2	5.3	5.5	-	0.4	0.3	-	0.3	-
Renegades	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	0.4	0.3	1.7	0.3	-
Timber Wolf	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	0.4	0.7	-	0.7	-
Kayak Pouches	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
None - [Q274] has always been my main brand	161	85	11	7	7	5	171	207	41	207	-
	68.5	69.1	45.8	36.8	38.9	45.4	71.2	67.8	70.7	67.8	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 447

q276) What was the brand you purchased most often when you first started using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Skoal	32	18	3	3	3	2	33	39	5	39	-
	13.6	14.6	12.5	15.8	16.7	18.1	13.8	12.8	8.6	12.8	-
Copenhagen	31	12	3	1	1	-	35	48	7	48	-
	13.2	9.8	12.5	5.3	5.5	-	14.6	15.8	12.1	15.8	-
Grizzly	21	10	1	1	1	1	22	37	9	37	-
	8.9	8.1	4.2	5.3	5.6	9.1	9.2	12.1	15.5	12.1	-
Skoal Bandits	19	11	3	3	3	1	21	21	4	21	-
	8.1	8.9	12.5	15.7	16.6	9.1	8.7	6.9	6.9	6.9	-
Grizzly Pouches	17	9	4	4	3	2	13	17	2	17	-
	7.2	7.3	16.6	21.0	16.7	18.2	5.4	5.6	3.5	5.6	-
Longhorn	10	7	3	3	3	2	8	13	1	13	-
	4.3	5.7	12.5	15.9	16.7	18.3	3.3	4.3	1.7	4.3	-
Kayak	9	5	-	-	-	-	9	11	4	11	-
	3.8	4.1	-	-	-	-	3.8	3.6	6.9	3.6	-
Copenhagen Pouches	9	5	-	-	-	-	10	14	2	14	-
	3.8	4.1	-	-	-	-	4.2	4.6	3.4	4.6	-
Red Seal	8	4	-	-	-	-	9	9	-	9	-
	3.4	3.3	-	-	-	-	3.8	3.0	-	3.0	-
Hawken	7	3	1	-	-	-	5	7	1	7	-
	3.0	2.4	4.2	-	-	-	2.1	2.3	1.7	2.3	-
Husky	7	4	1	1	1	1	7	7	4	7	-
	3.0	3.3	4.2	5.3	5.6	9.1	2.9	2.3	6.9	2.3	-
Cougar	6	4	-	-	-	-	7	7	1	7	-
	2.6	3.3	-	-	-	-	2.9	2.3	1.7	2.3	-
Skoal Pouches (other than Bandits)	6	5	-	-	-	-	5	7	5	7	-
	2.6	4.1	-	-	-	-	2.1	2.3	8.6	2.3	-
Skoal Xtra	5	2	-	-	-	-	4	6	1	6	-
	2.1	1.6	-	-	-	-	1.7	2.0	1.7	2.0	-
Kayak Pouches	5	2	-	-	-	-	7	7	1	7	-
	2.1	1.6	-	-	-	-	2.9	2.3	1.7	2.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 447

q276) What was the brand you purchased most often when you first started using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Kodiak	5	3	1	-	-	-	7	7	1	7	-
	2.1	2.4	4.2	-	-	-	2.9	2.3	1.7	2.3	-
Timber Wolf	5	4	1	1	1	1	6	7	3	7	-
	2.1	3.2	4.2	5.3	5.5	9.1	2.5	2.3	5.2	2.3	-
Skoal Xtra Pouches	5	4	-	-	-	-	5	6	1	6	-
	2.1	3.2	-	-	-	-	2.1	2.0	1.7	2.0	-
Red Man	5	1	1	-	-	-	5	8	2	8	-
	2.1	0.8	4.2	-	-	-	2.1	2.6	3.4	2.6	-
Timber Wolf Pouches	4	2	-	-	-	-	4	5	-	5	-
	1.7	1.6	-	-	-	-	1.7	1.6	-	1.6	-
Renegades	4	1	-	-	-	-	4	4	-	4	-
	1.7	0.8	-	-	-	-	1.7	1.3	-	1.3	-
Kodiak Pouches	4	3	1	1	1	-	6	6	1	6	-
	1.7	2.4	4.2	5.3	5.5	-	2.5	2.0	1.7	2.0	-
Longhorn Pouches	3	2	-	-	-	-	2	3	-	3	-
	1.3	1.6	-	-	-	-	0.8	1.0	-	1.0	-
Swisher	3	-	-	-	-	-	2	3	1	3	-
	1.3	-	-	-	-	-	0.8	1.0	1.7	1.0	-
[Q269 OTHER]	2	-	-	-	-	-	2	2	-	2	-
	0.8	-	-	-	-	-	0.8	0.7	-	0.7	-
Silver Creek	2	1	1	1	1	1	2	2	2	2	-
	0.8	0.8	4.2	5.3	5.6	9.1	0.8	0.7	3.4	0.7	-
Stoker's	1	1	-	-	-	-	-	2	-	2	-
	0.4	0.8	-	-	-	-	-	0.7	-	0.7	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 448

q277) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Cougar	27	16	4	3	3	1	32	35	9	35	-
	42.9	55.2	57.1	60.0	60.0	50.0	50.8	38.0	60.0	38.0	-
(2) Copenhagen	74	39	12	9	8	5	72	99	15	99	-
	63.2	68.4	85.7	81.7	79.9	83.2	61.0	56.2	68.1	56.2	-
(3) Grizzly	68	40	10	9	8	5	66	89	19	89	-
	57.6	62.5	71.3	81.8	79.9	83.2	55.9	52.7	73.1	52.7	-
(4) Hawken	28	17	3	2	2	-	31	33	11	33	-
	50.9	54.9	42.7	40.0	40.0	-	52.5	39.7	73.4	39.7	-
(5) Husky	30	15	4	3	3	1	32	36	14	36	-
	37.5	38.5	49.9	60.0	60.0	49.9	41.5	32.4	66.7	32.4	-
(6) Kayak	32	15	5	4	4	-	35	41	12	41	-
	43.2	45.5	62.5	66.7	66.7	-	47.9	39.0	80.0	39.0	-
(7) Longhorn	44	25	7	7	6	3	43	56	14	56	-
	46.8	54.4	58.2	69.9	66.6	59.8	48.3	40.6	87.5	40.6	-
(9) Red Man	38	21	8	6	6	4	44	50	15	50	-
	43.2	46.7	61.5	66.7	75.0	80.0	53.0	38.8	78.9	38.8	-
(10) Red Seal	39	21	6	6	6	2	41	48	16	48	-
	47.6	48.8	54.5	66.6	66.6	49.9	51.3	41.4	88.9	41.4	-
(12) Silver Creek	21	11	3	2	2	-	23	27	9	27	-
	40.3	47.8	49.9	50.0	50.0	-	44.2	34.6	69.1	34.6	-
(13) Skoal	82	47	12	11	11	6	76	98	22	98	-
	63.5	70.1	70.5	73.3	78.5	66.6	59.4	52.7	68.8	52.7	-
(14) Swisher	15	6	3	3	3	1	16	17	6	17	-
	51.7	46.1	59.9	59.9	59.9	49.7	55.2	53.1	66.6	53.1	-
(15) Timber Wolf	42	25	8	8	8	4	41	48	15	48	-
	50.6	54.4	61.5	80.0	88.9	100.0	50.0	39.4	83.3	39.4	-
(16) Skoal Xtra	56	32	8	8	8	4	55	66	16	66	-
	61.5	65.3	72.6	88.9	88.9	100.0	59.8	52.8	84.2	52.8	-
(17) Kodiak	43	22	8	6	6	2	46	50	13	50	-
	46.7	48.9	72.7	75.0	85.8	100.0	49.4	35.4	68.4	35.4	-
(18) Renegades	22	12	5	5	5	2	25	26	9	26	-
	43.1	46.1	71.3	83.4	83.4	100.0	51.0	36.6	75.0	36.6	-
(20) Stoker's	18	9	5	5	5	1	19	25	6	25	-
	43.9	37.5	71.3	71.3	71.3	49.8	48.7	46.3	66.7	46.3	-
(19) [Q269 OTHER]	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	24.9	24.9	-	24.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 449

q277) Top 2 Box Summary Table - Uses Moist Snuff & Has MS Usual Brand

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Cougar	3	2	-	-	-	-	4	4	-	4	-
	60.1	66.8	-	-	-	-	66.8	66.8	-	66.8	-
(2) Copenhagen	26	12	4	2	2	1	28	39	6	39	-
	86.6	100.0	100.0	100.0	100.0	100.0	82.3	83.0	85.6	83.0	-
(3) Grizzly	17	6	1	1	1	1	15	28	6	28	-
	68.1	60.0	100.0	100.0	100.0	100.0	60.1	70.1	66.7	70.1	-
(4) Hawken	4	3	1	-	-	-	4	4	1	4	-
	80.0	100.0	100.0	-	-	-	80.0	80.0	100.0	80.0	-
(5) Husky	2	-	-	-	-	-	2	2	1	2	-
	33.3	-	-	-	-	-	33.3	33.3	33.4	33.3	-
(6) Kayak	6	3	-	-	-	-	6	8	2	8	-
	85.8	75.1	-	-	-	-	75.1	80.1	66.7	80.1	-
(7) Longhorn	9	6	1	1	1	-	7	12	1	12	-
	90.0	85.7	49.8	49.8	49.8	-	87.4	92.3	100.0	92.3	-
(9) Red Man	5	1	1	-	-	-	5	7	2	7	-
	100.0	100.0	100.0	-	-	-	100.0	87.5	100.0	87.5	-
(10) Red Seal	4	2	-	-	-	-	5	5	-	5	-
	50.1	50.2	-	-	-	-	55.7	55.7	-	55.7	-
(12) Silver Creek	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(13) Skoal	24	15	4	4	4	3	22	29	5	29	-
	72.7	71.4	100.0	100.0	100.0	100.0	68.8	72.5	71.5	72.5	-
(14) Swisher	1	-	-	-	-	-	-	1	-	1	-
	33.3	-	-	-	-	-	-	33.3	-	33.3	-
(15) Timber Wolf	3	2	1	1	1	1	3	4	2	4	-
	75.0	66.6	100.0	100.0	100.0	100.0	75.0	80.0	100.0	80.0	-
(16) Skoal Xtra	2	1	-	-	-	-	2	3	-	3	-
	49.9	100.0	-	-	-	-	66.6	49.9	-	49.9	-
(17) Kodiak	3	2	1	-	-	-	3	3	-	3	-
	59.9	66.5	100.0	-	-	-	50.0	50.0	-	50.0	-
(18) Renegades	4	1	-	-	-	-	4	4	-	4	-
	80.0	100.0	-	-	-	-	80.0	80.0	-	80.0	-
(20) Stoker's	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	50.1	-	50.1	-
(19) [Q269 OTHER]	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 450

q277) Top 2 Box Summary Table - Uses Moist Snuff & Exclude MS Usual Brand

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Cougar	24	14	4	3	3	1	28	31	9	31	-
	41.4	53.9	57.1	60.0	60.0	50.0	49.1	36.0	64.3	36.0	-
(2) Copenhagen	48	27	8	7	6	4	44	60	9	60	-
	55.2	60.0	79.9	77.7	74.9	79.8	52.4	46.5	60.0	46.5	-
(3) Grizzly	51	34	9	8	7	4	51	61	13	61	-
	54.8	62.9	69.1	79.9	77.7	79.8	54.8	47.3	76.5	47.3	-
(4) Hawken	24	14	2	2	2	-	27	29	10	29	-
	48.0	50.1	33.2	40.0	40.0	-	50.0	37.2	71.5	37.2	-
(5) Husky	28	15	4	3	3	1	30	34	13	34	-
	37.8	41.7	57.0	75.0	75.0	100.0	42.2	32.4	72.2	32.4	-
(6) Kayak	26	12	5	4	4	-	29	33	10	33	-
	38.8	41.4	62.5	66.7	66.7	-	44.6	34.7	83.4	34.7	-
(7) Longhorn	35	19	6	6	5	3	36	44	13	44	-
	41.7	48.8	59.9	75.0	71.4	74.9	44.5	35.2	86.7	35.2	-
(9) Red Man	33	20	7	6	6	4	39	43	13	43	-
	39.8	45.4	58.2	66.7	75.0	80.0	50.0	35.5	76.5	35.5	-
(10) Red Seal	35	19	6	6	6	2	36	43	16	43	-
	47.3	48.7	54.5	66.6	66.6	49.9	50.7	40.2	88.9	40.2	-
(12) Silver Creek	20	11	3	2	2	-	22	26	8	26	-
	39.2	47.8	49.9	50.0	50.0	-	43.1	33.7	66.6	33.7	-
(13) Skoal	58	32	8	7	7	3	54	69	17	69	-
	60.4	69.5	61.5	63.6	69.9	49.9	56.2	47.2	68.0	47.2	-
(14) Swisher	14	6	3	3	3	1	16	16	6	16	-
	53.8	46.1	59.9	59.9	59.9	49.7	59.2	55.2	74.9	55.2	-
(15) Timber Wolf	39	23	7	7	7	3	38	44	13	44	-
	49.4	53.5	58.3	77.8	87.5	100.0	48.8	37.6	81.2	37.6	-
(16) Skoal Xtra	54	31	8	8	8	4	53	63	16	63	-
	62.0	64.6	72.6	88.9	88.9	100.0	59.5	52.9	84.2	52.9	-
(17) Kodiak	40	20	7	6	6	2	43	47	13	47	-
	46.0	47.6	70.0	75.0	85.8	100.0	49.4	34.8	68.4	34.8	-
(18) Renegades	18	11	5	5	5	2	21	22	9	22	-
	39.1	44.0	71.3	83.4	83.4	100.0	47.7	33.3	75.0	33.3	-
(20) Stoker's	18	9	5	5	5	1	18	24	6	24	-
	45.0	39.1	71.3	71.3	71.3	49.8	47.3	46.1	66.7	46.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 451

q277_1) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Cougar

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Cougar (Unwtd)	63	29	7	5	5	2	63	92	15	92	-
Base - Heard of Cougar (Wgtd)	63	29	7	5	5	2	63	92	15	92	-
Eff Base	63	29	7	5	5	2	63	92	15	92	-
Top 2 Box (Net)	27	16	4	3	3	1	32	35	9	35	-
	42.9	55.2	57.1	60.0	60.0	50.0	50.8	38.0	60.0	38.0	-
Definitely would purchase (1)	20	11	4	3	3	1	23	24	7	24	-
	31.7	37.9	57.1	60.0	60.0	50.0	36.5	26.1	46.7	26.1	-
2	7	5	-	-	-	-	9	11	2	11	-
	11.1	17.2	-	-	-	-	14.3	12.0	13.4	12.0	-
Possibly would purchase (3)	18	7	2	2	2	1	16	22	4	22	-
	28.5	24.1	28.5	40.0	40.0	50.0	25.4	23.9	26.6	23.9	-
Top 2 Box (Net)	18	6	1	-	-	-	15	35	2	35	-
	28.6	20.7	14.4	-	-	-	23.8	38.1	13.3	38.1	-
4	10	4	1	-	-	-	10	16	2	16	-
	15.9	13.8	14.4	-	-	-	15.9	17.4	13.3	17.4	-
Definitely would not purchase (5)	8	2	-	-	-	-	5	19	-	19	-
	12.7	6.9	-	-	-	-	8.0	20.7	-	20.7	-
Total	63	29	7	5	5	2	63	92	15	92	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.67	2.34	2.00	1.80	1.80	2.00	2.45	2.95	2.07	2.95	-
Std. Dev.	1.40	1.32	1.29	1.10	1.10	-	1.34	1.48	1.16	1.48	-
Std. Err.	0.18	0.24	0.49	0.49	0.49	-	0.17	0.15	0.30	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 452

q277_2) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Copenhagen

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Copenhagen (Unwtd)	117	57	14	11	10	6	118	176	22	176	-
Base - Heard of Copenhagen (Wgtd)	117	57	14	11	10	6	118	176	22	176	-
Eff Base	117	57	14	11	10	6	118	176	22	176	-
Top 2 Box (Net)	74	39	12	9	8	5	72	99	15	99	-
	63.2	68.4	85.7	81.7	79.9	83.2	61.0	56.2	68.1	56.2	-
Definitely would purchase (1)	46	26	8	5	5	3	49	68	11	68	-
	39.3	45.6	57.1	45.4	49.9	49.9	41.5	38.6	50.0	38.6	-
2	28	13	4	4	3	2	23	31	4	31	-
	23.9	22.8	28.5	36.3	30.0	33.3	19.5	17.6	18.2	17.6	-
Possibly would purchase (3)	26	12	1	1	1	-	21	30	3	30	-
	22.2	21.0	7.1	9.1	10.0	-	17.8	17.1	13.7	17.1	-
Top 2 Box (Net)	17	6	1	1	1	1	25	47	4	47	-
	14.5	10.5	7.2	9.2	10.1	16.8	21.2	26.7	18.2	26.7	-
4	7	3	1	1	1	1	13	21	2	21	-
	6.0	5.3	7.2	9.2	10.1	16.8	11.0	11.9	9.1	11.9	-
Definitely would not purchase (5)	10	3	-	-	-	-	12	26	2	26	-
	8.6	5.3	-	-	-	-	10.2	14.8	9.1	14.8	-
Total	117	57	14	11	10	6	118	176	22	176	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.21	2.02	1.64	1.82	1.80	1.84	2.29	2.47	2.09	2.47	-
Std. Dev.	1.26	1.17	0.93	0.98	1.04	1.17	1.37	1.47	1.38	1.47	-
Std. Err.	0.12	0.16	0.25	0.30	0.33	0.48	0.13	0.11	0.29	0.11	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 453

q277_3) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Grizzly

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Grizzly (Unwtd)	118	64	14	11	10	6	118	169	26	169	-
Base - Heard of Grizzly (Wgtd)	118	64	14	11	10	6	118	169	26	169	-
Eff Base	118	64	14	11	10	6	118	169	26	169	-
Top 2 Box (Net)	68	40	10	9	8	5	66	89	19	89	-
	57.6	62.5	71.3	81.8	79.9	83.2	55.9	52.7	73.1	52.7	-
Definitely would purchase (1)	44	26	8	7	6	3	41	59	12	59	-
	37.3	40.6	57.1	63.6	59.9	49.9	34.7	34.9	46.1	34.9	-
2	24	14	2	2	2	2	25	30	7	30	-
	20.3	21.9	14.3	18.2	20.0	33.3	21.2	17.8	26.9	17.8	-
Possibly would purchase (3)	28	13	2	1	1	-	26	35	5	35	-
	23.7	20.3	14.3	9.1	10.0	-	22.1	20.7	19.2	20.7	-
Top 2 Box (Net)	22	11	2	1	1	1	26	45	2	45	-
	18.6	17.2	14.4	9.2	10.1	16.8	22.0	26.6	7.7	26.6	-
4	12	9	2	1	1	1	14	24	2	24	-
	10.2	14.1	14.4	9.2	10.1	16.8	11.9	14.2	7.7	14.2	-
Definitely would not purchase (5)	10	2	-	-	-	-	12	21	-	21	-
	8.5	3.1	-	-	-	-	10.2	12.4	-	12.4	-
Total	118	64	14	11	10	6	118	169	26	169	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.32	2.17	1.86	1.64	1.70	1.84	2.42	2.52	1.88	2.52	-
Std. Dev.	1.30	1.20	1.17	1.03	1.06	1.17	1.34	1.41	0.99	1.41	-
Std. Err.	0.12	0.15	0.31	0.31	0.34	0.48	0.12	0.11	0.19	0.11	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 454

q277_4) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Hawken

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Hawken (Unwtd)	55	31	7	5	5	2	59	83	15	83	-
Base - Heard of Hawken (Wgtd)	55	31	7	5	5	2	59	83	15	83	-
Eff Base	55	31	7	5	5	2	59	83	15	83	-
Top 2 Box (Net)	28	17	3	2	2	-	31	33	11	33	-
	50.9	54.9	42.7	40.0	40.0	-	52.5	39.7	73.4	39.7	-
Definitely would purchase (1)	14	8	3	2	2	-	17	18	8	18	-
	25.4	25.8	42.7	40.0	40.0	-	28.8	21.7	53.4	21.7	-
2	14	9	-	-	-	-	14	15	3	15	-
	25.5	29.1	-	-	-	-	23.8	18.1	20.0	18.1	-
Possibly would purchase (3)	7	5	2	2	2	1	6	10	1	10	-
	12.7	16.1	28.5	40.0	40.0	50.0	10.2	12.0	6.7	12.0	-
Top 2 Box (Net)	20	9	2	1	1	1	22	40	3	40	-
	36.4	29.0	28.7	20.1	20.1	50.0	37.3	48.2	20.0	48.2	-
4	8	5	1	-	-	-	11	18	2	18	-
	14.5	16.1	14.4	-	-	-	18.7	21.7	13.3	21.7	-
Definitely would not purchase (5)	12	4	1	1	1	1	11	22	1	22	-
	21.9	12.9	14.3	20.1	20.1	50.0	18.7	26.5	6.6	26.5	-
Total	55	31	7	5	5	2	59	83	15	83	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.82	2.61	2.58	2.60	2.60	4.00	2.75	3.13	2.00	3.13	-
Std. Dev.	1.52	1.38	1.62	1.67	1.67	1.41	1.52	1.53	1.36	1.53	-
Std. Err.	0.20	0.25	0.61	0.75	0.75	1.00	0.20	0.17	0.35	0.17	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 455

q277_5) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Husky

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Husky (Unwtd)	80	39	8	5	5	2	77	111	21	111	-
Base - Heard of Husky (Wgtd)	80	39	8	5	5	2	77	111	21	111	-
Eff Base	80	39	8	5	5	2	77	111	21	111	-
Top 2 Box (Net)	30	15	4	3	3	1	32	36	14	36	-
	37.5	38.5	49.9	60.0	60.0	49.9	41.5	32.4	66.7	32.4	-
Definitely would purchase (1)	17	10	3	3	3	1	19	21	11	21	-
	21.2	25.6	37.4	60.0	60.0	49.9	24.7	18.9	52.4	18.9	-
2	13	5	1	-	-	-	13	15	3	15	-
	16.3	12.8	12.5	-	-	-	16.9	13.5	14.3	13.5	-
Possibly would purchase (3)	16	10	2	1	1	-	15	21	2	21	-
	20.0	25.6	25.0	20.0	20.0	-	19.5	18.9	9.6	18.9	-
Top 2 Box (Net)	34	14	2	1	1	1	30	54	5	54	-
	42.5	35.9	25.1	20.1	20.1	50.1	39.0	48.7	23.8	48.7	-
4	18	8	1	-	-	-	17	26	4	26	-
	22.5	20.5	12.6	-	-	-	22.1	23.4	19.0	23.4	-
Definitely would not purchase (5)	16	6	1	1	1	1	13	28	1	28	-
	20.0	15.4	12.5	20.1	20.1	50.1	16.9	25.2	4.7	25.2	-
Total	80	39	8	5	5	2	77	111	21	111	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	3.04	2.87	2.50	2.20	2.20	3.00	2.90	3.23	2.09	3.23	-
Std. Dev.	1.44	1.42	1.51	1.79	1.79	-	1.44	1.45	1.37	1.45	-
Std. Err.	0.16	0.23	0.53	0.80	0.80	-	0.16	0.14	0.30	0.14	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 456

q277_6) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Kayak (Unwtd)	74	33	8	6	6	1	73	105	15	105	-
Base - Heard of Kayak (Wgtd)	74	33	8	6	6	1	73	105	15	105	-
Eff Base	74	33	8	6	6	1	73	105	15	105	-
Top 2 Box (Net)	32	15	5	4	4	-	35	41	12	41	-
	43.2	45.5	62.5	66.7	66.7	-	47.9	39.0	80.0	39.0	-
Definitely would purchase (1)	16	8	3	3	3	-	19	23	7	23	-
	21.6	24.2	37.4	50.0	50.0	-	26.0	21.9	46.7	21.9	-
2	16	7	2	1	1	-	16	18	5	18	-
	21.6	21.2	25.0	16.7	16.7	-	21.9	17.1	33.4	17.1	-
Possibly would purchase (3)	19	9	1	1	1	-	18	25	2	25	-
	25.6	27.3	12.5	16.6	16.6	-	24.6	23.8	13.3	23.8	-
Top 2 Box (Net)	23	9	2	1	1	1	20	39	1	39	-
	31.1	27.3	25.1	16.7	16.7	100.0	27.4	37.2	6.7	37.2	-
4	14	4	1	-	-	-	13	19	1	19	-
	19.0	12.1	12.6	-	-	-	17.9	18.1	6.7	18.1	-
Definitely would not purchase (5)	9	5	1	1	1	1	7	20	-	20	-
	12.2	15.2	12.5	16.7	16.7	100.0	9.6	19.1	-	19.1	-
Total	74	33	8	6	6	1	73	105	15	105	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.79	2.73	2.38	2.17	2.17	5.00	2.63	2.95	1.80	2.95	-
Std. Dev.	1.32	1.38	1.51	1.60	1.60	-	1.31	1.42	0.94	1.42	-
Std. Err.	0.15	0.24	0.53	0.65	0.65	-	0.15	0.14	0.24	0.14	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 457

q277_7) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Longhorn

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Longhorn (Unwtd)	94	46	12	10	9	5	89	138	16	138	-
Base - Heard of Longhorn (Wgtd)	94	46	12	10	9	5	89	138	16	138	-
Eff Base	94	46	12	10	9	5	89	138	16	138	-
Top 2 Box (Net)	44	25	7	7	6	3	43	56	14	56	-
	46.8	54.4	58.2	69.9	66.6	59.8	48.3	40.6	87.5	40.6	-
Definitely would purchase (1)	24	15	4	4	4	1	25	32	10	32	-
	25.5	32.6	33.3	40.0	44.4	19.9	28.1	23.2	62.5	23.2	-
2	20	10	3	3	2	2	18	24	4	24	-
	21.3	21.8	24.9	30.0	22.2	39.9	20.3	17.4	25.0	17.4	-
Possibly would purchase (3)	24	12	3	2	2	1	19	27	-	27	-
	25.5	26.1	25.1	20.1	22.3	20.2	21.3	19.5	-	19.5	-
Top 2 Box (Net)	26	9	2	1	1	1	27	55	2	55	-
	27.7	19.5	16.7	10.0	11.1	20.0	30.3	39.9	12.5	39.9	-
4	13	7	2	1	1	1	15	26	-	26	-
	13.8	15.2	16.7	10.0	11.1	20.0	16.8	18.8	-	18.8	-
Definitely would not purchase (5)	13	2	-	-	-	-	12	29	2	29	-
	13.8	4.3	-	-	-	-	13.5	21.0	12.5	21.0	-
Total	94	46	12	10	9	5	89	138	16	138	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.69	2.37	2.25	2.00	2.00	2.40	2.67	2.97	1.75	2.97	-
Std. Dev.	1.36	1.22	1.14	1.05	1.12	1.14	1.40	1.46	1.34	1.46	-
Std. Err.	0.14	0.18	0.33	0.33	0.37	0.51	0.15	0.12	0.34	0.12	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 458

q277_9) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Red Man

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Red Man (Unwtd)	88	45	13	9	8	5	83	129	19	129	-
Base - Heard of Red Man (Wgtd)	88	45	13	9	8	5	83	129	19	129	-
Eff Base	88	45	13	9	8	5	83	129	19	129	-
Top 2 Box (Net)	38	21	8	6	6	4	44	50	15	50	-
	43.2	46.7	61.5	66.7	75.0	80.0	53.0	38.8	78.9	38.8	-
Definitely would purchase (1)	27	14	6	4	4	3	30	34	10	34	-
	30.7	31.1	46.1	44.4	50.0	60.0	36.1	26.4	52.6	26.4	-
2	11	7	2	2	2	1	14	16	5	16	-
	12.5	15.5	15.4	22.2	25.0	20.0	16.9	12.4	26.4	12.4	-
Possibly would purchase (3)	25	14	4	3	2	1	19	31	2	31	-
	28.4	31.1	30.8	33.3	25.0	20.0	22.9	24.0	10.6	24.0	-
Top 2 Box (Net)	25	10	1	-	-	-	20	48	2	48	-
	28.4	22.2	7.8	-	-	-	24.1	37.2	10.5	37.2	-
4	12	5	1	-	-	-	9	21	2	21	-
	13.6	11.1	7.8	-	-	-	10.8	16.3	10.5	16.3	-
Definitely would not purchase (5)	13	5	-	-	-	-	11	27	-	27	-
	14.8	11.1	-	-	-	-	13.3	20.9	-	20.9	-
Total	88	45	13	9	8	5	83	129	19	129	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.69	2.56	2.00	1.89	1.75	1.60	2.48	2.93	1.79	2.93	-
Std. Dev.	1.42	1.34	1.08	0.93	0.89	0.89	1.42	1.48	1.03	1.48	-
Std. Err.	0.15	0.20	0.30	0.31	0.31	0.40	0.16	0.13	0.24	0.13	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 459

q277_10) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Red Seal

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Red Seal (Unwtd)	82	43	11	9	9	4	80	116	18	116	-
Base - Heard of Red Seal (Wgtd)	82	43	11	9	9	4	80	116	18	116	-
Eff Base	82	43	11	9	9	4	80	116	18	116	-
Top 2 Box (Net)	39	21	6	6	6	2	41	48	16	48	-
	47.6	48.8	54.5	66.6	66.6	49.9	51.3	41.4	88.9	41.4	-
Definitely would purchase (1)	24	13	5	5	5	2	27	29	9	29	-
	29.3	30.2	45.4	55.5	55.5	49.9	33.8	25.0	50.0	25.0	-
2	15	8	1	1	1	-	14	19	7	19	-
	18.3	18.6	9.1	11.1	11.1	-	17.5	16.4	38.9	16.4	-
Possibly would purchase (3)	17	9	3	2	2	1	15	24	1	24	-
	20.7	20.9	27.3	22.2	22.2	25.0	18.8	20.7	5.6	20.7	-
Top 2 Box (Net)	26	13	2	1	1	1	24	44	1	44	-
	31.7	30.2	18.3	11.1	11.1	25.1	30.0	37.9	5.6	37.9	-
4	13	8	2	1	1	1	15	21	1	21	-
	15.9	18.6	18.3	11.1	11.1	25.1	18.7	18.1	5.6	18.1	-
Definitely would not purchase (5)	13	5	-	-	-	-	9	23	-	23	-
	15.9	11.6	-	-	-	-	11.2	19.8	-	19.8	-
Total	82	43	11	9	9	4	80	116	18	116	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.71	2.63	2.18	1.89	1.89	2.25	2.56	2.91	1.67	2.91	-
Std. Dev.	1.44	1.40	1.25	1.17	1.17	1.50	1.41	1.47	0.84	1.47	-
Std. Err.	0.16	0.21	0.38	0.39	0.39	0.75	0.16	0.14	0.20	0.14	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 460

q277_12) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Silver Creek

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Silver Creek (Unwtd)	52	23	6	4	4	1	52	78	13	78	-
Base - Heard of Silver Creek (Wgtd)	52	23	6	4	4	1	52	78	13	78	-
Eff Base	52	23	6	4	4	1	52	78	13	78	-
Top 2 Box (Net)	21	11	3	2	2	-	23	27	9	27	-
	40.3	47.8	49.9	50.0	50.0	-	44.2	34.6	69.1	34.6	-
Definitely would purchase (1)	10	6	2	2	2	-	14	15	8	15	-
	19.2	26.0	33.3	50.0	50.0	-	26.9	19.2	61.4	19.2	-
2	11	5	1	-	-	-	9	12	1	12	-
	21.2	21.7	16.7	-	-	-	17.3	15.4	7.7	15.4	-
Possibly would purchase (3)	12	7	2	2	2	1	13	15	2	15	-
	23.1	30.4	33.2	50.0	50.0	100.0	25.0	19.2	15.4	19.2	-
Top 2 Box (Net)	19	5	1	-	-	-	16	36	2	36	-
	36.6	21.8	16.8	-	-	-	30.8	46.2	15.4	46.2	-
4	13	4	1	-	-	-	13	23	2	23	-
	25.0	17.4	16.8	-	-	-	25.1	29.5	15.4	29.5	-
Definitely would not purchase (5)	6	1	-	-	-	-	3	13	-	13	-
	11.6	4.4	-	-	-	-	5.8	16.7	-	16.7	-
Total	52	23	6	4	4	1	52	78	13	78	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.89	2.52	2.34	2.00	2.00	3.00	2.66	3.09	1.85	3.09	-
Std. Dev.	1.31	1.20	1.21	1.16	1.16	-	1.28	1.38	1.22	1.38	-
Std. Err.	0.18	0.25	0.49	0.58	0.58	-	0.18	0.16	0.34	0.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 461

q277_13) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Skoal

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal (Unwtd)	129	67	17	15	14	9	128	186	32	186	-
Base - Heard of Skoal (Wgtd)	129	67	17	15	14	9	128	186	32	186	-
Eff Base	129	67	17	15	14	9	128	186	32	186	-
Top 2 Box (Net)	82	47	12	11	11	6	76	98	22	98	-
	63.5	70.1	70.5	73.3	78.5	66.6	59.4	52.7	68.8	52.7	-
Definitely would purchase (1)	59	34	8	8	8	5	56	71	18	71	-
	45.7	50.7	47.0	53.3	57.1	55.5	43.7	38.1	56.3	38.1	-
2	23	13	4	3	3	1	20	27	4	27	-
	17.9	19.4	23.5	20.0	21.4	11.1	15.6	14.5	12.5	14.5	-
Possibly would purchase (3)	22	11	4	4	3	3	24	32	6	32	-
	17.1	16.4	23.6	26.7	21.5	33.4	18.8	17.2	18.8	17.2	-
Top 2 Box (Net)	25	9	1	-	-	-	28	56	4	56	-
	19.4	13.4	5.9	-	-	-	21.9	30.1	12.5	30.1	-
4	13	6	1	-	-	-	17	28	2	28	-
	10.1	9.0	5.9	-	-	-	13.3	15.1	6.2	15.1	-
Definitely would not purchase (5)	12	3	-	-	-	-	11	28	2	28	-
	9.3	4.5	-	-	-	-	8.6	15.1	6.2	15.1	-
Total	129	67	17	15	14	9	128	186	32	186	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.19	1.97	1.88	1.73	1.64	1.78	2.27	2.54	1.94	2.54	-
Std. Dev.	1.36	1.21	0.99	0.88	0.84	0.97	1.37	1.49	1.27	1.49	-
Std. Err.	0.12	0.15	0.24	0.23	0.23	0.32	0.12	0.11	0.22	0.11	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 462

q277_14) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Swisher

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Swisher (Unwtd)	29	13	5	5	5	2	29	32	9	32	-
Base - Heard of Swisher (Wgtd)	29	13	5	5	5	2	29	32	9	32	-
Eff Base	29	13	5	5	5	2	29	32	9	32	-
Top 2 Box (Net)	15	6	3	3	3	1	16	17	6	17	-
	51.7	46.1	59.9	59.9	59.9	49.7	55.2	53.1	66.6	53.1	-
Definitely would purchase (1)	7	3	1	1	1	-	7	8	3	8	-
	24.1	23.1	19.9	19.9	19.9	-	24.1	25.0	33.3	25.0	-
2	8	3	2	2	2	1	9	9	3	9	-
	27.6	23.1	39.9	39.9	39.9	49.7	31.0	28.1	33.3	28.1	-
Possibly would purchase (3)	5	4	1	1	1	-	5	5	1	5	-
	17.3	30.8	19.9	19.9	19.9	-	17.3	15.7	11.1	15.7	-
Top 2 Box (Net)	9	3	1	1	1	1	8	10	2	10	-
	31.0	23.1	20.2	20.2	20.2	50.3	27.6	31.2	22.2	31.2	-
4	6	2	-	-	-	-	6	6	1	6	-
	20.6	15.4	-	-	-	-	20.6	18.7	11.1	18.7	-
Definitely would not purchase (5)	3	1	1	1	1	1	2	4	1	4	-
	10.4	7.8	20.2	20.2	20.2	50.3	6.9	12.5	11.1	12.5	-
Total	29	13	5	5	5	2	29	32	9	32	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.66	2.62	2.61	2.61	2.61	3.51	2.55	2.66	2.33	2.66	-
Std. Dev.	1.34	1.26	1.52	1.52	1.52	2.12	1.27	1.38	1.41	1.38	-
Std. Err.	0.25	0.35	0.68	0.68	0.68	1.50	0.24	0.24	0.47	0.24	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 463

q277_15) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Timber Wolf

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Timber Wolf (Unwtd)	83	46	13	10	9	4	82	122	18	122	-
Base - Heard of Timber Wolf (Wgtd)	83	46	13	10	9	4	82	122	18	122	-
Eff Base	83	46	13	10	9	4	82	122	18	122	-
Top 2 Box (Net)	42	25	8	8	8	4	41	48	15	48	-
	50.6	54.4	61.5	80.0	88.9	100.0	50.0	39.4	83.3	39.4	-
Definitely would purchase (1)	25	18	6	6	6	2	26	28	8	28	-
	30.2	39.2	46.1	60.0	66.7	50.0	31.7	23.0	44.4	23.0	-
2	17	7	2	2	2	2	15	20	7	20	-
	20.5	15.2	15.4	20.0	22.2	50.0	18.3	16.4	38.9	16.4	-
Possibly would purchase (3)	21	11	4	2	1	-	20	29	2	29	-
	25.3	23.9	30.8	20.0	11.1	-	24.4	23.8	11.2	23.8	-
Top 2 Box (Net)	20	10	1	-	-	-	21	45	1	45	-
	24.1	21.7	7.8	-	-	-	25.6	36.9	5.5	36.9	-
4	9	6	1	-	-	-	14	19	1	19	-
	10.8	13.0	7.8	-	-	-	17.1	15.6	5.5	15.6	-
Definitely would not purchase (5)	11	4	-	-	-	-	7	26	-	26	-
	13.3	8.7	-	-	-	-	8.5	21.3	-	21.3	-
Total	83	46	13	10	9	4	82	122	18	122	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.57	2.37	2.00	1.60	1.44	1.50	2.52	2.96	1.78	2.96	-
Std. Dev.	1.37	1.36	1.08	0.84	0.73	0.58	1.33	1.45	0.88	1.45	-
Std. Err.	0.15	0.20	0.30	0.27	0.24	0.29	0.15	0.13	0.21	0.13	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 464

q277_16) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Skoal Xtra

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Xtra (Unwtd)	91	49	11	9	9	4	92	125	19	125	-
Base - Heard of Skoal Xtra (Wgtd)	91	49	11	9	9	4	92	125	19	125	-
Eff Base	91	49	11	9	9	4	92	125	19	125	-
Top 2 Box (Net)	56	32	8	8	8	4	55	66	16	66	-
	61.5	65.3	72.6	88.9	88.9	100.0	59.8	52.8	84.2	52.8	-
Definitely would purchase (1)	27	17	6	6	6	3	30	35	11	35	-
	29.7	34.7	54.5	66.7	66.7	75.0	32.7	28.0	57.9	28.0	-
2	29	15	2	2	2	1	25	31	5	31	-
	31.8	30.6	18.2	22.2	22.2	25.0	27.1	24.8	26.3	24.8	-
Possibly would purchase (3)	11	7	1	-	-	-	12	17	-	17	-
	12.1	14.3	9.1	-	-	-	13.0	13.6	-	13.6	-
Top 2 Box (Net)	24	10	2	1	1	-	25	42	3	42	-
	26.4	20.4	18.2	11.1	11.1	-	27.2	33.6	15.8	33.6	-
4	12	6	2	1	1	-	17	22	1	22	-
	13.2	12.2	18.2	11.1	11.1	-	18.5	17.6	5.3	17.6	-
Definitely would not purchase (5)	12	4	-	-	-	-	8	20	2	20	-
	13.2	8.2	-	-	-	-	8.7	16.0	10.5	16.0	-
Total	91	49	11	9	9	4	92	125	19	125	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.48	2.29	1.91	1.55	1.55	1.25	2.43	2.69	1.84	2.69	-
Std. Dev.	1.39	1.29	1.22	1.01	1.01	0.50	1.35	1.45	1.34	1.45	-
Std. Err.	0.15	0.18	0.37	0.34	0.34	0.25	0.14	0.13	0.31	0.13	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 465

q277_17) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Kodiak

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Kodiak (Unwtd)	92	45	11	8	7	2	93	141	19	141	-
Base - Heard of Kodiak (Wgtd)	92	45	11	8	7	2	93	141	19	141	-
Eff Base	92	45	11	8	7	2	93	141	19	141	-
Top 2 Box (Net)	43	22	8	6	6	2	46	50	13	50	-
	46.7	48.9	72.7	75.0	85.8	100.0	49.4	35.4	68.4	35.4	-
Definitely would purchase (1)	21	13	5	4	4	1	24	25	8	25	-
	22.8	28.9	45.4	50.0	57.2	50.0	25.8	17.7	42.1	17.7	-
2	22	9	3	2	2	1	22	25	5	25	-
	23.9	20.0	27.3	25.0	28.6	50.0	23.6	17.7	26.3	17.7	-
Possibly would purchase (3)	27	12	2	2	1	-	20	33	3	33	-
	29.3	26.7	18.1	25.0	14.2	-	21.5	23.4	15.8	23.4	-
Top 2 Box (Net)	22	11	1	-	-	-	27	58	3	58	-
	23.9	24.5	9.2	-	-	-	29.0	41.1	15.8	41.1	-
4	12	7	1	-	-	-	16	28	3	28	-
	13.0	15.6	9.2	-	-	-	17.2	19.9	15.8	19.9	-
Definitely would not purchase (5)	10	4	-	-	-	-	11	30	-	30	-
	10.9	8.9	-	-	-	-	11.8	21.3	-	21.3	-
Total	92	45	11	8	7	2	93	141	19	141	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.65	2.56	1.91	1.75	1.57	1.50	2.66	3.09	2.05	3.09	-
Std. Dev.	1.27	1.31	1.05	0.89	0.79	-	1.35	1.39	1.13	1.39	-
Std. Err.	0.13	0.19	0.32	0.31	0.30	-	0.14	0.12	0.26	0.12	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 466

q277_18) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Renegades

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Renegades (Unwtd)	51	26	7	6	6	2	49	71	12	71	-
Base - Heard of Renegades (Wgtd)	51	26	7	6	6	2	49	71	12	71	-
Eff Base	51	26	7	6	6	2	49	71	12	71	-
Top 2 Box (Net)	22	12	5	5	5	2	25	26	9	26	-
	43.1	46.1	71.3	83.4	83.4	100.0	51.0	36.6	75.0	36.6	-
Definitely would purchase (1)	11	9	4	4	4	2	13	13	8	13	-
	21.5	34.6	57.1	66.7	66.7	100.0	26.5	18.3	66.7	18.3	-
2	11	3	1	1	1	-	12	13	1	13	-
	21.6	11.6	14.3	16.7	16.7	-	24.5	18.3	8.4	18.3	-
Possibly would purchase (3)	10	5	1	1	1	-	10	13	1	13	-
	19.6	19.2	14.2	16.6	16.6	-	20.4	18.3	8.3	18.3	-
Top 2 Box (Net)	19	9	1	-	-	-	14	32	2	32	-
	37.3	34.6	14.4	-	-	-	28.6	45.1	16.6	45.1	-
4	6	4	1	-	-	-	6	13	1	13	-
	11.8	15.4	14.4	-	-	-	12.3	18.3	8.3	18.3	-
Definitely would not purchase (5)	13	5	-	-	-	-	8	19	1	19	-
	25.5	19.2	-	-	-	-	16.4	26.8	8.3	26.8	-
Total	51	26	7	6	6	2	49	71	12	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.98	2.73	1.86	1.50	1.50	1.00	2.68	3.17	1.83	3.17	-
Std. Dev.	1.50	1.56	1.22	0.84	0.84	-	1.42	1.47	1.40	1.47	-
Std. Err.	0.21	0.31	0.46	0.34	0.34	-	0.20	0.17	0.40	0.17	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 467

q277_20) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Stoker's

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Stoker's (Unwtd)	41	24	7	7	7	2	39	54	9	54	-
Base - Heard of Stoker's (Wgtd)	41	24	7	7	7	2	39	54	9	54	-
Eff Base	41	24	7	7	7	2	39	54	9	54	-
Top 2 Box (Net)	18	9	5	5	5	1	19	25	6	25	-
	43.9	37.5	71.3	71.3	71.3	49.8	48.7	46.3	66.7	46.3	-
Definitely would purchase (1)	12	6	4	4	4	-	14	19	4	19	-
	29.3	25.0	57.1	57.1	57.1	-	35.9	35.2	44.5	35.2	-
2	6	3	1	1	1	1	5	6	2	6	-
	14.6	12.5	14.3	14.3	14.3	49.8	12.8	11.1	22.2	11.1	-
Possibly would purchase (3)	7	5	1	1	1	-	7	8	-	8	-
	17.1	20.9	14.2	14.2	14.2	-	18.0	14.8	-	14.8	-
Top 2 Box (Net)	16	10	1	1	1	1	13	21	3	21	-
	39.0	41.7	14.4	14.4	14.4	50.2	33.3	38.9	33.3	38.9	-
4	11	9	1	1	1	1	12	14	3	14	-
	26.8	37.5	14.4	14.4	14.4	50.2	30.8	25.9	33.3	25.9	-
Definitely would not purchase (5)	5	1	-	-	-	-	1	7	-	7	-
	12.2	4.2	-	-	-	-	2.6	13.0	-	13.0	-
Total	41	24	7	7	7	2	39	54	9	54	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.78	2.83	1.86	1.86	1.86	3.00	2.51	2.70	2.22	2.70	-
Std. Dev.	1.44	1.31	1.22	1.22	1.22	1.41	1.34	1.50	1.39	1.50	-
Std. Err.	0.22	0.27	0.46	0.46	0.46	1.00	0.21	0.20	0.46	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 468

q277_19) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- [Q269 OTHER]

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of [Q269 OTHER] (Unwtd)	4	-	-	-	-	-	4	4	-	4	-
Base - Heard of [Q269 OTHER] (Wgtd)	4	-	-	-	-	-	4	4	-	4	-
Eff Base	4	-	-	-	-	-	4	4	-	4	-
Top 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	24.9	24.9	-	24.9	-
Definitely would purchase (1)	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	24.9	24.9	-	24.9	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Top 2 Box (Net)	3	-	-	-	-	-	3	3	-	3	-
	75.1	-	-	-	-	-	75.1	75.1	-	75.1	-
4	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	24.9	24.9	-	24.9	-
Definitely would not purchase (5)	2	-	-	-	-	-	2	2	-	2	-
	50.2	-	-	-	-	-	50.2	50.2	-	50.2	-
Total	4	-	-	-	-	-	4	4	-	4	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.75	-	-	-	-	-	3.75	3.75	-	3.75	-
Std. Dev.	1.89	-	-	-	-	-	1.89	1.89	-	1.89	-
Std. Err.	0.95	-	-	-	-	-	0.95	0.95	-	0.95	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 469

q278) As a consumer you regularly make many choices between different brands. Thinking about moist snuff, how important is the brand name when you make a purchase?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Top 2 Box (Net)	134	66	18	13	12	7	137	184	34	184	-
	57.1	53.7	75.0	68.4	66.7	63.6	57.1	60.4	58.7	60.4	-
Care very much (1)	87	44	10	6	6	3	90	121	25	121	-
	37.1	35.8	41.7	31.6	33.3	27.3	37.5	39.7	43.1	39.7	-
2	47	22	8	7	6	4	47	63	9	63	-
	20.0	17.9	33.3	36.9	33.3	36.3	19.6	20.6	15.5	20.6	-
Care somewhat (3)	50	30	5	5	5	4	53	61	8	61	-
	21.3	24.4	20.8	26.3	27.8	36.4	22.1	20.0	13.8	20.0	-
Bottom 2 Box (Net)	51	27	1	1	1	-	50	60	16	60	-
	21.7	21.9	4.2	5.2	5.5	-	20.8	19.7	27.6	19.7	-
4	37	19	1	1	1	-	38	43	13	43	-
	15.7	15.4	4.2	5.2	5.5	-	15.8	14.1	22.4	14.1	-
Do not care at all (5)	14	8	-	-	-	-	12	17	3	17	-
	5.9	6.5	-	-	-	-	5.0	5.6	5.2	5.6	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.34	2.39	1.87	2.05	2.06	2.09	2.31	2.25	2.31	2.25	-
Std. Dev.	1.28	1.29	0.90	0.91	0.94	0.83	1.26	1.27	1.37	1.27	-
Std. Err.	0.08	0.12	0.18	0.21	0.22	0.25	0.08	0.07	0.18	0.07	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 470

q279) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Copenhagen Pouches	63	35	9	6	5	2	64	77	15	77	-
	62.4	67.3	74.9	74.9	71.3	66.4	61.5	57.0	71.5	57.0	-
(2) Grizzly Pouches	56	34	7	7	6	4	56	65	16	65	-
	61.5	73.9	63.5	77.7	74.9	79.8	62.9	54.1	80.0	54.1	-
(3) Longhorn Pouches	51	29	10	8	8	4	56	58	13	58	-
	57.9	59.2	62.4	66.7	72.7	66.6	65.1	53.2	72.2	53.2	-
(4) Renegades (Pouch)	26	19	5	4	4	2	31	32	12	32	-
	55.3	65.5	62.4	66.7	66.7	66.7	64.6	54.2	92.3	54.2	-
(5) Skoal Bandits	65	36	8	7	7	2	67	74	17	74	-
	56.5	62.1	61.5	58.3	63.6	39.9	62.0	49.7	85.0	49.7	-
(6) Skoal Pouches (other than Bandits)	52	33	10	9	9	5	53	60	18	60	-
	54.7	62.3	71.4	81.8	90.0	100.0	57.0	48.8	78.3	48.8	-
(7) Timber Wolf Pouches	43	22	8	7	7	3	48	50	13	50	-
	60.6	57.9	66.6	77.8	77.8	75.1	67.6	54.3	86.6	54.3	-
(8) Skoal Xtra Pouches	62	40	8	5	5	-	58	67	15	67	-
	64.6	76.9	79.9	83.3	83.3	-	63.0	54.9	78.9	54.9	-
(9) Kodiak Pouches	31	20	5	4	4	-	34	35	8	35	-
	47.0	60.6	62.5	66.7	80.0	-	51.5	41.7	53.3	41.7	-
(11) Kayak Pouches	42	23	7	7	7	1	43	44	13	44	-
	60.9	65.7	77.7	87.5	87.5	100.0	62.3	54.3	72.3	54.3	-
(10) [Q270 OTHER]	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	33.2	24.9	-	24.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 471

q279) Top 2 Box Summary Table - Uses Moist Snuff & Has MS Usual Brand

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Copenhagen Pouches	3	-	-	-	-	-	5	8	1	8	-
	33.4	-	-	-	-	-	50.0	57.2	49.9	57.2	-
(2) Grizzly Pouches	15	9	3	3	2	1	12	15	3	15	-
	88.2	100.0	100.0	100.0	100.0	100.0	85.7	88.2	100.0	88.2	-
(5) Skoal Bandits	12	7	2	2	2	1	12	12	2	12	-
	63.1	63.6	66.7	66.7	66.7	100.0	57.1	57.1	66.7	57.1	-
(6) Skoal Pouches (other than Bandits)	5	4	-	-	-	-	4	6	3	6	-
	62.5	66.6	-	-	-	-	57.2	66.7	50.0	66.7	-
(7) Timber Wolf Pouches	2	-	-	-	-	-	2	3	-	3	-
	66.7	-	-	-	-	-	66.7	75.0	-	75.0	-
(8) Skoal Xtra Pouches	5	5	1	1	1	-	5	6	4	6	-
	62.5	71.5	100.0	100.0	100.0	-	55.6	60.1	100.0	60.1	-
(9) Kodiak Pouches	1	1	-	-	-	-	2	2	-	2	-
	33.5	50.2	-	-	-	-	40.0	40.0	-	40.0	-
(11) Kayak Pouches	5	2	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	85.7	85.7	100.0	85.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 472

q279) Top 2 Box Summary Table - Uses Moist Snuff & Exclude MS Usual Brand

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Copenhagen Pouches	60	35	9	6	5	2	59	69	14	69	-
	65.2	74.4	74.9	74.9	71.3	66.4	62.7	57.0	73.7	57.0	-
(2) Grizzly Pouches	41	25	4	4	4	3	44	50	13	50	-
	55.4	67.5	49.8	66.6	66.6	74.8	58.7	48.5	76.5	48.5	-
(3) Longhorn Pouches	51	29	10	8	8	4	56	58	13	58	-
	60.0	61.7	62.4	66.7	72.7	66.6	66.6	54.7	72.2	54.7	-
(4) Renegades (Pouch)	26	19	5	4	4	2	31	32	12	32	-
	55.3	65.5	62.4	66.7	66.7	66.7	64.6	54.2	92.3	54.2	-
(5) Skoal Bandits	53	29	6	5	5	1	55	62	15	62	-
	55.2	61.7	60.0	55.5	62.5	25.0	63.2	48.4	88.2	48.4	-
(6) Skoal Pouches (other than Bandits)	47	29	10	9	9	5	49	54	15	54	-
	54.0	61.7	71.4	81.8	90.0	100.0	57.0	47.4	88.3	47.4	-
(7) Timber Wolf Pouches	41	22	8	7	7	3	46	47	13	47	-
	60.3	59.5	66.6	77.8	77.8	75.1	67.6	53.4	86.6	53.4	-
(8) Skoal Xtra Pouches	57	35	7	4	4	-	53	61	11	61	-
	64.7	77.8	77.7	80.0	80.0	-	63.8	54.4	73.3	54.4	-
(9) Kodiak Pouches	30	19	5	4	4	-	32	33	8	33	-
	47.6	61.3	62.5	66.7	80.0	-	52.4	41.8	57.0	41.8	-
(11) Kayak Pouches	37	21	7	7	7	1	37	38	12	38	-
	57.8	63.6	77.7	87.5	87.5	100.0	59.7	51.3	70.6	51.3	-
(10) [Q270 OTHER]	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	33.2	24.9	-	24.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 473

q279_1) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Copenhagen Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Copenhagen Pouches (Unwtd)	101	52	12	8	7	3	104	135	21	135	-
Base - Heard of Copenhagen Pouches (Wgtd)	101	52	12	8	7	3	104	135	21	135	-
Eff Base	101	52	12	8	7	3	104	135	21	135	-
Top 2 Box (Net)	63	35	9	6	5	2	64	77	15	77	-
	62.4	67.3	74.9	74.9	71.3	66.4	61.5	57.0	71.5	57.0	-
Definitely would purchase (1)	39	20	7	5	5	2	42	49	11	49	-
	38.6	38.5	58.2	62.4	71.3	66.4	40.4	36.3	52.4	36.3	-
2	24	15	2	1	-	-	22	28	4	28	-
	23.8	28.8	16.7	12.5	-	-	21.1	20.7	19.0	20.7	-
Possibly would purchase (3)	20	8	-	-	-	-	20	22	4	22	-
	19.8	15.4	-	-	-	-	19.2	16.3	19.0	16.3	-
Top 2 Box (Net)	18	9	3	2	2	1	20	36	2	36	-
	17.8	17.3	25.1	25.1	28.7	33.6	19.2	26.7	9.5	26.7	-
4	8	6	3	2	2	1	9	12	2	12	-
	7.9	11.6	25.1	25.1	28.7	33.6	8.7	8.9	9.5	8.9	-
Definitely would not purchase (5)	10	3	-	-	-	-	11	24	-	24	-
	9.9	5.7	-	-	-	-	10.6	17.8	-	17.8	-
Total	101	52	12	8	7	3	104	135	21	135	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.27	2.17	1.92	1.88	1.86	2.01	2.28	2.51	1.86	2.51	-
Std. Dev.	1.32	1.23	1.31	1.36	1.47	1.73	1.35	1.50	1.06	1.50	-
Std. Err.	0.13	0.17	0.38	0.48	0.55	1.00	0.13	0.13	0.23	0.13	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 474

q279_2) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Grizzly Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Grizzly Pouches (Unwtd)	91	46	11	9	8	5	89	120	20	120	-
Base - Heard of Grizzly Pouches (Wgtd)	91	46	11	9	8	5	89	120	20	120	-
Eff Base	91	46	11	9	8	5	89	120	20	120	-
Top 2 Box (Net)	56	34	7	7	6	4	56	65	16	65	-
	61.5	73.9	63.5	77.7	74.9	79.8	62.9	54.1	80.0	54.1	-
Definitely would purchase (1)	34	21	4	4	3	2	35	42	9	42	-
	37.3	45.6	36.3	44.4	37.4	39.9	39.3	35.0	44.9	35.0	-
2	22	13	3	3	3	2	21	23	7	23	-
	24.2	28.3	27.2	33.3	37.5	39.9	23.6	19.2	35.1	19.2	-
Possibly would purchase (3)	18	6	2	1	1	-	14	21	3	21	-
	19.8	13.1	18.2	11.1	12.5	-	15.7	17.5	15.0	17.5	-
Top 2 Box (Net)	17	6	2	1	1	1	19	34	1	34	-
	18.7	13.1	18.3	11.2	12.6	20.2	21.4	28.4	5.0	28.4	-
4	8	3	1	-	-	-	9	14	-	14	-
	8.8	6.5	9.2	-	-	-	10.1	11.7	-	11.7	-
Definitely would not purchase (5)	9	3	1	1	1	1	10	20	1	20	-
	9.9	6.5	9.2	11.2	12.6	20.2	11.2	16.7	5.0	16.7	-
Total	91	46	11	9	8	5	89	120	20	120	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.30	2.00	2.28	2.00	2.13	2.21	2.30	2.56	1.85	2.56	-
Std. Dev.	1.32	1.21	1.35	1.33	1.36	1.65	1.38	1.48	1.04	1.48	-
Std. Err.	0.14	0.18	0.41	0.44	0.48	0.74	0.15	0.14	0.23	0.14	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 475

q279_3) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Longhorn Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Longhorn Pouches (Unwtd)	88	49	16	12	11	6	86	109	18	109	-
Base - Heard of Longhorn Pouches (Wgtd)	88	49	16	12	11	6	86	109	18	109	-
Eff Base	88	49	16	12	11	6	86	109	18	109	-
Top 2 Box (Net)	51	29	10	8	8	4	56	58	13	58	-
	57.9	59.2	62.4	66.7	72.7	66.6	65.1	53.2	72.2	53.2	-
Definitely would purchase (1)	33	20	7	5	5	2	36	37	11	37	-
	37.5	40.8	43.7	41.6	45.4	33.2	41.8	33.9	61.1	33.9	-
2	18	9	3	3	3	2	20	21	2	21	-
	20.5	18.4	18.7	25.0	27.3	33.3	23.3	19.3	11.1	19.3	-
Possibly would purchase (3)	21	11	4	3	2	1	15	23	1	23	-
	23.9	22.4	25.0	24.9	18.1	16.6	17.4	21.1	5.5	21.1	-
Top 2 Box (Net)	16	9	2	1	1	1	15	28	4	28	-
	18.2	18.4	12.6	8.4	9.2	16.8	17.5	25.7	22.2	25.7	-
4	9	7	2	1	1	1	9	12	4	12	-
	10.2	14.3	12.6	8.4	9.2	16.8	10.5	11.0	22.2	11.0	-
Definitely would not purchase (5)	7	2	-	-	-	-	6	16	-	16	-
	8.0	4.1	-	-	-	-	7.0	14.7	-	14.7	-
Total	88	49	16	12	11	6	86	109	18	109	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.31	2.22	2.06	2.00	1.91	2.17	2.18	2.53	1.89	2.53	-
Std. Dev.	1.29	1.25	1.12	1.05	1.05	1.17	1.28	1.43	1.28	1.43	-
Std. Err.	0.14	0.18	0.28	0.30	0.32	0.48	0.14	0.14	0.30	0.14	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 476

q279_4) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Renegades (Pouch)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Renegades (Pouch) (Unwtd)	47	29	8	6	6	3	48	59	13	59	-
Base - Heard of Renegades (Pouch) (Wgtd)	47	29	8	6	6	3	48	59	13	59	-
Eff Base	47	29	8	6	6	3	48	59	13	59	-
Top 2 Box (Net)	26	19	5	4	4	2	31	32	12	32	-
	55.3	65.5	62.4	66.7	66.7	66.7	64.6	54.2	92.3	54.2	-
Definitely would purchase (1)	16	14	4	3	3	1	20	20	8	20	-
	34.0	48.3	50.0	50.1	50.1	33.4	41.6	33.9	61.6	33.9	-
2	10	5	1	1	1	1	11	12	4	12	-
	21.3	17.2	12.5	16.7	16.7	33.3	22.9	20.3	30.7	20.3	-
Possibly would purchase (3)	12	7	1	1	1	-	10	14	1	14	-
	25.5	24.1	12.5	16.6	16.6	-	20.8	23.7	7.7	23.7	-
Top 2 Box (Net)	9	3	2	1	1	1	7	13	-	13	-
	19.2	10.4	25.1	16.7	16.7	33.3	14.6	22.1	-	22.1	-
4	4	1	1	-	-	-	5	6	-	6	-
	8.5	3.5	12.6	-	-	-	10.5	10.2	-	10.2	-
Definitely would not purchase (5)	5	2	1	1	1	1	2	7	-	7	-
	10.6	6.9	12.5	16.7	16.7	33.3	4.2	11.9	-	11.9	-
Total	47	29	8	6	6	3	48	59	13	59	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.40	2.03	2.25	2.17	2.17	2.67	2.13	2.46	1.46	2.46	-
Std. Dev.	1.33	1.24	1.58	1.60	1.60	2.08	1.20	1.37	0.66	1.37	-
Std. Err.	0.19	0.23	0.56	0.65	0.65	1.20	0.17	0.18	0.18	0.18	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 477

q279_5) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Skoal Bandits

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Bandits (Unwtd)	115	58	13	12	11	5	108	149	20	149	-
Base - Heard of Skoal Bandits (Wgtd)	115	58	13	12	11	5	108	149	20	149	-
Eff Base	115	58	13	12	11	5	108	149	20	149	-
Top 2 Box (Net)	65	36	8	7	7	2	67	74	17	74	-
	56.5	62.1	61.5	58.3	63.6	39.9	62.0	49.7	85.0	49.7	-
Definitely would purchase (1)	36	25	6	6	6	2	40	41	13	41	-
	31.3	43.1	46.1	50.0	54.5	39.9	37.1	27.5	65.0	27.5	-
2	29	11	2	1	1	-	27	33	4	33	-
	25.2	19.0	15.4	8.3	9.1	-	25.0	22.1	20.0	22.1	-
Possibly would purchase (3)	18	11	2	2	1	1	16	23	2	23	-
	15.7	19.0	15.4	16.6	9.1	20.0	14.8	15.4	10.0	15.4	-
Top 2 Box (Net)	32	11	3	3	3	2	25	52	1	52	-
	27.8	19.0	23.1	25.0	27.3	40.1	23.1	34.9	5.0	34.9	-
4	14	5	1	1	1	-	13	21	1	21	-
	12.2	8.6	7.7	8.3	9.1	-	12.0	14.1	5.0	14.1	-
Definitely would not purchase (5)	18	6	2	2	2	2	12	31	-	31	-
	15.7	10.3	15.4	16.7	18.3	40.1	11.1	20.8	-	20.8	-
Total	115	58	13	12	11	5	108	149	20	149	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.56	2.24	2.31	2.33	2.27	3.00	2.35	2.79	1.55	2.79	-
Std. Dev.	1.44	1.37	1.55	1.62	1.68	2.00	1.38	1.51	0.89	1.51	-
Std. Err.	0.13	0.18	0.43	0.47	0.51	0.89	0.13	0.12	0.20	0.12	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 478

q279_6) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Skoal Pouches (other than Bandits)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Pouches (other than Bandits) (Unwtd)	95	53	14	11	10	5	93	123	23	123	-
Base - Heard of Skoal Pouches (other than Bandits) (Wgtd)	95	53	14	11	10	5	93	123	23	123	-
Eff Base	95	53	14	11	10	5	93	123	23	123	-
Top 2 Box (Net)	52	33	10	9	9	5	53	60	18	60	-
	54.7	62.3	71.4	81.8	90.0	100.0	57.0	48.8	78.3	48.8	-
Definitely would purchase (1)	34	25	7	7	7	3	32	36	12	36	-
	35.8	47.2	50.0	63.7	70.0	60.0	34.4	29.3	52.3	29.3	-
2	18	8	3	2	2	2	21	24	6	24	-
	19.0	15.1	21.4	18.2	20.0	40.0	22.6	19.5	26.0	19.5	-
Possibly would purchase (3)	21	9	2	1	-	-	17	23	2	23	-
	22.1	17.0	14.3	9.1	-	-	18.2	18.7	8.7	18.7	-
Top 2 Box (Net)	22	11	2	1	1	-	23	40	3	40	-
	23.2	20.8	14.3	9.1	10.0	-	24.7	32.5	13.0	32.5	-
4	13	8	2	1	1	-	14	20	3	20	-
	13.7	15.1	14.3	9.1	10.0	-	15.1	16.3	13.0	16.3	-
Definitely would not purchase (5)	9	3	-	-	-	-	9	20	-	20	-
	9.5	5.7	-	-	-	-	9.7	16.3	-	16.3	-
Total	95	53	14	11	10	5	93	123	23	123	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.42	2.17	1.93	1.64	1.50	1.40	2.43	2.71	1.83	2.71	-
Std. Dev.	1.35	1.33	1.14	1.03	0.97	0.55	1.36	1.45	1.07	1.45	-
Std. Err.	0.14	0.18	0.31	0.31	0.31	0.24	0.14	0.13	0.22	0.13	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 479

q279_7) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Timber Wolf Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Timber Wolf Pouches (Unwtd)	71	38	12	9	9	4	71	92	15	92	-
Base - Heard of Timber Wolf Pouches (Wgtd)	71	38	12	9	9	4	71	92	15	92	-
Eff Base	71	38	12	9	9	4	71	92	15	92	-
Top 2 Box (Net)	43	22	8	7	7	3	48	50	13	50	-
	60.6	57.9	66.6	77.8	77.8	75.1	67.6	54.3	86.6	54.3	-
Definitely would purchase (1)	25	14	6	6	6	2	28	30	5	30	-
	35.2	36.8	50.0	66.7	66.7	50.0	39.4	32.6	33.3	32.6	-
2	18	8	2	1	1	1	20	20	8	20	-
	25.4	21.0	16.7	11.1	11.1	25.0	28.2	21.8	53.3	21.8	-
Possibly would purchase (3)	19	11	3	2	2	1	16	23	2	23	-
	26.7	28.9	25.0	22.2	22.2	24.9	22.5	25.0	13.4	25.0	-
Top 2 Box (Net)	9	5	1	-	-	-	7	19	-	19	-
	12.7	13.2	8.4	-	-	-	9.9	20.7	-	20.7	-
4	4	3	1	-	-	-	4	7	-	7	-
	5.6	7.9	8.4	-	-	-	5.6	7.6	-	7.6	-
Definitely would not purchase (5)	5	2	-	-	-	-	3	12	-	12	-
	7.0	5.3	-	-	-	-	4.2	13.0	-	13.0	-
Total	71	38	12	9	9	4	71	92	15	92	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.24	2.24	1.92	1.55	1.55	1.75	2.07	2.47	1.80	2.47	-
Std. Dev.	1.20	1.20	1.08	0.88	0.88	0.96	1.11	1.36	0.68	1.36	-
Std. Err.	0.14	0.19	0.31	0.29	0.29	0.48	0.13	0.14	0.17	0.14	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 480

q279_8) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Skoal Xtra Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Xtra Pouches (Unwtd)	96	52	10	6	6	1	92	122	19	122	-
Base - Heard of Skoal Xtra Pouches (Wgtd)	96	52	10	6	6	1	92	122	19	122	-
Eff Base	96	52	10	6	6	1	92	122	19	122	-
Top 2 Box (Net)	62	40	8	5	5	-	58	67	15	67	-
	64.6	76.9	79.9	83.3	83.3	-	63.0	54.9	78.9	54.9	-
Definitely would purchase (1)	29	21	5	3	3	-	29	32	10	32	-
	30.2	40.4	49.9	50.0	50.0	-	31.5	26.2	52.7	26.2	-
2	33	19	3	2	2	-	29	35	5	35	-
	34.4	36.5	30.0	33.3	33.3	-	31.5	28.7	26.2	28.7	-
Possibly would purchase (3)	15	6	1	1	1	1	13	20	-	20	-
	15.6	11.5	10.0	16.7	16.7	100.0	14.1	16.4	-	16.4	-
Top 2 Box (Net)	19	6	1	-	-	-	21	35	4	35	-
	19.8	11.5	10.1	-	-	-	22.9	28.7	21.1	28.7	-
4	11	5	1	-	-	-	11	17	4	17	-
	11.5	9.6	10.1	-	-	-	12.0	13.9	21.1	13.9	-
Definitely would not purchase (5)	8	1	-	-	-	-	10	18	-	18	-
	8.3	1.9	-	-	-	-	10.9	14.8	-	14.8	-
Total	96	52	10	6	6	1	92	122	19	122	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.33	1.96	1.80	1.67	1.67	3.00	2.39	2.62	1.90	2.62	-
Std. Dev.	1.25	1.05	1.03	0.82	0.82	-	1.33	1.39	1.20	1.39	-
Std. Err.	0.13	0.15	0.33	0.33	0.33	-	0.14	0.13	0.27	0.13	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 481

q279_9) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Kodiak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Kodiak Pouches (Unwtd)	66	33	8	6	5	-	66	84	15	84	-
Base - Heard of Kodiak Pouches (Wgtd)	66	33	8	6	5	-	66	84	15	84	-
Eff Base	66	33	8	6	5	-	66	84	15	84	-
Top 2 Box (Net)	31	20	5	4	4	-	34	35	8	35	-
	47.0	60.6	62.5	66.7	80.0	-	51.5	41.7	53.3	41.7	-
Definitely would purchase (1)	21	13	4	4	4	-	23	23	7	23	-
	31.8	39.4	49.9	66.7	80.0	-	34.8	27.4	46.6	27.4	-
2	10	7	1	-	-	-	11	12	1	12	-
	15.2	21.2	12.5	-	-	-	16.7	14.3	6.7	14.3	-
Possibly would purchase (3)	23	9	2	2	1	-	20	26	6	26	-
	34.8	27.3	24.9	33.3	20.0	-	30.2	30.9	40.0	30.9	-
Top 2 Box (Net)	12	4	1	-	-	-	12	23	1	23	-
	18.2	12.1	12.6	-	-	-	18.2	27.4	6.7	27.4	-
4	6	2	1	-	-	-	9	13	1	13	-
	9.1	6.1	12.6	-	-	-	13.7	15.5	6.7	15.5	-
Definitely would not purchase (5)	6	2	-	-	-	-	3	10	-	10	-
	9.1	6.1	-	-	-	-	4.6	11.9	-	11.9	-
Total	66	33	8	6	5	-	66	84	15	84	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.49	2.18	2.00	1.67	1.40	-	2.36	2.70	2.07	2.70	-
Std. Dev.	1.28	1.21	1.20	1.03	0.89	-	1.22	1.34	1.10	1.34	-
Std. Err.	0.16	0.21	0.42	0.42	0.40	-	0.15	0.15	0.28	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 482

q279_10) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Other

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Other (Unwtd)	3	-	-	-	-	-	3	4	-	4	-
Base - Heard of Other (Wgtd)	3	-	-	-	-	-	3	4	-	4	-
Eff Base	3	-	-	-	-	-	3	4	-	4	-
Top 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	33.2	24.9	-	24.9	-
Definitely would purchase (1)	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	33.2	24.9	-	24.9	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Top 2 Box (Net)	2	-	-	-	-	-	2	3	-	3	-
	66.8	-	-	-	-	-	66.8	75.1	-	75.1	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would not purchase (5)	2	-	-	-	-	-	2	3	-	3	-
	66.8	-	-	-	-	-	66.8	75.1	-	75.1	-
Total	3	-	-	-	-	-	3	4	-	4	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.67	-	-	-	-	-	3.67	4.00	-	4.00	-
Std. Dev.	2.31	-	-	-	-	-	2.31	2.00	-	2.00	-
Std. Err.	1.33	-	-	-	-	-	1.33	1.00	-	1.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 483

q279_11) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Kayak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Kayak Pouches (Unwtd)	69	35	9	8	8	1	69	81	18	81	-
Base - Heard of Kayak Pouches (Wgtd)	69	35	9	8	8	1	69	81	18	81	-
Eff Base	69	35	9	8	8	1	69	81	18	81	-
Top 2 Box (Net)	42	23	7	7	7	1	43	44	13	44	-
	60.9	65.7	77.7	87.5	87.5	100.0	62.3	54.3	72.3	54.3	-
Definitely would purchase (1)	26	16	6	6	6	-	27	28	10	28	-
	37.7	45.7	66.6	75.0	75.0	-	39.1	34.6	55.6	34.6	-
2	16	7	1	1	1	1	16	16	3	16	-
	23.2	20.0	11.1	12.5	12.5	100.0	23.2	19.7	16.7	19.7	-
Possibly would purchase (3)	12	6	1	1	1	-	14	16	1	16	-
	17.4	17.2	11.1	12.5	12.5	-	20.3	19.7	5.5	19.7	-
Top 2 Box (Net)	15	6	1	-	-	-	12	21	4	21	-
	21.8	17.2	11.2	-	-	-	17.4	25.9	22.2	25.9	-
4	10	3	1	-	-	-	11	13	3	13	-
	14.5	8.6	11.2	-	-	-	16.0	16.1	16.7	16.1	-
Definitely would not purchase (5)	5	3	-	-	-	-	1	8	1	8	-
	7.2	8.6	-	-	-	-	1.4	9.9	5.5	9.9	-
Total	69	35	9	8	8	1	69	81	18	81	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.30	2.14	1.67	1.37	1.37	2.00	2.17	2.47	2.00	2.47	-
Std. Dev.	1.31	1.33	1.12	0.74	0.74	-	1.16	1.37	1.37	1.37	-
Std. Err.	0.16	0.23	0.37	0.26	0.26	-	0.14	0.15	0.32	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 484

q280) If all products were available at the same price, what brand of moist snuff do you most prefer?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Skoal	39	22	5	5	5	3	35	47	7	47	-
	16.6	17.9	20.8	26.3	27.7	27.2	14.6	15.4	12.1	15.4	-
Copenhagen	36	18	6	4	4	3	39	54	8	54	-
	15.3	14.6	25.1	21.1	22.2	27.3	16.3	17.7	13.8	17.7	-
Grizzly	23	13	2	2	1	1	25	34	7	34	-
	9.8	10.6	8.3	10.5	5.6	9.1	10.4	11.2	12.1	11.2	-
Skoal Bandits	13	9	1	1	1	-	13	13	2	13	-
	5.5	7.3	4.2	5.3	5.5	-	5.4	4.3	3.4	4.3	-
Grizzly Pouches	11	5	1	1	1	1	9	13	3	13	-
	4.7	4.1	4.2	5.3	5.6	9.1	3.7	4.3	5.2	4.3	-
Longhorn	9	7	2	2	2	1	9	13	2	13	-
	3.8	5.7	8.3	10.5	11.1	9.1	3.8	4.3	3.5	4.3	-
Kayak	9	4	1	1	1	-	9	9	4	9	-
	3.8	3.2	4.2	5.3	5.6	-	3.7	2.9	6.9	2.9	-
Skoal Xtra Pouches	8	5	-	-	-	-	7	10	3	10	-
	3.4	4.1	-	-	-	-	2.9	3.3	5.2	3.3	-
Red Man	8	3	1	-	-	-	8	10	3	10	-
	3.4	2.4	4.2	-	-	-	3.3	3.3	5.2	3.3	-
Hawken	7	3	1	-	-	-	8	8	1	8	-
	3.0	2.4	4.2	-	-	-	3.3	2.6	1.7	2.6	-
Kodiak	6	2	1	-	-	-	6	7	1	7	-
	2.6	1.6	4.2	-	-	-	2.5	2.3	1.7	2.3	-
Red Seal	5	1	-	-	-	-	6	8	1	8	-
	2.1	0.8	-	-	-	-	2.5	2.6	1.7	2.6	-
Skoal Xtra	5	2	-	-	-	-	6	7	-	7	-
	2.1	1.6	-	-	-	-	2.5	2.3	-	2.3	-
Kayak Pouches	4	2	-	-	-	-	5	5	2	5	-
	1.7	1.6	-	-	-	-	2.1	1.6	3.4	1.6	-
Husky	4	1	1	1	1	1	4	4	-	4	-
	1.7	0.8	4.2	5.3	5.6	9.1	1.7	1.3	-	1.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 484

q280) If all products were available at the same price, what brand of moist snuff do you most prefer?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Swisher	4	-	-	-	-	-	3	4	1	4	-
	1.7	-	-	-	-	-	1.2	1.3	1.7	1.3	-
Skoal Pouches (other than Bandits)	3	2	-	-	-	-	3	4	1	4	-
	1.3	1.6	-	-	-	-	1.3	1.3	1.7	1.3	-
Timber Wolf Pouches	3	3	-	-	-	-	3	5	-	5	-
	1.3	2.4	-	-	-	-	1.3	1.6	-	1.6	-
Copenhagen Pouches	3	2	-	-	-	-	6	9	1	9	-
	1.3	1.6	-	-	-	-	2.5	3.0	1.7	3.0	-
Stoker's	3	1	-	-	-	-	2	4	-	4	-
	1.3	0.8	-	-	-	-	0.8	1.3	-	1.3	-
Longhorn Pouches	3	3	-	-	-	-	3	3	2	3	-
	1.3	2.4	-	-	-	-	1.3	1.0	3.5	1.0	-
Kodiak Pouches	3	2	1	1	1	-	3	3	-	3	-
	1.3	1.6	4.2	5.3	5.5	-	1.2	1.0	-	1.0	-
Renegades	2	2	-	-	-	-	2	2	-	2	-
	0.9	1.6	-	-	-	-	0.8	0.7	-	0.7	-
Timber Wolf	2	1	-	-	-	-	2	3	2	3	-
	0.9	0.8	-	-	-	-	0.8	1.0	3.4	1.0	-
Cougar	2	1	-	-	-	-	2	2	-	2	-
	0.8	0.8	-	-	-	-	0.8	0.7	-	0.7	-
Silver Creek	2	1	1	1	1	1	2	3	2	3	-
	0.8	0.8	4.2	5.3	5.6	9.1	0.8	1.0	3.4	1.0	-
Renegades (Pouch)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
Don't know	7	3	-	-	-	-	8	8	2	8	-
	3.0	2.4	-	-	-	-	3.3	2.6	3.4	2.6	-
None of the above	11	5	-	-	-	-	11	12	3	12	-
	4.7	4.1	-	-	-	-	4.6	3.9	5.2	3.9	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 485

q281) Mean Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Cougar	0.80	0.17	0.00	0.00	0.00	-	0.82	0.75	0.33	0.75	-
(2) Copenhagen	1.03	1.00	0.60	0.25	0.25	0.50	0.93	1.04	0.50	1.04	-
(3) Grizzly	1.16	0.77	1.00	1.00	1.00	1.67	1.06	1.35	1.10	1.35	-
(4) Hawken	0.17	0.33	0.50	0.50	0.50	-	0.33	0.17	0.00	0.17	-
(5) Husky	1.25	1.80	1.00	1.00	1.00	2.00	1.43	1.11	3.51	1.11	-
(6) Kayak	2.36	2.13	0.50	0.50	0.50	-	2.39	2.30	3.00	2.30	-
(7) Longhorn	1.72	2.22	1.34	1.34	1.34	1.75	1.67	1.53	0.67	1.53	-
(9) Red Man	0.18	0.28	0.50	0.50	0.50	1.00	0.20	0.15	0.50	0.15	-
(10) Red Seal	2.23	0.60	0.00	0.00	0.00	-	2.63	2.23	0.00	2.23	-
(12) Silver Creek	0.83	0.25	0.00	0.00	0.00	-	0.83	0.56	0.50	0.56	-
(13) Skoal	1.48	1.60	1.40	1.75	1.75	2.99	1.24	1.29	1.91	1.29	-
(14) Swisher	1.50	1.00	0.00	0.00	0.00	-	1.75	1.80	1.00	1.80	-
(15) Timber Wolf	0.39	0.50	0.00	0.00	0.00	-	0.58	0.78	0.50	0.78	-
(16) Skoal Xtra	0.22	0.25	0.00	0.00	0.00	-	0.38	0.65	0.50	0.65	-
(17) Kodiak	0.71	0.93	1.34	0.50	0.50	-	0.90	0.74	1.00	0.74	-
(18) Renegades	2.49	0.50	0.50	0.50	0.50	-	2.50	2.00	0.00	2.00	-
(31) Stoker's	1.43	2.00	1.50	1.50	1.50	3.00	1.20	2.66	0.50	2.66	-
(20) Copenhagen Pouches	0.72	0.87	0.50	0.50	0.67	1.00	1.07	1.77	1.50	1.77	-
(21) Grizzly Pouches	1.00	0.92	0.83	0.83	0.80	1.00	0.73	0.95	0.67	0.95	-
(22) Longhorn Pouches	0.50	0.57	0.00	0.00	0.00	-	0.44	0.46	0.67	0.46	-
(24) Skoal Bandits	1.47	2.11	3.00	3.00	3.00	-	1.52	1.38	2.19	1.38	-
(25) Skoal Pouches (other than Bandits)	0.50	0.50	0.50	0.50	0.50	1.00	0.27	0.47	0.60	0.47	-
(26) Timber Wolf Pouches	2.62	1.00	1.00	0.50	0.50	-	2.62	2.62	1.00	2.62	-
(27) Skoal Xtra Pouches	0.45	0.50	0.00	0.00	0.00	-	0.56	1.01	1.00	1.01	-
(28) Kodiak Pouches	1.00	1.00	1.50	1.50	1.50	-	1.00	1.00	0.00	1.00	-
(30) Kayak Pouches	0.75	0.00	0.00	0.00	0.00	-	1.20	1.20	0.00	1.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 486

q281_1) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Cougar

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Cougar/ Not Most Often (Unwtd)	10	6	2	2	2	-	11	12	3	12	-
Base - Ever Purchased Cougar/ Not Most Often (Wgtd)	10	6	2	2	2	-	11	12	3	12	-
Eff Base	10	6	2	2	2	-	11	12	3	12	-
0	6	5	2	2	2	-	6	7	2	7	-
	60.0	83.3	100.0	100.0	100.0	-	54.6	58.4	66.6	58.4	-
1	2	1	-	-	-	-	3	3	1	3	-
	20.0	16.7	-	-	-	-	27.3	25.0	33.4	25.0	-
2	1	-	-	-	-	-	1	1	-	1	-
	10.0	-	-	-	-	-	9.1	8.3	-	8.3	-
4	1	-	-	-	-	-	1	1	-	1	-
	10.0	-	-	-	-	-	9.1	8.3	-	8.3	-
Total	10	6	2	2	2	-	11	12	3	12	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	0.80	0.17	0.00	0.00	0.00	-	0.82	0.75	0.33	0.75	-
Std. Dev.	1.31	0.41	-	-	-	-	1.25	1.21	0.58	1.21	-
Std. Err.	0.42	0.17	-	-	-	-	0.38	0.35	0.33	0.35	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 487

q281_2) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Copenhagen

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Copenhagen/ Not Most Often (Unwtd)	38	21	5	4	4	2	31	56	8	56	-
Base - Ever Purchased Copenhagen/ Not Most Often (Wgtd)	38	21	5	4	4	2	31	56	8	56	-
Eff Base	38	21	5	4	4	2	31	56	8	56	-
0	20	12	3	3	3	1	16	29	5	29	-
	52.7	57.2	59.9	75.0	75.0	50.1	51.6	51.8	62.6	51.8	-
1	8	4	1	1	1	1	8	12	2	12	-
	21.1	19.0	20.0	25.0	25.0	49.9	25.8	21.4	24.9	21.4	-
2	6	3	1	-	-	-	5	8	1	8	-
	15.8	14.3	20.1	-	-	-	16.1	14.3	12.5	14.3	-
3	1	-	-	-	-	-	-	2	-	2	-
	2.6	-	-	-	-	-	-	3.6	-	3.6	-
4	1	1	-	-	-	-	1	3	-	3	-
	2.6	4.8	-	-	-	-	3.2	5.4	-	5.4	-
5	1	-	-	-	-	-	-	1	-	1	-
	2.6	-	-	-	-	-	-	1.8	-	1.8	-
7	1	1	-	-	-	-	1	1	-	1	-
	2.6	4.8	-	-	-	-	3.2	1.8	-	1.8	-
Total	38	21	5	4	4	2	31	56	8	56	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.03	1.00	0.60	0.25	0.25	0.50	0.93	1.04	0.50	1.04	-
Std. Dev.	1.57	1.73	0.90	0.50	0.50	-	1.48	1.50	0.76	1.50	-
Std. Err.	0.25	0.38	0.40	0.25	0.25	-	0.27	0.20	0.27	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 488

q281_3) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Grizzly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Grizzly/ Not Most Often (Unwtd)	43	22	5	5	5	3	33	55	10	55	-
Base - Ever Purchased Grizzly/ Not Most Often (Wgtd)	43	22	5	5	5	3	33	55	10	55	-
Eff Base	43	22	5	5	5	3	33	55	10	55	-
0	24	14	3	3	3	1	18	29	6	29	-
	55.8	63.6	59.9	59.9	59.9	33.2	54.6	52.7	60.0	52.7	-
1	8	5	1	1	1	1	7	11	1	11	-
	18.6	22.7	20.2	20.2	20.2	33.6	21.2	20.0	10.0	20.0	-
2	5	1	-	-	-	-	5	6	2	6	-
	11.6	4.5	-	-	-	-	15.2	10.9	20.0	10.9	-
4	3	1	1	1	1	1	1	4	-	4	-
	7.0	4.5	20.0	20.0	20.0	33.3	3.0	7.3	-	7.3	-
5	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	1.8	-	1.8	-
6	2	1	-	-	-	-	1	2	1	2	-
	4.7	4.6	-	-	-	-	3.0	3.7	10.0	3.7	-
8	1	-	-	-	-	-	1	1	-	1	-
	2.3	-	-	-	-	-	3.1	1.8	-	1.8	-
10	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	1.8	-	1.8	-
Total	43	22	5	5	5	3	33	55	10	55	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.16	0.77	1.00	1.00	1.00	1.67	1.06	1.35	1.10	1.35	-
Std. Dev.	1.92	1.51	1.73	1.73	1.73	2.08	1.82	2.20	1.91	2.20	-
Std. Err.	0.29	0.32	0.77	0.77	0.77	1.20	0.32	0.30	0.61	0.30	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 489

q281_4) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Hawken

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Hawken/ Not Most Often (Unwtd)	6	3	2	2	2	-	3	6	2	6	-
Base - Ever Purchased Hawken/ Not Most Often (Wgtd)	6	3	2	2	2	-	3	6	2	6	-
Eff Base	6	3	2	2	2	-	3	6	2	6	-
0	5	2	1	1	1	-	2	5	2	5	-
	83.3	66.6	49.9	49.9	49.9	-	66.6	83.3	100.0	83.3	-
1	1	1	1	1	1	-	1	1	-	1	-
	16.7	33.4	50.1	50.1	50.1	-	33.4	16.7	-	16.7	-
Total	6	3	2	2	2	-	3	6	2	6	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	0.17	0.33	0.50	0.50	0.50	-	0.33	0.17	0.00	0.17	-
Std. Dev.	0.41	0.58	-	-	-	-	0.58	0.41	-	0.41	-
Std. Err.	0.17	0.33	-	-	-	-	0.33	0.17	-	0.17	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 490

q281_5) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Husky

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Husky/ Not Most Often (Unwtd)	8	5	2	2	2	1	7	9	2	9	-
Base - Ever Purchased Husky/ Not Most Often (Wgtd)	8	5	2	2	2	1	7	9	2	9	-
Eff Base	8	5	2	2	2	1	7	9	2	9	-
0	5	3	1	1	1	-	4	6	1	6	-
	62.5	60.0	49.9	49.9	49.9	-	57.1	66.6	49.9	66.6	-
1	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	14.3	11.2	-	11.2	-
2	1	1	1	1	1	1	1	1	-	1	-
	12.5	20.0	50.1	50.1	50.1	100.0	14.3	11.1	-	11.1	-
7	1	1	-	-	-	-	1	1	1	1	-
	12.5	20.0	-	-	-	-	14.3	11.1	50.1	11.1	-
Total	8	5	2	2	2	1	7	9	2	9	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.25	1.80	1.00	1.00	1.00	2.00	1.43	1.11	3.51	1.11	-
Std. Dev.	2.43	3.03	-	-	-	-	2.57	2.31	-	2.31	-
Std. Err.	0.86	1.36	-	-	-	-	0.97	0.77	-	0.77	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 491

q281_6) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Kayak/ Not Most Often (Unwtd)	14	8	2	2	2	-	13	17	3	17	-
Base - Ever Purchased Kayak/ Not Most Often (Wgtd)	14	8	2	2	2	-	13	17	3	17	-
Eff Base	14	8	2	2	2	-	13	17	3	17	-
0	4	3	1	1	1	-	3	5	1	5	-
	28.6	37.5	49.9	49.9	49.9	-	23.0	29.4	33.3	29.4	-
1	4	2	1	1	1	-	3	4	1	4	-
	28.5	25.0	50.1	50.1	50.1	-	23.0	23.5	33.4	23.5	-
2	2	1	-	-	-	-	3	3	-	3	-
	14.3	12.5	-	-	-	-	23.1	17.6	-	17.6	-
4	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	7.8	5.9	-	5.9	-
5	2	1	-	-	-	-	2	2	-	2	-
	14.4	12.6	-	-	-	-	15.5	11.8	-	11.8	-
7	1	-	-	-	-	-	-	1	-	1	-
	7.1	-	-	-	-	-	-	5.9	-	5.9	-
8	1	1	-	-	-	-	1	1	1	1	-
	7.1	12.5	-	-	-	-	7.7	5.9	33.3	5.9	-
Total	14	8	2	2	2	-	13	17	3	17	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.36	2.13	0.50	0.50	0.50	-	2.39	2.30	3.00	2.30	-
Std. Dev.	2.73	2.90	-	-	-	-	2.43	2.57	4.36	2.57	-
Std. Err.	0.73	1.02	-	-	-	-	0.67	0.62	2.52	0.62	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 492

q281_7) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Longhorn

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Longhorn/ Not Most Often (Unwtd)	25	14	6	6	6	4	21	32	3	32	-
Base - Ever Purchased Longhorn/ Not Most Often (Wgtd)	25	14	6	6	6	4	21	32	3	32	-
Eff Base	25	14	6	6	6	4	21	32	3	32	-
0	8	4	1	1	1	-	6	12	1	12	-
	32.0	28.5	16.6	16.6	16.6	-	28.6	37.5	33.3	37.5	-
1	7	3	3	3	3	2	7	8	2	8	-
	27.9	21.4	49.9	49.9	49.9	49.9	33.3	24.9	66.7	24.9	-
2	4	3	1	1	1	1	3	5	-	5	-
	16.1	21.5	16.8	16.8	16.8	25.2	14.4	15.7	-	15.7	-
3	3	1	1	1	1	1	4	4	-	4	-
	12.0	7.1	16.6	16.6	16.6	24.9	19.0	12.5	-	12.5	-
4	1	1	-	-	-	-	-	1	-	1	-
	4.0	7.2	-	-	-	-	-	3.1	-	3.1	-
5	1	1	-	-	-	-	-	1	-	1	-
	4.0	7.1	-	-	-	-	-	3.1	-	3.1	-
10	1	1	-	-	-	-	1	1	-	1	-
	4.0	7.2	-	-	-	-	4.8	3.1	-	3.1	-
Total	25	14	6	6	6	4	21	32	3	32	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.72	2.22	1.34	1.34	1.34	1.75	1.67	1.53	0.67	1.53	-
Std. Dev.	2.21	2.72	1.03	1.03	1.03	0.96	2.20	2.05	0.58	2.05	-
Std. Err.	0.44	0.73	0.42	0.42	0.42	0.48	0.48	0.36	0.33	0.36	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 493

q281_9) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Red Man

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Red Man/ Not Most Often (Unwtd)	11	7	2	2	2	1	10	13	2	13	-
Base - Ever Purchased Red Man/ Not Most Often (Wgtd)	11	7	2	2	2	1	10	13	2	13	-
Eff Base	11	7	2	2	2	1	10	13	2	13	-
0	9	5	1	1	1	-	8	11	1	11	-
	81.9	71.5	50.0	50.0	50.0	-	80.1	84.7	50.0	84.7	-
1	2	2	1	1	1	1	2	2	1	2	-
	18.1	28.5	50.0	50.0	50.0	100.0	19.9	15.3	50.0	15.3	-
Total	11	7	2	2	2	1	10	13	2	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	0.18	0.28	0.50	0.50	0.50	1.00	0.20	0.15	0.50	0.15	-
Std. Dev.	0.40	0.49	-	-	-	-	0.42	0.37	-	0.37	-
Std. Err.	0.12	0.18	-	-	-	-	0.13	0.10	-	0.10	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 494

q281_10) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Red Seal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Red Seal/ Not Most Often (Unwtd)	13	5	1	1	1	-	11	13	1	13	-
Base - Ever Purchased Red Seal/ Not Most Often (Wgtd)	13	5	1	1	1	-	11	13	1	13	-
Eff Base	13	5	1	1	1	-	11	13	1	13	-
0	7	4	1	1	1	-	5	7	1	7	-
	53.9	80.1	100.0	100.0	100.0	-	45.5	53.9	100.0	53.9	-
1	1	-	-	-	-	-	1	1	-	1	-
	7.7	-	-	-	-	-	9.1	7.7	-	7.7	-
3	1	1	-	-	-	-	1	1	-	1	-
	7.7	19.9	-	-	-	-	9.0	7.7	-	7.7	-
5	1	-	-	-	-	-	1	1	-	1	-
	7.7	-	-	-	-	-	9.1	7.7	-	7.7	-
6	1	-	-	-	-	-	1	1	-	1	-
	7.7	-	-	-	-	-	9.1	7.7	-	7.7	-
7	2	-	-	-	-	-	2	2	-	2	-
	15.4	-	-	-	-	-	18.2	15.4	-	15.4	-
Total	13	5	1	1	1	-	11	13	1	13	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.23	0.60	0.00	0.00	0.00	-	2.63	2.23	0.00	2.23	-
Std. Dev.	2.95	1.34	-	-	-	-	3.04	2.95	-	2.95	-
Std. Err.	0.82	0.60	-	-	-	-	0.92	0.82	-	0.82	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 495

q281_12) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Silver Creek

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Silver Creek/ Not Most Often (Unwtd)	6	4	1	1	1	-	6	9	2	9	-
Base - Ever Purchased Silver Creek/ Not Most Often (Wgtd)	6	4	1	1	1	-	6	9	2	9	-
Eff Base	6	4	1	1	1	-	6	9	2	9	-
0	4	3	1	1	1	-	4	7	1	7	-
	66.7	75.1	100.0	100.0	100.0	-	66.7	77.8	50.0	77.8	-
1	1	1	-	-	-	-	1	1	1	1	-
	16.6	24.9	-	-	-	-	16.6	11.1	50.0	11.1	-
4	1	-	-	-	-	-	1	1	-	1	-
	16.7	-	-	-	-	-	16.7	11.1	-	11.1	-
Total	6	4	1	1	1	-	6	9	2	9	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	0.83	0.25	0.00	0.00	0.00	-	0.83	0.56	0.50	0.56	-
Std. Dev.	1.60	0.50	-	-	-	-	1.60	1.33	-	1.33	-
Std. Err.	0.65	0.25	-	-	-	-	0.65	0.44	-	0.44	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 496

q281_13) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Skoal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Skoal/ Not Most Often (Unwtd)	50	25	5	4	4	2	45	66	11	66	-
Base - Ever Purchased Skoal/ Not Most Often (Wgtd)	50	25	5	4	4	2	45	66	11	66	-
Eff Base	50	25	5	4	4	2	45	66	11	66	-
0	20	7	2	1	1	-	17	28	2	28	-
	40.1	28.0	39.9	24.9	24.9	-	37.8	42.5	18.1	42.5	-
1	15	9	1	1	1	-	16	21	5	21	-
	30.0	36.0	20.0	25.0	25.0	-	35.5	31.8	45.5	31.8	-
2	9	6	1	1	1	1	9	10	2	10	-
	18.0	24.0	20.1	25.2	25.2	50.3	20.0	15.2	18.2	15.2	-
3	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	1.5	-	1.5	-
4	2	1	1	1	1	1	1	2	1	2	-
	4.0	4.0	19.9	24.9	24.9	49.7	2.2	3.0	9.1	3.0	-
7	1	1	-	-	-	-	-	1	-	1	-
	2.0	4.0	-	-	-	-	-	1.5	-	1.5	-
8	2	1	-	-	-	-	1	2	1	2	-
	4.0	4.0	-	-	-	-	2.2	3.0	9.0	3.0	-
10	1	-	-	-	-	-	1	1	-	1	-
	2.0	-	-	-	-	-	2.2	1.5	-	1.5	-
Total	50	25	5	4	4	2	45	66	11	66	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.48	1.60	1.40	1.75	1.75	2.99	1.24	1.29	1.91	1.29	-
Std. Dev.	2.26	2.02	1.67	1.70	1.70	1.41	1.92	2.03	2.30	2.03	-
Std. Err.	0.32	0.40	0.75	0.85	0.85	1.00	0.29	0.25	0.69	0.25	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 497

q281_14) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Swisher

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Swisher/ Not Most Often (Unwtd)	4	2	1	1	1	-	4	5	2	5	-
Base - Ever Purchased Swisher/ Not Most Often (Wgtd)	4	2	1	1	1	-	4	5	2	5	-
Eff Base	4	2	1	1	1	-	4	5	2	5	-
0	1	1	1	1	1	-	1	1	1	1	-
	24.9	49.8	100.0	100.0	100.0	-	24.9	20.0	49.8	20.0	-
2	3	1	-	-	-	-	2	3	1	3	-
	75.1	50.2	-	-	-	-	50.2	60.1	50.2	60.1	-
3	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	24.9	19.9	-	19.9	-
Total	4	2	1	1	1	-	4	5	2	5	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	1.50	1.00	0.00	0.00	0.00	-	1.75	1.80	1.00	1.80	-
Std. Dev.	1.00	-	-	-	-	-	1.26	1.09	-	1.09	-
Std. Err.	0.50	-	-	-	-	-	0.63	0.49	-	0.49	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 498

q281_15) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Timber Wolf

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Timber Wolf/ Not Most Often (Unwtd)	13	6	1	1	1	-	12	18	2	18	-
Base - Ever Purchased Timber Wolf/ Not Most Often (Wgtd)	13	6	1	1	1	-	12	18	2	18	-
Eff Base	13	6	1	1	1	-	12	18	2	18	-
0	9	3	1	1	1	-	7	12	1	12	-
	69.2	49.9	100.0	100.0	100.0	-	58.3	66.7	50.0	66.7	-
1	3	3	-	-	-	-	3	3	1	3	-
	23.1	50.1	-	-	-	-	25.0	16.7	50.0	16.7	-
2	1	-	-	-	-	-	2	2	-	2	-
	7.7	-	-	-	-	-	16.6	11.1	-	11.1	-
7	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	5.5	-	5.5	-
Total	13	6	1	1	1	-	12	18	2	18	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	0.39	0.50	0.00	0.00	0.00	-	0.58	0.78	0.50	0.78	-
Std. Dev.	0.65	0.55	-	-	-	-	0.79	1.70	-	1.70	-
Std. Err.	0.18	0.22	-	-	-	-	0.23	0.40	-	0.40	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 499

q281_16) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Skoal Xtra

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Skoal Xtra/ Not Most Often (Unwtd)	14	8	1	1	1	-	8	17	4	17	-
Base - Ever Purchased Skoal Xtra/ Not Most Often (Wgtd)	14	8	1	1	1	-	8	17	4	17	-
Eff Base	14	8	1	1	1	-	8	17	4	17	-
0	12	7	1	1	1	-	6	13	3	13	-
	85.7	87.5	100.0	100.0	100.0	-	74.9	76.4	74.9	76.4	-
1	1	-	-	-	-	-	1	1	-	1	-
	7.2	-	-	-	-	-	12.5	5.9	-	5.9	-
2	1	1	-	-	-	-	1	2	1	2	-
	7.2	12.5	-	-	-	-	12.5	11.8	25.1	11.8	-
6	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	5.9	-	5.9	-
Total	14	8	1	1	1	-	8	17	4	17	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	0.22	0.25	0.00	0.00	0.00	-	0.38	0.65	0.50	0.65	-
Std. Dev.	0.58	0.71	-	-	-	-	0.74	1.54	1.00	1.54	-
Std. Err.	0.15	0.25	-	-	-	-	0.26	0.37	0.50	0.37	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 500

q281_17) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Kodiak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Kodiak/ Not Most Often (Unwtd)	21	14	3	2	2	-	19	23	5	23	-
Base - Ever Purchased Kodiak/ Not Most Often (Wgtd)	21	14	3	2	2	-	19	23	5	23	-
Eff Base	21	14	3	2	2	-	19	23	5	23	-
0	13	7	1	1	1	-	10	14	1	14	-
	62.0	50.0	33.3	49.9	49.9	-	52.7	60.9	20.0	60.9	-
1	5	5	1	1	1	-	5	5	3	5	-
	23.7	35.6	33.3	50.1	50.1	-	26.2	21.7	60.0	21.7	-
2	1	-	-	-	-	-	2	2	1	2	-
	4.8	-	-	-	-	-	10.5	8.7	20.1	8.7	-
3	1	1	1	-	-	-	1	1	-	1	-
	4.8	7.1	33.4	-	-	-	5.3	4.3	-	4.3	-
5	1	1	-	-	-	-	1	1	-	1	-
	4.8	7.2	-	-	-	-	5.3	4.4	-	4.4	-
Total	21	14	3	2	2	-	19	23	5	23	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	0.71	0.93	1.34	0.50	0.50	-	0.90	0.74	1.00	0.74	-
Std. Dev.	1.27	1.44	1.53	-	-	-	1.33	1.25	0.71	1.25	-
Std. Err.	0.28	0.39	0.88	-	-	-	0.31	0.26	0.32	0.26	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 501

q281_18) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Renegades

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Renegades/ Not Most Often (Unwtd)	4	2	2	2	2	-	4	5	2	5	-
Base - Ever Purchased Renegades/ Not Most Often (Wgtd)	4	2	2	2	2	-	4	5	2	5	-
Eff Base	4	2	2	2	2	-	4	5	2	5	-
0	2	1	1	1	1	-	2	3	2	3	-
	50.0	49.9	49.9	49.9	49.9	-	50.0	60.0	100.0	60.0	-
1	1	1	1	1	1	-	1	1	-	1	-
	25.0	50.1	50.1	50.1	50.1	-	25.0	20.0	-	20.0	-
9	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	25.0	20.0	-	20.0	-
Total	4	2	2	2	2	-	4	5	2	5	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.49	0.50	0.50	0.50	0.50	-	2.50	2.00	0.00	2.00	-
Std. Dev.	4.36	-	-	-	-	-	4.36	3.93	-	3.93	-
Std. Err.	2.18	-	-	-	-	-	2.18	1.76	-	1.76	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 502

q281_31) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Stoker's/ Not Most Often (Unwtd)	7	4	2	2	2	1	5	9	2	9	-
Base - Ever Purchased Stoker's/ Not Most Often (Wgtd)	7	4	2	2	2	1	5	9	2	9	-
Eff Base	7	4	2	2	2	1	5	9	2	9	-
0	3	1	1	1	1	-	2	4	1	4	-
	42.9	24.9	49.9	49.9	49.9	-	40.1	44.5	50.0	44.5	-
1	1	1	-	-	-	-	1	1	1	1	-
	14.2	25.0	-	-	-	-	19.9	11.1	50.0	11.1	-
2	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	20.0	11.1	-	11.1	-
3	1	1	1	1	1	1	1	1	-	1	-
	14.3	25.0	50.1	50.1	50.1	100.0	20.0	11.1	-	11.1	-
4	1	1	-	-	-	-	-	1	-	1	-
	14.3	25.0	-	-	-	-	-	11.1	-	11.1	-
11-20	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	11.1	-	11.1	-
Total	7	4	2	2	2	1	5	9	2	9	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.43	2.00	1.50	1.50	1.50	3.00	1.20	2.66	0.50	2.66	-
Std. Dev.	1.62	1.83	-	-	-	-	1.30	4.50	-	4.50	-
Std. Err.	0.61	0.91	-	-	-	-	0.58	1.50	-	1.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 504

q281_20) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Copenhagen Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Copenhagen Pouches/ Not Most Often (Unwtd)	18	15	4	4	3	1	14	22	8	22	-
Base - Ever Purchased Copenhagen Pouches/ Not Most Often (Wgtd)	18	15	4	4	3	1	14	22	8	22	-
Eff Base	18	15	4	4	3	1	14	22	8	22	-
0	11	8	2	2	1	-	6	11	2	11	-
	61.1	53.3	49.9	49.9	33.3	-	42.8	49.9	24.9	49.9	-
1	5	5	2	2	2	1	5	6	4	6	-
	27.8	33.3	50.1	50.1	66.7	100.0	35.8	27.3	50.1	27.3	-
2	1	1	-	-	-	-	2	3	1	3	-
	5.6	6.7	-	-	-	-	14.3	13.6	12.5	13.6	-
6	1	1	-	-	-	-	1	1	1	1	-
	5.6	6.7	-	-	-	-	7.1	4.5	12.5	4.5	-
21-30	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	4.6	-	4.6	-
Total	18	15	4	4	3	1	14	22	8	22	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	0.72	0.87	0.50	0.50	0.67	1.00	1.07	1.77	1.50	1.77	-
Std. Dev.	1.45	1.55	0.58	0.58	0.58	-	1.59	4.51	1.93	4.51	-
Std. Err.	0.34	0.40	0.29	0.29	0.33	-	0.43	0.96	0.68	0.96	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 505

q281_21) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Grizzly Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Grizzly Pouches/ Not Most Often (Unwtd)	19	13	6	6	5	3	15	21	6	21	-
Base - Ever Purchased Grizzly Pouches/ Not Most Often (Wgtd)	19	13	6	6	5	3	15	21	6	21	-
Eff Base	19	13	6	6	5	3	15	21	6	21	-
0	8	5	1	1	1	-	8	9	3	9	-
	42.2	38.5	16.6	16.6	20.0	-	53.4	42.9	50.0	42.9	-
1	7	5	5	5	4	3	4	8	2	8	-
	36.8	38.4	83.4	83.4	80.0	100.0	26.7	38.1	33.3	38.1	-
2	2	2	-	-	-	-	2	2	1	2	-
	10.5	15.4	-	-	-	-	13.3	9.5	16.7	9.5	-
3	1	1	-	-	-	-	1	1	-	1	-
	5.3	7.7	-	-	-	-	6.7	4.8	-	4.8	-
5	1	-	-	-	-	-	-	1	-	1	-
	5.3	-	-	-	-	-	-	4.8	-	4.8	-
Total	19	13	6	6	5	3	15	21	6	21	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.00	0.92	0.83	0.83	0.80	1.00	0.73	0.95	0.67	0.95	-
Std. Dev.	1.29	0.95	0.41	0.41	0.45	0.00	0.96	1.24	0.82	1.24	-
Std. Err.	0.30	0.26	0.17	0.17	0.20	0.00	0.25	0.27	0.33	0.27	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 506

q281_22) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Longhorn Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Longhorn Pouches/ Not Most Often (Unwtd)	10	7	1	1	1	-	9	11	3	11	-
Base - Ever Purchased Longhorn Pouches/ Not Most Often (Wgtd)	10	7	1	1	1	-	9	11	3	11	-
Eff Base	10	7	1	1	1	-	9	11	3	11	-
0	6	4	1	1	1	-	6	7	2	7	-
	60.0	57.1	100.0	100.0	100.0	-	66.7	63.6	66.5	63.6	-
1	3	2	-	-	-	-	2	3	-	3	-
	30.0	28.6	-	-	-	-	22.2	27.3	-	27.3	-
2	1	1	-	-	-	-	1	1	1	1	-
	10.0	14.3	-	-	-	-	11.1	9.1	33.5	9.1	-
Total	10	7	1	1	1	-	9	11	3	11	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	0.50	0.57	0.00	0.00	0.00	-	0.44	0.46	0.67	0.46	-
Std. Dev.	0.71	0.79	-	-	-	-	0.73	0.69	1.16	0.69	-
Std. Err.	0.22	0.30	-	-	-	-	0.24	0.21	0.67	0.21	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 507

q281_23) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Renegades (Pouch)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Renegades (Pouch)/ Not Most Often (Unwtd)	2	2	1	1	1	-	2	2	1	2	-
Base - Ever Purchased Renegades (Pouch)/ Not Most Often (Wgtd)	2	2	1	1	1	-	2	2	1	2	-
Eff Base	2	2	1	1	1	-	2	2	1	2	-
0	2	2	1	1	1	-	2	2	1	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Total	2	2	1	1	1	-	2	2	1	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 508

q281_24) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Skoal Bandits

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Skoal Bandits/ Not Most Often (Unwtd)	19	9	3	3	3	-	19	21	5	21	-
Base - Ever Purchased Skoal Bandits/ Not Most Often (Wgtd)	19	9	3	3	3	-	19	21	5	21	-
Eff Base	19	9	3	3	3	-	19	21	5	21	-
0	7	2	-	-	-	-	6	8	1	8	-
	36.9	22.3	-	-	-	-	31.7	38.2	20.2	38.2	-
1	7	4	2	2	2	-	8	8	2	8	-
	36.8	44.4	66.7	66.7	66.7	-	42.0	38.0	40.0	38.0	-
2	2	1	-	-	-	-	2	2	1	2	-
	10.5	11.1	-	-	-	-	10.5	9.5	20.0	9.5	-
4	1	-	-	-	-	-	1	1	-	1	-
	5.2	-	-	-	-	-	5.2	4.7	-	4.7	-
6	1	1	-	-	-	-	1	1	-	1	-
	5.3	11.1	-	-	-	-	5.3	4.8	-	4.8	-
7	1	1	1	1	1	-	1	1	1	1	-
	5.2	11.1	33.3	33.3	33.3	-	5.2	4.7	19.9	4.7	-
Total	19	9	3	3	3	-	19	21	5	21	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	1.47	2.11	3.00	3.00	3.00	-	1.52	1.38	2.19	1.38	-
Std. Dev.	2.04	2.57	3.47	3.47	3.47	-	2.01	1.96	2.77	1.96	-
Std. Err.	0.47	0.86	2.00	2.00	2.00	-	0.46	0.43	1.24	0.43	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 509

q281_25) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Skoal Pouches (other than Bandits)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Skoal Pouches (other than Bandits)/ Not Most Often (Unwtd)	18	12	2	2	2	1	15	19	5	19	-
Base - Ever Purchased Skoal Pouches (other than Bandits)/ Not Most Often (Wgtd)	18	12	2	2	2	1	15	19	5	19	-
Eff Base	18	12	2	2	2	1	15	19	5	19	-
0	12	8	1	1	1	-	12	13	3	13	-
	66.7	66.7	50.0	50.0	50.0	-	80.0	68.5	60.1	68.5	-
1	3	2	1	1	1	1	2	3	1	3	-
	16.7	16.6	50.0	50.0	50.0	100.0	13.3	15.8	19.9	15.8	-
2	3	2	-	-	-	-	1	3	1	3	-
	16.6	16.6	-	-	-	-	6.7	15.7	20.0	15.7	-
Total	18	12	2	2	2	1	15	19	5	19	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	0.50	0.50	0.50	0.50	0.50	1.00	0.27	0.47	0.60	0.47	-
Std. Dev.	0.79	0.80	-	-	-	-	0.59	0.77	0.89	0.77	-
Std. Err.	0.19	0.23	-	-	-	-	0.15	0.18	0.40	0.18	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 510

q281_26) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Timber Wolf Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Timber Wolf Pouches/ Not Most Often (Unwtd)	8	5	3	2	2	-	8	8	2	8	-
Base - Ever Purchased Timber Wolf Pouches/ Not Most Often (Wgtd)	8	5	3	2	2	-	8	8	2	8	-
Eff Base	8	5	3	2	2	-	8	8	2	8	-
0	2	2	1	1	1	-	2	2	1	2	-
	25.0	39.9	33.3	49.9	49.9	-	25.0	25.0	49.8	25.0	-
1	2	1	1	1	1	-	2	2	-	2	-
	25.0	20.0	33.3	50.1	50.1	-	25.0	25.0	-	25.0	-
2	2	2	1	-	-	-	2	2	1	2	-
	25.0	40.1	33.4	-	-	-	25.0	25.0	50.2	25.0	-
5	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	12.5	12.5	-	12.5	-
10	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	12.5	12.5	-	12.5	-
Total	8	5	3	2	2	-	8	8	2	8	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.62	1.00	1.00	0.50	0.50	-	2.62	2.62	1.00	2.62	-
Std. Dev.	3.37	1.00	1.00	-	-	-	3.37	3.37	-	3.37	-
Std. Err.	1.19	0.45	0.58	-	-	-	1.19	1.19	-	1.19	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 511

q281_27) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Skoal Xtra Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Skoal Xtra Pouches/ Not Most Often (Unwtd)	9	8	1	1	1	-	9	11	4	11	-
Base - Ever Purchased Skoal Xtra Pouches/ Not Most Often (Wgtd)	9	8	1	1	1	-	9	11	4	11	-
Eff Base	9	8	1	1	1	-	9	11	4	11	-
0	7	6	1	1	1	-	6	7	2	7	-
	77.7	75.0	100.0	100.0	100.0	-	66.7	63.6	50.0	63.6	-
1	1	1	-	-	-	-	2	2	1	2	-
	11.1	12.5	-	-	-	-	22.1	18.1	24.9	18.1	-
3	1	1	-	-	-	-	1	1	1	1	-
	11.2	12.6	-	-	-	-	11.2	9.1	25.1	9.1	-
6	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	9.2	-	9.2	-
Total	9	8	1	1	1	-	9	11	4	11	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	0.45	0.50	0.00	0.00	0.00	-	0.56	1.01	1.00	1.01	-
Std. Dev.	1.02	1.07	-	-	-	-	1.02	1.90	1.42	1.90	-
Std. Err.	0.34	0.38	-	-	-	-	0.34	0.57	0.71	0.57	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 512

q281_28) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Kodiak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Kodiak Pouches/ Not Most Often (Unwtd)	8	7	2	2	2	-	8	8	2	8	-
Base - Ever Purchased Kodiak Pouches/ Not Most Often (Wgtd)	8	7	2	2	2	-	8	8	2	8	-
Eff Base	8	7	2	2	2	-	8	8	2	8	-
0	4	4	1	1	1	-	4	4	2	4	-
	50.0	57.1	50.0	50.0	50.0	-	50.0	50.0	100.0	50.0	-
1	2	1	-	-	-	-	2	2	-	2	-
	25.1	14.3	-	-	-	-	25.1	25.1	-	25.1	-
3	2	2	1	1	1	-	2	2	-	2	-
	25.0	28.6	50.0	50.0	50.0	-	25.0	25.0	-	25.0	-
Total	8	7	2	2	2	-	8	8	2	8	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	1.00	1.00	1.50	1.50	1.50	-	1.00	1.00	0.00	1.00	-
Std. Dev.	1.31	1.41	-	-	-	-	1.31	1.31	-	1.31	-
Std. Err.	0.46	0.53	-	-	-	-	0.46	0.46	-	0.46	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 513

q281_30) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following brands in a week?
- Kayak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Kayak Pouches/ Not Most Often (Unwtd)	4	2	1	1	1	-	5	5	1	5	-
Base - Ever Purchased Kayak Pouches/ Not Most Often (Wgtd)	4	2	1	1	1	-	5	5	1	5	-
Eff Base	4	2	1	1	1	-	5	5	1	5	-
0	2	2	1	1	1	-	2	2	1	2	-
	49.8	100.0	100.0	100.0	100.0	-	39.9	39.9	100.0	39.9	-
1	1	-	-	-	-	-	1	1	-	1	-
	25.2	-	-	-	-	-	20.1	20.1	-	20.1	-
2	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	20.0	20.0	-	20.0	-
3	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	19.9	19.9	-	19.9	-
Total	4	2	1	1	1	-	5	5	1	5	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	0.75	0.00	0.00	0.00	0.00	-	1.20	1.20	0.00	1.20	-
Std. Dev.	0.96	-	-	-	-	-	1.30	1.30	-	1.30	-
Std. Err.	0.48	-	-	-	-	-	0.58	0.58	-	0.58	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 515

q283) Which flavor of moist snuff do you typically use?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Wintergreen	54	27	5	4	4	2	54	78	7	78	-
	23.0	22.0	20.8	21.1	22.2	18.2	22.5	25.6	12.1	25.6	-
Natural	38	17	7	5	4	3	39	55	8	55	-
	16.2	13.8	29.2	26.3	22.3	27.3	16.3	18.0	13.8	18.0	-
Mint	29	16	3	3	3	2	28	36	7	36	-
	12.3	13.0	12.5	15.8	16.7	18.2	11.7	11.8	12.1	11.8	-
Straight	29	15	3	2	2	1	26	37	9	37	-
	12.3	12.2	12.5	10.5	11.1	9.1	10.8	12.1	15.5	12.1	-
Cherry	20	12	3	2	2	1	21	21	7	21	-
	8.5	9.7	12.5	10.5	11.1	9.1	8.7	6.9	12.1	6.9	-
Apple	18	8	1	1	1	1	20	21	7	21	-
	7.7	6.5	4.2	5.3	5.6	9.1	8.3	6.9	12.1	6.9	-
Vanilla	18	10	1	1	1	1	21	21	3	21	-
	7.7	8.1	4.2	5.3	5.6	9.1	8.7	6.9	5.2	6.9	-
Peach	9	5	1	1	1	-	10	12	2	12	-
	3.8	4.1	4.2	5.3	5.6	-	4.2	3.9	3.4	3.9	-
Berry	7	6	-	-	-	-	8	9	2	9	-
	3.0	4.9	-	-	-	-	3.3	3.0	3.5	3.0	-
Other	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	0.4	0.7	-	0.7	-
Don't know	13	7	-	-	-	-	12	13	6	13	-
	5.5	5.7	-	-	-	-	5.0	4.3	10.4	4.3	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 516

q284) Top 2 Box Summary Table - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Most Often Brand (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Has Most Often Brand (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
(1) Has great taste	166	88	24	19	18	11	169	218	35	218	-
	70.7	71.6	100.0	100.0	100.0	100.0	70.4	71.5	60.3	71.5	-
(2) Is a quality product	172	88	24	19	18	11	173	222	37	222	-
	73.2	71.6	100.0	100.0	100.0	100.0	72.1	72.8	63.8	72.8	-
(3) Is a fresh product	164	85	23	18	17	10	164	213	35	213	-
	69.8	69.1	95.8	94.7	94.4	90.9	68.3	69.9	60.3	69.9	-
(4) Is better than I expected for the price	160	82	21	16	15	9	161	202	33	202	-
	68.1	66.7	87.5	84.2	83.4	81.8	67.1	66.2	56.9	66.2	-
(5) Is a cool brand to be seen with	149	81	21	16	16	10	156	179	37	179	-
	63.4	65.9	87.5	84.2	88.9	90.9	65.0	58.7	63.8	58.7	-
(6) Has a good texture	166	85	22	17	16	9	165	213	36	213	-
	70.7	69.1	91.7	89.5	88.9	81.8	68.8	69.8	62.1	69.8	-
(7) The packaging/label has a cool design/look	151	78	22	17	16	10	154	188	37	188	-
	64.3	63.4	91.7	89.5	88.9	90.9	64.2	61.7	63.8	61.7	-
(8) Variety of tastes/ flavors available	160	83	21	16	15	8	164	200	33	200	-
	68.1	67.5	87.5	84.2	83.3	72.7	68.3	65.6	56.9	65.6	-
(9) Has a smooth flavor	161	83	21	16	16	9	163	209	36	209	-
	68.5	67.5	87.5	84.2	88.8	81.7	67.9	68.5	62.1	68.5	-
(10) Has a flavor that lasts	160	79	21	16	16	9	161	207	33	207	-
	68.1	64.3	87.5	84.2	88.9	81.8	67.1	67.9	56.9	67.9	-
(11) Has a premium look/ design	158	82	22	17	16	10	161	197	37	197	-
	67.3	66.7	91.7	89.5	88.9	90.9	67.1	64.6	63.8	64.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 517

q284) Bottom 2 Box Summary Table - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Most Often Brand (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Has Most Often Brand (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
(1) Has great taste	43	21	-	-	-	-	46	53	15	53	-
	18.3	17.1	-	-	-	-	19.2	17.4	25.9	17.4	-
(2) Is a quality product	40	21	-	-	-	-	43	52	14	52	-
	17.0	17.1	-	-	-	-	17.9	17.0	24.1	17.0	-
(3) Is a fresh product	39	20	-	-	-	-	44	52	12	52	-
	16.6	16.2	-	-	-	-	18.3	17.0	20.7	17.0	-
(4) Is better than I expected for the price	35	18	-	-	-	-	40	47	12	47	-
	14.9	14.6	-	-	-	-	16.6	15.4	20.7	15.4	-
(5) Is a cool brand to be seen with	40	21	1	1	-	-	44	65	14	65	-
	17.0	17.1	4.2	5.3	-	-	18.3	21.3	24.1	21.3	-
(6) Has a good texture	35	15	-	-	-	-	38	49	11	49	-
	14.9	12.2	-	-	-	-	15.8	16.1	19.0	16.1	-
(7) The packaging/label has a cool design/look	43	23	-	-	-	-	41	52	13	52	-
	18.3	18.7	-	-	-	-	17.1	17.0	22.4	17.0	-
(8) Variety of tastes/ flavors available	43	19	-	-	-	-	43	58	15	58	-
	18.3	15.4	-	-	-	-	17.9	19.0	25.9	19.0	-
(9) Has a smooth flavor	39	20	-	-	-	-	41	50	15	50	-
	16.6	16.2	-	-	-	-	17.1	16.4	25.9	16.4	-
(10) Has a flavor that lasts	42	23	1	1	1	1	47	57	18	57	-
	17.9	18.7	4.2	5.3	5.6	9.1	19.6	18.7	31.0	18.7	-
(11) Has a premium look/ design	41	21	-	-	-	-	45	54	14	54	-
	17.4	17.1	-	-	-	-	18.7	17.7	24.2	17.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 518

q284) Mean Summary Table - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Most Often Brand (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Has Most Often Brand (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
(1) Has great taste	2.12	2.07	1.33	1.42	1.39	1.45	2.16	2.09	2.33	2.09	-
(2) Is a quality product	2.03	2.03	1.29	1.32	1.28	1.36	2.07	2.04	2.33	2.04	-
(3) Is a fresh product	2.05	2.09	1.42	1.47	1.44	1.64	2.11	2.06	2.33	2.06	-
(4) Is better than I expected for the price	2.13	2.13	1.62	1.68	1.67	1.82	2.19	2.17	2.38	2.17	-
(5) Is a cool brand to be seen with	2.23	2.17	1.54	1.68	1.50	1.45	2.22	2.37	2.26	2.37	-
(6) Has a good texture	2.08	2.04	1.38	1.47	1.45	1.73	2.14	2.10	2.24	2.10	-
(7) The packaging/label has a cool design/look	2.20	2.23	1.42	1.47	1.44	1.46	2.18	2.22	2.17	2.22	-
(8) Variety of tastes/ flavors available	2.12	2.08	1.50	1.58	1.56	1.82	2.12	2.19	2.38	2.19	-
(9) Has a smooth flavor	2.13	2.13	1.58	1.69	1.61	1.82	2.17	2.13	2.36	2.13	-
(10) Has a flavor that lasts	2.06	2.15	1.42	1.47	1.39	1.64	2.11	2.08	2.43	2.08	-
(11) Has a premium look/ design	2.15	2.16	1.58	1.68	1.67	1.82	2.17	2.19	2.24	2.19	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 519

q284_1) Top 2 Box Summary Table - Cougar

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	-	-	-	-	6	6	1	6	-
Base - Cougar Most Often (Wgtd)	5	3	-	-	-	-	6	6	1	6	-
Eff Base	5	3	-	-	-	-	6	6	1	6	-
(1) Has great taste	3	2	-	-	-	-	4	4	-	4	-
	60.1	66.8	-	-	-	-	66.8	66.8	-	66.8	-
(2) Is a quality product	5	3	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
(3) Is a fresh product	4	3	-	-	-	-	5	5	-	5	-
	80.1	100.0	-	-	-	-	83.4	83.4	-	83.4	-
(4) Is better than I expected for the price	5	3	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
(5) Is a cool brand to be seen with	4	3	-	-	-	-	5	5	-	5	-
	80.1	100.0	-	-	-	-	83.4	83.4	-	83.4	-
(6) Has a good texture	4	3	-	-	-	-	5	5	-	5	-
	80.1	100.0	-	-	-	-	83.4	83.4	-	83.4	-
(7) The packaging/label has a cool design/look	3	2	-	-	-	-	4	4	-	4	-
	60.1	66.8	-	-	-	-	66.8	66.8	-	66.8	-
(8) Variety of tastes/ flavors available	4	3	-	-	-	-	5	5	-	5	-
	80.1	100.0	-	-	-	-	83.4	83.4	-	83.4	-
(9) Has a smooth flavor	4	3	-	-	-	-	5	5	-	5	-
	80.1	100.0	-	-	-	-	83.4	83.4	-	83.4	-
(10) Has a flavor that lasts	3	2	-	-	-	-	4	4	-	4	-
	60.1	66.8	-	-	-	-	66.8	66.8	-	66.8	-
(11) Has a premium look/ design	4	3	-	-	-	-	5	5	-	5	-
	80.1	100.0	-	-	-	-	83.4	83.4	-	83.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 520

q284_1) Bottom 2 Box Summary Table - Cougar

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	-	-	-	-	6	6	1	6	-
Base - Cougar Most Often (Wgtd)	5	3	-	-	-	-	6	6	1	6	-
Eff Base	5	3	-	-	-	-	6	6	1	6	-
(1) Has great taste	1	1	-	-	-	-	1	1	-	1	-
	20.0	33.2	-	-	-	-	16.6	16.6	-	16.6	-
(2) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(3) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(4) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(5) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Has a good texture	1	-	-	-	-	-	1	1	1	1	-
	19.9	-	-	-	-	-	16.6	16.6	100.0	16.6	-
(7) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(8) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(9) Has a smooth flavor	1	-	-	-	-	-	1	1	1	1	-
	19.9	-	-	-	-	-	16.6	16.6	100.0	16.6	-
(10) Has a flavor that lasts	1	1	-	-	-	-	1	1	-	1	-
	20.0	33.2	-	-	-	-	16.6	16.6	-	16.6	-
(11) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 521

q284_1) Mean Summary Table - Cougar

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	-	-	-	-	6	6	1	6	-
Base - Cougar Most Often (Wgtd)	5	3	-	-	-	-	6	6	1	6	-
Eff Base	5	3	-	-	-	-	6	6	1	6	-
(1) Has great taste	2.40	2.66	-	-	-	-	2.16	2.16	3.00	2.16	-
(2) Is a quality product	1.40	1.34	-	-	-	-	1.33	1.33	2.00	1.33	-
(3) Is a fresh product	1.60	1.34	-	-	-	-	1.50	1.50	3.00	1.50	-
(4) Is better than I expected for the price	1.40	1.00	-	-	-	-	1.33	1.33	2.00	1.33	-
(5) Is a cool brand to be seen with	1.60	1.33	-	-	-	-	1.50	1.50	3.00	1.50	-
(6) Has a good texture	2.20	1.67	-	-	-	-	2.00	2.00	4.00	2.00	-
(7) The packaging/label has a cool design/look	2.20	2.00	-	-	-	-	2.00	2.00	3.00	2.00	-
(8) Variety of tastes/ flavors available	1.60	1.33	-	-	-	-	1.50	1.50	3.00	1.50	-
(9) Has a smooth flavor	2.00	1.33	-	-	-	-	1.83	1.83	4.00	1.83	-
(10) Has a flavor that lasts	2.40	2.66	-	-	-	-	2.16	2.16	3.00	2.16	-
(11) Has a premium look/ design	1.60	1.33	-	-	-	-	1.50	1.50	3.00	1.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 522

q284_2) Top 2 Box Summary Table - Copenhagen

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	34	47	7	47	-
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	34	47	7	47	-
Eff Base	30	12	4	2	2	1	34	47	7	47	-
(1) Has great taste	26	11	4	2	2	1	28	39	6	39	-
	86.7	91.7	100.0	100.0	100.0	100.0	82.4	83.0	85.6	83.0	-
(2) Is a quality product	26	11	4	2	2	1	29	41	6	41	-
	86.7	91.7	100.0	100.0	100.0	100.0	85.3	87.2	85.6	87.2	-
(3) Is a fresh product	26	12	4	2	2	1	29	40	6	40	-
	86.6	100.0	100.0	100.0	100.0	100.0	85.3	85.1	85.6	85.1	-
(4) Is better than I expected for the price	24	12	4	2	2	1	27	35	5	35	-
	79.9	100.0	100.0	100.0	100.0	100.0	79.3	74.4	71.2	74.4	-
(5) Is a cool brand to be seen with	22	10	3	1	1	-	25	32	6	32	-
	73.3	83.3	75.1	50.0	50.0	-	73.5	68.1	85.6	68.1	-
(6) Has a good texture	25	11	4	2	2	1	27	39	6	39	-
	83.3	91.7	100.0	100.0	100.0	100.0	79.4	83.0	85.6	83.0	-
(7) The packaging/label has a cool design/look	21	10	3	1	1	-	22	30	6	30	-
	70.0	83.4	75.1	50.0	50.0	-	64.7	63.9	85.6	63.9	-
(8) Variety of tastes/ flavors available	23	11	4	2	2	1	26	33	6	33	-
	76.7	91.7	100.0	100.0	100.0	100.0	76.5	70.2	85.6	70.2	-
(9) Has a smooth flavor	26	12	4	2	2	1	28	39	6	39	-
	86.6	100.0	100.0	100.0	100.0	100.0	82.3	83.0	85.6	83.0	-
(10) Has a flavor that lasts	26	12	4	2	2	1	29	39	6	39	-
	86.6	100.0	100.0	100.0	100.0	100.0	85.3	83.0	85.6	83.0	-
(11) Has a premium look/ design	27	12	4	2	2	1	29	39	6	39	-
	90.0	100.0	100.0	100.0	100.0	100.0	85.3	83.0	85.6	83.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 523

q284_2) Bottom 2 Box Summary Table - Copenhagen

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	34	47	7	47	-
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	34	47	7	47	-
Eff Base	30	12	4	2	2	1	34	47	7	47	-
(1) Has great taste	2	-	-	-	-	-	3	4	1	4	-
	6.7	-	-	-	-	-	8.8	8.5	14.4	8.5	-
(2) Is a quality product	1	-	-	-	-	-	2	2	1	2	-
	3.4	-	-	-	-	-	5.9	4.3	14.4	4.3	-
(3) Is a fresh product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	2.9	2.1	-	2.1	-
(4) Is better than I expected for the price	1	-	-	-	-	-	2	3	-	3	-
	3.3	-	-	-	-	-	5.9	6.4	-	6.4	-
(5) Is a cool brand to be seen with	3	-	-	-	-	-	5	7	1	7	-
	10.0	-	-	-	-	-	14.7	14.9	14.4	14.9	-
(6) Has a good texture	1	-	-	-	-	-	1	2	-	2	-
	3.3	-	-	-	-	-	2.9	4.2	-	4.2	-
(7) The packaging/label has a cool design/look	2	-	-	-	-	-	2	4	1	4	-
	6.7	-	-	-	-	-	5.9	8.5	14.4	8.5	-
(8) Variety of tastes/ flavors available	4	-	-	-	-	-	4	8	1	8	-
	13.4	-	-	-	-	-	11.8	17.0	14.4	17.0	-
(9) Has a smooth flavor	1	-	-	-	-	-	3	3	1	3	-
	3.4	-	-	-	-	-	8.8	6.4	14.4	6.4	-
(10) Has a flavor that lasts	2	-	-	-	-	-	3	5	1	5	-
	6.7	-	-	-	-	-	8.8	10.6	14.4	10.6	-
(11) Has a premium look/ design	1	-	-	-	-	-	1	1	1	1	-
	3.4	-	-	-	-	-	3.0	2.1	14.4	2.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 524

q284_2) Mean Summary Table - Copenhagen

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	34	47	7	47	-
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	34	47	7	47	-
Eff Base	30	12	4	2	2	1	34	47	7	47	-
(1) Has great taste	1.50	1.25	1.00	1.00	1.00	1.00	1.62	1.57	1.43	1.57	-
(2) Is a quality product	1.47	1.25	1.00	1.00	1.00	1.00	1.53	1.51	1.57	1.51	-
(3) Is a fresh product	1.43	1.08	1.00	1.00	1.00	1.00	1.50	1.49	1.29	1.49	-
(4) Is better than I expected for the price	1.77	1.50	1.50	1.50	1.50	2.00	1.82	1.87	1.72	1.87	-
(5) Is a cool brand to be seen with	1.90	1.58	1.50	2.00	2.00	3.00	1.91	2.04	1.43	2.04	-
(6) Has a good texture	1.50	1.25	1.00	1.00	1.00	1.00	1.65	1.57	1.43	1.57	-
(7) The packaging/label has a cool design/look	1.90	1.50	1.50	2.00	2.00	3.00	1.94	1.96	1.58	1.96	-
(8) Variety of tastes/ flavors available	1.73	1.25	1.00	1.00	1.00	1.00	1.74	1.92	1.43	1.92	-
(9) Has a smooth flavor	1.47	1.17	1.00	1.00	1.00	1.00	1.68	1.62	1.58	1.62	-
(10) Has a flavor that lasts	1.50	1.17	1.00	1.00	1.00	1.00	1.56	1.62	1.43	1.62	-
(11) Has a premium look/ design	1.47	1.25	1.25	1.50	1.50	2.00	1.59	1.60	1.58	1.60	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 525

q284_3) Top 2 Box Summary Table - Grizzly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	25	40	9	40	-
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	25	40	9	40	-
Eff Base	25	10	1	1	1	1	25	40	9	40	-
(1) Has great taste	18	8	1	1	1	1	18	30	5	30	-
	72.1	80.0	100.0	100.0	100.0	100.0	72.0	75.0	55.6	75.0	-
(2) Is a quality product	20	8	1	1	1	1	19	31	5	31	-
	80.0	80.0	100.0	100.0	100.0	100.0	76.0	77.5	55.6	77.5	-
(3) Is a fresh product	17	7	1	1	1	1	17	29	5	29	-
	68.1	70.0	100.0	100.0	100.0	100.0	68.0	72.5	55.6	72.5	-
(4) Is better than I expected for the price	16	6	1	1	1	1	17	27	4	27	-
	64.1	60.1	100.0	100.0	100.0	100.0	68.1	67.5	44.5	67.5	-
(5) Is a cool brand to be seen with	13	7	1	1	1	1	16	20	5	20	-
	52.0	70.1	100.0	100.0	100.0	100.0	64.1	50.0	55.6	50.0	-
(6) Has a good texture	17	6	1	1	1	1	16	28	5	28	-
	68.1	60.1	100.0	100.0	100.0	100.0	64.0	70.0	55.6	70.0	-
(7) The packaging/label has a cool design/look	16	7	1	1	1	1	17	25	6	25	-
	64.1	70.1	100.0	100.0	100.0	100.0	68.0	62.6	66.7	62.6	-
(8) Variety of tastes/ flavors available	15	7	1	1	1	1	16	24	4	24	-
	60.1	70.1	100.0	100.0	100.0	100.0	64.1	60.1	44.5	60.1	-
(9) Has a smooth flavor	16	6	1	1	1	1	14	25	4	25	-
	64.1	60.0	100.0	100.0	100.0	100.0	56.1	62.6	44.5	62.6	-
(10) Has a flavor that lasts	19	7	1	1	1	1	18	30	6	30	-
	76.1	70.1	100.0	100.0	100.0	100.0	72.0	75.0	66.7	75.0	-
(11) Has a premium look/ design	17	7	1	1	1	1	18	27	6	27	-
	68.1	70.1	100.0	100.0	100.0	100.0	72.0	67.6	66.7	67.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 526

q284_3) Bottom 2 Box Summary Table - Grizzly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	25	40	9	40	-
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	25	40	9	40	-
Eff Base	25	10	1	1	1	1	25	40	9	40	-
(1) Has great taste	4	1	-	-	-	-	6	7	2	7	-
	16.0	10.0	-	-	-	-	24.0	17.5	22.2	17.5	-
(2) Is a quality product	4	2	-	-	-	-	6	8	3	8	-
	16.0	20.0	-	-	-	-	24.0	20.0	33.3	20.0	-
(3) Is a fresh product	3	1	-	-	-	-	5	6	2	6	-
	12.0	10.0	-	-	-	-	20.0	15.0	22.2	15.0	-
(4) Is better than I expected for the price	3	2	-	-	-	-	5	6	2	6	-
	12.0	20.0	-	-	-	-	19.9	15.0	22.2	15.0	-
(5) Is a cool brand to be seen with	4	2	-	-	-	-	5	9	2	9	-
	16.0	20.0	-	-	-	-	20.0	22.5	22.2	22.5	-
(6) Has a good texture	3	1	-	-	-	-	3	6	2	6	-
	12.0	10.0	-	-	-	-	12.0	15.0	22.2	15.0	-
(7) The packaging/label has a cool design/look	4	2	-	-	-	-	5	5	2	5	-
	16.0	20.0	-	-	-	-	20.0	12.5	22.2	12.5	-
(8) Variety of tastes/ flavors available	4	2	-	-	-	-	5	7	2	7	-
	16.0	20.0	-	-	-	-	20.0	17.5	22.2	17.5	-
(9) Has a smooth flavor	4	1	-	-	-	-	4	7	2	7	-
	16.0	10.0	-	-	-	-	16.0	17.5	22.2	17.5	-
(10) Has a flavor that lasts	3	2	-	-	-	-	5	7	2	7	-
	12.0	20.0	-	-	-	-	19.9	17.5	22.2	17.5	-
(11) Has a premium look/ design	3	1	-	-	-	-	5	6	1	6	-
	12.0	10.0	-	-	-	-	20.0	15.0	11.1	15.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 527

q284_3) Mean Summary Table - Grizzly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	25	40	9	40	-
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	25	40	9	40	-
Eff Base	25	10	1	1	1	1	25	40	9	40	-
(1) Has great taste	2.04	1.80	1.00	1.00	1.00	1.00	2.24	2.05	2.44	2.05	-
(2) Is a quality product	1.84	1.90	1.00	1.00	1.00	1.00	2.08	1.97	2.44	1.97	-
(3) Is a fresh product	2.00	1.90	1.00	1.00	1.00	1.00	2.16	2.00	2.33	2.00	-
(4) Is better than I expected for the price	2.08	2.20	1.00	1.00	1.00	1.00	2.20	2.10	2.67	2.10	-
(5) Is a cool brand to be seen with	2.32	2.20	1.00	1.00	1.00	1.00	2.28	2.52	2.33	2.52	-
(6) Has a good texture	2.08	2.10	1.00	1.00	1.00	1.00	2.16	2.07	2.33	2.07	-
(7) The packaging/label has a cool design/look	2.16	2.10	1.00	1.00	1.00	1.00	2.24	2.17	2.22	2.17	-
(8) Variety of tastes/ flavors available	2.16	2.10	1.00	1.00	1.00	1.00	2.20	2.22	2.44	2.22	-
(9) Has a smooth flavor	2.12	2.00	1.00	1.00	1.00	1.00	2.32	2.17	2.55	2.17	-
(10) Has a flavor that lasts	1.96	2.20	1.00	1.00	1.00	1.00	2.16	2.07	2.22	2.07	-
(11) Has a premium look/ design	2.08	2.00	1.00	1.00	1.00	1.00	2.16	2.10	2.11	2.10	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 528

q284_4) Top 2 Box Summary Table - Hawken

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	-	-	-	5	5	1	5	-
Base - Hawken Most Often (Wgtd)	5	3	1	-	-	-	5	5	1	5	-
Eff Base	5	3	1	-	-	-	5	5	1	5	-
(1) Has great taste	4	3	1	-	-	-	4	4	1	4	-
	80.0	100.0	100.0	-	-	-	80.0	80.0	100.0	80.0	-
(2) Is a quality product	4	3	1	-	-	-	4	4	1	4	-
	80.0	100.0	100.0	-	-	-	80.0	80.0	100.0	80.0	-
(3) Is a fresh product	4	3	1	-	-	-	4	4	1	4	-
	80.0	100.0	100.0	-	-	-	80.0	80.0	100.0	80.0	-
(4) Is better than I expected for the price	4	3	1	-	-	-	4	4	1	4	-
	80.0	100.0	100.0	-	-	-	80.0	80.0	100.0	80.0	-
(5) Is a cool brand to be seen with	4	3	1	-	-	-	4	4	1	4	-
	80.0	100.0	100.0	-	-	-	80.0	80.0	100.0	80.0	-
(6) Has a good texture	4	3	1	-	-	-	4	4	1	4	-
	80.0	100.0	100.0	-	-	-	80.0	80.0	100.0	80.0	-
(7) The packaging/label has a cool design/look	4	3	1	-	-	-	4	4	1	4	-
	80.0	100.0	100.0	-	-	-	80.0	80.0	100.0	80.0	-
(8) Variety of tastes/ flavors available	5	3	1	-	-	-	5	5	1	5	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
(9) Has a smooth flavor	5	3	1	-	-	-	5	5	1	5	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
(10) Has a flavor that lasts	4	3	1	-	-	-	4	4	1	4	-
	80.0	100.0	100.0	-	-	-	80.0	80.0	100.0	80.0	-
(11) Has a premium look/ design	5	3	1	-	-	-	5	5	1	5	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 529

q284_4) Bottom 2 Box Summary Table - Hawken

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	-	-	-	5	5	1	5	-
Base - Hawken Most Often (Wgtd)	5	3	1	-	-	-	5	5	1	5	-
Eff Base	5	3	1	-	-	-	5	5	1	5	-
(1) Has great taste	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
(2) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(3) Is a fresh product	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
(4) Is better than I expected for the price	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
(5) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(7) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(8) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(9) Has a smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(10) Has a flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(11) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 530

q284_4) Mean Summary Table - Hawken

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	-	-	-	5	5	1	5	-
Base - Hawken Most Often (Wgtd)	5	3	1	-	-	-	5	5	1	5	-
Eff Base	5	3	1	-	-	-	5	5	1	5	-
(1) Has great taste	1.80	1.00	1.00	-	-	-	1.80	1.80	1.00	1.80	-
(2) Is a quality product	1.80	1.33	1.00	-	-	-	1.80	1.80	1.00	1.80	-
(3) Is a fresh product	2.00	1.33	1.00	-	-	-	2.00	2.00	1.00	2.00	-
(4) Is better than I expected for the price	1.80	1.00	1.00	-	-	-	1.80	1.80	1.00	1.80	-
(5) Is a cool brand to be seen with	1.60	1.00	1.00	-	-	-	1.60	1.60	1.00	1.60	-
(6) Has a good texture	1.40	1.00	1.00	-	-	-	1.40	1.40	1.00	1.40	-
(7) The packaging/label has a cool design/look	1.40	1.00	1.00	-	-	-	1.40	1.40	1.00	1.40	-
(8) Variety of tastes/ flavors available	1.60	1.33	1.00	-	-	-	1.60	1.60	1.00	1.60	-
(9) Has a smooth flavor	1.40	1.33	1.00	-	-	-	1.40	1.40	1.00	1.40	-
(10) Has a flavor that lasts	1.40	1.00	1.00	-	-	-	1.40	1.40	1.00	1.40	-
(11) Has a premium look/ design	1.40	1.00	1.00	-	-	-	1.40	1.40	1.00	1.40	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 531

q284_5) Top 2 Box Summary Table - Husky

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	6	6	3	6	-
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	6	6	3	6	-
Eff Base	6	3	1	1	1	1	6	6	3	6	-
(1) Has great taste	1	1	1	1	1	1	1	1	-	1	-
	16.7	33.3	100.0	100.0	100.0	100.0	16.7	16.7	-	16.7	-
(2) Is a quality product	2	1	1	1	1	1	2	2	-	2	-
	33.3	33.3	100.0	100.0	100.0	100.0	33.3	33.3	-	33.3	-
(3) Is a fresh product	3	1	1	1	1	1	3	3	1	3	-
	50.0	33.3	100.0	100.0	100.0	100.0	50.0	50.0	33.4	50.0	-
(4) Is better than I expected for the price	3	1	1	1	1	1	3	3	1	3	-
	50.0	33.3	100.0	100.0	100.0	100.0	50.0	50.0	33.4	50.0	-
(5) Is a cool brand to be seen with	3	1	1	1	1	1	3	3	1	3	-
	50.0	33.3	100.0	100.0	100.0	100.0	50.0	50.0	33.4	50.0	-
(6) Has a good texture	2	1	1	1	1	1	2	2	1	2	-
	33.4	33.3	100.0	100.0	100.0	100.0	33.4	33.4	33.4	33.4	-
(7) The packaging/label has a cool design/look	3	1	1	1	1	1	3	3	1	3	-
	50.0	33.3	100.0	100.0	100.0	100.0	50.0	50.0	33.4	50.0	-
(8) Variety of tastes/ flavors available	2	1	1	1	1	1	2	2	1	2	-
	33.4	33.3	100.0	100.0	100.0	100.0	33.4	33.4	33.4	33.4	-
(9) Has a smooth flavor	1	-	-	-	-	-	1	1	-	1	-
	16.6	-	-	-	-	-	16.6	16.6	-	16.6	-
(10) Has a flavor that lasts	2	1	1	1	1	1	2	2	-	2	-
	33.3	33.3	100.0	100.0	100.0	100.0	33.3	33.3	-	33.3	-
(11) Has a premium look/ design	3	1	1	1	1	1	3	3	1	3	-
	50.0	33.3	100.0	100.0	100.0	100.0	50.0	50.0	33.4	50.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 532

q284_5) Bottom 2 Box Summary Table - Husky

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	6	6	3	6	-
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	6	6	3	6	-
Eff Base	6	3	1	1	1	1	6	6	3	6	-
(1) Has great taste	3	2	-	-	-	-	3	3	2	3	-
	50.0	66.7	-	-	-	-	50.0	50.0	66.6	50.0	-
(2) Is a quality product	1	-	-	-	-	-	1	1	-	1	-
	16.6	-	-	-	-	-	16.6	16.6	-	16.6	-
(3) Is a fresh product	3	2	-	-	-	-	3	3	2	3	-
	50.0	66.7	-	-	-	-	50.0	50.0	66.6	50.0	-
(4) Is better than I expected for the price	2	1	-	-	-	-	2	2	1	2	-
	33.3	33.3	-	-	-	-	33.3	33.3	33.3	33.3	-
(5) Is a cool brand to be seen with	3	2	-	-	-	-	3	3	2	3	-
	50.0	66.7	-	-	-	-	50.0	50.0	66.6	50.0	-
(6) Has a good texture	2	-	-	-	-	-	2	2	-	2	-
	33.2	-	-	-	-	-	33.2	33.2	-	33.2	-
(7) The packaging/label has a cool design/look	3	2	-	-	-	-	3	3	2	3	-
	50.0	66.7	-	-	-	-	50.0	50.0	66.6	50.0	-
(8) Variety of tastes/ flavors available	3	2	-	-	-	-	3	3	2	3	-
	50.0	66.7	-	-	-	-	50.0	50.0	66.6	50.0	-
(9) Has a smooth flavor	2	1	-	-	-	-	2	2	1	2	-
	33.3	33.3	-	-	-	-	33.3	33.3	33.3	33.3	-
(10) Has a flavor that lasts	2	2	-	-	-	-	2	2	2	2	-
	33.4	66.7	-	-	-	-	33.4	33.4	66.6	33.4	-
(11) Has a premium look/ design	3	2	-	-	-	-	3	3	2	3	-
	50.0	66.7	-	-	-	-	50.0	50.0	66.6	50.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 533

q284_5) Mean Summary Table - Husky

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	6	6	3	6	-
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	6	6	3	6	-
Eff Base	6	3	1	1	1	1	6	6	3	6	-
(1) Has great taste	3.33	3.33	1.00	1.00	1.00	1.00	3.33	3.33	4.00	3.33	-
(2) Is a quality product	2.67	2.33	1.00	1.00	1.00	1.00	2.67	2.67	3.00	2.67	-
(3) Is a fresh product	3.17	3.67	2.00	2.00	2.00	2.00	3.17	3.17	3.66	3.17	-
(4) Is better than I expected for the price	2.83	3.00	2.00	2.00	2.00	2.00	2.83	2.83	3.00	2.83	-
(5) Is a cool brand to be seen with	2.83	3.00	1.00	1.00	1.00	1.00	2.83	2.83	3.33	2.83	-
(6) Has a good texture	3.00	2.67	2.00	2.00	2.00	2.00	3.00	3.00	2.67	3.00	-
(7) The packaging/label has a cool design/look	2.83	3.33	2.00	2.00	2.00	2.00	2.83	2.83	3.00	2.83	-
(8) Variety of tastes/ flavors available	2.83	3.00	1.00	1.00	1.00	1.00	2.83	2.83	3.00	2.83	-
(9) Has a smooth flavor	3.17	3.33	3.00	3.00	3.00	3.00	3.17	3.17	3.33	3.17	-
(10) Has a flavor that lasts	2.83	3.33	1.00	1.00	1.00	1.00	2.83	2.83	4.00	2.83	-
(11) Has a premium look/ design	2.83	3.33	2.00	2.00	2.00	2.00	2.83	2.83	3.00	2.83	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 534

q284_6) Top 2 Box Summary Table - Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	-	-	-	-	8	10	3	10	-
Base - Kayak Most Often (Wgtd)	7	4	-	-	-	-	8	10	3	10	-
Eff Base	7	4	-	-	-	-	8	10	3	10	-
(1) Has great taste	4	2	-	-	-	-	5	5	2	5	-
	57.1	49.9	-	-	-	-	62.4	49.9	66.7	49.9	-
(2) Is a quality product	5	2	-	-	-	-	5	7	2	7	-
	71.4	49.9	-	-	-	-	62.4	69.9	66.7	69.9	-
(3) Is a fresh product	5	2	-	-	-	-	5	6	2	6	-
	71.4	49.9	-	-	-	-	62.4	59.9	66.7	59.9	-
(4) Is better than I expected for the price	5	2	-	-	-	-	6	7	2	7	-
	71.4	49.9	-	-	-	-	75.0	70.0	66.7	70.0	-
(5) Is a cool brand to be seen with	4	2	-	-	-	-	4	4	2	4	-
	57.1	49.9	-	-	-	-	49.9	40.0	66.7	40.0	-
(6) Has a good texture	4	2	-	-	-	-	5	5	2	5	-
	57.1	49.9	-	-	-	-	62.4	49.9	66.7	49.9	-
(7) The packaging/label has a cool design/look	4	2	-	-	-	-	4	4	2	4	-
	57.1	49.9	-	-	-	-	49.9	40.0	66.7	40.0	-
(8) Variety of tastes/ flavors available	4	2	-	-	-	-	5	5	2	5	-
	57.1	49.9	-	-	-	-	62.4	49.9	66.7	49.9	-
(9) Has a smooth flavor	6	3	-	-	-	-	7	8	2	8	-
	85.8	75.1	-	-	-	-	87.6	80.1	66.7	80.1	-
(10) Has a flavor that lasts	5	2	-	-	-	-	5	6	2	6	-
	71.4	49.9	-	-	-	-	62.4	59.9	66.7	59.9	-
(11) Has a premium look/ design	4	2	-	-	-	-	5	5	2	5	-
	57.1	49.9	-	-	-	-	62.4	49.9	66.7	49.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 535

q284_6) Bottom 2 Box Summary Table - Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	-	-	-	-	8	10	3	10	-
Base - Kayak Most Often (Wgtd)	7	4	-	-	-	-	8	10	3	10	-
Eff Base	7	4	-	-	-	-	8	10	3	10	-
(1) Has great taste	1	1	-	-	-	-	1	1	1	1	-
	14.2	24.9	-	-	-	-	12.4	9.9	33.3	9.9	-
(2) Is a quality product	2	2	-	-	-	-	2	2	1	2	-
	28.6	50.1	-	-	-	-	25.0	20.0	33.3	20.0	-
(3) Is a fresh product	1	1	-	-	-	-	1	1	1	1	-
	14.2	24.9	-	-	-	-	12.4	9.9	33.3	9.9	-
(4) Is better than I expected for the price	1	1	-	-	-	-	1	1	1	1	-
	14.2	24.9	-	-	-	-	12.4	9.9	33.3	9.9	-
(5) Is a cool brand to be seen with	1	1	-	-	-	-	2	3	1	3	-
	14.2	24.9	-	-	-	-	25.0	30.0	33.3	30.0	-
(6) Has a good texture	1	1	-	-	-	-	2	2	1	2	-
	14.2	24.9	-	-	-	-	25.0	20.0	33.3	20.0	-
(7) The packaging/label has a cool design/look	2	2	-	-	-	-	2	2	1	2	-
	28.6	50.1	-	-	-	-	25.0	20.0	33.3	20.0	-
(8) Variety of tastes/ flavors available	2	1	-	-	-	-	2	3	1	3	-
	28.5	24.9	-	-	-	-	25.0	30.0	33.3	30.0	-
(9) Has a smooth flavor	1	1	-	-	-	-	1	1	1	1	-
	14.2	24.9	-	-	-	-	12.4	9.9	33.3	9.9	-
(10) Has a flavor that lasts	2	2	-	-	-	-	3	3	1	3	-
	28.6	50.1	-	-	-	-	37.6	30.1	33.3	30.1	-
(11) Has a premium look/ design	2	2	-	-	-	-	3	3	1	3	-
	28.6	50.1	-	-	-	-	37.6	30.1	33.3	30.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 536

q284_6) Mean Summary Table - Kayak

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	-	-	-	-	8	10	3	10	-
Base - Kayak Most Often (Wgtd)	7	4	-	-	-	-	8	10	3	10	-
Eff Base	7	4	-	-	-	-	8	10	3	10	-
(1) Has great taste	2.29	2.50	-	-	-	-	2.25	2.40	2.00	2.40	-
(2) Is a quality product	2.57	3.00	-	-	-	-	2.63	2.50	2.67	2.50	-
(3) Is a fresh product	2.00	2.75	-	-	-	-	2.13	2.10	2.67	2.10	-
(4) Is better than I expected for the price	2.00	2.50	-	-	-	-	2.00	2.00	2.67	2.00	-
(5) Is a cool brand to be seen with	2.29	2.50	-	-	-	-	2.63	2.80	2.33	2.80	-
(6) Has a good texture	2.43	2.75	-	-	-	-	2.50	2.60	2.33	2.60	-
(7) The packaging/label has a cool design/look	2.14	2.50	-	-	-	-	2.25	2.40	2.00	2.40	-
(8) Variety of tastes/ flavors available	2.57	2.50	-	-	-	-	2.38	2.70	2.67	2.70	-
(9) Has a smooth flavor	1.86	2.25	-	-	-	-	1.87	2.00	2.33	2.00	-
(10) Has a flavor that lasts	2.43	3.00	-	-	-	-	2.75	2.60	2.67	2.60	-
(11) Has a premium look/ design	2.57	3.00	-	-	-	-	2.63	2.70	2.33	2.70	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 537

q284_7) Top 2 Box Summary Table - Longhorn

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	8	13	1	13	-
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	8	13	1	13	-
Eff Base	10	7	2	2	2	1	8	13	1	13	-
(1) Has great taste	10	7	2	2	2	1	8	13	1	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
(2) Is a quality product	10	7	2	2	2	1	8	12	1	12	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	92.4	100.0	92.4	-
(3) Is a fresh product	9	7	2	2	2	1	7	12	1	12	-
	90.1	100.0	100.0	100.0	100.0	100.0	87.6	92.4	100.0	92.4	-
(4) Is better than I expected for the price	10	7	2	2	2	1	8	13	1	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
(5) Is a cool brand to be seen with	8	6	2	2	2	1	7	10	1	10	-
	80.0	85.8	100.0	100.0	100.0	100.0	87.5	77.0	100.0	77.0	-
(6) Has a good texture	10	7	2	2	2	1	8	13	1	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
(7) The packaging/label has a cool design/look	8	6	2	2	2	1	7	10	1	10	-
	80.0	85.8	100.0	100.0	100.0	100.0	87.5	77.0	100.0	77.0	-
(8) Variety of tastes/ flavors available	8	6	1	1	1	-	6	11	1	11	-
	79.9	85.7	49.8	49.8	49.8	-	74.9	84.6	100.0	84.6	-
(9) Has a smooth flavor	9	6	1	1	1	-	7	12	1	12	-
	90.0	85.7	49.8	49.8	49.8	-	87.4	92.3	100.0	92.3	-
(10) Has a flavor that lasts	10	7	2	2	2	1	8	13	1	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
(11) Has a premium look/ design	8	6	2	2	2	1	7	10	1	10	-
	80.0	85.8	100.0	100.0	100.0	100.0	87.5	77.0	100.0	77.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 538

q284_7) Bottom 2 Box Summary Table - Longhorn

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	8	13	1	13	-
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	8	13	1	13	-
Eff Base	10	7	2	2	2	1	8	13	1	13	-
(1) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(2) Is a quality product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(3) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(5) Is a cool brand to be seen with	- -	- -	- -	- -	- -	- -	- -	1 7.6	- -	1 7.6	- -
(6) Has a good texture	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) The packaging/label has a cool design/look	1 10.0	1 14.2	- -	- -	- -	- -	- -	1 7.7	- -	1 7.7	- -
(8) Variety of tastes/ flavors available	1 10.0	- -	- -	- -	- -	- -	1 12.5	1 7.7	- -	1 7.7	- -
(9) Has a smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(10) Has a flavor that lasts	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(11) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 539

q284_7) Mean Summary Table - Longhorn

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	8	13	1	13	-
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	8	13	1	13	-
Eff Base	10	7	2	2	2	1	8	13	1	13	-
(1) Has great taste	1.30	1.29	1.50	1.50	1.50	1.00	1.37	1.23	2.00	1.23	-
(2) Is a quality product	1.20	1.14	1.50	1.50	1.50	1.00	1.25	1.31	2.00	1.31	-
(3) Is a fresh product	1.50	1.29	1.50	1.50	1.50	2.00	1.62	1.46	1.00	1.46	-
(4) Is better than I expected for the price	1.40	1.14	1.50	1.50	1.50	2.00	1.50	1.38	1.00	1.38	-
(5) Is a cool brand to be seen with	1.80	1.71	2.00	2.00	2.00	2.00	1.75	1.84	2.00	1.84	-
(6) Has a good texture	1.30	1.14	1.50	1.50	1.50	2.00	1.37	1.31	1.00	1.31	-
(7) The packaging/label has a cool design/look	1.70	1.71	1.50	1.50	1.50	2.00	1.50	1.77	1.00	1.77	-
(8) Variety of tastes/ flavors available	1.60	1.43	2.50	2.50	2.50	3.00	1.75	1.62	2.00	1.62	-
(9) Has a smooth flavor	1.40	1.43	2.50	2.50	2.50	3.00	1.50	1.39	2.00	1.39	-
(10) Has a flavor that lasts	1.10	1.00	1.00	1.00	1.00	1.00	1.12	1.15	1.00	1.15	-
(11) Has a premium look/ design	1.60	1.43	1.50	1.50	1.50	2.00	1.50	1.61	1.00	1.61	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 543

q284_9) Top 2 Box Summary Table - Red Man

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	-	-	-	5	8	2	8	-
Base - Red Man Most Often (Wgtd)	5	1	1	-	-	-	5	8	2	8	-
Eff Base	5	1	1	-	-	-	5	8	2	8	-
(1) Has great taste	4	1	1	-	-	-	4	7	2	7	-
	80.0	100.0	100.0	-	-	-	80.0	87.5	100.0	87.5	-
(2) Is a quality product	4	1	1	-	-	-	4	7	2	7	-
	80.0	100.0	100.0	-	-	-	80.0	87.5	100.0	87.5	-
(3) Is a fresh product	4	1	1	-	-	-	4	6	2	6	-
	80.0	100.0	100.0	-	-	-	80.0	75.0	100.0	75.0	-
(4) Is better than I expected for the price	4	1	1	-	-	-	4	7	2	7	-
	80.0	100.0	100.0	-	-	-	80.0	87.5	100.0	87.5	-
(5) Is a cool brand to be seen with	4	1	1	-	-	-	4	5	2	5	-
	80.0	100.0	100.0	-	-	-	80.0	62.4	100.0	62.4	-
(6) Has a good texture	4	1	1	-	-	-	4	6	2	6	-
	80.0	100.0	100.0	-	-	-	80.0	75.0	100.0	75.0	-
(7) The packaging/label has a cool design/look	4	1	1	-	-	-	4	5	2	5	-
	80.0	100.0	100.0	-	-	-	80.0	62.5	100.0	62.5	-
(8) Variety of tastes/ flavors available	4	1	1	-	-	-	4	6	2	6	-
	80.0	100.0	100.0	-	-	-	80.0	75.0	100.0	75.0	-
(9) Has a smooth flavor	4	1	1	-	-	-	4	6	2	6	-
	80.0	100.0	100.0	-	-	-	80.0	75.0	100.0	75.0	-
(10) Has a flavor that lasts	4	1	1	-	-	-	4	7	2	7	-
	80.0	100.0	100.0	-	-	-	80.0	87.5	100.0	87.5	-
(11) Has a premium look/ design	4	1	1	-	-	-	4	5	2	5	-
	80.0	100.0	100.0	-	-	-	80.0	62.4	100.0	62.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 544

q284_9) Bottom 2 Box Summary Table - Red Man

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	-	-	-	5	8	2	8	-
Base - Red Man Most Often (Wgtd)	5	1	1	-	-	-	5	8	2	8	-
Eff Base	5	1	1	-	-	-	5	8	2	8	-
(1) Has great taste	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	12.5	-	12.5	-
(2) Is a quality product	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	12.5	-	12.5	-
(3) Is a fresh product	1	-	-	-	-	-	1	2	-	2	-
	20.0	-	-	-	-	-	20.0	25.0	-	25.0	-
(4) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(5) Is a cool brand to be seen with	-	-	-	-	-	-	-	2	-	2	-
	-	-	-	-	-	-	-	25.1	-	25.1	-
(6) Has a good texture	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	12.5	-	12.5	-
(7) The packaging/label has a cool design/look	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	12.5	-	12.5	-
(8) Variety of tastes/ flavors available	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	12.5	-	12.5	-
(9) Has a smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(10) Has a flavor that lasts	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	12.5	-	12.5	-
(11) Has a premium look/ design	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	12.5	-	12.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 545

q284_9) Mean Summary Table - Red Man

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	-	-	-	5	8	2	8	-
Base - Red Man Most Often (Wgtd)	5	1	1	-	-	-	5	8	2	8	-
Eff Base	5	1	1	-	-	-	5	8	2	8	-
(1) Has great taste	1.80	1.00	1.00	-	-	-	1.80	1.62	1.00	1.62	-
(2) Is a quality product	1.60	1.00	1.00	-	-	-	1.60	1.50	1.00	1.50	-
(3) Is a fresh product	2.20	2.00	2.00	-	-	-	2.20	2.12	1.50	2.12	-
(4) Is better than I expected for the price	2.00	2.00	2.00	-	-	-	2.00	1.75	2.00	1.75	-
(5) Is a cool brand to be seen with	1.60	1.00	1.00	-	-	-	1.60	2.38	1.50	2.38	-
(6) Has a good texture	1.80	1.00	1.00	-	-	-	1.80	1.87	1.50	1.87	-
(7) The packaging/label has a cool design/look	1.80	1.00	1.00	-	-	-	1.80	2.00	1.00	2.00	-
(8) Variety of tastes/ flavors available	2.00	1.00	1.00	-	-	-	2.00	2.00	1.50	2.00	-
(9) Has a smooth flavor	1.60	1.00	1.00	-	-	-	1.60	1.75	1.00	1.75	-
(10) Has a flavor that lasts	1.60	1.00	1.00	-	-	-	1.60	1.38	1.00	1.38	-
(11) Has a premium look/ design	1.80	1.00	1.00	-	-	-	1.80	2.00	1.00	2.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 546

q284_10) Top 2 Box Summary Table - Red Seal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	-	-	-	-	9	9	-	9	-
Base - Red Seal Most Often (Wgtd)	8	4	-	-	-	-	9	9	-	9	-
Eff Base	8	4	-	-	-	-	9	9	-	9	-
(1) Has great taste	7	3	-	-	-	-	8	8	-	8	-
	87.6	75.1	-	-	-	-	88.9	88.9	-	88.9	-
(2) Is a quality product	7	3	-	-	-	-	8	8	-	8	-
	87.6	75.1	-	-	-	-	88.9	88.9	-	88.9	-
(3) Is a fresh product	7	3	-	-	-	-	8	8	-	8	-
	87.6	75.1	-	-	-	-	88.9	88.9	-	88.9	-
(4) Is better than I expected for the price	6	2	-	-	-	-	7	7	-	7	-
	75.0	50.0	-	-	-	-	77.8	77.8	-	77.8	-
(5) Is a cool brand to be seen with	5	3	-	-	-	-	5	5	-	5	-
	62.5	75.1	-	-	-	-	55.5	55.5	-	55.5	-
(6) Has a good texture	6	3	-	-	-	-	7	7	-	7	-
	75.1	75.1	-	-	-	-	77.8	77.8	-	77.8	-
(7) The packaging/label has a cool design/look	4	1	-	-	-	-	5	5	-	5	-
	49.9	24.9	-	-	-	-	55.5	55.5	-	55.5	-
(8) Variety of tastes/ flavors available	7	3	-	-	-	-	8	8	-	8	-
	87.6	75.1	-	-	-	-	88.9	88.9	-	88.9	-
(9) Has a smooth flavor	4	2	-	-	-	-	5	5	-	5	-
	50.1	50.0	-	-	-	-	55.7	55.7	-	55.7	-
(10) Has a flavor that lasts	6	3	-	-	-	-	7	7	-	7	-
	75.1	75.1	-	-	-	-	77.8	77.8	-	77.8	-
(11) Has a premium look/ design	5	3	-	-	-	-	6	6	-	6	-
	62.6	75.1	-	-	-	-	66.8	66.8	-	66.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 547

q284_10) Bottom 2 Box Summary Table - Red Seal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	-	-	-	-	9	9	-	9	-
Base - Red Seal Most Often (Wgtd)	8	4	-	-	-	-	9	9	-	9	-
Eff Base	8	4	-	-	-	-	9	9	-	9	-
(1) Has great taste	1	1	-	-	-	-	1	1	-	1	-
	12.4	24.9	-	-	-	-	11.1	11.1	-	11.1	-
(2) Is a quality product	1	1	-	-	-	-	1	1	-	1	-
	12.4	24.9	-	-	-	-	11.1	11.1	-	11.1	-
(3) Is a fresh product	1	1	-	-	-	-	1	1	-	1	-
	12.4	24.9	-	-	-	-	11.1	11.1	-	11.1	-
(4) Is better than I expected for the price	1	1	-	-	-	-	1	1	-	1	-
	12.4	24.9	-	-	-	-	11.1	11.1	-	11.1	-
(5) Is a cool brand to be seen with	2	1	-	-	-	-	2	2	-	2	-
	25.0	24.9	-	-	-	-	22.2	22.2	-	22.2	-
(6) Has a good texture	1	1	-	-	-	-	1	1	-	1	-
	12.4	24.9	-	-	-	-	11.1	11.1	-	11.1	-
(7) The packaging/label has a cool design/look	1	1	-	-	-	-	1	1	-	1	-
	12.4	24.9	-	-	-	-	11.1	11.1	-	11.1	-
(8) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(9) Has a smooth flavor	1	1	-	-	-	-	1	1	-	1	-
	12.4	24.9	-	-	-	-	11.1	11.1	-	11.1	-
(10) Has a flavor that lasts	1	1	-	-	-	-	1	1	-	1	-
	12.4	24.9	-	-	-	-	11.1	11.1	-	11.1	-
(11) Has a premium look/ design	2	1	-	-	-	-	2	2	-	2	-
	24.9	24.9	-	-	-	-	22.2	22.2	-	22.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 548

q284_10) Mean Summary Table - Red Seal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	-	-	-	-	9	9	-	9	-
Base - Red Seal Most Often (Wgtd)	8	4	-	-	-	-	9	9	-	9	-
Eff Base	8	4	-	-	-	-	9	9	-	9	-
(1) Has great taste	1.87	2.00	-	-	-	-	1.78	1.78	-	1.78	-
(2) Is a quality product	2.00	2.25	-	-	-	-	1.89	1.89	-	1.89	-
(3) Is a fresh product	1.75	2.50	-	-	-	-	1.67	1.67	-	1.67	-
(4) Is better than I expected for the price	1.87	2.75	-	-	-	-	1.78	1.78	-	1.78	-
(5) Is a cool brand to be seen with	2.63	2.50	-	-	-	-	2.67	2.67	-	2.67	-
(6) Has a good texture	2.25	2.50	-	-	-	-	2.11	2.11	-	2.11	-
(7) The packaging/label has a cool design/look	2.38	3.00	-	-	-	-	2.22	2.22	-	2.22	-
(8) Variety of tastes/ flavors available	1.62	1.75	-	-	-	-	1.55	1.55	-	1.55	-
(9) Has a smooth flavor	2.37	2.50	-	-	-	-	2.22	2.22	-	2.22	-
(10) Has a flavor that lasts	1.87	2.00	-	-	-	-	1.78	1.78	-	1.78	-
(11) Has a premium look/ design	2.37	2.24	-	-	-	-	2.22	2.22	-	2.22	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 552

q284_12) Top 2 Box Summary Table - Silver Creek

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	-	-	-	-	-	1	1	1	1	-
Base - Silver Creek Most Often (Wgtd)	1	-	-	-	-	-	1	1	1	1	-
Eff Base	1	-	-	-	-	-	1	1	1	1	-
(1) Has great taste	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(2) Is a quality product	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(3) Is a fresh product	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(4) Is better than I expected for the price	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(5) Is a cool brand to be seen with	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(6) Has a good texture	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(7) The packaging/label has a cool design/look	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(8) Variety of tastes/ flavors available	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(9) Has a smooth flavor	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(10) Has a flavor that lasts	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(11) Has a premium look/ design	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 553

q284_12) Bottom 2 Box Summary Table - Silver Creek

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	-	-	-	-	-	1	1	1	1	-
Base - Silver Creek Most Often (Wgtd)	1	-	-	-	-	-	1	1	1	1	-
Eff Base	1	-	-	-	-	-	1	1	1	1	-
(1) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(2) Is a quality product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(3) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(5) Is a cool brand to be seen with	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(6) Has a good texture	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) The packaging/label has a cool design/look	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(8) Variety of tastes/ flavors available	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(9) Has a smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(10) Has a flavor that lasts	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(11) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 554

q284_12) Mean Summary Table - Silver Creek

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	-	-	-	-	-	1	1	1	1	-
Base - Silver Creek Most Often (Wgtd)	1	-	-	-	-	-	1	1	1	1	-
Eff Base	1	-	-	-	-	-	1	1	1	1	-
(1) Has great taste	2.00	-	-	-	-	-	2.00	2.00	2.00	2.00	-
(2) Is a quality product	2.00	-	-	-	-	-	2.00	2.00	2.00	2.00	-
(3) Is a fresh product	2.00	-	-	-	-	-	2.00	2.00	2.00	2.00	-
(4) Is better than I expected for the price	1.00	-	-	-	-	-	1.00	1.00	1.00	1.00	-
(5) Is a cool brand to be seen with	1.00	-	-	-	-	-	1.00	1.00	1.00	1.00	-
(6) Has a good texture	1.00	-	-	-	-	-	1.00	1.00	1.00	1.00	-
(7) The packaging/label has a cool design/look	1.00	-	-	-	-	-	1.00	1.00	1.00	1.00	-
(8) Variety of tastes/ flavors available	2.00	-	-	-	-	-	2.00	2.00	2.00	2.00	-
(9) Has a smooth flavor	2.00	-	-	-	-	-	2.00	2.00	2.00	2.00	-
(10) Has a flavor that lasts	1.00	-	-	-	-	-	1.00	1.00	1.00	1.00	-
(11) Has a premium look/ design	2.00	-	-	-	-	-	2.00	2.00	2.00	2.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 555

q284_13) Top 2 Box Summary Table - Skoal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	32	40	7	40	-
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	32	40	7	40	-
Eff Base	33	21	4	4	4	3	32	40	7	40	-
(1) Has great taste	23	16	4	4	4	3	23	28	4	28	-
	69.7	76.2	100.0	100.0	100.0	100.0	71.8	70.0	57.1	70.0	-
(2) Is a quality product	23	15	4	4	4	3	23	27	5	27	-
	69.7	71.4	100.0	100.0	100.0	100.0	71.9	67.5	71.4	67.5	-
(3) Is a fresh product	21	14	4	4	4	3	21	25	4	25	-
	63.6	66.7	100.0	100.0	100.0	100.0	65.6	62.5	57.1	62.5	-
(4) Is better than I expected for the price	21	14	4	4	4	3	21	23	4	23	-
	63.6	66.7	100.0	100.0	100.0	100.0	65.6	57.5	57.1	57.5	-
(5) Is a cool brand to be seen with	20	14	4	4	4	3	20	22	4	22	-
	60.6	66.7	100.0	100.0	100.0	100.0	62.5	55.0	57.1	55.0	-
(6) Has a good texture	24	16	3	3	3	2	23	28	5	28	-
	72.7	76.2	75.0	75.0	75.0	66.7	71.9	70.0	71.4	70.0	-
(7) The packaging/label has a cool design/look	20	13	4	4	4	3	20	23	4	23	-
	60.6	61.9	100.0	100.0	100.0	100.0	62.5	57.5	57.0	57.5	-
(8) Variety of tastes/ flavors available	20	13	2	2	2	1	20	24	3	24	-
	60.6	61.9	50.0	50.0	50.0	33.3	62.5	60.0	42.9	60.0	-
(9) Has a smooth flavor	22	14	4	4	4	3	22	26	5	26	-
	66.6	66.7	100.0	100.0	100.0	100.0	68.7	65.0	71.4	65.0	-
(10) Has a flavor that lasts	21	14	4	4	4	3	21	25	4	25	-
	63.6	66.7	100.0	100.0	100.0	100.0	65.6	62.5	57.1	62.5	-
(11) Has a premium look/ design	19	13	4	4	4	3	19	22	4	22	-
	57.6	61.9	100.0	100.0	100.0	100.0	59.4	55.0	57.1	55.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 556

q284_13) Bottom 2 Box Summary Table - Skoal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	32	40	7	40	-
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	32	40	7	40	-
Eff Base	33	21	4	4	4	3	32	40	7	40	-
(1) Has great taste	4	1	-	-	-	-	4	5	1	5	-
	12.2	4.8	-	-	-	-	12.5	12.5	14.4	12.5	-
(2) Is a quality product	7	3	-	-	-	-	6	8	2	8	-
	21.3	14.3	-	-	-	-	18.8	20.0	28.6	20.0	-
(3) Is a fresh product	6	2	-	-	-	-	4	6	1	6	-
	18.2	9.5	-	-	-	-	12.5	15.0	14.4	15.0	-
(4) Is better than I expected for the price	5	1	-	-	-	-	5	6	2	6	-
	15.2	4.8	-	-	-	-	15.6	15.0	28.6	15.0	-
(5) Is a cool brand to be seen with	6	2	-	-	-	-	6	7	2	7	-
	18.2	9.5	-	-	-	-	18.8	17.5	28.6	17.5	-
(6) Has a good texture	5	1	-	-	-	-	5	7	1	7	-
	15.2	4.8	-	-	-	-	15.7	17.5	14.4	17.5	-
(7) The packaging/label has a cool design/look	6	2	-	-	-	-	4	6	1	6	-
	18.2	9.5	-	-	-	-	12.5	15.0	14.4	15.0	-
(8) Variety of tastes/ flavors available	6	2	-	-	-	-	4	6	1	6	-
	18.2	9.5	-	-	-	-	12.5	15.0	14.4	15.0	-
(9) Has a smooth flavor	6	2	-	-	-	-	5	7	1	7	-
	18.2	9.5	-	-	-	-	15.7	17.5	14.4	17.5	-
(10) Has a flavor that lasts	6	2	-	-	-	-	4	6	3	6	-
	18.2	9.5	-	-	-	-	12.5	15.0	42.9	15.0	-
(11) Has a premium look/ design	5	-	-	-	-	-	4	6	2	6	-
	15.2	-	-	-	-	-	12.5	15.0	28.6	15.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 557

q284_13) Mean Summary Table - Skoal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	32	40	7	40	-
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	32	40	7	40	-
Eff Base	33	21	4	4	4	3	32	40	7	40	-
(1) Has great taste	2.15	2.00	1.50	1.50	1.50	1.67	2.16	2.15	2.14	2.15	-
(2) Is a quality product	2.09	2.00	1.50	1.50	1.50	1.67	2.03	2.13	2.14	2.13	-
(3) Is a fresh product	2.12	2.00	1.50	1.50	1.50	1.67	2.03	2.13	2.29	2.13	-
(4) Is better than I expected for the price	2.24	2.14	1.50	1.50	1.50	1.67	2.28	2.38	2.29	2.38	-
(5) Is a cool brand to be seen with	2.30	2.09	1.25	1.25	1.25	1.33	2.25	2.38	2.29	2.38	-
(6) Has a good texture	2.06	1.86	1.75	1.75	1.75	2.00	2.03	2.13	2.00	2.13	-
(7) The packaging/label has a cool design/look	2.18	2.10	1.00	1.00	1.00	1.00	2.09	2.23	2.15	2.23	-
(8) Variety of tastes/ flavors available	2.30	2.19	2.00	2.00	2.00	2.33	2.22	2.28	2.43	2.28	-
(9) Has a smooth flavor	2.12	2.05	1.75	1.75	1.75	2.00	2.06	2.15	2.29	2.15	-
(10) Has a flavor that lasts	2.18	2.05	1.25	1.25	1.25	1.33	2.06	2.15	2.57	2.15	-
(11) Has a premium look/ design	2.24	1.90	1.25	1.25	1.25	1.33	2.16	2.30	2.29	2.30	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 558

q284_14) Top 2 Box Summary Table - Swisher

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	-	-	-	-	-	2	3	1	3	-
Base - Swisher Most Often (Wgtd)	3	-	-	-	-	-	2	3	1	3	-
Eff Base	3	-	-	-	-	-	2	3	1	3	-
(1) Has great taste	2	-	-	-	-	-	1	2	1	2	-
	66.6	-	-	-	-	-	50.0	66.6	100.0	66.6	-
(2) Is a quality product	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(3) Is a fresh product	2	-	-	-	-	-	1	2	1	2	-
	66.6	-	-	-	-	-	50.0	66.6	100.0	66.6	-
(4) Is better than I expected for the price	2	-	-	-	-	-	1	2	1	2	-
	66.6	-	-	-	-	-	50.0	66.6	100.0	66.6	-
(5) Is a cool brand to be seen with	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(6) Has a good texture	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(7) The packaging/label has a cool design/look	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(8) Variety of tastes/ flavors available	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(9) Has a smooth flavor	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(10) Has a flavor that lasts	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
(11) Has a premium look/ design	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 559

q284_14) Bottom 2 Box Summary Table - Swisher

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	-	-	-	-	-	2	3	1	3	-
Base - Swisher Most Often (Wgtd)	3	-	-	-	-	-	2	3	1	3	-
Eff Base	3	-	-	-	-	-	2	3	1	3	-
(1) Has great taste	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(2) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(3) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(4) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(5) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(7) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(8) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(9) Has a smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(10) Has a flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(11) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 560

q284_14) Mean Summary Table - Swisher

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	-	-	-	-	-	2	3	1	3	-
Base - Swisher Most Often (Wgtd)	3	-	-	-	-	-	2	3	1	3	-
Eff Base	3	-	-	-	-	-	2	3	1	3	-
(1) Has great taste	2.00	-	-	-	-	-	2.00	2.00	1.00	2.00	-
(2) Is a quality product	1.33	-	-	-	-	-	1.50	1.33	2.00	1.33	-
(3) Is a fresh product	1.67	-	-	-	-	-	2.00	1.67	1.00	1.67	-
(4) Is better than I expected for the price	2.00	-	-	-	-	-	2.50	2.00	2.00	2.00	-
(5) Is a cool brand to be seen with	1.67	-	-	-	-	-	1.50	1.67	2.00	1.67	-
(6) Has a good texture	1.67	-	-	-	-	-	1.50	1.67	2.00	1.67	-
(7) The packaging/label has a cool design/look	1.33	-	-	-	-	-	1.50	1.33	1.00	1.33	-
(8) Variety of tastes/ flavors available	1.33	-	-	-	-	-	1.50	1.33	1.00	1.33	-
(9) Has a smooth flavor	1.67	-	-	-	-	-	2.00	1.67	2.00	1.67	-
(10) Has a flavor that lasts	1.00	-	-	-	-	-	1.00	1.00	1.00	1.00	-
(11) Has a premium look/ design	1.33	-	-	-	-	-	1.50	1.33	1.00	1.33	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 561

q284_15) Top 2 Box Summary Table - Timber Wolf

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	4	5	2	5	-
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	4	5	2	5	-
Eff Base	4	3	1	1	1	1	4	5	2	5	-
(1) Has great taste	3	2	1	1	1	1	3	4	1	4	-
	75.1	66.7	100.0	100.0	100.0	100.0	75.1	80.0	50.2	80.0	-
(2) Is a quality product	3	2	1	1	1	1	3	4	1	4	-
	75.1	66.7	100.0	100.0	100.0	100.0	75.1	80.0	50.2	80.0	-
(3) Is a fresh product	3	2	1	1	1	1	3	4	1	4	-
	75.1	66.7	100.0	100.0	100.0	100.0	75.1	80.0	50.2	80.0	-
(4) Is better than I expected for the price	2	2	1	1	1	1	2	3	-	3	-
	50.0	66.7	100.0	100.0	100.0	100.0	50.0	60.0	-	60.0	-
(5) Is a cool brand to be seen with	3	2	1	1	1	1	3	3	1	3	-
	75.1	66.7	100.0	100.0	100.0	100.0	75.1	60.0	50.2	60.0	-
(6) Has a good texture	2	2	1	1	1	1	2	3	-	3	-
	50.0	66.7	100.0	100.0	100.0	100.0	50.0	60.0	-	60.0	-
(7) The packaging/label has a cool design/look	2	2	1	1	1	1	2	3	-	3	-
	50.0	66.7	100.0	100.0	100.0	100.0	50.0	60.0	-	60.0	-
(8) Variety of tastes/ flavors available	2	2	1	1	1	1	2	2	-	2	-
	50.0	66.7	100.0	100.0	100.0	100.0	50.0	40.0	-	40.0	-
(9) Has a smooth flavor	3	2	1	1	1	1	3	4	1	4	-
	75.1	66.7	100.0	100.0	100.0	100.0	75.1	80.0	50.2	80.0	-
(10) Has a flavor that lasts	2	2	1	1	1	1	2	3	-	3	-
	50.0	66.7	100.0	100.0	100.0	100.0	50.0	60.0	-	60.0	-
(11) Has a premium look/ design	2	2	1	1	1	1	2	3	-	3	-
	50.0	66.7	100.0	100.0	100.0	100.0	50.0	60.0	-	60.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 562

q284_15) Bottom 2 Box Summary Table - Timber Wolf

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	4	5	2	5	-
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	4	5	2	5	-
Eff Base	4	3	1	1	1	1	4	5	2	5	-
(1) Has great taste	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
(2) Is a quality product	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
(3) Is a fresh product	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
(4) Is better than I expected for the price	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
(5) Is a cool brand to be seen with	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
(6) Has a good texture	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
(7) The packaging/label has a cool design/look	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
(8) Variety of tastes/ flavors available	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
(9) Has a smooth flavor	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
(10) Has a flavor that lasts	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
(11) Has a premium look/ design	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 563

q284_15) Mean Summary Table - Timber Wolf

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	4	5	2	5	-
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	4	5	2	5	-
Eff Base	4	3	1	1	1	1	4	5	2	5	-
(1) Has great taste	2.75	3.00	2.00	2.00	2.00	2.00	2.75	2.40	3.50	2.40	-
(2) Is a quality product	2.25	2.33	2.00	2.00	2.00	2.00	2.25	2.00	3.00	2.00	-
(3) Is a fresh product	2.00	2.00	1.00	1.00	1.00	1.00	2.00	1.80	3.00	1.80	-
(4) Is better than I expected for the price	2.25	2.00	1.00	1.00	1.00	1.00	2.25	2.00	3.50	2.00	-
(5) Is a cool brand to be seen with	2.00	2.00	1.00	1.00	1.00	1.00	2.00	2.20	3.00	2.20	-
(6) Has a good texture	2.25	2.00	1.00	1.00	1.00	1.00	2.25	2.00	3.50	2.00	-
(7) The packaging/label has a cool design/look	2.50	2.33	1.00	1.00	1.00	1.00	2.50	2.40	3.50	2.40	-
(8) Variety of tastes/ flavors available	2.75	2.67	2.00	2.00	2.00	2.00	2.75	2.80	3.50	2.80	-
(9) Has a smooth flavor	2.50	2.67	1.00	1.00	1.00	1.00	2.50	2.20	3.50	2.20	-
(10) Has a flavor that lasts	2.50	2.33	1.00	1.00	1.00	1.00	2.50	2.20	3.50	2.20	-
(11) Has a premium look/ design	2.75	2.67	2.00	2.00	2.00	2.00	2.75	2.60	3.50	2.60	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 564

q284_16) Top 2 Box Summary Table - Skoal Xtra

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	-	-	-	-	3	6	-	6	-
Base - Skoal Xtra Most Often (Wgtd)	4	1	-	-	-	-	3	6	-	6	-
Eff Base	4	1	-	-	-	-	3	6	-	6	-
(1) Has great taste	2	-	-	-	-	-	1	3	-	3	-
	50.1	-	-	-	-	-	33.3	50.0	-	50.0	-
(2) Is a quality product	4	1	-	-	-	-	3	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	83.4	-	83.4	-
(3) Is a fresh product	3	-	-	-	-	-	2	4	-	4	-
	75.0	-	-	-	-	-	66.7	66.7	-	66.7	-
(4) Is better than I expected for the price	4	1	-	-	-	-	3	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	83.4	-	83.4	-
(5) Is a cool brand to be seen with	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	33.3	16.6	-	16.6	-
(6) Has a good texture	2	-	-	-	-	-	1	3	-	3	-
	50.1	-	-	-	-	-	33.3	50.0	-	50.0	-
(7) The packaging/label has a cool design/look	2	-	-	-	-	-	1	3	-	3	-
	50.1	-	-	-	-	-	33.3	50.0	-	50.0	-
(8) Variety of tastes/ flavors available	4	1	-	-	-	-	3	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	83.4	-	83.4	-
(9) Has a smooth flavor	3	1	-	-	-	-	2	4	-	4	-
	75.0	100.0	-	-	-	-	66.6	66.7	-	66.7	-
(10) Has a flavor that lasts	2	-	-	-	-	-	1	3	-	3	-
	50.1	-	-	-	-	-	33.3	50.0	-	50.0	-
(11) Has a premium look/ design	3	1	-	-	-	-	2	4	-	4	-
	75.0	100.0	-	-	-	-	66.6	66.7	-	66.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 565

q284_16) Bottom 2 Box Summary Table - Skoal Xtra

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	-	-	-	-	3	6	-	6	-
Base - Skoal Xtra Most Often (Wgtd)	4	1	-	-	-	-	3	6	-	6	-
Eff Base	4	1	-	-	-	-	3	6	-	6	-
(1) Has great taste	2	1	-	-	-	-	2	3	-	3	-
	49.9	100.0	-	-	-	-	66.7	50.0	-	50.0	-
(2) Is a quality product	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	16.6	-	16.6	-
(3) Is a fresh product	1	1	-	-	-	-	1	2	-	2	-
	25.0	100.0	-	-	-	-	33.3	33.3	-	33.3	-
(4) Is better than I expected for the price	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	16.6	-	16.6	-
(5) Is a cool brand to be seen with	1	-	-	-	-	-	-	3	-	3	-
	25.1	-	-	-	-	-	-	50.0	-	50.0	-
(6) Has a good texture	1	-	-	-	-	-	1	2	-	2	-
	25.0	-	-	-	-	-	33.4	33.3	-	33.3	-
(7) The packaging/label has a cool design/look	1	-	-	-	-	-	1	2	-	2	-
	25.0	-	-	-	-	-	33.4	33.3	-	33.3	-
(8) Variety of tastes/ flavors available	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	16.6	-	16.6	-
(9) Has a smooth flavor	1	-	-	-	-	-	1	2	-	2	-
	25.0	-	-	-	-	-	33.4	33.3	-	33.3	-
(10) Has a flavor that lasts	2	1	-	-	-	-	2	3	-	3	-
	49.9	100.0	-	-	-	-	66.7	50.0	-	50.0	-
(11) Has a premium look/ design	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	16.6	-	16.6	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 566

q284_16) Mean Summary Table - Skoal Xtra

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	-	-	-	-	3	6	-	6	-
Base - Skoal Xtra Most Often (Wgtd)	4	1	-	-	-	-	3	6	-	6	-
Eff Base	4	1	-	-	-	-	3	6	-	6	-
(1) Has great taste	2.75	4.00	-	-	-	-	3.33	3.00	-	3.00	-
(2) Is a quality product	1.50	2.00	-	-	-	-	1.67	2.17	-	2.17	-
(3) Is a fresh product	1.75	4.00	-	-	-	-	2.00	2.33	-	2.33	-
(4) Is better than I expected for the price	1.50	2.00	-	-	-	-	1.67	2.00	-	2.00	-
(5) Is a cool brand to be seen with	3.00	3.00	-	-	-	-	2.33	3.67	-	3.67	-
(6) Has a good texture	2.25	3.00	-	-	-	-	2.67	2.50	-	2.50	-
(7) The packaging/label has a cool design/look	2.25	3.00	-	-	-	-	2.67	2.50	-	2.50	-
(8) Variety of tastes/ flavors available	1.50	2.00	-	-	-	-	1.67	2.17	-	2.17	-
(9) Has a smooth flavor	2.00	1.00	-	-	-	-	2.33	2.33	-	2.33	-
(10) Has a flavor that lasts	2.50	4.00	-	-	-	-	3.00	2.67	-	2.67	-
(11) Has a premium look/ design	1.75	2.00	-	-	-	-	2.00	2.33	-	2.33	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 567

q284_17) Top 2 Box Summary Table - Kodiak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	-	-	-	6	6	-	6	-
Base - Kodiak Most Often (Wgtd)	5	3	1	-	-	-	6	6	-	6	-
Eff Base	5	3	1	-	-	-	6	6	-	6	-
(1) Has great taste	3	2	1	-	-	-	3	3	-	3	-
	59.9	66.5	100.0	-	-	-	50.0	50.0	-	50.0	-
(2) Is a quality product	2	1	1	-	-	-	2	2	-	2	-
	40.1	33.4	100.0	-	-	-	33.4	33.4	-	33.4	-
(3) Is a fresh product	2	1	1	-	-	-	2	2	-	2	-
	40.1	33.4	100.0	-	-	-	33.4	33.4	-	33.4	-
(4) Is better than I expected for the price	2	1	1	-	-	-	2	2	-	2	-
	40.1	33.4	100.0	-	-	-	33.4	33.4	-	33.4	-
(5) Is a cool brand to be seen with	3	2	1	-	-	-	3	3	-	3	-
	59.9	66.5	100.0	-	-	-	50.0	50.0	-	50.0	-
(6) Has a good texture	2	1	1	-	-	-	2	2	-	2	-
	40.1	33.4	100.0	-	-	-	33.4	33.4	-	33.4	-
(7) The packaging/label has a cool design/look	3	2	1	-	-	-	3	3	-	3	-
	59.9	66.5	100.0	-	-	-	50.0	50.0	-	50.0	-
(8) Variety of tastes/ flavors available	3	2	1	-	-	-	3	3	-	3	-
	59.9	66.5	100.0	-	-	-	50.0	50.0	-	50.0	-
(9) Has a smooth flavor	3	2	1	-	-	-	3	3	-	3	-
	59.9	66.5	100.0	-	-	-	50.0	50.0	-	50.0	-
(10) Has a flavor that lasts	2	1	1	-	-	-	2	2	-	2	-
	40.1	33.4	100.0	-	-	-	33.4	33.4	-	33.4	-
(11) Has a premium look/ design	3	2	1	-	-	-	3	3	-	3	-
	59.9	66.5	100.0	-	-	-	50.0	50.0	-	50.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 568

q284_17) Bottom 2 Box Summary Table - Kodiak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	-	-	-	6	6	-	6	-
Base - Kodiak Most Often (Wgtd)	5	3	1	-	-	-	6	6	-	6	-
Eff Base	5	3	1	-	-	-	6	6	-	6	-
(1) Has great taste	2	1	-	-	-	-	3	3	-	3	-
	40.1	33.5	-	-	-	-	50.0	50.0	-	50.0	-
(2) Is a quality product	2	1	-	-	-	-	3	3	-	3	-
	40.1	33.5	-	-	-	-	50.0	50.0	-	50.0	-
(3) Is a fresh product	3	2	-	-	-	-	4	4	-	4	-
	59.9	66.6	-	-	-	-	66.6	66.6	-	66.6	-
(4) Is better than I expected for the price	2	1	-	-	-	-	3	3	-	3	-
	40.1	33.5	-	-	-	-	50.0	50.0	-	50.0	-
(5) Is a cool brand to be seen with	1	1	-	-	-	-	2	2	-	2	-
	20.1	33.5	-	-	-	-	33.4	33.4	-	33.4	-
(6) Has a good texture	2	1	-	-	-	-	3	3	-	3	-
	40.1	33.5	-	-	-	-	50.0	50.0	-	50.0	-
(7) The packaging/label has a cool design/look	2	1	-	-	-	-	3	3	-	3	-
	40.1	33.5	-	-	-	-	50.0	50.0	-	50.0	-
(8) Variety of tastes/ flavors available	2	1	-	-	-	-	3	3	-	3	-
	40.1	33.5	-	-	-	-	50.0	50.0	-	50.0	-
(9) Has a smooth flavor	1	1	-	-	-	-	2	2	-	2	-
	20.1	33.5	-	-	-	-	33.4	33.4	-	33.4	-
(10) Has a flavor that lasts	2	1	-	-	-	-	3	3	-	3	-
	39.9	33.1	-	-	-	-	49.9	49.9	-	49.9	-
(11) Has a premium look/ design	1	-	-	-	-	-	2	2	-	2	-
	20.0	-	-	-	-	-	33.3	33.3	-	33.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 569

q284_17) Mean Summary Table - Kodiak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	-	-	-	6	6	-	6	-
Base - Kodiak Most Often (Wgtd)	5	3	1	-	-	-	6	6	-	6	-
Eff Base	5	3	1	-	-	-	6	6	-	6	-
(1) Has great taste	2.60	2.00	1.00	-	-	-	2.83	2.83	-	2.83	-
(2) Is a quality product	3.00	3.00	2.00	-	-	-	3.17	3.17	-	3.17	-
(3) Is a fresh product	2.80	3.00	1.00	-	-	-	3.16	3.16	-	3.16	-
(4) Is better than I expected for the price	2.60	2.67	1.00	-	-	-	2.83	2.83	-	2.83	-
(5) Is a cool brand to be seen with	2.20	2.34	1.00	-	-	-	2.50	2.50	-	2.50	-
(6) Has a good texture	2.80	2.67	1.00	-	-	-	3.00	3.00	-	3.00	-
(7) The packaging/label has a cool design/look	3.00	2.67	2.00	-	-	-	3.17	3.17	-	3.17	-
(8) Variety of tastes/ flavors available	2.80	2.34	2.00	-	-	-	3.00	3.00	-	3.00	-
(9) Has a smooth flavor	2.60	3.00	2.00	-	-	-	2.83	2.83	-	2.83	-
(10) Has a flavor that lasts	3.00	3.00	2.00	-	-	-	3.16	3.16	-	3.16	-
(11) Has a premium look/ design	2.60	2.33	2.00	-	-	-	2.83	2.83	-	2.83	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 570

q284_18) Top 2 Box Summary Table - Renegades

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	-	-	-	-	5	5	-	5	-
Base - Renegades Most Often (Wgtd)	5	1	-	-	-	-	5	5	-	5	-
Eff Base	5	1	-	-	-	-	5	5	-	5	-
(1) Has great taste	5	1	-	-	-	-	5	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(2) Is a quality product	3	-	-	-	-	-	3	3	-	3	-
	60.0	-	-	-	-	-	60.0	60.0	-	60.0	-
(3) Is a fresh product	3	-	-	-	-	-	3	3	-	3	-
	60.0	-	-	-	-	-	60.0	60.0	-	60.0	-
(4) Is better than I expected for the price	4	1	-	-	-	-	4	4	-	4	-
	80.0	100.0	-	-	-	-	80.0	80.0	-	80.0	-
(5) Is a cool brand to be seen with	3	-	-	-	-	-	3	3	-	3	-
	60.0	-	-	-	-	-	60.0	60.0	-	60.0	-
(6) Has a good texture	5	1	-	-	-	-	5	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(7) The packaging/label has a cool design/look	4	1	-	-	-	-	4	4	-	4	-
	80.0	100.0	-	-	-	-	80.0	80.0	-	80.0	-
(8) Variety of tastes/ flavors available	4	-	-	-	-	-	4	4	-	4	-
	79.9	-	-	-	-	-	79.9	79.9	-	79.9	-
(9) Has a smooth flavor	2	-	-	-	-	-	2	2	-	2	-
	39.9	-	-	-	-	-	39.9	39.9	-	39.9	-
(10) Has a flavor that lasts	4	1	-	-	-	-	4	4	-	4	-
	80.0	100.0	-	-	-	-	80.0	80.0	-	80.0	-
(11) Has a premium look/ design	3	-	-	-	-	-	3	3	-	3	-
	60.0	-	-	-	-	-	60.0	60.0	-	60.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 571

q284_18) Bottom 2 Box Summary Table - Renegades

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	-	-	-	-	5	5	-	5	-
Base - Renegades Most Often (Wgtd)	5	1	-	-	-	-	5	5	-	5	-
Eff Base	5	1	-	-	-	-	5	5	-	5	-
(1) Has great taste	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(2) Is a quality product	2	1	-	-	-	-	2	2	-	2	-
	40.0	100.0	-	-	-	-	40.0	40.0	-	40.0	-
(3) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(4) Is better than I expected for the price	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
(5) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(7) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(8) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(9) Has a smooth flavor	2	1	-	-	-	-	2	2	-	2	-
	40.0	100.0	-	-	-	-	40.0	40.0	-	40.0	-
(10) Has a flavor that lasts	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
(11) Has a premium look/ design	2	1	-	-	-	-	2	2	-	2	-
	40.0	100.0	-	-	-	-	40.0	40.0	-	40.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 572

q284_18) Mean Summary Table - Renegades

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	-	-	-	-	5	5	-	5	-
Base - Renegades Most Often (Wgtd)	5	1	-	-	-	-	5	5	-	5	-
Eff Base	5	1	-	-	-	-	5	5	-	5	-
(1) Has great taste	1.60	2.00	-	-	-	-	1.60	1.60	-	1.60	-
(2) Is a quality product	2.20	4.00	-	-	-	-	2.20	2.20	-	2.20	-
(3) Is a fresh product	1.80	3.00	-	-	-	-	1.80	1.80	-	1.80	-
(4) Is better than I expected for the price	2.20	2.00	-	-	-	-	2.20	2.20	-	2.20	-
(5) Is a cool brand to be seen with	2.00	3.00	-	-	-	-	2.00	2.00	-	2.00	-
(6) Has a good texture	1.40	1.00	-	-	-	-	1.40	1.40	-	1.40	-
(7) The packaging/label has a cool design/look	1.60	2.00	-	-	-	-	1.60	1.60	-	1.60	-
(8) Variety of tastes/ flavors available	1.80	3.00	-	-	-	-	1.80	1.80	-	1.80	-
(9) Has a smooth flavor	3.00	4.00	-	-	-	-	3.00	3.00	-	3.00	-
(10) Has a flavor that lasts	2.00	1.00	-	-	-	-	2.00	2.00	-	2.00	-
(11) Has a premium look/ design	2.40	5.00	-	-	-	-	2.40	2.40	-	2.40	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 573

q284_31) Top 2 Box Summary Table - Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	1	3	-	3	-
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	1	3	-	3	-
Eff Base	2	2	1	1	1	1	1	3	-	3	-
(1) Has great taste	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-
(2) Is a quality product	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-
(3) Is a fresh product	2	2	1	1	1	1	1	2	-	2	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	66.7	-	66.7	-
(4) Is better than I expected for the price	2	2	1	1	1	1	1	2	-	2	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	66.7	-	66.7	-
(5) Is a cool brand to be seen with	1	1	1	1	1	1	1	2	-	2	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	66.7	-	66.7	-
(6) Has a good texture	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-
(7) The packaging/label has a cool design/look	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-
(8) Variety of tastes/ flavors available	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-
(9) Has a smooth flavor	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-
(10) Has a flavor that lasts	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-
(11) Has a premium look/ design	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 574

q284_31) Bottom 2 Box Summary Table - Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	1	3	-	3	-
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	1	3	-	3	-
Eff Base	2	2	1	1	1	1	1	3	-	3	-
(1) Has great taste	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	33.3	-	33.3	-
(2) Is a quality product	1	1	-	-	-	-	-	2	-	2	-
	50.0	50.0	-	-	-	-	-	66.7	-	66.7	-
(3) Is a fresh product	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	33.3	-	33.3	-
(4) Is better than I expected for the price	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	33.3	-	33.3	-
(5) Is a cool brand to be seen with	1	1	-	-	-	-	-	1	-	1	-
	50.0	50.0	-	-	-	-	-	33.3	-	33.3	-
(6) Has a good texture	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	33.3	-	33.3	-
(7) The packaging/label has a cool design/look	1	1	-	-	-	-	-	2	-	2	-
	50.0	50.0	-	-	-	-	-	66.7	-	66.7	-
(8) Variety of tastes/ flavors available	1	1	-	-	-	-	-	2	-	2	-
	50.0	50.0	-	-	-	-	-	66.7	-	66.7	-
(9) Has a smooth flavor	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	33.3	-	33.3	-
(10) Has a flavor that lasts	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	33.3	-	33.3	-
(11) Has a premium look/ design	1	1	-	-	-	-	-	2	-	2	-
	50.0	50.0	-	-	-	-	-	66.7	-	66.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 575

q284_31) Mean Summary Table - Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	1	3	-	3	-
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	1	3	-	3	-
Eff Base	2	2	1	1	1	1	1	3	-	3	-
(1) Has great taste	2.50	2.50	2.00	2.00	2.00	2.00	2.00	3.33	-	3.33	-
(2) Is a quality product	2.50	2.50	1.00	1.00	1.00	1.00	1.00	3.33	-	3.33	-
(3) Is a fresh product	1.50	1.50	1.00	1.00	1.00	1.00	1.00	2.67	-	2.67	-
(4) Is better than I expected for the price	1.50	1.50	1.00	1.00	1.00	1.00	1.00	2.67	-	2.67	-
(5) Is a cool brand to be seen with	3.00	3.00	1.00	1.00	1.00	1.00	1.00	2.33	-	2.33	-
(6) Has a good texture	2.50	2.50	2.00	2.00	2.00	2.00	2.00	3.33	-	3.33	-
(7) The packaging/label has a cool design/look	3.00	3.00	1.00	1.00	1.00	1.00	1.00	3.67	-	3.67	-
(8) Variety of tastes/ flavors available	3.00	3.00	1.00	1.00	1.00	1.00	1.00	3.67	-	3.67	-
(9) Has a smooth flavor	2.50	2.50	2.00	2.00	2.00	2.00	2.00	3.33	-	3.33	-
(10) Has a flavor that lasts	2.50	2.50	2.00	2.00	2.00	2.00	2.00	3.33	-	3.33	-
(11) Has a premium look/ design	3.50	3.50	2.00	2.00	2.00	2.00	2.00	4.00	-	4.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 576

q284_19) Top 2 Box Summary Table - [Q270 OTHER]

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - [Q270 OTHER] Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
(1) Has great taste	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(2) Is a quality product	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(3) Is a fresh product	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(4) Is better than I expected for the price	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(5) Is a cool brand to be seen with	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(6) Has a good texture	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(7) The packaging/label has a cool design/look	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Variety of tastes/ flavors available	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(9) Has a smooth flavor	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(10) Has a flavor that lasts	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(11) Has a premium look/ design	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 577

q284_19) Bottom 2 Box Summary Table - [Q270 OTHER]

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - [Q270 OTHER] Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
(1) Has great taste	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(2) Is a quality product	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(3) Is a fresh product	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(4) Is better than I expected for the price	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(5) Is a cool brand to be seen with	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(6) Has a good texture	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(7) The packaging/label has a cool design/look	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Variety of tastes/ flavors available	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(9) Has a smooth flavor	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(10) Has a flavor that lasts	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(11) Has a premium look/ design	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 578

q284_19) Mean Summary Table - [Q270 OTHER]

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - [Q270 OTHER] Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
(1) Has great taste	3.50	-	-	-	-	-	3.50	3.50	-	3.50	-
(2) Is a quality product	3.50	-	-	-	-	-	3.50	3.50	-	3.50	-
(3) Is a fresh product	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(4) Is better than I expected for the price	3.50	-	-	-	-	-	3.50	3.50	-	3.50	-
(5) Is a cool brand to be seen with	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(6) Has a good texture	3.50	-	-	-	-	-	3.50	3.50	-	3.50	-
(7) The packaging/label has a cool design/look	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(8) Variety of tastes/ flavors available	3.50	-	-	-	-	-	3.50	3.50	-	3.50	-
(9) Has a smooth flavor	3.50	-	-	-	-	-	3.50	3.50	-	3.50	-
(10) Has a flavor that lasts	3.50	-	-	-	-	-	3.50	3.50	-	3.50	-
(11) Has a premium look/ design	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 579

q284_20) Top 2 Box Summary Table - Copenhagen Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	-	-	-	-	10	14	2	14	-
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	-	-	-	-	10	14	2	14	-
Eff Base	9	5	-	-	-	-	10	14	2	14	-
(1) Has great taste	4	1	-	-	-	-	6	9	-	9	-
	44.5	19.9	-	-	-	-	60.0	64.3	-	64.3	-
(2) Is a quality product	3	1	-	-	-	-	5	8	-	8	-
	33.4	19.9	-	-	-	-	50.0	57.2	-	57.2	-
(3) Is a fresh product	3	-	-	-	-	-	5	8	-	8	-
	33.4	-	-	-	-	-	50.0	57.2	-	57.2	-
(4) Is better than I expected for the price	3	-	-	-	-	-	3	5	-	5	-
	33.4	-	-	-	-	-	30.0	35.8	-	35.8	-
(5) Is a cool brand to be seen with	4	1	-	-	-	-	5	6	-	6	-
	44.5	19.9	-	-	-	-	50.0	42.8	-	42.8	-
(6) Has a good texture	3	-	-	-	-	-	4	6	-	6	-
	33.4	-	-	-	-	-	40.0	42.9	-	42.9	-
(7) The packaging/label has a cool design/look	3	-	-	-	-	-	5	8	-	8	-
	33.4	-	-	-	-	-	50.0	57.2	-	57.2	-
(8) Variety of tastes/ flavors available	4	1	-	-	-	-	6	8	-	8	-
	44.5	19.9	-	-	-	-	60.0	57.1	-	57.1	-
(9) Has a smooth flavor	3	1	-	-	-	-	5	8	-	8	-
	33.4	19.9	-	-	-	-	50.0	57.2	-	57.2	-
(10) Has a flavor that lasts	3	-	-	-	-	-	5	7	-	7	-
	33.4	-	-	-	-	-	50.0	50.0	-	50.0	-
(11) Has a premium look/ design	3	1	-	-	-	-	4	6	-	6	-
	33.4	19.9	-	-	-	-	40.0	42.9	-	42.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 580

q284_20) Bottom 2 Box Summary Table - Copenhagen Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	-	-	-	-	10	14	2	14	-
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	-	-	-	-	10	14	2	14	-
Eff Base	9	5	-	-	-	-	10	14	2	14	-
(1) Has great taste	4	3	-	-	-	-	3	4	2	4	-
	44.4	60.0	-	-	-	-	30.0	28.5	100.0	28.5	-
(2) Is a quality product	5	3	-	-	-	-	4	5	2	5	-
	55.5	60.0	-	-	-	-	40.0	35.7	100.0	35.7	-
(3) Is a fresh product	4	3	-	-	-	-	3	4	2	4	-
	44.4	60.0	-	-	-	-	30.0	28.5	100.0	28.5	-
(4) Is better than I expected for the price	5	4	-	-	-	-	4	6	2	6	-
	55.4	79.9	-	-	-	-	40.0	42.8	100.0	42.8	-
(5) Is a cool brand to be seen with	4	3	-	-	-	-	3	5	2	5	-
	44.4	60.0	-	-	-	-	30.0	35.7	100.0	35.7	-
(6) Has a good texture	4	3	-	-	-	-	3	5	2	5	-
	44.4	60.0	-	-	-	-	30.0	35.7	100.0	35.7	-
(7) The packaging/label has a cool design/look	4	3	-	-	-	-	3	4	2	4	-
	44.4	60.0	-	-	-	-	30.0	28.5	100.0	28.5	-
(8) Variety of tastes/ flavors available	4	3	-	-	-	-	3	4	2	4	-
	44.4	60.0	-	-	-	-	30.0	28.5	100.0	28.5	-
(9) Has a smooth flavor	4	3	-	-	-	-	3	4	2	4	-
	44.4	60.0	-	-	-	-	30.0	28.5	100.0	28.5	-
(10) Has a flavor that lasts	4	3	-	-	-	-	3	4	2	4	-
	44.4	60.0	-	-	-	-	30.0	28.5	100.0	28.5	-
(11) Has a premium look/ design	4	3	-	-	-	-	3	4	2	4	-
	44.4	60.0	-	-	-	-	30.0	28.5	100.0	28.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 581

q284_20) Mean Summary Table - Copenhagen Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	-	-	-	-	10	14	2	14	-
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	-	-	-	-	10	14	2	14	-
Eff Base	9	5	-	-	-	-	10	14	2	14	-
(1) Has great taste	3.22	4.00	-	-	-	-	2.70	2.57	5.00	2.57	-
(2) Is a quality product	3.44	3.80	-	-	-	-	3.00	2.71	5.00	2.71	-
(3) Is a fresh product	3.33	4.20	-	-	-	-	2.80	2.64	5.00	2.64	-
(4) Is better than I expected for the price	3.55	4.40	-	-	-	-	3.40	3.28	5.00	3.28	-
(5) Is a cool brand to be seen with	2.89	3.60	-	-	-	-	2.80	2.86	5.00	2.86	-
(6) Has a good texture	3.33	4.20	-	-	-	-	3.10	3.00	5.00	3.00	-
(7) The packaging/label has a cool design/look	3.22	4.00	-	-	-	-	2.80	2.64	5.00	2.64	-
(8) Variety of tastes/ flavors available	2.89	3.40	-	-	-	-	2.60	2.50	5.00	2.50	-
(9) Has a smooth flavor	3.33	4.00	-	-	-	-	2.80	2.64	5.00	2.64	-
(10) Has a flavor that lasts	3.22	4.20	-	-	-	-	2.80	2.71	5.00	2.71	-
(11) Has a premium look/ design	3.22	3.80	-	-	-	-	2.90	2.78	5.00	2.78	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 582

q284_21) Top 2 Box Summary Table - Grizzly Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	14	17	3	17	-
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	14	17	3	17	-
Eff Base	17	9	3	3	2	1	14	17	3	17	-
(1) Has great taste	15	8	3	3	2	1	12	15	3	15	-
	88.2	88.9	100.0	100.0	100.0	100.0	85.7	88.2	100.0	88.2	-
(2) Is a quality product	15	8	3	3	2	1	12	15	3	15	-
	88.2	88.9	100.0	100.0	100.0	100.0	85.7	88.2	100.0	88.2	-
(3) Is a fresh product	13	6	2	2	1	-	10	13	2	13	-
	76.5	66.8	66.6	66.6	50.0	-	71.5	76.5	66.8	76.5	-
(4) Is better than I expected for the price	13	7	2	2	1	-	11	13	2	13	-
	76.5	77.8	66.6	66.6	50.0	-	78.6	76.5	66.8	76.5	-
(5) Is a cool brand to be seen with	14	7	2	2	2	1	12	14	3	14	-
	82.4	77.8	66.7	66.7	100.0	100.0	85.7	82.4	100.0	82.4	-
(6) Has a good texture	13	6	2	2	1	-	10	13	2	13	-
	76.5	66.8	66.6	66.6	50.0	-	71.5	76.5	66.8	76.5	-
(7) The packaging/label has a cool design/look	15	8	3	3	2	1	12	15	3	15	-
	88.2	88.9	100.0	100.0	100.0	100.0	85.7	88.2	100.0	88.2	-
(8) Variety of tastes/ flavors available	14	7	3	3	2	1	11	14	3	14	-
	82.4	77.8	100.0	100.0	100.0	100.0	78.6	82.4	100.0	82.4	-
(9) Has a smooth flavor	14	7	2	2	2	1	12	14	3	14	-
	82.4	77.8	66.7	66.7	100.0	100.0	85.7	82.4	100.0	82.4	-
(10) Has a flavor that lasts	13	6	1	1	1	-	11	13	2	13	-
	76.5	66.7	33.3	33.3	50.0	-	78.6	76.5	66.8	76.5	-
(11) Has a premium look/ design	14	7	2	2	1	-	11	14	2	14	-
	82.4	77.8	66.6	66.6	50.0	-	78.6	82.4	66.8	82.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 583

q284_21) Bottom 2 Box Summary Table - Grizzly Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	14	17	3	17	-
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	14	17	3	17	-
Eff Base	17	9	3	3	2	1	14	17	3	17	-
(1) Has great taste	2	1	-	-	-	-	2	2	-	2	-
	11.8	11.1	-	-	-	-	14.3	11.8	-	11.8	-
(2) Is a quality product	2	1	-	-	-	-	2	2	-	2	-
	11.8	11.1	-	-	-	-	14.3	11.8	-	11.8	-
(3) Is a fresh product	2	1	-	-	-	-	2	2	-	2	-
	11.8	11.1	-	-	-	-	14.3	11.8	-	11.8	-
(4) Is better than I expected for the price	2	1	-	-	-	-	2	2	-	2	-
	11.8	11.1	-	-	-	-	14.3	11.8	-	11.8	-
(5) Is a cool brand to be seen with	3	2	1	1	-	-	2	3	-	3	-
	17.6	22.2	33.3	33.3	-	-	14.3	17.6	-	17.6	-
(6) Has a good texture	2	1	-	-	-	-	2	2	-	2	-
	11.8	11.1	-	-	-	-	14.3	11.8	-	11.8	-
(7) The packaging/label has a cool design/look	2	1	-	-	-	-	2	2	-	2	-
	11.8	11.1	-	-	-	-	14.3	11.8	-	11.8	-
(8) Variety of tastes/ flavors available	2	1	-	-	-	-	2	2	-	2	-
	11.8	11.1	-	-	-	-	14.3	11.8	-	11.8	-
(9) Has a smooth flavor	2	1	-	-	-	-	2	2	-	2	-
	11.8	11.1	-	-	-	-	14.3	11.8	-	11.8	-
(10) Has a flavor that lasts	3	2	1	1	1	1	3	3	1	3	-
	17.6	22.2	33.4	33.4	50.0	100.0	21.4	17.6	33.2	17.6	-
(11) Has a premium look/ design	2	1	-	-	-	-	2	2	-	2	-
	11.8	11.1	-	-	-	-	14.3	11.8	-	11.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 584

q284_21) Mean Summary Table - Grizzly Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	14	17	3	17	-
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	14	17	3	17	-
Eff Base	17	9	3	3	2	1	14	17	3	17	-
(1) Has great taste	1.82	1.89	1.67	1.67	1.50	1.00	1.93	1.82	1.33	1.82	-
(2) Is a quality product	1.94	1.89	1.67	1.67	1.50	2.00	2.07	1.94	1.67	1.94	-
(3) Is a fresh product	1.94	2.22	2.33	2.33	2.50	3.00	2.07	1.94	2.00	1.94	-
(4) Is better than I expected for the price	2.12	2.22	2.33	2.33	2.50	3.00	2.07	2.12	2.00	2.12	-
(5) Is a cool brand to be seen with	2.06	2.22	2.67	2.67	1.50	2.00	2.00	2.06	1.33	2.06	-
(6) Has a good texture	2.00	2.11	2.00	2.00	2.00	3.00	2.14	2.00	2.00	2.00	-
(7) The packaging/label has a cool design/look	2.00	2.00	2.00	2.00	2.00	2.00	2.14	2.00	1.67	2.00	-
(8) Variety of tastes/ flavors available	1.88	2.00	1.67	1.67	1.50	2.00	1.86	1.88	1.66	1.88	-
(9) Has a smooth flavor	1.88	2.11	2.33	2.33	2.00	2.00	1.93	1.88	1.66	1.88	-
(10) Has a flavor that lasts	1.82	2.11	2.67	2.67	2.50	4.00	1.86	1.82	2.66	1.82	-
(11) Has a premium look/ design	1.82	1.89	2.00	2.00	2.00	3.00	1.93	1.82	2.00	1.82	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 585

q284_22) Top 2 Box Summary Table - Longhorn Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	-	-	-	-	2	3	-	3	-
Base - Longhorn Pouches Most Often (Wgtd)	3	2	-	-	-	-	2	3	-	3	-
Eff Base	3	2	-	-	-	-	2	3	-	3	-
(1) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(2) Is a quality product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(3) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(5) Is a cool brand to be seen with	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(6) Has a good texture	1 33.4	- -	- -	- -	- -	- -	1 50.0	1 33.4	- -	1 33.4	- -
(7) The packaging/label has a cool design/look	1 33.4	- -	- -	- -	- -	- -	1 50.0	1 33.4	- -	1 33.4	- -
(8) Variety of tastes/ flavors available	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(9) Has a smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(10) Has a flavor that lasts	1 33.4	- -	- -	- -	- -	- -	1 50.0	1 33.4	- -	1 33.4	- -
(11) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 586

q284_22) Bottom 2 Box Summary Table - Longhorn Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	-	-	-	-	2	3	-	3	-
Base - Longhorn Pouches Most Often (Wgtd)	3	2	-	-	-	-	2	3	-	3	-
Eff Base	3	2	-	-	-	-	2	3	-	3	-
(1) Has great taste	3	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(2) Is a quality product	2	2	-	-	-	-	1	2	-	2	-
	66.6	100.0	-	-	-	-	50.0	66.6	-	66.6	-
(3) Is a fresh product	2	2	-	-	-	-	1	2	-	2	-
	66.6	100.0	-	-	-	-	50.0	66.6	-	66.6	-
(4) Is better than I expected for the price	1	1	-	-	-	-	1	1	-	1	-
	33.4	50.1	-	-	-	-	50.0	33.4	-	33.4	-
(5) Is a cool brand to be seen with	3	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(6) Has a good texture	2	2	-	-	-	-	1	2	-	2	-
	66.6	100.0	-	-	-	-	50.0	66.6	-	66.6	-
(7) The packaging/label has a cool design/look	2	2	-	-	-	-	1	2	-	2	-
	66.6	100.0	-	-	-	-	50.0	66.6	-	66.6	-
(8) Variety of tastes/ flavors available	3	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(9) Has a smooth flavor	2	2	-	-	-	-	1	2	-	2	-
	66.6	100.0	-	-	-	-	50.0	66.6	-	66.6	-
(10) Has a flavor that lasts	2	2	-	-	-	-	1	2	-	2	-
	66.6	100.0	-	-	-	-	50.0	66.6	-	66.6	-
(11) Has a premium look/ design	2	2	-	-	-	-	1	2	-	2	-
	66.6	100.0	-	-	-	-	50.0	66.6	-	66.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 587

q284_22) Mean Summary Table - Longhorn Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	-	-	-	-	2	3	-	3	-
Base - Longhorn Pouches Most Often (Wgtd)	3	2	-	-	-	-	2	3	-	3	-
Eff Base	3	2	-	-	-	-	2	3	-	3	-
(1) Has great taste	4.00	4.00	-	-	-	-	4.00	4.00	-	4.00	-
(2) Is a quality product	4.00	4.50	-	-	-	-	3.50	4.00	-	4.00	-
(3) Is a fresh product	3.67	4.00	-	-	-	-	3.50	3.67	-	3.67	-
(4) Is better than I expected for the price	3.33	3.50	-	-	-	-	3.50	3.33	-	3.33	-
(5) Is a cool brand to be seen with	4.00	4.00	-	-	-	-	4.00	4.00	-	4.00	-
(6) Has a good texture	3.33	4.50	-	-	-	-	3.00	3.33	-	3.33	-
(7) The packaging/label has a cool design/look	3.67	4.50	-	-	-	-	3.00	3.67	-	3.67	-
(8) Variety of tastes/ flavors available	5.00	5.00	-	-	-	-	5.00	5.00	-	5.00	-
(9) Has a smooth flavor	4.33	5.00	-	-	-	-	4.00	4.33	-	4.33	-
(10) Has a flavor that lasts	3.00	4.00	-	-	-	-	2.50	3.00	-	3.00	-
(11) Has a premium look/ design	4.33	5.00	-	-	-	-	4.00	4.33	-	4.33	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 591

q284_24) Top 2 Box Summary Table - Skoal Bandits

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	21	21	3	21	-
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	21	21	3	21	-
Eff Base	19	11	3	3	3	1	21	21	3	21	-
(1) Has great taste	16	9	3	3	3	1	17	17	2	17	-
	84.2	81.8	100.0	100.0	100.0	100.0	80.9	80.9	66.7	80.9	-
(2) Is a quality product	16	10	3	3	3	1	16	16	2	16	-
	84.2	90.9	100.0	100.0	100.0	100.0	76.2	76.2	66.7	76.2	-
(3) Is a fresh product	16	10	3	3	3	1	16	16	2	16	-
	84.2	90.9	100.0	100.0	100.0	100.0	76.2	76.2	66.7	76.2	-
(4) Is better than I expected for the price	15	8	1	1	1	-	15	15	1	15	-
	79.0	72.8	33.4	33.4	33.4	-	71.5	71.5	33.4	71.5	-
(5) Is a cool brand to be seen with	15	9	2	2	2	1	15	15	2	15	-
	79.0	81.9	66.7	66.7	66.7	100.0	71.5	71.5	66.7	71.5	-
(6) Has a good texture	15	9	3	3	3	1	15	15	2	15	-
	78.9	81.8	100.0	100.0	100.0	100.0	71.4	71.4	66.7	71.4	-
(7) The packaging/label has a cool design/look	15	9	2	2	2	1	15	15	2	15	-
	79.0	81.9	66.7	66.7	66.7	100.0	71.5	71.5	66.7	71.5	-
(8) Variety of tastes/ flavors available	17	9	3	3	3	1	18	18	2	18	-
	89.5	81.8	100.0	100.0	100.0	100.0	85.7	85.7	66.7	85.7	-
(9) Has a smooth flavor	15	9	3	3	3	1	16	16	2	16	-
	79.0	81.8	100.0	100.0	100.0	100.0	76.2	76.2	66.7	76.2	-
(10) Has a flavor that lasts	15	8	2	2	2	-	15	15	1	15	-
	79.0	72.8	66.7	66.7	66.7	-	71.4	71.4	33.4	71.4	-
(11) Has a premium look/ design	15	8	2	2	2	1	15	15	3	15	-
	78.9	72.7	66.7	66.7	66.7	100.0	71.4	71.4	100.0	71.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 592

q284_24) Bottom 2 Box Summary Table - Skoal Bandits

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	21	21	3	21	-
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	21	21	3	21	-
Eff Base	19	11	3	3	3	1	21	21	3	21	-
(1) Has great taste	2	1	-	-	-	-	2	2	1	2	-
	10.5	9.1	-	-	-	-	9.5	9.5	33.3	9.5	-
(2) Is a quality product	2	1	-	-	-	-	3	3	1	3	-
	10.5	9.1	-	-	-	-	14.3	14.3	33.3	14.3	-
(3) Is a fresh product	2	-	-	-	-	-	3	3	-	3	-
	10.5	-	-	-	-	-	14.3	14.3	-	14.3	-
(4) Is better than I expected for the price	2	1	-	-	-	-	2	2	1	2	-
	10.5	9.1	-	-	-	-	9.5	9.5	33.3	9.5	-
(5) Is a cool brand to be seen with	1	1	-	-	-	-	3	3	1	3	-
	5.2	9.1	-	-	-	-	14.3	14.3	33.3	14.3	-
(6) Has a good texture	1	1	-	-	-	-	2	2	1	2	-
	5.2	9.1	-	-	-	-	9.5	9.5	33.3	9.5	-
(7) The packaging/label has a cool design/look	2	1	-	-	-	-	2	2	1	2	-
	10.5	9.1	-	-	-	-	9.5	9.5	33.3	9.5	-
(8) Variety of tastes/ flavors available	1	1	-	-	-	-	1	1	1	1	-
	5.2	9.1	-	-	-	-	4.7	4.7	33.3	4.7	-
(9) Has a smooth flavor	2	2	-	-	-	-	2	2	1	2	-
	10.5	18.2	-	-	-	-	9.5	9.5	33.3	9.5	-
(10) Has a flavor that lasts	1	-	-	-	-	-	2	2	-	2	-
	5.3	-	-	-	-	-	9.5	9.5	-	9.5	-
(11) Has a premium look/ design	1	-	-	-	-	-	2	2	-	2	-
	5.2	-	-	-	-	-	9.5	9.5	-	9.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 593

q284_24) Mean Summary Table - Skoal Bandits

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	21	21	3	21	-
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	21	21	3	21	-
Eff Base	19	11	3	3	3	1	21	21	3	21	-
(1) Has great taste	1.74	1.64	1.33	1.33	1.33	2.00	1.81	1.81	2.33	1.81	-
(2) Is a quality product	1.53	1.36	1.00	1.00	1.00	1.00	1.71	1.71	2.00	1.71	-
(3) Is a fresh product	1.68	1.45	1.33	1.33	1.33	2.00	1.86	1.86	2.00	1.86	-
(4) Is better than I expected for the price	1.95	1.82	2.33	2.33	2.33	3.00	2.05	2.05	3.00	2.05	-
(5) Is a cool brand to be seen with	1.74	1.73	2.00	2.00	2.00	1.00	1.95	1.95	2.33	1.95	-
(6) Has a good texture	1.79	1.73	1.00	1.00	1.00	1.00	2.00	2.00	2.33	2.00	-
(7) The packaging/label has a cool design/look	1.95	1.82	1.67	1.67	1.67	1.00	2.05	2.05	2.33	2.05	-
(8) Variety of tastes/ flavors available	1.47	1.64	1.33	1.33	1.33	2.00	1.57	1.57	2.66	1.57	-
(9) Has a smooth flavor	1.89	1.73	1.00	1.00	1.00	1.00	1.95	1.95	2.00	1.95	-
(10) Has a flavor that lasts	1.63	1.73	1.67	1.67	1.67	3.00	1.86	1.86	2.33	1.86	-
(11) Has a premium look/ design	1.84	1.91	2.33	2.33	2.33	2.00	2.00	2.00	1.67	2.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 594

q284_25) Top 2 Box Summary Table - Skoal Pouches (other than Bandits)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	-	-	-	-	7	9	6	9	-
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	-	-	-	-	7	9	6	9	-
Eff Base	8	6	-	-	-	-	7	9	6	9	-
(1) Has great taste	4	3	-	-	-	-	4	5	2	5	-
	49.9	49.8	-	-	-	-	57.2	55.5	33.2	55.5	-
(2) Is a quality product	4	3	-	-	-	-	4	5	2	5	-
	49.9	49.8	-	-	-	-	57.2	55.5	33.2	55.5	-
(3) Is a fresh product	4	3	-	-	-	-	4	5	2	5	-
	49.9	49.8	-	-	-	-	57.2	55.5	33.2	55.5	-
(4) Is better than I expected for the price	4	3	-	-	-	-	4	5	2	5	-
	49.9	49.8	-	-	-	-	57.2	55.5	33.2	55.5	-
(5) Is a cool brand to be seen with	4	3	-	-	-	-	5	5	3	5	-
	50.0	49.9	-	-	-	-	71.4	55.6	49.9	55.6	-
(6) Has a good texture	4	3	-	-	-	-	4	5	2	5	-
	49.9	49.8	-	-	-	-	57.2	55.5	33.2	55.5	-
(7) The packaging/label has a cool design/look	3	2	-	-	-	-	4	4	2	4	-
	37.4	33.2	-	-	-	-	57.2	44.5	33.2	44.5	-
(8) Variety of tastes/ flavors available	4	3	-	-	-	-	4	5	2	5	-
	49.9	49.8	-	-	-	-	57.2	55.5	33.2	55.5	-
(9) Has a smooth flavor	4	3	-	-	-	-	4	5	2	5	-
	49.9	49.8	-	-	-	-	57.2	55.5	33.2	55.5	-
(10) Has a flavor that lasts	4	3	-	-	-	-	4	5	2	5	-
	49.9	49.8	-	-	-	-	57.2	55.5	33.2	55.5	-
(11) Has a premium look/ design	3	2	-	-	-	-	4	4	2	4	-
	37.4	33.2	-	-	-	-	57.2	44.5	33.2	44.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 595

q284_25) Bottom 2 Box Summary Table - Skoal Pouches (other than Bandits)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	-	-	-	-	7	9	6	9	-
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	-	-	-	-	7	9	6	9	-
Eff Base	8	6	-	-	-	-	7	9	6	9	-
(1) Has great taste	3	2	-	-	-	-	3	3	3	3	-
	37.5	33.4	-	-	-	-	42.8	33.3	50.0	33.3	-
(2) Is a quality product	3	2	-	-	-	-	3	3	3	3	-
	37.5	33.4	-	-	-	-	42.8	33.3	50.0	33.3	-
(3) Is a fresh product	3	2	-	-	-	-	3	3	3	3	-
	37.5	33.4	-	-	-	-	42.8	33.3	50.0	33.3	-
(4) Is better than I expected for the price	2	1	-	-	-	-	2	2	2	2	-
	25.0	16.7	-	-	-	-	28.6	22.2	33.4	22.2	-
(5) Is a cool brand to be seen with	3	2	-	-	-	-	2	3	2	3	-
	37.5	33.3	-	-	-	-	28.6	33.3	33.4	33.3	-
(6) Has a good texture	2	1	-	-	-	-	2	2	2	2	-
	25.0	16.7	-	-	-	-	28.6	22.2	33.4	22.2	-
(7) The packaging/label has a cool design/look	2	1	-	-	-	-	2	2	2	2	-
	25.0	16.7	-	-	-	-	28.6	22.2	33.4	22.2	-
(8) Variety of tastes/ flavors available	3	2	-	-	-	-	3	3	3	3	-
	37.5	33.4	-	-	-	-	42.8	33.3	50.0	33.3	-
(9) Has a smooth flavor	3	2	-	-	-	-	3	3	3	3	-
	37.5	33.4	-	-	-	-	42.8	33.3	50.0	33.3	-
(10) Has a flavor that lasts	3	2	-	-	-	-	3	3	3	3	-
	37.5	33.4	-	-	-	-	42.8	33.3	50.0	33.3	-
(11) Has a premium look/ design	3	2	-	-	-	-	3	3	3	3	-
	37.5	33.4	-	-	-	-	42.8	33.3	50.0	33.3	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 596

q284_25) Mean Summary Table - Skoal Pouches (other than Bandits)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	-	-	-	-	7	9	6	9	-
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	-	-	-	-	7	9	6	9	-
Eff Base	8	6	-	-	-	-	7	9	6	9	-
(1) Has great taste	2.63	2.50	-	-	-	-	2.57	2.44	3.17	2.44	-
(2) Is a quality product	2.88	2.84	-	-	-	-	2.85	2.67	3.50	2.67	-
(3) Is a fresh product	2.63	2.50	-	-	-	-	2.57	2.44	3.17	2.44	-
(4) Is better than I expected for the price	2.38	2.17	-	-	-	-	2.29	2.22	2.84	2.22	-
(5) Is a cool brand to be seen with	2.63	2.50	-	-	-	-	2.00	2.44	2.50	2.44	-
(6) Has a good texture	2.38	2.17	-	-	-	-	2.29	2.22	2.84	2.22	-
(7) The packaging/label has a cool design/look	2.50	2.50	-	-	-	-	2.14	2.33	2.67	2.33	-
(8) Variety of tastes/ flavors available	2.50	2.34	-	-	-	-	2.43	2.33	3.00	2.33	-
(9) Has a smooth flavor	2.63	2.50	-	-	-	-	2.57	2.44	3.17	2.44	-
(10) Has a flavor that lasts	2.50	2.34	-	-	-	-	2.43	2.33	3.00	2.33	-
(11) Has a premium look/ design	2.88	2.84	-	-	-	-	2.57	2.67	3.17	2.67	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 597

q284_26) Top 2 Box Summary Table - Timber Wolf Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	-	-	-	-	3	4	-	4	-
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	-	-	-	-	3	4	-	4	-
Eff Base	3	1	-	-	-	-	3	4	-	4	-
(1) Has great taste	2	-	-	-	-	-	2	3	-	3	-
	66.7	-	-	-	-	-	66.7	75.0	-	75.0	-
(2) Is a quality product	2	-	-	-	-	-	2	2	-	2	-
	66.7	-	-	-	-	-	66.7	50.0	-	50.0	-
(3) Is a fresh product	2	-	-	-	-	-	2	3	-	3	-
	66.7	-	-	-	-	-	66.7	75.0	-	75.0	-
(4) Is better than I expected for the price	3	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(5) Is a cool brand to be seen with	2	-	-	-	-	-	2	2	-	2	-
	66.7	-	-	-	-	-	66.7	50.0	-	50.0	-
(6) Has a good texture	3	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(7) The packaging/label has a cool design/look	3	1	-	-	-	-	3	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	75.0	-	75.0	-
(8) Variety of tastes/ flavors available	3	1	-	-	-	-	3	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	75.0	-	75.0	-
(9) Has a smooth flavor	2	-	-	-	-	-	2	3	-	3	-
	66.7	-	-	-	-	-	66.7	75.0	-	75.0	-
(10) Has a flavor that lasts	3	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(11) Has a premium look/ design	3	1	-	-	-	-	3	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	75.0	-	75.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 598

q284_26) Bottom 2 Box Summary Table - Timber Wolf Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	-	-	-	-	3	4	-	4	-
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	-	-	-	-	3	4	-	4	-
Eff Base	3	1	-	-	-	-	3	4	-	4	-
(1) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(2) Is a quality product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(3) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(5) Is a cool brand to be seen with	- -	- -	- -	- -	- -	- -	- -	1 25.0	- -	1 25.0	- -
(6) Has a good texture	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) The packaging/label has a cool design/look	- -	- -	- -	- -	- -	- -	- -	1 25.0	- -	1 25.0	- -
(8) Variety of tastes/ flavors available	- -	- -	- -	- -	- -	- -	- -	1 25.0	- -	1 25.0	- -
(9) Has a smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(10) Has a flavor that lasts	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(11) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	1 25.0	- -	1 25.0	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 599

q284_26) Mean Summary Table - Timber Wolf Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	-	-	-	-	3	4	-	4	-
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	-	-	-	-	3	4	-	4	-
Eff Base	3	1	-	-	-	-	3	4	-	4	-
(1) Has great taste	2.00	3.00	-	-	-	-	2.00	2.00	-	2.00	-
(2) Is a quality product	2.00	3.00	-	-	-	-	2.00	2.25	-	2.25	-
(3) Is a fresh product	1.67	3.00	-	-	-	-	1.67	1.75	-	1.75	-
(4) Is better than I expected for the price	1.67	2.00	-	-	-	-	1.67	1.50	-	1.50	-
(5) Is a cool brand to be seen with	2.33	3.00	-	-	-	-	2.33	3.00	-	3.00	-
(6) Has a good texture	1.67	2.00	-	-	-	-	1.67	1.50	-	1.50	-
(7) The packaging/label has a cool design/look	1.00	1.00	-	-	-	-	1.00	2.00	-	2.00	-
(8) Variety of tastes/ flavors available	1.33	2.00	-	-	-	-	1.33	2.25	-	2.25	-
(9) Has a smooth flavor	2.00	3.00	-	-	-	-	2.00	2.00	-	2.00	-
(10) Has a flavor that lasts	1.67	2.00	-	-	-	-	1.67	1.50	-	1.50	-
(11) Has a premium look/ design	1.67	2.00	-	-	-	-	1.67	2.50	-	2.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 600

q284_27) Top 2 Box Summary Table - Skoal Xtra Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	-	9	10	4	10	-
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	-	9	10	4	10	-
Eff Base	8	7	1	1	1	-	9	10	4	10	-
(1) Has great taste	5	5	1	1	1	-	6	7	4	7	-
	62.5	71.5	100.0	100.0	100.0	-	66.7	70.1	100.0	70.1	-
(2) Is a quality product	4	4	1	1	1	-	5	6	4	6	-
	50.0	57.2	100.0	100.0	100.0	-	55.6	60.0	100.0	60.0	-
(3) Is a fresh product	5	5	1	1	1	-	5	6	4	6	-
	62.5	71.4	100.0	100.0	100.0	-	55.6	60.1	100.0	60.1	-
(4) Is better than I expected for the price	4	4	1	1	1	-	4	5	4	5	-
	50.0	57.2	100.0	100.0	100.0	-	44.5	50.1	100.0	50.1	-
(5) Is a cool brand to be seen with	4	4	1	1	1	-	5	6	4	6	-
	50.0	57.2	100.0	100.0	100.0	-	55.6	60.0	100.0	60.0	-
(6) Has a good texture	6	6	1	1	1	-	7	8	4	8	-
	75.1	85.8	100.0	100.0	100.0	-	77.8	80.1	100.0	80.1	-
(7) The packaging/label has a cool design/look	5	5	1	1	1	-	6	7	4	7	-
	62.5	71.4	100.0	100.0	100.0	-	66.7	70.0	100.0	70.0	-
(8) Variety of tastes/ flavors available	4	4	1	1	1	-	4	5	4	5	-
	50.0	57.2	100.0	100.0	100.0	-	44.5	50.1	100.0	50.1	-
(9) Has a smooth flavor	4	4	1	1	1	-	4	5	4	5	-
	50.0	57.2	100.0	100.0	100.0	-	44.5	50.1	100.0	50.1	-
(10) Has a flavor that lasts	4	4	1	1	1	-	4	5	4	5	-
	50.0	57.2	100.0	100.0	100.0	-	44.5	50.1	100.0	50.1	-
(11) Has a premium look/ design	4	4	1	1	1	-	4	5	4	5	-
	50.0	57.2	100.0	100.0	100.0	-	44.5	50.1	100.0	50.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 601

q284_27) Bottom 2 Box Summary Table - Skoal Xtra Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	-	9	10	4	10	-
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	-	9	10	4	10	-
Eff Base	8	7	1	1	1	-	9	10	4	10	-
(1) Has great taste	2	1	-	-	-	-	2	2	-	2	-
	25.0	14.3	-	-	-	-	22.2	20.0	-	20.0	-
(2) Is a quality product	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	11.1	10.0	-	10.0	-
(3) Is a fresh product	2	1	-	-	-	-	3	3	-	3	-
	25.0	14.3	-	-	-	-	33.3	29.9	-	29.9	-
(4) Is better than I expected for the price	2	1	-	-	-	-	2	2	-	2	-
	24.9	14.2	-	-	-	-	22.2	19.9	-	19.9	-
(5) Is a cool brand to be seen with	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	11.1	10.0	-	10.0	-
(6) Has a good texture	2	1	-	-	-	-	2	2	-	2	-
	24.9	14.2	-	-	-	-	22.2	19.9	-	19.9	-
(7) The packaging/label has a cool design/look	2	1	-	-	-	-	2	2	-	2	-
	24.9	14.2	-	-	-	-	22.2	19.9	-	19.9	-
(8) Variety of tastes/ flavors available	1	-	-	-	-	-	2	2	-	2	-
	12.5	-	-	-	-	-	22.2	19.9	-	19.9	-
(9) Has a smooth flavor	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	11.1	10.0	-	10.0	-
(10) Has a flavor that lasts	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	11.1	10.0	-	10.0	-
(11) Has a premium look/ design	4	3	-	-	-	-	5	5	-	5	-
	50.0	42.8	-	-	-	-	55.5	49.9	-	49.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 602

q284_27) Mean Summary Table - Skoal Xtra Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	-	9	10	4	10	-
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	-	9	10	4	10	-
Eff Base	8	7	1	1	1	-	9	10	4	10	-
(1) Has great taste	2.37	2.00	1.00	1.00	1.00	-	2.33	2.20	1.25	2.20	-
(2) Is a quality product	2.37	2.00	1.00	1.00	1.00	-	2.22	2.10	1.25	2.10	-
(3) Is a fresh product	2.37	2.14	1.00	1.00	1.00	-	2.55	2.40	1.50	2.40	-
(4) Is better than I expected for the price	2.37	2.14	1.00	1.00	1.00	-	2.44	2.40	1.25	2.40	-
(5) Is a cool brand to be seen with	2.62	2.29	1.00	1.00	1.00	-	2.56	2.50	1.75	2.50	-
(6) Has a good texture	2.37	2.00	1.00	1.00	1.00	-	2.33	2.20	1.50	2.20	-
(7) The packaging/label has a cool design/look	2.37	2.14	1.00	1.00	1.00	-	2.22	2.20	1.50	2.20	-
(8) Variety of tastes/ flavors available	2.25	2.00	1.00	1.00	1.00	-	2.55	2.50	1.25	2.50	-
(9) Has a smooth flavor	2.25	2.00	1.00	1.00	1.00	-	2.33	2.20	1.25	2.20	-
(10) Has a flavor that lasts	2.25	2.00	1.00	1.00	1.00	-	2.33	2.30	1.25	2.30	-
(11) Has a premium look/ design	2.62	2.43	1.00	1.00	1.00	-	2.78	2.60	1.25	2.60	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 603

q284_28) Top 2 Box Summary Table - Kodiak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	-	-	-	-	5	5	1	5	-
Base - Kodiak Pouches Most Often (Wgtd)	3	2	-	-	-	-	5	5	1	5	-
Eff Base	3	2	-	-	-	-	5	5	1	5	-
(1) Has great taste	1	1	-	-	-	-	2	2	-	2	-
	33.5	50.2	-	-	-	-	40.0	40.0	-	40.0	-
(2) Is a quality product	2	1	-	-	-	-	3	3	-	3	-
	66.8	50.2	-	-	-	-	60.0	60.0	-	60.0	-
(3) Is a fresh product	2	1	-	-	-	-	3	3	-	3	-
	66.8	50.2	-	-	-	-	60.0	60.0	-	60.0	-
(4) Is better than I expected for the price	1	1	-	-	-	-	2	2	-	2	-
	33.5	50.2	-	-	-	-	40.0	40.0	-	40.0	-
(5) Is a cool brand to be seen with	2	1	-	-	-	-	3	3	-	3	-
	66.8	50.2	-	-	-	-	60.0	60.0	-	60.0	-
(6) Has a good texture	2	1	-	-	-	-	3	3	-	3	-
	66.8	50.2	-	-	-	-	60.0	60.0	-	60.0	-
(7) The packaging/label has a cool design/look	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	19.9	19.9	-	19.9	-
(8) Variety of tastes/ flavors available	2	1	-	-	-	-	3	3	-	3	-
	66.8	50.2	-	-	-	-	60.0	60.0	-	60.0	-
(9) Has a smooth flavor	2	1	-	-	-	-	3	3	-	3	-
	66.8	50.2	-	-	-	-	60.0	60.0	-	60.0	-
(10) Has a flavor that lasts	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-
(11) Has a premium look/ design	1	1	-	-	-	-	2	2	-	2	-
	33.5	50.2	-	-	-	-	40.0	40.0	-	40.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 604

q284_28) Bottom 2 Box Summary Table - Kodiak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	-	-	-	-	5	5	1	5	-
Base - Kodiak Pouches Most Often (Wgtd)	3	2	-	-	-	-	5	5	1	5	-
Eff Base	3	2	-	-	-	-	5	5	1	5	-
(1) Has great taste	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(2) Is a quality product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.1	20.1	-	20.1	-
(3) Is a fresh product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.1	20.1	-	20.1	-
(4) Is better than I expected for the price	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.1	20.1	-	20.1	-
(5) Is a cool brand to be seen with	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.1	20.1	-	20.1	-
(6) Has a good texture	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.1	20.1	-	20.1	-
(7) The packaging/label has a cool design/look	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.1	20.1	-	20.1	-
(8) Variety of tastes/ flavors available	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.1	20.1	-	20.1	-
(9) Has a smooth flavor	1	1	-	-	-	-	2	2	1	2	-
	33.2	49.8	-	-	-	-	40.0	40.0	100.0	40.0	-
(10) Has a flavor that lasts	1	1	-	-	-	-	2	2	1	2	-
	33.2	49.8	-	-	-	-	40.0	40.0	100.0	40.0	-
(11) Has a premium look/ design	1	1	-	-	-	-	2	2	1	2	-
	33.2	49.8	-	-	-	-	40.0	40.0	100.0	40.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 605

q284_28) Mean Summary Table - Kodiak Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	-	-	-	-	5	5	1	5	-
Base - Kodiak Pouches Most Often (Wgtd)	3	2	-	-	-	-	5	5	1	5	-
Eff Base	3	2	-	-	-	-	5	5	1	5	-
(1) Has great taste	2.33	2.00	-	-	-	-	2.20	2.20	3.00	2.20	-
(2) Is a quality product	2.00	2.00	-	-	-	-	2.40	2.40	3.00	2.40	-
(3) Is a fresh product	2.33	2.50	-	-	-	-	2.80	2.80	3.00	2.80	-
(4) Is better than I expected for the price	2.33	2.00	-	-	-	-	2.60	2.60	3.00	2.60	-
(5) Is a cool brand to be seen with	2.00	2.00	-	-	-	-	2.60	2.60	3.00	2.60	-
(6) Has a good texture	2.33	2.50	-	-	-	-	2.80	2.80	3.00	2.80	-
(7) The packaging/label has a cool design/look	3.00	3.00	-	-	-	-	2.80	2.80	3.00	2.80	-
(8) Variety of tastes/ flavors available	2.33	2.50	-	-	-	-	2.40	2.40	3.00	2.40	-
(9) Has a smooth flavor	2.66	3.00	-	-	-	-	2.80	2.80	4.00	2.80	-
(10) Has a flavor that lasts	3.00	3.50	-	-	-	-	2.80	2.80	4.00	2.80	-
(11) Has a premium look/ design	3.00	3.00	-	-	-	-	3.00	3.00	4.00	3.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 606

q284_30) Top 2 Box Summary Table - Kayak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	-	-	-	-	7	7	1	7	-
Base - Kayak Pouches Most Often (Wgtd)	5	2	-	-	-	-	7	7	1	7	-
Eff Base	5	2	-	-	-	-	7	7	1	7	-
(1) Has great taste	1	1	-	-	-	-	1	1	-	1	-
	20.0	50.1	-	-	-	-	14.3	14.3	-	14.3	-
(2) Is a quality product	2	2	-	-	-	-	2	2	-	2	-
	39.9	100.0	-	-	-	-	28.5	28.5	-	28.5	-
(3) Is a fresh product	2	2	-	-	-	-	2	2	-	2	-
	39.9	100.0	-	-	-	-	28.5	28.5	-	28.5	-
(4) Is better than I expected for the price	1	-	-	-	-	-	1	1	1	1	-
	20.0	-	-	-	-	-	14.3	14.3	100.0	14.3	-
(5) Is a cool brand to be seen with	1	1	-	-	-	-	1	1	-	1	-
	20.0	50.1	-	-	-	-	14.3	14.3	-	14.3	-
(6) Has a good texture	2	1	-	-	-	-	2	2	1	2	-
	39.9	49.9	-	-	-	-	28.5	28.5	100.0	28.5	-
(7) The packaging/label has a cool design/look	2	1	-	-	-	-	2	2	1	2	-
	40.0	50.1	-	-	-	-	28.6	28.6	100.0	28.6	-
(8) Variety of tastes/ flavors available	1	1	-	-	-	-	1	1	-	1	-
	20.0	50.1	-	-	-	-	14.3	14.3	-	14.3	-
(9) Has a smooth flavor	3	2	-	-	-	-	4	4	1	4	-
	59.9	100.0	-	-	-	-	57.2	57.2	100.0	57.2	-
(10) Has a flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(11) Has a premium look/ design	2	1	-	-	-	-	2	2	1	2	-
	40.0	50.1	-	-	-	-	28.6	28.6	100.0	28.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 607

q284_30) Bottom 2 Box Summary Table - Kayak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	-	-	-	-	7	7	1	7	-
Base - Kayak Pouches Most Often (Wgtd)	5	2	-	-	-	-	7	7	1	7	-
Eff Base	5	2	-	-	-	-	7	7	1	7	-
(1) Has great taste	3	1	-	-	-	-	4	4	1	4	-
	60.1	49.9	-	-	-	-	57.1	57.1	100.0	57.1	-
(2) Is a quality product	1	-	-	-	-	-	2	2	-	2	-
	20.1	-	-	-	-	-	28.6	28.6	-	28.6	-
(3) Is a fresh product	2	-	-	-	-	-	4	4	-	4	-
	40.1	-	-	-	-	-	57.2	57.2	-	57.2	-
(4) Is better than I expected for the price	2	1	-	-	-	-	3	3	-	3	-
	40.1	49.9	-	-	-	-	42.9	42.9	-	42.9	-
(5) Is a cool brand to be seen with	1	-	-	-	-	-	3	3	-	3	-
	20.1	-	-	-	-	-	43.0	43.0	-	43.0	-
(6) Has a good texture	2	-	-	-	-	-	3	3	-	3	-
	40.1	-	-	-	-	-	42.8	42.8	-	42.8	-
(7) The packaging/label has a cool design/look	3	1	-	-	-	-	4	4	-	4	-
	60.0	49.9	-	-	-	-	57.1	57.1	-	57.1	-
(8) Variety of tastes/ flavors available	3	-	-	-	-	-	4	4	1	4	-
	60.1	-	-	-	-	-	57.1	57.1	100.0	57.1	-
(9) Has a smooth flavor	2	-	-	-	-	-	3	3	-	3	-
	40.1	-	-	-	-	-	42.8	42.8	-	42.8	-
(10) Has a flavor that lasts	2	-	-	-	-	-	4	4	1	4	-
	40.2	-	-	-	-	-	57.3	57.3	100.0	57.3	-
(11) Has a premium look/ design	1	-	-	-	-	-	2	2	-	2	-
	20.1	-	-	-	-	-	28.6	28.6	-	28.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 608

q284_30) Mean Summary Table - Kayak Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	-	-	-	-	7	7	1	7	-
Base - Kayak Pouches Most Often (Wgtd)	5	2	-	-	-	-	7	7	1	7	-
Eff Base	5	2	-	-	-	-	7	7	1	7	-
(1) Has great taste	3.40	3.00	-	-	-	-	3.57	3.57	4.00	3.57	-
(2) Is a quality product	2.80	2.00	-	-	-	-	3.14	3.14	3.00	3.14	-
(3) Is a fresh product	3.20	2.00	-	-	-	-	3.57	3.57	3.00	3.57	-
(4) Is better than I expected for the price	3.00	3.50	-	-	-	-	3.29	3.29	1.00	3.29	-
(5) Is a cool brand to be seen with	3.20	2.50	-	-	-	-	3.57	3.57	3.00	3.57	-
(6) Has a good texture	3.00	2.50	-	-	-	-	3.29	3.29	2.00	3.29	-
(7) The packaging/label has a cool design/look	3.40	3.50	-	-	-	-	3.57	3.57	2.00	3.57	-
(8) Variety of tastes/ flavors available	3.60	2.50	-	-	-	-	3.71	3.71	4.00	3.71	-
(9) Has a smooth flavor	2.80	2.00	-	-	-	-	3.00	3.00	1.00	3.00	-
(10) Has a flavor that lasts	3.60	3.00	-	-	-	-	3.86	3.86	5.00	3.86	-
(11) Has a premium look/ design	2.60	2.00	-	-	-	-	3.00	3.00	2.00	3.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 612

q285) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Cougar	35	18	5	4	4	1	38	40	6	40	-
	55.5	62.0	71.3	80.0	80.0	50.0	60.3	43.4	39.9	43.4	-
(2) Copenhagen	88	46	14	11	10	6	92	127	17	127	-
	75.2	80.7	100.0	100.0	100.0	100.0	78.0	72.1	77.2	72.1	-
(3) Grizzly	73	42	10	10	9	5	68	98	18	98	-
	61.8	65.6	71.3	90.8	89.9	83.2	57.6	58.0	69.2	58.0	-
(4) Hawken	30	17	3	2	2	-	30	33	7	33	-
	54.5	54.8	42.7	39.9	39.9	-	50.8	39.7	46.7	39.7	-
(5) Husky	40	20	4	4	4	1	40	46	14	46	-
	50.0	51.2	49.8	79.9	79.9	49.9	51.9	41.4	66.7	41.4	-
(6) Kayak	31	16	6	5	5	-	35	37	11	37	-
	41.9	48.4	74.9	83.3	83.3	-	47.9	35.2	73.4	35.2	-
(7) Longhorn	51	30	7	7	7	3	50	63	11	63	-
	54.2	65.2	58.2	69.9	77.7	59.8	56.2	45.6	68.7	45.6	-
(9) Red Man	41	27	8	5	5	2	41	53	9	53	-
	46.6	60.0	61.5	55.5	62.5	40.0	49.4	41.1	47.3	41.1	-
(10) Red Seal	43	25	7	7	7	2	46	53	12	53	-
	52.4	58.1	63.5	77.7	77.7	49.9	57.5	45.7	66.6	45.7	-
(12) Silver Creek	23	11	4	4	4	1	25	28	9	28	-
	44.2	47.7	66.5	100.0	100.0	100.0	48.0	35.9	69.1	35.9	-
(13) Skoal	83	46	13	12	11	6	81	108	19	108	-
	64.3	68.6	76.4	79.9	78.5	66.6	63.3	58.0	59.4	58.0	-
(14) Swisher	18	9	5	5	5	2	19	20	7	20	-
	62.1	69.2	100.0	100.0	100.0	100.0	65.5	62.5	77.7	62.5	-
(15) Timber Wolf	44	27	9	9	9	4	44	53	14	53	-
	53.0	58.7	69.1	90.0	100.0	100.0	53.7	43.4	77.8	43.4	-
(16) Skoal Xtra	53	33	9	8	8	3	55	70	12	70	-
	58.2	67.3	81.7	88.9	88.9	75.0	59.7	56.0	63.1	56.0	-
(17) Kodiak	53	27	9	7	7	2	55	65	12	65	-
	57.6	60.0	81.8	87.5	100.0	100.0	59.1	46.1	63.1	46.1	-
(18) Renegades	26	13	5	5	5	1	28	29	8	29	-
	50.9	50.0	71.3	83.3	83.3	50.0	57.1	40.8	66.7	40.8	-
(31) Stoker's	24	15	7	7	7	2	25	31	6	31	-
	58.6	62.5	100.0	100.0	100.0	100.0	64.1	57.4	66.7	57.4	-
(19) [Q270 OTHER]	2	-	-	-	-	-	2	2	-	2	-
	49.8	-	-	-	-	-	49.8	49.8	-	49.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 612

q285) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(20) Copenhagen Pouches	64	35	10	7	6	3	66	79	15	79	-
	63.4	67.3	83.3	87.5	85.7	100.0	63.5	58.5	71.4	58.5	-
(21) Grizzly Pouches	61	34	8	8	7	4	61	71	18	71	-
	67.0	73.9	72.5	88.8	87.4	79.8	68.5	59.1	90.0	59.1	-
(22) Longhorn Pouches	52	29	10	8	8	4	55	57	12	57	-
	59.1	59.2	62.5	66.7	72.7	66.7	63.9	52.3	66.7	52.3	-
(23) Renegades (Pouch)	31	22	6	5	5	2	35	37	12	37	-
	66.0	75.9	74.9	83.3	83.3	66.7	72.9	62.7	92.3	62.7	-
(24) Skoal Bandits	69	41	10	9	9	4	68	78	15	78	-
	60.0	70.7	76.9	75.0	81.8	80.0	63.0	52.3	75.0	52.3	-
(25) Skoal Pouches (other	60	40	12	10	10	5	59	67	17	67	-
than Bandits)	63.1	75.5	85.7	90.9	100.0	100.0	63.4	54.5	73.9	54.5	-
(26) Timber Wolf Pouches	39	25	8	7	7	2	43	44	10	44	-
	54.9	65.8	66.6	77.8	77.8	50.0	60.6	47.8	66.6	47.8	-
(27) Skoal Xtra Pouches	66	41	9	6	6	1	62	74	15	74	-
	68.7	78.8	89.9	100.0	100.0	100.0	67.3	60.6	78.9	60.6	-
(28) Kodiak Pouches	37	20	6	5	4	-	38	42	10	42	-
	56.1	60.6	74.9	83.3	80.0	-	57.5	50.0	66.6	50.0	-
(30) Kayak Pouches	40	21	8	8	8	1	40	42	11	42	-
	57.9	59.9	88.8	100.0	100.0	100.0	57.9	51.8	61.1	51.8	-
(29) Other	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	33.2	24.9	-	24.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 613

q285_1) Now, please tell us your overall impression of each of the following brands below.
- Cougar

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Cougar (Unwtd)	63	29	7	5	5	2	63	92	15	92	-
Base - Aware of Cougar (Wgtd)	63	29	7	5	5	2	63	92	15	92	-
Eff Base	63	29	7	5	5	2	63	92	15	92	-
Top 2 Box (Net)	35	18	5	4	4	1	38	40	6	40	-
	55.5	62.0	71.3	80.0	80.0	50.0	60.3	43.4	39.9	43.4	-
Extremely Favorable (1)	19	10	3	2	2	1	23	23	4	23	-
	30.1	34.5	42.8	40.0	40.0	50.0	36.5	25.0	26.6	25.0	-
2	16	8	2	2	2	-	15	17	2	17	-
	25.4	27.6	28.5	40.0	40.0	-	23.8	18.5	13.3	18.5	-
Somewhat Favorable (3)	10	3	2	1	1	1	11	18	2	18	-
	15.9	10.4	28.7	20.0	20.0	50.0	17.5	19.6	13.3	19.6	-
Bottom 2 Box (Net)	18	8	-	-	-	-	14	34	7	34	-
	28.6	27.6	-	-	-	-	22.2	37.0	46.7	37.0	-
4	10	5	-	-	-	-	9	18	5	18	-
	15.9	17.2	-	-	-	-	14.3	19.6	33.4	19.6	-
Not at all Favorable (5)	8	3	-	-	-	-	5	16	2	16	-
	12.7	10.3	-	-	-	-	8.0	17.4	13.4	17.4	-
Total	63	29	7	5	5	2	63	92	15	92	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.56	2.41	1.86	1.80	1.80	2.00	2.33	2.86	2.94	2.86	-
Std. Dev.	1.40	1.40	0.90	0.84	0.84	-	1.32	1.44	1.49	1.44	-
Std. Err.	0.18	0.26	0.34	0.37	0.37	-	0.17	0.15	0.38	0.15	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 614

q285_2) Now, please tell us your overall impression of each of the following brands below.
- Copenhagen

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Copenhagen (Unwtd)	117	57	14	11	10	6	118	176	22	176	-
Base - Aware of Copenhagen (Wgtd)	117	57	14	11	10	6	118	176	22	176	-
Eff Base	117	57	14	11	10	6	118	176	22	176	-
Top 2 Box (Net)	88	46	14	11	10	6	92	127	17	127	-
	75.2	80.7	100.0	100.0	100.0	100.0	78.0	72.1	77.2	72.1	-
Extremely Favorable (1)	54	28	9	7	7	4	58	76	13	76	-
	46.1	49.1	64.2	63.5	69.9	66.5	49.1	43.2	59.0	43.2	-
2	34	18	5	4	3	2	34	51	4	51	-
	29.1	31.6	35.8	36.5	30.1	33.5	28.8	29.0	18.2	29.0	-
Somewhat Favorable (3)	20	8	-	-	-	-	16	26	2	26	-
	17.1	14.0	-	-	-	-	13.6	14.8	9.1	14.8	-
Bottom 2 Box (Net)	9	3	-	-	-	-	10	23	3	23	-
	7.7	5.3	-	-	-	-	8.5	13.1	13.7	13.1	-
4	4	1	-	-	-	-	4	10	1	10	-
	3.4	1.7	-	-	-	-	3.4	5.7	4.5	5.7	-
Not at all Favorable (5)	5	2	-	-	-	-	6	13	2	13	-
	4.3	3.5	-	-	-	-	5.1	7.4	9.1	7.4	-
Total	117	57	14	11	10	6	118	176	22	176	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	1.91	1.79	1.36	1.36	1.30	1.33	1.86	2.05	1.87	2.05	-
Std. Dev.	1.08	1.00	0.50	0.50	0.48	0.52	1.10	1.22	1.32	1.22	-
Std. Err.	0.10	0.13	0.13	0.15	0.15	0.21	0.10	0.09	0.28	0.09	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 615

q285_3) Now, please tell us your overall impression of each of the following brands below.
- Grizzly

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Grizzly (Unwtd)	118	64	14	11	10	6	118	169	26	169	-
Base - Aware of Grizzly (Wgtd)	118	64	14	11	10	6	118	169	26	169	-
Eff Base	118	64	14	11	10	6	118	169	26	169	-
Top 2 Box (Net)	73	42	10	10	9	5	68	98	18	98	-
	61.8	65.6	71.3	90.8	89.9	83.2	57.6	58.0	69.2	58.0	-
Extremely Favorable (1)	37	22	4	4	3	2	39	52	8	52	-
	31.3	34.4	28.5	36.3	30.0	33.3	33.0	30.8	30.7	30.8	-
2	36	20	6	6	6	3	29	46	10	46	-
	30.5	31.2	42.8	54.5	60.0	49.9	24.6	27.2	38.5	27.2	-
Somewhat Favorable (3)	27	16	4	1	1	1	31	38	4	38	-
	22.9	25.0	28.7	9.2	10.1	16.8	26.3	22.5	15.4	22.5	-
Bottom 2 Box (Net)	18	6	-	-	-	-	19	33	4	33	-
	15.2	9.4	-	-	-	-	16.1	19.5	15.4	19.5	-
4	11	2	-	-	-	-	10	18	2	18	-
	9.3	3.1	-	-	-	-	8.5	10.6	7.7	10.6	-
Not at all Favorable (5)	7	4	-	-	-	-	9	15	2	15	-
	5.9	6.2	-	-	-	-	7.6	8.9	7.7	8.9	-
Total	118	64	14	11	10	6	118	169	26	169	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.28	2.16	2.00	1.73	1.80	1.84	2.33	2.40	2.23	2.40	-
Std. Dev.	1.18	1.13	0.78	0.65	0.63	0.75	1.23	1.27	1.21	1.27	-
Std. Err.	0.11	0.14	0.21	0.20	0.20	0.31	0.11	0.10	0.24	0.10	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 616

q285_4) Now, please tell us your overall impression of each of the following brands below.
- Hawken

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Hawken (Unwtd)	55	31	7	5	5	2	59	83	15	83	-
Base - Aware of Hawken (Wgtd)	55	31	7	5	5	2	59	83	15	83	-
Eff Base	55	31	7	5	5	2	59	83	15	83	-
Top 2 Box (Net)	30	17	3	2	2	-	30	33	7	33	-
	54.5	54.8	42.7	39.9	39.9	-	50.8	39.7	46.7	39.7	-
Extremely Favorable (1)	14	8	2	1	1	-	16	17	5	17	-
	25.4	25.8	28.5	20.0	20.0	-	27.1	20.4	33.3	20.4	-
2	16	9	1	1	1	-	14	16	2	16	-
	29.1	29.1	14.2	19.9	19.9	-	23.8	19.3	13.4	19.3	-
Somewhat Favorable (3)	10	7	4	3	3	2	12	19	5	19	-
	18.2	22.6	57.3	60.1	60.1	100.0	20.3	22.9	33.3	22.9	-
Bottom 2 Box (Net)	15	7	-	-	-	-	17	31	3	31	-
	27.3	22.6	-	-	-	-	28.9	37.4	20.0	37.4	-
4	8	4	-	-	-	-	9	15	2	15	-
	14.6	12.9	-	-	-	-	15.3	18.1	13.3	18.1	-
Not at all Favorable (5)	7	3	-	-	-	-	8	16	1	16	-
	12.8	9.7	-	-	-	-	13.6	19.3	6.7	19.3	-
Total	55	31	7	5	5	2	59	83	15	83	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.60	2.52	2.29	2.40	2.40	3.00	2.65	2.97	2.47	2.97	-
Std. Dev.	1.36	1.29	0.95	0.89	0.89	0.00	1.39	1.41	1.30	1.41	-
Std. Err.	0.18	0.23	0.36	0.40	0.40	0.00	0.18	0.15	0.34	0.15	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 617

q285_5) Now, please tell us your overall impression of each of the following brands below.
- Husky

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Husky (Unwtd)	80	39	8	5	5	2	77	111	21	111	-
Base - Aware of Husky (Wgtd)	80	39	8	5	5	2	77	111	21	111	-
Eff Base	80	39	8	5	5	2	77	111	21	111	-
Top 2 Box (Net)	40	20	4	4	4	1	40	46	14	46	-
	50.0	51.2	49.8	79.9	79.9	49.9	51.9	41.4	66.7	41.4	-
Extremely Favorable (1)	16	10	1	1	1	-	18	18	9	18	-
	20.0	25.6	12.4	20.0	20.0	-	23.4	16.2	42.9	16.2	-
2	24	10	3	3	3	1	22	28	5	28	-
	30.0	25.6	37.4	60.0	60.0	49.9	28.5	25.2	23.8	25.2	-
Somewhat Favorable (3)	14	7	3	-	-	-	15	23	3	23	-
	17.5	18.0	37.6	-	-	-	19.5	20.7	14.3	20.7	-
Bottom 2 Box (Net)	26	12	1	1	1	1	22	42	4	42	-
	32.5	30.8	12.5	20.1	20.1	50.1	28.6	37.9	19.0	37.9	-
4	13	7	-	-	-	-	13	21	2	21	-
	16.3	17.9	-	-	-	-	16.9	18.9	9.5	18.9	-
Not at all Favorable (5)	13	5	1	1	1	1	9	21	2	21	-
	16.3	12.8	12.5	20.1	20.1	50.1	11.7	18.9	9.5	18.9	-
Total	80	39	8	5	5	2	77	111	21	111	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.79	2.67	2.63	2.40	2.40	3.50	2.65	2.99	2.19	2.99	-
Std. Dev.	1.38	1.38	1.19	1.52	1.52	-	1.33	1.37	1.36	1.37	-
Std. Err.	0.15	0.22	0.42	0.68	0.68	-	0.15	0.13	0.30	0.13	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 618

q285_6) Now, please tell us your overall impression of each of the following brands below.
- Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Kayak (Unwtd)	74	33	8	6	6	1	73	105	15	105	-
Base - Aware of Kayak (Wgtd)	74	33	8	6	6	1	73	105	15	105	-
Eff Base	74	33	8	6	6	1	73	105	15	105	-
Top 2 Box (Net)	31	16	6	5	5	-	35	37	11	37	-
	41.9	48.4	74.9	83.3	83.3	-	47.9	35.2	73.4	35.2	-
Extremely Favorable (1)	17	11	5	4	4	-	22	22	6	22	-
	22.9	33.3	62.5	66.7	66.7	-	30.1	20.9	40.0	20.9	-
2	14	5	1	1	1	-	13	15	5	15	-
	18.9	15.1	12.5	16.6	16.6	-	17.8	14.3	33.4	14.3	-
Somewhat Favorable (3)	22	7	1	-	-	-	22	32	1	32	-
	29.8	21.3	12.6	-	-	-	30.2	30.5	6.7	30.5	-
Bottom 2 Box (Net)	21	10	1	1	1	1	16	36	3	36	-
	28.4	30.3	12.5	16.7	16.7	100.0	21.9	34.3	20.0	34.3	-
4	12	4	-	-	-	-	10	19	2	19	-
	16.2	12.1	-	-	-	-	13.7	18.1	13.3	18.1	-
Not at all Favorable (5)	9	6	1	1	1	1	6	17	1	17	-
	12.2	18.2	12.5	16.7	16.7	100.0	8.2	16.2	6.7	16.2	-
Total	74	33	8	6	6	1	73	105	15	105	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.76	2.67	1.88	1.83	1.83	5.00	2.52	2.94	2.13	2.94	-
Std. Dev.	1.31	1.51	1.46	1.60	1.60	-	1.28	1.35	1.30	1.35	-
Std. Err.	0.15	0.26	0.52	0.65	0.65	-	0.15	0.13	0.34	0.13	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 619

q285_7) Now, please tell us your overall impression of each of the following brands below.
- Longhorn

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Longhorn (Unwtd)	94	46	12	10	9	5	89	138	16	138	-
Base - Aware of Longhorn (Wgtd)	94	46	12	10	9	5	89	138	16	138	-
Eff Base	94	46	12	10	9	5	89	138	16	138	-
Top 2 Box (Net)	51	30	7	7	7	3	50	63	11	63	-
	54.2	65.2	58.2	69.9	77.7	59.8	56.2	45.6	68.7	45.6	-
Extremely Favorable (1)	30	19	3	3	3	1	32	37	7	37	-
	31.9	41.3	25.0	30.0	33.3	20.0	36.0	26.8	43.7	26.8	-
2	21	11	4	4	4	2	18	26	4	26	-
	22.3	23.9	33.2	39.9	44.3	39.9	20.2	18.8	25.0	18.8	-
Somewhat Favorable (3)	26	10	5	3	2	2	23	40	3	40	-
	27.7	21.8	41.8	30.1	22.3	40.2	25.8	29.0	18.7	29.0	-
Bottom 2 Box (Net)	17	6	-	-	-	-	16	35	2	35	-
	18.1	13.0	-	-	-	-	18.0	25.4	12.5	25.4	-
4	8	3	-	-	-	-	8	16	1	16	-
	8.5	6.5	-	-	-	-	9.0	11.6	6.3	11.6	-
Not at all Favorable (5)	9	3	-	-	-	-	8	19	1	19	-
	9.6	6.5	-	-	-	-	9.0	13.8	6.3	13.8	-
Total	94	46	12	10	9	5	89	138	16	138	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.42	2.13	2.17	2.00	1.89	2.20	2.35	2.67	2.06	2.67	-
Std. Dev.	1.28	1.22	0.84	0.82	0.78	0.84	1.30	1.35	1.24	1.35	-
Std. Err.	0.13	0.18	0.24	0.26	0.26	0.37	0.14	0.12	0.31	0.12	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 620

q285_9) Now, please tell us your overall impression of each of the following brands below.
- Red Man

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Red Man (Unwtd)	88	45	13	9	8	5	83	129	19	129	-
Base - Aware of Red Man (Wgtd)	88	45	13	9	8	5	83	129	19	129	-
Eff Base	88	45	13	9	8	5	83	129	19	129	-
Top 2 Box (Net)	41	27	8	5	5	2	41	53	9	53	-
	46.6	60.0	61.5	55.5	62.5	40.0	49.4	41.1	47.3	41.1	-
Extremely Favorable (1)	24	14	5	3	3	2	27	30	6	30	-
	27.3	31.1	38.4	33.3	37.5	40.0	32.5	23.3	31.5	23.3	-
2	17	13	3	2	2	-	14	23	3	23	-
	19.3	28.9	23.1	22.2	25.0	-	16.9	17.8	15.8	17.8	-
Somewhat Favorable (3)	28	10	5	4	3	3	23	44	5	44	-
	31.8	22.2	38.5	44.5	37.5	60.0	27.7	34.1	26.4	34.1	-
Bottom 2 Box (Net)	19	8	-	-	-	-	19	32	5	32	-
	21.6	17.8	-	-	-	-	22.9	24.8	26.4	24.8	-
4	10	3	-	-	-	-	11	15	4	15	-
	11.4	6.7	-	-	-	-	13.3	11.6	21.1	11.6	-
Not at all Favorable (5)	9	5	-	-	-	-	8	17	1	17	-
	10.2	11.1	-	-	-	-	9.6	13.2	5.3	13.2	-
Total	88	45	13	9	8	5	83	129	19	129	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.58	2.38	2.00	2.11	2.00	2.20	2.51	2.74	2.53	2.74	-
Std. Dev.	1.28	1.30	0.91	0.93	0.93	1.10	1.33	1.30	1.31	1.30	-
Std. Err.	0.14	0.19	0.25	0.31	0.33	0.49	0.15	0.11	0.30	0.11	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 621

q285_10) Now, please tell us your overall impression of each of the following brands below.
- Red Seal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Red Seal (Unwtd)	82	43	11	9	9	4	80	116	18	116	-
Base - Aware of Red Seal (Wgtd)	82	43	11	9	9	4	80	116	18	116	-
Eff Base	82	43	11	9	9	4	80	116	18	116	-
Top 2 Box (Net)	43	25	7	7	7	2	46	53	12	53	-
	52.4	58.1	63.5	77.7	77.7	49.9	57.5	45.7	66.6	45.7	-
Extremely Favorable (1)	25	12	3	3	3	1	27	30	7	30	-
	30.5	27.9	27.2	33.3	33.3	25.0	33.7	25.9	38.8	25.9	-
2	18	13	4	4	4	1	19	23	5	23	-
	21.9	30.2	36.3	44.4	44.4	25.0	23.7	19.8	27.8	19.8	-
Somewhat Favorable (3)	21	12	3	1	1	1	18	33	5	33	-
	25.6	27.9	27.4	11.1	11.1	25.0	22.5	28.5	27.8	28.5	-
Bottom 2 Box (Net)	18	6	1	1	1	1	16	30	1	30	-
	22.0	14.0	9.1	11.1	11.1	25.1	20.0	25.9	5.6	25.9	-
4	12	4	1	1	1	1	9	18	-	18	-
	14.6	9.3	9.1	11.1	11.1	25.1	11.3	15.5	-	15.5	-
Not at all Favorable	6	2	-	-	-	-	7	12	1	12	-
(5)	7.3	4.6	-	-	-	-	8.7	10.3	5.6	10.3	-
Total	82	43	11	9	9	4	80	116	18	116	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.46	2.33	2.18	2.00	2.00	2.50	2.37	2.65	2.06	2.65	-
Std. Dev.	1.27	1.13	0.98	1.00	1.00	1.29	1.30	1.30	1.11	1.30	-
Std. Err.	0.14	0.17	0.30	0.33	0.33	0.65	0.14	0.12	0.26	0.12	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 622

q285_12) Now, please tell us your overall impression of each of the following brands below.
- Silver Creek

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Silver Creek (Unwtd)	52	23	6	4	4	1	52	78	13	78	-
Base - Aware of Silver Creek (Wgtd)	52	23	6	4	4	1	52	78	13	78	-
Eff Base	52	23	6	4	4	1	52	78	13	78	-
Top 2 Box (Net)	23	11	4	4	4	1	25	28	9	28	-
	44.2	47.7	66.5	100.0	100.0	100.0	48.0	35.9	69.1	35.9	-
Extremely Favorable (1)	9	5	2	2	2	-	12	13	5	13	-
	17.3	21.7	33.3	50.0	50.0	-	23.0	16.6	38.4	16.6	-
2	14	6	2	2	2	1	13	15	4	15	-
	26.9	26.0	33.2	50.0	50.0	100.0	25.0	19.2	30.7	19.2	-
Somewhat Favorable (3)	13	8	2	-	-	-	16	22	1	22	-
	25.0	34.9	33.5	-	-	-	30.8	28.2	7.8	28.2	-
Bottom 2 Box (Net)	16	4	-	-	-	-	11	28	3	28	-
	30.8	17.4	-	-	-	-	21.2	35.9	23.1	35.9	-
4	12	2	-	-	-	-	8	18	2	18	-
	23.1	8.7	-	-	-	-	15.4	23.1	15.4	23.1	-
Not at all Favorable (5)	4	2	-	-	-	-	3	10	1	10	-
	7.7	8.7	-	-	-	-	5.8	12.9	7.7	12.9	-
Total	52	23	6	4	4	1	52	78	13	78	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.77	2.57	2.00	1.50	1.50	2.00	2.56	2.96	2.23	2.96	-
Std. Dev.	1.21	1.20	0.90	0.58	0.58	-	1.18	1.27	1.36	1.27	-
Std. Err.	0.17	0.25	0.37	0.29	0.29	-	0.16	0.14	0.38	0.14	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 623

q285_13) Now, please tell us your overall impression of each of the following brands below.
- Skoal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Skoal (Unwtd)	129	67	17	15	14	9	128	186	32	186	-
Base - Aware of Skoal (Wgtd)	129	67	17	15	14	9	128	186	32	186	-
Eff Base	129	67	17	15	14	9	128	186	32	186	-
Top 2 Box (Net)	83	46	13	12	11	6	81	108	19	108	-
	64.3	68.6	76.4	79.9	78.5	66.6	63.3	58.0	59.4	58.0	-
Extremely Favorable (1)	51	31	8	8	8	4	48	66	13	66	-
	39.5	46.2	47.0	53.3	57.1	44.4	37.5	35.5	40.6	35.5	-
2	32	15	5	4	3	2	33	42	6	42	-
	24.8	22.4	29.4	26.7	21.4	22.2	25.8	22.6	18.7	22.6	-
Somewhat Favorable (3)	27	16	4	3	3	3	24	40	8	40	-
	21.0	23.9	23.6	20.1	21.5	33.4	18.8	21.5	25.0	21.5	-
Bottom 2 Box (Net)	19	5	-	-	-	-	23	38	5	38	-
	14.7	7.5	-	-	-	-	18.0	20.4	15.6	20.4	-
4	7	1	-	-	-	-	9	14	1	14	-
	5.4	1.5	-	-	-	-	7.0	7.5	3.1	7.5	-
Not at all Favorable (5)	12	4	-	-	-	-	14	24	4	24	-
	9.3	6.0	-	-	-	-	10.9	12.9	12.5	12.9	-
Total	129	67	17	15	14	9	128	186	32	186	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.20	1.99	1.77	1.67	1.64	1.89	2.28	2.40	2.28	2.40	-
Std. Dev.	1.28	1.15	0.83	0.82	0.84	0.93	1.33	1.37	1.37	1.37	-
Std. Err.	0.11	0.14	0.20	0.21	0.23	0.31	0.12	0.10	0.24	0.10	-

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Study Number 5160290

20 Sep 2016
Table 624

q285_14) Now, please tell us your overall impression of each of the following brands below.
- Swisher

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Swisher (Unwtd)	29	13	5	5	5	2	29	32	9	32	-
Base - Aware of Swisher (Wgtd)	29	13	5	5	5	2	29	32	9	32	-
Eff Base	29	13	5	5	5	2	29	32	9	32	-
Top 2 Box (Net)	18	9	5	5	5	2	19	20	7	20	-
	62.1	69.2	100.0	100.0	100.0	100.0	65.5	62.5	77.7	62.5	-
Extremely Favorable (1)	9	4	3	3	3	1	9	10	5	10	-
	31.0	30.7	59.9	59.9	59.9	49.7	31.0	31.2	55.5	31.2	-
2	9	5	2	2	2	1	10	10	2	10	-
	31.1	38.5	40.1	40.1	40.1	50.3	34.5	31.3	22.3	31.3	-
Somewhat Favorable (3)	6	1	-	-	-	-	6	6	-	6	-
	20.7	7.7	-	-	-	-	20.7	18.8	-	18.8	-
Bottom 2 Box (Net)	5	3	-	-	-	-	4	6	2	6	-
	17.2	23.1	-	-	-	-	13.8	18.8	22.3	18.8	-
4	4	3	-	-	-	-	4	4	2	4	-
	13.8	23.1	-	-	-	-	13.8	12.5	22.3	12.5	-
Not at all Favorable (5)	1	-	-	-	-	-	-	2	-	2	-
	3.4	-	-	-	-	-	-	6.2	-	6.2	-
Total	29	13	5	5	5	2	29	32	9	32	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.28	2.23	1.40	1.40	1.40	1.50	2.17	2.31	1.89	2.31	-
Std. Dev.	1.16	1.17	0.55	0.55	0.55	0.71	1.04	1.23	1.27	1.23	-
Std. Err.	0.22	0.32	0.25	0.25	0.25	0.50	0.19	0.22	0.42	0.22	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 625

q285_15) Now, please tell us your overall impression of each of the following brands below.
- Timber Wolf

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Timber Wolf (Unwtd)	83	46	13	10	9	4	82	122	18	122	-
Base - Aware of Timber Wolf (Wgtd)	83	46	13	10	9	4	82	122	18	122	-
Eff Base	83	46	13	10	9	4	82	122	18	122	-
Top 2 Box (Net)	44	27	9	9	9	4	44	53	14	53	-
	53.0	58.7	69.1	90.0	100.0	100.0	53.7	43.4	77.8	43.4	-
Extremely Favorable (1)	21	15	5	5	5	2	22	24	7	24	-
	25.3	32.6	38.4	50.0	55.5	50.0	26.8	19.7	38.8	19.7	-
2	23	12	4	4	4	2	22	29	7	29	-
	27.7	26.1	30.7	40.0	44.5	50.0	26.8	23.8	38.9	23.8	-
Somewhat Favorable (3)	21	12	4	1	-	-	22	36	3	36	-
	25.3	26.1	30.9	10.0	-	-	26.8	29.5	16.7	29.5	-
Bottom 2 Box (Net)	18	7	-	-	-	-	16	33	1	33	-
	21.7	15.2	-	-	-	-	19.5	27.0	5.6	27.0	-
4	10	4	-	-	-	-	9	17	-	17	-
	12.1	8.7	-	-	-	-	11.0	13.9	-	13.9	-
Not at all Favorable (5)	8	3	-	-	-	-	7	16	1	16	-
	9.6	6.5	-	-	-	-	8.5	13.1	5.6	13.1	-
Total	83	46	13	10	9	4	82	122	18	122	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.53	2.30	1.92	1.60	1.44	1.50	2.48	2.77	1.95	2.77	-
Std. Dev.	1.26	1.21	0.86	0.70	0.53	0.58	1.24	1.28	1.06	1.28	-
Std. Err.	0.14	0.18	0.24	0.22	0.18	0.29	0.14	0.12	0.25	0.12	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 626

q285_16) Now, please tell us your overall impression of each of the following brands below.
- Skoal Xtra

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Skoal Xtra (Unwtd)	91	49	11	9	9	4	92	125	19	125	-
Base - Aware of Skoal Xtra (Wgtd)	91	49	11	9	9	4	92	125	19	125	-
Eff Base	91	49	11	9	9	4	92	125	19	125	-
Top 2 Box (Net)	53	33	9	8	8	3	55	70	12	70	-
	58.2	67.3	81.7	88.9	88.9	75.0	59.7	56.0	63.1	56.0	-
Extremely Favorable (1)	27	18	5	5	5	3	27	35	6	35	-
	29.6	36.7	45.4	55.6	55.6	75.0	29.3	28.0	31.5	28.0	-
2	26	15	4	3	3	-	28	35	6	35	-
	28.6	30.6	36.4	33.3	33.3	-	30.4	28.0	31.6	28.0	-
Somewhat Favorable (3)	17	10	2	1	1	1	18	26	2	26	-
	18.7	20.4	18.3	11.1	11.1	25.0	19.6	20.8	10.5	20.8	-
Bottom 2 Box (Net)	21	6	-	-	-	-	19	29	5	29	-
	23.1	12.3	-	-	-	-	20.7	23.2	26.4	23.2	-
4	12	3	-	-	-	-	10	13	3	13	-
	13.2	6.1	-	-	-	-	10.9	10.4	15.9	10.4	-
Not at all Favorable (5)	9	3	-	-	-	-	9	16	2	16	-
	9.9	6.1	-	-	-	-	9.8	12.8	10.5	12.8	-
Total	91	49	11	9	9	4	92	125	19	125	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.45	2.14	1.73	1.56	1.56	1.50	2.41	2.52	2.42	2.52	-
Std. Dev.	1.31	1.17	0.79	0.73	0.73	1.00	1.28	1.34	1.39	1.34	-
Std. Err.	0.14	0.17	0.24	0.24	0.24	0.50	0.13	0.12	0.32	0.12	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 627

q285_17) Now, please tell us your overall impression of each of the following brands below.
- Kodiak

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Kodiak (Unwtd)	92	45	11	8	7	2	93	141	19	141	-
Base - Aware of Kodiak (Wgtd)	92	45	11	8	7	2	93	141	19	141	-
Eff Base	92	45	11	8	7	2	93	141	19	141	-
Top 2 Box (Net)	53	27	9	7	7	2	55	65	12	65	-
	57.6	60.0	81.8	87.5	100.0	100.0	59.1	46.1	63.1	46.1	-
Extremely Favorable (1)	28	18	5	4	4	2	30	32	6	32	-
	30.4	40.0	45.4	50.0	57.1	100.0	32.2	22.7	31.5	22.7	-
2	25	9	4	3	3	-	25	33	6	33	-
	27.2	20.0	36.4	37.5	42.9	-	26.9	23.4	31.6	23.4	-
Somewhat Favorable (3)	24	12	2	1	-	-	22	37	3	37	-
	26.1	26.7	18.2	12.5	-	-	23.7	26.2	15.8	26.2	-
Bottom 2 Box (Net)	15	6	-	-	-	-	16	39	4	39	-
	16.3	13.3	-	-	-	-	17.2	27.7	21.1	27.7	-
4	8	2	-	-	-	-	8	18	3	18	-
	8.7	4.5	-	-	-	-	8.6	12.8	15.8	12.8	-
Not at all Favorable (5)	7	4	-	-	-	-	8	21	1	21	-
	7.6	8.9	-	-	-	-	8.6	14.9	5.3	14.9	-
Total	92	45	11	8	7	2	93	141	19	141	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.36	2.22	1.73	1.63	1.43	1.00	2.34	2.74	2.32	2.74	-
Std. Dev.	1.22	1.28	0.79	0.74	0.53	-	1.26	1.35	1.25	1.35	-
Std. Err.	0.13	0.19	0.24	0.26	0.20	-	0.13	0.11	0.29	0.11	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 628

q285_18) Now, please tell us your overall impression of each of the following brands below.
- Renegades

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Renegades (Unwtd)	51	26	7	6	6	2	49	71	12	71	-
Base - Aware of Renegades (Wgtd)	51	26	7	6	6	2	49	71	12	71	-
Eff Base	51	26	7	6	6	2	49	71	12	71	-
Top 2 Box (Net)	26	13	5	5	5	1	28	29	8	29	-
	50.9	50.0	71.3	83.3	83.3	50.0	57.1	40.8	66.7	40.8	-
Extremely Favorable (1)	16	9	2	2	2	1	17	17	5	17	-
	31.4	34.6	28.5	33.3	33.3	50.0	34.7	23.9	41.6	23.9	-
2	10	4	3	3	3	-	11	12	3	12	-
	19.6	15.4	42.8	50.0	50.0	-	22.4	16.9	25.1	16.9	-
Somewhat Favorable (3)	13	7	2	1	1	1	13	18	3	18	-
	25.5	26.9	28.7	16.7	16.7	50.0	26.5	25.3	25.0	25.3	-
Bottom 2 Box (Net)	12	6	-	-	-	-	8	24	1	24	-
	23.6	23.1	-	-	-	-	16.4	33.9	8.3	33.9	-
4	6	4	-	-	-	-	6	14	1	14	-
	11.8	15.4	-	-	-	-	12.3	19.8	8.3	19.8	-
Not at all Favorable (5)	6	2	-	-	-	-	2	10	-	10	-
	11.8	7.7	-	-	-	-	4.1	14.1	-	14.1	-
Total	51	26	7	6	6	2	49	71	12	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.53	2.46	2.00	1.83	1.83	2.00	2.29	2.83	2.00	2.83	-
Std. Dev.	1.36	1.33	0.82	0.75	0.75	-	1.19	1.37	1.04	1.37	-
Std. Err.	0.19	0.26	0.31	0.31	0.31	-	0.17	0.16	0.30	0.16	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 629

q285_31) Now, please tell us your overall impression of each of the following brands below.
- Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Stoker's (Unwtd)	41	24	7	7	7	2	39	54	9	54	-
Base - Aware of Stoker's (Wgtd)	41	24	7	7	7	2	39	54	9	54	-
Eff Base	41	24	7	7	7	2	39	54	9	54	-
Top 2 Box (Net)	24	15	7	7	7	2	25	31	6	31	-
	58.6	62.5	100.0	100.0	100.0	100.0	64.1	57.4	66.7	57.4	-
Extremely Favorable (1)	11	6	5	5	5	2	13	16	3	16	-
	26.8	25.0	71.5	71.5	71.5	100.0	33.3	29.6	33.4	29.6	-
2	13	9	2	2	2	-	12	15	3	15	-
	31.7	37.5	28.5	28.5	28.5	-	30.8	27.8	33.3	27.8	-
Somewhat Favorable (3)	7	5	-	-	-	-	8	10	2	10	-
	17.1	20.8	-	-	-	-	20.5	18.5	22.3	18.5	-
Bottom 2 Box (Net)	10	4	-	-	-	-	6	13	1	13	-
	24.4	16.7	-	-	-	-	15.4	24.1	11.1	24.1	-
4	6	3	-	-	-	-	6	8	1	8	-
	14.6	12.5	-	-	-	-	15.4	14.8	11.1	14.8	-
Not at all Favorable (5)	4	1	-	-	-	-	-	5	-	5	-
	9.7	4.2	-	-	-	-	-	9.3	-	9.3	-
Total	41	24	7	7	7	2	39	54	9	54	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.49	2.33	1.28	1.28	1.28	1.00	2.18	2.46	2.11	2.46	-
Std. Dev.	1.31	1.13	0.49	0.49	0.49	0.00	1.07	1.31	1.05	1.31	-
Std. Err.	0.20	0.23	0.18	0.18	0.18	0.00	0.17	0.18	0.35	0.18	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 630

q285_19) Now, please tell us your overall impression of each of the following brands below.
- [Q270 OTHER]

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of [Q270 OTHER] (Unwtd)	4	-	-	-	-	-	4	4	-	4	-
Base - Aware of [Q270 OTHER] (Wgtd)	4	-	-	-	-	-	4	4	-	4	-
Eff Base	4	-	-	-	-	-	4	4	-	4	-
Top 2 Box (Net)	2	-	-	-	-	-	2	2	-	2	-
	49.8	-	-	-	-	-	49.8	49.8	-	49.8	-
Extremely Favorable (1)	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	24.9	24.9	-	24.9	-
2	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	24.9	24.9	-	24.9	-
Somewhat Favorable (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	2	-	-	-	-	-	2	2	-	2	-
	50.2	-	-	-	-	-	50.2	50.2	-	50.2	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	2	-	-	-	-	-	2	2	-	2	-
	50.2	-	-	-	-	-	50.2	50.2	-	50.2	-
Total	4	-	-	-	-	-	4	4	-	4	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.26	-	-	-	-	-	3.26	3.26	-	3.26	-
Std. Dev.	2.06	-	-	-	-	-	2.06	2.06	-	2.06	-
Std. Err.	1.03	-	-	-	-	-	1.03	1.03	-	1.03	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 631

q285_20) Now, please tell us your overall impression of each of the following brands below.
- Copenhagen Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Copenhagen Pouches (Unwtd)	101	52	12	8	7	3	104	135	21	135	-
Base - Aware of Copenhagen Pouches (Wgtd)	101	52	12	8	7	3	104	135	21	135	-
Eff Base	101	52	12	8	7	3	104	135	21	135	-
Top 2 Box (Net)	64	35	10	7	6	3	66	79	15	79	-
	63.4	67.3	83.3	87.5	85.7	100.0	63.5	58.5	71.4	58.5	-
Extremely Favorable (1)	36	22	7	5	5	3	39	46	12	46	-
	35.7	42.3	58.3	62.5	71.4	100.0	37.5	34.1	57.2	34.1	-
2	28	13	3	2	1	-	27	33	3	33	-
	27.7	25.0	24.9	24.9	14.2	-	25.9	24.4	14.3	24.4	-
Somewhat Favorable (3)	24	12	2	1	1	-	26	33	3	33	-
	23.8	23.1	16.7	12.5	14.3	-	25.0	24.5	14.3	24.5	-
Bottom 2 Box (Net)	13	5	-	-	-	-	12	23	3	23	-
	12.9	9.6	-	-	-	-	11.5	17.0	14.3	17.0	-
4	4	1	-	-	-	-	5	8	1	8	-
	4.0	1.9	-	-	-	-	4.8	5.9	4.8	5.9	-
Not at all Favorable (5)	9	4	-	-	-	-	7	15	2	15	-
	8.9	7.7	-	-	-	-	6.7	11.1	9.5	11.1	-
Total	101	52	12	8	7	3	104	135	21	135	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.23	2.08	1.58	1.50	1.43	1.00	2.17	2.36	1.95	2.36	-
Std. Dev.	1.23	1.20	0.79	0.76	0.79	0.00	1.19	1.31	1.36	1.31	-
Std. Err.	0.12	0.17	0.23	0.27	0.30	0.00	0.12	0.11	0.30	0.11	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 632

q285_21) Now, please tell us your overall impression of each of the following brands below.
- Grizzly Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Grizzly Pouches (Unwtd)	91	46	11	9	8	5	89	120	20	120	-
Base - Aware of Grizzly Pouches (Wgtd)	91	46	11	9	8	5	89	120	20	120	-
Eff Base	91	46	11	9	8	5	89	120	20	120	-
Top 2 Box (Net)	61	34	8	8	7	4	61	71	18	71	-
	67.0	73.9	72.5	88.8	87.4	79.8	68.5	59.1	90.0	59.1	-
Extremely Favorable (1)	38	26	5	5	4	3	39	44	11	44	-
	41.8	56.5	45.3	55.5	49.9	59.8	43.8	36.7	55.0	36.7	-
2	23	8	3	3	3	1	22	27	7	27	-
	25.2	17.4	27.2	33.3	37.5	20.0	24.7	22.5	34.9	22.5	-
Somewhat Favorable (3)	16	8	3	1	1	1	15	26	1	26	-
	17.6	17.5	27.5	11.2	12.6	20.2	16.9	21.7	5.1	21.7	-
Bottom 2 Box (Net)	14	4	-	-	-	-	13	23	1	23	-
	15.4	8.7	-	-	-	-	14.6	19.2	5.0	19.2	-
4	9	4	-	-	-	-	9	13	1	13	-
	9.9	8.7	-	-	-	-	10.1	10.8	5.0	10.8	-
Not at all Favorable (5)	5	-	-	-	-	-	4	10	-	10	-
	5.5	-	-	-	-	-	4.5	8.3	-	8.3	-
Total	91	46	11	9	8	5	89	120	20	120	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.12	1.78	1.82	1.56	1.63	1.60	2.07	2.32	1.60	2.32	-
Std. Dev.	1.22	1.03	0.87	0.73	0.75	0.90	1.19	1.30	0.82	1.30	-
Std. Err.	0.13	0.15	0.26	0.24	0.26	0.40	0.13	0.12	0.18	0.12	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 633

q285_22) Now, please tell us your overall impression of each of the following brands below.
- Longhorn Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Longhorn Pouches (Unwtd)	88	49	16	12	11	6	86	109	18	109	-
Base - Aware of Longhorn Pouches (Wgtd)	88	49	16	12	11	6	86	109	18	109	-
Eff Base	88	49	16	12	11	6	86	109	18	109	-
Top 2 Box (Net)	52	29	10	8	8	4	55	57	12	57	-
	59.1	59.2	62.5	66.7	72.7	66.7	63.9	52.3	66.7	52.3	-
Extremely Favorable (1)	29	15	4	2	2	1	32	33	4	33	-
	32.9	30.6	24.9	16.6	18.1	16.6	37.2	30.2	22.2	30.2	-
2	23	14	6	6	6	3	23	24	8	24	-
	26.1	28.6	37.5	50.1	54.6	50.1	26.7	22.0	44.5	22.0	-
Somewhat Favorable (3)	16	11	5	3	2	1	15	26	3	26	-
	18.2	22.4	31.3	25.0	18.2	16.6	17.5	23.9	16.7	23.9	-
Bottom 2 Box (Net)	20	9	1	1	1	1	16	26	3	26	-
	22.7	18.4	6.3	8.4	9.1	16.7	18.6	23.9	16.7	23.9	-
4	12	8	1	1	1	1	11	13	3	13	-
	13.6	16.3	6.3	8.4	9.1	16.7	12.8	11.9	16.7	11.9	-
Not at all Favorable	8	1	-	-	-	-	5	13	-	13	-
(5)	9.1	2.0	-	-	-	-	5.8	11.9	-	11.9	-
Total	88	49	16	12	11	6	86	109	18	109	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.40	2.31	2.19	2.25	2.18	2.33	2.23	2.53	2.28	2.53	-
Std. Dev.	1.32	1.14	0.91	0.87	0.87	1.03	1.24	1.35	1.02	1.35	-
Std. Err.	0.14	0.16	0.23	0.25	0.26	0.42	0.13	0.13	0.24	0.13	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 634

q285_23) Now, please tell us your overall impression of each of the following brands below.
- Renegades (Pouch)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Renegades (Pouch) (Unwtd)	47	29	8	6	6	3	48	59	13	59	-
Base - Aware of Renegades (Pouch) (Wgtd)	47	29	8	6	6	3	48	59	13	59	-
Eff Base	47	29	8	6	6	3	48	59	13	59	-
Top 2 Box (Net)	31	22	6	5	5	2	35	37	12	37	-
	66.0	75.9	74.9	83.3	83.3	66.7	72.9	62.7	92.3	62.7	-
Extremely Favorable (1)	15	14	2	1	1	-	21	21	9	21	-
	31.9	48.3	24.9	16.6	16.6	-	43.7	35.6	69.3	35.6	-
2	16	8	4	4	4	2	14	16	3	16	-
	34.0	27.6	50.0	66.7	66.7	66.7	29.2	27.1	23.1	27.1	-
Somewhat Favorable (3)	9	4	1	-	-	-	9	13	-	13	-
	19.1	13.8	12.6	-	-	-	18.8	22.1	-	22.1	-
Bottom 2 Box (Net)	7	3	1	1	1	1	4	9	1	9	-
	14.9	10.3	12.5	16.7	16.7	33.3	8.3	15.2	7.7	15.2	-
4	6	2	-	-	-	-	4	8	1	8	-
	12.8	6.9	-	-	-	-	8.3	13.6	7.7	13.6	-
Not at all Favorable (5)	1	1	1	1	1	1	-	1	-	1	-
	2.1	3.4	12.5	16.7	16.7	33.3	-	1.7	-	1.7	-
Total	47	29	8	6	6	3	48	59	13	59	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.19	1.90	2.25	2.33	2.33	3.00	1.92	2.19	1.46	2.19	-
Std. Dev.	1.10	1.11	1.28	1.37	1.37	1.73	0.99	1.12	0.88	1.12	-
Std. Err.	0.16	0.21	0.45	0.56	0.56	1.00	0.14	0.15	0.24	0.15	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 635

q285_24) Now, please tell us your overall impression of each of the following brands below.
- Skoal Bandits

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Skoal Bandits (Unwtd)	115	58	13	12	11	5	108	149	20	149	-
Base - Aware of Skoal Bandits (Wgtd)	115	58	13	12	11	5	108	149	20	149	-
Eff Base	115	58	13	12	11	5	108	149	20	149	-
Top 2 Box (Net)	69	41	10	9	9	4	68	78	15	78	-
	60.0	70.7	76.9	75.0	81.8	80.0	63.0	52.3	75.0	52.3	-
Extremely Favorable (1)	32	20	1	1	1	-	33	35	8	35	-
	27.8	34.5	7.7	8.3	9.1	-	30.6	23.5	40.1	23.5	-
2	37	21	9	8	8	4	35	43	7	43	-
	32.2	36.2	69.3	66.7	72.7	80.0	32.4	28.8	34.9	28.8	-
Somewhat Favorable (3)	24	9	2	2	1	-	18	34	3	34	-
	20.9	15.5	15.4	16.7	9.1	-	16.7	22.8	15.0	22.8	-
Bottom 2 Box (Net)	22	8	1	1	1	1	22	37	2	37	-
	19.1	13.8	7.7	8.3	9.1	20.0	20.4	24.8	10.0	24.8	-
4	9	5	-	-	-	-	13	17	1	17	-
	7.8	8.6	-	-	-	-	12.0	11.4	5.0	11.4	-
Not at all Favorable (5)	13	3	1	1	1	1	9	20	1	20	-
	11.3	5.2	7.7	8.3	9.1	20.0	8.3	13.4	5.0	13.4	-
Total	115	58	13	12	11	5	108	149	20	149	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.43	2.14	2.31	2.33	2.27	2.60	2.35	2.62	2.00	2.62	-
Std. Dev.	1.28	1.15	0.95	0.98	1.01	1.34	1.26	1.32	1.12	1.32	-
Std. Err.	0.12	0.15	0.26	0.28	0.30	0.60	0.12	0.11	0.25	0.11	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 636

q285_25) Now, please tell us your overall impression of each of the following brands below.
- Skoal Pouches (other than Bandits)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Skoal Pouches (other than Bandits) (Unwtd)	95	53	14	11	10	5	93	123	23	123	-
Base - Aware of Skoal Pouches (other than Bandits) (Wgtd)	95	53	14	11	10	5	93	123	23	123	-
Eff Base	95	53	14	11	10	5	93	123	23	123	-
Top 2 Box (Net)	60	40	12	10	10	5	59	67	17	67	-
	63.1	75.5	85.7	90.9	100.0	100.0	63.4	54.5	73.9	54.5	-
Extremely Favorable (1)	32	26	7	7	7	4	31	35	11	35	-
	33.7	49.1	49.9	63.6	70.0	80.0	33.3	28.5	47.9	28.5	-
2	28	14	5	3	3	1	28	32	6	32	-
	29.5	26.4	35.7	27.3	30.0	20.0	30.1	26.0	26.0	26.0	-
Somewhat Favorable (3)	17	5	2	1	-	-	15	21	2	21	-
	17.9	9.4	14.3	9.1	-	-	16.1	17.1	8.7	17.1	-
Bottom 2 Box (Net)	18	8	-	-	-	-	19	35	4	35	-
	18.9	15.1	-	-	-	-	20.4	28.4	17.4	28.4	-
4	6	3	-	-	-	-	8	14	3	14	-
	6.3	5.7	-	-	-	-	8.6	11.4	13.1	11.4	-
Not at all Favorable (5)	12	5	-	-	-	-	11	21	1	21	-
	12.6	9.4	-	-	-	-	11.8	17.1	4.3	17.1	-
Total	95	53	14	11	10	5	93	123	23	123	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.35	2.00	1.64	1.45	1.30	1.20	2.35	2.63	2.00	2.63	-
Std. Dev.	1.34	1.30	0.75	0.69	0.48	0.45	1.34	1.44	1.24	1.44	-
Std. Err.	0.14	0.18	0.20	0.21	0.15	0.20	0.14	0.13	0.26	0.13	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 637

q285_26) Now, please tell us your overall impression of each of the following brands below.
- Timber Wolf Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Timber Wolf Pouches (Unwtd)	71	38	12	9	9	4	71	92	15	92	-
Base - Aware of Timber Wolf Pouches (Wgtd)	71	38	12	9	9	4	71	92	15	92	-
Eff Base	71	38	12	9	9	4	71	92	15	92	-
Top 2 Box (Net)	39	25	8	7	7	2	43	44	10	44	-
	54.9	65.8	66.6	77.8	77.8	50.0	60.6	47.8	66.6	47.8	-
Extremely Favorable (1)	21	13	3	2	2	-	24	25	5	25	-
	29.6	34.2	25.0	22.2	22.2	-	33.8	27.2	33.3	27.2	-
2	18	12	5	5	5	2	19	19	5	19	-
	25.4	31.6	41.6	55.6	55.6	50.0	26.8	20.6	33.3	20.6	-
Somewhat Favorable (3)	16	7	3	1	1	1	13	22	1	22	-
	22.5	18.4	25.1	11.1	11.1	24.9	18.3	23.9	6.6	23.9	-
Bottom 2 Box (Net)	16	6	1	1	1	1	15	26	4	26	-
	22.5	15.8	8.3	11.1	11.1	25.1	21.1	28.3	26.7	28.3	-
4	13	6	1	1	1	1	13	20	4	20	-
	18.3	15.8	8.3	11.1	11.1	25.1	18.3	21.7	26.7	21.7	-
Not at all Favorable (5)	3	-	-	-	-	-	2	6	-	6	-
	4.2	-	-	-	-	-	2.8	6.5	-	6.5	-
Total	71	38	12	9	9	4	71	92	15	92	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.42	2.16	2.17	2.11	2.11	2.75	2.30	2.60	2.27	2.60	-
Std. Dev.	1.22	1.08	0.94	0.93	0.93	0.96	1.20	1.28	1.22	1.28	-
Std. Err.	0.14	0.18	0.27	0.31	0.31	0.48	0.14	0.13	0.32	0.13	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 638

q285_27) Now, please tell us your overall impression of each of the following brands below.
- Skoal Xtra Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Skoal Xtra Pouches (Unwtd)	96	52	10	6	6	1	92	122	19	122	-
Base - Aware of Skoal Xtra Pouches (Wgtd)	96	52	10	6	6	1	92	122	19	122	-
Eff Base	96	52	10	6	6	1	92	122	19	122	-
Top 2 Box (Net)	66	41	9	6	6	1	62	74	15	74	-
	68.7	78.8	89.9	100.0	100.0	100.0	67.3	60.6	78.9	60.6	-
Extremely Favorable (1)	38	24	4	3	3	1	34	42	10	42	-
	39.6	46.1	39.9	50.0	50.0	100.0	36.9	34.4	52.6	34.4	-
2	28	17	5	3	3	-	28	32	5	32	-
	29.1	32.7	50.0	50.0	50.0	-	30.4	26.2	26.3	26.2	-
Somewhat Favorable (3)	13	5	1	-	-	-	13	21	1	21	-
	13.6	9.6	10.1	-	-	-	14.2	17.2	5.3	17.2	-
Bottom 2 Box (Net)	17	6	-	-	-	-	17	27	3	27	-
	17.7	11.5	-	-	-	-	18.5	22.1	15.8	22.1	-
4	10	5	-	-	-	-	9	14	2	14	-
	10.4	9.6	-	-	-	-	9.8	11.5	10.5	11.5	-
Not at all Favorable (5)	7	1	-	-	-	-	8	13	1	13	-
	7.3	1.9	-	-	-	-	8.7	10.7	5.3	10.7	-
Total	96	52	10	6	6	1	92	122	19	122	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.17	1.88	1.70	1.50	1.50	1.00	2.23	2.38	1.90	2.38	-
Std. Dev.	1.26	1.06	0.68	0.55	0.55	-	1.29	1.34	1.24	1.34	-
Std. Err.	0.13	0.15	0.21	0.22	0.22	-	0.13	0.12	0.29	0.12	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 639

q285_28) Now, please tell us your overall impression of each of the following brands below.
- Kodiak Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Kodiak Pouches (Unwtd)	66	33	8	6	5	-	66	84	15	84	-
Base - Aware of Kodiak Pouches (Wgtd)	66	33	8	6	5	-	66	84	15	84	-
Eff Base	66	33	8	6	5	-	66	84	15	84	-
Top 2 Box (Net)	37	20	6	5	4	-	38	42	10	42	-
	56.1	60.6	74.9	83.3	80.0	-	57.5	50.0	66.6	50.0	-
Extremely Favorable (1)	14	8	2	2	2	-	17	17	4	17	-
	21.2	24.3	24.9	33.3	40.0	-	25.8	20.3	26.7	20.3	-
2	23	12	4	3	2	-	21	25	6	25	-
	34.8	36.3	50.0	50.0	40.0	-	31.8	29.7	39.9	29.7	-
Somewhat Favorable (3)	18	10	2	1	1	-	18	25	3	25	-
	27.3	30.3	25.1	16.7	20.0	-	27.3	29.8	20.1	29.8	-
Bottom 2 Box (Net)	11	3	-	-	-	-	10	17	2	17	-
	16.7	9.1	-	-	-	-	15.2	20.3	13.3	20.3	-
4	7	2	-	-	-	-	6	10	2	10	-
	10.6	6.1	-	-	-	-	9.1	11.9	13.3	11.9	-
Not at all Favorable (5)	4	1	-	-	-	-	4	7	-	7	-
	6.1	3.0	-	-	-	-	6.1	8.3	-	8.3	-
Total	66	33	8	6	5	-	66	84	15	84	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	2.45	2.27	2.00	1.83	1.80	-	2.38	2.58	2.20	2.58	-
Std. Dev.	1.13	1.01	0.76	0.75	0.84	-	1.15	1.18	1.01	1.18	-
Std. Err.	0.14	0.18	0.27	0.31	0.37	-	0.14	0.13	0.26	0.13	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 640

q285_30) Now, please tell us your overall impression of each of the following brands below.
- Kayak Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Kayak Pouches (Unwtd)	69	35	9	8	8	1	69	81	18	81	-
Base - Aware of Kayak Pouches (Wgtd)	69	35	9	8	8	1	69	81	18	81	-
Eff Base	69	35	9	8	8	1	69	81	18	81	-
Top 2 Box (Net)	40	21	8	8	8	1	40	42	11	42	-
	57.9	59.9	88.8	100.0	100.0	100.0	57.9	51.8	61.1	51.8	-
Extremely Favorable (1)	17	11	3	3	3	1	19	19	5	19	-
	24.6	31.4	33.3	37.5	37.5	100.0	27.5	23.5	27.8	23.5	-
2	23	10	5	5	5	-	21	23	6	23	-
	33.3	28.5	55.5	62.5	62.5	-	30.4	28.3	33.4	28.3	-
Somewhat Favorable (3)	15	8	1	-	-	-	15	19	2	19	-
	21.8	23.0	11.2	-	-	-	21.8	23.5	11.1	23.5	-
Bottom 2 Box (Net)	14	6	-	-	-	-	14	20	5	20	-
	20.3	17.1	-	-	-	-	20.3	24.7	27.8	24.7	-
4	7	3	-	-	-	-	10	12	3	12	-
	10.1	8.6	-	-	-	-	14.5	14.8	16.6	14.8	-
Not at all Favorable (5)	7	3	-	-	-	-	4	8	2	8	-
	10.2	8.6	-	-	-	-	5.8	9.9	11.1	9.9	-
Total	69	35	9	8	8	1	69	81	18	81	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.48	2.34	1.78	1.63	1.63	1.00	2.41	2.59	2.50	2.59	-
Std. Dev.	1.26	1.26	0.67	0.52	0.52	-	1.20	1.27	1.38	1.27	-
Std. Err.	0.15	0.21	0.22	0.18	0.18	-	0.15	0.14	0.33	0.14	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 641

q285_29) Now, please tell us your overall impression of each of the following brands below.
- Other

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Other (Unwtd)	3	-	-	-	-	-	3	4	-	4	-
Base - Aware of Other (Wgtd)	3	-	-	-	-	-	3	4	-	4	-
Eff Base	3	-	-	-	-	-	3	4	-	4	-
Top 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	33.2	24.9	-	24.9	-
Extremely Favorable (1)	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	33.2	24.9	-	24.9	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	1	-	1	-
	33.6	-	-	-	-	-	33.6	25.2	-	25.2	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	2	-	2	-
	33.2	-	-	-	-	-	33.2	49.9	-	49.9	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	1	-	-	-	-	-	1	2	-	2	-
	33.2	-	-	-	-	-	33.2	49.9	-	49.9	-
Total	3	-	-	-	-	-	3	4	-	4	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.00	-	-	-	-	-	3.00	3.50	-	3.50	-
Std. Dev.	2.00	-	-	-	-	-	2.00	1.91	-	1.91	-
Std. Err.	1.15	-	-	-	-	-	1.15	0.96	-	0.96	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 642

q286) Which type of moist snuff do you typically use?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Fine cut	65	36	7	5	5	2	71	90	17	90	-
	27.7	29.3	29.2	26.3	27.8	18.2	29.6	29.5	29.3	29.5	-
Long cut	88	37	9	7	7	5	82	116	14	116	-
	37.5	30.1	37.5	36.9	38.9	45.5	34.2	38.0	24.1	38.0	-
Pouched moist snuff (e.g. Wolfpacks, Skoal Bandits)	67	41	7	6	5	3	72	83	22	83	-
	28.5	33.3	29.1	31.5	27.8	27.2	30.0	27.2	37.9	27.2	-
Other	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
Don't know	15	9	1	1	1	1	14	15	5	15	-
	6.4	7.3	4.2	5.3	5.6	9.1	5.8	4.9	8.6	4.9	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 643

q287_1) How long has [Q274] been the brand you use most often? - Cougar Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	-	-	-	-	6	6	1	6	-
Base - Cougar Most Often (Wgtd)	5	3	-	-	-	-	6	6	1	6	-
Eff Base	5	3	-	-	-	-	6	6	1	6	-
<1 Year - 9 Years (Net)	5	3	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
6 months up to 1 year	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	16.7	16.7	-	16.7	-
1 year	2	-	-	-	-	-	2	2	1	2	-
	40.0	-	-	-	-	-	33.3	33.3	100.0	33.3	-
2 years	1	1	-	-	-	-	1	1	-	1	-
	20.0	33.2	-	-	-	-	16.6	16.6	-	16.6	-
3 years	1	1	-	-	-	-	1	1	-	1	-
	20.1	33.5	-	-	-	-	16.8	16.8	-	16.8	-
7 years	1	1	-	-	-	-	1	1	-	1	-
	20.0	33.2	-	-	-	-	16.6	16.6	-	16.6	-
Total	5	3	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.80	4.00	-	-	-	-	2.46	2.46	1.00	2.46	-
Std. Dev.	2.49	2.64	-	-	-	-	2.38	2.38	-	2.38	-
Std. Err.	1.11	1.53	-	-	-	-	0.97	0.97	-	0.97	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 644

q287_2) How long has [Q274] been the brand you use most often? - Copenhagen Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	34	47	7	47	-
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	34	47	7	47	-
Eff Base	30	12	4	2	2	1	34	47	7	47	-
<1 Year - 9 Years (Net)	19	7	2	2	2	1	19	26	5	26	-
	63.3	58.2	49.8	100.0	100.0	100.0	55.8	55.2	71.4	55.2	-
Less than 6 months	2	2	1	1	1	1	3	4	1	4	-
	6.6	16.6	24.9	50.0	50.0	100.0	8.8	8.5	14.2	8.5	-
1 year	5	3	1	1	1	-	6	6	2	6	-
	16.7	25.0	24.9	50.0	50.0	-	17.6	12.8	28.5	12.8	-
2 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	2.9	2.1	-	2.1	-
3 years	5	1	-	-	-	-	3	6	-	6	-
	16.6	8.3	-	-	-	-	8.8	12.7	-	12.7	-
4 years	2	-	-	-	-	-	2	3	1	3	-
	6.7	-	-	-	-	-	5.9	6.4	14.4	6.4	-
5 years	2	-	-	-	-	-	3	3	1	3	-
	6.7	-	-	-	-	-	8.8	6.4	14.3	6.4	-
6 years	2	1	-	-	-	-	-	2	-	2	-
	6.6	8.3	-	-	-	-	-	4.2	-	4.2	-
7 years	1	-	-	-	-	-	1	1	-	1	-
	3.4	-	-	-	-	-	3.0	2.1	-	2.1	-
10- 19 Years (Net)	7	4	1	-	-	-	10	10	-	10	-
	23.4	33.4	25.0	-	-	-	29.5	21.3	-	21.3	-
10 years	3	1	-	-	-	-	3	3	-	3	-
	10.0	8.3	-	-	-	-	8.8	6.4	-	6.4	-
11 years	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	5.9	4.3	-	4.3	-
13 years	1	1	1	-	-	-	2	2	-	2	-
	3.3	8.4	25.0	-	-	-	5.9	4.3	-	4.3	-
15 years	2	1	-	-	-	-	2	2	-	2	-
	6.7	8.4	-	-	-	-	5.9	4.3	-	4.3	-
18 years	1	1	-	-	-	-	1	1	-	1	-
	3.3	8.3	-	-	-	-	2.9	2.1	-	2.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 644

q287_2) How long has [Q274] been the brand you use most often? - Copenhagen Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	34	47	7	47	-
20 - 39 Years (Net)	4	1	1	-	-	-	5	9	2	9	-
	13.4	8.4	25.2	-	-	-	14.7	19.2	28.6	19.2	-
21 years	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	2.9	2.1	14.2	2.1	-
25 years	1	-	-	-	-	-	1	2	1	2	-
	3.3	-	-	-	-	-	3.0	4.3	14.4	4.3	-
26 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	2.9	2.1	-	2.1	-
28 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.1	-	2.1	-
29 years	2	1	1	-	-	-	2	2	-	2	-
	6.7	8.4	25.2	-	-	-	5.9	4.3	-	4.3	-
31 years	1	-	-	-	-	-	-	1	-	1	-
	3.3	-	-	-	-	-	-	2.1	-	2.1	-
37 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.1	-	2.1	-
40+ Years (Net)	-	-	-	-	-	-	-	2	-	2	-
	-	-	-	-	-	-	-	4.3	-	4.3	-
39 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.1	-	2.1	-
40 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.1	-	2.1	-
Total	30	12	4	2	2	1	34	47	7	47	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	8.78	8.19	10.93	0.75	0.75	0.50	8.97	11.29	8.24	11.29	-
Std. Dev.	9.21	9.09	13.41	-	-	-	8.78	11.68	10.31	11.68	-
Std. Err.	1.68	2.63	6.70	-	-	-	1.51	1.70	3.90	1.70	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 645

q287_3) How long has [Q274] been the brand you use most often? - Grizzly Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	25	40	9	40	-
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	25	40	9	40	-
Eff Base	25	10	1	1	1	1	25	40	9	40	-
<1 Year - 9 Years (Net)	24	9	1	1	1	1	24	36	9	36	-
	96.0	90.0	100.0	100.0	100.0	100.0	96.0	90.0	100.0	90.0	-
Less than 6 months	2	1	1	1	1	1	2	2	2	2	-
	8.0	10.0	100.0	100.0	100.0	100.0	8.0	5.0	22.2	5.0	-
6 months up to 1 year	4	1	-	-	-	-	3	6	4	6	-
	16.0	10.0	-	-	-	-	12.0	15.0	44.4	15.0	-
1 year	3	1	-	-	-	-	2	3	-	3	-
	12.0	10.0	-	-	-	-	8.0	7.5	-	7.5	-
2 years	3	1	-	-	-	-	4	6	-	6	-
	12.0	10.1	-	-	-	-	16.0	15.0	-	15.0	-
3 years	8	3	-	-	-	-	5	8	2	8	-
	32.0	30.0	-	-	-	-	20.0	20.0	22.2	20.0	-
4 years	1	1	-	-	-	-	4	4	1	4	-
	4.0	10.0	-	-	-	-	16.0	10.0	11.1	10.0	-
5 years	3	1	-	-	-	-	3	5	-	5	-
	12.0	10.0	-	-	-	-	12.0	12.5	-	12.5	-
6 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.5	-	2.5	-
7 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	4.0	2.5	-	2.5	-
10- 19 Years (Net)	1	1	-	-	-	-	1	3	-	3	-
	4.0	10.0	-	-	-	-	4.0	7.5	-	7.5	-
10 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.5	-	2.5	-
12 years	1	1	-	-	-	-	1	1	-	1	-
	4.0	10.0	-	-	-	-	4.0	2.5	-	2.5	-
17 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.5	-	2.5	-
20 - 39 Years (Net)	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.5	-	2.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 645

q287_3) How long has [Q274] been the brand you use most often? - Grizzly Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	25	40	9	40	-
20 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.5	-	2.5	-
Total	25	10	1	1	1	1	25	40	9	40	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.72	3.43	0.50	0.50	0.50	0.50	3.13	3.94	1.56	3.94	-
Std. Dev.	2.41	3.34	-	-	-	-	2.52	4.21	1.37	4.21	-
Std. Err.	0.48	1.06	-	-	-	-	0.50	0.67	0.46	0.67	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 646

q287_4) How long has [Q274] been the brand you use most often? - Hawken Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	-	-	-	5	5	1	5	-
Base - Hawken Most Often (Wgtd)	5	3	1	-	-	-	5	5	1	5	-
Eff Base	5	3	1	-	-	-	5	5	1	5	-
<1 Year - 9 Years (Net)	5	3	1	-	-	-	5	5	1	5	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
Less than 6 months	1	1	-	-	-	-	1	1	1	1	-
	19.9	33.3	-	-	-	-	19.9	19.9	100.0	19.9	-
1 year	2	1	1	-	-	-	2	2	-	2	-
	40.0	33.3	100.0	-	-	-	40.0	40.0	-	40.0	-
3 years	2	1	-	-	-	-	2	2	-	2	-
	40.1	33.4	-	-	-	-	40.1	40.1	-	40.1	-
Total	5	3	1	-	-	-	5	5	1	5	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
Mean	1.70	1.50	1.00	-	-	-	1.70	1.70	0.50	1.70	-
Std. Dev.	1.20	1.32	-	-	-	-	1.20	1.20	-	1.20	-
Std. Err.	0.54	0.76	-	-	-	-	0.54	0.54	-	0.54	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 647

q287_5) How long has [Q274] been the brand you use most often? - Husky Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	6	6	3	6	-
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	6	6	3	6	-
Eff Base	6	3	1	1	1	1	6	6	3	6	-
<1 Year - 9 Years (Net)	6	3	1	1	1	1	6	6	3	6	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Less than 6 months	1	1	1	1	1	1	1	1	-	1	-
	16.7	33.3	100.0	100.0	100.0	100.0	16.7	16.7	-	16.7	-
6 months up to 1 year	2	1	-	-	-	-	2	2	1	2	-
	33.3	33.4	-	-	-	-	33.3	33.3	33.3	33.3	-
1 year	3	1	-	-	-	-	3	3	2	3	-
	50.0	33.3	-	-	-	-	50.0	50.0	66.7	50.0	-
Total	6	3	1	1	1	1	6	6	3	6	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	0.83	0.75	0.50	0.50	0.50	0.50	0.83	0.83	0.92	0.83	-
Std. Dev.	0.20	0.25	-	-	-	-	0.20	0.20	0.14	0.20	-
Std. Err.	0.08	0.14	-	-	-	-	0.08	0.08	0.08	0.08	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 648

q287_6) How long has [Q274] been the brand you use most often? - Kayak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	-	-	-	-	8	10	3	10	-
Base - Kayak Most Often (Wgtd)	7	4	-	-	-	-	8	10	3	10	-
Eff Base	7	4	-	-	-	-	8	10	3	10	-
<1 Year - 9 Years (Net)	7	4	-	-	-	-	8	10	3	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Less than 6 months	1	1	-	-	-	-	1	1	-	1	-
	14.4	25.2	-	-	-	-	12.6	10.1	-	10.1	-
6 months up to 1 year	1	1	-	-	-	-	1	1	-	1	-
	14.3	25.1	-	-	-	-	12.5	10.0	-	10.0	-
1 year	1	1	-	-	-	-	2	2	1	2	-
	14.2	24.9	-	-	-	-	25.0	20.0	33.3	20.0	-
2 years	3	1	-	-	-	-	2	3	2	3	-
	42.7	24.9	-	-	-	-	24.9	29.9	66.7	29.9	-
4 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	10.0	-	10.0	-
5 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	12.5	10.0	-	10.0	-
8 years	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	12.5	10.0	-	10.0	-
Total	7	4	-	-	-	-	8	10	3	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.32	1.06	-	-	-	-	2.53	2.62	1.67	2.62	-
Std. Dev.	2.59	0.66	-	-	-	-	2.63	2.38	0.58	2.38	-
Std. Err.	0.98	0.33	-	-	-	-	0.93	0.75	0.33	0.75	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 649

q287_7) How long has [Q274] been the brand you use most often? - Longhorn Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	8	13	1	13	-
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	8	13	1	13	-
Eff Base	10	7	2	2	2	1	8	13	1	13	-
<1 Year - 9 Years (Net)	6	4	2	2	2	1	5	8	1	8	-
	59.9	57.1	100.0	100.0	100.0	100.0	62.4	61.5	100.0	61.5	-
6 months up to 1 year	1	1	-	-	-	-	1	1	-	1	-
	10.0	14.3	-	-	-	-	12.5	7.7	-	7.7	-
2 years	2	2	2	2	2	1	2	2	1	2	-
	20.0	28.6	100.0	100.0	100.0	100.0	25.0	15.4	100.0	15.4	-
3 years	3	1	-	-	-	-	2	3	-	3	-
	29.9	14.2	-	-	-	-	24.9	23.0	-	23.0	-
7 years	-	-	-	-	-	-	-	2	-	2	-
	-	-	-	-	-	-	-	15.3	-	15.3	-
10- 19 Years (Net)	4	3	-	-	-	-	3	5	-	5	-
	40.1	42.9	-	-	-	-	37.6	38.5	-	38.5	-
10 years	2	1	-	-	-	-	2	2	-	2	-
	20.0	14.3	-	-	-	-	25.1	15.4	-	15.4	-
13 years	1	1	-	-	-	-	-	1	-	1	-
	10.0	14.3	-	-	-	-	-	7.7	-	7.7	-
15 years	1	1	-	-	-	-	1	1	-	1	-
	10.0	14.3	-	-	-	-	12.5	7.7	-	7.7	-
17 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	7.7	-	7.7	-
Total	10	7	2	2	2	1	8	13	1	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	6.18	6.54	2.00	2.00	2.00	2.00	5.72	7.14	2.00	7.14	-
Std. Dev.	5.25	5.95	0.00	0.00	0.00	-	5.21	5.44	-	5.44	-
Std. Err.	1.66	2.25	0.00	0.00	0.00	-	1.84	1.51	-	1.51	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 651

q287_9) How long has [Q274] been the brand you use most often? - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	-	-	-	5	8	2	8	-
Base - Red Man Most Often (Wgtd)	5	1	1	-	-	-	5	8	2	8	-
Eff Base	5	1	1	-	-	-	5	8	2	8	-
<1 Year - 9 Years (Net)	4	1	1	-	-	-	4	6	2	6	-
	80.0	100.0	100.0	-	-	-	80.0	74.9	100.0	74.9	-
Less than 6 months	2	-	-	-	-	-	2	2	1	2	-
	39.9	-	-	-	-	-	39.9	24.9	49.9	24.9	-
6 months up to 1 year	1	1	1	-	-	-	1	2	1	2	-
	20.0	100.0	100.0	-	-	-	20.0	25.0	50.1	25.0	-
1 year	1	-	-	-	-	-	1	2	-	2	-
	20.0	-	-	-	-	-	20.0	25.0	-	25.0	-
10- 19 Years (Net)	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	12.5	-	12.5	-
11 years	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	12.5	-	12.5	-
20 - 39 Years (Net)	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	12.6	-	12.6	-
36 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	12.6	-	12.6	-
Total	5	1	1	-	-	-	5	8	2	8	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.75	0.75	0.75	-	-	-	2.75	6.47	0.63	6.47	-
Std. Dev.	4.62	-	-	-	-	-	4.62	12.51	-	12.51	-
Std. Err.	2.07	-	-	-	-	-	2.07	4.42	-	4.42	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 652

q287_10) How long has [Q274] been the brand you use most often? - Red Seal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	-	-	-	-	9	9	-	9	-
Base - Red Seal Most Often (Wgtd)	8	4	-	-	-	-	9	9	-	9	-
Eff Base	8	4	-	-	-	-	9	9	-	9	-
<1 Year - 9 Years (Net)	7	4	-	-	-	-	7	7	-	7	-
	87.4	100.0	-	-	-	-	77.7	77.7	-	77.7	-
Less than 6 months	2	1	-	-	-	-	2	2	-	2	-
	24.9	24.9	-	-	-	-	22.1	22.1	-	22.1	-
1 year	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	11.1	11.1	-	11.1	-
2 years	1	1	-	-	-	-	1	1	-	1	-
	12.6	25.1	-	-	-	-	11.2	11.2	-	11.2	-
3 years	1	1	-	-	-	-	1	1	-	1	-
	12.5	25.0	-	-	-	-	11.1	11.1	-	11.1	-
4 years	1	1	-	-	-	-	1	1	-	1	-
	12.4	24.9	-	-	-	-	11.1	11.1	-	11.1	-
5 years	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	11.1	11.1	-	11.1	-
10- 19 Years (Net)	1	-	-	-	-	-	2	2	-	2	-
	12.6	-	-	-	-	-	22.3	22.3	-	22.3	-
13 years	1	-	-	-	-	-	1	1	-	1	-
	12.6	-	-	-	-	-	11.2	11.2	-	11.2	-
15 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	11.2	11.2	-	11.2	-
Total	8	4	-	-	-	-	9	9	-	9	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.63	2.37	-	-	-	-	4.90	4.90	-	4.90	-
Std. Dev.	4.14	1.49	-	-	-	-	5.42	5.42	-	5.42	-
Std. Err.	1.46	0.75	-	-	-	-	1.81	1.81	-	1.81	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 653

q287_12) How long has [Q274] been the brand you use most often? - Silver Creek Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	-	-	-	-	-	1	1	1	1	-
Base - Silver Creek Most Often (Wgtd)	1	-	-	-	-	-	1	1	1	1	-
Eff Base	1	-	-	-	-	-	1	1	1	1	-
<1 Year - 9 Years (Net)	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
6 months up to 1 year	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Total	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	0.75	-	-	-	-	-	0.75	0.75	0.75	0.75	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 654

q287_13) How long has [Q274] been the brand you use most often? - Skoal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	32	40	7	40	-
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	32	40	7	40	-
Eff Base	33	21	4	4	4	3	32	40	7	40	-
<1 Year - 9 Years (Net)	24	17	4	4	4	3	27	27	7	27	-
	72.8	81.0	100.0	100.0	100.0	100.0	84.4	67.5	100.0	67.5	-
Less than 6 months	3	3	1	1	1	1	4	4	1	4	-
	9.1	14.3	25.0	25.0	25.0	33.3	12.5	10.0	14.3	10.0	-
6 months up to 1 year	2	1	-	-	-	-	2	2	1	2	-
	6.1	4.8	-	-	-	-	6.2	5.0	14.3	5.0	-
1 year	4	3	1	1	1	1	4	4	3	4	-
	12.2	14.3	25.0	25.0	25.0	33.3	12.5	10.0	42.9	10.0	-
2 years	4	1	-	-	-	-	4	4	1	4	-
	12.1	4.8	-	-	-	-	12.5	10.0	14.2	10.0	-
3 years	4	3	-	-	-	-	4	4	-	4	-
	12.1	14.2	-	-	-	-	12.5	10.0	-	10.0	-
4 years	1	1	-	-	-	-	1	1	-	1	-
	3.0	4.7	-	-	-	-	3.1	2.5	-	2.5	-
5 years	2	2	-	-	-	-	3	3	-	3	-
	6.1	9.5	-	-	-	-	9.4	7.5	-	7.5	-
6 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	3.1	2.5	-	2.5	-
7 years	1	-	-	-	-	-	1	1	-	1	-
	3.0	-	-	-	-	-	3.1	2.5	-	2.5	-
8 years	3	3	2	2	2	1	3	3	1	3	-
	9.1	14.3	50.1	50.1	50.1	33.3	9.4	7.5	14.3	7.5	-
10- 19 Years (Net)	6	3	-	-	-	-	3	8	-	8	-
	18.2	14.3	-	-	-	-	9.4	20.0	-	20.0	-
10 years	1	-	-	-	-	-	-	1	-	1	-
	3.0	-	-	-	-	-	-	2.5	-	2.5	-
11 years	1	1	-	-	-	-	1	1	-	1	-
	3.0	4.8	-	-	-	-	3.1	2.5	-	2.5	-
15 years	2	1	-	-	-	-	2	3	-	3	-
	6.1	4.8	-	-	-	-	6.2	7.5	-	7.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 654

q287_13) How long has [Q274] been the brand you use most often? - Skoal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	32	40	7	40	-
16 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.5	-	2.5	-
17 years	1	1	-	-	-	-	-	1	-	1	-
	3.0	4.8	-	-	-	-	-	2.5	-	2.5	-
18 years	1	-	-	-	-	-	-	1	-	1	-
	3.0	-	-	-	-	-	-	2.5	-	2.5	-
20 - 39 Years (Net)	3	1	-	-	-	-	2	5	-	5	-
	9.1	4.7	-	-	-	-	6.2	12.5	-	12.5	-
20 years	1	1	-	-	-	-	1	1	-	1	-
	3.0	4.7	-	-	-	-	3.1	2.5	-	2.5	-
30 years	1	-	-	-	-	-	1	1	-	1	-
	3.0	-	-	-	-	-	3.1	2.5	-	2.5	-
33 years	1	-	-	-	-	-	-	1	-	1	-
	3.0	-	-	-	-	-	-	2.5	-	2.5	-
35 years	-	-	-	-	-	-	-	2	-	2	-
	-	-	-	-	-	-	-	5.0	-	5.0	-
Total	33	21	4	4	4	3	32	40	7	40	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	7.30	5.58	4.38	4.38	4.38	3.17	5.45	8.83	2.04	8.83	-
Std. Dev.	8.43	5.80	4.19	4.19	4.19	4.20	6.58	10.00	2.67	10.00	-
Std. Err.	1.47	1.27	2.10	2.10	2.10	2.42	1.16	1.58	1.01	1.58	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 655

q287_14) How long has [Q274] been the brand you use most often? - Swisher Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	-	-	-	-	-	2	3	1	3	-
Base - Swisher Most Often (Wgtd)	3	-	-	-	-	-	2	3	1	3	-
Eff Base	3	-	-	-	-	-	2	3	1	3	-
<1 Year - 9 Years (Net)	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Less than 6 months	1	-	-	-	-	-	-	1	-	1	-
	33.3	-	-	-	-	-	-	33.3	-	33.3	-
1 year	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	50.0	33.4	-	33.4	-
3 years	1	-	-	-	-	-	1	1	1	1	-
	33.3	-	-	-	-	-	50.0	33.3	100.0	33.3	-
Total	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	1.50	-	-	-	-	-	2.00	1.50	3.00	1.50	-
Std. Dev.	1.32	-	-	-	-	-	1.41	1.32	-	1.32	-
Std. Err.	0.76	-	-	-	-	-	1.00	0.76	-	0.76	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 656

q287_15) How long has [Q274] been the brand you use most often? - Timber Wolf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	4	5	2	5	-
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	4	5	2	5	-
Eff Base	4	3	1	1	1	1	4	5	2	5	-
<1 Year - 9 Years (Net)	3	3	1	1	1	1	3	3	1	3	-
	74.9	100.0	100.0	100.0	100.0	100.0	74.9	59.9	49.8	59.9	-
6 months up to 1 year	1	1	-	-	-	-	1	1	-	1	-
	25.0	33.4	-	-	-	-	25.0	20.0	-	20.0	-
1 year	1	1	1	1	1	1	1	1	-	1	-
	25.0	33.3	100.0	100.0	100.0	100.0	25.0	20.0	-	20.0	-
2 years	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
10- 19 Years (Net)	1	-	-	-	-	-	1	1	1	1	-
	25.1	-	-	-	-	-	25.1	20.1	50.2	20.1	-
9 years	1	-	-	-	-	-	1	1	1	1	-
	25.1	-	-	-	-	-	25.1	20.1	50.2	20.1	-
20 - 39 Years (Net)	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	20.0	-	20.0	-
20 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	20.0	-	20.0	-
Total	4	3	1	1	1	1	4	5	2	5	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	3.19	1.25	1.00	1.00	1.00	1.00	3.19	6.56	5.51	6.56	-
Std. Dev.	3.92	0.66	-	-	-	-	3.92	8.25	-	8.25	-
Std. Err.	1.96	0.38	-	-	-	-	1.96	3.69	-	3.69	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 657

q287_16) How long has [Q274] been the brand you use most often? - Skoal Xtra Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	-	-	-	-	3	6	-	6	-
Base - Skoal Xtra Most Often (Wgtd)	4	1	-	-	-	-	3	6	-	6	-
Eff Base	4	1	-	-	-	-	3	6	-	6	-
<1 Year - 9 Years (Net)	4	1	-	-	-	-	3	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Less than 6 months	1	-	-	-	-	-	1	2	-	2	-
	25.0	-	-	-	-	-	33.4	33.3	-	33.3	-
6 months up to 1 year	1	1	-	-	-	-	1	1	-	1	-
	25.0	100.0	-	-	-	-	33.3	16.6	-	16.6	-
2 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	16.6	-	16.6	-
4 years	2	-	-	-	-	-	1	2	-	2	-
	50.1	-	-	-	-	-	33.3	33.4	-	33.4	-
Total	4	1	-	-	-	-	3	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.31	0.75	-	-	-	-	1.75	1.96	-	1.96	-
Std. Dev.	1.95	-	-	-	-	-	1.95	1.68	-	1.68	-
Std. Err.	0.98	-	-	-	-	-	1.13	0.68	-	0.68	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 658

q287_17) How long has [Q274] been the brand you use most often? - Kodiak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	-	-	-	6	6	-	6	-
Base - Kodiak Most Often (Wgtd)	5	3	1	-	-	-	6	6	-	6	-
Eff Base	5	3	1	-	-	-	6	6	-	6	-
<1 Year - 9 Years (Net)	5	3	1	-	-	-	6	6	-	6	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-
6 months up to 1 year	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	16.6	16.6	-	16.6	-
2 years	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
3 years	3	2	1	-	-	-	3	3	-	3	-
	60.1	66.9	100.0	-	-	-	50.1	50.1	-	50.1	-
4 years	1	1	-	-	-	-	1	1	-	1	-
	19.9	33.1	-	-	-	-	16.6	16.6	-	16.6	-
Total	5	3	1	-	-	-	6	6	-	6	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-
Mean	3.00	3.33	3.00	-	-	-	2.62	2.62	-	2.62	-
Std. Dev.	0.71	0.58	-	-	-	-	1.11	1.11	-	1.11	-
Std. Err.	0.32	0.33	-	-	-	-	0.45	0.45	-	0.45	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 659

q287_18) How long has [Q274] been the brand you use most often? - Renegades Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	-	-	-	-	5	5	-	5	-
Base - Renegades Most Often (Wgtd)	5	1	-	-	-	-	5	5	-	5	-
Eff Base	5	1	-	-	-	-	5	5	-	5	-
<1 Year - 9 Years (Net)	4	1	-	-	-	-	4	4	-	4	-
	80.1	100.0	-	-	-	-	80.1	80.1	-	80.1	-
Less than 6 months	1	1	-	-	-	-	1	1	-	1	-
	20.1	100.0	-	-	-	-	20.1	20.1	-	20.1	-
6 months up to 1 year	2	-	-	-	-	-	2	2	-	2	-
	40.0	-	-	-	-	-	40.0	40.0	-	40.0	-
6 years	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
10- 19 Years (Net)	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	19.9	19.9	-	19.9	-
11 years	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	19.9	19.9	-	19.9	-
Total	5	1	-	-	-	-	5	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.79	0.50	-	-	-	-	3.79	3.79	-	3.79	-
Std. Dev.	4.64	-	-	-	-	-	4.64	4.64	-	4.64	-
Std. Err.	2.07	-	-	-	-	-	2.07	2.07	-	2.07	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 660

q287_31) How long has [Q274] been the brand you use most often? - Stoker's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	1	3	-	3	-
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	1	3	-	3	-
Eff Base	2	2	1	1	1	1	1	3	-	3	-
<1 Year - 9 Years (Net)	2	2	1	1	1	1	1	3	-	3	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-
Less than 6 months	1	1	-	-	-	-	-	1	-	1	-
	50.0	50.0	-	-	-	-	-	33.3	-	33.3	-
3 years	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-
5 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	33.3	-	33.3	-
Total	2	2	1	1	1	1	1	3	-	3	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-
Mean	1.75	1.75	3.00	3.00	3.00	3.00	3.00	2.83	-	2.83	-
Std. Dev.	-	-	-	-	-	-	-	2.25	-	2.25	-
Std. Err.	-	-	-	-	-	-	-	1.30	-	1.30	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 661

q287_19) How long has [Q274] been the brand you use most often? - [Q270 OTHER] Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - [Q270 OTHER] Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
<1 Year - 9 Years (Net)	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
6 months up to 1 year	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
10- 19 Years (Net)	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
10 years	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
Total	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	5.38	-	-	-	-	-	5.38	5.38	-	5.38	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 662

q287_20) How long has [Q274] been the brand you use most often? - Copenhagen Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	-	-	-	-	10	14	2	14	-
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	-	-	-	-	10	14	2	14	-
Eff Base	9	5	-	-	-	-	10	14	2	14	-
<1 Year - 9 Years (Net)	9	5	-	-	-	-	9	12	2	12	-
	100.0	100.0	-	-	-	-	90.0	85.7	100.0	85.7	-
Less than 6 months	2	2	-	-	-	-	1	2	-	2	-
	22.2	39.9	-	-	-	-	10.0	14.2	-	14.2	-
6 months up to 1 year	1	-	-	-	-	-	1	1	1	1	-
	11.1	-	-	-	-	-	10.0	7.1	49.9	7.1	-
1 year	1	1	-	-	-	-	2	2	-	2	-
	11.0	19.9	-	-	-	-	20.0	14.2	-	14.2	-
2 years	1	-	-	-	-	-	1	2	-	2	-
	11.1	-	-	-	-	-	10.0	14.3	-	14.3	-
3 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	10.0	7.1	-	7.1	-
4 years	1	-	-	-	-	-	1	1	-	1	-
	11.1	-	-	-	-	-	10.0	7.1	-	7.1	-
5 years	3	2	-	-	-	-	2	3	1	3	-
	33.5	40.2	-	-	-	-	20.1	21.5	50.1	21.5	-
10- 19 Years (Net)	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	10.0	14.3	-	14.3	-
12 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	7.2	-	7.2	-
17 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	10.0	7.1	-	7.1	-
Total	9	5	-	-	-	-	10	14	2	14	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.65	2.41	-	-	-	-	3.93	4.20	2.88	4.20	-
Std. Dev.	2.07	2.38	-	-	-	-	4.91	4.79	-	4.79	-
Std. Err.	0.69	1.07	-	-	-	-	1.55	1.28	-	1.28	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 663

q287_21) How long has [Q274] been the brand you use most often? - Grizzly Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	14	17	3	17	-
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	14	17	3	17	-
Eff Base	17	9	3	3	2	1	14	17	3	17	-
<1 Year - 9 Years (Net)	17	9	3	3	2	1	14	17	3	17	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Less than 6 months	2	2	-	-	-	-	2	2	1	2	-
	11.8	22.3	-	-	-	-	14.3	11.8	33.5	11.8	-
6 months up to 1 year	3	1	1	1	-	-	2	3	-	3	-
	17.6	11.1	33.3	33.3	-	-	14.3	17.6	-	17.6	-
1 year	2	-	-	-	-	-	2	2	-	2	-
	11.8	-	-	-	-	-	14.3	11.8	-	11.8	-
2 years	3	2	1	1	1	1	3	3	2	3	-
	17.7	22.3	33.4	33.4	50.0	100.0	21.5	17.7	66.5	17.7	-
3 years	4	2	1	1	1	-	3	4	-	4	-
	23.5	22.2	33.3	33.3	50.0	-	21.4	23.5	-	23.5	-
5 years	2	1	-	-	-	-	1	2	-	2	-
	11.8	11.1	-	-	-	-	7.1	11.8	-	11.8	-
6 years	1	1	-	-	-	-	1	1	-	1	-
	5.9	11.1	-	-	-	-	7.1	5.9	-	5.9	-
Total	17	9	3	3	2	1	14	17	3	17	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.31	2.53	1.92	1.92	2.50	2.00	2.18	2.31	1.50	2.31	-
Std. Dev.	1.72	1.95	1.13	1.13	-	-	1.69	1.72	0.87	1.72	-
Std. Err.	0.42	0.65	0.65	0.65	-	-	0.45	0.42	0.50	0.42	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 664

q287_22) How long has [Q274] been the brand you use most often? - Longhorn Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	-	-	-	-	2	3	-	3	-
Base - Longhorn Pouches Most Often (Wgtd)	3	2	-	-	-	-	2	3	-	3	-
Eff Base	3	2	-	-	-	-	2	3	-	3	-
<1 Year - 9 Years (Net)	3	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Less than 6 months	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	50.0	33.4	-	33.4	-
2 years	2	2	-	-	-	-	1	2	-	2	-
	66.6	100.0	-	-	-	-	50.0	66.6	-	66.6	-
Total	3	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	1.50	2.00	-	-	-	-	1.25	1.50	-	1.50	-
Std. Dev.	0.87	0.00	-	-	-	-	1.06	0.87	-	0.87	-
Std. Err.	0.50	0.00	-	-	-	-	0.75	0.50	-	0.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 666

q287_24) How long has [Q274] been the brand you use most often? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	21	21	3	21	-
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	21	21	3	21	-
Eff Base	19	11	3	3	3	1	21	21	3	21	-
<1 Year - 9 Years (Net)	16	8	3	3	3	1	18	18	3	18	-
	84.2	72.7	100.0	100.0	100.0	100.0	85.7	85.7	100.0	85.7	-
Less than 6 months	2	2	-	-	-	-	4	4	1	4	-
	10.6	18.2	-	-	-	-	19.1	19.1	33.4	19.1	-
6 months up to 1 year	4	2	-	-	-	-	4	4	1	4	-
	21.0	18.2	-	-	-	-	19.0	19.0	33.3	19.0	-
1 year	2	-	-	-	-	-	2	2	-	2	-
	10.5	-	-	-	-	-	9.5	9.5	-	9.5	-
2 years	2	1	1	1	1	1	2	2	1	2	-
	10.5	9.1	33.3	33.3	33.3	100.0	9.5	9.5	33.3	9.5	-
3 years	3	1	-	-	-	-	3	3	-	3	-
	15.8	9.1	-	-	-	-	14.3	14.3	-	14.3	-
4 years	2	1	1	1	1	-	2	2	-	2	-
	10.5	9.1	33.4	33.4	33.4	-	9.5	9.5	-	9.5	-
5 years	1	1	1	1	1	-	1	1	-	1	-
	5.2	9.1	33.3	33.3	33.3	-	4.7	4.7	-	4.7	-
10- 19 Years (Net)	3	3	-	-	-	-	3	3	-	3	-
	15.8	27.3	-	-	-	-	14.3	14.3	-	14.3	-
15 years	1	1	-	-	-	-	1	1	-	1	-
	5.3	9.1	-	-	-	-	4.8	4.8	-	4.8	-
16 years	2	2	-	-	-	-	2	2	-	2	-
	10.5	18.2	-	-	-	-	9.5	9.5	-	9.5	-
Total	19	11	3	3	3	1	21	21	3	21	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	4.16	5.78	3.67	3.67	3.67	2.00	3.81	3.81	1.08	3.81	-
Std. Dev.	5.30	6.53	1.53	1.53	1.53	-	5.15	5.15	0.80	5.15	-
Std. Err.	1.22	1.97	0.88	0.88	0.88	-	1.12	1.12	0.46	1.12	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 667

q287_25) How long has [Q274] been the brand you use most often? - Skoal Pouches (other than Bandits) Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	-	-	-	-	7	9	6	9	-
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	-	-	-	-	7	9	6	9	-
Eff Base	8	6	-	-	-	-	7	9	6	9	-
<1 Year - 9 Years (Net)	6	4	-	-	-	-	7	7	5	7	-
	75.0	66.6	-	-	-	-	100.0	77.8	83.2	77.8	-
Less than 6 months	1	1	-	-	-	-	1	1	1	1	-
	12.5	16.7	-	-	-	-	14.3	11.1	16.7	11.1	-
6 months up to 1 year	2	2	-	-	-	-	2	2	2	2	-
	25.0	33.3	-	-	-	-	28.5	22.2	33.3	22.2	-
1 year	1	1	-	-	-	-	2	2	1	2	-
	12.4	16.6	-	-	-	-	28.6	22.3	16.6	22.3	-
2 years	1	-	-	-	-	-	1	1	1	1	-
	12.5	-	-	-	-	-	14.3	11.1	16.7	11.1	-
4 years	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	14.3	11.1	-	11.1	-
20 - 39 Years (Net)	2	2	-	-	-	-	-	2	1	2	-
	25.0	33.4	-	-	-	-	-	22.2	16.8	22.2	-
20 years	2	2	-	-	-	-	-	2	1	2	-
	25.0	33.4	-	-	-	-	-	22.2	16.8	22.2	-
Total	8	6	-	-	-	-	7	9	6	9	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	6.13	7.17	-	-	-	-	1.43	5.55	4.18	5.55	-
Std. Dev.	8.64	9.94	-	-	-	-	1.23	8.26	7.79	8.26	-
Std. Err.	3.05	4.06	-	-	-	-	0.47	2.75	3.18	2.75	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 668

q287_26) How long has [Q274] been the brand you use most often? - Timber Wolf Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	-	-	-	-	3	4	-	4	-
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	-	-	-	-	3	4	-	4	-
Eff Base	3	1	-	-	-	-	3	4	-	4	-
<1 Year - 9 Years (Net)	3	1	-	-	-	-	3	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	75.0	-	75.0	-
Less than 6 months	2	1	-	-	-	-	2	2	-	2	-
	66.6	100.0	-	-	-	-	66.6	49.9	-	49.9	-
6 years	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	33.4	25.1	-	25.1	-
10- 19 Years (Net)	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	25.0	-	25.0	-
10 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	25.0	-	25.0	-
Total	3	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.34	0.50	-	-	-	-	2.34	4.26	-	4.26	-
Std. Dev.	3.18	-	-	-	-	-	3.18	4.63	-	4.63	-
Std. Err.	1.84	-	-	-	-	-	1.84	2.31	-	2.31	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 669

q287_27) How long has [Q274] been the brand you use most often? - Skoal Xtra Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	-	9	10	4	10	-
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	-	9	10	4	10	-
Eff Base	8	7	1	1	1	-	9	10	4	10	-
<1 Year - 9 Years (Net)	7	6	-	-	-	-	8	9	3	9	-
	87.5	85.8	-	-	-	-	88.9	90.0	75.1	90.0	-
Less than 6 months	2	2	-	-	-	-	2	2	1	2	-
	25.0	28.6	-	-	-	-	22.2	20.0	25.0	20.0	-
6 months up to 1 year	2	2	-	-	-	-	3	3	1	3	-
	24.9	28.5	-	-	-	-	33.2	29.9	24.9	29.9	-
2 years	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	11.1	10.0	-	10.0	-
3 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	10.1	-	10.1	-
4 years	1	1	-	-	-	-	1	1	-	1	-
	12.5	14.3	-	-	-	-	11.1	10.0	-	10.0	-
7 years	1	1	-	-	-	-	1	1	1	1	-
	12.6	14.4	-	-	-	-	11.2	10.1	25.2	10.1	-
10- 19 Years (Net)	1	1	1	1	1	-	1	1	1	1	-
	12.5	14.2	100.0	100.0	100.0	-	11.1	10.0	24.9	10.0	-
13 years	1	1	1	1	1	-	1	1	1	1	-
	12.5	14.2	100.0	100.0	100.0	-	11.1	10.0	24.9	10.0	-
Total	8	7	1	1	1	-	9	10	4	10	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Mean	3.56	3.79	13.00	13.00	13.00	-	3.25	3.23	5.31	3.23	-
Std. Dev.	4.44	4.75	-	-	-	-	4.26	4.01	5.94	4.01	-
Std. Err.	1.57	1.79	-	-	-	-	1.42	1.27	2.97	1.27	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 670

q287_28) How long has [Q274] been the brand you use most often? - Kodiak Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	-	-	-	-	5	5	1	5	-
Base - Kodiak Pouches Most Often (Wgtd)	3	2	-	-	-	-	5	5	1	5	-
Eff Base	3	2	-	-	-	-	5	5	1	5	-
<1 Year - 9 Years (Net)	3	2	-	-	-	-	5	5	1	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Less than 6 months	2	1	-	-	-	-	2	2	-	2	-
	66.8	50.2	-	-	-	-	40.0	40.0	-	40.0	-
3 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.1	20.1	-	20.1	-
4 years	1	1	-	-	-	-	1	1	1	1	-
	33.2	49.8	-	-	-	-	19.9	19.9	100.0	19.9	-
6 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	19.9	19.9	-	19.9	-
Total	3	2	-	-	-	-	5	5	1	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	1.66	2.24	-	-	-	-	2.80	2.80	4.00	2.80	-
Std. Dev.	2.02	2.47	-	-	-	-	2.36	2.36	-	2.36	-
Std. Err.	1.17	1.75	-	-	-	-	1.06	1.06	-	1.06	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 671

q287_30) How long has [Q274] been the brand you use most often? - Kayak Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	-	-	-	-	7	7	1	7	-
Base - Kayak Pouches Most Often (Wgtd)	5	2	-	-	-	-	7	7	1	7	-
Eff Base	5	2	-	-	-	-	7	7	1	7	-
<1 Year - 9 Years (Net)	5	2	-	-	-	-	7	7	1	7	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Less than 6 months	1	-	-	-	-	-	2	2	-	2	-
	19.9	-	-	-	-	-	28.6	28.6	-	28.6	-
6 months up to 1 year	2	2	-	-	-	-	2	2	-	2	-
	39.9	100.0	-	-	-	-	28.5	28.5	-	28.5	-
2 years	2	-	-	-	-	-	2	2	1	2	-
	40.2	-	-	-	-	-	28.7	28.7	100.0	28.7	-
5 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	14.2	14.2	-	14.2	-
Total	5	2	-	-	-	-	7	7	1	7	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	1.20	0.75	-	-	-	-	1.64	1.64	2.00	1.64	-
Std. Dev.	0.74	-	-	-	-	-	1.62	1.62	-	1.62	-
Std. Err.	0.33	-	-	-	-	-	0.61	0.61	-	0.61	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 673

q289_1) What do you think is the best feature of [Q274]? - Cougar Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	-	-	-	-	6	6	1	6	-
Base - Cougar Most Often (Wgtd)	5	3	-	-	-	-	6	6	1	6	-
Eff Base	5	3	-	-	-	-	6	6	1	6	-
Flavor	1	-	-	-	-	-	1	1	1	1	-
	19.9	-	-	-	-	-	16.6	16.6	100.0	16.6	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
Price	2	2	-	-	-	-	2	2	-	2	-
	40.1	66.8	-	-	-	-	33.4	33.4	-	33.4	-
Quality	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	16.7	16.7	-	16.7	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	1	-	-	-	-	1	1	-	1	-
	20.0	33.2	-	-	-	-	16.6	16.6	-	16.6	-
Total	5	3	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 674

q290_1) What do you think is the worst feature of [Q274]? - Cougar Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	-	-	-	-	6	6	1	6	-
Base - Cougar Most Often (Wgtd)	5	3	-	-	-	-	6	6	1	6	-
Eff Base	5	3	-	-	-	-	6	6	1	6	-
Flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	16.7	16.7	-	16.7	-
Strength	1	1	-	-	-	-	1	1	-	1	-
	20.0	33.2	-	-	-	-	16.6	16.6	-	16.6	-
Price	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	2	1	-	-	-	-	2	2	1	2	-
	40.1	33.5	-	-	-	-	33.4	33.4	100.0	33.4	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	1	-	-	-	-	1	1	-	1	-
	20.0	33.2	-	-	-	-	16.6	16.6	-	16.6	-
Total	5	3	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 675

q291_1) What in particular did you not like about the flavor of [Q274]? - Cougar Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often/ Flavor Is Worst Feature (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Cougar Most Often/ Flavor Is Worst Feature (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 676

q292_1) What in particular did you not like about the strength of [Q274]? - Cougar Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often/ Strength Is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Cougar Most Often/ Strength Is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Too weak for me	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 678

q289_2) What do you think is the best feature of [Q274]? - Copenhagen Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	34	47	7	47	-
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	34	47	7	47	-
Eff Base	30	12	4	2	2	1	34	47	7	47	-
Flavor	15	6	1	-	-	-	14	21	4	21	-
	50.0	50.1	25.2	-	-	-	41.2	44.7	57.3	44.7	-
Strength	1	-	-	-	-	-	1	2	-	2	-
	3.3	-	-	-	-	-	2.9	4.3	-	4.3	-
Price	1	1	-	-	-	-	1	1	1	1	-
	3.3	8.3	-	-	-	-	2.9	2.1	14.2	2.1	-
Quality	11	4	3	2	2	1	17	20	2	20	-
	36.7	33.3	74.8	100.0	100.0	100.0	49.9	42.5	28.5	42.5	-
Heritage/Authenticity	1	1	-	-	-	-	1	2	-	2	-
	3.3	8.3	-	-	-	-	2.9	4.3	-	4.3	-
Other	1	-	-	-	-	-	-	1	-	1	-
	3.3	-	-	-	-	-	-	2.1	-	2.1	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	30	12	4	2	2	1	34	47	7	47	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 679

q290_2) What do you think is the worst feature of [Q274]? - Copenhagen Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	34	47	7	47	-
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	34	47	7	47	-
Eff Base	30	12	4	2	2	1	34	47	7	47	-
Flavor	2	1	-	-	-	-	3	3	1	3	-
	6.7	8.3	-	-	-	-	8.8	6.4	14.2	6.4	-
Strength	1	-	-	-	-	-	2	2	1	2	-
	3.3	-	-	-	-	-	5.9	4.3	14.3	4.3	-
Price	9	2	1	1	1	1	11	16	3	16	-
	30.0	16.6	24.9	50.0	50.0	100.0	32.4	34.1	43.0	34.1	-
Quality	3	2	-	-	-	-	4	4	1	4	-
	10.0	16.7	-	-	-	-	11.8	8.5	14.3	8.5	-
Heritage/Authenticity	2	2	1	1	1	-	3	3	-	3	-
	6.6	16.6	24.9	50.0	50.0	-	8.8	6.4	-	6.4	-
Other	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.1	-	2.1	-
No real weakness	13	5	2	-	-	-	11	18	1	18	-
	43.3	41.8	50.2	-	-	-	32.3	38.3	14.2	38.3	-
Total	30	12	4	2	2	1	34	47	7	47	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 680

q291_2) What in particular did you not like about the flavor of [Q274]? - Copenhagen Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often/ Flavor Is Worst Feature (Unwtd)	2	1	-	-	-	-	3	3	1	3	-
Base - Copenhagen Most Often/ Flavor Is Worst Feature (Wgtd)	2	1	-	-	-	-	3	3	1	3	-
Eff Base	2	1	-	-	-	-	3	3	1	3	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	1	1	-	-	-	-	1	1	1	1	-
	49.9	100.0	-	-	-	-	33.3	33.3	100.0	33.3	-
Flavor is too strong	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	33.2	33.2	-	33.2	-
Flavor is too weak	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	33.5	33.5	-	33.5	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	-	-	-	-	3	3	1	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 681

q292_2) What in particular did you not like about the strength of [Q274]? - Copenhagen Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often/ Strength Is Worst Feature (Unwtd)	1	-	-	-	-	-	2	2	1	2	-
Base - Copenhagen Most Often/ Strength Is Worst Feature (Wgtd)	1	-	-	-	-	-	2	2	1	2	-
Eff Base	1	-	-	-	-	-	2	2	1	2	-
Too strong for me	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
Too weak for me	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	50.0	50.0	-	50.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	2	2	1	2	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 682

q293_2) What in particular did you not like about the quality of [Q274]? - Copenhagen Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often/ Quality Is Worst Feature (Unwtd)	3	2	-	-	-	-	4	4	1	4	-
Base - Copenhagen Most Often/ Quality Is Worst Feature (Wgtd)	3	2	-	-	-	-	4	4	1	4	-
Eff Base	3	2	-	-	-	-	4	4	1	4	-
Poor quality tobacco	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dry/stale	2	2	-	-	-	-	2	2	-	2	-
	66.7	100.0	-	-	-	-	50.0	50.0	-	50.0	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	1	-	-	-	-	-	2	2	1	2	-
	33.3	-	-	-	-	-	50.0	50.0	100.0	50.0	-
Total	3	2	-	-	-	-	4	4	1	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 683

q289_3) What do you think is the best feature of [Q274]? - Grizzly Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	25	40	9	40	-
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	25	40	9	40	-
Eff Base	25	10	1	1	1	1	25	40	9	40	-
Flavor	7	3	1	1	1	1	8	11	3	11	-
	28.0	30.0	100.0	100.0	100.0	100.0	32.0	27.5	33.3	27.5	-
Strength	2	1	-	-	-	-	2	3	1	3	-
	8.0	10.0	-	-	-	-	8.0	7.5	11.1	7.5	-
Price	6	1	-	-	-	-	4	11	1	11	-
	24.0	10.0	-	-	-	-	16.0	27.5	11.1	27.5	-
Quality	6	2	-	-	-	-	5	8	3	8	-
	24.0	20.0	-	-	-	-	20.0	20.0	33.3	20.0	-
Heritage/Authenticity	3	2	-	-	-	-	5	6	-	6	-
	12.0	20.0	-	-	-	-	20.0	15.0	-	15.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	1	-	-	-	-	1	1	1	1	-
	4.0	10.0	-	-	-	-	4.0	2.5	11.1	2.5	-
Total	25	10	1	1	1	1	25	40	9	40	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 684

q290_3) What do you think is the worst feature of [Q274]? - Grizzly Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	25	40	9	40	-
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	25	40	9	40	-
Eff Base	25	10	1	1	1	1	25	40	9	40	-
Flavor	3	2	-	-	-	-	3	5	1	5	-
	12.0	20.0	-	-	-	-	12.0	12.5	11.1	12.5	-
Strength	3	1	1	1	1	1	3	3	2	3	-
	12.0	10.0	100.0	100.0	100.0	100.0	12.0	7.5	22.3	7.5	-
Price	6	4	-	-	-	-	6	8	1	8	-
	24.0	40.0	-	-	-	-	24.0	20.0	11.1	20.0	-
Quality	2	2	-	-	-	-	4	4	1	4	-
	8.0	20.0	-	-	-	-	16.0	10.0	11.1	10.0	-
Heritage/Authenticity	2	1	-	-	-	-	3	3	2	3	-
	8.0	10.0	-	-	-	-	12.0	7.5	22.2	7.5	-
Other	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	2.5	-	2.5	-
No real weakness	9	-	-	-	-	-	6	16	2	16	-
	36.1	-	-	-	-	-	24.1	40.1	22.2	40.1	-
Total	25	10	1	1	1	1	25	40	9	40	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 685

q291_3) What in particular did you not like about the flavor of [Q274]? - Grizzly Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often/ Flavor Is Worst Feature (Unwtd)	3	2	-	-	-	-	3	5	1	5	-
Base - Grizzly Most Often/ Flavor Is Worst Feature (Wgtd)	3	2	-	-	-	-	3	5	1	5	-
Eff Base	3	2	-	-	-	-	3	5	1	5	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	3	2	-	-	-	-	3	5	1	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Flavor is too strong	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	2	-	-	-	-	3	5	1	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 686

q292_3) What in particular did you not like about the strength of [Q274]? - Grizzly Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often/ Strength Is Worst Feature (Unwtd)	3	1	1	1	1	1	3	3	2	3	-
Base - Grizzly Most Often/ Strength Is Worst Feature (Wgtd)	3	1	1	1	1	1	3	3	2	3	-
Eff Base	3	1	1	1	1	1	3	3	2	3	-
Too strong for me	1	-	-	-	-	-	1	1	1	1	-
	33.3	-	-	-	-	-	33.3	33.3	49.9	33.3	-
Too weak for me	2	1	1	1	1	1	2	2	1	2	-
	66.7	100.0	100.0	100.0	100.0	100.0	66.7	66.7	50.1	66.7	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	1	1	1	1	1	3	3	2	3	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 687

q293_3) What in particular did you not like about the quality of [Q274]? - Grizzly Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often/ Quality Is Worst Feature (Unwtd)	2	2	-	-	-	-	4	4	1	4	-
Base - Grizzly Most Often/ Quality Is Worst Feature (Wgtd)	2	2	-	-	-	-	4	4	1	4	-
Eff Base	2	2	-	-	-	-	4	4	1	4	-
Poor quality tobacco	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	50.0	50.0	-	50.0	-
Dry/stale	2	2	-	-	-	-	2	2	1	2	-
	100.0	100.0	-	-	-	-	50.0	50.0	100.0	50.0	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	-	-	-	-	4	4	1	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 688

q289_4) What do you think is the best feature of [Q274]? - Hawken Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	-	-	-	5	5	1	5	-
Base - Hawken Most Often (Wgtd)	5	3	1	-	-	-	5	5	1	5	-
Eff Base	5	3	1	-	-	-	5	5	1	5	-
Flavor	1	1	-	-	-	-	1	1	1	1	-
	19.9	33.3	-	-	-	-	19.9	19.9	100.0	19.9	-
Strength	2	1	1	-	-	-	2	2	-	2	-
	40.0	33.3	100.0	-	-	-	40.0	40.0	-	40.0	-
Price	1	1	-	-	-	-	1	1	-	1	-
	20.0	33.4	-	-	-	-	20.0	20.0	-	20.0	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	3	1	-	-	-	5	5	1	5	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 689

q290_4) What do you think is the worst feature of [Q274]? - Hawken Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	-	-	-	5	5	1	5	-
Base - Hawken Most Often (Wgtd)	5	3	1	-	-	-	5	5	1	5	-
Eff Base	5	3	1	-	-	-	5	5	1	5	-
Flavor	1	1	1	-	-	-	1	1	-	1	-
	19.9	33.3	100.0	-	-	-	19.9	19.9	-	19.9	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	20.1	-	-	-	-	-	20.1	20.1	-	20.1	-
Heritage/Authenticity	1	1	-	-	-	-	1	1	-	1	-
	20.0	33.4	-	-	-	-	20.0	20.0	-	20.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	1	-	-	-	-	1	1	1	1	-
	19.9	33.3	-	-	-	-	19.9	19.9	100.0	19.9	-
Total	5	3	1	-	-	-	5	5	1	5	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 690

q291_4) What in particular did you not like about the flavor of [Q274]? - Hawken Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	1	-	-	-	1	1	-	1	-
Base - Hawken Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	1	-	-	-	1	1	-	1	-
Eff Base	1	1	1	-	-	-	1	1	-	1	-
Dislike overall flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Flavor doesn't last long enough	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Flavor is too strong	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Flavor is too weak	1 100.0	1 100.0	1 100.0	- -	- -	- -	1 100.0	1 100.0	- -	1 100.0	- -
Other flavor weaknesses	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know/no answer	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	1 100.0	1 100.0	1 100.0	- -	- -	- -	1 100.0	1 100.0	- -	1 100.0	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 692

q293_4) What in particular did you not like about the quality of [Q274]? - Hawken Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often/ Quality Is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Hawken Most Often/ Quality Is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Poor quality tobacco	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Dry/stale	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 693

q289_5) What do you think is the best feature of [Q274]? - Husky Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	6	6	3	6	-
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	6	6	3	6	-
Eff Base	6	3	1	1	1	1	6	6	3	6	-
Flavor	2	-	-	-	-	-	2	2	1	2	-
	33.3	-	-	-	-	-	33.3	33.3	33.4	33.3	-
Strength	1	1	-	-	-	-	1	1	1	1	-
	16.7	33.4	-	-	-	-	16.7	16.7	33.3	16.7	-
Price	2	1	-	-	-	-	2	2	1	2	-
	33.3	33.3	-	-	-	-	33.3	33.3	33.3	33.3	-
Quality	1	1	1	1	1	1	1	1	-	1	-
	16.7	33.3	100.0	100.0	100.0	100.0	16.7	16.7	-	16.7	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	3	1	1	1	1	6	6	3	6	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 694

q290_5) What do you think is the worst feature of [Q274]? - Husky Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	6	6	3	6	-
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	6	6	3	6	-
Eff Base	6	3	1	1	1	1	6	6	3	6	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	2	1	1	1	1	1	2	2	-	2	-
	33.3	33.3	100.0	100.0	100.0	100.0	33.3	33.3	-	33.3	-
Price	3	1	-	-	-	-	3	3	2	3	-
	50.0	33.4	-	-	-	-	50.0	50.0	66.7	50.0	-
Quality	1	1	-	-	-	-	1	1	1	1	-
	16.7	33.3	-	-	-	-	16.7	16.7	33.3	16.7	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	3	1	1	1	1	6	6	3	6	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 696

q292_5) What in particular did you not like about the strength of [Q274]? - Husky Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often/ Strength Is Worst Feature (Unwtd)	2	1	1	1	1	1	2	2	-	2	-
Base - Husky Most Often/ Strength Is Worst Feature (Wgtd)	2	1	1	1	1	1	2	2	-	2	-
Eff Base	2	1	1	1	1	1	2	2	-	2	-
Too strong for me	2	1	1	1	1	1	2	2	-	2	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-
Too weak for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	1	1	1	1	2	2	-	2	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 697

q293_5) What in particular did you not like about the quality of [Q274]? - Husky Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often/ Quality Is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	1	1	-
Base - Husky Most Often/ Quality Is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	1	1	-
Eff Base	1	1	-	-	-	-	1	1	1	1	-
Poor quality tobacco	1	1	-	-	-	-	1	1	1	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Dry/stale	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	1	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 698

q289_6) What do you think is the best feature of [Q274]? - Kayak Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	-	-	-	-	8	10	3	10	-
Base - Kayak Most Often (Wgtd)	7	4	-	-	-	-	8	10	3	10	-
Eff Base	7	4	-	-	-	-	8	10	3	10	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	12.5	10.0	-	10.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	4	3	-	-	-	-	5	7	2	7	-
	57.1	74.9	-	-	-	-	62.5	70.0	66.6	70.0	-
Quality	2	1	-	-	-	-	2	2	1	2	-
	28.6	25.1	-	-	-	-	25.0	20.0	33.4	20.0	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	7	4	-	-	-	-	8	10	3	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 699

q290_6) What do you think is the worst feature of [Q274]? - Kayak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	-	-	-	-	8	10	3	10	-
Base - Kayak Most Often (Wgtd)	7	4	-	-	-	-	8	10	3	10	-
Eff Base	7	4	-	-	-	-	8	10	3	10	-
Flavor	1	1	-	-	-	-	1	1	-	1	-
	14.3	25.1	-	-	-	-	12.5	10.0	-	10.0	-
Strength	2	-	-	-	-	-	2	4	-	4	-
	28.6	-	-	-	-	-	25.1	40.1	-	40.1	-
Price	1	-	-	-	-	-	1	1	1	1	-
	14.3	-	-	-	-	-	12.5	10.0	33.4	10.0	-
Quality	1	1	-	-	-	-	1	1	-	1	-
	14.4	25.2	-	-	-	-	12.6	10.1	-	10.1	-
Heritage/Authenticity	1	1	-	-	-	-	1	1	1	1	-
	14.2	24.9	-	-	-	-	12.4	9.9	33.3	9.9	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	1	-	-	-	-	2	2	1	2	-
	14.2	24.9	-	-	-	-	24.9	19.9	33.3	19.9	-
Total	7	4	-	-	-	-	8	10	3	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 700

q291_6) What in particular did you not like about the flavor of [Q274]? - Kayak Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Kayak Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 701

q292_6) What in particular did you not like about the strength of [Q274]? - Kayak Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often/ Strength Is Worst Feature (Unwtd)	2	-	-	-	-	-	2	4	-	4	-
Base - Kayak Most Often/ Strength Is Worst Feature (Wgtd)	2	-	-	-	-	-	2	4	-	4	-
Eff Base	2	-	-	-	-	-	2	4	-	4	-
Too strong for me	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	49.8	25.0	-	25.0	-
Too weak for me	1	-	-	-	-	-	1	3	-	3	-
	49.9	-	-	-	-	-	50.2	75.0	-	75.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	2	4	-	4	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 702

q293_6) What in particular did you not like about the quality of [Q274]? - Kayak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often/ Quality Is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Kayak Most Often/ Quality Is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Poor quality tobacco	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Dry/stale	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 703

q289_7) What do you think is the best feature of [Q274]? - Longhorn Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	8	13	1	13	-
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	8	13	1	13	-
Eff Base	10	7	2	2	2	1	8	13	1	13	-
Flavor	5	3	-	-	-	-	4	5	-	5	-
	50.0	42.9	-	-	-	-	50.0	38.5	-	38.5	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	10.0	-	-	-	-	-	12.5	7.7	-	7.7	-
Price	1	1	-	-	-	-	-	4	-	4	-
	10.0	14.2	-	-	-	-	-	30.7	-	30.7	-
Quality	3	3	2	2	2	1	3	3	1	3	-
	30.0	42.9	100.0	100.0	100.0	100.0	37.5	23.1	100.0	23.1	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	10	7	2	2	2	1	8	13	1	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 704

q290_7) What do you think is the worst feature of [Q274]? - Longhorn Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	8	13	1	13	-
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	8	13	1	13	-
Eff Base	10	7	2	2	2	1	8	13	1	13	-
Flavor	1	1	-	-	-	-	1	1	-	1	-
	10.0	14.3	-	-	-	-	12.5	7.7	-	7.7	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	9.9	-	-	-	-	-	12.4	7.6	-	7.6	-
Price	3	3	1	1	1	-	3	3	1	3	-
	30.0	42.8	49.8	49.8	49.8	-	37.5	23.1	100.0	23.1	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	10.0	-	-	-	-	-	12.5	7.7	-	7.7	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	4	3	1	1	1	1	2	7	-	7	-
	40.0	42.9	50.2	50.2	50.2	100.0	25.1	53.8	-	53.8	-
Total	10	7	2	2	2	1	8	13	1	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 705

q291_7) What in particular did you not like about the flavor of [Q274]? - Longhorn Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Longhorn Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 706

q292_7) What in particular did you not like about the strength of [Q274]? - Longhorn Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often/ Strength Is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Longhorn Most Often/ Strength Is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Too strong for me	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Too weak for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 707

q293_7) What in particular did you not like about the quality of [Q274]? - Longhorn Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often/ Quality Is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Longhorn Most Often/ Quality Is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Poor quality tobacco	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dry/stale	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 713

q289_9) What do you think is the best feature of [Q274]? - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	-	-	-	5	8	2	8	-
Base - Red Man Most Often (Wgtd)	5	1	1	-	-	-	5	8	2	8	-
Eff Base	5	1	1	-	-	-	5	8	2	8	-
Flavor	1	-	-	-	-	-	1	2	-	2	-
	20.0	-	-	-	-	-	20.0	25.1	-	25.1	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	2	1	1	-	-	-	2	2	2	2	-
	40.0	100.0	100.0	-	-	-	40.0	24.9	100.0	24.9	-
Heritage/Authenticity	2	-	-	-	-	-	2	4	-	4	-
	40.0	-	-	-	-	-	40.0	50.0	-	50.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	1	1	-	-	-	5	8	2	8	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 714

q290_9) What do you think is the worst feature of [Q274]? - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	-	-	-	5	8	2	8	-
Base - Red Man Most Often (Wgtd)	5	1	1	-	-	-	5	8	2	8	-
Eff Base	5	1	1	-	-	-	5	8	2	8	-
Flavor	1	-	-	-	-	-	1	2	-	2	-
	20.0	-	-	-	-	-	20.0	25.0	-	25.0	-
Strength	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	12.5	-	12.5	-
Price	2	1	1	-	-	-	2	2	1	2	-
	40.1	100.0	100.0	-	-	-	40.1	25.0	50.1	25.0	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	2	-	-	-	-	-	2	3	1	3	-
	40.0	-	-	-	-	-	40.0	37.5	49.9	37.5	-
Total	5	1	1	-	-	-	5	8	2	8	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 715

q291_9) What in particular did you not like about the flavor of [Q274]? - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often/ Flavor Is Worst Feature (Unwtd)	1	-	-	-	-	-	1	2	-	2	-
Base - Red Man Most Often/ Flavor Is Worst Feature (Wgtd)	1	-	-	-	-	-	1	2	-	2	-
Eff Base	1	-	-	-	-	-	1	2	-	2	-
Dislike overall flavor	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	50.0	-	50.0	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	50.0	-	50.0	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 716

q292_9) What in particular did you not like about the strength of [Q274]? - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often/ Strength Is Worst Feature (Unwtd)	-	-	-	-	-	-	-	1	-	1	-
Base - Red Man Most Often/ Strength Is Worst Feature (Wgtd)	-	-	-	-	-	-	-	1	-	1	-
Eff Base	-	-	-	-	-	-	-	1	-	1	-
Too strong for me	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
Too weak for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 718

q289_10) What do you think is the best feature of [Q274]? - Red Seal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	-	-	-	-	9	9	-	9	-
Base - Red Seal Most Often (Wgtd)	8	4	-	-	-	-	9	9	-	9	-
Eff Base	8	4	-	-	-	-	9	9	-	9	-
Flavor	1	1	-	-	-	-	1	1	-	1	-
	12.6	25.1	-	-	-	-	11.2	11.2	-	11.2	-
Strength	1	1	-	-	-	-	1	1	-	1	-
	12.4	24.9	-	-	-	-	11.1	11.1	-	11.1	-
Price	2	-	-	-	-	-	2	2	-	2	-
	25.1	-	-	-	-	-	22.3	22.3	-	22.3	-
Quality	3	2	-	-	-	-	4	4	-	4	-
	37.4	50.0	-	-	-	-	44.4	44.4	-	44.4	-
Heritage/Authenticity	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	11.1	11.1	-	11.1	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	4	-	-	-	-	9	9	-	9	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 719

q290_10) What do you think is the worst feature of [Q274]? - Red Seal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	-	-	-	-	9	9	-	9	-
Base - Red Seal Most Often (Wgtd)	8	4	-	-	-	-	9	9	-	9	-
Eff Base	8	4	-	-	-	-	9	9	-	9	-
Flavor	5	2	-	-	-	-	5	5	-	5	-
	62.4	49.9	-	-	-	-	55.4	55.4	-	55.4	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	1	1	-	-	-	-	1	1	-	1	-
	12.5	24.9	-	-	-	-	11.1	11.1	-	11.1	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	2	1	-	-	-	-	3	3	-	3	-
	25.2	25.1	-	-	-	-	33.5	33.5	-	33.5	-
Total	8	4	-	-	-	-	9	9	-	9	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 720

q291_10) What in particular did you not like about the flavor of [Q274]? - Red Seal Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often/ Flavor Is Worst Feature (Unwtd)	5	2	-	-	-	-	5	5	-	5	-
Base - Red Seal Most Often/ Flavor Is Worst Feature (Wgtd)	5	2	-	-	-	-	5	5	-	5	-
Eff Base	5	2	-	-	-	-	5	5	-	5	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	2	1	-	-	-	-	2	2	-	2	-
	40.1	50.1	-	-	-	-	40.1	40.1	-	40.1	-
Flavor is too strong	1	1	-	-	-	-	1	1	-	1	-
	20.0	49.9	-	-	-	-	20.0	20.0	-	20.0	-
Flavor is too weak	2	-	-	-	-	-	2	2	-	2	-
	39.9	-	-	-	-	-	39.9	39.9	-	39.9	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	2	-	-	-	-	5	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 723

q289_12) What do you think is the best feature of [Q274]? - Silver Creek Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	-	-	-	-	-	1	1	1	1	-
Base - Silver Creek Most Often (Wgtd)	1	-	-	-	-	-	1	1	1	1	-
Eff Base	1	-	-	-	-	-	1	1	1	1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 724

q290_12) What do you think is the worst feature of [Q274]? - Silver Creek Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	-	-	-	-	-	1	1	1	1	-
Base - Silver Creek Most Often (Wgtd)	1	-	-	-	-	-	1	1	1	1	-
Eff Base	1	-	-	-	-	-	1	1	1	1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 726

q292_12) What in particular did you not like about the strength of [Q274]? - Silver Creek Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often/ Strength Is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	1	1	-
Base - Silver Creek Most Often/ Strength Is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	1	1	-
Eff Base	1	-	-	-	-	-	1	1	1	1	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Too weak for me	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 728

q289_13) What do you think is the best feature of [Q274]? - Skoal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	32	40	7	40	-
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	32	40	7	40	-
Eff Base	33	21	4	4	4	3	32	40	7	40	-
Flavor	6	4	1	1	1	1	7	10	2	10	-
	18.2	19.1	25.0	25.0	25.0	33.3	21.9	25.0	28.5	25.0	-
Strength	4	4	-	-	-	-	4	4	-	4	-
	12.1	19.0	-	-	-	-	12.5	10.0	-	10.0	-
Price	2	1	-	-	-	-	2	2	-	2	-
	6.0	4.8	-	-	-	-	6.2	5.0	-	5.0	-
Quality	17	9	2	2	2	2	15	19	2	19	-
	51.5	42.8	50.0	50.0	50.0	66.7	46.9	47.5	28.6	47.5	-
Heritage/Authenticity	2	1	1	1	1	-	1	2	1	2	-
	6.1	4.8	25.1	25.1	25.1	-	3.1	5.0	14.3	5.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	2	2	-	-	-	-	3	3	2	3	-
	6.1	9.5	-	-	-	-	9.4	7.5	28.6	7.5	-
Total	33	21	4	4	4	3	32	40	7	40	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 729

q290_13) What do you think is the worst feature of [Q274]? - Skoal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	32	40	7	40	-
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	32	40	7	40	-
Eff Base	33	21	4	4	4	3	32	40	7	40	-
Flavor	6	3	2	2	2	1	7	7	2	7	-
	18.2	14.3	50.1	50.1	50.1	33.3	21.9	17.5	28.5	17.5	-
Strength	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	3.1	2.5	-	2.5	-
Price	9	3	2	2	2	2	7	12	2	12	-
	27.3	14.3	49.9	49.9	49.9	66.7	21.9	30.0	28.7	30.0	-
Quality	4	3	-	-	-	-	4	4	1	4	-
	12.1	14.3	-	-	-	-	12.5	10.0	14.2	10.0	-
Heritage/Authenticity	5	5	-	-	-	-	5	5	-	5	-
	15.2	23.8	-	-	-	-	15.6	12.5	-	12.5	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	9	7	-	-	-	-	8	11	2	11	-
	27.3	33.3	-	-	-	-	25.0	27.5	28.6	27.5	-
Total	33	21	4	4	4	3	32	40	7	40	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 730

q291_13) What in particular did you not like about the flavor of [Q274]? - Skoal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often/ Flavor Is Worst Feature (Unwtd)	6	3	2	2	2	1	7	7	2	7	-
Base - Skoal Most Often/ Flavor Is Worst Feature (Wgtd)	6	3	2	2	2	1	7	7	2	7	-
Eff Base	6	3	2	2	2	1	7	7	2	7	-
Dislike overall flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	14.2	14.2	-	14.2	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too weak	5	3	2	2	2	1	5	5	2	5	-
	83.2	100.0	100.0	100.0	100.0	100.0	71.4	71.4	100.0	71.4	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	1	-	-	-	-	-	1	1	-	1	-
	16.8	-	-	-	-	-	14.4	14.4	-	14.4	-
Total	6	3	2	2	2	1	7	7	2	7	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 731

q292_13) What in particular did you not like about the strength of [Q274]? - Skoal Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often/ Strength Is Worst Feature (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Skoal Most Often/ Strength Is Worst Feature (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Too strong for me	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Too weak for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 732

q293_13) What in particular did you not like about the quality of [Q274]? - Skoal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often/ Quality Is Worst Feature (Unwtd)	4	3	-	-	-	-	4	4	1	4	-
Base - Skoal Most Often/ Quality Is Worst Feature (Wgtd)	4	3	-	-	-	-	4	4	1	4	-
Eff Base	4	3	-	-	-	-	4	4	1	4	-
Poor quality tobacco	1	1	-	-	-	-	1	1	-	1	-
	25.1	33.4	-	-	-	-	25.1	25.1	-	25.1	-
Dry/stale	3	2	-	-	-	-	3	3	1	3	-
	74.9	66.6	-	-	-	-	74.9	74.9	100.0	74.9	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	3	-	-	-	-	4	4	1	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 733

q289_14) What do you think is the best feature of [Q274]? - Swisher Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	-	-	-	-	-	2	3	1	3	-
Base - Swisher Most Often (Wgtd)	3	-	-	-	-	-	2	3	1	3	-
Eff Base	3	-	-	-	-	-	2	3	1	3	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	50.0	33.4	-	33.4	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	1	-	-	-	-	-	-	1	-	1	-
	33.3	-	-	-	-	-	-	33.3	-	33.3	-
Quality	1	-	-	-	-	-	1	1	1	1	-
	33.3	-	-	-	-	-	50.0	33.3	100.0	33.3	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 734

q290_14) What do you think is the worst feature of [Q274]? - Swisher Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	-	-	-	-	-	2	3	1	3	-
Base - Swisher Most Often (Wgtd)	3	-	-	-	-	-	2	3	1	3	-
Eff Base	3	-	-	-	-	-	2	3	1	3	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	2	-	-	-	-	-	1	2	-	2	-
	66.7	-	-	-	-	-	50.0	66.7	-	66.7	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	1	-	-	-	-	-	1	1	1	1	-
	33.3	-	-	-	-	-	50.0	33.3	100.0	33.3	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	-	-	-	-	-	2	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 736

q292_14) What in particular did you not like about the strength of [Q274]? - Swisher Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often/ Strength Is Worst Feature (Unwtd)	2	-	-	-	-	-	1	2	-	2	-
Base - Swisher Most Often/ Strength Is Worst Feature (Wgtd)	2	-	-	-	-	-	1	2	-	2	-
Eff Base	2	-	-	-	-	-	1	2	-	2	-
Too strong for me	2	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Too weak for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 738

q289_15) What do you think is the best feature of [Q274]? - Timber Wolf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	4	5	2	5	-
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	4	5	2	5	-
Eff Base	4	3	1	1	1	1	4	5	2	5	-
Flavor	1	1	1	1	1	1	1	1	-	1	-
	25.0	33.3	100.0	100.0	100.0	100.0	25.0	20.0	-	20.0	-
Strength	1	1	-	-	-	-	1	1	-	1	-
	25.0	33.4	-	-	-	-	25.0	20.0	-	20.0	-
Price	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	20.0	-	20.0	-
Quality	1	-	-	-	-	-	1	1	1	1	-
	25.1	-	-	-	-	-	25.1	20.1	50.2	20.1	-
Heritage/Authenticity	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	3	1	1	1	1	4	5	2	5	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 739

q290_15) What do you think is the worst feature of [Q274]? - Timber Wolf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	4	5	2	5	-
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	4	5	2	5	-
Eff Base	4	3	1	1	1	1	4	5	2	5	-
Flavor	1	1	-	-	-	-	1	1	1	1	-
	24.9	33.3	-	-	-	-	24.9	20.0	49.8	20.0	-
Strength	1	1	1	1	1	1	1	1	-	1	-
	25.0	33.3	100.0	100.0	100.0	100.0	25.0	20.0	-	20.0	-
Price	1	1	-	-	-	-	1	1	-	1	-
	25.0	33.4	-	-	-	-	25.0	20.0	-	20.0	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	-	-	-	-	-	1	2	1	2	-
	25.1	-	-	-	-	-	25.1	40.1	50.2	40.1	-
Total	4	3	1	1	1	1	4	5	2	5	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 740

q291_15) What in particular did you not like about the flavor of [Q274]? - Timber Wolf Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	1	1	-
Base - Timber Wolf Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	1	1	-
Eff Base	1	1	-	-	-	-	1	1	1	1	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	1	1	-	-	-	-	1	1	1	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	1	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 741

q292_15) What in particular did you not like about the strength of [Q274]? - Timber Wolf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often/ Strength Is Worst Feature (Unwtd)	1	1	1	1	1	1	1	1	-	1	-
Base - Timber Wolf Most Often/ Strength Is Worst Feature (Wgtd)	1	1	1	1	1	1	1	1	-	1	-
Eff Base	1	1	1	1	1	1	1	1	-	1	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Too weak for me	1	1	1	1	1	1	1	1	-	1	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	1	1	1	1	1	1	-	1	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 743

q289_16) What do you think is the best feature of [Q274]? - Skoal Xtra Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	-	-	-	-	3	6	-	6	-
Base - Skoal Xtra Most Often (Wgtd)	4	1	-	-	-	-	3	6	-	6	-
Eff Base	4	1	-	-	-	-	3	6	-	6	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	33.3	16.6	-	16.6	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	1	-	-	-	-	-	-	2	-	2	-
	25.1	-	-	-	-	-	-	33.4	-	33.4	-
Quality	1	1	-	-	-	-	1	2	-	2	-
	25.0	100.0	-	-	-	-	33.3	33.3	-	33.3	-
Heritage/Authenticity	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	33.4	16.7	-	16.7	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	1	-	-	-	-	3	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 744

q290_16) What do you think is the worst feature of [Q274]? - Skoal Xtra Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	-	-	-	-	3	6	-	6	-
Base - Skoal Xtra Most Often (Wgtd)	4	1	-	-	-	-	3	6	-	6	-
Eff Base	4	1	-	-	-	-	3	6	-	6	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	33.4	16.7	-	16.7	-
Price	1	1	-	-	-	-	1	1	-	1	-
	25.0	100.0	-	-	-	-	33.3	16.6	-	16.6	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	16.6	-	16.6	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	2	-	-	-	-	-	1	3	-	3	-
	50.1	-	-	-	-	-	33.3	50.0	-	50.0	-
Total	4	1	-	-	-	-	3	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 746

q292_16) What in particular did you not like about the strength of [Q274]? - Skoal Xtra Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often/ Strength Is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Skoal Xtra Most Often/ Strength Is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Too weak for me	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 748

q289_17) What do you think is the best feature of [Q274]? - Kodiak Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	-	-	-	6	6	-	6	-
Base - Kodiak Most Often (Wgtd)	5	3	1	-	-	-	6	6	-	6	-
Eff Base	5	3	1	-	-	-	6	6	-	6	-
Flavor	2	2	1	-	-	-	2	2	-	2	-
	39.9	66.5	100.0	-	-	-	33.3	33.3	-	33.3	-
Strength	1	-	-	-	-	-	2	2	-	2	-
	20.0	-	-	-	-	-	33.3	33.3	-	33.3	-
Price	1	1	-	-	-	-	1	1	-	1	-
	20.1	33.5	-	-	-	-	16.7	16.7	-	16.7	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	3	1	-	-	-	6	6	-	6	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 749

q290_17) What do you think is the worst feature of [Q274]? - Kodiak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	-	-	-	6	6	-	6	-
Base - Kodiak Most Often (Wgtd)	5	3	1	-	-	-	6	6	-	6	-
Eff Base	5	3	1	-	-	-	6	6	-	6	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	2	1	-	-	-	-	2	2	-	2	-
	40.1	33.5	-	-	-	-	33.5	33.5	-	33.5	-
Price	2	1	-	-	-	-	2	2	-	2	-
	39.9	33.1	-	-	-	-	33.2	33.2	-	33.2	-
Quality	1	1	1	-	-	-	1	1	-	1	-
	20.0	33.4	100.0	-	-	-	16.7	16.7	-	16.7	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	16.6	16.6	-	16.6	-
Total	5	3	1	-	-	-	6	6	-	6	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 751

q292_17) What in particular did you not like about the strength of [Q274]? - Kodiak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often/ Strength Is Worst Feature (Unwtd)	2	1	-	-	-	-	2	2	-	2	-
Base - Kodiak Most Often/ Strength Is Worst Feature (Wgtd)	2	1	-	-	-	-	2	2	-	2	-
Eff Base	2	1	-	-	-	-	2	2	-	2	-
Too strong for me	1	-	-	-	-	-	1	1	-	1	-
	49.9	-	-	-	-	-	49.9	49.9	-	49.9	-
Too weak for me	1	1	-	-	-	-	1	1	-	1	-
	50.1	100.0	-	-	-	-	50.1	50.1	-	50.1	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 752

q293_17) What in particular did you not like about the quality of [Q274]? - Kodiak Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often/ Quality Is Worst Feature (Unwtd)	1	1	1	-	-	-	1	1	-	1	-
Base - Kodiak Most Often/ Quality Is Worst Feature (Wgtd)	1	1	1	-	-	-	1	1	-	1	-
Eff Base	1	1	1	-	-	-	1	1	-	1	-
Poor quality tobacco	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-
Dry/stale	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 753

q289_18) What do you think is the best feature of [Q274]? - Renegades Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	-	-	-	-	5	5	-	5	-
Base - Renegades Most Often (Wgtd)	5	1	-	-	-	-	5	5	-	5	-
Eff Base	5	1	-	-	-	-	5	5	-	5	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	2	-	-	-	-	-	2	2	-	2	-
	39.9	-	-	-	-	-	39.9	39.9	-	39.9	-
Heritage/Authenticity	1	1	-	-	-	-	1	1	-	1	-
	20.1	100.0	-	-	-	-	20.1	20.1	-	20.1	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	1	-	-	-	-	5	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 754

q290_18) What do you think is the worst feature of [Q274]? - Renegades Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	-	-	-	-	5	5	-	5	-
Base - Renegades Most Often (Wgtd)	5	1	-	-	-	-	5	5	-	5	-
Eff Base	5	1	-	-	-	-	5	5	-	5	-
Flavor	2	-	-	-	-	-	2	2	-	2	-
	39.9	-	-	-	-	-	39.9	39.9	-	39.9	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	2	1	-	-	-	-	2	2	-	2	-
	40.1	100.0	-	-	-	-	40.1	40.1	-	40.1	-
Total	5	1	-	-	-	-	5	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 755

q291_18) What in particular did you not like about the flavor of [Q274]? - Renegades Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often/ Flavor Is Worst Feature (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - Renegades Most Often/ Flavor Is Worst Feature (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too weak	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 757

q293_18) What in particular did you not like about the quality of [Q274]? - Renegades Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often/ Quality Is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Renegades Most Often/ Quality Is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Poor quality tobacco	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dry/stale	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 758

q289_31) What do you think is the best feature of [Q274]? - Stoker's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	1	3	-	3	-
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	1	3	-	3	-
Eff Base	2	2	1	1	1	1	1	3	-	3	-
Flavor	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	33.3	-	33.3	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	1	1	-	-	-	-	-	1	-	1	-
	50.0	50.0	-	-	-	-	-	33.3	-	33.3	-
Quality	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	1	1	1	1	1	3	-	3	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 759

q290_31) What do you think is the worst feature of [Q274]? - Stoker's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	1	3	-	3	-
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	1	3	-	3	-
Eff Base	2	2	1	1	1	1	1	3	-	3	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	1	1	1	1	1	1	1	1	-	1	-
	50.0	50.0	100.0	100.0	100.0	100.0	100.0	33.3	-	33.3	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	1	1	-	-	-	-	-	1	-	1	-
	50.0	50.0	-	-	-	-	-	33.3	-	33.3	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	33.3	-	33.3	-
Total	2	2	1	1	1	1	1	3	-	3	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 761

q292_31) What in particular did you not like about the strength of [Q274]? - Stoker's Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often/ Strength Is Worst Feature (Unwtd)	1	1	1	1	1	1	1	1	-	1	-
Base - Stoker's Most Often/ Strength Is Worst Feature (Wgtd)	1	1	1	1	1	1	1	1	-	1	-
Eff Base	1	1	1	1	1	1	1	1	-	1	-
Too strong for me	1	1	1	1	1	1	1	1	-	1	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-
Too weak for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	1	1	1	1	1	1	-	1	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 762

q293_31) What in particular did you not like about the quality of [Q274]? - Stoker's Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often/ Quality Is Worst Feature (Unwtd)	1	1	-	-	-	-	-	1	-	1	-
Base - Stoker's Most Often/ Quality Is Worst Feature (Wgtd)	1	1	-	-	-	-	-	1	-	1	-
Eff Base	1	1	-	-	-	-	-	1	-	1	-
Poor quality tobacco	1	1	-	-	-	-	-	1	-	1	-
	100.0	100.0	-	-	-	-	-	100.0	-	100.0	-
Dry/stale	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	-	1	-	1	-
	100.0	100.0	-	-	-	-	-	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 763

q289_19) What do you think is the best feature of [Q274]? - [Q270 OTHER] Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - [Q270 OTHER] Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 764

q290_19) What do you think is the worst feature of [Q274]? - [Q270 OTHER] Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - [Q270 OTHER] Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 768

q289_20) What do you think is the best feature of [Q274]? - Copenhagen Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	-	-	-	-	10	14	2	14	-
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	-	-	-	-	10	14	2	14	-
Eff Base	9	5	-	-	-	-	10	14	2	14	-
Flavor	4	2	-	-	-	-	4	6	-	6	-
	44.5	40.0	-	-	-	-	40.0	42.9	-	42.9	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	1	1	-	-	-	-	2	2	1	2	-
	11.1	20.1	-	-	-	-	20.1	14.3	50.1	14.3	-
Quality	2	1	-	-	-	-	2	3	1	3	-
	22.2	20.0	-	-	-	-	20.0	21.4	49.9	21.4	-
Heritage/Authenticity	1	-	-	-	-	-	1	1	-	1	-
	11.1	-	-	-	-	-	10.0	7.1	-	7.1	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	1	-	-	-	-	1	2	-	2	-
	11.1	20.0	-	-	-	-	10.0	14.3	-	14.3	-
Total	9	5	-	-	-	-	10	14	2	14	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 769

q290_20) What do you think is the worst feature of [Q274]? - Copenhagen Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	-	-	-	-	10	14	2	14	-
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	-	-	-	-	10	14	2	14	-
Eff Base	9	5	-	-	-	-	10	14	2	14	-
Flavor	2	-	-	-	-	-	3	3	1	3	-
	22.2	-	-	-	-	-	30.0	21.4	49.9	21.4	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	2	2	-	-	-	-	2	3	-	3	-
	22.2	40.0	-	-	-	-	20.0	21.4	-	21.4	-
Quality	3	1	-	-	-	-	2	3	1	3	-
	33.5	20.1	-	-	-	-	20.1	21.5	50.1	21.5	-
Heritage/Authenticity	1	1	-	-	-	-	1	1	-	1	-
	11.1	20.0	-	-	-	-	10.0	7.1	-	7.1	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	1	-	-	-	-	2	4	-	4	-
	11.1	20.0	-	-	-	-	20.0	28.5	-	28.5	-
Total	9	5	-	-	-	-	10	14	2	14	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 770

q291_20) What in particular did you not like about the flavor of [Q274]? - Copenhagen Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often/ Flavor Is Worst Feature (Unwtd)	2	-	-	-	-	-	3	3	1	3	-
Base - Copenhagen Pouches Most Often/ Flavor Is Worst Feature (Wgtd)	2	-	-	-	-	-	3	3	1	3	-
Eff Base	2	-	-	-	-	-	3	3	1	3	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	1	-	-	-	-	-	1	1	1	1	-
	50.0	-	-	-	-	-	33.3	33.3	100.0	33.3	-
Flavor is too strong	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	33.3	33.3	-	33.3	-
Flavor is too weak	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	33.4	33.4	-	33.4	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	3	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 772

q293_20) What in particular did you not like about the quality of [Q274]? - Copenhagen Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often/ Quality Is Worst Feature (Unwtd)	3	1	-	-	-	-	2	3	1	3	-
Base - Copenhagen Pouches Most Often/ Quality Is Worst Feature (Wgtd)	3	1	-	-	-	-	2	3	1	3	-
Eff Base	3	1	-	-	-	-	2	3	1	3	-
Poor quality tobacco	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	50.0	33.2	-	33.2	-
Dry/stale	2	1	-	-	-	-	1	2	1	2	-
	66.8	100.0	-	-	-	-	50.0	66.8	100.0	66.8	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	1	-	-	-	-	2	3	1	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 773

q289_21) What do you think is the best feature of [Q274]? - Grizzly Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	14	17	3	17	-
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	14	17	3	17	-
Eff Base	17	9	3	3	2	1	14	17	3	17	-
Flavor	3	1	-	-	-	-	2	3	-	3	-
	17.6	11.0	-	-	-	-	14.3	17.6	-	17.6	-
Strength	2	1	1	1	1	1	2	2	1	2	-
	11.8	11.1	33.4	33.4	50.0	100.0	14.3	11.8	33.2	11.8	-
Price	4	2	-	-	-	-	4	4	-	4	-
	23.5	22.2	-	-	-	-	28.6	23.5	-	23.5	-
Quality	6	3	1	1	-	-	4	6	1	6	-
	35.3	33.3	33.3	33.3	-	-	28.5	35.3	33.3	35.3	-
Heritage/Authenticity	1	1	1	1	1	-	1	1	-	1	-
	5.9	11.1	33.3	33.3	50.0	-	7.1	5.9	-	5.9	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	1	-	-	-	-	1	1	1	1	-
	5.9	11.2	-	-	-	-	7.2	5.9	33.5	5.9	-
Total	17	9	3	3	2	1	14	17	3	17	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 774

q290_21) What do you think is the worst feature of [Q274]? - Grizzly Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	14	17	3	17	-
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	14	17	3	17	-
Eff Base	17	9	3	3	2	1	14	17	3	17	-
Flavor	2	2	-	-	-	-	2	2	1	2	-
	11.8	22.2	-	-	-	-	14.3	11.8	33.3	11.8	-
Strength	4	1	1	1	1	-	4	4	-	4	-
	23.6	11.1	33.3	33.3	50.0	-	28.6	23.6	-	23.6	-
Price	3	2	2	2	1	1	1	3	1	3	-
	17.6	22.2	66.7	66.7	50.0	100.0	7.1	17.6	33.2	17.6	-
Quality	3	1	-	-	-	-	3	3	-	3	-
	17.6	11.1	-	-	-	-	21.4	17.6	-	17.6	-
Heritage/Authenticity	2	1	-	-	-	-	2	2	-	2	-
	11.7	11.0	-	-	-	-	14.3	11.7	-	11.7	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	3	2	-	-	-	-	2	3	1	3	-
	17.7	22.3	-	-	-	-	14.3	17.7	33.5	17.7	-
Total	17	9	3	3	2	1	14	17	3	17	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 775

q291_21) What in particular did you not like about the flavor of [Q274]? - Grizzly Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often/ Flavor Is Worst Feature (Unwtd)	2	2	-	-	-	-	2	2	1	2	-
Base - Grizzly Pouches Most Often/ Flavor Is Worst Feature (Wgtd)	2	2	-	-	-	-	2	2	1	2	-
Eff Base	2	2	-	-	-	-	2	2	1	2	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	1	1	-	-	-	-	1	1	1	1	-
	50.2	50.2	-	-	-	-	50.2	50.2	100.0	50.2	-
Flavor is too strong	1	1	-	-	-	-	1	1	-	1	-
	49.8	49.8	-	-	-	-	49.8	49.8	-	49.8	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	-	-	-	-	2	2	1	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 776

q292_21) What in particular did you not like about the strength of [Q274]? - Grizzly Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often/ Strength Is Worst Feature (Unwtd)	4	1	1	1	1	-	4	4	-	4	-
Base - Grizzly Pouches Most Often/ Strength Is Worst Feature (Wgtd)	4	1	1	1	1	-	4	4	-	4	-
Eff Base	4	1	1	1	1	-	4	4	-	4	-
Too strong for me	3	-	-	-	-	-	3	3	-	3	-
	75.1	-	-	-	-	-	75.1	75.1	-	75.1	-
Too weak for me	1	1	1	1	1	-	1	1	-	1	-
	24.9	100.0	100.0	100.0	100.0	-	24.9	24.9	-	24.9	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	1	1	1	1	-	4	4	-	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 777

q293_21) What in particular did you not like about the quality of [Q274]? - Grizzly Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often/ Quality Is Worst Feature (Unwtd)	3	1	-	-	-	-	3	3	-	3	-
Base - Grizzly Pouches Most Often/ Quality Is Worst Feature (Wgtd)	3	1	-	-	-	-	3	3	-	3	-
Eff Base	3	1	-	-	-	-	3	3	-	3	-
Poor quality tobacco	1	-	-	-	-	-	1	1	-	1	-
	33.5	-	-	-	-	-	33.5	33.5	-	33.5	-
Dry/stale	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	33.2	33.2	-	33.2	-
Other quality issues	1	1	-	-	-	-	1	1	-	1	-
	33.3	100.0	-	-	-	-	33.3	33.3	-	33.3	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	1	-	-	-	-	3	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 778

q289_22) What do you think is the best feature of [Q274]? - Longhorn Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	-	-	-	-	2	3	-	3	-
Base - Longhorn Pouches Most Often (Wgtd)	3	2	-	-	-	-	2	3	-	3	-
Eff Base	3	2	-	-	-	-	2	3	-	3	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	1	1	-	-	-	-	-	1	-	1	-
	33.2	49.9	-	-	-	-	-	33.2	-	33.2	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	1	1	-	-	-	-	1	1	-	1	-
	33.4	50.1	-	-	-	-	50.0	33.4	-	33.4	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	50.0	33.4	-	33.4	-
Total	3	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 779

q290_22) What do you think is the worst feature of [Q274]? - Longhorn Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	-	-	-	-	2	3	-	3	-
Base - Longhorn Pouches Most Often (Wgtd)	3	2	-	-	-	-	2	3	-	3	-
Eff Base	3	2	-	-	-	-	2	3	-	3	-
Flavor	1	1	-	-	-	-	-	1	-	1	-
	33.2	49.9	-	-	-	-	-	33.2	-	33.2	-
Strength	1	1	-	-	-	-	1	1	-	1	-
	33.4	50.1	-	-	-	-	50.0	33.4	-	33.4	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	50.0	33.4	-	33.4	-
Total	3	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 780

q291_22) What in particular did you not like about the flavor of [Q274]? - Longhorn Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	-	-	-	-	-	1	-	1	-
Base - Longhorn Pouches Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	-	-	-	-	-	1	-	1	-
Eff Base	1	1	-	-	-	-	-	1	-	1	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	1	1	-	-	-	-	-	1	-	1	-
	100.0	100.0	-	-	-	-	-	100.0	-	100.0	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	-	1	-	1	-
	100.0	100.0	-	-	-	-	-	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 781

q292_22) What in particular did you not like about the strength of [Q274]? - Longhorn Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often/ Strength Is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Longhorn Pouches Most Often/ Strength Is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Too strong for me	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Too weak for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 788

q289_24) What do you think is the best feature of [Q274]? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	21	21	3	21	-
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	21	21	3	21	-
Eff Base	19	11	3	3	3	1	21	21	3	21	-
Flavor	10	6	2	2	2	-	11	11	1	11	-
	52.7	54.6	66.7	66.7	66.7	-	52.4	52.4	33.4	52.4	-
Strength	1	1	-	-	-	-	1	1	1	1	-
	5.2	9.1	-	-	-	-	4.7	4.7	33.3	4.7	-
Price	2	-	-	-	-	-	3	3	-	3	-
	10.5	-	-	-	-	-	14.3	14.3	-	14.3	-
Quality	5	4	1	1	1	1	5	5	1	5	-
	26.3	36.4	33.3	33.3	33.3	100.0	23.8	23.8	33.3	23.8	-
Heritage/Authenticity	1	-	-	-	-	-	1	1	-	1	-
	5.2	-	-	-	-	-	4.7	4.7	-	4.7	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	19	11	3	3	3	1	21	21	3	21	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 789

q290_24) What do you think is the worst feature of [Q274]? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	21	21	3	21	-
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	21	21	3	21	-
Eff Base	19	11	3	3	3	1	21	21	3	21	-
Flavor	1	1	-	-	-	-	1	1	-	1	-
	5.3	9.1	-	-	-	-	4.8	4.8	-	4.8	-
Strength	3	2	1	1	1	1	5	5	1	5	-
	15.8	18.2	33.3	33.3	33.3	100.0	23.8	23.8	33.3	23.8	-
Price	6	1	-	-	-	-	6	6	1	6	-
	31.6	9.1	-	-	-	-	28.6	28.6	33.4	28.6	-
Quality	4	3	2	2	2	-	4	4	-	4	-
	21.0	27.2	66.7	66.7	66.7	-	19.0	19.0	-	19.0	-
Heritage/Authenticity	1	1	-	-	-	-	1	1	1	1	-
	5.2	9.1	-	-	-	-	4.7	4.7	33.3	4.7	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	4	3	-	-	-	-	4	4	-	4	-
	21.1	27.3	-	-	-	-	19.1	19.1	-	19.1	-
Total	19	11	3	3	3	1	21	21	3	21	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 790

q291_24) What in particular did you not like about the flavor of [Q274]? - Skoal Bandits Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Skoal Bandits Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too weak	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 791

q292_24) What in particular did you not like about the strength of [Q274]? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often/ Strength Is Worst Feature (Unwtd)	3	2	1	1	1	1	5	5	1	5	-
Base - Skoal Bandits Most Often/ Strength Is Worst Feature (Wgtd)	3	2	1	1	1	1	5	5	1	5	-
Eff Base	3	2	1	1	1	1	5	5	1	5	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Too weak for me	3	2	1	1	1	1	5	5	1	5	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	2	1	1	1	1	5	5	1	5	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 792

q293_24) What in particular did you not like about the quality of [Q274]? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often/ Quality Is Worst Feature (Unwtd)	4	3	2	2	2	-	4	4	-	4	-
Base - Skoal Bandits Most Often/ Quality Is Worst Feature (Wgtd)	4	3	2	2	2	-	4	4	-	4	-
Eff Base	4	3	2	2	2	-	4	4	-	4	-
Poor quality tobacco	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dry/stale	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	25.0	25.0	-	25.0	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	3	3	2	2	2	-	3	3	-	3	-
	75.0	100.0	100.0	100.0	100.0	-	75.0	75.0	-	75.0	-
Total	4	3	2	2	2	-	4	4	-	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 793

q289_25) What do you think is the best feature of [Q274]? - Skoal Pouches (other than Bandits) Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	-	-	-	-	7	9	6	9	-
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	-	-	-	-	7	9	6	9	-
Eff Base	8	6	-	-	-	-	7	9	6	9	-
Flavor	2	2	-	-	-	-	2	3	2	3	-
	25.1	33.4	-	-	-	-	28.7	33.5	33.4	33.5	-
Strength	1	1	-	-	-	-	1	1	1	1	-
	12.4	16.6	-	-	-	-	14.2	11.0	16.6	11.0	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	3	2	-	-	-	-	2	3	1	3	-
	37.5	33.3	-	-	-	-	28.6	33.3	16.7	33.3	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	2	1	-	-	-	-	2	2	2	2	-
	25.0	16.7	-	-	-	-	28.6	22.2	33.4	22.2	-
Total	8	6	-	-	-	-	7	9	6	9	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 794

q290_25) What do you think is the worst feature of [Q274]? - Skoal Pouches (other than Bandits) Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	-	-	-	-	7	9	6	9	-
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	-	-	-	-	7	9	6	9	-
Eff Base	8	6	-	-	-	-	7	9	6	9	-
Flavor	3	3	-	-	-	-	2	3	2	3	-
	37.4	49.9	-	-	-	-	28.5	33.2	33.2	33.2	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	14.3	11.1	-	11.1	-
Quality	1	1	-	-	-	-	2	2	1	2	-
	12.5	16.6	-	-	-	-	28.7	22.3	16.6	22.3	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	3	2	-	-	-	-	2	3	3	3	-
	37.6	33.5	-	-	-	-	28.6	33.4	50.1	33.4	-
Total	8	6	-	-	-	-	7	9	6	9	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 795

q291_25) What in particular did you not like about the flavor of [Q274]? - Skoal Pouches (other than Bandits) Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often/ Flavor Is Worst Feature (Unwtd)	3	3	-	-	-	-	2	3	2	3	-
Base - Skoal Pouches (other than Bandits) Most Often/ Flavor Is Worst Feature (Wgtd)	3	3	-	-	-	-	2	3	2	3	-
Eff Base	3	3	-	-	-	-	2	3	2	3	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	1	1	-	-	-	-	1	1	1	1	-
	33.5	33.5	-	-	-	-	50.2	33.5	50.2	33.5	-
Flavor is too weak	1	1	-	-	-	-	1	1	1	1	-
	33.3	33.3	-	-	-	-	49.8	33.3	49.8	33.3	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	1	1	-	-	-	-	-	1	-	1	-
	33.3	33.3	-	-	-	-	-	33.3	-	33.3	-
Total	3	3	-	-	-	-	2	3	2	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 797

q293_25) What in particular did you not like about the quality of [Q274]? - Skoal Pouches (other than Bandits) Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often/ Quality Is Worst Feature (Unwtd)	1	1	-	-	-	-	2	2	1	2	-
Base - Skoal Pouches (other than Bandits) Most Often/ Quality Is Worst Feature (Wgtd)	1	1	-	-	-	-	2	2	1	2	-
Eff Base	1	1	-	-	-	-	2	2	1	2	-
Poor quality tobacco	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dry/stale	1	1	-	-	-	-	2	2	1	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	2	2	1	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 798

q289_26) What do you think is the best feature of [Q274]? - Timber Wolf Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	-	-	-	-	3	4	-	4	-
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	-	-	-	-	3	4	-	4	-
Eff Base	3	1	-	-	-	-	3	4	-	4	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	33.4	25.1	-	25.1	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	2	1	-	-	-	-	2	3	-	3	-
	66.6	100.0	-	-	-	-	66.6	74.9	-	74.9	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 799

q290_26) What do you think is the worst feature of [Q274]? - Timber Wolf Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	-	-	-	-	3	4	-	4	-
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	-	-	-	-	3	4	-	4	-
Eff Base	3	1	-	-	-	-	3	4	-	4	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	33.2	24.9	-	24.9	-
Strength	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	25.0	-	25.0	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	2	1	-	-	-	-	2	2	-	2	-
	66.8	100.0	-	-	-	-	66.8	50.0	-	50.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 800

q291_26) What in particular did you not like about the flavor of [Q274]? - Timber Wolf Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often/ Flavor Is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Timber Wolf Pouches Most Often/ Flavor Is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 801

q292_26) What in particular did you not like about the strength of [Q274]? - Timber Wolf Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often/ Strength Is Worst Feature (Unwtd)	-	-	-	-	-	-	-	1	-	1	-
Base - Timber Wolf Pouches Most Often/ Strength Is Worst Feature (Wgtd)	-	-	-	-	-	-	-	1	-	1	-
Eff Base	-	-	-	-	-	-	-	1	-	1	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Too weak for me	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 803

q289_27) What do you think is the best feature of [Q274]? - Skoal Xtra Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	-	9	10	4	10	-
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	-	9	10	4	10	-
Eff Base	8	7	1	1	1	-	9	10	4	10	-
Flavor	5	4	1	1	1	-	5	6	2	6	-
	62.4	57.1	100.0	100.0	100.0	-	55.5	60.0	49.9	60.0	-
Strength	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	11.1	9.9	-	9.9	-
Price	1	1	-	-	-	-	1	1	1	1	-
	12.5	14.3	-	-	-	-	11.1	10.0	24.9	10.0	-
Quality	1	1	-	-	-	-	1	1	1	1	-
	12.6	14.4	-	-	-	-	11.2	10.1	25.2	10.1	-
Heritage/Authenticity	1	1	-	-	-	-	1	1	-	1	-
	12.5	14.3	-	-	-	-	11.1	10.0	-	10.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	7	1	1	1	-	9	10	4	10	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 804

q290_27) What do you think is the worst feature of [Q274]? - Skoal Xtra Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	-	9	10	4	10	-
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	-	9	10	4	10	-
Eff Base	8	7	1	1	1	-	9	10	4	10	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	1	1	-	-	-	-	1	1	-	1	-
	12.5	14.3	-	-	-	-	11.1	10.0	-	10.0	-
Price	2	2	1	1	1	-	2	2	2	2	-
	25.1	28.6	100.0	100.0	100.0	-	22.3	20.0	50.1	20.0	-
Quality	3	2	-	-	-	-	3	3	1	3	-
	37.5	28.6	-	-	-	-	33.3	30.0	24.9	30.0	-
Heritage/Authenticity	1	1	-	-	-	-	2	2	-	2	-
	12.5	14.2	-	-	-	-	22.1	19.9	-	19.9	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	1	-	-	-	-	1	2	1	2	-
	12.5	14.3	-	-	-	-	11.1	20.1	25.0	20.1	-
Total	8	7	1	1	1	-	9	10	4	10	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 806

q292_27) What in particular did you not like about the strength of [Q274]? - Skoal Xtra Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often/ Strength Is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Skoal Xtra Pouches Most Often/ Strength Is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Too strong for me	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Too weak for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 807

q293_27) What in particular did you not like about the quality of [Q274]? - Skoal Xtra Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often/ Quality Is Worst Feature (Unwtd)	3	2	-	-	-	-	3	3	1	3	-
Base - Skoal Xtra Pouches Most Often/ Quality Is Worst Feature (Wgtd)	3	2	-	-	-	-	3	3	1	3	-
Eff Base	3	2	-	-	-	-	3	3	1	3	-
Poor quality tobacco	1	1	-	-	-	-	1	1	1	1	-
	33.3	49.9	-	-	-	-	33.3	33.3	100.0	33.3	-
Dry/stale	2	1	-	-	-	-	2	2	-	2	-
	66.7	50.1	-	-	-	-	66.7	66.7	-	66.7	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	2	-	-	-	-	3	3	1	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 808

q289_28) What do you think is the best feature of [Q274]? - Kodiak Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	-	-	-	-	5	5	1	5	-
Base - Kodiak Pouches Most Often (Wgtd)	3	2	-	-	-	-	5	5	1	5	-
Eff Base	3	2	-	-	-	-	5	5	1	5	-
Flavor	1	1	-	-	-	-	1	1	1	1	-
	33.2	49.8	-	-	-	-	19.9	19.9	100.0	19.9	-
Strength	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.1	20.1	-	20.1	-
Price	1	1	-	-	-	-	1	1	-	1	-
	33.5	50.2	-	-	-	-	20.1	20.1	-	20.1	-
Quality	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	19.9	19.9	-	19.9	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	19.9	19.9	-	19.9	-
Total	3	2	-	-	-	-	5	5	1	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 809

q290_28) What do you think is the worst feature of [Q274]? - Kodiak Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	-	-	-	-	5	5	1	5	-
Base - Kodiak Pouches Most Often (Wgtd)	3	2	-	-	-	-	5	5	1	5	-
Eff Base	3	2	-	-	-	-	5	5	1	5	-
Flavor	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	40.0	40.0	-	40.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	1	1	-	-	-	-	1	1	1	1	-
	33.2	49.8	-	-	-	-	19.9	19.9	100.0	19.9	-
Quality	1	1	-	-	-	-	1	1	-	1	-
	33.5	50.2	-	-	-	-	20.1	20.1	-	20.1	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	19.9	19.9	-	19.9	-
Total	3	2	-	-	-	-	5	5	1	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 810

q291_28) What in particular did you not like about the flavor of [Q274]? - Kodiak Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often/ Flavor Is Worst Feature (Unwtd)	-	-	-	-	-	-	2	2	-	2	-
Base - Kodiak Pouches Most Often/ Flavor Is Worst Feature (Wgtd)	-	-	-	-	-	-	2	2	-	2	-
Eff Base	-	-	-	-	-	-	2	2	-	2	-
Dislike overall flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	50.2	50.2	-	50.2	-
Flavor is too weak	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.8	49.8	-	49.8	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 812

q293_28) What in particular did you not like about the quality of [Q274]? - Kodiak Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often/ Quality Is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Kodiak Pouches Most Often/ Quality Is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Poor quality tobacco	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Dry/stale	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 813

q289_30) What do you think is the best feature of [Q274]? - Kayak Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	-	-	-	-	7	7	1	7	-
Base - Kayak Pouches Most Often (Wgtd)	5	2	-	-	-	-	7	7	1	7	-
Eff Base	5	2	-	-	-	-	7	7	1	7	-
Flavor	1	1	-	-	-	-	2	2	-	2	-
	20.0	50.1	-	-	-	-	28.5	28.5	-	28.5	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	1	1	-	-	-	-	2	2	-	2	-
	19.9	49.9	-	-	-	-	28.6	28.6	-	28.6	-
Quality	2	-	-	-	-	-	2	2	1	2	-
	40.2	-	-	-	-	-	28.7	28.7	100.0	28.7	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	14.2	14.2	-	14.2	-
Total	5	2	-	-	-	-	7	7	1	7	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 814

q290_30) What do you think is the worst feature of [Q274]? - Kayak Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	-	-	-	-	7	7	1	7	-
Base - Kayak Pouches Most Often (Wgtd)	5	2	-	-	-	-	7	7	1	7	-
Eff Base	5	2	-	-	-	-	7	7	1	7	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	1	1	-	-	-	-	2	2	-	2	-
	19.9	49.9	-	-	-	-	28.6	28.6	-	28.6	-
Price	1	-	-	-	-	-	2	2	-	2	-
	20.1	-	-	-	-	-	28.6	28.6	-	28.6	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	3	1	-	-	-	-	3	3	1	3	-
	59.9	50.1	-	-	-	-	42.8	42.8	100.0	42.8	-
Total	5	2	-	-	-	-	7	7	1	7	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 816

q292_30) What in particular did you not like about the strength of [Q274]? - Kayak Pouches Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often/ Strength Is Worst Feature (Unwtd)	1	1	-	-	-	-	2	2	-	2	-
Base - Kayak Pouches Most Often/ Strength Is Worst Feature (Wgtd)	1	1	-	-	-	-	2	2	-	2	-
Eff Base	1	1	-	-	-	-	2	2	-	2	-
Too strong for me	1	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Too weak for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 823

q294_1) What do you think is the best feature of each of the following moist snuff brands?
- Cougar

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Cougar/ Not Most Often (Unwtd)	3	3	1	1	1	-	4	4	1	4	-
Base - Currently Purchase Cougar/ Not Most Often (Wgtd)	3	3	1	1	1	-	4	4	1	4	-
Eff Base	3	3	1	1	1	-	4	4	1	4	-
Flavor	3	3	1	1	1	-	3	3	1	3	-
	100.0	100.0	100.0	100.0	100.0	-	75.1	75.1	100.0	75.1	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	24.9	24.9	-	24.9	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	3	1	1	1	-	4	4	1	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 824

q294_2) What do you think is the best feature of each of the following moist snuff brands?
- Copenhagen

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Copenhagen/ Not Most Often (Unwtd)	8	5	1	1	1	-	8	10	2	10	-
Base - Currently Purchase Copenhagen/ Not Most Often (Wgtd)	8	5	1	1	1	-	8	10	2	10	-
Eff Base	8	5	1	1	1	-	8	10	2	10	-
Flavor	2	2	1	1	1	-	2	2	1	2	-
	25.0	39.9	100.0	100.0	100.0	-	24.9	20.0	49.9	20.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	-	-	-	-	1	1	-	1	-
	12.6	20.1	-	-	-	-	12.6	10.1	-	10.1	-
Quality	3	2	-	-	-	-	4	4	1	4	-
	37.4	39.9	-	-	-	-	50.0	40.0	50.1	40.0	-
Heritage/ Authenticity	2	-	-	-	-	-	1	3	-	3	-
	25.0	-	-	-	-	-	12.5	30.0	-	30.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	5	1	1	1	-	8	10	2	10	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 825

q294_3) What do you think is the best feature of each of the following moist snuff brands?
- Grizzly

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Grizzly/ Not Most Often (Unwtd)	11	8	3	3	3	2	9	13	4	13	-
Base - Currently Purchase Grizzly/ Not Most Often (Wgtd)	11	8	3	3	3	2	9	13	4	13	-
Eff Base	11	8	3	3	3	2	9	13	4	13	-
Flavor	3	3	1	1	1	-	3	3	1	3	-
	27.2	37.5	33.3	33.3	33.3	-	33.3	23.0	24.9	23.0	-
Strength	2	1	-	-	-	-	2	2	1	2	-
	18.2	12.5	-	-	-	-	22.3	15.4	25.0	15.4	-
Value	5	3	1	1	1	1	2	5	1	5	-
	45.5	37.5	33.3	33.3	33.3	50.0	22.3	38.5	25.1	38.5	-
Quality	-	-	-	-	-	-	1	2	1	2	-
	-	-	-	-	-	-	11.1	15.4	25.0	15.4	-
Heritage/ Authenticity	1	1	1	1	1	1	1	1	-	1	-
	9.1	12.5	33.4	33.4	33.4	50.0	11.1	7.7	-	7.7	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	11	8	3	3	3	2	9	13	4	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 826

q294_4) What do you think is the best feature of each of the following moist snuff brands?
- Hawken

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Hawken/ Not Most Often (Unwtd)	2	2	2	2	2	-	2	2	1	2	-
Base - Currently Purchase Hawken/ Not Most Often (Wgtd)	2	2	2	2	2	-	2	2	1	2	-
Eff Base	2	2	2	2	2	-	2	2	1	2	-
Flavor	1	1	1	1	1	-	1	1	1	1	-
	49.9	49.9	49.9	49.9	49.9	-	49.9	49.9	100.0	49.9	-
Strength	1	1	1	1	1	-	1	1	-	1	-
	50.1	50.1	50.1	50.1	50.1	-	50.1	50.1	-	50.1	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	2	2	2	-	2	2	1	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 827

q294_5) What do you think is the best feature of each of the following moist snuff brands?
- Husky

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Husky/ Not Most Often (Unwtd)	2	2	1	1	1	-	2	2	1	2	-
Base - Currently Purchase Husky/ Not Most Often (Wgtd)	2	2	1	1	1	-	2	2	1	2	-
Eff Base	2	2	1	1	1	-	2	2	1	2	-
Flavor	1	1	1	1	1	-	1	1	1	1	-
	49.8	49.8	100.0	100.0	100.0	-	49.8	49.8	100.0	49.8	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	-	-	-	-	1	1	-	1	-
	50.2	50.2	-	-	-	-	50.2	50.2	-	50.2	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	1	1	1	-	2	2	1	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 828

q294_6) What do you think is the best feature of each of the following moist snuff brands?
- Kayak

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kayak/ Not Most Often (Unwtd)	3	2	1	1	1	-	3	3	2	3	-
Base - Currently Purchase Kayak/ Not Most Often (Wgtd)	3	2	1	1	1	-	3	3	2	3	-
Eff Base	3	2	1	1	1	-	3	3	2	3	-
Flavor	2	2	1	1	1	-	2	2	2	2	-
	66.7	100.0	100.0	100.0	100.0	-	66.7	66.7	100.0	66.7	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	33.3	33.3	-	33.3	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	2	1	1	1	-	3	3	2	3	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 829

q294_7) What do you think is the best feature of each of the following moist snuff brands?
- Longhorn

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Longhorn/ Not Most Often (Unwtd)	10	5	3	3	3	1	8	11	1	11	-
Base - Currently Purchase Longhorn/ Not Most Often (Wgtd)	10	5	3	3	3	1	8	11	1	11	-
Eff Base	10	5	3	3	3	1	8	11	1	11	-
Flavor	2	2	2	2	2	1	2	2	1	2	-
	20.0	39.9	66.7	66.7	66.7	100.0	25.0	18.1	100.0	18.1	-
Strength	1	1	-	-	-	-	1	1	-	1	-
	10.0	20.1	-	-	-	-	12.6	9.1	-	9.1	-
Value	5	-	-	-	-	-	3	6	-	6	-
	50.0	-	-	-	-	-	37.4	54.5	-	54.5	-
Quality	2	2	1	1	1	-	2	2	-	2	-
	20.0	40.0	33.3	33.3	33.3	-	25.1	18.2	-	18.2	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	10	5	3	3	3	1	8	11	1	11	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 830

q294_9) What do you think is the best feature of each of the following moist snuff brands?
- Red Man

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man/ Not Most Often (Unwtd)	5	4	2	2	2	1	5	5	2	5	-
Base - Currently Purchase Red Man/ Not Most Often (Wgtd)	5	4	2	2	2	1	5	5	2	5	-
Eff Base	5	4	2	2	2	1	5	5	2	5	-
Flavor	2	1	1	1	1	-	2	2	1	2	-
	39.8	24.9	50.0	50.0	50.0	-	39.8	39.8	50.0	39.8	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	1	1	-	-	-	-	1	1	-	1	-
	20.1	25.2	-	-	-	-	20.1	20.1	-	20.1	-
Heritage/ Authenticity	2	2	1	1	1	1	2	2	1	2	-
	40.0	50.0	50.0	50.0	50.0	100.0	40.0	40.0	50.0	40.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	4	2	2	2	1	5	5	2	5	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 831

q294_10) What do you think is the best feature of each of the following moist snuff brands?
- Red Seal

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Seal/ Not Most Often (Unwtd)	4	3	1	1	1	-	4	4	1	4	-
Base - Currently Purchase Red Seal/ Not Most Often (Wgtd)	4	3	1	1	1	-	4	4	1	4	-
Eff Base	4	3	1	1	1	-	4	4	1	4	-
Flavor	3	2	1	1	1	-	3	3	1	3	-
	75.0	66.5	100.0	100.0	100.0	-	75.0	75.0	100.0	75.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	1	1	-	-	-	-	1	1	-	1	-
	25.0	33.5	-	-	-	-	25.0	25.0	-	25.0	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	3	1	1	1	-	4	4	1	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 832

q294_12) What do you think is the best feature of each of the following moist snuff brands?
- Silver Creek

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Silver Creek/ Not Most Often (Unwtd)	2	2	1	1	1	-	2	2	2	2	-
Base - Currently Purchase Silver Creek/ Not Most Often (Wgtd)	2	2	1	1	1	-	2	2	2	2	-
Eff Base	2	2	1	1	1	-	2	2	2	2	-
Flavor	2	2	1	1	1	-	2	2	2	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	1	1	1	-	2	2	2	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 833

q294_13) What do you think is the best feature of each of the following moist snuff brands?
- Skoal

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal/ Not Most Often (Unwtd)	7	3	1	1	1	-	7	9	3	9	-
Base - Currently Purchase Skoal/ Not Most Often (Wgtd)	7	3	1	1	1	-	7	9	3	9	-
Eff Base	7	3	1	1	1	-	7	9	3	9	-
Flavor	2	2	1	1	1	-	3	4	2	4	-
	28.5	66.6	100.0	100.0	100.0	-	42.9	44.5	66.8	44.5	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	14.4	-	-	-	-	-	14.3	11.2	-	11.2	-
Value	1	-	-	-	-	-	1	1	-	1	-
	14.4	-	-	-	-	-	14.4	11.2	-	11.2	-
Quality	3	1	-	-	-	-	2	3	1	3	-
	42.7	33.4	-	-	-	-	28.4	33.2	33.2	33.2	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	7	3	1	1	1	-	7	9	3	9	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 834

q294_14) What do you think is the best feature of each of the following moist snuff brands?
- Swisher

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Swisher/ Not Most Often (Unwtd)	2	1	1	1	1	-	3	3	1	3	-
Base - Currently Purchase Swisher/ Not Most Often (Wgtd)	2	1	1	1	1	-	3	3	1	3	-
Eff Base	2	1	1	1	1	-	3	3	1	3	-
Flavor	1	1	1	1	1	-	1	1	1	1	-
	49.9	100.0	100.0	100.0	100.0	-	33.3	33.3	100.0	33.3	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	33.5	33.5	-	33.5	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	33.2	33.2	-	33.2	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	1	1	1	-	3	3	1	3	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 835

q294_15) What do you think is the best feature of each of the following moist snuff brands?
- Timber Wolf

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Timber Wolf/ Not Most Often (Unwtd)	5	4	1	1	1	-	5	5	2	5	-
Base - Currently Purchase Timber Wolf/ Not Most Often (Wgtd)	5	4	1	1	1	-	5	5	2	5	-
Eff Base	5	4	1	1	1	-	5	5	2	5	-
Flavor	2	2	1	1	1	-	2	2	1	2	-
	39.9	49.9	100.0	100.0	100.0	-	39.9	39.9	50.0	39.9	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	2	1	-	-	-	-	2	2	1	2	-
	39.9	24.9	-	-	-	-	39.9	39.9	50.0	39.9	-
Quality	1	1	-	-	-	-	1	1	-	1	-
	20.1	25.2	-	-	-	-	20.1	20.1	-	20.1	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	4	1	1	1	-	5	5	2	5	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 836

q294_16) What do you think is the best feature of each of the following moist snuff brands?
- Skoal Xtra

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Xtra/ Not Most Often (Unwtd)	6	4	1	1	1	-	5	6	3	6	-
Base - Currently Purchase Skoal Xtra/ Not Most Often (Wgtd)	6	4	1	1	1	-	5	6	3	6	-
Eff Base	6	4	1	1	1	-	5	6	3	6	-
Flavor	3	2	1	1	1	-	2	3	1	3	-
	49.9	49.9	100.0	100.0	100.0	-	39.8	49.9	33.2	49.9	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	2	1	-	-	-	-	2	2	1	2	-
	33.4	25.1	-	-	-	-	40.1	33.4	33.4	33.4	-
Quality	1	1	-	-	-	-	1	1	1	1	-
	16.7	25.0	-	-	-	-	20.0	16.7	33.4	16.7	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	4	1	1	1	-	5	6	3	6	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 837

q294_17) What do you think is the best feature of each of the following moist snuff brands?
- Kodiak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kodiak/ Not Most Often (Unwtd)	4	4	1	1	1	-	4	4	2	4	-
Base - Currently Purchase Kodiak/ Not Most Often (Wgtd)	4	4	1	1	1	-	4	4	2	4	-
Eff Base	4	4	1	1	1	-	4	4	2	4	-
Flavor	2	2	1	1	1	-	2	2	1	2	-
	50.0	50.0	100.0	100.0	100.0	-	50.0	50.0	50.0	50.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	2	2	-	-	-	-	2	2	1	2	-
	50.0	50.0	-	-	-	-	50.0	50.0	50.0	50.0	-
Total	4	4	1	1	1	-	4	4	2	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 838

q294_18) What do you think is the best feature of each of the following moist snuff brands?
- Renegades

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Renegades/ Not Most Often (Unwtd)	2	2	2	2	2	-	2	2	1	2	-
Base - Currently Purchase Renegades/ Not Most Often (Wgtd)	2	2	2	2	2	-	2	2	1	2	-
Eff Base	2	2	2	2	2	-	2	2	1	2	-
Flavor	1	1	1	1	1	-	1	1	1	1	-
	49.9	49.9	49.9	49.9	49.9	-	49.9	49.9	100.0	49.9	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	1	1	1	1	1	-	1	1	-	1	-
	50.1	50.1	50.1	50.1	50.1	-	50.1	50.1	-	50.1	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	2	2	2	-	2	2	1	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 840

q294_31) What do you think is the best feature of each of the following moist snuff brands?
- Stoker's

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Stoker's/ Not Most Often (Unwtd)	2	2	1	1	1	-	2	3	2	3	-
Base - Currently Purchase Stoker's/ Not Most Often (Wgtd)	2	2	1	1	1	-	2	3	2	3	-
Eff Base	2	2	1	1	1	-	2	3	2	3	-
Flavor	2	2	1	1	1	-	2	3	2	3	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	1	1	1	-	2	3	2	3	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 841

q294_20) What do you think is the best feature of each of the following moist snuff brands?
- Copenhagen Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Copenhagen Pouches/ Not Most Often (Unwtd)	7	7	2	2	2	1	5	7	3	7	-
Base - Currently Purchase Copenhagen Pouches/ Not Most Often (Wgtd)	7	7	2	2	2	1	5	7	3	7	-
Eff Base	7	7	2	2	2	1	5	7	3	7	-
Flavor	3	3	2	2	2	1	2	3	2	3	-
	42.7	42.7	100.0	100.0	100.0	100.0	39.8	42.7	66.5	42.7	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	2	2	-	-	-	-	2	2	-	2	-
	28.7	28.7	-	-	-	-	40.1	28.7	-	28.7	-
Quality	1	1	-	-	-	-	-	1	-	1	-
	14.2	14.2	-	-	-	-	-	14.2	-	14.2	-
Heritage/ Authenticity	1	1	-	-	-	-	1	1	1	1	-
	14.4	14.4	-	-	-	-	20.1	14.4	33.5	14.4	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	7	7	2	2	2	1	5	7	3	7	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 842

q294_21) What do you think is the best feature of each of the following moist snuff brands?
- Grizzly Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Grizzly Pouches/ Not Most Often (Unwtd)	4	2	2	2	2	1	3	4	1	4	-
Base - Currently Purchase Grizzly Pouches/ Not Most Often (Wgtd)	4	2	2	2	2	1	3	4	1	4	-
Eff Base	4	2	2	2	2	1	3	4	1	4	-
Flavor	1	1	1	1	1	-	1	1	1	1	-
	24.9	50.0	50.0	50.0	50.0	-	33.2	24.9	100.0	24.9	-
Strength	2	1	1	1	1	1	1	2	-	2	-
	49.8	50.0	50.0	50.0	50.0	100.0	33.2	49.8	-	49.8	-
Value	1	-	-	-	-	-	1	1	-	1	-
	25.3	-	-	-	-	-	33.7	25.3	-	25.3	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	2	2	2	2	1	3	4	1	4	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 843

q294_22) What do you think is the best feature of each of the following moist snuff brands?
- Longhorn Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Longhorn Pouches/ Not Most Often (Unwtd)	5	4	1	1	1	-	4	5	1	5	-
Base - Currently Purchase Longhorn Pouches/ Not Most Often (Wgtd)	5	4	1	1	1	-	4	5	1	5	-
Eff Base	5	4	1	1	1	-	4	5	1	5	-
Flavor	3	3	1	1	1	-	2	3	1	3	-
	60.1	75.0	100.0	100.0	100.0	-	50.0	60.1	100.0	60.1	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	-	-	-	-	1	1	-	1	-
	20.0	25.0	-	-	-	-	25.1	20.0	-	20.0	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	24.9	19.9	-	19.9	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	4	1	1	1	-	4	5	1	5	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 844

q294_23) What do you think is the best feature of each of the following moist snuff brands?
- Renegades (Pouch)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Renegades (Pouch)/ Not Most Often (Unwtd)	1	1	1	1	1	-	1	1	1	1	-
Base - Currently Purchase Renegades (Pouch)/ Not Most Often (Wgtd)	1	1	1	1	1	-	1	1	1	1	-
Eff Base	1	1	1	1	1	-	1	1	1	1	-
Flavor	1	1	1	1	1	-	1	1	1	1	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	1	1	1	-	1	1	1	1	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 845

q294_24) What do you think is the best feature of each of the following moist snuff brands?
- Skoal Bandits

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Bandits/ Not Most Often (Unwtd)	7	5	1	1	1	-	7	7	3	7	-
Base - Currently Purchase Skoal Bandits/ Not Most Often (Wgtd)	7	5	1	1	1	-	7	7	3	7	-
Eff Base	7	5	1	1	1	-	7	7	3	7	-
Flavor	2	2	1	1	1	-	2	2	1	2	-
	28.4	39.8	100.0	100.0	100.0	-	28.4	28.4	33.2	28.4	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	14.3	14.3	-	14.3	-
Value	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	14.3	14.3	-	14.3	-
Quality	1	1	-	-	-	-	1	1	1	1	-
	14.3	20.0	-	-	-	-	14.3	14.3	33.4	14.3	-
Heritage/ Authenticity	2	2	-	-	-	-	2	2	1	2	-
	28.7	40.2	-	-	-	-	28.7	28.7	33.5	28.7	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	7	5	1	1	1	-	7	7	3	7	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 846

q294_25) What do you think is the best feature of each of the following moist snuff brands?
- Skoal Pouches (other than Bandits)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Pouches (other than Bandits)/ Not Most Often (Unwtd)	5	3	2	2	2	1	3	5	1	5	-
Base - Currently Purchase Skoal Pouches (other than Bandits)/ Not Most Often (Wgtd)	5	3	2	2	2	1	3	5	1	5	-
Eff Base	5	3	2	2	2	1	3	5	1	5	-
Flavor	3	3	2	2	2	1	2	3	1	3	-
	60.1	100.0	100.0	100.0	100.0	100.0	66.7	60.1	100.0	60.1	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	33.3	20.0	-	20.0	-
Quality	1	-	-	-	-	-	-	1	-	1	-
	19.9	-	-	-	-	-	-	19.9	-	19.9	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	3	2	2	2	1	3	5	1	5	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 847

q294_26) What do you think is the best feature of each of the following moist snuff brands?
- Timber Wolf Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Timber Wolf Pouches/ Not Most Often (Unwtd)	4	3	2	2	2	-	4	4	1	4	-
Base - Currently Purchase Timber Wolf Pouches/ Not Most Often (Wgtd)	4	3	2	2	2	-	4	4	1	4	-
Eff Base	4	3	2	2	2	-	4	4	1	4	-
Flavor	2	2	1	1	1	-	2	2	1	2	-
	49.9	66.7	49.9	49.9	49.9	-	49.9	49.9	100.0	49.9	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	25.1	-	-	-	-	-	25.1	25.1	-	25.1	-
Value	1	1	1	1	1	-	1	1	-	1	-
	25.0	33.3	50.1	50.1	50.1	-	25.0	25.0	-	25.0	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	3	2	2	2	-	4	4	1	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 848

q294_27) What do you think is the best feature of each of the following moist snuff brands?
- Skoal Xtra Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Xtra Pouches/ Not Most Often (Unwtd)	2	2	-	-	-	-	2	2	1	2	-
Base - Currently Purchase Skoal Xtra Pouches/ Not Most Often (Wgtd)	2	2	-	-	-	-	2	2	1	2	-
Eff Base	2	2	-	-	-	-	2	2	1	2	-
Flavor	1	1	-	-	-	-	1	1	-	1	-
	49.9	49.9	-	-	-	-	49.9	49.9	-	49.9	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	-	-	-	-	1	1	1	1	-
	50.1	50.1	-	-	-	-	50.1	50.1	100.0	50.1	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	-	-	-	-	2	2	1	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 849

q294_28) What do you think is the best feature of each of the following moist snuff brands?
- Kodiak Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kodiak Pouches/ Not Most Often (Unwtd)	5	4	2	2	2	-	5	5	1	5	-
Base - Currently Purchase Kodiak Pouches/ Not Most Often (Wgtd)	5	4	2	2	2	-	5	5	1	5	-
Eff Base	5	4	2	2	2	-	5	5	1	5	-
Flavor	2	2	1	1	1	-	2	2	1	2	-
	39.9	49.9	50.0	50.0	50.0	-	39.9	39.9	100.0	39.9	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	-	-	-	-	-	1	1	-	1	-
	20.1	-	-	-	-	-	20.1	20.1	-	20.1	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	1	1	1	1	1	-	1	1	-	1	-
	19.9	25.0	50.0	50.0	50.0	-	19.9	19.9	-	19.9	-
Other	1	1	-	-	-	-	1	1	-	1	-
	20.1	25.1	-	-	-	-	20.1	20.1	-	20.1	-
Total	5	4	2	2	2	-	5	5	1	5	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 850

q294_30) What do you think is the best feature of each of the following moist snuff brands?
- Kayak Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kayak Pouches/ Not Most Often (Unwtd)	2	1	1	1	1	-	2	2	1	2	-
Base - Currently Purchase Kayak Pouches/ Not Most Often (Wgtd)	2	1	1	1	1	-	2	2	1	2	-
Eff Base	2	1	1	1	1	-	2	2	1	2	-
Flavor	2	1	1	1	1	-	2	2	1	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	1	1	1	-	2	2	1	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 852

q295_1) What do you think is the worst feature of each of the following moist snuff brands?
- Cougar

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Cougar/ Not Most Often (Unwtd)	3	3	1	1	1	-	4	4	1	4	-
Base - Currently Purchase Cougar/ Not Most Often (Wgtd)	3	3	1	1	1	-	4	4	1	4	-
Eff Base	3	3	1	1	1	-	4	4	1	4	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	24.9	24.9	-	24.9	-
Value	1	1	1	1	1	-	1	1	1	1	-
	33.2	33.2	100.0	100.0	100.0	-	24.9	24.9	100.0	24.9	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	2	2	-	-	-	-	2	2	-	2	-
	66.8	66.8	-	-	-	-	50.2	50.2	-	50.2	-
Total	3	3	1	1	1	-	4	4	1	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 853

q295_2) What do you think is the worst feature of each of the following moist snuff brands?
- Copenhagen

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Copenhagen/ Not Most Often (Unwtd)	8	5	1	1	1	-	8	10	2	10	-
Base - Currently Purchase Copenhagen/ Not Most Often (Wgtd)	8	5	1	1	1	-	8	10	2	10	-
Eff Base	8	5	1	1	1	-	8	10	2	10	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	1	1	-	-	-	-	1	1	1	1	-
	12.5	20.0	-	-	-	-	12.5	10.0	50.1	10.0	-
Value	3	1	1	1	1	-	3	4	1	4	-
	37.4	19.9	100.0	100.0	100.0	-	37.5	40.0	49.9	40.0	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	-	1	-	1	-
	12.5	-	-	-	-	-	-	10.0	-	10.0	-
Nothing	3	3	-	-	-	-	4	4	-	4	-
	37.6	60.1	-	-	-	-	50.0	40.0	-	40.0	-
Total	8	5	1	1	1	-	8	10	2	10	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

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Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 854

q295_3) What do you think is the worst feature of each of the following moist snuff brands?
- Grizzly

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Grizzly/ Not Most Often (Unwtd)	11	8	3	3	3	2	9	13	4	13	-
Base - Currently Purchase Grizzly/ Not Most Often (Wgtd)	11	8	3	3	3	2	9	13	4	13	-
Eff Base	11	8	3	3	3	2	9	13	4	13	-
Flavor	1	1	-	-	-	-	1	1	1	1	-
	9.1	12.6	-	-	-	-	11.1	7.7	25.1	7.7	-
Strength	1	-	-	-	-	-	1	2	1	2	-
	9.1	-	-	-	-	-	11.1	15.4	25.0	15.4	-
Value	2	2	2	2	2	1	2	2	1	2	-
	18.2	25.0	66.7	66.7	66.7	50.0	22.2	15.4	24.9	15.4	-
Quality	2	1	-	-	-	-	2	2	-	2	-
	18.2	12.5	-	-	-	-	22.3	15.4	-	15.4	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	1	1	-	-	-	-	1	1	-	1	-
	9.1	12.5	-	-	-	-	11.1	7.7	-	7.7	-
Nothing	4	3	1	1	1	1	2	5	1	5	-
	36.3	37.5	33.3	33.3	33.3	50.0	22.2	38.4	25.0	38.4	-
Total	11	8	3	3	3	2	9	13	4	13	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 855

q295_4) What do you think is the worst feature of each of the following moist snuff brands?
- Hawken

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Hawken/ Not Most Often (Unwtd)	2	2	2	2	2	-	2	2	1	2	-
Base - Currently Purchase Hawken/ Not Most Often (Wgtd)	2	2	2	2	2	-	2	2	1	2	-
Eff Base	2	2	2	2	2	-	2	2	1	2	-
Flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Strength	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Value	1 49.9	1 49.9	1 49.9	1 49.9	1 49.9	- -	1 49.9	1 49.9	1 100.0	1 49.9	- -
Quality	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Heritage/ Authenticity	1 50.1	1 50.1	1 50.1	1 50.1	1 50.1	- -	1 50.1	1 50.1	- -	1 50.1	- -
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nothing	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	2 100.0	2 100.0	2 100.0	2 100.0	2 100.0	- -	2 100.0	2 100.0	1 100.0	2 100.0	- -

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Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 856

q295_5) What do you think is the worst feature of each of the following moist snuff brands?
- Husky

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Husky/ Not Most Often (Unwtd)	2	2	1	1	1	-	2	2	1	2	-
Base - Currently Purchase Husky/ Not Most Often (Wgtd)	2	2	1	1	1	-	2	2	1	2	-
Eff Base	2	2	1	1	1	-	2	2	1	2	-
Flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Strength	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Value	1 49.8	1 49.8	1 100.0	1 100.0	1 100.0	- -	1 49.8	1 49.8	1 100.0	1 49.8	- -
Quality	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Heritage/ Authenticity	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nothing	1 50.2	1 50.2	- -	- -	- -	- -	1 50.2	1 50.2	- -	1 50.2	- -
Total	2 100.0	2 100.0	1 100.0	1 100.0	1 100.0	- -	2 100.0	2 100.0	1 100.0	2 100.0	- -

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Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 857

q295_6) What do you think is the worst feature of each of the following moist snuff brands?
- Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kayak/ Not Most Often (Unwtd)	3	2	1	1	1	-	3	3	2	3	-
Base - Currently Purchase Kayak/ Not Most Often (Wgtd)	3	2	1	1	1	-	3	3	2	3	-
Eff Base	3	2	1	1	1	-	3	3	2	3	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	33.3	33.3	-	33.3	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	33.3	49.9	100.0	100.0	100.0	-	33.3	33.3	49.9	33.3	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	1	1	-	-	-	-	1	1	1	1	-
	33.4	50.1	-	-	-	-	33.4	33.4	50.1	33.4	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	2	1	1	1	-	3	3	2	3	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 858

q295_7) What do you think is the worst feature of each of the following moist snuff brands?
- Longhorn

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Longhorn/ Not Most Often (Unwtd)	10	5	3	3	3	1	8	11	1	11	-
Base - Currently Purchase Longhorn/ Not Most Often (Wgtd)	10	5	3	3	3	1	8	11	1	11	-
Eff Base	10	5	3	3	3	1	8	11	1	11	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	1	-	-	-	-	-	2	2	-	2	-
	10.0	-	-	-	-	-	25.0	18.1	-	18.1	-
Value	1	1	1	1	1	-	1	1	1	1	-
	10.0	19.9	33.3	33.3	33.3	-	12.5	9.1	100.0	9.1	-
Quality	3	-	-	-	-	-	1	3	-	3	-
	30.0	-	-	-	-	-	12.5	27.3	-	27.3	-
Heritage/ Authenticity	3	3	2	2	2	1	3	3	-	3	-
	30.0	60.0	66.7	66.7	66.7	100.0	37.6	27.3	-	27.3	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	2	1	-	-	-	-	1	2	-	2	-
	20.0	20.1	-	-	-	-	12.6	18.2	-	18.2	-
Total	10	5	3	3	3	1	8	11	1	11	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 859

q295_9) What do you think is the worst feature of each of the following moist snuff brands?
- Red Man

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man/ Not Most Often (Unwtd)	5	4	2	2	2	1	5	5	2	5	-
Base - Currently Purchase Red Man/ Not Most Often (Wgtd)	5	4	2	2	2	1	5	5	2	5	-
Eff Base	5	4	2	2	2	1	5	5	2	5	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	19.9	24.9	50.0	50.0	50.0	-	19.9	19.9	50.0	19.9	-
Quality	1	1	1	1	1	1	1	1	1	1	-
	19.9	24.9	50.0	50.0	50.0	100.0	19.9	19.9	50.0	19.9	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	19.9	19.9	-	19.9	-
Nothing	2	2	-	-	-	-	2	2	-	2	-
	40.2	50.2	-	-	-	-	40.2	40.2	-	40.2	-
Total	5	4	2	2	2	1	5	5	2	5	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 860

q295_10) What do you think is the worst feature of each of the following moist snuff brands?
- Red Seal

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Seal/ Not Most Often (Unwtd)	4	3	1	1	1	-	4	4	1	4	-
Base - Currently Purchase Red Seal/ Not Most Often (Wgtd)	4	3	1	1	1	-	4	4	1	4	-
Eff Base	4	3	1	1	1	-	4	4	1	4	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	2	1	1	1	1	-	2	2	1	2	-
	50.0	33.2	100.0	100.0	100.0	-	50.0	50.0	100.0	50.0	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	2	2	-	-	-	-	2	2	-	2	-
	50.0	66.8	-	-	-	-	50.0	50.0	-	50.0	-
Total	4	3	1	1	1	-	4	4	1	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 861

q295_12) What do you think is the worst feature of each of the following moist snuff brands?
- Silver Creek

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Silver Creek/ Not Most Often (Unwtd)	2	2	1	1	1	-	2	2	2	2	-
Base - Currently Purchase Silver Creek/ Not Most Often (Wgtd)	2	2	1	1	1	-	2	2	2	2	-
Eff Base	2	2	1	1	1	-	2	2	2	2	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	50.0	50.0	100.0	100.0	100.0	-	50.0	50.0	50.0	50.0	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	1	1	-	-	-	-	1	1	1	1	-
	50.0	50.0	-	-	-	-	50.0	50.0	50.0	50.0	-
Total	2	2	1	1	1	-	2	2	2	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

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Study Number 5160290

20 Sep 2016
Table 862

q295_13) What do you think is the worst feature of each of the following moist snuff brands?
- Skoal

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal/ Not Most Often (Unwtd)	7	3	1	1	1	-	7	9	3	9	-
Base - Currently Purchase Skoal/ Not Most Often (Wgtd)	7	3	1	1	1	-	7	9	3	9	-
Eff Base	7	3	1	1	1	-	7	9	3	9	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	14.4	-	-	-	-	-	14.3	11.2	-	11.2	-
Strength	2	-	-	-	-	-	1	2	-	2	-
	28.4	-	-	-	-	-	14.2	22.1	-	22.1	-
Value	2	2	1	1	1	-	2	2	2	2	-
	28.5	66.6	100.0	100.0	100.0	-	28.4	22.2	66.4	22.2	-
Quality	1	-	-	-	-	-	2	2	1	2	-
	14.4	-	-	-	-	-	28.8	22.4	33.6	22.4	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	1	1	-	-	-	-	1	2	-	2	-
	14.3	33.4	-	-	-	-	14.3	22.2	-	22.2	-
Total	7	3	1	1	1	-	7	9	3	9	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 863

q295_14) What do you think is the worst feature of each of the following moist snuff brands?
- Swisher

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Swisher/ Not Most Often (Unwtd)	2	1	1	1	1	-	3	3	1	3	-
Base - Currently Purchase Swisher/ Not Most Often (Wgtd)	2	1	1	1	1	-	3	3	1	3	-
Eff Base	2	1	1	1	1	-	3	3	1	3	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	33.5	33.5	-	33.5	-
Strength	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	33.2	33.2	-	33.2	-
Value	1	1	1	1	1	-	1	1	1	1	-
	49.9	100.0	100.0	100.0	100.0	-	33.3	33.3	100.0	33.3	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	1	1	1	-	3	3	1	3	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 864

q295_15) What do you think is the worst feature of each of the following moist snuff brands?
- Timber Wolf

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Timber Wolf/ Not Most Often (Unwtd)	5	4	1	1	1	-	5	5	2	5	-
Base - Currently Purchase Timber Wolf/ Not Most Often (Wgtd)	5	4	1	1	1	-	5	5	2	5	-
Eff Base	5	4	1	1	1	-	5	5	2	5	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	19.9	24.9	100.0	100.0	100.0	-	19.9	19.9	50.0	19.9	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	4	3	-	-	-	-	4	4	1	4	-
	80.1	75.1	-	-	-	-	80.1	80.1	50.0	80.1	-
Total	5	4	1	1	1	-	5	5	2	5	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 865

q295_16) What do you think is the worst feature of each of the following moist snuff brands?
- Skoal Xtra

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Xtra/ Not Most Often (Unwtd)	6	4	1	1	1	-	5	6	3	6	-
Base - Currently Purchase Skoal Xtra/ Not Most Often (Wgtd)	6	4	1	1	1	-	5	6	3	6	-
Eff Base	6	4	1	1	1	-	5	6	3	6	-
Flavor	1	1	-	-	-	-	1	1	1	1	-
	16.7	25.1	-	-	-	-	20.0	16.7	33.4	16.7	-
Strength	1	1	-	-	-	-	1	1	1	1	-
	16.7	25.0	-	-	-	-	20.0	16.7	33.4	16.7	-
Value	1	1	1	1	1	-	1	1	1	1	-
	16.6	24.9	100.0	100.0	100.0	-	19.9	16.6	33.2	16.6	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	16.7	-	-	-	-	-	20.1	16.7	-	16.7	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	2	1	-	-	-	-	1	2	-	2	-
	33.3	25.0	-	-	-	-	20.0	33.3	-	33.3	-
Total	6	4	1	1	1	-	5	6	3	6	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 866

q295_17) What do you think is the worst feature of each of the following moist snuff brands?
- Kodiak

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kodiak/ Not Most Often (Unwtd)	4	4	1	1	1	-	4	4	2	4	-
Base - Currently Purchase Kodiak/ Not Most Often (Wgtd)	4	4	1	1	1	-	4	4	2	4	-
Eff Base	4	4	1	1	1	-	4	4	2	4	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	24.9	24.9	100.0	100.0	100.0	-	24.9	24.9	50.0	24.9	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	3	3	-	-	-	-	3	3	1	3	-
	75.1	75.1	-	-	-	-	75.1	75.1	50.0	75.1	-
Total	4	4	1	1	1	-	4	4	2	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 867

q295_18) What do you think is the worst feature of each of the following moist snuff brands?
- Renegades

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Renegades/ Not Most Often (Unwtd)	2	2	2	2	2	-	2	2	1	2	-
Base - Currently Purchase Renegades/ Not Most Often (Wgtd)	2	2	2	2	2	-	2	2	1	2	-
Eff Base	2	2	2	2	2	-	2	2	1	2	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	49.9	49.9	49.9	49.9	49.9	-	49.9	49.9	100.0	49.9	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	1	1	1	1	1	-	1	1	-	1	-
	50.1	50.1	50.1	50.1	50.1	-	50.1	50.1	-	50.1	-
Total	2	2	2	2	2	-	2	2	1	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 869

q295_31) What do you think is the worst feature of each of the following moist snuff brands?
- Stoker's

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Stoker's/ Not Most Often (Unwtd)	2	2	1	1	1	-	2	3	2	3	-
Base - Currently Purchase Stoker's/ Not Most Often (Wgtd)	2	2	1	1	1	-	2	3	2	3	-
Eff Base	2	2	1	1	1	-	2	3	2	3	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	50.0	50.0	100.0	100.0	100.0	-	50.0	33.2	50.0	33.2	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	1	1	-	-	-	-	1	2	1	2	-
	50.0	50.0	-	-	-	-	50.0	66.8	50.0	66.8	-
Total	2	2	1	1	1	-	2	3	2	3	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 870

q295_20) What do you think is the worst feature of each of the following moist snuff brands?
- Copenhagen Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Copenhagen Pouches/ Not Most Often (Unwtd)	7	7	2	2	2	1	5	7	3	7	-
Base - Currently Purchase Copenhagen Pouches/ Not Most Often (Wgtd)	7	7	2	2	2	1	5	7	3	7	-
Eff Base	7	7	2	2	2	1	5	7	3	7	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	14.2	14.2	50.0	50.0	50.0	-	19.9	14.2	33.2	14.2	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	6	6	1	1	1	1	4	6	2	6	-
	85.8	85.8	50.0	50.0	50.0	100.0	80.1	85.8	66.8	85.8	-
Total	7	7	2	2	2	1	5	7	3	7	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 871

q295_21) What do you think is the worst feature of each of the following moist snuff brands?
- Grizzly Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Grizzly Pouches/ Not Most Often (Unwtd)	4	2	2	2	2	1	3	4	1	4	-
Base - Currently Purchase Grizzly Pouches/ Not Most Often (Wgtd)	4	2	2	2	2	1	3	4	1	4	-
Eff Base	4	2	2	2	2	1	3	4	1	4	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	25.3	-	-	-	-	-	33.7	25.3	-	25.3	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	24.9	50.0	50.0	50.0	50.0	-	33.2	24.9	100.0	24.9	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	33.2	24.9	-	24.9	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	1	1	1	1	1	1	-	1	-	1	-
	24.9	50.0	50.0	50.0	50.0	100.0	-	24.9	-	24.9	-
Total	4	2	2	2	2	1	3	4	1	4	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 872

q295_22) What do you think is the worst feature of each of the following moist snuff brands?
- Longhorn Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Longhorn Pouches/ Not Most Often (Unwtd)	5	4	1	1	1	-	4	5	1	5	-
Base - Currently Purchase Longhorn Pouches/ Not Most Often (Wgtd)	5	4	1	1	1	-	4	5	1	5	-
Eff Base	5	4	1	1	1	-	4	5	1	5	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	2	2	1	1	1	-	1	2	1	2	-
	39.9	49.9	100.0	100.0	100.0	-	24.9	39.9	100.0	39.9	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	24.9	19.9	-	19.9	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	2	2	-	-	-	-	2	2	-	2	-
	40.2	50.1	-	-	-	-	50.2	40.2	-	40.2	-
Total	5	4	1	1	1	-	4	5	1	5	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 873

q295_23) What do you think is the worst feature of each of the following moist snuff brands?
- Renegades (Pouch)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Renegades (Pouch)/ Not Most Often (Unwtd)	1	1	1	1	1	-	1	1	1	1	-
Base - Currently Purchase Renegades (Pouch)/ Not Most Often (Wgtd)	1	1	1	1	1	-	1	1	1	1	-
Eff Base	1	1	1	1	1	-	1	1	1	1	-
Flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Strength	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Value	1 100.0	1 100.0	1 100.0	1 100.0	1 100.0	- -	1 100.0	1 100.0	1 100.0	1 100.0	- -
Quality	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Heritage/ Authenticity	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nothing	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	1 100.0	1 100.0	1 100.0	1 100.0	1 100.0	- -	1 100.0	1 100.0	1 100.0	1 100.0	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 874

q295_24) What do you think is the worst feature of each of the following moist snuff brands?
- Skoal Bandits

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Bandits/ Not Most Often (Unwtd)	7	5	1	1	1	-	7	7	3	7	-
Base - Currently Purchase Skoal Bandits/ Not Most Often (Wgtd)	7	5	1	1	1	-	7	7	3	7	-
Eff Base	7	5	1	1	1	-	7	7	3	7	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	3	2	1	1	1	-	3	3	2	3	-
	42.8	39.9	100.0	100.0	100.0	-	42.8	42.8	66.5	42.8	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	14.3	14.3	-	14.3	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	3	3	-	-	-	-	3	3	1	3	-
	42.9	60.1	-	-	-	-	42.9	42.9	33.5	42.9	-
Total	7	5	1	1	1	-	7	7	3	7	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 875

q295_25) What do you think is the worst feature of each of the following moist snuff brands?
- Skoal Pouches (other than Bandits)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Pouches (other than Bandits)/ Not Most Often (Unwtd)	5	3	2	2	2	1	3	5	1	5	-
Base - Currently Purchase Skoal Pouches (other than Bandits)/ Not Most Often (Wgtd)	5	3	2	2	2	1	3	5	1	5	-
Eff Base	5	3	2	2	2	1	3	5	1	5	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	33.3	20.0	-	20.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	2	1	1	1	1	-	1	2	1	2	-
	39.9	33.3	50.0	50.0	50.0	-	33.3	39.9	100.0	39.9	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	2	2	1	1	1	1	1	2	-	2	-
	40.1	66.7	50.0	50.0	50.0	100.0	33.4	40.1	-	40.1	-
Total	5	3	2	2	2	1	3	5	1	5	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 876

q295_26) What do you think is the worst feature of each of the following moist snuff brands?
- Timber Wolf Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Timber Wolf Pouches/ Not Most Often (Unwtd)	4	3	2	2	2	-	4	4	1	4	-
Base - Currently Purchase Timber Wolf Pouches/ Not Most Often (Wgtd)	4	3	2	2	2	-	4	4	1	4	-
Eff Base	4	3	2	2	2	-	4	4	1	4	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	25.1	-	-	-	-	-	25.1	25.1	-	25.1	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	24.9	33.3	49.9	49.9	49.9	-	24.9	24.9	100.0	24.9	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	1	1	1	1	1	-	1	1	-	1	-
	25.0	33.3	50.1	50.1	50.1	-	25.0	25.0	-	25.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	1	1	-	-	-	-	1	1	-	1	-
	25.0	33.4	-	-	-	-	25.0	25.0	-	25.0	-
Total	4	3	2	2	2	-	4	4	1	4	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 877

q295_27) What do you think is the worst feature of each of the following moist snuff brands?
- Skoal Xtra Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Xtra Pouches/ Not Most Often (Unwtd)	2	2	-	-	-	-	2	2	1	2	-
Base - Currently Purchase Skoal Xtra Pouches/ Not Most Often (Wgtd)	2	2	-	-	-	-	2	2	1	2	-
Eff Base	2	2	-	-	-	-	2	2	1	2	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	1	1	-	-	-	-	1	1	1	1	-
	50.1	50.1	-	-	-	-	50.1	50.1	100.0	50.1	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	1	1	-	-	-	-	1	1	-	1	-
	49.9	49.9	-	-	-	-	49.9	49.9	-	49.9	-
Total	2	2	-	-	-	-	2	2	1	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 878

q295_28) What do you think is the worst feature of each of the following moist snuff brands?
- Kodiak Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kodiak Pouches/ Not Most Often (Unwtd)	5	4	2	2	2	-	5	5	1	5	-
Base - Currently Purchase Kodiak Pouches/ Not Most Often (Wgtd)	5	4	2	2	2	-	5	5	1	5	-
Eff Base	5	4	2	2	2	-	5	5	1	5	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	19.9	24.9	50.0	50.0	50.0	-	19.9	19.9	100.0	19.9	-
Quality	2	1	1	1	1	-	2	2	-	2	-
	40.1	25.0	50.0	50.0	50.0	-	40.1	40.1	-	40.1	-
Heritage/ Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	2	2	-	-	-	-	2	2	-	2	-
	40.0	50.1	-	-	-	-	40.0	40.0	-	40.0	-
Total	5	4	2	2	2	-	5	5	1	5	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 879

q295_30) What do you think is the worst feature of each of the following moist snuff brands?
- Kayak Pouches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kayak Pouches/ Not Most Often (Unwtd)	2	1	1	1	1	-	2	2	1	2	-
Base - Currently Purchase Kayak Pouches/ Not Most Often (Wgtd)	2	1	1	1	1	-	2	2	1	2	-
Eff Base	2	1	1	1	1	-	2	2	1	2	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Value	1	1	1	1	1	-	1	1	1	1	-
	49.9	100.0	100.0	100.0	100.0	-	49.9	49.9	100.0	49.9	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/ Authenticity	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	50.1	50.1	-	50.1	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nothing	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	1	1	1	-	2	2	1	2	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 881

q296) Assuming that your preferred moist snuff is out of stock when you arrive at the store, what would you do?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Go to another store so that I can get the moist snuff brand/flavor I want	71	36	6	5	5	3	70	92	13	92	-
	30.2	29.3	25.0	26.3	27.8	27.2	29.2	30.2	22.4	30.2	-
Buy another type of the same moist snuff brand (i.e. Skoal Long Cut instead of Skoal Fine Cut)	37	23	4	3	3	2	39	49	10	49	-
	15.7	18.7	16.7	15.8	16.7	18.2	16.2	16.1	17.2	16.1	-
Buy another flavor of the same moist snuff brand (i.e. Skoal Long Cut Straight instead of Skoal Long Cut Wintergreen)	43	25	5	3	3	2	46	55	14	55	-
	18.3	20.3	20.9	15.8	16.7	18.2	19.2	18.0	24.1	18.0	-
Buy a different moist snuff brand of the same type (i.e. Timber Wolf Wintergreen instead of Skoal Wintergreen)	56	23	6	6	5	3	56	72	12	72	-
	23.8	18.7	25.0	31.6	27.8	27.2	23.3	23.6	20.7	23.6	-
I would not buy any moist snuff at all on that occasion	28	16	3	2	2	1	29	37	9	37	-
	11.9	13.0	12.5	10.5	11.1	9.1	12.1	12.1	15.5	12.1	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 882

q297.1_1) What percent of the time do you buy the following types of moist snuff containers?
- Single cans

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	169	89	19	14	13	8	172	220	41	220	-
Base - Uses Moist Snuff (Wgtd)	169	89	19	14	13	8	172	220	41	220	-
Eff Base	169	89	19	14	13	8	172	220	41	220	-
0	9	5	2	-	-	-	6	13	1	13	-
	5.3	5.6	10.6	-	-	-	3.5	5.9	2.4	5.9	-
1%+ (Net)	160	84	17	14	13	8	166	207	40	207	-
	94.7	94.4	89.4	100.0	100.0	100.0	96.5	94.1	97.6	94.1	-
1-9	3	3	-	-	-	-	1	4	-	4	-
	1.8	3.4	-	-	-	-	0.6	1.8	-	1.8	-
10-19	5	3	1	1	1	-	6	9	-	9	-
	3.0	3.4	5.2	7.1	7.7	-	3.5	4.1	-	4.1	-
20-29	21	10	3	3	3	2	20	23	7	23	-
	12.4	11.2	15.8	21.4	23.1	25.0	11.6	10.5	17.1	10.5	-
30-39	28	13	2	1	1	1	31	34	8	34	-
	16.6	14.6	10.5	7.1	7.7	12.5	18.0	15.4	19.5	15.4	-
40-49	14	10	2	1	1	1	15	15	5	15	-
	8.3	11.2	10.5	7.1	7.7	12.5	8.7	6.8	12.2	6.8	-
50-59	28	16	3	3	3	1	31	35	6	35	-
	16.5	17.9	15.8	21.5	23.1	12.5	18.0	15.9	14.6	15.9	-
60-69	4	1	-	-	-	-	5	5	2	5	-
	2.4	1.1	-	-	-	-	2.9	2.3	4.9	2.3	-
70-79	9	6	2	2	2	2	10	13	3	13	-
	5.3	6.7	10.5	14.3	15.4	25.0	5.8	5.9	7.3	5.9	-
80-89	9	4	1	1	1	1	7	11	2	11	-
	5.3	4.5	5.3	7.2	7.8	12.6	4.1	5.0	4.9	5.0	-
90-100	39	18	3	2	1	-	40	58	7	58	-
	23.1	20.2	15.8	14.3	7.7	-	23.3	26.4	17.1	26.4	-
101+	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	169	89	19	14	13	8	172	220	41	220	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	52.47	50.45	47.11	51.81	48.11	49.42	53.66	54.31	52.19	54.31	-
Std. Dev.	31.75	31.59	32.26	28.85	26.34	21.96	30.63	32.90	27.99	32.90	-
Std. Err.	2.44	3.35	7.40	7.71	7.30	7.76	2.34	2.22	4.37	2.22	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 883

q297.1_2) What percent of the time do you buy the following types of moist snuff containers?
- By the roll (5 or 10 cans)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	169	89	19	14	13	8	172	220	41	220	-
Base - Uses Moist Snuff (Wgtd)	169	89	19	14	13	8	172	220	41	220	-
Eff Base	169	89	19	14	13	8	172	220	41	220	-
0	36	17	3	2	1	-	38	51	6	51	-
	21.3	19.1	15.8	14.3	7.7	-	22.1	23.2	14.6	23.2	-
1%+ (Net)	133	72	16	12	12	8	134	169	35	169	-
	78.7	80.9	84.2	85.7	92.3	100.0	77.9	76.8	85.4	76.8	-
1-9	3	2	-	-	-	-	6	9	1	9	-
	1.8	2.3	-	-	-	-	3.5	4.1	2.5	4.1	-
10-19	14	5	1	1	1	1	11	15	4	15	-
	8.3	5.6	5.3	7.2	7.7	12.5	6.4	6.8	9.8	6.8	-
20-29	39	22	4	4	4	4	40	45	11	45	-
	23.1	24.7	21.1	28.6	30.8	50.1	23.2	20.4	26.8	20.4	-
30-39	31	14	4	4	4	1	35	38	10	38	-
	18.3	15.7	21.0	28.6	30.8	12.5	20.3	17.3	24.4	17.3	-
40-49	13	10	3	1	1	1	16	16	4	16	-
	7.7	11.2	15.8	7.1	7.7	12.5	9.3	7.3	9.7	7.3	-
50-59	15	8	1	1	1	1	15	19	4	19	-
	8.9	9.0	5.3	7.1	7.7	12.5	8.7	8.6	9.8	8.6	-
60-69	2	1	-	-	-	-	2	3	-	3	-
	1.2	1.1	-	-	-	-	1.2	1.4	-	1.4	-
70-79	1	-	-	-	-	-	-	2	-	2	-
	0.6	-	-	-	-	-	-	0.9	-	0.9	-
80-89	2	1	-	-	-	-	1	3	-	3	-
	1.2	1.1	-	-	-	-	0.6	1.4	-	1.4	-
90-100	13	9	3	1	1	-	8	19	1	19	-
	7.7	10.1	15.8	7.1	7.7	-	4.7	8.6	2.4	8.6	-
101+	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	169	89	19	14	13	8	172	220	41	220	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	29.18	31.96	36.17	28.91	31.13	28.10	26.29	29.31	26.40	29.31	-
Std. Dev.	26.33	27.95	30.75	22.78	22.07	13.86	22.93	27.90	19.18	27.90	-
Std. Err.	2.03	2.96	7.05	6.09	6.12	4.90	1.75	1.88	3.00	1.88	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 884

q297.1_3) What percent of the time do you buy the following types of moist snuff containers?
- Tub containers

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	169	89	19	14	13	8	172	220	41	220	-
Base - Uses Moist Snuff (Wgtd)	169	89	19	14	13	8	172	220	41	220	-
Eff Base	169	89	19	14	13	8	172	220	41	220	-
0	71	37	8	5	4	2	66	108	11	108	-
	42.0	41.6	42.2	35.7	30.8	25.1	38.4	49.1	26.8	49.1	-
1%+ (Net)	98	52	11	9	9	6	106	112	30	112	-
	58.0	58.4	57.8	64.3	69.2	74.9	61.6	50.9	73.2	50.9	-
1-9	5	-	-	-	-	-	4	7	2	7	-
	3.0	-	-	-	-	-	2.3	3.2	4.9	3.2	-
10-19	10	8	2	1	1	1	12	12	2	12	-
	5.9	9.0	10.5	7.1	7.7	12.5	7.0	5.5	4.9	5.5	-
20-29	26	15	4	4	4	2	26	26	9	26	-
	15.4	16.8	21.1	28.6	30.8	25.0	15.1	11.8	21.9	11.8	-
30-39	29	16	2	1	1	1	30	32	10	32	-
	17.2	18.0	10.5	7.1	7.7	12.5	17.4	14.5	24.4	14.5	-
40-49	10	5	-	-	-	-	13	13	2	13	-
	5.9	5.6	-	-	-	-	7.6	5.9	4.9	5.9	-
50-59	12	6	3	3	3	2	14	14	5	14	-
	7.1	6.7	15.8	21.4	23.1	25.0	8.1	6.4	12.2	6.4	-
60-69	3	1	-	-	-	-	3	3	-	3	-
	1.8	1.1	-	-	-	-	1.7	1.4	-	1.4	-
70-79	1	1	-	-	-	-	1	2	-	2	-
	0.6	1.1	-	-	-	-	0.6	0.9	-	0.9	-
80-89	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.6	0.5	-	0.5	-
90-100	2	-	-	-	-	-	2	2	-	2	-
	1.2	-	-	-	-	-	1.2	0.9	-	0.9	-
101+	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	169	89	19	14	13	8	172	220	41	220	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	18.35	17.59	16.72	19.28	20.76	22.48	20.05	16.38	21.41	16.38	-
Std. Dev.	20.43	18.22	18.26	19.40	19.35	19.82	21.06	20.65	16.99	20.65	-
Std. Err.	1.57	1.93	4.19	5.18	5.37	7.01	1.61	1.39	2.65	1.39	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 885

q298) How many cans of moist snuff do you usually buy at a time for personal use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
1	58	34	4	3	2	1	68	85	17	85	-
	24.7	27.6	16.6	15.8	11.1	9.1	28.3	27.9	29.3	27.9	-
2	57	25	5	4	4	3	56	75	19	75	-
	24.3	20.3	20.9	21.1	22.2	27.3	23.3	24.6	32.7	24.6	-
3	28	14	1	1	1	1	27	29	3	29	-
	11.9	11.4	4.2	5.3	5.6	9.1	11.3	9.5	5.2	9.5	-
4	23	15	7	5	5	3	22	24	8	24	-
	9.8	12.2	29.2	26.4	27.8	27.3	9.2	7.9	13.8	7.9	-
5	37	16	2	2	2	-	33	47	3	47	-
	15.7	13.0	8.3	10.5	11.1	-	13.7	15.4	5.2	15.4	-
6+ (Net)	32	19	5	4	4	3	34	45	8	45	-
	13.6	15.5	20.8	21.0	22.2	27.2	14.2	14.8	13.8	14.8	-
6	8	7	3	3	3	3	9	9	4	9	-
	3.4	5.7	12.5	15.8	16.7	27.2	3.7	2.9	6.9	2.9	-
7	4	1	-	-	-	-	5	5	1	5	-
	1.7	0.8	-	-	-	-	2.1	1.6	1.7	1.6	-
8	2	-	-	-	-	-	2	2	-	2	-
	0.8	-	-	-	-	-	0.8	0.7	-	0.7	-
9	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	0.4	0.3	-	0.3	-
10	10	7	1	-	-	-	8	15	1	15	-
	4.3	5.7	4.2	-	-	-	3.3	4.9	1.7	4.9	-
11	1	-	-	-	-	-	1	1	-	1	-
	0.4	-	-	-	-	-	0.4	0.3	-	0.3	-
12	2	-	-	-	-	-	3	3	-	3	-
	0.8	-	-	-	-	-	1.3	1.0	-	1.0	-
14	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	0.3	-	0.3	-
15	3	3	1	1	1	-	3	4	1	4	-
	1.3	2.4	4.2	5.3	5.5	-	1.2	1.3	1.7	1.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 885

q298) How many cans of moist snuff do you usually buy at a time for personal use?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
18	1	1	-	-	-	-	1	1	1	1	-
	0.4	0.8	-	-	-	-	0.4	0.3	1.7	0.3	-
20	1	-	-	-	-	-	1	3	-	3	-
	0.4	-	-	-	-	-	0.4	1.0	-	1.0	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	3.59	3.64	4.08	4.05	4.22	3.64	3.49	3.66	3.19	3.66	-
Std. Dev.	3.09	3.22	3.15	3.15	3.15	1.80	3.11	3.43	3.17	3.43	-
Std. Err.	0.20	0.29	0.64	0.72	0.74	0.54	0.20	0.20	0.42	0.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 886

q299) And, on average, about how much do you spend on moist snuff per week for personal use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
1-9	43	17	4	2	1	-	51	67	9	67	-
	18.3	13.8	16.7	10.5	5.5	-	21.2	22.0	15.5	22.0	-
10-19	42	25	3	3	3	3	40	61	9	61	-
	17.9	20.3	12.5	15.8	16.7	27.2	16.7	20.0	15.5	20.0	-
20-29	36	24	-	-	-	-	33	50	9	50	-
	15.3	19.5	-	-	-	-	13.7	16.4	15.5	16.4	-
30-39	25	12	1	1	1	1	25	29	5	29	-
	10.6	9.7	4.2	5.3	5.5	9.1	10.4	9.5	8.6	9.5	-
40-49	13	8	4	3	3	1	12	14	2	14	-
	5.5	6.5	16.7	15.8	16.7	9.2	5.0	4.6	3.4	4.6	-
50-59	26	10	6	5	5	2	29	30	6	30	-
	11.1	8.1	25.0	26.3	27.8	18.1	12.1	9.8	10.3	9.8	-
60+	50	27	6	5	5	4	50	54	18	54	-
	21.3	22.0	25.0	26.3	27.8	36.4	20.8	17.7	31.0	17.7	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	35.57	35.54	42.80	44.70	46.96	47.47	35.34	32.23	40.56	32.23	-
Std. Dev.	30.21	29.36	26.38	26.04	24.80	27.69	32.00	30.26	31.18	30.26	-
Std. Err.	1.97	2.65	5.39	5.97	5.85	8.35	2.07	1.73	4.09	1.73	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 887

q300) At what kind of stores do you typically buy your moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Convenience store/gas station	86	43	7	6	5	3	76	118	15	118	-
	36.6	35.0	29.2	31.6	27.8	27.3	31.7	38.7	25.9	38.7	-
Supermarket (e.g. Kroger, A&P, Food Lion, etc.)	52	32	10	9	9	6	55	62	15	62	-
	22.1	26.0	41.7	47.4	50.0	54.6	22.9	20.3	25.9	20.3	-
Discount tobacco store/ smoke shop	44	26	8	6	6	3	48	64	8	64	-
	18.7	21.2	33.4	31.6	33.3	27.3	20.0	21.0	13.8	21.0	-
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	43	25	5	5	5	4	43	47	13	47	-
	18.3	20.3	20.8	26.3	27.8	36.4	17.9	15.4	22.4	15.4	-
Discount store (K-Mart, Wal-Mart, etc.)	40	23	7	7	7	3	45	52	12	52	-
	17.0	18.7	29.1	36.8	38.9	27.3	18.8	17.1	20.7	17.1	-
Small grocery store	40	22	6	5	5	3	43	47	12	47	-
	17.0	17.9	25.0	26.3	27.8	27.3	17.9	15.4	20.7	15.4	-
Liquor store	35	20	4	4	4	3	37	40	10	40	-
	14.9	16.3	16.7	21.1	22.2	27.3	15.4	13.1	17.2	13.1	-
Tobacconist (high end tobacco shop)	35	20	6	4	4	2	36	37	11	37	-
	14.9	16.3	25.0	21.1	22.2	18.2	15.0	12.1	19.0	12.1	-
Drug store	34	21	5	5	5	2	36	36	10	36	-
	14.4	17.1	20.8	26.3	27.7	18.2	15.0	11.8	17.2	11.8	-
Internet	32	18	7	7	7	3	31	34	9	34	-
	13.6	14.6	29.1	36.8	38.8	27.2	12.9	11.1	15.5	11.1	-
Restaurant	26	18	9	8	8	5	27	27	10	27	-
	11.1	14.6	37.5	42.1	44.5	45.5	11.2	8.8	17.2	8.8	-
Bar	22	15	4	4	4	2	24	26	5	26	-
	9.3	12.2	16.7	21.1	22.3	18.3	10.0	8.5	8.6	8.5	-
Military store	15	7	2	2	2	1	16	16	5	16	-
	6.4	5.7	8.3	10.5	11.1	9.1	6.7	5.2	8.6	5.2	-
Hunting/fishing supply store	15	7	1	1	1	-	19	20	4	20	-
	6.4	5.7	4.2	5.3	5.5	-	7.9	6.5	6.9	6.5	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 887

q300) At what kind of stores do you typically buy your moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Don't know/no answer	2	-	-	-	-	-	2	2	-	2	-
	0.8	-	-	-	-	-	0.8	0.7	-	0.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 888

q301) At what kind of store do you most often buy moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Convenience store/gas	66	32	5	4	3	2	53	91	9	91	-
station	28.1	26.0	20.8	21.0	16.7	18.2	22.1	29.8	15.6	29.8	-
Drug store	20	12	1	1	1	1	20	20	5	20	-
	8.5	9.7	4.2	5.3	5.5	9.1	8.3	6.5	8.6	6.5	-
Discount store (K-Mart,	19	10	2	2	2	-	23	28	6	28	-
Wal-Mart, etc.)	8.1	8.1	8.3	10.5	11.1	-	9.6	9.2	10.4	9.2	-
Tobacconist (high end	17	10	2	-	-	-	17	17	7	17	-
tobacco shop)	7.2	8.1	8.3	-	-	-	7.1	5.6	12.1	5.6	-
Wholesale outlet (Costco,	17	11	3	3	3	3	16	20	6	20	-
Sam's Club, BJ's, etc.)	7.2	8.9	12.5	15.8	16.7	27.2	6.7	6.6	10.3	6.6	-
Discount tobacco store/	16	5	2	1	1	-	20	30	1	30	-
smoke shop	6.8	4.1	8.4	5.3	5.5	-	8.3	9.9	1.7	9.9	-
Supermarket (e.g. Kroger,	16	12	4	4	4	4	20	23	6	23	-
A and P, Food Lion, etc.)	6.8	9.8	16.7	21.1	22.3	36.4	8.3	7.5	10.3	7.5	-
Small grocery store	14	7	1	1	1	-	16	17	5	17	-
	6.0	5.7	4.2	5.3	5.6	-	6.7	5.6	8.6	5.6	-
Liquor store	13	6	1	1	1	1	16	17	5	17	-
	5.5	4.9	4.2	5.3	5.6	9.1	6.7	5.6	8.6	5.6	-
Bar	10	6	-	-	-	-	11	13	2	13	-
	4.2	4.9	-	-	-	-	4.6	4.3	3.4	4.3	-
Internet	7	3	1	1	1	-	6	7	1	7	-
	3.0	2.4	4.2	5.3	5.5	-	2.5	2.3	1.7	2.3	-
Restaurant	7	5	2	1	1	-	7	7	4	7	-
	3.0	4.1	8.3	5.3	5.5	-	2.9	2.3	6.9	2.3	-
Military store	5	2	-	-	-	-	5	5	1	5	-
	2.1	1.6	-	-	-	-	2.1	1.6	1.7	1.6	-
Hunting/fishing supply	5	2	-	-	-	-	7	7	-	7	-
store	2.1	1.6	-	-	-	-	2.9	2.3	-	2.3	-
Other	3	-	-	-	-	-	3	3	-	3	-
	1.3	-	-	-	-	-	1.2	1.0	-	1.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 888

q301) At what kind of store do you most often buy moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 889

q302) What is the main reason for buying moist snuff from the [Q301]? - IN TOTAL

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
The store has good prices for moist snuff	62	31	7	7	7	4	63	91	14	91	-
	26.4	25.2	29.2	36.9	38.9	36.4	26.2	29.8	24.1	29.8	-
The store has a good moist snuff assortment	42	29	6	4	4	3	45	47	16	47	-
	17.9	23.6	25.0	21.1	22.2	27.3	18.8	15.4	27.6	15.4	-
The store has fresh moist snuff	40	20	4	2	2	1	43	47	10	47	-
	17.0	16.3	16.7	10.5	11.1	9.1	17.9	15.4	17.2	15.4	-
The store is the most convenient	74	32	6	5	4	2	76	103	12	103	-
	31.5	26.0	25.0	26.3	22.2	18.2	31.7	33.8	20.7	33.8	-
Other reason	1	1	-	-	-	-	-	1	-	1	-
	0.4	0.8	-	-	-	-	-	0.3	-	0.3	-
Don't know	16	10	1	1	1	1	13	16	6	16	-
	6.8	8.1	4.2	5.3	5.6	9.1	5.4	5.2	10.4	5.2	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 890

q302_1) What is the main reason for buying moist snuff from the [Q301]? - Supermarket

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Supermarket (Unwtd)	16	12	4	4	4	4	20	23	6	23	-
Base - Buys Most Often at Supermarket (Wgtd)	16	12	4	4	4	4	20	23	6	23	-
Eff Base	16	12	4	4	4	4	20	23	6	23	-
The store has good prices for moist snuff	5	5	2	2	2	2	7	8	3	8	-
	31.3	41.7	50.1	50.1	50.1	50.1	35.0	34.8	49.9	34.8	-
The store has a good moist snuff assortment	4	3	1	1	1	1	5	5	1	5	-
	25.0	25.0	25.0	25.0	25.0	25.0	25.0	21.7	16.7	21.7	-
The store has fresh moist snuff	2	2	1	1	1	1	2	2	1	2	-
	12.5	16.7	24.9	24.9	24.9	24.9	10.0	8.7	16.7	8.7	-
The store is the most convenient	3	2	-	-	-	-	4	6	-	6	-
	18.7	16.7	-	-	-	-	20.0	26.0	-	26.0	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	2	2	1	2	-
	12.5	-	-	-	-	-	10.0	8.7	16.7	8.7	-
Total	16	12	4	4	4	4	20	23	6	23	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 891

q302_2) What is the main reason for buying moist snuff from the [Q301]? - Small grocery store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Small grocery store (Unwtd)	14	7	1	1	1	-	16	17	5	17	-
Base - Buys Most Often at Small grocery store (Wgtd)	14	7	1	1	1	-	16	17	5	17	-
Eff Base	14	7	1	1	1	-	16	17	5	17	-
The store has good prices for moist snuff	2	-	-	-	-	-	2	2	-	2	-
	14.3	-	-	-	-	-	12.5	11.8	-	11.8	-
The store has a good moist snuff assortment	4	2	-	-	-	-	4	4	3	4	-
	28.5	28.6	-	-	-	-	25.0	23.5	59.9	23.5	-
The store has fresh moist snuff	6	4	1	1	1	-	7	7	2	7	-
	42.9	57.2	100.0	100.0	100.0	-	43.8	41.2	40.1	41.2	-
The store is the most convenient	2	1	-	-	-	-	3	4	-	4	-
	14.3	14.2	-	-	-	-	18.7	23.5	-	23.5	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	14	7	1	1	1	-	16	17	5	17	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 892

q302_3) What is the main reason for buying moist snuff from the [Q301]? - Convenience store/gas station

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Convenience store/gas station (Unwtd)	66	32	5	4	3	2	53	91	9	91	-
Base - Buys Most Often at Convenience store/gas station (Wgtd)	66	32	5	4	3	2	53	91	9	91	-
Eff Base	66	32	5	4	3	2	53	91	9	91	-
The store has good prices for moist snuff	16	8	1	1	1	1	9	24	1	24	-
	24.2	25.0	20.0	25.0	33.3	49.9	17.0	26.3	11.1	26.3	-
The store has a good moist snuff assortment	7	5	-	-	-	-	7	8	2	8	-
	10.7	15.7	-	-	-	-	13.3	8.8	22.3	8.8	-
The store has fresh moist snuff	6	4	-	-	-	-	7	9	2	9	-
	9.1	12.5	-	-	-	-	13.2	9.9	22.3	9.9	-
The store is the most convenient	34	13	4	3	2	1	29	47	3	47	-
	51.5	40.6	80.0	75.0	66.7	50.1	54.7	51.7	33.2	51.7	-
Other reason	1	1	-	-	-	-	-	1	-	1	-
	1.5	3.1	-	-	-	-	-	1.1	-	1.1	-
Don't know	2	1	-	-	-	-	1	2	1	2	-
	3.0	3.1	-	-	-	-	1.9	2.2	11.2	2.2	-
Total	66	32	5	4	3	2	53	91	9	91	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 893

q302_4) What is the main reason for buying moist snuff from the [Q301]? - Drug store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Drug store (Unwtd)	20	12	1	1	1	1	20	20	5	20	-
Base - Buys Most Often at Drug store (Wgtd)	20	12	1	1	1	1	20	20	5	20	-
Eff Base	20	12	1	1	1	1	20	20	5	20	-
The store has good prices for moist snuff	5	4	-	-	-	-	5	5	1	5	-
	25.0	33.2	-	-	-	-	25.0	25.0	19.9	25.0	-
The store has a good moist snuff assortment	4	3	-	-	-	-	4	4	3	4	-
	20.1	25.1	-	-	-	-	20.1	20.1	60.1	20.1	-
The store has fresh moist snuff	4	2	-	-	-	-	4	4	1	4	-
	20.0	16.7	-	-	-	-	20.0	20.0	20.0	20.0	-
The store is the most convenient	6	3	1	1	1	1	6	6	-	6	-
	30.0	25.0	100.0	100.0	100.0	100.0	30.0	30.0	-	30.0	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	-	-	-	-	1	1	-	1	-
	5.0	-	-	-	-	-	5.0	5.0	-	5.0	-
Total	20	12	1	1	1	1	20	20	5	20	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 894

q302_5) What is the main reason for buying moist snuff from the [Q301]? - Tobacconist

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Tobacconist (Unwtd)	17	10	2	-	-	-	17	17	7	17	-
Base - Buys Most Often at Tobacconist (Wgtd)	17	10	2	-	-	-	17	17	7	17	-
Eff Base	17	10	2	-	-	-	17	17	7	17	-
The store has good prices for moist snuff	2	1	-	-	-	-	2	2	2	2	-
	11.8	10.0	-	-	-	-	11.8	11.8	28.6	11.8	-
The store has a good moist snuff assortment	3	2	1	-	-	-	3	3	3	3	-
	17.7	20.0	49.9	-	-	-	17.7	17.7	43.0	17.7	-
The store has fresh moist snuff	8	3	1	-	-	-	8	8	1	8	-
	47.0	30.0	50.1	-	-	-	47.0	47.0	14.2	47.0	-
The store is the most convenient	3	3	-	-	-	-	3	3	-	3	-
	17.7	30.0	-	-	-	-	17.7	17.7	-	17.7	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	-	-	1	1	1	1	-
	5.9	10.0	-	-	-	-	5.9	5.9	14.3	5.9	-
Total	17	10	2	-	-	-	17	17	7	17	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 895

q302_6) What is the main reason for buying moist snuff from the [Q301]? - Discount store

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Discount store (Unwtd)	19	10	2	2	2	-	23	28	6	28	-
Base - Buys Most Often at Discount store (Wgtd)	19	10	2	2	2	-	23	28	6	28	-
Eff Base	19	10	2	2	2	-	23	28	6	28	-
The store has good prices	9	5	1	1	1	-	11	15	2	15	-
for moist snuff	47.5	50.0	50.1	50.1	50.1	-	47.9	53.7	33.3	53.7	-
The store has a good	4	2	1	1	1	-	4	4	1	4	-
moist snuff assortment	21.0	19.9	49.9	49.9	49.9	-	17.3	14.2	16.6	14.2	-
The store has fresh moist	-	-	-	-	-	-	-	-	-	-	-
snuff	-	-	-	-	-	-	-	-	-	-	-
The store is the most	6	3	-	-	-	-	8	9	3	9	-
convenient	31.5	30.0	-	-	-	-	34.8	32.1	50.1	32.1	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	19	10	2	2	2	-	23	28	6	28	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 896

q302_7) What is the main reason for buying moist snuff from the [Q301]? - Discount tobacco store/smoke shop

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Discount tobacco store/ smoke shop (Unwtd)	16	5	2	1	1	-	20	30	1	30	-
Base - Buys Most Often at Discount tobacco store/ smoke shop (Wgtd)	16	5	2	1	1	-	20	30	1	30	-
Eff Base	16	5	2	1	1	-	20	30	1	30	-
The store has good prices	7	1	1	1	1	-	8	14	1	14	-
for moist snuff	43.7	19.8	49.7	100.0	100.0	-	39.9	46.6	100.0	46.6	-
The store has a good	-	-	-	-	-	-	1	1	-	1	-
moist snuff assortment	-	-	-	-	-	-	5.0	3.4	-	3.4	-
The store has fresh moist	3	3	1	-	-	-	3	4	-	4	-
snuff	18.8	60.1	50.3	-	-	-	15.0	13.3	-	13.3	-
The store is the most	6	1	-	-	-	-	8	11	-	11	-
convenient	37.5	20.1	-	-	-	-	40.0	36.7	-	36.7	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	16	5	2	1	1	-	20	30	1	30	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 897

q302_8) What is the main reason for buying moist snuff from the [Q301]? - Bar

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Bar (Unwtd)	10	6	-	-	-	-	11	13	2	13	-
Base - Buys Most Often at Bar (Wgtd)	10	6	-	-	-	-	11	13	2	13	-
Eff Base	10	6	-	-	-	-	11	13	2	13	-
The store has good prices for moist snuff	3	2	-	-	-	-	3	4	1	4	-
	30.0	33.3	-	-	-	-	27.2	30.7	50.0	30.7	-
The store has a good moist snuff assortment	1	1	-	-	-	-	1	1	-	1	-
	10.0	16.7	-	-	-	-	9.1	7.7	-	7.7	-
The store has fresh moist snuff	3	-	-	-	-	-	3	4	1	4	-
	29.9	-	-	-	-	-	27.2	30.7	50.0	30.7	-
The store is the most convenient	2	2	-	-	-	-	3	3	-	3	-
	20.1	33.4	-	-	-	-	27.4	23.2	-	23.2	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	-	-	1	1	-	1	-
	10.0	16.6	-	-	-	-	9.1	7.7	-	7.7	-
Total	10	6	-	-	-	-	11	13	2	13	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 898

q302_9) What is the main reason for buying moist snuff from the [Q301]? - Restaurant

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Restaurant (Unwtd)	7	5	2	1	1	-	7	7	4	7	-
Base - Buys Most Often at Restaurant (Wgtd)	7	5	2	1	1	-	7	7	4	7	-
Eff Base	7	5	2	1	1	-	7	7	4	7	-
The store has good prices for moist snuff	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has a good moist snuff assortment	2 28.6	1 20.0	1 50.0	- -	- -	- -	2 28.6	2 28.6	- -	2 28.6	- -
The store has fresh moist snuff	2 28.5	2 39.9	- -	- -	- -	- -	2 28.5	2 28.5	2 49.9	2 28.5	- -
The store is the most convenient	2 28.6	1 20.0	1 50.0	1 100.0	1 100.0	- -	2 28.6	2 28.6	1 25.0	2 28.6	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	1 14.4	1 20.1	- -	- -	- -	- -	1 14.4	1 14.4	1 25.1	1 14.4	- -
Total	7 100.0	5 100.0	2 100.0	1 100.0	1 100.0	- -	7 100.0	7 100.0	4 100.0	7 100.0	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 899

q302_10) What is the main reason for buying moist snuff from the [Q301]? - Hunting/fishing supply store

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Hunting/fishing supply store (Unwtd)	5	2	-	-	-	-	7	7	-	7	-
Base - Buys Most Often at Hunting/fishing supply store (Wgtd)	5	2	-	-	-	-	7	7	-	7	-
Eff Base	5	2	-	-	-	-	7	7	-	7	-
The store has good prices for moist snuff	2 40.0	1 50.0	- -	- -	- -	- -	2 28.5	2 28.5	- -	2 28.5	- -
The store has a good moist snuff assortment	2 40.0	1 50.0	- -	- -	- -	- -	3 42.8	3 42.8	- -	3 42.8	- -
The store has fresh moist snuff	1 20.0	- -	- -	- -	- -	- -	1 14.3	1 14.3	- -	1 14.3	- -
The store is the most convenient	- -	- -	- -	- -	- -	- -	1 14.4	1 14.4	- -	1 14.4	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	5 100.0	2 100.0	- -	- -	- -	- -	7 100.0	7 100.0	- -	7 100.0	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 900

q302_11) What is the main reason for buying moist snuff from the [Q301]? - Liquor store

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Liquor store (Unwtd)	13	6	1	1	1	1	16	17	5	17	-
Base - Buys Most Often at Liquor store (Wgtd)	13	6	1	1	1	1	16	17	5	17	-
Eff Base	13	6	1	1	1	1	16	17	5	17	-
The store has good prices for moist snuff	1	-	-	-	-	-	3	3	-	3	-
	7.7	-	-	-	-	-	18.8	17.7	-	17.7	-
The store has a good moist snuff assortment	5	5	1	1	1	1	5	5	2	5	-
	38.4	83.4	100.0	100.0	100.0	100.0	31.3	29.4	39.9	29.4	-
The store has fresh moist snuff	3	-	-	-	-	-	4	4	-	4	-
	23.1	-	-	-	-	-	25.0	23.5	-	23.5	-
The store is the most convenient	3	-	-	-	-	-	4	4	3	4	-
	23.1	-	-	-	-	-	25.0	23.5	60.1	23.5	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	-	-	-	1	-	1	-
	7.7	16.6	-	-	-	-	-	5.9	-	5.9	-
Total	13	6	1	1	1	1	16	17	5	17	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 901

q302_12) What is the main reason for buying moist snuff from the [Q301]? - Military store

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Military store (Unwtd)	5	2	-	-	-	-	5	5	1	5	-
Base - Buys Most Often at Military store (Wgtd)	5	2	-	-	-	-	5	5	1	5	-
Eff Base	5	2	-	-	-	-	5	5	1	5	-
The store has good prices for moist snuff	2	1	-	-	-	-	2	2	1	2	-
	40.1	50.0	-	-	-	-	40.1	40.1	100.0	40.1	-
The store has a good moist snuff assortment	1	1	-	-	-	-	1	1	-	1	-
	20.0	50.0	-	-	-	-	20.0	20.0	-	20.0	-
The store has fresh moist snuff	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	19.9	19.9	-	19.9	-
The store is the most convenient	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	20.0	20.0	-	20.0	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	2	-	-	-	-	5	5	1	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 902

q302_13) What is the main reason for buying moist snuff from the [Q301]? - Wholesale outlet

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Wholesale outlet (Unwtd)	17	11	3	3	3	3	16	20	6	20	-
Base - Buys Most Often at Wholesale outlet (Wgtd)	17	11	3	3	3	3	16	20	6	20	-
Eff Base	17	11	3	3	3	3	16	20	6	20	-
The store has good prices for moist snuff	4	1	1	1	1	1	5	6	2	6	-
	23.6	9.1	33.4	33.4	33.4	33.4	31.3	30.1	33.4	30.1	-
The store has a good moist snuff assortment	4	3	1	1	1	1	4	5	1	5	-
	23.5	27.3	33.3	33.3	33.3	33.3	25.0	25.0	16.6	25.0	-
The store has fresh moist snuff	1	-	-	-	-	-	1	1	-	1	-
	5.9	-	-	-	-	-	6.2	5.0	-	5.0	-
The store is the most convenient	4	3	-	-	-	-	3	4	1	4	-
	23.5	27.3	-	-	-	-	18.8	20.0	16.7	20.0	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	4	4	1	1	1	1	3	4	2	4	-
	23.5	36.4	33.3	33.3	33.3	33.3	18.7	20.0	33.3	20.0	-
Total	17	11	3	3	3	3	16	20	6	20	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

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Study Number 5160290

20 Sep 2016
Table 903

q302_14) What is the main reason for buying moist snuff from the [Q301]? - Internet

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Internet (Unwtd)	7	3	1	1	1	-	6	7	1	7	-
Base - Buys Most Often at Internet (Wgtd)	7	3	1	1	1	-	6	7	1	7	-
Eff Base	7	3	1	1	1	-	6	7	1	7	-
The store has good prices for moist snuff	4	2	1	1	1	-	4	4	-	4	-
	57.1	66.6	100.0	100.0	100.0	-	66.6	57.1	-	57.1	-
The store has a good moist snuff assortment	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	16.7	14.3	-	14.3	-
The store has fresh moist snuff	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
The store is the most convenient	1	-	-	-	-	-	-	1	1	1	-
	14.3	-	-	-	-	-	-	14.3	100.0	14.3	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	-	-	1	1	-	1	-
	14.4	33.4	-	-	-	-	16.7	14.4	-	14.4	-
Total	7	3	1	1	1	-	6	7	1	7	-
	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 904

q302_15) What is the main reason for buying moist snuff from the [Q301]? - Other

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Other (Unwtd)	3	-	-	-	-	-	3	3	-	3	-
Base - Buys Most Often at Other (Wgtd)	3	-	-	-	-	-	3	3	-	3	-
Eff Base	3	-	-	-	-	-	3	3	-	3	-
The store has good prices	-	-	-	-	-	-	-	-	-	-	-
for moist snuff	-	-	-	-	-	-	-	-	-	-	-
The store has a good	-	-	-	-	-	-	-	-	-	-	-
moist snuff assortment	-	-	-	-	-	-	-	-	-	-	-
The store has fresh moist	-	-	-	-	-	-	-	-	-	-	-
snuff	-	-	-	-	-	-	-	-	-	-	-
The store is the most	1	-	-	-	-	-	1	1	-	1	-
convenient	33.5	-	-	-	-	-	33.5	33.5	-	33.5	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	2	2	-	2	-
	66.5	-	-	-	-	-	66.5	66.5	-	66.5	-
Total	3	-	-	-	-	-	3	3	-	3	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 905

q303) When you go to a store and purchase moist snuff, is that the primary reason for your shopping trip, or is moist snuff usually a secondary purchase?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Moist snuff is the primary reason for me to shop at a store	171	86	19	15	14	9	170	217	38	217	-
	72.8	70.0	79.2	79.0	77.8	81.8	70.9	71.2	65.5	71.2	-
Moist snuff is usually a secondary purchase	64	37	5	4	4	2	70	88	20	88	-
	27.2	30.0	20.8	21.0	22.2	18.2	29.1	28.8	34.5	28.8	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 906

q304) Top 2 Box Summary Table

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
(1) Believe that brands which give promotional offers are selling either an inferior quality or old product	133 56.6	70 56.9	16 66.6	13 68.4	13 72.2	7 63.6	143 59.6	151 49.5	36 62.1	151 49.5	- -
(2) Buy whatever is the lowest price	120 51.0	63 51.2	15 62.5	12 63.2	12 66.7	8 72.7	126 52.5	134 43.9	35 60.3	134 43.9	- -
(3) Buy only your regular brand	163 69.4	82 66.7	16 66.7	12 63.2	11 61.1	5 45.5	169 70.4	218 71.5	37 63.8	218 71.5	- -
(4) Switch brands for variety	124 52.8	64 52.1	15 62.5	13 68.4	13 72.2	7 63.6	132 55.0	143 46.9	34 58.6	143 46.9	- -
(5) Have a consistent list of moist snuff brands that you choose from depending on the situation	162 68.9	85 69.1	19 79.2	15 79.0	15 83.3	9 81.8	169 70.4	200 65.6	39 67.3	200 65.6	- -
(6) Look for special offers, prices, or promotions on brands (other than your most often brand)	144 61.3	75 61.0	15 62.5	13 68.4	13 72.2	7 63.7	149 62.1	171 56.1	37 63.8	171 56.1	- -
(7) Know what you are going to buy when you go into the store	167 71.1	85 69.1	19 79.2	15 78.9	14 77.8	8 72.7	167 69.6	220 72.2	39 67.2	220 72.2	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 907

q304_1) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Believe that brands which give promotional offers are selling either an inferior quality or old product

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Top 2 Box (Net)	133	70	16	13	13	7	143	151	36	151	-
	56.6	56.9	66.6	68.4	72.2	63.6	59.6	49.5	62.1	49.5	-
Agree Completely (1)	73	38	8	6	6	1	78	82	24	82	-
	31.1	30.9	33.3	31.6	33.3	9.1	32.5	26.9	41.4	26.9	-
2	60	32	8	7	7	6	65	69	12	69	-
	25.5	26.0	33.3	36.9	38.9	54.5	27.1	22.6	20.7	22.6	-
Agree Somewhat (3)	36	20	3	3	3	2	37	50	9	50	-
	15.3	16.3	12.5	15.8	16.6	18.2	15.4	16.4	15.5	16.4	-
Bottom 2 Box (Net)	66	33	5	3	2	2	60	104	13	104	-
	28.1	26.8	20.9	15.8	11.1	18.2	25.0	34.1	22.4	34.1	-
4	35	18	1	1	-	-	32	52	11	52	-
	14.9	14.6	4.2	5.3	-	-	13.3	17.0	19.0	17.0	-
Disagree Completely (5)	31	15	4	2	2	2	28	52	2	52	-
	13.2	12.2	16.7	10.5	11.1	18.2	11.7	17.1	3.5	17.1	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.54	2.51	2.38	2.26	2.17	2.64	2.45	2.75	2.22	2.75	-
Std. Dev.	1.40	1.38	1.44	1.28	1.25	1.29	1.37	1.45	1.27	1.45	-
Std. Err.	0.09	0.12	0.29	0.29	0.29	0.39	0.09	0.08	0.17	0.08	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 908

q304_2) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Buy whatever is the lowest price

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Top 2 Box (Net)	120	63	15	12	12	8	126	134	35	134	-
	51.0	51.2	62.5	63.2	66.7	72.7	52.5	43.9	60.3	43.9	-
Agree Completely (1)	61	37	6	5	5	2	64	67	19	67	-
	26.0	30.1	25.0	26.3	27.8	18.2	26.7	22.0	32.8	22.0	-
2	59	26	9	7	7	6	62	67	16	67	-
	25.1	21.1	37.5	36.9	38.9	54.5	25.8	22.0	27.6	22.0	-
Agree Somewhat (3)	36	20	2	2	2	1	42	54	10	54	-
	15.3	16.3	8.3	10.5	11.1	9.1	17.5	17.7	17.2	17.7	-
Bottom 2 Box (Net)	79	40	7	5	4	2	72	117	13	117	-
	33.6	32.5	29.2	26.3	22.2	18.2	30.0	38.4	22.4	38.4	-
4	41	20	2	2	2	1	43	55	7	55	-
	17.4	16.3	8.3	10.5	11.1	9.1	17.9	18.0	12.1	18.0	-
Disagree Completely (5)	38	20	5	3	2	1	29	62	6	62	-
	16.2	16.3	20.9	15.8	11.1	9.1	12.1	20.4	10.4	20.4	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.73	2.68	2.63	2.53	2.39	2.36	2.63	2.93	2.40	2.93	-
Std. Dev.	1.43	1.46	1.50	1.43	1.33	1.21	1.36	1.45	1.34	1.45	-
Std. Err.	0.09	0.13	0.31	0.33	0.31	0.36	0.09	0.08	0.18	0.08	-

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Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 909

q304_3) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Buy only your regular brand

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Top 2 Box (Net)	163	82	16	12	11	5	169	218	37	218	-
	69.4	66.7	66.7	63.2	61.1	45.5	70.4	71.5	63.8	71.5	-
Agree Completely (1)	99	54	13	9	9	4	103	137	24	137	-
	42.1	43.9	54.2	47.4	50.0	36.3	42.9	44.9	41.4	44.9	-
2	64	28	3	3	2	1	66	81	13	81	-
	27.3	22.8	12.5	15.8	11.2	9.2	27.5	26.6	22.4	26.6	-
Agree Somewhat (3)	35	21	4	4	4	3	36	43	11	43	-
	14.9	17.1	16.6	21.0	22.2	27.2	15.0	14.1	19.0	14.1	-
Bottom 2 Box (Net)	37	20	4	3	3	3	35	44	10	44	-
	15.7	16.2	16.7	15.8	16.7	27.3	14.6	14.4	17.3	14.4	-
4	22	10	2	2	2	2	24	28	6	28	-
	9.4	8.1	8.3	10.5	11.1	18.2	10.0	9.2	10.4	9.2	-
Disagree Completely (5)	15	10	2	1	1	1	11	16	4	16	-
	6.4	8.1	8.3	5.3	5.5	9.1	4.6	5.2	6.9	5.2	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.11	2.14	2.04	2.11	2.11	2.55	2.06	2.03	2.19	2.03	-
Std. Dev.	1.23	1.29	1.37	1.29	1.32	1.44	1.18	1.20	1.28	1.20	-
Std. Err.	0.08	0.12	0.28	0.30	0.31	0.43	0.08	0.07	0.17	0.07	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 910

q304_4) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Switch brands for variety

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Top 2 Box (Net)	124	64	15	13	13	7	132	143	34	143	-
	52.8	52.1	62.5	68.4	72.2	63.6	55.0	46.9	58.6	46.9	-
Agree Completely (1)	68	42	11	9	9	4	72	76	21	76	-
	28.9	34.1	45.8	47.3	50.0	36.3	30.0	24.9	36.2	24.9	-
2	56	22	4	4	4	3	60	67	13	67	-
	23.9	17.9	16.7	21.1	22.3	27.3	25.0	22.0	22.4	22.0	-
Agree Somewhat (3)	49	31	7	5	5	4	44	55	10	55	-
	20.8	25.2	29.2	26.3	27.8	36.4	18.3	18.0	17.3	18.0	-
Bottom 2 Box (Net)	62	28	2	1	-	-	64	107	14	107	-
	26.4	22.8	8.4	5.3	-	-	26.7	35.1	24.1	35.1	-
4	33	14	-	-	-	-	35	54	8	54	-
	14.0	11.4	-	-	-	-	14.6	17.7	13.8	17.7	-
Disagree Completely (5)	29	14	2	1	-	-	29	53	6	53	-
	12.3	11.4	8.4	5.3	-	-	12.1	17.4	10.3	17.4	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.57	2.48	2.09	1.95	1.78	2.00	2.54	2.81	2.40	2.81	-
Std. Dev.	1.36	1.36	1.25	1.13	0.88	0.89	1.37	1.43	1.38	1.43	-
Std. Err.	0.09	0.12	0.25	0.26	0.21	0.27	0.09	0.08	0.18	0.08	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 911

q304_5) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Have a consistent list of moist snuff brands that you choose from depending on the situation

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Top 2 Box (Net)	162	85	19	15	15	9	169	200	39	200	-
	68.9	69.1	79.2	79.0	83.3	81.8	70.4	65.6	67.3	65.6	-
Agree Completely (1)	95	51	13	10	10	6	96	115	22	115	-
	40.4	41.5	54.2	52.7	55.6	54.6	40.0	37.7	37.9	37.7	-
2	67	34	6	5	5	3	73	85	17	85	-
	28.5	27.7	25.0	26.3	27.8	27.2	30.4	27.9	29.3	27.9	-
Agree Somewhat (3)	29	17	2	2	2	1	34	43	7	43	-
	12.3	13.8	8.3	10.5	11.1	9.1	14.2	14.1	12.1	14.1	-
Bottom 2 Box (Net)	44	21	3	2	1	1	37	62	12	62	-
	18.7	17.0	12.5	10.5	5.5	9.1	15.4	20.3	20.7	20.3	-
4	22	9	2	1	-	-	21	27	7	27	-
	9.3	7.3	8.3	5.3	-	-	8.7	8.8	12.0	8.8	-
Disagree Completely (5)	22	12	1	1	1	1	16	35	5	35	-
	9.4	9.7	4.2	5.3	5.5	9.1	6.7	11.5	8.6	11.5	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.19	2.16	1.83	1.84	1.72	1.82	2.12	2.28	2.24	2.28	-
Std. Dev.	1.31	1.31	1.17	1.17	1.07	1.25	1.22	1.35	1.32	1.35	-
Std. Err.	0.09	0.12	0.24	0.27	0.25	0.38	0.08	0.08	0.17	0.08	-

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Study Number 5160290

20 Sep 2016
Table 912

q304_6) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Look for special offers, prices, or promotions on brands (other than your most often brand)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Top 2 Box (Net)	144	75	15	13	13	7	149	171	37	171	-
	61.3	61.0	62.5	68.4	72.2	63.7	62.1	56.1	63.8	56.1	-
Agree Completely (1)	75	47	9	8	8	4	78	87	19	87	-
	31.9	38.2	37.4	42.1	44.4	36.3	32.5	28.5	32.8	28.5	-
2	69	28	6	5	5	3	71	84	18	84	-
	29.4	22.8	25.0	26.4	27.8	27.3	29.6	27.5	31.0	27.5	-
Agree Somewhat (3)	40	21	5	4	4	3	43	53	10	53	-
	17.0	17.1	20.8	21.0	22.2	27.2	17.9	17.4	17.3	17.4	-
Bottom 2 Box (Net)	51	27	4	2	1	1	48	81	11	81	-
	21.7	22.0	16.7	10.5	5.6	9.1	20.0	26.6	19.0	26.6	-
4	27	14	2	2	1	1	27	40	8	40	-
	11.5	11.4	8.3	10.5	5.6	9.1	11.3	13.1	13.8	13.1	-
Disagree Completely (5)	24	13	2	-	-	-	21	41	3	41	-
	10.2	10.6	8.4	-	-	-	8.8	13.5	5.2	13.5	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.39	2.33	2.25	2.00	1.89	2.09	2.34	2.55	2.28	2.55	-
Std. Dev.	1.31	1.37	1.30	1.05	0.96	1.04	1.28	1.38	1.21	1.38	-
Std. Err.	0.09	0.12	0.26	0.24	0.23	0.31	0.08	0.08	0.16	0.08	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 913

q304_7) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Know what you are going to buy when you go into the store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	240	305	58	305	-
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	240	305	58	305	-
Eff Base	235	123	24	19	18	11	240	305	58	305	-
Top 2 Box (Net)	167	85	19	15	14	8	167	220	39	220	-
	71.1	69.1	79.2	78.9	77.8	72.7	69.6	72.2	67.2	72.2	-
Agree Completely (1)	105	55	14	11	10	5	103	146	22	146	-
	44.7	44.7	58.3	57.9	55.5	45.4	42.9	47.9	37.9	47.9	-
2	62	30	5	4	4	3	64	74	17	74	-
	26.4	24.4	20.8	21.1	22.3	27.3	26.7	24.3	29.3	24.3	-
Agree Somewhat (3)	39	23	4	3	3	2	43	50	13	50	-
	16.6	18.7	16.7	15.8	16.6	18.2	17.9	16.4	22.4	16.4	-
Bottom 2 Box (Net)	29	15	1	1	1	1	30	35	6	35	-
	12.3	12.2	4.2	5.3	5.6	9.1	12.5	11.5	10.3	11.5	-
4	16	9	1	1	1	1	18	20	5	20	-
	6.8	7.3	4.2	5.3	5.6	9.1	7.5	6.6	8.6	6.6	-
Disagree Completely (5)	13	6	-	-	-	-	12	15	1	15	-
	5.5	4.9	-	-	-	-	5.0	4.9	1.7	4.9	-
Total	235	123	24	19	18	11	240	305	58	305	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.02	2.03	1.67	1.68	1.72	1.91	2.05	1.96	2.07	1.96	-
Std. Dev.	1.18	1.17	0.92	0.95	0.96	1.04	1.17	1.16	1.06	1.16	-
Std. Err.	0.08	0.11	0.19	0.22	0.23	0.31	0.08	0.07	0.14	0.07	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 914

q308) You indicated that you have formerly used moist snuff. The following questions in this section will ask you about your past moist snuff usage. To quit means not using moist snuff for at least three months, except for temporary slip of a day or two. How many times have you quit using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Former Moist Snuff (Unwtd)	393	44	8	6	5	5	358	59	43	358	304
Base - Former Moist Snuff (Wgtd)	393	44	8	6	5	5	358	59	43	358	304
Eff Base	393	44	8	6	5	5	358	59	43	358	304
0	53	10	2	2	2	2	53	11	5	53	28
	13.5	22.7	25.0	33.3	40.0	40.0	14.8	18.7	11.6	14.8	9.2
1	208	14	2	2	1	1	170	18	18	168	220
	52.9	31.8	25.0	33.4	20.0	20.0	47.5	30.5	41.9	46.9	72.4
2	62	8	1	1	1	1	66	11	9	68	24
	15.8	18.2	12.4	16.6	20.0	20.0	18.4	18.6	20.9	19.0	7.9
3	33	6	1	1	1	1	32	6	2	31	18
	8.4	13.6	12.5	16.7	20.0	20.0	8.9	10.2	4.7	8.7	5.9
4	7	-	-	-	-	-	9	2	-	9	1
	1.8	-	-	-	-	-	2.5	3.4	-	2.5	0.3
5	13	4	1	-	-	-	11	4	5	12	8
	3.3	9.1	12.6	-	-	-	3.1	6.8	11.6	3.4	2.6
6+ (Net)	17	2	1	-	-	-	17	7	4	17	5
	4.3	4.6	12.5	-	-	-	4.7	11.9	9.3	4.7	1.6
6	1	-	-	-	-	-	1	1	-	1	2
	0.3	-	-	-	-	-	0.3	1.7	-	0.3	0.7
7	4	1	-	-	-	-	3	2	2	3	1
	1.0	2.3	-	-	-	-	0.8	3.4	4.7	0.8	0.3
8	1	1	1	-	-	-	1	1	-	1	-
	0.3	2.3	12.5	-	-	-	0.3	1.7	-	0.3	-
10	4	-	-	-	-	-	3	2	1	3	1
	1.0	-	-	-	-	-	0.8	3.4	2.3	0.8	0.3
11-20	6	-	-	-	-	-	7	1	-	7	-
	1.5	-	-	-	-	-	2.0	1.7	-	2.0	-
21-30	1	-	-	-	-	-	2	-	1	2	1
	0.3	-	-	-	-	-	0.6	-	2.3	0.6	0.3
Total	393	44	8	6	5	5	358	59	43	358	304
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 914

q308) You indicated that you have formerly used moist snuff. The following questions in this section will ask you about your past moist snuff usage. To quit means not using moist snuff for at least three months, except for temporary slip of a day or two. How many times have you quit using moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Former Moist Snuff (Wgtd)	393	44	8	6	5	5	358	59	43	358	304
Mean	1.86	1.89	2.50	1.17	1.20	1.20	2.02	2.47	2.70	2.03	1.37
Std. Dev.	2.74	1.91	2.78	1.17	1.30	1.30	3.17	2.72	4.11	3.17	1.69
Std. Err.	0.14	0.29	0.98	0.48	0.58	0.58	0.17	0.35	0.63	0.17	0.10

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 915

q310) How old were you the first and last time you quit using moist snuff? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	305	48	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Eff Base	340	34	6	4	3	3	305	48	38	305	276
Less than 18 years	70	3	1	1	-	-	60	4	6	58	78
	20.6	8.8	16.7	25.1	-	-	19.7	8.3	15.8	19.0	28.3
18 - 24 Years (Net)	145	13	1	1	1	1	134	20	14	133	116
	42.6	38.2	16.6	25.0	33.3	33.3	43.9	41.6	36.8	43.6	42.0
18 years	33	1	-	-	-	-	33	3	5	33	30
	9.7	2.9	-	-	-	-	10.8	6.2	13.1	10.8	10.9
19 years	28	2	-	-	-	-	24	3	3	25	18
	8.2	5.9	-	-	-	-	7.9	6.3	7.9	8.2	6.5
20 years	21	4	-	-	-	-	15	4	1	16	19
	6.2	11.7	-	-	-	-	4.9	8.3	2.6	5.2	6.9
21 years	25	2	-	-	-	-	26	2	4	25	12
	7.3	5.9	-	-	-	-	8.5	4.2	10.5	8.2	4.3
22 years	17	1	-	-	-	-	14	4	-	14	14
	5.0	2.9	-	-	-	-	4.6	8.3	-	4.6	5.1
23 years	11	2	1	1	1	1	11	2	-	10	13
	3.2	5.9	16.6	25.0	33.3	33.3	3.6	4.2	-	3.3	4.7
24 years	10	1	-	-	-	-	11	2	1	10	10
	2.9	2.9	-	-	-	-	3.6	4.2	2.6	3.3	3.6
25 - 34 Years (Net)	72	12	3	2	2	2	67	18	11	69	43
	21.2	35.3	50.0	50.0	66.7	66.7	22.0	37.5	28.9	22.6	15.6
25 years	10	1	-	-	-	-	9	1	3	9	11
	2.9	3.0	-	-	-	-	2.9	2.1	7.9	2.9	4.0
26 years	12	1	-	-	-	-	12	3	2	12	4
	3.5	2.9	-	-	-	-	3.9	6.3	5.2	3.9	1.5
27 years	4	-	-	-	-	-	1	-	-	1	5
	1.2	-	-	-	-	-	0.3	-	-	0.3	1.8
28 years	9	4	1	-	-	-	7	4	2	8	6
	2.6	11.8	16.8	-	-	-	2.3	8.3	5.3	2.6	2.2
29 years	3	-	-	-	-	-	2	-	-	2	3
	0.9	-	-	-	-	-	0.7	-	-	0.7	1.1

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 915

q310) How old were you the first and last time you quit using moist snuff? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
30 years	17	4	1	1	1	1	18	4	2	19	6
	5.0	11.8	16.7	25.0	33.4	33.4	5.9	8.3	5.2	6.2	2.2
31 years	4	-	-	-	-	-	5	1	1	5	1
	1.2	-	-	-	-	-	1.6	2.1	2.6	1.6	0.4
32 years	8	2	1	1	1	1	7	4	1	7	3
	2.3	5.9	16.6	24.9	33.3	33.3	2.3	8.3	2.6	2.3	1.1
33 years	1	-	-	-	-	-	5	1	-	5	1
	0.3	-	-	-	-	-	1.6	2.1	-	1.6	0.4
34 years	4	-	-	-	-	-	1	-	-	1	3
	1.2	-	-	-	-	-	0.3	-	-	0.3	1.1
35 - 49 Years (Net)	41	6	1	-	-	-	38	6	6	39	30
	12.1	17.7	16.7	-	-	-	12.5	12.5	15.8	12.8	10.9
35 years	8	-	-	-	-	-	9	-	1	9	4
	2.4	-	-	-	-	-	3.0	-	2.6	3.0	1.5
36 years	6	2	-	-	-	-	5	2	2	5	3
	1.8	5.9	-	-	-	-	1.6	4.2	5.3	1.6	1.1
37 years	1	-	-	-	-	-	1	-	-	1	-
	0.3	-	-	-	-	-	0.3	-	-	0.3	-
38 years	4	1	-	-	-	-	4	1	1	4	1
	1.2	2.9	-	-	-	-	1.3	2.1	2.6	1.3	0.4
39 years	3	-	-	-	-	-	-	-	-	-	3
	0.9	-	-	-	-	-	-	-	-	-	1.1
40 years	4	-	-	-	-	-	5	-	1	5	5
	1.2	-	-	-	-	-	1.6	-	2.6	1.6	1.8
41 years	2	2	1	-	-	-	3	2	-	3	-
	0.6	5.9	16.7	-	-	-	1.0	4.2	-	1.0	-
42 years	3	-	-	-	-	-	2	-	-	2	3
	0.9	-	-	-	-	-	0.7	-	-	0.7	1.1
43 years	3	1	-	-	-	-	2	1	-	3	1
	0.9	2.9	-	-	-	-	0.7	2.1	-	1.0	0.4
44 years	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	0.7
45 years	3	-	-	-	-	-	2	-	-	2	5
	0.9	-	-	-	-	-	0.7	-	-	0.7	1.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 915

q310) How old were you the first and last time you quit using moist snuff? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
46 years	3	-	-	-	-	-	3	-	1	3	1
	0.9	-	-	-	-	-	1.0	-	2.6	1.0	0.4
48 years	-	-	-	-	-	-	2	-	-	2	1
	-	-	-	-	-	-	0.7	-	-	0.7	0.4
49 years	1	-	-	-	-	-	-	-	-	-	1
	0.3	-	-	-	-	-	-	-	-	-	0.4
50+ Years (Net)	12	-	-	-	-	-	6	-	1	6	9
	3.5	-	-	-	-	-	2.0	-	2.6	2.0	3.3
50 years	4	-	-	-	-	-	3	-	-	3	2
	1.2	-	-	-	-	-	1.0	-	-	1.0	0.7
51 years	3	-	-	-	-	-	1	-	-	1	2
	0.9	-	-	-	-	-	0.3	-	-	0.3	0.7
52 years	1	-	-	-	-	-	1	-	1	1	-
	0.3	-	-	-	-	-	0.3	-	2.6	0.3	-
55 years	1	-	-	-	-	-	-	-	-	-	1
	0.3	-	-	-	-	-	-	-	-	-	0.4
56 years	1	-	-	-	-	-	-	-	-	-	1
	0.3	-	-	-	-	-	-	-	-	-	0.4
58 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	0.4
59 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
60+ years	2	-	-	-	-	-	-	-	-	-	2
	0.6	-	-	-	-	-	-	-	-	-	0.7
Total	340	34	6	4	3	3	305	48	38	305	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	24.67	26.47	28.33	25.24	28.33	28.33	24.36	25.86	25.27	24.49	23.71
Std. Dev.	9.42	7.64	8.45	7.28	4.73	4.73	8.65	7.15	8.99	8.70	9.72
Std. Err.	0.51	1.31	3.45	3.64	2.73	2.73	0.50	1.03	1.46	0.50	0.59

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 916

q311) How old were you the first and last time you quit using moist snuff? - Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	305	48	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Eff Base	340	34	6	4	3	3	305	48	38	305	276
Less than 18 years	51	2	1	1	-	-	43	3	4	42	62
	15.0	5.9	16.7	25.1	-	-	14.1	6.2	10.5	13.8	22.5
18 - 24 Years (Net)	116	11	-	-	-	-	102	14	11	102	103
	34.1	32.3	-	-	-	-	33.4	29.1	28.9	33.4	37.3
18 years	19	1	-	-	-	-	17	2	3	17	22
	5.6	2.9	-	-	-	-	5.6	4.2	7.9	5.6	8.0
19 years	20	1	-	-	-	-	14	1	1	14	18
	5.9	2.9	-	-	-	-	4.6	2.1	2.6	4.6	6.5
20 years	13	2	-	-	-	-	11	3	1	11	17
	3.8	5.9	-	-	-	-	3.6	6.2	2.6	3.6	6.2
21 years	23	2	-	-	-	-	25	2	2	24	10
	6.8	5.9	-	-	-	-	8.2	4.2	5.3	7.9	3.6
22 years	16	1	-	-	-	-	9	2	-	10	15
	4.7	3.0	-	-	-	-	2.9	4.2	-	3.3	5.4
23 years	16	3	-	-	-	-	19	3	4	18	13
	4.7	8.8	-	-	-	-	6.2	6.2	10.5	5.9	4.7
24 years	9	1	-	-	-	-	7	1	-	8	8
	2.6	2.9	-	-	-	-	2.3	2.1	-	2.6	2.9
25 - 34 Years (Net)	96	14	4	3	3	3	93	22	11	92	57
	28.2	41.2	66.7	74.9	100.0	100.0	30.5	45.8	28.9	30.2	20.7
25 years	9	-	-	-	-	-	4	1	1	4	11
	2.6	-	-	-	-	-	1.3	2.1	2.6	1.3	4.0
26 years	13	3	-	-	-	-	14	3	1	14	5
	3.8	8.8	-	-	-	-	4.6	6.2	2.6	4.6	1.8
27 years	6	1	1	1	1	1	5	2	-	5	4
	1.8	2.9	16.6	25.0	33.3	33.3	1.6	4.2	-	1.6	1.4
28 years	7	1	-	-	-	-	7	1	1	6	6
	2.1	2.9	-	-	-	-	2.3	2.1	2.6	2.0	2.2
29 years	7	-	-	-	-	-	6	-	1	6	4
	2.1	-	-	-	-	-	2.0	-	2.6	2.0	1.5

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 916

q311) How old were you the first and last time you quit using moist snuff? - Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
30 years	21	4	1	1	1	1	25	5	2	26	8
	6.2	11.8	16.7	25.0	33.4	33.4	8.2	10.4	5.2	8.5	2.9
31 years	8	1	-	-	-	-	9	4	2	9	3
	2.4	2.9	-	-	-	-	2.9	8.3	5.3	2.9	1.1
32 years	12	2	1	1	1	1	9	3	-	8	7
	3.5	5.9	16.6	24.9	33.3	33.3	2.9	6.2	-	2.6	2.5
33 years	7	1	1	-	-	-	10	2	2	10	4
	2.1	3.0	16.8	-	-	-	3.3	4.2	5.3	3.3	1.5
34 years	6	1	-	-	-	-	4	1	1	4	5
	1.8	3.0	-	-	-	-	1.3	2.1	2.6	1.3	1.8
35 - 49 Years (Net)	59	6	1	-	-	-	59	7	9	60	41
	17.4	17.7	16.7	-	-	-	19.4	14.6	23.7	19.7	14.9
35 years	10	-	-	-	-	-	13	1	2	13	3
	3.0	-	-	-	-	-	4.3	2.1	5.3	4.3	1.1
36 years	6	-	-	-	-	-	5	-	1	5	5
	1.8	-	-	-	-	-	1.6	-	2.6	1.6	1.8
37 years	3	1	-	-	-	-	3	1	1	3	-
	0.9	3.0	-	-	-	-	1.0	2.1	2.6	1.0	-
38 years	5	2	-	-	-	-	6	2	1	6	1
	1.5	5.9	-	-	-	-	2.0	4.2	2.6	2.0	0.4
39 years	7	-	-	-	-	-	4	-	-	4	5
	2.1	-	-	-	-	-	1.3	-	-	1.3	1.8
40 years	5	-	-	-	-	-	5	-	2	5	9
	1.5	-	-	-	-	-	1.6	-	5.3	1.6	3.3
41 years	1	1	-	-	-	-	2	1	-	2	-
	0.3	3.0	-	-	-	-	0.7	2.1	-	0.7	-
42 years	3	-	-	-	-	-	1	-	-	1	4
	0.9	-	-	-	-	-	0.3	-	-	0.3	1.5
43 years	6	2	1	-	-	-	7	2	-	8	1
	1.8	5.9	16.7	-	-	-	2.3	4.2	-	2.6	0.4
44 years	2	-	-	-	-	-	3	-	-	3	2
	0.6	-	-	-	-	-	1.0	-	-	1.0	0.7
45 years	3	-	-	-	-	-	2	-	-	2	5
	0.9	-	-	-	-	-	0.7	-	-	0.7	1.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 916

q311) How old were you the first and last time you quit using moist snuff? - Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
46 years	5	-	-	-	-	-	6	-	2	6	1
	1.5	-	-	-	-	-	2.0	-	5.3	2.0	0.4
48 years	2	-	-	-	-	-	2	-	-	2	3
	0.6	-	-	-	-	-	0.7	-	-	0.7	1.1
49 years	1	-	-	-	-	-	-	-	-	-	2
	0.3	-	-	-	-	-	-	-	-	-	0.7
50+ Years (Net)	18	1	-	-	-	-	8	2	3	9	13
	5.3	2.9	-	-	-	-	2.6	4.2	7.9	2.9	4.7
50 years	3	1	-	-	-	-	2	1	-	3	1
	0.9	2.9	-	-	-	-	0.7	2.1	-	1.0	0.4
51 years	3	-	-	-	-	-	1	-	-	1	2
	0.9	-	-	-	-	-	0.3	-	-	0.3	0.7
52 years	3	-	-	-	-	-	2	1	2	2	1
	0.9	-	-	-	-	-	0.7	2.1	5.3	0.7	0.4
54 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	0.4
55 years	2	-	-	-	-	-	-	-	-	-	2
	0.6	-	-	-	-	-	-	-	-	-	0.7
56 years	2	-	-	-	-	-	-	-	-	-	2
	0.6	-	-	-	-	-	-	-	-	-	0.7
57 years	1	-	-	-	-	-	1	-	-	1	-
	0.3	-	-	-	-	-	0.3	-	-	0.3	-
58 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	0.4
59 years	1	-	-	-	-	-	1	-	-	1	1
	0.3	-	-	-	-	-	0.3	-	-	0.3	0.4
60+ years	3	-	-	-	-	-	1	-	1	1	2
	0.9	-	-	-	-	-	0.3	-	2.6	0.3	0.7
Total	340	34	6	4	3	3	305	48	38	305	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	27.61	28.56	30.17	26.24	29.67	29.67	27.36	28.63	30.00	27.52	25.97
Std. Dev.	10.50	8.40	8.80	7.14	2.52	2.52	9.49	8.47	11.36	9.59	10.86
Std. Err.	0.57	1.44	3.59	3.57	1.45	1.45	0.54	1.22	1.84	0.55	0.65

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 917

q312) Approximately how long did you use moist snuff before quitting? If you had used moist snuff for several periods, and quit in between, we ask you to please state the total time you had used moist snuff. For example if you dipped for 5 years, quit for 1 year, dipped for 2 more years and then quit - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	305	48	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Eff Base	340	34	6	4	3	3	305	48	38	305	276
<1 Year - 9 Years (Net)	302	34	6	4	3	3	275	47	34	276	239
	88.8	100.0	100.0	100.0	100.0	100.0	90.2	97.9	89.5	90.5	86.6
Less than 1 year	126	7	2	1	1	1	113	9	13	115	131
	37.1	20.6	33.4	24.9	33.3	33.3	37.1	18.8	34.3	37.7	47.5
1 year	37	8	1	1	1	1	36	13	5	37	24
	10.9	23.5	16.7	25.0	33.4	33.4	11.8	27.0	13.1	12.1	8.7
2 years	38	3	-	-	-	-	38	3	6	38	25
	11.2	8.8	-	-	-	-	12.5	6.3	15.8	12.5	9.0
3 years	34	2	-	-	-	-	23	3	3	22	24
	10.0	5.9	-	-	-	-	7.5	6.3	7.9	7.2	8.7
4 years	16	4	1	1	1	1	17	5	2	18	9
	4.7	11.8	16.6	25.0	33.3	33.3	5.6	10.4	5.3	5.9	3.3
5 years	16	2	1	1	-	-	17	3	1	16	9
	4.7	5.9	16.7	25.1	-	-	5.6	6.3	2.6	5.2	3.3
6 years	13	5	1	-	-	-	13	6	1	13	1
	3.8	14.7	16.7	-	-	-	4.3	12.5	2.6	4.3	0.4
7 years	12	3	-	-	-	-	8	4	3	8	8
	3.5	8.8	-	-	-	-	2.6	8.3	7.9	2.6	2.9
8 years	4	-	-	-	-	-	6	-	-	5	3
	1.2	-	-	-	-	-	2.0	-	-	1.6	1.1
9 years	6	-	-	-	-	-	4	1	-	4	5
	1.8	-	-	-	-	-	1.3	2.1	-	1.3	1.8
10 - 19 Years (Net)	22	-	-	-	-	-	21	1	2	20	18
	6.5	-	-	-	-	-	6.9	2.1	5.3	6.6	6.5
10 years	11	-	-	-	-	-	9	1	2	9	9
	3.2	-	-	-	-	-	2.9	2.1	5.3	2.9	3.3
11 years	2	-	-	-	-	-	2	-	-	2	1
	0.6	-	-	-	-	-	0.7	-	-	0.7	0.4

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 917

q312) Approximately how long did you use moist snuff before quitting? If you had used moist snuff for several periods, and quit in between, we ask you to please state the total time you had used moist snuff. For example if you dipped for 5 years, quit for 1 year, dipped for 2 more years and then quit - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
12 years	1	-	-	-	-	-	3	-	-	3	1
	0.3	-	-	-	-	-	1.0	-	-	1.0	0.4
13 years	2	-	-	-	-	-	1	-	-	-	2
	0.6	-	-	-	-	-	0.3	-	-	-	0.7
14 years	1	-	-	-	-	-	-	-	-	-	1
	0.3	-	-	-	-	-	-	-	-	-	0.4
15 years	4	-	-	-	-	-	3	-	-	3	2
	1.2	-	-	-	-	-	1.0	-	-	1.0	0.7
17 years	1	-	-	-	-	-	1	-	-	1	2
	0.3	-	-	-	-	-	0.3	-	-	0.3	0.7
18 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.7	-	-	0.7	-
20 - 39 Years (Net)	14	-	-	-	-	-	8	-	2	8	17
	4.1	-	-	-	-	-	2.6	-	5.2	2.6	6.2
20 years	5	-	-	-	-	-	1	-	-	1	8
	1.5	-	-	-	-	-	0.3	-	-	0.3	2.9
22 years	-	-	-	-	-	-	1	-	-	1	1
	-	-	-	-	-	-	0.3	-	-	0.3	0.4
25 years	2	-	-	-	-	-	1	-	-	1	4
	0.6	-	-	-	-	-	0.3	-	-	0.3	1.4
28 years	2	-	-	-	-	-	2	-	1	2	-
	0.6	-	-	-	-	-	0.7	-	2.6	0.7	-
30 years	3	-	-	-	-	-	1	-	-	1	2
	0.9	-	-	-	-	-	0.3	-	-	0.3	0.7
32 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	0.4
35 years	1	-	-	-	-	-	1	-	-	1	-
	0.3	-	-	-	-	-	0.3	-	-	0.3	-
38 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	0.4
39 years	1	-	-	-	-	-	1	-	1	1	-
	0.3	-	-	-	-	-	0.3	-	2.6	0.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 917

q312) Approximately how long did you use moist snuff before quitting? If you had used moist snuff for several periods, and quit in between, we ask you to please state the total time you had used moist snuff. For example if you dipped for 5 years, quit for 1 year, dipped for 2 more years and then quit - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
40+ Years (Net)	2	-	-	-	-	-	1	-	-	1	2
	0.6	-	-	-	-	-	0.3	-	-	0.3	0.7
43 years	1	-	-	-	-	-	-	-	-	-	1
	0.3	-	-	-	-	-	-	-	-	-	0.4
50 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
59 years	1	-	-	-	-	-	-	-	-	-	1
	0.3	-	-	-	-	-	-	-	-	-	0.4
Total	340	34	6	4	3	3	305	48	38	305	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	4.13	2.96	2.83	2.63	1.83	1.83	3.75	3.14	4.19	3.68	4.18
Std. Dev.	6.87	2.36	2.46	2.21	1.89	1.89	6.01	2.65	7.59	5.99	7.49
Std. Err.	0.37	0.40	1.01	1.11	1.09	1.09	0.34	0.38	1.23	0.34	0.45

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 918

q313) At the time you quit using moist snuff, approximately how many cans of moist snuff did you use in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	305	48	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Eff Base	340	34	6	4	3	3	305	48	38	305	276
Less than half a can	108	5	1	1	1	1	77	6	8	80	124
	31.8	14.7	16.7	25.0	33.4	33.4	25.3	12.5	21.1	26.2	44.9
More than half, but less than 1 can	30	3	-	-	-	-	28	4	3	28	25
	8.8	8.8	-	-	-	-	9.2	8.3	7.9	9.2	9.1
1 can	66	5	1	1	-	-	62	9	10	62	51
	19.4	14.7	16.7	25.1	-	-	20.3	18.7	26.3	20.3	18.5
2 cans	54	6	-	-	-	-	55	8	3	52	43
	15.9	17.6	-	-	-	-	18.0	16.7	7.9	17.1	15.6
3 cans	31	3	-	-	-	-	35	4	3	35	15
	9.1	8.8	-	-	-	-	11.5	8.3	7.9	11.5	5.4
4 cans	15	3	2	1	1	1	14	3	3	14	4
	4.4	8.8	33.4	25.0	33.3	33.3	4.6	6.3	7.9	4.6	1.4
5 cans	11	4	-	-	-	-	11	5	3	11	2
	3.2	11.8	-	-	-	-	3.6	10.5	7.9	3.6	0.7
6 cans	5	4	1	-	-	-	7	5	1	7	1
	1.5	11.7	16.7	-	-	-	2.3	10.4	2.6	2.3	0.4
7 cans	10	-	-	-	-	-	7	1	3	7	8
	2.9	-	-	-	-	-	2.3	2.1	7.9	2.3	2.9
8 cans	3	-	-	-	-	-	3	-	-	3	-
	0.9	-	-	-	-	-	1.0	-	-	1.0	-
9 cans	1	-	-	-	-	-	1	1	1	1	1
	0.3	-	-	-	-	-	0.3	2.1	2.6	0.3	0.4
10+ (Net)	6	1	1	1	1	1	5	2	-	5	2
	1.8	2.9	16.6	24.9	33.3	33.3	1.6	4.2	-	1.6	0.7
10 cans	3	-	-	-	-	-	1	-	-	1	2
	0.9	-	-	-	-	-	0.3	-	-	0.3	0.7
11 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
12 cans	1	-	-	-	-	-	1	-	-	1	-
	0.3	-	-	-	-	-	0.3	-	-	0.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 918

q313) At the time you quit using moist snuff, approximately how many cans of moist snuff did you use in a typical week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
13 cans	1	1	1	1	1	1	1	1	-	1	-
	0.3	2.9	16.6	24.9	33.3	33.3	0.3	2.1	-	0.3	-
14 cans	1	-	-	-	-	-	1	1	-	1	-
	0.3	-	-	-	-	-	0.3	2.1	-	0.3	-
15 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
16 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
17 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
18 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
19 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
20 cans	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
21+ cans	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
Total	340	34	6	4	3	3	305	48	38	305	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	1.86	2.90	4.70	4.55	5.74	5.74	2.05	3.16	2.43	2.03	1.26
Std. Dev.	2.22	2.66	4.58	5.85	6.55	6.55	2.46	3.09	2.41	2.47	1.66
Std. Err.	0.12	0.46	1.87	2.93	3.78	3.78	0.14	0.45	0.39	0.14	0.10

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 919

q314) How long ago did you quit using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	305	48	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Eff Base	340	34	6	4	3	3	305	48	38	305	276
Less than 3 months ago	22	6	2	1	1	1	20	10	4	22	5
	6.5	17.6	33.3	25.0	33.4	33.4	6.6	20.8	10.5	7.2	1.8
Between 3 and 6 months ago	27	6	1	-	-	-	30	8	4	30	4
	7.9	17.6	16.8	-	-	-	9.8	16.7	10.5	9.8	1.5
Between 7 and 12 months ago	36	8	1	1	1	1	39	10	2	39	13
	10.6	23.6	16.6	25.0	33.3	33.3	12.8	20.9	5.3	12.8	4.7
1-2 years ago	48	6	1	1	1	1	37	9	8	36	25
	14.1	17.6	16.6	24.9	33.3	33.3	12.1	18.7	21.0	11.8	9.1
3-4 years ago	30	2	-	-	-	-	31	2	3	31	10
	8.8	5.9	-	-	-	-	10.2	4.2	7.9	10.2	3.6
6-10 years ago	52	3	-	-	-	-	46	5	6	47	33
	15.3	8.8	-	-	-	-	15.1	10.4	15.8	15.4	11.9
More than 10 years ago	125	3	1	1	-	-	102	4	11	100	186
	36.8	8.8	16.7	25.1	-	-	33.5	8.3	29.0	32.8	67.4
Total	340	34	6	4	3	3	305	48	38	305	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 920

q315) Before finally quitting, had you ever tried to quit dipping before?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	305	48	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Eff Base	340	34	6	4	3	3	305	48	38	305	276
No, I quit only this one time	222	16	2	2	1	1	193	22	22	193	213
	65.3	47.1	33.3	50.1	33.4	33.4	63.3	45.8	57.9	63.3	77.2
Yes, one time previous to this time quitting	79	13	1	-	-	-	81	18	8	81	39
	23.2	38.2	16.7	-	-	-	26.6	37.5	21.0	26.6	14.1
Yes, more than one time previous to this time quitting	39	5	3	2	2	2	31	8	8	31	24
	11.5	14.7	50.0	49.9	66.6	66.6	10.2	16.7	21.1	10.2	8.7
Total	340	34	6	4	3	3	305	48	38	305	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 921

q316) How many times, before finally quitting, had you tried to quit where you stopped using moist snuff or drastically cut down on your dipping for at least a week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit More Than Once (Unwtd)	39	5	3	2	2	2	31	8	8	31	24
Base - Tried to Quit More Than Once (Wgtd)	39	5	3	2	2	2	31	8	8	31	24
Eff Base	39	5	3	2	2	2	31	8	8	31	24
I attempted to quit two times previous to finally quitting	18 46.1	3 60.0	1 33.2	1 50.0	1 50.0	1 50.0	13 41.9	5 62.4	3 37.6	13 41.9	12 49.9
I attempted to quit three times previous to finally quitting	11 28.2	2 40.0	2 66.8	1 50.0	1 50.0	1 50.0	11 35.5	2 25.0	3 37.5	11 35.5	3 12.6
I attempted to quit four or more times previous to finally quitting	10 25.6	- -	- -	- -	- -	- -	7 22.6	1 12.5	2 24.9	7 22.6	9 37.5
Total	39 100.0	5 100.0	3 100.0	2 100.0	2 100.0	2 100.0	31 100.0	8 100.0	8 100.0	31 100.0	24 100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 922

q317) Did you return to moist snuff after the first time you quit?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quit Moist Snuff Previously (Unwtd)	118	18	4	2	2	2	112	26	16	112	63
Base - Quit Moist Snuff Previously (Wgtd)	118	18	4	2	2	2	112	26	16	112	63
Eff Base	118	18	4	2	2	2	112	26	16	112	63
I went back to using moist snuff	89	13	4	2	2	2	86	21	14	86	43
	75.4	72.2	100.0	100.0	100.0	100.0	76.8	80.8	87.5	76.8	68.2
I did not go back to using moist snuff	29	5	-	-	-	-	26	5	2	26	20
	24.6	27.8	-	-	-	-	23.2	19.2	12.5	23.2	31.8
Total	118	18	4	2	2	2	112	26	16	112	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 923

q318) From the point when you quit moist snuff the first time, how many months passed before you returned to using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using Moist Snuff (Unwtd)	89	13	4	2	2	2	86	21	14	86	43
Base - Went Back to Using Moist Snuff (Wgtd)	89	13	4	2	2	2	86	21	14	86	43
Eff Base	89	13	4	2	2	2	86	21	14	86	43
6 or Less (Net)	66	8	2	-	-	-	53	13	12	53	34
	74.2	61.6	50.2	-	-	-	61.7	61.9	85.7	61.7	79.0
Less than 1	7	-	-	-	-	-	6	-	1	5	5
	7.9	-	-	-	-	-	7.0	-	7.1	5.8	11.6
1	8	1	-	-	-	-	7	2	2	7	4
	9.0	7.7	-	-	-	-	8.1	9.5	14.3	8.1	9.3
2	9	3	1	-	-	-	8	4	1	9	4
	10.1	23.1	25.2	-	-	-	9.3	19.1	7.2	10.5	9.3
3	13	1	-	-	-	-	14	2	4	14	5
	14.6	7.7	-	-	-	-	16.3	9.5	28.6	16.3	11.6
4	10	-	-	-	-	-	6	-	3	6	6
	11.3	-	-	-	-	-	7.0	-	21.4	7.0	14.0
5	6	1	-	-	-	-	3	2	-	4	2
	6.7	7.7	-	-	-	-	3.5	9.6	-	4.7	4.6
6	13	2	1	-	-	-	9	3	1	8	8
	14.6	15.4	25.0	-	-	-	10.5	14.3	7.2	9.3	18.6
7-11 (Net)	12	4	1	1	1	1	17	5	-	17	-
	13.5	30.7	24.9	50.0	50.0	50.0	19.7	23.8	-	19.7	-
7	4	2	1	1	1	1	4	3	-	4	-
	4.5	15.4	24.9	50.0	50.0	50.0	4.6	14.3	-	4.6	-
8	3	1	-	-	-	-	4	1	-	4	-
	3.4	7.7	-	-	-	-	4.6	4.7	-	4.6	-
9	3	1	-	-	-	-	3	1	-	3	-
	3.4	7.7	-	-	-	-	3.5	4.8	-	3.5	-
10	2	-	-	-	-	-	5	-	-	5	-
	2.2	-	-	-	-	-	5.8	-	-	5.8	-
11	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	1.2	-	-	1.2	-
12-23 (Net)	6	1	1	1	1	1	11	3	2	11	5
	6.7	7.7	24.9	50.0	50.0	50.0	12.8	14.3	14.3	12.8	11.6

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 923

q318) From the point when you quit moist snuff the first time, how many months passed before you returned to using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using Moist Snuff (Wgtd)	89	13	4	2	2	2	86	21	14	86	43
12	1	-	-	-	-	-	4	-	-	4	1
	1.1	-	-	-	-	-	4.7	-	-	4.7	2.3
13	2	1	1	1	1	1	2	2	1	2	-
	2.2	7.7	24.9	50.0	50.0	50.0	2.3	9.5	7.1	2.3	-
14	-	-	-	-	-	-	-	-	1	-	1
	-	-	-	-	-	-	-	-	7.1	-	2.3
15	1	-	-	-	-	-	1	1	-	1	-
	1.1	-	-	-	-	-	1.2	4.8	-	1.2	-
16	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	1.2	-	-	1.2	-
17	1	-	-	-	-	-	-	-	-	-	2
	1.1	-	-	-	-	-	-	-	-	-	4.7
18	1	-	-	-	-	-	2	-	-	2	-
	1.1	-	-	-	-	-	2.3	-	-	2.3	-
21	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	1.2	-	-	1.2	-
23	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	2.3
24+	5	-	-	-	-	-	5	-	-	5	4
	5.6	-	-	-	-	-	5.8	-	-	5.8	9.3
Total	89	13	4	2	2	2	86	21	14	86	43
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	6.00	5.46	6.98	10.00	10.00	10.00	6.99	5.86	4.39	6.99	6.96
Std. Dev.	6.10	3.45	4.55	-	-	-	6.55	4.05	4.12	6.53	7.85
Std. Err.	0.65	0.96	2.27	-	-	-	0.71	0.88	1.10	0.70	1.20

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 924

q319) How long were you able to quit using moist snuff the last time you attempted to quit (your most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	305	48	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Eff Base	340	34	6	4	3	3	305	48	38	305	276
1 week or less	45	7	1	1	1	1	39	10	5	41	29
	13.2	20.6	16.7	25.0	33.4	33.4	12.8	20.8	13.1	13.4	10.5
More than 1 week, but less than 1 month	36	9	2	1	1	1	34	12	2	35	10
	10.6	26.4	33.3	25.0	33.3	33.3	11.1	25.0	5.3	11.5	3.6
1-3 months	41	5	1	-	-	-	43	6	7	41	17
	12.1	14.7	16.8	-	-	-	14.1	12.5	18.4	13.4	6.2
4-6 months	29	5	-	-	-	-	30	8	8	31	9
	8.5	14.7	-	-	-	-	9.8	16.7	21.1	10.2	3.3
7 months to 1 year	11	1	-	-	-	-	11	1	-	11	9
	3.2	2.9	-	-	-	-	3.6	2.1	-	3.6	3.3
1-2 years	19	1	1	1	1	1	18	2	1	16	14
	5.6	2.9	16.6	24.9	33.3	33.3	5.9	4.2	2.6	5.2	5.1
More than 2 years	159	6	1	1	-	-	130	9	15	130	188
	46.8	17.6	16.7	25.1	-	-	42.6	18.7	39.5	42.6	68.1
Total	340	34	6	4	3	3	305	48	38	305	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 925

q320) Did you return to moist snuff after the last time you quit?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	305	48	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Eff Base	340	34	6	4	3	3	305	48	38	305	276
I went back to using moist snuff	80	14	4	2	2	2	79	25	15	79	20
	23.5	41.2	66.7	49.9	66.6	66.6	25.9	52.1	39.5	25.9	7.2
I did not go back to using moist snuff	260	20	2	2	1	1	226	23	23	226	256
	76.5	58.8	33.3	50.1	33.4	33.4	74.1	47.9	60.5	74.1	92.8
Total	340	34	6	4	3	3	305	48	38	305	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 926

q321) How many months passed before you returned to moist snuff, after the last time you quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using Moist Snuff (Unwtd)	80	14	4	2	2	2	79	25	15	79	20
Base - Went Back to Using Moist Snuff (Wgtd)	80	14	4	2	2	2	79	25	15	79	20
Eff Base	80	14	4	2	2	2	79	25	15	79	20
6 or Less (Net)	65	11	2	-	-	-	62	16	11	62	17
	81.3	78.7	50.2	-	-	-	78.5	64.1	73.3	78.5	85.0
Less than 1	7	1	-	-	-	-	5	1	1	5	3
	8.8	7.2	-	-	-	-	6.3	4.0	6.7	6.3	15.0
1	4	2	-	-	-	-	7	2	3	6	1
	5.0	14.2	-	-	-	-	8.9	8.0	20.0	7.6	5.0
2	18	4	2	-	-	-	17	7	3	18	5
	22.5	28.6	50.2	-	-	-	21.5	28.0	20.0	22.8	25.0
3	13	-	-	-	-	-	16	1	-	15	2
	16.2	-	-	-	-	-	20.2	4.0	-	19.0	10.0
4	8	2	-	-	-	-	4	2	1	4	4
	10.0	14.3	-	-	-	-	5.1	8.0	6.7	5.1	20.0
5	9	2	-	-	-	-	7	3	1	8	1
	11.2	14.3	-	-	-	-	8.8	12.0	6.6	10.1	5.0
6	6	-	-	-	-	-	6	-	2	6	1
	7.5	-	-	-	-	-	7.6	-	13.3	7.6	5.0
7-11 (Net)	7	2	1	1	1	1	10	4	2	10	1
	8.7	14.2	24.9	50.0	50.0	50.0	12.7	16.0	13.3	12.7	5.0
7	4	1	-	-	-	-	4	2	1	4	-
	5.0	7.1	-	-	-	-	5.1	8.0	6.7	5.1	-
8	3	1	1	1	1	1	3	2	-	3	-
	3.7	7.1	24.9	50.0	50.0	50.0	3.8	8.0	-	3.8	-
9	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	1.3	-	-	1.3	-
10	-	-	-	-	-	-	2	-	1	2	1
	-	-	-	-	-	-	2.5	-	6.7	2.5	5.0
11	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
12-23 (Net)	5	1	1	1	1	1	4	4	2	4	2
	6.3	7.1	24.9	50.0	50.0	50.0	5.1	16.0	13.3	5.1	10.1

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 926

q321) How many months passed before you returned to moist snuff, after the last time you quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using Moist Snuff (Wgtd)	80	14	4	2	2	2	79	25	15	79	20
12	1	-	-	-	-	-	1	1	1	1	1
	1.3	-	-	-	-	-	1.3	4.0	6.7	1.3	5.0
13	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
14	1	1	1	1	1	1	1	1	-	1	-
	1.2	7.1	24.9	50.0	50.0	50.0	1.3	4.0	-	1.3	-
15	2	-	-	-	-	-	1	1	-	1	1
	2.5	-	-	-	-	-	1.3	4.0	-	1.3	5.0
16	1	-	-	-	-	-	1	1	1	1	-
	1.3	-	-	-	-	-	1.3	4.0	6.7	1.3	-
17	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
18	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
19	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
20	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
21	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
22	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
23	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
24+	3	-	-	-	-	-	3	1	-	3	-
	3.7	-	-	-	-	-	3.8	4.0	-	3.8	-
Total	80	14	4	2	2	2	79	25	15	79	20
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	4.97	4.10	6.48	11.00	11.00	11.00	4.99	6.22	5.03	5.03	4.13
Std. Dev.	5.34	3.64	5.74	-	-	-	5.34	6.13	4.61	5.32	3.94
Std. Err.	0.60	0.97	2.87	-	-	-	0.60	1.23	1.19	0.60	0.88

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 927

q322) When you restarted using moist snuff after you tried to quit moist snuff the last time, how old were you?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit At Least Once (Unwtd)	118	18	4	2	2	2	112	26	16	112	63
Base - Tried to Quit At Least Once (Wgtd)	118	18	4	2	2	2	112	26	16	112	63
Eff Base	118	18	4	2	2	2	112	26	16	112	63
Less than 18 years	7	-	-	-	-	-	3	-	-	2	8
	5.9	-	-	-	-	-	2.7	-	-	1.8	12.7
18 - 24 Years (Net)	50	7	1	1	1	1	49	10	6	49	23
	42.4	38.8	24.9	50.0	50.0	50.0	43.8	38.4	37.5	43.7	36.5
18 years	4	-	-	-	-	-	2	-	-	2	3
	3.4	-	-	-	-	-	1.8	-	-	1.8	4.8
19 years	5	1	-	-	-	-	7	2	-	7	2
	4.2	5.5	-	-	-	-	6.3	7.7	-	6.3	3.2
20 years	9	1	-	-	-	-	8	2	1	8	3
	7.6	5.6	-	-	-	-	7.1	7.7	6.2	7.1	4.7
21 years	8	-	-	-	-	-	6	1	2	5	6
	6.8	-	-	-	-	-	5.4	3.8	12.5	4.5	9.5
22 years	10	3	1	1	1	1	10	3	1	11	2
	8.5	16.7	24.9	50.0	50.0	50.0	8.9	11.5	6.3	9.8	3.2
23 years	7	1	-	-	-	-	9	1	2	9	4
	5.9	5.5	-	-	-	-	8.0	3.8	12.5	8.0	6.3
24 years	7	1	-	-	-	-	7	1	-	7	3
	5.9	5.5	-	-	-	-	6.3	3.8	-	6.3	4.8
25 - 34 Years (Net)	42	7	2	1	1	1	39	11	5	38	20
	35.6	38.9	50.1	50.0	50.0	50.0	34.8	42.3	31.3	33.9	31.8
25 years	5	1	-	-	-	-	3	1	1	3	5
	4.2	5.5	-	-	-	-	2.7	3.8	6.2	2.7	7.9
26 years	10	1	-	-	-	-	5	1	-	5	6
	8.5	5.6	-	-	-	-	4.5	3.9	-	4.5	9.6
27 years	2	-	-	-	-	-	2	-	-	2	2
	1.7	-	-	-	-	-	1.8	-	-	1.8	3.2
28 years	5	2	-	-	-	-	5	2	-	4	2
	4.2	11.1	-	-	-	-	4.5	7.7	-	3.6	3.2
29 years	3	-	-	-	-	-	3	2	-	3	-
	2.5	-	-	-	-	-	2.7	7.7	-	2.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 927

q322) When you restarted using moist snuff after you tried to quit moist snuff the last time, how old were you?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit At Least Once (Wgtd)	118	18	4	2	2	2	112	26	16	112	63
30 years	9	-	-	-	-	-	11	1	2	11	3
	7.6	-	-	-	-	-	9.8	3.8	12.4	9.8	4.8
31 years	2	-	-	-	-	-	4	1	-	4	-
	1.7	-	-	-	-	-	3.6	3.8	-	3.6	-
32 years	3	1	1	1	1	1	3	1	-	3	-
	2.5	5.5	24.9	50.0	50.0	50.0	2.7	3.8	-	2.7	-
33 years	1	1	1	-	-	-	1	1	1	1	1
	0.9	5.6	25.2	-	-	-	0.9	3.9	6.3	0.9	1.6
34 years	2	1	-	-	-	-	2	1	1	2	1
	1.7	5.6	-	-	-	-	1.8	3.9	6.3	1.8	1.6
35 - 49 Years (Net)	13	3	1	-	-	-	17	3	3	18	10
	11.0	16.7	25.0	-	-	-	15.2	11.6	18.8	16.1	15.9
35 years	1	-	-	-	-	-	2	-	-	2	3
	0.8	-	-	-	-	-	1.8	-	-	1.8	4.8
37 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	1.6
38 years	3	2	-	-	-	-	2	2	-	3	-
	2.5	11.1	-	-	-	-	1.8	7.7	-	2.7	-
39 years	2	-	-	-	-	-	3	-	1	3	2
	1.7	-	-	-	-	-	2.7	-	6.3	2.7	3.2
40 years	2	1	1	-	-	-	2	1	1	2	1
	1.7	5.6	25.0	-	-	-	1.8	3.8	6.3	1.8	1.6
41 years	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	1.6
42 years	2	-	-	-	-	-	3	-	-	3	1
	1.7	-	-	-	-	-	2.7	-	-	2.7	1.6
43 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.9	-	-	0.9	-
44 years	1	-	-	-	-	-	-	-	-	-	1
	0.8	-	-	-	-	-	-	-	-	-	1.6
45 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	1.8	-	-	1.8	-
47 years	1	-	-	-	-	-	1	-	1	1	-
	0.8	-	-	-	-	-	0.9	-	6.2	0.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 927

q322) When you restarted using moist snuff after you tried to quit moist snuff the last time, how old were you?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit At Least Once (Wgtd)	118	18	4	2	2	2	112	26	16	112	63
49 years	1	-	-	-	-	-	1	-	-	1	-
	0.8	-	-	-	-	-	0.9	-	-	0.9	-
50+ Years (Net)	6	1	-	-	-	-	4	2	2	5	2
	5.1	5.5	-	-	-	-	3.6	7.7	12.5	4.5	3.2
50 years	1	1	-	-	-	-	-	1	-	1	-
	0.8	5.5	-	-	-	-	-	3.8	-	0.9	-
51 years	1	-	-	-	-	-	1	1	1	1	-
	0.8	-	-	-	-	-	0.9	3.9	6.3	0.9	-
52 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.9	-	-	0.9	-
56 years	1	-	-	-	-	-	-	-	-	-	1
	0.8	-	-	-	-	-	-	-	-	-	1.6
57 years	1	-	-	-	-	-	1	-	-	1	-
	0.8	-	-	-	-	-	0.9	-	-	0.9	-
60+ years	2	-	-	-	-	-	1	-	1	1	1
	1.7	-	-	-	-	-	0.9	-	6.2	0.9	1.6
Total	118	18	4	2	2	2	112	26	16	112	63
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	27.46	29.12	31.76	27.00	27.00	27.00	28.17	29.01	32.56	28.57	26.46
Std. Dev.	9.67	8.36	7.40	-	-	-	9.11	8.77	12.39	9.30	9.40
Std. Err.	0.89	1.97	3.70	-	-	-	0.86	1.72	3.10	0.88	1.18

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 928

q323) How long were you able to quit using moist snuff the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried Quitting More Than Once Previously (Unwtd)	39	5	3	2	2	2	31	8	8	31	24
Base - Tried Quitting More Than Once Previously (Wgtd)	39	5	3	2	2	2	31	8	8	31	24
Eff Base	39	5	3	2	2	2	31	8	8	31	24
1 week or less	4	-	-	-	-	-	2	-	-	2	5
	10.2	-	-	-	-	-	6.4	-	-	6.4	20.8
More than 1 week, but less than 1 month	3	-	-	-	-	-	2	-	1	2	3
	7.7	-	-	-	-	-	6.4	-	12.4	6.4	12.5
1-3 months	12	2	1	1	1	1	11	3	2	10	5
	30.8	40.0	33.2	50.0	50.0	50.0	35.5	37.5	25.1	32.3	20.8
4-6 months	8	1	1	-	-	-	5	2	4	5	4
	20.5	20.1	33.6	-	-	-	16.2	25.1	50.1	16.2	16.7
7 months to 1 year	2	-	-	-	-	-	3	1	-	3	1
	5.1	-	-	-	-	-	9.7	12.5	-	9.7	4.2
1-2 years	5	1	1	1	1	1	4	1	-	4	3
	12.8	19.9	33.2	50.0	50.0	50.0	12.9	12.5	-	12.9	12.6
More than 2 years	5	1	-	-	-	-	4	1	1	5	3
	12.8	19.9	-	-	-	-	12.9	12.5	12.4	16.1	12.5
Total	39	5	3	2	2	2	31	8	8	31	24
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 929

q324) Did you use any aids/substitutes (if any) for using moist snuff when you quit using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	305	48	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Eff Base	340	34	6	4	3	3	305	48	38	305	276
Cigarettes	89	9	3	2	2	2	112	18	18	111	29
	26.2	26.5	49.9	49.9	66.6	66.6	36.7	37.5	47.4	36.4	10.5
Snus	24	7	2	2	2	2	21	8	4	24	3
	7.1	20.6	33.2	49.9	66.6	66.6	6.9	16.7	10.5	7.9	1.1
Loose leaf chewing tobacco	19	6	2	2	2	2	18	9	3	19	5
	5.6	17.6	33.2	49.9	66.6	66.6	5.9	18.7	7.9	6.2	1.8
Other tobacco products	23	6	3	3	2	2	26	10	5	26	7
	6.8	17.6	49.9	75.0	66.6	66.6	8.5	20.8	13.2	8.5	2.5
NRT (Net)	69	10	3	1	1	1	69	19	15	68	24
	20.3	29.4	50.0	24.9	33.3	33.3	22.6	39.6	39.4	22.3	8.7
Nicotine patches	33	5	2	1	1	1	35	11	8	36	10
	9.7	14.7	33.4	24.9	33.3	33.3	11.5	22.9	21.1	11.8	3.6
Nicotine chewing gum	48	7	2	-	-	-	47	11	10	45	17
	14.1	20.6	33.5	-	-	-	15.4	22.9	26.3	14.8	6.1
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	3	-	-	-	-	-	3	-	1	3	1
	0.9	-	-	-	-	-	1.0	-	2.6	1.0	0.4
Other aids/substitutes than above	5	-	-	-	-	-	3	-	1	3	3
	1.5	-	-	-	-	-	1.0	-	2.6	1.0	1.1
I attempted to quit smoking without aids/ substitutes	180	8	1	1	1	1	132	11	8	131	217
	52.9	23.5	16.7	25.0	33.4	33.4	43.3	22.9	21.1	43.0	78.6

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 930

q325) What would you consider as your primary substitute after you quit using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	173	37	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	173	37	30	174	59
Eff Base	160	26	5	3	2	2	173	37	30	174	59
Cigarettes	79	8	3	2	2	2	98	11	16	97	27
	49.4	30.8	59.8	66.6	100.0	100.0	56.6	29.7	53.4	55.7	45.8
Snus	12	4	-	-	-	-	10	5	1	12	2
	7.5	15.4	-	-	-	-	5.8	13.5	3.3	6.9	3.4
Loose leaf chewing tobacco	7	3	-	-	-	-	5	4	-	6	2
	4.4	11.5	-	-	-	-	2.9	10.8	-	3.4	3.4
Other tobacco products	13	4	1	1	-	-	11	4	2	11	7
	8.1	15.4	20.0	33.4	-	-	6.4	10.8	6.7	6.3	11.9
NRT (Net)	44	7	1	-	-	-	46	13	10	45	18
	27.5	26.9	20.1	-	-	-	26.6	35.1	33.3	25.9	30.5
Nicotine patches	14	2	1	-	-	-	16	6	4	16	6
	8.7	7.7	20.1	-	-	-	9.2	16.2	13.4	9.2	10.2
Nicotine chewing gum	28	5	-	-	-	-	27	7	6	26	12
	17.5	19.2	-	-	-	-	15.6	18.9	20.0	14.9	20.3
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	2	-	-	-	-	-	3	-	-	3	-
	1.3	-	-	-	-	-	1.7	-	-	1.7	-
Other aids/substitutes than above	5	-	-	-	-	-	3	-	1	3	3
	3.1	-	-	-	-	-	1.7	-	3.3	1.7	5.1
Total	160	26	5	3	2	2	173	37	30	174	59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 931

q326) Do you continue to use any of the aids/substitutes (if any) after you quit using moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	173	37	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	173	37	30	174	59
Eff Base	160	26	5	3	2	2	173	37	30	174	59
Cigarettes	70	7	3	2	2	2	93	11	15	93	16
	43.7	26.9	59.8	66.6	100.0	100.0	53.8	29.7	50.0	53.4	27.1
Snus	15	5	-	-	-	-	11	6	1	14	2
	9.4	19.2	-	-	-	-	6.4	16.2	3.3	8.1	3.4
Loose leaf chewing tobacco	6	2	1	1	1	1	8	4	1	9	-
	3.7	7.7	19.9	33.3	50.0	50.0	4.6	10.8	3.3	5.2	-
Other tobacco products	12	4	3	3	2	2	13	5	3	12	4
	7.5	15.4	59.9	100.0	100.0	100.0	7.5	13.5	10.0	6.9	6.8
NRT (Net)	37	6	1	-	-	-	39	13	12	39	11
	23.1	23.1	20.1	-	-	-	22.5	35.1	40.0	22.4	18.6
Nicotine patches	18	4	1	-	-	-	18	9	7	19	4
	11.2	15.4	20.1	-	-	-	10.4	24.3	23.3	10.9	6.8
Nicotine chewing gum	24	3	-	-	-	-	25	6	8	24	8
	15.0	11.5	-	-	-	-	14.5	16.2	26.6	13.8	13.6
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.6	-	-	0.6	-
Other aids/substitutes than above	4	-	-	-	-	-	3	-	1	3	2
	2.5	-	-	-	-	-	1.7	-	3.3	1.7	3.4
No, I do not continue to use any aids/substitutes	33	7	-	-	-	-	24	7	-	24	25
	20.6	26.9	-	-	-	-	13.9	18.9	-	13.8	42.4

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 932

q327) What was the total length of time you used moist snuff aids/substitutes while and/or after quitting moist snuff?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	173	37	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	173	37	30	174	59
Eff Base	160	26	5	3	2	2	173	37	30	174	59
1 week or less	23	5	1	-	-	-	21	8	4	22	8
	14.4	19.2	20.0	-	-	-	12.1	21.6	13.3	12.6	13.6
More than 1 week, but less than 1 month	23	2	-	-	-	-	25	5	2	23	6
	14.4	7.7	-	-	-	-	14.4	13.5	6.7	13.2	10.2
1-3 months	27	5	-	-	-	-	31	7	4	32	10
	16.9	19.2	-	-	-	-	17.9	18.9	13.3	18.4	17.0
4-6 months	31	8	2	1	1	1	37	9	7	38	5
	19.4	30.8	40.1	33.3	50.0	50.0	21.4	24.4	23.3	21.9	8.5
7 months to 1 year	13	1	-	-	-	-	12	3	4	12	6
	8.1	3.8	-	-	-	-	6.9	8.1	13.3	6.9	10.1
1-2 years	11	2	1	1	1	1	12	2	-	11	9
	6.9	7.7	19.9	33.3	50.0	50.0	6.9	5.4	-	6.3	15.3
More than 2 years	32	3	1	1	-	-	35	3	9	36	15
	20.0	11.5	20.0	33.4	-	-	20.2	8.1	30.0	20.7	25.4
Total	160	26	5	3	2	2	173	37	30	174	59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 933

q328) How helpful/hindering was using [Q325] in helping you quit using moist snuff? - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	173	37	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	173	37	30	174	59
Eff Base	160	26	5	3	2	2	173	37	30	174	59
Top 2 Box (Net)	124	22	4	2	2	2	141	33	29	141	40
	77.5	84.6	80.0	66.6	100.0	100.0	81.5	89.2	96.7	81.0	67.8
Extremely helpful with quitting moist snuff (1)	53	8	2	2	2	2	67	16	16	66	19
	33.1	30.7	39.9	66.6	100.0	100.0	38.7	43.2	53.4	37.9	32.2
Somewhat helpful with quitting moist snuff (2)	71	14	2	-	-	-	74	17	13	75	21
	44.4	53.9	40.1	-	-	-	42.8	46.0	43.3	43.1	35.6
Neither helpful nor hindering with quitting moist snuff (3)	26	3	1	1	-	-	26	3	1	26	14
	16.2	11.5	20.0	33.4	-	-	15.0	8.1	3.3	14.9	23.7
Bottom 2 Box (Net)	10	1	-	-	-	-	6	1	-	7	5
	6.3	3.8	-	-	-	-	3.5	2.7	-	4.0	8.5
Somewhat hindering with quitting moist snuff (4)	6	-	-	-	-	-	6	-	-	6	2
	3.7	-	-	-	-	-	3.5	-	-	3.4	3.4
Extremely hindering with quitting moist snuff (5)	4	1	-	-	-	-	-	1	-	1	3
	2.5	3.8	-	-	-	-	-	2.7	-	0.6	5.1
Total	160	26	5	3	2	2	173	37	30	174	59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	1.98	1.92	1.80	1.67	1.00	1.00	1.83	1.73	1.50	1.86	2.14
Std. Dev.	0.94	0.89	0.84	1.16	-	-	0.81	0.84	0.57	0.84	1.07
Std. Err.	0.07	0.17	0.37	0.67	-	-	0.06	0.14	0.10	0.06	0.14

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 934

q328_1) How helpful/hindering was using Cigarettes in helping you quit using moist snuff? - Cigarettes

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	79	8	3	2	2	2	98	11	16	97	27
Base - Attempted to Quit With Cigarettes (Wgtd)	79	8	3	2	2	2	98	11	16	97	27
Eff Base	79	8	3	2	2	2	98	11	16	97	27
Top 2 Box (Net)	61	8	3	2	2	2	80	11	15	79	17
	77.2	100.0	100.0	100.0	100.0	100.0	81.7	100.0	93.8	81.5	63.0
Extremely helpful with quitting moist snuff (1)	30 38.0	4 50.0	2 66.6	2 100.0	2 100.0	2 100.0	43 43.9	5 45.5	9 56.3	42 43.3	10 37.0
Somewhat helpful with quitting moist snuff (2)	31 39.2	4 50.0	1 33.4	- -	- -	- -	37 37.7	6 54.5	6 37.5	37 38.1	7 25.9
Neither helpful nor hindering with quitting moist snuff (3)	12 15.1	- -	- -	- -	- -	- -	13 13.2	- -	1 6.2	13 13.4	7 25.9
Bottom 2 Box (Net)	6	-	-	-	-	-	5	-	-	5	3
	7.6	-	-	-	-	-	5.1	-	-	5.1	11.2
Somewhat hindering with quitting moist snuff (4)	4 5.1	- -	- -	- -	- -	- -	5 5.1	- -	- -	5 5.1	1 3.7
Extremely hindering with quitting moist snuff (5)	2 2.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 7.5
Total	79 100.0	8 100.0	3 100.0	2 100.0	2 100.0	2 100.0	98 100.0	11 100.0	16 100.0	97 100.0	27 100.0
Mean	1.95	1.50	1.33	1.00	1.00	1.00	1.80	1.55	1.50	1.80	2.19
Std. Dev.	0.99	0.53	0.58	-	-	-	0.86	0.52	0.63	0.86	1.21
Std. Err.	0.11	0.19	0.33	-	-	-	0.09	0.16	0.16	0.09	0.23

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 935

q328_2) How helpful/hindering was using Snus in helping you quit using moist snuff? - Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Snus (Unwtd)	12	4	-	-	-	-	10	5	1	12	2
Base - Attempted to Quit With Snus (Wgtd)	12	4	-	-	-	-	10	5	1	12	2
Eff Base	12	4	-	-	-	-	10	5	1	12	2
Top 2 Box (Net)	12	4	-	-	-	-	10	5	1	12	2
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Extremely helpful with quitting moist snuff (1)	5	2	-	-	-	-	5	3	1	5	1
	41.7	49.9	-	-	-	-	50.0	60.0	100.0	41.7	50.1
Somewhat helpful with quitting moist snuff (2)	7	2	-	-	-	-	5	2	-	7	1
	58.3	50.1	-	-	-	-	50.0	40.0	-	58.3	49.9
Neither helpful nor hindering with quitting moist snuff (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat hindering with quitting moist snuff (4)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting moist snuff (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	12	4	-	-	-	-	10	5	1	12	2
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	1.58	1.50	-	-	-	-	1.50	1.40	1.00	1.58	1.50
Std. Dev.	0.51	0.58	-	-	-	-	0.53	0.55	-	0.51	0.71
Std. Err.	0.15	0.29	-	-	-	-	0.17	0.24	-	0.15	0.50

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 936

q328_3) How helpful/hindering was using Loose leaf chewing tobacco in helping you quit using moist snuff? - Loose leaf chewing tobacco

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Loose leaf chewing tobacco (Unwtd)	7	3	-	-	-	-	5	4	-	6	2
Base - Attempted to Quit With Loose leaf chewing tobacco (Wgtd)	7	3	-	-	-	-	5	4	-	6	2
Eff Base	7	3	-	-	-	-	5	4	-	6	2
Top 2 Box (Net)	4	2	-	-	-	-	4	3	-	5	-
	57.1	66.5	-	-	-	-	79.9	74.9	-	83.2	-
Extremely helpful with quitting moist snuff (1)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.0	25.0	-	16.7	-
Somewhat helpful with quitting moist snuff (2)	4	2	-	-	-	-	3	2	-	4	-
	57.1	66.5	-	-	-	-	59.9	49.9	-	66.6	-
Neither helpful nor hindering with quitting moist snuff (3)	2	1	-	-	-	-	1	1	-	1	1
	28.6	33.5	-	-	-	-	20.1	25.1	-	16.8	50.0
Bottom 2 Box (Net)	1	-	-	-	-	-	-	-	-	-	1
	14.3	-	-	-	-	-	-	-	-	-	50.0
Somewhat hindering with quitting moist snuff (4)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting moist snuff (5)	1	-	-	-	-	-	-	-	-	-	1
	14.3	-	-	-	-	-	-	-	-	-	50.0
Total	7	3	-	-	-	-	5	4	-	6	2
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	100.0
Mean	2.71	2.33	-	-	-	-	2.00	2.00	-	2.00	4.00
Std. Dev.	1.11	0.58	-	-	-	-	0.71	0.82	-	0.63	-
Std. Err.	0.42	0.33	-	-	-	-	0.32	0.41	-	0.26	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 937

q328_4) How helpful/hindering was using Other tobacco products in helping you quit using moist snuff? - Other tobacco products

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other tobacco products (Unwtd)	13	4	1	1	-	-	11	4	2	11	7
Base - Attempted to Quit With Other tobacco products (Wgtd)	13	4	1	1	-	-	11	4	2	11	7
Eff Base	13	4	1	1	-	-	11	4	2	11	7
Top 2 Box (Net)	7	1	-	-	-	-	6	1	2	5	4
	53.8	25.0	-	-	-	-	54.5	25.0	100.0	45.4	57.1
Extremely helpful with quitting moist snuff (1)	3	1	-	-	-	-	4	1	2	4	-
	23.1	25.0	-	-	-	-	36.4	25.0	100.0	36.4	-
Somewhat helpful with quitting moist snuff (2)	4	-	-	-	-	-	2	-	-	1	4
	30.7	-	-	-	-	-	18.1	-	-	9.1	57.1
Neither helpful nor hindering with quitting moist snuff (3)	5	2	1	1	-	-	5	2	-	5	3
	38.5	50.0	100.0	100.0	-	-	45.5	50.0	-	45.5	42.9
Bottom 2 Box (Net)	1	1	-	-	-	-	-	1	-	1	-
	7.7	25.0	-	-	-	-	-	25.0	-	9.1	-
Somewhat hindering with quitting moist snuff (4)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting moist snuff (5)	1	1	-	-	-	-	-	1	-	1	-
	7.7	25.0	-	-	-	-	-	25.0	-	9.1	-
Total	13	4	1	1	-	-	11	4	2	11	7
	100.0	100.0	100.0	100.0	-	-	100.0	100.0	100.0	100.0	100.0
Mean	2.39	3.00	3.00	3.00	-	-	2.09	3.00	1.00	2.36	2.43
Std. Dev.	1.12	1.63	-	-	-	-	0.94	1.63	0.00	1.29	0.53
Std. Err.	0.31	0.82	-	-	-	-	0.28	0.82	0.00	0.39	0.20

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 938

q328_5) How helpful/hindering was using Nicotine patches in helping you quit using moist snuff? - Nicotine patches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine patches (Unwtd)	14	2	1	-	-	-	16	6	4	16	6
Base - Attempted to Quit With Nicotine patches (Wgtd)	14	2	1	-	-	-	16	6	4	16	6
Eff Base	14	2	1	-	-	-	16	6	4	16	6
Top 2 Box (Net)	11	2	1	-	-	-	14	6	4	14	4
	78.6	100.0	100.0	-	-	-	87.5	100.0	100.0	87.5	66.7
Extremely helpful with quitting moist snuff (1)	4	-	-	-	-	-	5	4	1	5	2
	28.5	-	-	-	-	-	31.2	66.6	25.0	31.2	33.4
Somewhat helpful with quitting moist snuff (2)	7	2	1	-	-	-	9	2	3	9	2
	50.1	100.0	100.0	-	-	-	56.3	33.4	75.0	56.3	33.3
Neither helpful nor hindering with quitting moist snuff (3)	1	-	-	-	-	-	1	-	-	1	1
	7.1	-	-	-	-	-	6.2	-	-	6.2	16.6
Bottom 2 Box (Net)	2	-	-	-	-	-	1	-	-	1	1
	14.3	-	-	-	-	-	6.2	-	-	6.2	16.7
Somewhat hindering with quitting moist snuff (4)	2	-	-	-	-	-	1	-	-	1	1
	14.3	-	-	-	-	-	6.2	-	-	6.2	16.7
Extremely hindering with quitting moist snuff (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	14	2	1	-	-	-	16	6	4	16	6
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	2.07	2.00	2.00	-	-	-	1.88	1.33	1.75	1.88	2.17
Std. Dev.	1.00	0.00	-	-	-	-	0.81	0.52	0.50	0.81	1.17
Std. Err.	0.27	0.00	-	-	-	-	0.20	0.21	0.25	0.20	0.48

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 939

q328_6) How helpful/hindering was using Nicotine chewing gum in helping you quit using moist snuff? - Nicotine chewing gum

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine chewing gum (Unwtd)	28	5	-	-	-	-	27	7	6	26	12
Base - Attempted to Quit With Nicotine chewing gum (Wgtd)	28	5	-	-	-	-	27	7	6	26	12
Eff Base	28	5	-	-	-	-	27	7	6	26	12
Top 2 Box (Net)	24	5	-	-	-	-	24	7	6	23	10
	85.7	100.0	-	-	-	-	88.9	100.0	100.0	88.5	83.3
Extremely helpful with quitting moist snuff (1)	7	1	-	-	-	-	6	2	2	6	4
	25.0	19.9	-	-	-	-	22.2	28.5	33.3	23.1	33.3
Somewhat helpful with quitting moist snuff (2)	17	4	-	-	-	-	18	5	4	17	6
	60.8	80.1	-	-	-	-	66.7	71.5	66.7	65.4	50.1
Neither helpful nor hindering with quitting moist snuff (3)	4	-	-	-	-	-	3	-	-	3	2
	14.3	-	-	-	-	-	11.1	-	-	11.5	16.7
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat hindering with quitting moist snuff (4)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting moist snuff (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	28	5	-	-	-	-	27	7	6	26	12
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0
Mean	1.89	1.80	-	-	-	-	1.89	1.72	1.67	1.88	1.83
Std. Dev.	0.63	0.45	-	-	-	-	0.58	0.49	0.52	0.59	0.72
Std. Err.	0.12	0.20	-	-	-	-	0.11	0.18	0.21	0.12	0.21

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 940

q328_7) How helpful/hindering was using Other Nicotine Replacement Therapy Products in helping you quit using moist snuff? - Other Nicotine Replacement Therapy Products

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Unwtd)	2	-	-	-	-	-	3	-	-	3	-
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Wgtd)	2	-	-	-	-	-	3	-	-	3	-
Eff Base	2	-	-	-	-	-	3	-	-	3	-
Top 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely helpful with quitting moist snuff (1)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat helpful with quitting moist snuff (2)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Neither helpful nor hindering with quitting moist snuff (3)	2	-	-	-	-	-	3	-	-	3	-
	100.0	-	-	-	-	-	100.0	-	-	100.0	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat hindering with quitting moist snuff (4)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting moist snuff (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	3	-	-	3	-
	100.0	-	-	-	-	-	100.0	-	-	100.0	-
Mean	3.00	-	-	-	-	-	3.00	-	-	3.00	-
Std. Dev.	0.00	-	-	-	-	-	0.00	-	-	0.00	-
Std. Err.	0.00	-	-	-	-	-	0.00	-	-	0.00	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 941

q328_8) How helpful/hindering was using Other aids/substitutes than above in helping you quit using moist snuff? - Other aids/substitutes than above

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other aids/ substitutes than above (Unwtd)	5	-	-	-	-	-	3	-	1	3	3
Base - Attempted to Quit With Other aids/ substitutes than above (Wgtd)	5	-	-	-	-	-	3	-	1	3	3
Eff Base	5	-	-	-	-	-	3	-	1	3	3
Top 2 Box (Net)	5	-	-	-	-	-	3	-	1	3	3
	100.0	-	-	-	-	-	100.0	-	100.0	100.0	100.0
Extremely helpful with quitting moist snuff (1)	4	-	-	-	-	-	3	-	1	3	2
	79.9	-	-	-	-	-	100.0	-	100.0	100.0	66.6
Somewhat helpful with quitting moist snuff (2)	1	-	-	-	-	-	-	-	-	-	1
	20.1	-	-	-	-	-	-	-	-	-	33.4
Neither helpful nor hindering with quitting moist snuff (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat hindering with quitting moist snuff (4)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely hindering with quitting moist snuff (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	-	-	-	-	-	3	-	1	3	3
	100.0	-	-	-	-	-	100.0	-	100.0	100.0	100.0
Mean	1.20	-	-	-	-	-	1.00	-	1.00	1.00	1.33
Std. Dev.	0.45	-	-	-	-	-	0.00	-	-	0.00	0.58
Std. Err.	0.20	-	-	-	-	-	0.00	-	-	0.00	0.33

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 942

q329) Do you think you would've been able to quit using moist snuff without using [Q325] as an aide to quit dipping?
- IN TOTAL

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	173	37	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	173	37	30	174	59
Eff Base	160	26	5	3	2	2	173	37	30	174	59
Yes	106	17	4	3	2	2	109	24	17	112	39
	66.2	65.4	79.9	100.0	100.0	100.0	63.0	64.9	56.6	64.4	66.1
No	54	9	1	-	-	-	64	13	13	62	20
	33.8	34.6	20.1	-	-	-	37.0	35.1	43.4	35.6	33.9
Total	160	26	5	3	2	2	173	37	30	174	59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 943

q329_1) Do you think you would've been able to quit using moist snuff without using Cigarettes as an aide to quit dipping?
- Cigarettes

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	79	8	3	2	2	2	98	11	16	97	27
Base - Attempted to Quit With Cigarettes (Wgtd)	79	8	3	2	2	2	98	11	16	97	27
Eff Base	79	8	3	2	2	2	98	11	16	97	27
Yes	49	6	3	2	2	2	57	7	8	57	20
	62.0	74.9	100.0	100.0	100.0	100.0	58.1	63.6	50.0	58.7	74.1
No	30	2	-	-	-	-	41	4	8	40	7
	38.0	25.1	-	-	-	-	41.9	36.4	50.0	41.3	25.9
Total	79	8	3	2	2	2	98	11	16	97	27
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 944

q329_2) Do you think you would've been able to quit using moist snuff without using Snus as an aide to quit dipping?
- Snus

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Snus (Unwtd)	12	4	-	-	-	-	10	5	1	12	2
Base - Attempted to Quit With Snus (Wgtd)	12	4	-	-	-	-	10	5	1	12	2
Eff Base	12	4	-	-	-	-	10	5	1	12	2
Yes	9	4	-	-	-	-	7	5	1	9	1
	75.0	100.0	-	-	-	-	70.0	100.0	100.0	75.0	50.1
No	3	-	-	-	-	-	3	-	-	3	1
	25.0	-	-	-	-	-	30.0	-	-	25.0	49.9
Total	12	4	-	-	-	-	10	5	1	12	2
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 945

q329_3) Do you think you would've been able to quit using moist snuff without using Loose leaf chewing tobacco as an aide to quit dipping?
- Loose leaf chewing tobacco

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Loose leaf chewing tobacco (Unwtd)	7	3	-	-	-	-	5	4	-	6	2
Base - Attempted to Quit With Loose leaf chewing tobacco (Wgtd)	7	3	-	-	-	-	5	4	-	6	2
Eff Base	7	3	-	-	-	-	5	4	-	6	2
Yes	5	1	-	-	-	-	2	1	-	3	2
	71.3	33.3	-	-	-	-	39.9	25.0	-	49.9	100.0
No	2	2	-	-	-	-	3	3	-	3	-
	28.7	66.7	-	-	-	-	60.1	75.0	-	50.1	-
Total	7	3	-	-	-	-	5	4	-	6	2
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 946

q329_4) Do you think you would've been able to quit using moist snuff without using Other tobacco products as an aide to quit dipping?
- Other tobacco products

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other tobacco products (Unwtd)	13	4	1	1	-	-	11	4	2	11	7
Base - Attempted to Quit With Other tobacco products (Wgtd)	13	4	1	1	-	-	11	4	2	11	7
Eff Base	13	4	1	1	-	-	11	4	2	11	7
Yes	8	3	1	1	-	-	8	3	2	8	3
	61.5	75.1	100.0	100.0	-	-	72.7	75.1	100.0	72.7	42.8
No	5	1	-	-	-	-	3	1	-	3	4
	38.5	24.9	-	-	-	-	27.3	24.9	-	27.3	57.2
Total	13	4	1	1	-	-	11	4	2	11	7
	100.0	100.0	100.0	100.0	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 947

q329_5) Do you think you would've been able to quit using moist snuff without using Nicotine patches as an aide to quit dipping?
- Nicotine patches

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine patches (Unwtd)	14	2	1	-	-	-	16	6	4	16	6
Base - Attempted to Quit With Nicotine patches (Wgtd)	14	2	1	-	-	-	16	6	4	16	6
Eff Base	14	2	1	-	-	-	16	6	4	16	6
Yes	10	-	-	-	-	-	11	4	1	11	4
	71.4	-	-	-	-	-	68.7	66.6	24.9	68.7	66.6
No	4	2	1	-	-	-	5	2	3	5	2
	28.6	100.0	100.0	-	-	-	31.3	33.4	75.1	31.3	33.4
Total	14	2	1	-	-	-	16	6	4	16	6
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 948

q329_6) Do you think you would've been able to quit using moist snuff without using Nicotine chewing gum as an aide to quit dipping?
- Nicotine chewing gum

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine chewing gum (Unwtd)	28	5	-	-	-	-	27	7	6	26	12
Base - Attempted to Quit With Nicotine chewing gum (Wgtd)	28	5	-	-	-	-	27	7	6	26	12
Eff Base	28	5	-	-	-	-	27	7	6	26	12
Yes	19	3	-	-	-	-	18	4	4	18	7
	67.8	60.0	-	-	-	-	66.6	57.1	66.6	69.2	58.2
No	9	2	-	-	-	-	9	3	2	8	5
	32.2	40.0	-	-	-	-	33.4	42.9	33.4	30.8	41.8
Total	28	5	-	-	-	-	27	7	6	26	12
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 949

q329_7) Do you think you would've been able to quit using moist snuff without using Other Nicotine Replacement Therapy Products as an aide to quit dipping?
- Other Nicotine Replacement Therapy Products

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Unwtd)	2	-	-	-	-	-	3	-	-	3	-
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Wgtd)	2	-	-	-	-	-	3	-	-	3	-
Eff Base	2	-	-	-	-	-	3	-	-	3	-
Yes	2	-	-	-	-	-	3	-	-	3	-
	100.0	-	-	-	-	-	100.0	-	-	100.0	-
No	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	3	-	-	3	-
	100.0	-	-	-	-	-	100.0	-	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 950

q329_8) Do you think you would've been able to quit using moist snuff without using Other aids/substitutes than above as an aide to quit dipping?
- Other aids/substitutes than above

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other aids/ substitutes than above (Unwtd)	5	-	-	-	-	-	3	-	1	3	3
Base - Attempted to Quit With Other aids/ substitutes than above (Wgtd)	5	-	-	-	-	-	3	-	1	3	3
Eff Base	5	-	-	-	-	-	3	-	1	3	3
Yes	4	-	-	-	-	-	3	-	1	3	2
	79.9	-	-	-	-	-	100.0	-	100.0	100.0	66.6
No	1	-	-	-	-	-	-	-	-	-	1
	20.1	-	-	-	-	-	-	-	-	-	33.4
Total	5	-	-	-	-	-	3	-	1	3	3
	100.0	-	-	-	-	-	100.0	-	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 951

q330) Which of brand of moist snuff did you use most often before you quit using moist snuff? That is, which brand was your main brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	173	37	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	173	37	30	174	59
Eff Base	160	26	5	3	2	2	173	37	30	174	59
Cougar	2	1	-	-	-	-	2	1	-	2	1
	1.3	3.9	-	-	-	-	1.2	2.7	-	1.2	1.7
Copenhagen	26	5	-	-	-	-	25	5	2	24	15
	16.2	19.2	-	-	-	-	14.4	13.5	6.7	13.8	25.4
Grizzly	5	1	1	1	-	-	7	4	1	7	2
	3.1	3.8	20.0	33.4	-	-	4.0	10.8	3.3	4.0	3.4
Hawken	4	1	-	-	-	-	3	2	1	3	1
	2.5	3.8	-	-	-	-	1.7	5.4	3.3	1.7	1.7
Husky	5	1	-	-	-	-	5	1	-	6	-
	3.1	3.9	-	-	-	-	2.9	2.7	-	3.5	-
Kayak	5	2	1	-	-	-	7	2	1	7	-
	3.1	7.7	20.1	-	-	-	4.1	5.4	3.4	4.0	-
Longhorn	6	-	-	-	-	-	6	2	1	6	-
	3.7	-	-	-	-	-	3.5	5.4	3.3	3.4	-
Red Man	4	-	-	-	-	-	4	2	-	4	1
	2.5	-	-	-	-	-	2.3	5.4	-	2.3	1.7
Red Seal	3	-	-	-	-	-	6	-	2	5	1
	1.9	-	-	-	-	-	3.5	-	6.7	2.9	1.7
Rooster	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Silver Creek	1	-	-	-	-	-	3	-	-	3	-
	0.6	-	-	-	-	-	1.7	-	-	1.7	-
Skoal	29	3	-	-	-	-	34	3	11	34	12
	18.1	11.5	-	-	-	-	19.7	8.1	36.7	19.6	20.4
Swisher	2	1	1	1	1	1	5	1	-	5	-
	1.2	3.8	19.9	33.3	50.0	50.0	2.9	2.7	-	2.9	-
Timber Wolf	1	-	-	-	-	-	1	-	-	1	-
	0.6	-	-	-	-	-	0.6	-	-	0.6	-
Copenhagen Pouches	10	2	1	-	-	-	7	2	2	7	5
	6.3	7.7	20.0	-	-	-	4.0	5.4	6.6	4.0	8.5

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 951

q330) Which of brand of moist snuff did you use most often before you quit using moist snuff? That is, which brand was your main brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	173	37	30	174	59
Grizzly Pouches	8	2	-	-	-	-	6	3	1	7	2
	5.0	7.7	-	-	-	-	3.5	8.1	3.3	4.0	3.4
Longhorn Pouches	5	1	-	-	-	-	4	1	-	4	1
	3.1	3.8	-	-	-	-	2.3	2.7	-	2.3	1.7
Renegades (Pouch)	3	1	1	1	1	1	3	1	-	3	1
	1.9	3.8	19.9	33.3	50.0	50.0	1.7	2.7	-	1.7	1.7
Stoker's	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Skoal Bandits	8	-	-	-	-	-	7	-	-	7	3
	5.0	-	-	-	-	-	4.0	-	-	4.0	5.1
Skoal Pouches (other than Bandits)	5	1	-	-	-	-	7	1	3	7	3
	3.1	3.9	-	-	-	-	4.1	2.7	10.0	4.0	5.1
Timber Wolf Pouches	3	1	-	-	-	-	3	1	1	3	-
	1.9	3.8	-	-	-	-	1.7	2.7	3.3	1.7	-
Skoal Xtra	-	-	-	-	-	-	3	-	-	3	-
	-	-	-	-	-	-	1.7	-	-	1.7	-
Kodiak	9	2	-	-	-	-	10	3	2	11	3
	5.6	7.7	-	-	-	-	5.8	8.1	6.7	6.3	5.1
Skoal Xtra Pouches	2	-	-	-	-	-	1	-	-	-	2
	1.2	-	-	-	-	-	0.6	-	-	-	3.4
Kodiak Pouches	7	-	-	-	-	-	5	-	1	5	2
	4.4	-	-	-	-	-	2.9	-	3.4	2.9	3.4
Renegades	2	1	-	-	-	-	-	1	-	1	1
	1.2	3.8	-	-	-	-	-	2.7	-	0.6	1.7
Kayak Pouches	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Stoker's	2	-	-	-	-	-	3	-	1	3	1
	1.2	-	-	-	-	-	1.7	-	3.3	1.7	1.7
Other	1	-	-	-	-	-	1	-	-	1	1
	0.6	-	-	-	-	-	0.6	-	-	0.6	1.7
Don't know/no answer	2	-	-	-	-	-	5	1	-	5	1
	1.2	-	-	-	-	-	2.9	2.7	-	2.9	1.7

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 951

q330) Which of brand of moist snuff did you use most often before you quit using moist snuff? That is, which brand was your main brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	173	37	30	174	59
Total	160	26	5	3	2	2	173	37	30	174	59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 952

q331) Please tell us your main motivations(s) for quitting moist snuff.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	305	48	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Eff Base	340	34	6	4	3	3	305	48	38	305	276
Price/Value (Net)	12	-	-	-	-	-	10	-	1	10	13
	3.5	-	-	-	-	-	3.3	-	2.6	3.3	4.7
Price/expensive	11	-	-	-	-	-	10	-	1	10	11
	3.2	-	-	-	-	-	3.3	-	2.6	3.3	4.0
To save money	-	-	-	-	-	-	-	-	-	-	1
	-	-	-	-	-	-	-	-	-	-	0.4
Other mentions of price/value	1	-	-	-	-	-	-	-	-	-	1
	0.3	-	-	-	-	-	-	-	-	-	0.4
Taste/Style (Net)	13	-	-	-	-	-	10	1	1	10	13
	3.8	-	-	-	-	-	3.3	2.1	2.6	3.3	4.7
Dislike taste/style	13	-	-	-	-	-	10	1	1	10	13
	3.8	-	-	-	-	-	3.3	2.1	2.6	3.3	4.7
Health Concerns (Net)	155	18	3	1	1	1	122	20	21	120	132
	45.6	53.0	50.1	25.0	33.4	33.4	40.0	41.7	55.3	39.4	47.8
Cancer (Subnet)	21	3	-	-	-	-	18	3	4	17	17
	6.2	8.8	-	-	-	-	5.9	6.2	10.5	5.6	6.2
Cancer/cancer concerns (Unspecified)	14	2	-	-	-	-	12	2	2	11	11
	4.1	5.9	-	-	-	-	3.9	4.2	5.3	3.6	4.0
Fear of/have experienced dental/ oral cancer	5	1	-	-	-	-	4	1	2	4	4
	1.5	2.9	-	-	-	-	1.3	2.1	5.2	1.3	1.5
Other mentions of cancer	2	-	-	-	-	-	2	-	-	2	2
	0.6	-	-	-	-	-	0.7	-	-	0.7	0.7
Respiratory (Subnet)	1	-	-	-	-	-	1	-	-	1	2
	0.3	-	-	-	-	-	0.3	-	-	0.3	0.7
Shortness of breath/ difficulty breathing	1	-	-	-	-	-	1	-	-	1	-
	0.3	-	-	-	-	-	0.3	-	-	0.3	-
Other mentions of respiratory concerns/ diseases	-	-	-	-	-	-	-	-	-	-	2
	-	-	-	-	-	-	-	-	-	-	0.7

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 952

q331) Please tell us your main motivations(s) for quitting moist snuff.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Other Specific	28	2	-	-	-	-	22	2	3	22	30
Conditions (Subnet)	8.2	5.9	-	-	-	-	7.2	4.2	7.9	7.2	10.9
Made me feel sick/not feel well (Unspecified)	2 0.6	- -	- -	- -	- -	- -	3 1.0	- -	1 2.6	3 1.0	5 1.8
Dislike coughing/ phlegm	1 0.3	1 2.9	- -	- -	- -	- -	- -	1 2.1	- -	1 0.3	1 0.4
Fear of/have experienced dental/ oral diseases	22 6.5	1 2.9	- -	- -	- -	- -	19 6.2	1 2.1	2 5.2	18 5.9	20 7.2
Fear of/have experienced heart disease	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.4
Other mentions of other specific conditions	2 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1.1
Other Health Concerns	107	13	3	1	1	1	83	15	14	82	87
(Subnet)	31.5	38.3	50.1	25.0	33.4	33.4	27.2	31.3	36.9	26.9	31.5
Health/it's not healthy/trying to be/ stay healthy (Unspecified)	103 30.3	13 38.3	3 50.1	1 25.0	1 33.4	1 33.4	81 26.6	14 29.2	13 34.2	80 26.2	81 29.3
Fear I will die/not live long	3 0.9	- -	- -	- -	- -	- -	2 0.7	1 2.1	1 2.6	2 0.7	5 1.8
I am pregnant/want to become pregnant	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.4
Influences (Net)	20 5.9	1 2.9	- -	- -	- -	- -	20 6.6	1 2.1	4 10.5	20 6.6	18 6.5
Influenced by family/ loved ones/children	18 5.3	1 2.9	- -	- -	- -	- -	20 6.6	1 2.1	4 10.5	20 6.6	13 4.7
Influenced by religious believes	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 0.7
Other mentions of influences	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1.1
Miscellaneous	127 37.4	8 23.5	2 33.3	2 50.0	1 33.3	1 33.3	119 39.0	14 29.2	12 31.6	121 39.7	120 43.5

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 952

q331) Please tell us your main motivations(s) for quitting moist snuff.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	305	48	38	305	276
Bad habit/addicting	8	-	-	-	-	-	9	1	2	9	16
	2.3	-	-	-	-	-	2.9	2.1	5.2	2.9	5.8
Dislike smell/odor	4	1	-	-	-	-	3	1	-	3	1
	1.2	2.9	-	-	-	-	1.0	2.1	-	1.0	0.4
Interfered with lifestyle	6	1	-	-	-	-	8	1	-	8	7
	1.8	2.9	-	-	-	-	2.6	2.1	-	2.6	2.5
It's dirty/messy	36	3	-	-	-	-	36	3	3	38	26
	10.6	8.8	-	-	-	-	11.8	6.3	7.9	12.5	9.4
No interest/wasn't enjoying it/needed to quit	54	2	1	1	1	1	42	2	5	42	56
	15.9	5.9	16.6	25.0	33.3	33.3	13.8	4.2	13.2	13.8	20.3
Prefer other products	10	-	-	-	-	-	12	2	-	12	7
	2.9	-	-	-	-	-	3.9	4.2	-	3.9	2.5
Was an occasional user/ not addicted	5	1	1	1	-	-	3	1	-	3	10
	1.5	2.9	16.7	25.1	-	-	1.0	2.1	-	1.0	3.6
Misc. mentions of appearance	6	-	-	-	-	-	6	1	1	6	3
	1.8	-	-	-	-	-	2.0	2.1	2.6	2.0	1.1
Other mentions	4	-	-	-	-	-	7	2	1	7	2
	1.2	-	-	-	-	-	2.3	4.2	2.6	2.3	0.7
Don't know	1	-	-	-	-	-	3	-	-	3	1
	0.3	-	-	-	-	-	1.0	-	-	1.0	0.4
Nothing	36	8	1	1	1	1	36	14	4	36	5
	10.6	23.5	16.6	24.9	33.3	33.3	11.8	29.2	10.5	11.8	1.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 953

q335) You indicated that you currently or formerly used Nicotine Replacement Therapy Products. The following questions in this section will ask you about your current and past Nicotine Replacement Therapy Products usage. How long have you used or previously used Nicotine Replacement Therapy Products (nicotine patches, -chewing gum, -pills, -inhaler or similar)?If you have used Nicotine Replacement Therapy Products for several periods, and quit in between, we ask you to please state the total time you have used them. For example if you used Nicotine Replacement Therapy Products for 5 years, quit for 1 year, and have used them for the past 2 years

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	147	27	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	147	27	279	149	130
Eff Base	49	12	1	1	1	1	147	27	279	149	130
Less than 1 month	5	1	-	-	-	-	14	2	27	14	13
	10.2	8.4	-	-	-	-	9.5	7.4	9.7	9.4	10.0
1-3 months	4	-	-	-	-	-	17	1	31	17	14
	8.2	-	-	-	-	-	11.6	3.7	11.1	11.4	10.8
3-5 months	6	-	-	-	-	-	19	2	40	19	21
	12.2	-	-	-	-	-	12.9	7.4	14.3	12.7	16.2
6-12 months	8	3	1	1	1	1	27	7	47	27	20
	16.3	24.9	100.0	100.0	100.0	100.0	18.3	25.9	16.8	18.1	15.4
1 year	9	3	-	-	-	-	26	5	45	27	18
	18.3	24.9	-	-	-	-	17.7	18.5	16.1	18.1	13.8
2 years	4	1	-	-	-	-	15	1	28	15	13
	8.2	8.4	-	-	-	-	10.2	3.7	10.0	10.1	10.0
3 years	4	1	-	-	-	-	12	3	24	12	12
	8.2	8.4	-	-	-	-	8.2	11.1	8.6	8.1	9.2
4 years	2	1	-	-	-	-	5	1	9	5	4
	4.1	8.4	-	-	-	-	3.4	3.7	3.2	3.4	3.1
5+ Years (Net)	7	2	-	-	-	-	12	5	28	13	15
	14.3	16.6	-	-	-	-	8.2	18.5	10.0	8.7	11.5
5 years	-	-	-	-	-	-	4	-	8	4	4
	-	-	-	-	-	-	2.7	-	2.9	2.7	3.1
6 years	2	-	-	-	-	-	2	1	4	2	2
	4.1	-	-	-	-	-	1.4	3.7	1.4	1.3	1.5
7 years	1	-	-	-	-	-	1	-	3	1	2
	2.0	-	-	-	-	-	0.7	-	1.1	0.7	1.5
8 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
9 years	1	1	-	-	-	-	2	2	5	2	3
	2.0	8.3	-	-	-	-	1.4	7.4	1.8	1.3	2.3

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 953

q335) You indicated that you currently or formerly used Nicotine Replacement Therapy Products. The following questions in this section will ask you about your current and past Nicotine Replacement Therapy Products usage. How long have you used or previously used Nicotine Replacement Therapy Products (nicotine patches, -chewing gum, -pills, -inhaler or similar)?If you have used Nicotine Replacement Therapy Products for several periods, and quit in between, we ask you to please state the total time you have used them. For example if you used Nicotine Replacement Therapy Products for 5 years, quit for 1 year, and have used them for the past 2 years

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Wgtd)	49	12	1	1	1	1	147	27	279	149	130
10+ years	3	1	-	-	-	-	3	2	8	4	4
	6.1	8.4	-	-	-	-	2.0	7.5	2.9	2.7	3.1
Total	49	12	1	1	1	1	147	27	279	149	130
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	2.21	2.88	0.50	0.50	0.50	0.50	1.56	2.69	1.72	1.62	1.83
Std. Dev.	3.20	3.79	-	-	-	-	2.26	3.65	2.52	2.40	2.65
Std. Err.	0.46	1.09	-	-	-	-	0.19	0.70	0.15	0.20	0.23

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 954

q336) What brands have you EVER used in the past?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	147	27	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	147	27	279	149	130
Eff Base	49	12	1	1	1	1	147	27	279	149	130
Nicorette	24	5	-	-	-	-	81	13	139	82	57
	49.0	41.7	-	-	-	-	55.1	48.2	49.8	55.1	43.8
Nicotrol	16	4	1	1	1	1	24	9	63	25	38
	32.6	33.3	100.0	100.0	100.0	100.0	16.3	33.3	22.6	16.8	29.2
Chantix	15	6	1	1	1	1	46	10	72	46	26
	30.6	50.0	100.0	100.0	100.0	100.0	31.3	37.0	25.8	30.8	20.0
Nicoderm	15	3	1	1	1	1	59	8	109	59	50
	30.6	24.9	100.0	100.0	100.0	100.0	40.1	29.7	39.1	39.6	38.5
Generic nicotine gum	10	4	1	1	1	1	33	6	71	34	37
	20.5	33.4	100.0	100.0	100.0	100.0	22.5	22.3	25.5	22.8	28.5
Habitrol	8	-	-	-	-	-	8	4	25	8	17
	16.3	-	-	-	-	-	5.4	14.8	9.0	5.4	13.1
Zyban	6	2	-	-	-	-	16	2	32	16	16
	12.3	16.7	-	-	-	-	10.9	7.4	11.5	10.7	12.3
Generic nicotine lozenges	6	1	-	-	-	-	20	2	33	20	13
	12.2	8.3	-	-	-	-	13.6	7.4	11.8	13.4	10.0
Generic nicotine patches	4	-	-	-	-	-	20	-	43	20	23
	8.2	-	-	-	-	-	13.6	-	15.4	13.5	17.7
Nicabate	3	2	1	1	1	1	5	3	19	5	14
	6.1	16.7	100.0	100.0	100.0	100.0	3.4	11.1	6.8	3.4	10.8
Commit	3	1	-	-	-	-	8	2	22	8	14
	6.1	8.4	-	-	-	-	5.4	7.4	7.9	5.4	10.8
E-cigarette	1	-	-	-	-	-	3	-	6	3	3
	2.0	-	-	-	-	-	2.0	-	2.2	2.0	2.3
Other	2	-	-	-	-	-	6	-	9	6	3
	4.1	-	-	-	-	-	4.1	-	3.2	4.0	2.3
Don't know/no answer	-	-	-	-	-	-	1	-	2	1	1
	-	-	-	-	-	-	0.7	-	0.7	0.7	0.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 955

q337) What brand do/did you use most often?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	147	27	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	147	27	279	149	130
Eff Base	49	12	1	1	1	1	147	27	279	149	130
Nicorette	17	3	-	-	-	-	49	9	77	49	28
	34.7	25.0	-	-	-	-	33.4	33.3	27.6	32.9	21.5
Chantix	8	5	1	1	1	1	25	5	37	25	12
	16.4	41.7	100.0	100.0	100.0	100.0	17.0	18.6	13.3	16.8	9.2
Nicotrol	7	2	-	-	-	-	8	5	22	9	13
	14.3	16.6	-	-	-	-	5.4	18.5	7.9	6.0	10.0
Nicoderm	5	1	-	-	-	-	27	5	48	27	21
	10.2	8.3	-	-	-	-	18.4	18.5	17.2	18.1	16.2
Habitrol	4	-	-	-	-	-	4	1	10	4	6
	8.1	-	-	-	-	-	2.7	3.7	3.6	2.7	4.6
Generic nicotine lozenges	3	-	-	-	-	-	6	1	11	6	5
	6.1	-	-	-	-	-	4.1	3.7	3.9	4.0	3.8
Generic nicotine gum	2	1	-	-	-	-	11	1	28	12	16
	4.1	8.4	-	-	-	-	7.5	3.7	10.0	8.1	12.3
Generic nicotine patches	1	-	-	-	-	-	6	-	15	6	9
	2.0	-	-	-	-	-	4.1	-	5.4	4.0	6.9
Commit	-	-	-	-	-	-	-	-	5	-	5
	-	-	-	-	-	-	-	-	1.8	-	3.8
Zyban	-	-	-	-	-	-	3	-	10	3	7
	-	-	-	-	-	-	2.0	-	3.6	2.0	5.4
Nicabate	-	-	-	-	-	-	-	-	1	-	1
	-	-	-	-	-	-	-	-	0.4	-	0.8
E-cigarette	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	-	-	-	-	8	-	15	8	7
	4.1	-	-	-	-	-	5.4	-	5.4	5.4	5.4
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	49	12	1	1	1	1	147	27	279	149	130
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 956

q338) What form(s) of Nicotine Replacement Therapy Products have you EVER used?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	147	27	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	147	27	279	149	130
Eff Base	49	12	1	1	1	1	147	27	279	149	130
Gum	34	7	-	-	-	-	101	19	178	102	76
	69.4	58.3	-	-	-	-	68.7	70.4	63.8	68.4	58.4
Patch	28	7	-	-	-	-	90	15	161	90	71
	57.2	58.3	-	-	-	-	61.3	55.6	57.7	60.4	54.6
Pills	11	2	1	1	1	1	31	5	73	31	42
	22.4	16.6	100.0	100.0	100.0	100.0	21.1	18.5	26.2	20.8	32.3
Nicotine inhaler	10	3	-	-	-	-	27	6	66	28	38
	20.4	25.0	-	-	-	-	18.4	22.2	23.6	18.8	29.2
E-cigarette	3	-	-	-	-	-	6	-	11	6	5
	6.1	-	-	-	-	-	4.1	-	3.9	4.0	3.8
Lozenges	-	-	-	-	-	-	1	-	3	1	2
	-	-	-	-	-	-	0.7	-	1.1	0.7	1.5
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 957

q339) What form of Nicotine Replacement Therapy Products do you/did you most prefer using?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	147	27	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	147	27	279	149	130
Eff Base	49	12	1	1	1	1	147	27	279	149	130
Gum	23	6	-	-	-	-	63	14	116	64	52
	47.0	50.0	-	-	-	-	42.8	51.9	41.6	42.9	40.0
Patch	13	4	-	-	-	-	50	9	85	50	35
	26.5	33.4	-	-	-	-	34.0	33.3	30.5	33.6	27.0
Nicotine inhaler	6	1	-	-	-	-	16	3	41	17	24
	12.2	8.3	-	-	-	-	10.9	11.1	14.7	11.4	18.4
Pills	4	1	1	1	1	1	11	1	23	11	12
	8.1	8.3	100.0	100.0	100.0	100.0	7.5	3.7	8.2	7.4	9.2
Lozenges	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	3	-	-	-	-	-	7	-	14	7	7
	6.1	-	-	-	-	-	4.8	-	5.0	4.7	5.4
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	49	12	1	1	1	1	147	27	279	149	130
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 958

q340) Were you using Nicotine Replacement Therapy Products to assist with quitting a tobacco product?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	147	27	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	147	27	279	149	130
Eff Base	49	12	1	1	1	1	147	27	279	149	130
Yes	43	12	1	1	1	1	128	24	240	130	110
	87.8	100.0	100.0	100.0	100.0	100.0	87.1	88.9	86.0	87.3	84.6
No	6	-	-	-	-	-	19	3	39	19	20
	12.2	-	-	-	-	-	12.9	11.1	14.0	12.7	15.4
Total	49	12	1	1	1	1	147	27	279	149	130
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 959

q341) What tobacco products were you using when you started using Nicotine Replacement Therapy Products?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT to Assist Quitting (Unwtd)	43	12	1	1	1	1	128	24	240	130	110
Base - Used NRT to Assist Quitting (Wgtd)	43	12	1	1	1	1	128	24	240	130	110
Eff Base	43	12	1	1	1	1	128	24	240	130	110
Cigarettes	34	9	1	1	1	1	112	20	185	113	72
	79.0	75.0	100.0	100.0	100.0	100.0	87.5	83.3	77.1	86.9	65.4
Snus	12	8	-	-	-	-	11	9	39	12	27
	27.9	66.7	-	-	-	-	8.6	37.5	16.2	9.2	24.5
Moist snuff	6	2	-	-	-	-	7	3	28	7	21
	13.9	16.6	-	-	-	-	5.5	12.5	11.7	5.4	19.1
Pipe Tobacco	5	1	-	-	-	-	5	2	13	5	8
	11.6	8.3	-	-	-	-	3.9	8.3	5.4	3.8	7.3
Cigars	4	1	-	-	-	-	14	2	44	14	30
	9.3	8.4	-	-	-	-	10.9	8.4	18.3	10.8	27.3
Loose leaf chewing tobacco	4	1	-	-	-	-	5	2	15	5	10
	9.3	8.3	-	-	-	-	3.9	8.3	6.2	3.8	9.1
Cigarillos	3	2	-	-	-	-	14	4	36	14	22
	6.9	16.6	-	-	-	-	10.9	16.7	15.0	10.7	20.0
Other tobacco products	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None of the above	2	-	-	-	-	-	6	-	10	6	4
	4.7	-	-	-	-	-	4.7	-	4.2	4.6	3.6

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 960

q342) What effect did using the nicotine replacement product have on your tobacco consumption?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT to Assist Quitting (Unwtd)	41	12	1	1	1	1	122	24	230	124	106
Base - Used NRT to Assist Quitting (Wgtd)	41	12	1	1	1	1	122	24	230	124	106
Eff Base	41	12	1	1	1	1	122	24	230	124	106
I was able to quit using tobacco completely	17	5	-	-	-	-	27	6	73	27	46
	41.5	41.7	-	-	-	-	22.2	25.0	31.7	21.8	43.4
My tobacco usage decreased dramatically	11	2	-	-	-	-	47	7	82	48	34
	26.8	16.6	-	-	-	-	38.5	29.1	35.6	38.7	32.1
My tobacco usage decreased somewhat	11	3	-	-	-	-	39	7	62	40	22
	26.9	25.1	-	-	-	-	32.0	29.2	27.0	32.3	20.8
My tobacco usage stayed about the same	2	2	1	1	1	1	9	4	13	9	4
	4.9	16.6	100.0	100.0	100.0	100.0	7.4	16.6	5.7	7.3	3.8
My tobacco usage increased	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	41	12	1	1	1	1	122	24	230	124	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 961

q343) Did you continue to use a nicotine replacement product after you quit using tobacco (ongoing)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT to Assist Quitting (Unwtd)	41	12	1	1	1	1	122	24	230	124	106
Base - Used NRT to Assist Quitting (Wgtd)	41	12	1	1	1	1	122	24	230	124	106
Eff Base	41	12	1	1	1	1	122	24	230	124	106
Yes	32	9	1	1	1	1	81	19	175	82	93
	78.0	75.0	100.0	100.0	100.0	100.0	66.4	79.2	76.1	66.1	87.7
No	9	3	-	-	-	-	41	5	55	42	13
	22.0	25.0	-	-	-	-	33.6	20.8	23.9	33.9	12.3
Total	41	12	1	1	1	1	122	24	230	124	106
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 962

q344) How long after quitting did you continue to use a nicotine replacement product?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Continued Using NRT After Quitting (Unwtd)	32	9	1	1	1	1	81	19	175	82	93
Base - Continued Using NRT After Quitting (Wgtd)	32	9	1	1	1	1	81	19	175	82	93
Eff Base	32	9	1	1	1	1	81	19	175	82	93
Less than 1 month	5	1	-	-	-	-	18	4	31	18	13
	15.6	11.1	-	-	-	-	22.2	21.1	17.7	21.9	14.0
1-3 months	13	5	-	-	-	-	25	6	61	25	36
	40.6	55.6	-	-	-	-	30.9	31.6	34.9	30.5	38.7
3-5 months	8	2	1	1	1	1	15	5	38	15	23
	25.0	22.1	100.0	100.0	100.0	100.0	18.5	26.2	21.7	18.3	24.7
6-12 months	4	1	-	-	-	-	11	3	15	12	3
	12.5	11.2	-	-	-	-	13.6	15.8	8.6	14.6	3.2
1 year or more	2	-	-	-	-	-	12	1	30	12	18
	6.2	-	-	-	-	-	14.8	5.3	17.1	14.7	19.3
Total	32	9	1	1	1	1	81	19	175	82	93
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 963

q345) Do you currently use a nicotine replacement product?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT to Assist Quitting (Unwtd)	43	12	1	1	1	1	128	24	240	130	110
Base - Used NRT to Assist Quitting (Wgtd)	43	12	1	1	1	1	128	24	240	130	110
Eff Base	43	12	1	1	1	1	128	24	240	130	110
Yes	27	8	1	1	1	1	85	12	173	85	88
	62.8	66.6	100.0	100.0	100.0	100.0	66.4	50.1	72.1	65.4	80.0
No	16	4	-	-	-	-	43	12	67	45	22
	37.2	33.4	-	-	-	-	33.6	49.9	27.9	34.6	20.0
Total	43	12	1	1	1	1	128	24	240	130	110
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 964

q346) Do you plan on completely stopping your usage of your nicotine replacement product at some point?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use NRT (Unwtd)	27	8	1	1	1	1	85	12	173	85	88
Base - Currently Use NRT (Wgtd)	27	8	1	1	1	1	85	12	173	85	88
Eff Base	27	8	1	1	1	1	85	12	173	85	88
Yes	22	6	1	1	1	1	71	9	138	71	67
	81.5	74.9	100.0	100.0	100.0	100.0	83.5	74.9	79.8	83.5	76.1
No	5	2	-	-	-	-	14	3	35	14	21
	18.5	25.1	-	-	-	-	16.5	25.1	20.2	16.5	23.9
Total	27	8	1	1	1	1	85	12	173	85	88
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 965

q347) How long do you think you will use your nicotine replacement product (in total) before stopping usage completely?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use NRT (Unwtd)	27	8	1	1	1	1	85	12	173	85	88
Base - Currently Use NRT (Wgtd)	27	8	1	1	1	1	85	12	173	85	88
Eff Base	27	8	1	1	1	1	85	12	173	85	88
Less than 1 month	1	-	-	-	-	-	9	-	18	9	9
	3.7	-	-	-	-	-	10.6	-	10.4	10.6	10.2
1-3 months	12	3	-	-	-	-	32	4	59	32	27
	44.4	37.3	-	-	-	-	37.6	33.2	34.1	37.6	30.7
3-5 months	6	2	-	-	-	-	13	4	35	13	22
	22.2	25.0	-	-	-	-	15.3	33.3	20.2	15.3	25.0
6-12 months	5	2	-	-	-	-	19	2	29	19	10
	18.6	25.2	-	-	-	-	22.4	16.8	16.8	22.4	11.3
1 year or more	3	1	1	1	1	1	12	2	32	12	20
	11.1	12.5	100.0	100.0	100.0	100.0	14.1	16.7	18.5	14.1	22.7
Total	27	8	1	1	1	1	85	12	173	85	88
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 966

q348) Do you think you will eventually be able to quit using tobacco?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Usage Changed (Unwtd)	24	7	1	1	1	1	95	18	157	97	60
Base - Usage Changed (Wgtd)	24	7	1	1	1	1	95	18	157	97	60
Eff Base	24	7	1	1	1	1	95	18	157	97	60
Yes	21	6	1	1	1	1	83	15	136	84	52
	87.5	85.6	100.0	100.0	100.0	100.0	87.4	83.3	86.6	86.6	86.6
No	3	1	-	-	-	-	12	3	21	13	8
	12.5	14.4	-	-	-	-	12.6	16.7	13.4	13.4	13.4
Total	24	7	1	1	1	1	95	18	157	97	60
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 967

q351) You indicated that you are a current user of cigarillos. The following questions in this section will ask you about your cigarillo usage. How long have you been smoking cigarillos? If you have used cigarillos for several periods, and quit in between, we ask you to please state the total time you have used cigarillos. For example if you used cigarillos for 5 years, quit for 1 year, and have used cigarillos for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Unwtd)	106	26	6	5	4	2	397	55	24	397	-
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	397	55	24	397	-
Eff Base	106	26	6	5	4	2	397	55	24	397	-
<1 Year - 9 Years (Net)	85	19	4	4	3	2	316	45	21	316	-
	80.2	73.0	66.5	79.9	74.9	100.0	79.6	81.8	87.5	79.6	-
Less than 1 year	10	2	-	-	-	-	51	6	4	51	-
	9.4	7.7	-	-	-	-	12.9	10.9	16.7	12.9	-
1 year	8	1	-	-	-	-	38	3	3	38	-
	7.5	3.8	-	-	-	-	9.6	5.4	12.5	9.6	-
2 years	10	2	2	2	2	2	44	5	3	44	-
	9.4	7.7	33.2	39.9	49.9	100.0	11.1	9.1	12.5	11.1	-
3 years	10	3	1	1	1	-	41	5	2	41	-
	9.4	11.5	16.6	20.0	25.0	-	10.3	9.1	8.3	10.3	-
4 years	10	1	-	-	-	-	33	8	1	33	-
	9.4	3.8	-	-	-	-	8.3	14.5	4.2	8.3	-
5 years	15	3	-	-	-	-	45	5	5	45	-
	14.2	11.5	-	-	-	-	11.3	9.1	20.8	11.3	-
6 years	5	4	1	1	-	-	16	5	1	16	-
	4.7	15.4	16.7	20.0	-	-	4.0	9.1	4.1	4.0	-
7 years	10	1	-	-	-	-	28	5	1	28	-
	9.4	3.8	-	-	-	-	7.0	9.1	4.2	7.0	-
8 years	4	2	-	-	-	-	13	3	1	13	-
	3.8	7.7	-	-	-	-	3.3	5.5	4.2	3.3	-
9 years	3	-	-	-	-	-	7	-	-	7	-
	2.8	-	-	-	-	-	1.8	-	-	1.8	-
10 - 19 Years (Net)	19	7	2	1	1	-	64	9	3	64	-
	18.0	27.0	33.5	20.1	25.1	-	16.1	16.4	12.5	16.1	-
10 years	8	4	1	-	-	-	28	4	3	28	-
	7.6	15.4	16.8	-	-	-	7.1	7.3	12.5	7.1	-
11 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.5	-	-	0.5	-
12 years	1	1	-	-	-	-	6	1	-	6	-
	1.0	3.9	-	-	-	-	1.5	1.8	-	1.5	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 967

q351) You indicated that you are a current user of cigarillos. The following questions in this section will ask you about your cigarillo usage. How long have you been smoking cigarillos? If you have used cigarillos for several periods, and quit in between, we ask you to please state the total time you have used cigarillos. For example if you used cigarillos for 5 years, quit for 1 year, and have used cigarillos for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	397	55	24	397	-
13 years	2	-	-	-	-	-	3	-	-	3	-
	1.9	-	-	-	-	-	0.8	-	-	0.8	-
14 years	1	1	1	1	1	-	2	1	-	2	-
	0.9	3.9	16.7	20.1	25.1	-	0.5	1.8	-	0.5	-
15 years	3	-	-	-	-	-	12	-	-	12	-
	2.8	-	-	-	-	-	3.0	-	-	3.0	-
16 years	1	1	-	-	-	-	3	1	-	3	-
	0.9	3.8	-	-	-	-	0.8	1.8	-	0.8	-
17 years	-	-	-	-	-	-	2	1	-	2	-
	-	-	-	-	-	-	0.5	1.8	-	0.5	-
18 years	3	-	-	-	-	-	6	1	-	6	-
	2.8	-	-	-	-	-	1.5	1.8	-	1.5	-
20 - 39 Years (Net)	2	-	-	-	-	-	13	1	-	13	-
	1.9	-	-	-	-	-	3.3	1.8	-	3.3	-
20 years	1	-	-	-	-	-	5	1	-	5	-
	0.9	-	-	-	-	-	1.3	1.8	-	1.3	-
22 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
25 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
28 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
29 years	1	-	-	-	-	-	1	-	-	1	-
	0.9	-	-	-	-	-	0.3	-	-	0.3	-
32 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
34 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
35 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
39 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 967

q351) You indicated that you are a current user of cigarillos. The following questions in this section will ask you about your cigarillo usage. How long have you been smoking cigarillos? If you have used cigarillos for several periods, and quit in between, we ask you to please state the total time you have used cigarillos. For example if you used cigarillos for 5 years, quit for 1 year, and have used cigarillos for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	397	55	24	397	-
40+ Years (Net)	-	-	-	-	-	-	4	-	-	4	-
	-	-	-	-	-	-	1.0	-	-	1.0	-
40 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.5	-	-	0.5	-
45 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
50 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
Total	106	26	6	5	4	2	397	55	24	397	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	5.98	6.28	6.18	5.41	5.27	2.00	6.10	5.71	4.04	6.10	-
Std. Dev.	5.06	4.11	4.92	5.09	5.86	-	6.93	4.63	3.18	6.93	-
Std. Err.	0.49	0.81	2.01	2.28	2.93	-	0.35	0.62	0.65	0.35	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 968

q352) What brand of cigarillos do you smoke most often?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Unwtd)	106	26	6	5	4	2	397	55	24	397	-
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	397	55	24	397	-
Eff Base	106	26	6	5	4	2	397	55	24	397	-
Swisher Sweets	22	2	1	-	-	-	95	8	3	95	-
	20.8	7.7	16.8	-	-	-	24.0	14.6	12.5	24.0	-
Black and Mild	18	9	3	3	3	1	93	17	7	93	-
	17.0	34.6	50.0	60.0	75.1	50.0	23.4	30.9	29.2	23.4	-
White Owl	16	5	1	1	1	1	53	9	2	53	-
	15.1	19.2	16.6	19.9	24.9	50.0	13.3	16.4	8.3	13.3	-
Winchester	14	4	-	-	-	-	23	6	-	23	-
	13.2	15.4	-	-	-	-	5.8	10.9	-	5.8	-
Backwoods	11	1	-	-	-	-	30	4	3	30	-
	10.4	3.9	-	-	-	-	7.5	7.3	12.5	7.5	-
Optimo	9	3	1	1	-	-	19	5	2	19	-
	8.5	11.6	16.7	20.0	-	-	4.8	9.1	8.3	4.8	-
Al Capone	9	-	-	-	-	-	18	3	3	18	-
	8.5	-	-	-	-	-	4.5	5.4	12.5	4.5	-
Marlboro	1	-	-	-	-	-	5	-	-	5	-
	0.9	-	-	-	-	-	1.3	-	-	1.3	-
Dutch Master	1	-	-	-	-	-	4	-	1	4	-
	0.9	-	-	-	-	-	1.0	-	4.2	1.0	-
Clippers	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
Cheyenne	-	-	-	-	-	-	3	-	1	3	-
	-	-	-	-	-	-	0.8	-	4.2	0.8	-
Phillies	-	-	-	-	-	-	5	-	-	5	-
	-	-	-	-	-	-	1.3	-	-	1.3	-
Smoker's Choice	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
Garcia y Vega	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.5	-	-	0.5	-
Other	3	-	-	-	-	-	40	1	2	40	-
	2.8	-	-	-	-	-	10.1	1.8	8.4	10.1	-
Don't know/no answer	2	2	-	-	-	-	5	2	-	5	-
	1.9	7.7	-	-	-	-	1.3	3.7	-	1.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 968

q352) What brand of cigarillos do you smoke most often?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	397	55	24	397	-
Total	106	26	6	5	4	2	397	55	24	397	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 969

q353) How many cigarillos do you smoke?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Unwtd)	106	26	6	5	4	2	397	55	24	397	-
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	397	55	24	397	-
Eff Base	106	26	6	5	4	2	397	55	24	397	-
Some/a few per year	9	1	1	1	1	-	32	4	1	32	-
	8.5	3.8	16.6	20.0	25.0	-	8.1	7.3	4.2	8.1	-
Less than one a month	17	5	-	-	-	-	39	10	3	39	-
	16.1	19.2	-	-	-	-	9.8	18.2	12.5	9.8	-
Some/a few a month	25	10	2	1	1	1	93	17	6	93	-
	23.6	38.5	33.4	19.9	24.9	50.0	23.4	30.9	25.0	23.4	-
Some/a few a week	29	5	1	1	1	1	117	12	8	117	-
	27.3	19.2	16.6	20.0	25.0	50.0	29.5	21.8	33.3	29.5	-
1-5 per day	16	4	1	1	-	-	67	7	5	67	-
	15.1	15.4	16.7	20.0	-	-	16.9	12.7	20.8	16.9	-
6-10 per day	5	-	-	-	-	-	25	2	1	25	-
	4.7	-	-	-	-	-	6.3	3.6	4.2	6.3	-
More than 10 a day	5	1	1	1	1	-	24	3	-	24	-
	4.7	3.9	16.7	20.1	25.1	-	6.1	5.5	-	6.1	-
Total	106	26	6	5	4	2	397	55	24	397	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 970

q354) At what kind of store do you usually buy your cigarillos?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Unwtd)	106	26	6	5	4	2	397	55	24	397	-
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	397	55	24	397	-
Eff Base	106	26	6	5	4	2	397	55	24	397	-
Convenience store/gas station	32	6	2	1	1	-	154	10	6	154	-
	30.2	23.1	33.4	20.0	25.0	-	38.8	18.2	24.9	38.8	-
Discount tobacco store/ smoke shop	14	2	-	-	-	-	61	4	4	61	-
	13.2	7.7	-	-	-	-	15.4	7.3	16.7	15.4	-
Drug store	12	5	1	1	1	1	31	10	5	31	-
	11.3	19.2	16.6	19.9	24.9	50.0	7.8	18.2	20.8	7.8	-
Discount store (K-Mart, Wal-Mart, etc.)	8	-	-	-	-	-	30	6	1	30	-
	7.6	-	-	-	-	-	7.6	10.9	4.2	7.6	-
Supermarket (e.g. Kroger, A and P, Food Lion, etc.)	8	2	1	1	-	-	23	5	2	23	-
	7.5	7.7	16.7	20.0	-	-	5.8	9.1	8.3	5.8	-
Small grocery store	6	3	2	2	2	1	20	4	-	20	-
	5.7	11.6	33.3	40.1	50.1	50.0	5.0	7.3	-	5.0	-
Liquor store	6	-	-	-	-	-	28	1	3	28	-
	5.7	-	-	-	-	-	7.1	1.8	12.6	7.1	-
Tobacconist (high end tobacco shop)	5	2	-	-	-	-	17	5	1	17	-
	4.7	7.7	-	-	-	-	4.3	9.1	4.2	4.3	-
Hunting/fishing supply store	4	2	-	-	-	-	5	3	1	5	-
	3.8	7.7	-	-	-	-	1.3	5.5	4.2	1.3	-
Bar	4	1	-	-	-	-	7	3	-	7	-
	3.8	3.9	-	-	-	-	1.8	5.4	-	1.8	-
Wholesale outlet (i.e. Costco, Sam's Club, BJ's, etc.)	4	2	-	-	-	-	8	2	1	8	-
	3.8	7.7	-	-	-	-	2.0	3.6	4.2	2.0	-
Internet	2	-	-	-	-	-	7	1	-	7	-
	1.9	-	-	-	-	-	1.8	1.8	-	1.8	-
Restaurant	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
Military store	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-
Other	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.3	-	-	0.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 970

q354) At what kind of store do you usually buy your cigarillos?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	397	55	24	397	-
Don't know/no answer	1	1	-	-	-	-	3	1	-	3	-
	1.0	3.9	-	-	-	-	0.8	1.8	-	0.8	-
Total	106	26	6	5	4	2	397	55	24	397	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 971

q357) You indicated that you are a current user of cigars. The following questions in this section will ask you about your cigar usage. How long have you been smoking cigars? If you have used cigars for several periods, and quit in between, we ask you to please state the total time you have used cigars. For example if you used cigars for 5 years, quit for 1 year, and have used cigars for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Unwtd)	164	26	5	4	4	4	520	79	26	520	-
Base - Cigars (Wgtd)	164	26	5	4	4	4	520	79	26	520	-
Eff Base	164	26	5	4	4	4	520	79	26	520	-
<1 Year - 9 Years (Net)	118	18	2	2	2	2	349	62	19	349	-
	71.9	69.2	40.0	50.0	50.0	50.0	67.1	78.5	73.0	67.1	-
Less than 1 year	12	2	1	1	1	1	54	5	2	54	-
	7.3	7.7	19.9	24.9	24.9	24.9	10.4	6.3	7.7	10.4	-
1 year	9	2	1	1	1	1	28	7	2	28	-
	5.5	7.7	20.1	25.1	25.1	25.1	5.4	8.9	7.7	5.4	-
2 years	12	-	-	-	-	-	52	7	5	52	-
	7.3	-	-	-	-	-	10.0	8.8	19.2	10.0	-
3 years	23	3	-	-	-	-	48	12	2	48	-
	14.0	11.5	-	-	-	-	9.2	15.2	7.7	9.2	-
4 years	11	1	-	-	-	-	35	3	1	35	-
	6.7	3.8	-	-	-	-	6.7	3.8	3.8	6.7	-
5 years	12	3	-	-	-	-	38	7	3	38	-
	7.3	11.5	-	-	-	-	7.3	8.9	11.5	7.3	-
6 years	13	2	-	-	-	-	32	7	-	32	-
	7.9	7.7	-	-	-	-	6.2	8.9	-	6.2	-
7 years	18	5	-	-	-	-	38	10	2	38	-
	11.0	19.3	-	-	-	-	7.3	12.7	7.7	7.3	-
8 years	4	-	-	-	-	-	14	1	1	14	-
	2.4	-	-	-	-	-	2.7	1.3	3.8	2.7	-
9 years	4	-	-	-	-	-	10	3	1	10	-
	2.4	-	-	-	-	-	1.9	3.8	3.9	1.9	-
10 - 19 Years (Net)	32	6	3	2	2	2	115	13	6	115	-
	19.5	23.1	60.0	50.0	50.0	50.0	22.1	16.5	23.1	22.1	-
10 years	14	3	1	1	1	1	51	6	4	51	-
	8.5	11.6	20.0	25.0	25.0	25.0	9.8	7.6	15.4	9.8	-
11 years	5	2	2	1	1	1	8	3	2	8	-
	3.0	7.7	40.0	25.0	25.0	25.0	1.5	3.8	7.7	1.5	-
12 years	2	-	-	-	-	-	11	-	-	11	-
	1.2	-	-	-	-	-	2.1	-	-	2.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 971

q357) You indicated that you are a current user of cigars. The following questions in this section will ask you about your cigar usage. How long have you been smoking cigars? If you have used cigars for several periods, and quit in between, we ask you to please state the total time you have used cigars. For example if you used cigars for 5 years, quit for 1 year, and have used cigars for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Wgtd)	164	26	5	4	4	4	520	79	26	520	-
13 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.4	-	-	0.4	-
14 years	1	1	-	-	-	-	3	2	-	3	-
	0.6	3.8	-	-	-	-	0.6	2.5	-	0.6	-
15 years	3	-	-	-	-	-	20	-	-	20	-
	1.8	-	-	-	-	-	3.9	-	-	3.9	-
16 years	1	-	-	-	-	-	7	1	-	7	-
	0.6	-	-	-	-	-	1.3	1.3	-	1.3	-
17 years	2	-	-	-	-	-	6	-	-	6	-
	1.2	-	-	-	-	-	1.2	-	-	1.2	-
18 years	4	-	-	-	-	-	7	1	-	7	-
	2.5	-	-	-	-	-	1.4	1.3	-	1.4	-
20 - 39 Years (Net)	12	2	-	-	-	-	47	3	1	47	-
	7.3	7.7	-	-	-	-	9.0	3.8	3.9	9.0	-
20 years	5	1	-	-	-	-	22	2	1	22	-
	3.1	3.8	-	-	-	-	4.2	2.5	3.9	4.2	-
21 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.2	-	-	0.2	-
22 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.4	-	-	0.4	-
24 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	0.4	-	-	0.4	-
25 years	1	-	-	-	-	-	4	-	-	4	-
	0.6	-	-	-	-	-	0.8	-	-	0.8	-
26 years	1	-	-	-	-	-	2	-	-	2	-
	0.6	-	-	-	-	-	0.4	-	-	0.4	-
30 years	2	-	-	-	-	-	9	-	-	9	-
	1.2	-	-	-	-	-	1.7	-	-	1.7	-
34 years	1	1	-	-	-	-	2	1	-	2	-
	0.6	3.8	-	-	-	-	0.4	1.3	-	0.4	-
35 years	2	-	-	-	-	-	3	-	-	3	-
	1.2	-	-	-	-	-	0.6	-	-	0.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 971

q357) You indicated that you are a current user of cigars. The following questions in this section will ask you about your cigar usage. How long have you been smoking cigars? If you have used cigars for several periods, and quit in between, we ask you to please state the total time you have used cigars. For example if you used cigars for 5 years, quit for 1 year, and have used cigars for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Wgtd)	164	26	5	4	4	4	520	79	26	520	-
40+ Years (Net)	2	-	-	-	-	-	9	1	-	9	-
	1.2	-	-	-	-	-	1.7	1.3	-	1.7	-
40 years	-	-	-	-	-	-	4	1	-	4	-
	-	-	-	-	-	-	0.8	1.3	-	0.8	-
45 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.2	-	-	0.2	-
50 years	2	-	-	-	-	-	3	-	-	3	-
	1.2	-	-	-	-	-	0.6	-	-	0.6	-
51 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.2	-	-	0.2	-
Total	164	26	5	4	4	4	520	79	26	520	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	7.93	7.62	6.70	5.62	5.62	5.62	8.24	6.61	5.81	8.24	-
Std. Dev.	8.36	7.00	5.45	5.65	5.65	5.65	8.59	6.65	4.65	8.59	-
Std. Err.	0.65	1.37	2.44	2.82	2.82	2.82	0.38	0.75	0.91	0.38	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 972

q358) What brand of cigars do you smoke most often?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Unwtd)	164	26	5	4	4	4	520	79	26	520	-
Base - Cigars (Wgtd)	164	26	5	4	4	4	520	79	26	520	-
Eff Base	164	26	5	4	4	4	520	79	26	520	-
Black and Mild	35	9	2	1	1	1	119	19	6	119	-
	21.4	34.7	40.0	25.0	25.0	25.0	22.9	24.1	23.1	22.9	-
Swisher Sweets	28	4	-	-	-	-	81	12	4	81	-
	17.1	15.4	-	-	-	-	15.6	15.2	15.4	15.6	-
White Owl	24	6	1	1	1	1	60	14	3	60	-
	14.6	23.1	20.1	25.1	25.1	25.1	11.5	17.7	11.5	11.5	-
Winchester	21	3	2	2	2	2	59	11	4	59	-
	12.8	11.5	40.0	49.9	49.9	49.9	11.4	13.9	15.4	11.4	-
Backwoods	13	2	-	-	-	-	33	10	3	33	-
	7.9	7.7	-	-	-	-	6.3	12.6	11.5	6.3	-
Al Capone	11	1	-	-	-	-	27	5	3	27	-
	6.7	3.8	-	-	-	-	5.2	6.3	11.6	5.2	-
Optimo	7	1	-	-	-	-	20	2	-	20	-
	4.3	3.9	-	-	-	-	3.8	2.5	-	3.8	-
Montecristo	2	-	-	-	-	-	5	-	-	5	-
	1.2	-	-	-	-	-	1.0	-	-	1.0	-
Phillies	2	-	-	-	-	-	4	-	-	4	-
	1.2	-	-	-	-	-	0.8	-	-	0.8	-
Cohiba	1	-	-	-	-	-	3	1	-	3	-
	0.6	-	-	-	-	-	0.6	1.3	-	0.6	-
305s	1	-	-	-	-	-	3	-	-	3	-
	0.6	-	-	-	-	-	0.6	-	-	0.6	-
Padron	1	-	-	-	-	-	1	-	-	1	-
	0.6	-	-	-	-	-	0.2	-	-	0.2	-
Romeo and Juliet	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.2	-	-	0.2	-
Hand-rolled/hand-made	-	-	-	-	-	-	3	1	-	3	-
	-	-	-	-	-	-	0.6	1.3	-	0.6	-
Dutch Masters	-	-	-	-	-	-	6	-	1	6	-
	-	-	-	-	-	-	1.2	-	3.8	1.2	-
Cheyenne	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 972

q358) What brand of cigars do you smoke most often?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Wgtd)	164	26	5	4	4	4	520	79	26	520	-
Arturo Fuente	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.2	-	-	0.2	-
Other	15	-	-	-	-	-	89	4	2	89	-
	9.2	-	-	-	-	-	17.1	5.1	7.7	17.1	-
Don't know/no answer	3	-	-	-	-	-	5	-	-	5	-
	1.8	-	-	-	-	-	1.0	-	-	1.0	-
Total	164	26	5	4	4	4	520	79	26	520	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 973

q359) How many cigars do you smoke?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Unwtd)	164	26	5	4	4	4	520	79	26	520	-
Base - Cigars (Wgtd)	164	26	5	4	4	4	520	79	26	520	-
Eff Base	164	26	5	4	4	4	520	79	26	520	-
Some/a few per year	20	1	-	-	-	-	59	11	1	59	-
	12.2	3.9	-	-	-	-	11.4	13.9	3.9	11.4	-
Less than one a month	16	2	1	1	1	1	55	10	4	55	-
	9.8	7.7	19.9	24.9	24.9	24.9	10.6	12.7	15.4	10.6	-
Some/a few a month	42	6	-	-	-	-	132	14	6	132	-
	25.6	23.1	-	-	-	-	25.4	17.7	23.0	25.4	-
Some/a few a week	48	9	-	-	-	-	142	26	6	142	-
	29.3	34.6	-	-	-	-	27.3	32.9	23.1	27.3	-
1-5 per day	23	5	3	2	2	2	89	12	7	89	-
	14.0	19.3	60.0	50.0	50.0	50.0	17.1	15.2	27.0	17.1	-
6-10 per day	7	1	-	-	-	-	21	2	2	21	-
	4.3	3.8	-	-	-	-	4.0	2.5	7.7	4.0	-
More than 10 a day	8	2	1	1	1	1	22	4	-	22	-
	4.9	7.7	20.1	25.1	25.1	25.1	4.2	5.1	-	4.2	-
Total	164	26	5	4	4	4	520	79	26	520	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 974

q360) At what kind of store do you usually buy your cigars?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Unwtd)	164	26	5	4	4	4	520	79	26	520	-
Base - Cigars (Wgtd)	164	26	5	4	4	4	520	79	26	520	-
Eff Base	164	26	5	4	4	4	520	79	26	520	-
Tobacconist (high end tobacco shop)	25	2	1	1	1	1	74	14	4	74	-
	15.3	7.7	20.1	25.1	25.1	25.1	14.2	17.8	15.4	14.2	-
Convenience store/gas station	24	4	1	1	1	1	121	8	5	121	-
	14.6	15.4	20.0	25.0	25.0	25.0	23.3	10.1	19.2	23.3	-
Discount store (K-Mart, Wal-Mart, etc.)	23	4	-	-	-	-	44	12	2	44	-
	14.0	15.4	-	-	-	-	8.5	15.2	7.8	8.5	-
Discount tobacco store/ smoke shop	22	1	-	-	-	-	73	6	4	73	-
	13.4	3.9	-	-	-	-	14.0	7.6	15.4	14.0	-
Small grocery store	11	2	-	-	-	-	34	6	-	34	-
	6.7	7.7	-	-	-	-	6.5	7.6	-	6.5	-
Internet	11	-	-	-	-	-	38	5	-	38	-
	6.7	-	-	-	-	-	7.3	6.3	-	7.3	-
Supermarket (e.g. Kroger, A and P, Food Lion, etc.)	11	2	-	-	-	-	34	8	1	34	-
	6.7	7.7	-	-	-	-	6.5	10.1	3.8	6.5	-
Drug store	10	4	1	-	-	-	23	7	5	23	-
	6.1	15.4	20.0	-	-	-	4.4	8.9	19.2	4.4	-
Liquor store	8	4	1	1	1	1	31	6	1	31	-
	4.9	15.4	20.0	25.0	25.0	25.0	6.0	7.6	3.9	6.0	-
Wholesale outlet (i.e. Costco, Sam's Club, BJ's, etc.)	7	2	1	1	1	1	13	4	3	13	-
	4.3	7.7	19.9	24.9	24.9	24.9	2.5	5.1	11.5	2.5	-
Bar	5	-	-	-	-	-	15	1	-	15	-
	3.0	-	-	-	-	-	2.9	1.3	-	2.9	-
Restaurant	3	-	-	-	-	-	4	1	-	4	-
	1.8	-	-	-	-	-	0.8	1.3	-	0.8	-
Military store	2	-	-	-	-	-	4	-	-	4	-
	1.2	-	-	-	-	-	0.8	-	-	0.8	-
Hunting/fishing supply store	1	1	-	-	-	-	4	1	-	4	-
	0.6	3.8	-	-	-	-	0.8	1.3	-	0.8	-
Other	1	-	-	-	-	-	4	-	1	4	-
	0.6	-	-	-	-	-	0.8	-	3.8	0.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 974

q360) At what kind of store do you usually buy your cigars?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Wgtd)	164	26	5	4	4	4	520	79	26	520	-
Don't know/No answer	-	-	-	-	-	-	4	-	-	4	-
	-	-	-	-	-	-	0.8	-	-	0.8	-
Total	164	26	5	4	4	4	520	79	26	520	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 975

q363) You indicated that you are a current user of pipes. The following questions in this section will ask you about your pipe usage. How long have you been smoking pipe tobacco? If you have smoked a pipe for several periods, and quit in between, we ask you to please state the total time you have smoked pipe tobacco. For example if you smoked a pipe for 5 years, quit for 1 year, and have smoked a pipe for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Unwtd)	59	17	4	4	4	4	162	38	6	162	-
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	162	38	6	162	-
Eff Base	59	17	4	4	4	4	162	38	6	162	-
<1 Year - 9 Years (Net)	50	16	4	4	4	4	123	36	5	123	-
	84.7	94.1	100.0	100.0	100.0	100.0	75.9	94.7	83.2	75.9	-
Less than 1 year	12	4	1	1	1	1	39	11	1	39	-
	20.3	23.6	25.1	25.1	25.1	25.1	24.1	28.9	16.6	24.1	-
1 year	5	3	-	-	-	-	13	5	1	13	-
	8.5	17.6	-	-	-	-	8.0	13.2	16.6	8.0	-
2 years	4	2	1	1	1	1	13	5	-	13	-
	6.8	11.7	24.9	24.9	24.9	24.9	8.0	13.1	-	8.0	-
3 years	10	2	1	1	1	1	19	5	2	19	-
	17.0	11.8	25.1	25.1	25.1	25.1	11.7	13.2	33.4	11.7	-
4 years	8	2	-	-	-	-	12	4	1	12	-
	13.6	11.8	-	-	-	-	7.4	10.5	16.6	7.4	-
5 years	4	1	-	-	-	-	12	2	-	12	-
	6.8	5.9	-	-	-	-	7.4	5.3	-	7.4	-
6 years	2	2	1	1	1	1	4	2	-	4	-
	3.4	11.8	25.0	25.0	25.0	25.0	2.5	5.3	-	2.5	-
7 years	1	-	-	-	-	-	5	1	-	5	-
	1.7	-	-	-	-	-	3.1	2.6	-	3.1	-
8 years	4	-	-	-	-	-	6	1	-	6	-
	6.8	-	-	-	-	-	3.7	2.6	-	3.7	-
10 - 19 Years (Net)	3	1	-	-	-	-	15	2	1	15	-
	5.1	5.9	-	-	-	-	9.3	5.3	16.8	9.3	-
10 years	2	1	-	-	-	-	5	1	-	5	-
	3.4	5.9	-	-	-	-	3.1	2.6	-	3.1	-
11 years	-	-	-	-	-	-	2	-	1	2	-
	-	-	-	-	-	-	1.2	-	16.8	1.2	-
13 years	1	-	-	-	-	-	2	1	-	2	-
	1.7	-	-	-	-	-	1.2	2.6	-	1.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 975

q363) You indicated that you are a current user of pipes. The following questions in this section will ask you about your pipe usage. How long have you been smoking pipe tobacco? If you have smoked a pipe for several periods, and quit in between, we ask you to please state the total time you have smoked pipe tobacco. For example if you smoked a pipe for 5 years, quit for 1 year, and have smoked a pipe for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	162	38	6	162	-
14 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.6	-	-	0.6	-
15 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	1.2	-	-	1.2	-
16 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	1.2	-	-	1.2	-
18 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.6	-	-	0.6	-
20 - 39 Years (Net)	3	-	-	-	-	-	16	-	-	16	-
	5.1	-	-	-	-	-	9.9	-	-	9.9	-
20 years	1	-	-	-	-	-	4	-	-	4	-
	1.7	-	-	-	-	-	2.5	-	-	2.5	-
21 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.6	-	-	0.6	-
23 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.6	-	-	0.6	-
25 years	1	-	-	-	-	-	3	-	-	3	-
	1.7	-	-	-	-	-	1.9	-	-	1.9	-
30 years	-	-	-	-	-	-	4	-	-	4	-
	-	-	-	-	-	-	2.5	-	-	2.5	-
32 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.6	-	-	0.6	-
35 years	1	-	-	-	-	-	1	-	-	1	-
	1.7	-	-	-	-	-	0.6	-	-	0.6	-
38 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.6	-	-	0.6	-
40+ Years (Net)	3	-	-	-	-	-	8	-	-	8	-
	5.1	-	-	-	-	-	4.9	-	-	4.9	-
40 years	1	-	-	-	-	-	2	-	-	2	-
	1.7	-	-	-	-	-	1.2	-	-	1.2	-
42 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.6	-	-	0.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 975

q363) You indicated that you are a current user of pipes. The following questions in this section will ask you about your pipe usage. How long have you been smoking pipe tobacco? If you have smoked a pipe for several periods, and quit in between, we ask you to please state the total time you have smoked pipe tobacco. For example if you smoked a pipe for 5 years, quit for 1 year, and have smoked a pipe for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	162	38	6	162	-
47 years	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	1.2	-	-	1.2	-
50 years	2	-	-	-	-	-	2	-	-	2	-
	3.4	-	-	-	-	-	1.2	-	-	1.2	-
52 years	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.6	-	-	0.6	-
Total	59	17	4	4	4	4	162	38	6	162	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	6.86	2.94	2.87	2.87	2.87	2.87	8.11	2.94	3.76	8.11	-
Std. Dev.	11.11	2.65	2.32	2.32	2.32	2.32	11.75	2.91	3.80	11.75	-
Std. Err.	1.45	0.64	1.16	1.16	1.16	1.16	0.92	0.47	1.55	0.92	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 976

q365) What brand of pipe tobacco do you smoke most often?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Unwtd)	59	17	4	4	4	4	162	38	6	162	-
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	162	38	6	162	-
Eff Base	59	17	4	4	4	4	162	38	6	162	-
Black & Mild	24	8	2	2	2	2	67	17	5	67	-
	40.6	47.0	49.8	49.8	49.8	49.8	41.3	44.7	83.2	41.3	-
Prince Albert	17	6	1	1	1	1	39	13	1	39	-
	28.8	35.3	25.1	25.1	25.1	25.1	24.1	34.3	16.8	24.1	-
Borkum Riff	9	2	1	1	1	1	16	6	-	16	-
	15.3	11.8	25.1	25.1	25.1	25.1	9.9	15.8	-	9.9	-
Good Stuff	1	-	-	-	-	-	3	-	-	3	-
	1.7	-	-	-	-	-	1.9	-	-	1.9	-
Captain Black	1	-	-	-	-	-	4	-	-	4	-
	1.7	-	-	-	-	-	2.5	-	-	2.5	-
Cherokee	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Largo	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Smokin' Joe	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Gambler	-	-	-	-	-	-	3	-	-	3	-
	-	-	-	-	-	-	1.9	-	-	1.9	-
Golden Harvest	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
OHM	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	1.2	-	-	1.2	-
Smoker's Pride	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	1.2	-	-	1.2	-
Sparrow	-	-	-	-	-	-	1	-	-	1	-
	-	-	-	-	-	-	0.6	-	-	0.6	-
Tin Star	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	1.2	-	-	1.2	-
Other	7	1	-	-	-	-	23	2	-	23	-
	11.9	5.9	-	-	-	-	14.2	5.3	-	14.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 976

q365) What brand of pipe tobacco do you smoke most often?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	162	38	6	162	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	59	17	4	4	4	4	162	38	6	162	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 977

q366) How much pipe tobacco do you use?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Unwtd)	59	17	4	4	4	4	162	38	6	162	-
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	162	38	6	162	-
Eff Base	59	17	4	4	4	4	162	38	6	162	-
Less than one package a month	15	3	1	1	1	1	49	8	1	49	-
	25.4	17.6	25.0	25.0	25.0	25.0	30.2	21.0	16.8	30.2	-
About 1 package a month	16	3	-	-	-	-	47	9	2	47	-
	27.1	17.7	-	-	-	-	29.0	23.7	33.2	29.0	-
2-3 packages a month	14	5	-	-	-	-	36	11	1	36	-
	23.7	29.5	-	-	-	-	22.2	29.0	16.8	22.2	-
About 1 package a week	12	5	2	2	2	2	18	8	2	18	-
	20.3	29.4	50.0	50.0	50.0	50.0	11.1	21.1	33.2	11.1	-
About 1.5 packages a week	1	1	1	1	1	1	6	1	-	6	-
	1.7	5.9	25.1	25.1	25.1	25.1	3.7	2.6	-	3.7	-
2 packages or more a week	1	-	-	-	-	-	6	1	-	6	-
	1.7	-	-	-	-	-	3.7	2.7	-	3.7	-
Total	59	17	4	4	4	4	162	38	6	162	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.08	2.53	3.63	3.63	3.63	3.63	2.03	2.33	2.16	2.03	-
Std. Dev.	1.77	1.62	2.29	2.29	2.29	2.29	2.11	1.93	1.57	2.11	-
Std. Err.	0.23	0.39	1.14	1.14	1.14	1.14	0.17	0.31	0.64	0.17	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 978

q367) Where do you buy your pipe tobacco most often?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Unwtd)	59	17	4	4	4	4	162	38	6	162	-
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	162	38	6	162	-
Eff Base	59	17	4	4	4	4	162	38	6	162	-
Discount tobacco store/	8	3	1	1	1	1	27	3	1	27	-
smoke shop	13.6	17.7	25.1	25.1	25.1	25.1	16.7	7.9	16.6	16.7	-
Convenience store/gas	8	2	1	1	1	1	24	6	-	24	-
station	13.6	11.8	25.0	25.0	25.0	25.0	14.8	15.8	-	14.8	-
Supermarket (e.g. Kroger,	8	4	-	-	-	-	14	4	-	14	-
A and P, Food Lion, etc.)	13.5	23.5	-	-	-	-	8.6	10.5	-	8.6	-
Tobacconist (high end	6	2	-	-	-	-	28	5	-	28	-
tobacco shop)	10.2	11.8	-	-	-	-	17.3	13.1	-	17.3	-
Discount store (K-Mart,	6	1	1	1	1	1	14	3	3	14	-
Wal-Mart, etc.)	10.2	5.9	25.1	25.1	25.1	25.1	8.6	7.9	50.0	8.6	-
Internet	5	1	-	-	-	-	13	3	-	13	-
	8.5	5.9	-	-	-	-	8.0	7.9	-	8.0	-
Small grocery store	4	1	-	-	-	-	12	4	2	12	-
	6.8	5.9	-	-	-	-	7.4	10.6	33.4	7.4	-
Bar	4	-	-	-	-	-	6	2	-	6	-
	6.8	-	-	-	-	-	3.7	5.3	-	3.7	-
Drug store	4	2	-	-	-	-	4	4	-	4	-
	6.8	11.8	-	-	-	-	2.5	10.5	-	2.5	-
Restaurant	2	-	-	-	-	-	4	-	-	4	-
	3.4	-	-	-	-	-	2.5	-	-	2.5	-
Liquor store	2	1	1	1	1	1	11	4	-	11	-
	3.4	5.9	24.9	24.9	24.9	24.9	6.8	10.5	-	6.8	-
Military store	1	-	-	-	-	-	2	-	-	2	-
	1.7	-	-	-	-	-	1.2	-	-	1.2	-
Hunting/fishing supply	1	-	-	-	-	-	1	-	-	1	-
store	1.7	-	-	-	-	-	0.6	-	-	0.6	-
Wholesale outlet (i.e.	-	-	-	-	-	-	-	-	-	-	-
Costco, Sam's Club, BJ's,	-	-	-	-	-	-	-	-	-	-	-
etc.)											
Other	-	-	-	-	-	-	2	-	-	2	-
	-	-	-	-	-	-	1.2	-	-	1.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 978

q367) Where do you buy your pipe tobacco most often?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	162	38	6	162	-
Total	59	17	4	4	4	4	162	38	6	162	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 979

q370) You indicated that you are a current user of chewing tobacco. The following questions in this section will ask you about your chewing tobacco usage. Approximately, how long have you used chewing tobacco? If you have used chewing tobacco for several periods, and quit in between, we ask you to please state the total time you have used chewing tobacco. For example if you used chewing tobacco for 5 years, quit for 1 year, and have used chewing tobacco for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
<1 Year - 9 Years (Net)	37	9	1	-	-	-	51	58	7	58	-
	80.4	81.8	49.9	-	-	-	83.6	81.7	100.0	81.7	-
Less than 1 year	9	3	-	-	-	-	17	18	3	18	-
	19.5	27.3	-	-	-	-	27.9	25.3	42.8	25.3	-
1 year	3	-	-	-	-	-	2	4	1	4	-
	6.5	-	-	-	-	-	3.3	5.6	14.3	5.6	-
2 years	6	3	-	-	-	-	8	9	-	9	-
	13.0	27.3	-	-	-	-	13.1	12.7	-	12.7	-
3 years	2	-	-	-	-	-	3	3	-	3	-
	4.4	-	-	-	-	-	4.9	4.2	-	4.2	-
4 years	6	2	1	-	-	-	6	9	-	9	-
	13.0	18.2	49.9	-	-	-	9.8	12.7	-	12.7	-
5 years	2	-	-	-	-	-	3	3	-	3	-
	4.3	-	-	-	-	-	4.9	4.2	-	4.2	-
6 years	2	-	-	-	-	-	4	4	1	4	-
	4.4	-	-	-	-	-	6.6	5.6	14.3	5.6	-
7 years	6	1	-	-	-	-	7	7	2	7	-
	13.0	9.0	-	-	-	-	11.5	9.9	28.6	9.9	-
9 years	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
10 - 19 Years (Net)	8	1	1	1	1	1	10	11	-	11	-
	17.4	9.1	50.1	100.0	100.0	100.0	16.4	15.5	-	15.5	-
10 years	3	-	-	-	-	-	4	4	-	4	-
	6.5	-	-	-	-	-	6.6	5.6	-	5.6	-
12 years	1	-	-	-	-	-	-	1	-	1	-
	2.2	-	-	-	-	-	-	1.4	-	1.4	-
13 years	2	-	-	-	-	-	2	2	-	2	-
	4.4	-	-	-	-	-	3.3	2.8	-	2.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 979

q370) You indicated that you are a current user of chewing tobacco. The following questions in this section will ask you about your chewing tobacco usage. Approximately, how long have you used chewing tobacco? If you have used chewing tobacco for several periods, and quit in between, we ask you to please state the total time you have used chewing tobacco. For example if you used chewing tobacco for 5 years, quit for 1 year, and have used chewing tobacco for the past 2 years - please indicate 7 years.

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
14 years	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
16 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
17 years	1	1	1	1	1	1	2	2	-	2	-
	2.2	9.1	50.1	100.0	100.0	100.0	3.3	2.8	-	2.8	-
20 - 39 Years (Net)	1	1	-	-	-	-	-	1	-	1	-
	2.2	9.1	-	-	-	-	-	1.4	-	1.4	-
30 years	1	1	-	-	-	-	-	1	-	1	-
	2.2	9.1	-	-	-	-	-	1.4	-	1.4	-
40+ Years (Net)	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	1.4	-	1.4	-
50 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	1.4	-	1.4	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	5.47	6.32	10.51	17.00	17.00	17.00	4.70	5.57	3.21	5.57	-
Std. Dev.	5.64	9.18	9.19	-	-	-	4.53	7.53	3.25	7.53	-
Std. Err.	0.83	2.77	6.50	-	-	-	0.58	0.89	1.23	0.89	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 980

q371) About how many chewing tobacco pouches do you use in total per week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Less than one pouch a week	11	1	-	-	-	-	18	21	2	21	-
	23.9	9.0	-	-	-	-	29.5	29.5	28.6	29.5	-
1-2 pouches a week	18	5	1	-	-	-	21	25	2	25	-
	39.1	45.5	49.9	-	-	-	34.5	35.2	28.5	35.2	-
3-4 pouches a week	8	3	-	-	-	-	14	16	1	16	-
	17.4	27.2	-	-	-	-	23.0	22.5	14.3	22.5	-
5-6 pouches a week	5	-	-	-	-	-	5	5	2	5	-
	10.9	-	-	-	-	-	8.2	7.0	28.6	7.0	-
7 pouches or more a week	4	2	1	1	1	1	3	4	-	4	-
	8.7	18.3	50.1	100.0	100.0	100.0	4.9	5.7	-	5.7	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.70	3.32	5.25	9.00	9.00	9.00	2.36	2.36	2.64	2.36	-
Std. Dev.	2.51	2.99	5.30	-	-	-	2.15	2.20	2.19	2.20	-
Std. Err.	0.37	0.90	3.75	-	-	-	0.28	0.26	0.83	0.26	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 981

q372) About how many chewing tobacco pouches did you use in total per week 1 year ago?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Been Using Chewing Tobacco 1+ Years (Unwtd)	37	8	2	1	1	1	44	53	4	53	-
Base - Has Been Using Chewing Tobacco 1+ Years (Wgtd)	37	8	2	1	1	1	44	53	4	53	-
Eff Base	37	8	2	1	1	1	44	53	4	53	-
Less than one pouch a week	7	1	-	-	-	-	11	12	1	12	-
	18.9	12.4	-	-	-	-	24.9	22.6	24.9	22.6	-
1-2 pouches a week	16	4	1	-	-	-	16	19	1	19	-
	43.3	50.0	49.9	-	-	-	36.4	35.9	25.0	35.9	-
3-4 pouches a week	9	1	-	-	-	-	10	14	1	14	-
	24.3	12.5	-	-	-	-	22.7	26.4	25.0	26.4	-
5-6 pouches a week	2	-	-	-	-	-	5	5	1	5	-
	5.4	-	-	-	-	-	11.4	9.4	25.0	9.4	-
7 pouches or more a week	3	2	1	1	1	1	2	3	-	3	-
	8.1	25.1	50.1	100.0	100.0	100.0	4.6	5.7	-	5.7	-
Total	37	8	2	1	1	1	44	53	4	53	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.62	3.51	5.25	9.00	9.00	9.00	2.50	2.61	2.75	2.61	-
Std. Dev.	2.34	3.50	5.30	-	-	-	2.15	2.20	2.22	2.20	-
Std. Err.	0.39	1.24	3.75	-	-	-	0.32	0.30	1.11	0.30	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 982

q373) How soon after getting up in the morning do you have your first chew?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Within 5 minutes	5	1	-	-	-	-	4	9	-	9	-
	10.9	9.1	-	-	-	-	6.6	12.7	-	12.7	-
6-30 minutes	22	6	1	-	-	-	26	29	5	29	-
	47.8	54.4	49.9	-	-	-	42.6	40.9	71.4	40.9	-
31-60 minutes	5	1	-	-	-	-	10	10	-	10	-
	10.9	9.1	-	-	-	-	16.4	14.1	-	14.1	-
More than 60 minutes	14	3	1	1	1	1	21	23	2	23	-
	30.5	27.4	50.1	100.0	100.0	100.0	34.4	32.4	28.6	32.4	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 983

q374) Have you ever tried to quit using chewing tobacco?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Yes, one time	23	5	2	1	1	1	28	33	3	33	-
	50.0	45.4	100.0	100.0	100.0	100.0	45.9	46.5	42.9	46.5	-
Yes, more than one time (on several occasions)	11	2	-	-	-	-	18	20	2	20	-
	23.9	18.1	-	-	-	-	29.5	28.1	28.5	28.1	-
No, I have never tried to quit	12	4	-	-	-	-	15	18	2	18	-
	26.1	36.4	-	-	-	-	24.6	25.4	28.6	25.4	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 984

q375) How many times have you tried to quit where you stopped chewing or drastically cut down on your chewing tobacco usage for at least a week?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit More Than Once (Unwtd)	11	2	-	-	-	-	18	20	2	20	-
Base - Tried to Quit More Than Once (Wgtd)	11	2	-	-	-	-	18	20	2	20	-
Eff Base	11	2	-	-	-	-	18	20	2	20	-
Twice	1	-	-	-	-	-	4	6	-	6	-
	9.1	-	-	-	-	-	22.2	30.0	-	30.0	-
Three times	9	2	-	-	-	-	13	13	2	13	-
	81.8	100.0	-	-	-	-	72.2	65.0	100.0	65.0	-
Four or more times	1	-	-	-	-	-	1	1	-	1	-
	9.1	-	-	-	-	-	5.5	5.0	-	5.0	-
Total	11	2	-	-	-	-	18	20	2	20	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 985

q376) How long were you able to quit chewing the last time you attempted to quit (your most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	34	7	2	1	1	1	46	53	5	53	-
Base - Tried to Quit (Wgtd)	34	7	2	1	1	1	46	53	5	53	-
Eff Base	34	7	2	1	1	1	46	53	5	53	-
1 week or less	8	1	-	-	-	-	8	10	-	10	-
	23.5	14.3	-	-	-	-	17.4	18.9	-	18.9	-
More than 1 week, but less than 1 month	7	1	1	-	-	-	10	10	2	10	-
	20.6	14.3	49.9	-	-	-	21.8	18.9	40.1	18.9	-
1-3 months	9	4	1	1	1	1	11	13	2	13	-
	26.5	57.2	50.1	100.0	100.0	100.0	23.9	24.5	39.9	24.5	-
4-6 months	3	1	-	-	-	-	6	8	-	8	-
	8.8	14.2	-	-	-	-	13.0	15.1	-	15.1	-
7 months to 1 year	3	-	-	-	-	-	3	4	1	4	-
	8.8	-	-	-	-	-	6.5	7.6	20.0	7.6	-
1-2 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	2.2	1.9	-	1.9	-
More than 2 years	4	-	-	-	-	-	7	7	-	7	-
	11.8	-	-	-	-	-	15.2	13.2	-	13.2	-
Total	34	7	2	1	1	1	46	53	5	53	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 986

q377) How long were you able to quit chewing the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit More Than Once (Unwtd)	11	2	-	-	-	-	18	20	2	20	-
Base - Tried to Quit More Than Once (Wgtd)	11	2	-	-	-	-	18	20	2	20	-
Eff Base	11	2	-	-	-	-	18	20	2	20	-
1 week or less	1	-	-	-	-	-	1	1	-	1	-
	9.1	-	-	-	-	-	5.5	5.0	-	5.0	-
More than 1 week, but less than 1 month	4	-	-	-	-	-	6	7	1	7	-
	36.5	-	-	-	-	-	33.4	35.1	50.1	35.1	-
1-3 months	3	1	-	-	-	-	7	8	1	8	-
	27.3	50.1	-	-	-	-	38.8	40.0	49.9	40.0	-
4-6 months	3	1	-	-	-	-	3	3	-	3	-
	27.2	49.9	-	-	-	-	16.6	15.0	-	15.0	-
7 months to 1 year	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	5.6	5.0	-	5.0	-
1-2 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than 2 years	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	11	2	-	-	-	-	18	20	2	20	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 987

q378) How long ago was it that you last tried to quit using chewing tobacco?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	34	7	2	1	1	1	46	53	5	53	-
Base - Tried to Quit (Wgtd)	34	7	2	1	1	1	46	53	5	53	-
Eff Base	34	7	2	1	1	1	46	53	5	53	-
Less than 1 month	5	2	-	-	-	-	5	7	-	7	-
	14.7	28.5	-	-	-	-	10.9	13.2	-	13.2	-
1-3 months	12	3	1	-	-	-	13	15	1	15	-
	35.3	42.9	49.9	-	-	-	28.3	28.3	20.0	28.3	-
4-6 months	9	1	-	-	-	-	11	13	3	13	-
	26.4	14.3	-	-	-	-	23.9	24.5	60.0	24.5	-
7 months to less than 1 year	4	1	1	1	1	1	8	8	-	8	-
	11.7	14.3	50.1	100.0	100.0	100.0	17.4	15.1	-	15.1	-
1-2 years	1	-	-	-	-	-	3	3	1	3	-
	2.9	-	-	-	-	-	6.5	5.7	20.0	5.7	-
3-5 years	1	-	-	-	-	-	1	1	-	1	-
	2.9	-	-	-	-	-	2.2	1.9	-	1.9	-
More than 5 years	2	-	-	-	-	-	5	6	-	6	-
	5.9	-	-	-	-	-	10.9	11.3	-	11.3	-
Total	34	7	2	1	1	1	46	53	5	53	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 988

q379) Did you use any aids/substitutes (if any) for chewing tobacco when trying to quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	34	7	2	1	1	1	46	53	5	53	-
Base - Tried to Quit (Wgtd)	34	7	2	1	1	1	46	53	5	53	-
Eff Base	34	7	2	1	1	1	46	53	5	53	-
NRT (Net)	21	6	1	1	1	1	27	31	3	31	-
	61.8	85.7	50.1	100.0	100.0	100.0	58.7	58.5	60.1	58.5	-
Nicotine patches	12	3	1	1	1	1	17	18	1	18	-
	35.3	42.9	50.1	100.0	100.0	100.0	36.9	34.0	20.0	34.0	-
Nicotine chewing gum	10	3	-	-	-	-	12	14	1	14	-
	29.4	42.8	-	-	-	-	26.1	26.4	20.0	26.4	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	3	1	-	-	-	-	4	5	1	5	-
	8.8	14.3	-	-	-	-	8.7	9.4	20.0	9.4	-
Moist Snuff	11	3	-	-	-	-	11	11	2	11	-
	32.3	42.8	-	-	-	-	23.9	20.8	39.9	20.8	-
Cigarettes	11	2	1	1	1	1	14	14	3	14	-
	32.3	28.6	50.1	100.0	100.0	100.0	30.4	26.4	59.9	26.4	-
Snus	9	3	1	-	-	-	8	10	-	10	-
	26.5	42.8	49.9	-	-	-	17.4	18.9	-	18.9	-
Other tobacco products	6	1	1	1	1	1	6	8	2	8	-
	17.7	14.3	50.1	100.0	100.0	100.0	13.0	15.1	40.1	15.1	-
Other aids/substitutes than above	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	4.3	3.8	-	3.8	-
I attempted to quit chewing without aids/ substitutes	8	-	-	-	-	-	11	14	1	14	-
	23.5	-	-	-	-	-	23.9	26.4	20.0	26.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 989

q380) Do you continue to use any of the substitutes when you started chewing again, after attempting to quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit With Substitutes (Unwtd)	26	7	2	1	1	1	35	39	4	39	-
Base - Tried to Quit With Substitutes (Wgtd)	26	7	2	1	1	1	35	39	4	39	-
Eff Base	26	7	2	1	1	1	35	39	4	39	-
Cigs/ Snus/ Moist Snuff/	16	5	2	1	1	1	17	19	3	19	-
Other Tobacco (Net)	61.5	71.5	100.0	100.0	100.0	100.0	48.6	48.7	74.9	48.7	-
Moist Snuff	7	2	-	-	-	-	7	7	2	7	-
	26.9	28.6	-	-	-	-	20.0	18.0	49.9	18.0	-
Cigarettes	7	1	-	-	-	-	10	10	3	10	-
	26.9	14.3	-	-	-	-	28.5	25.6	74.9	25.6	-
Snus	5	2	1	-	-	-	4	5	-	5	-
	19.3	28.6	49.9	-	-	-	11.5	12.9	-	12.9	-
Other tobacco products	4	1	1	1	1	1	3	4	1	4	-
	15.4	14.3	50.1	100.0	100.0	100.0	8.6	10.3	25.1	10.3	-
NRT (Net)	13	4	1	1	1	1	19	20	1	20	-
	50.0	57.1	50.1	100.0	100.0	100.0	54.3	51.3	25.1	51.3	-
Nicotine patches	8	2	1	1	1	1	12	13	1	13	-
	30.7	28.6	50.1	100.0	100.0	100.0	34.3	33.3	25.1	33.3	-
Nicotine chewing gum	6	2	-	-	-	-	7	7	-	7	-
	23.1	28.5	-	-	-	-	20.0	18.0	-	18.0	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	1	1	-	-	-	-	2	2	-	2	-
	3.8	14.3	-	-	-	-	5.7	5.1	-	5.1	-
Other aids/substitutes than above	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	5.7	5.1	-	5.1	-
I do not continue to use any of the above	1	-	-	-	-	-	2	3	-	3	-
	3.8	-	-	-	-	-	5.7	7.7	-	7.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 990

q381) Do you use chewing tobacco less now that you use an additional tobacco product(s)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Continued to Use Smokable Tobacco Products (Unwtd)	16	5	2	1	1	1	17	19	3	19	-
Base - Continued to Use Smokable Tobacco Products (Wgtd)	16	5	2	1	1	1	17	19	3	19	-
Eff Base	16	5	2	1	1	1	17	19	3	19	-
Yes, I use chewing tobacco less than I used to	8	3	2	1	1	1	10	11	1	11	-
	50.0	60.0	100.0	100.0	100.0	100.0	58.8	57.9	33.4	57.9	-
No, I use chewing tobacco about the same amount as I used to	7	2	-	-	-	-	6	7	2	7	-
	43.7	40.0	-	-	-	-	35.3	36.9	66.6	36.9	-
No, I use chewing tobacco more than I used to	1	-	-	-	-	-	1	1	-	1	-
	6.3	-	-	-	-	-	5.9	5.3	-	5.3	-
Total	16	5	2	1	1	1	17	19	3	19	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 991

q382) How much less chewing tobacco do you consume since using an additional tobacco product(s)?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Chewing Tobacco Less Than Used To (Unwtd)	8	3	2	1	1	1	10	11	1	11	-
Base - Use Chewing Tobacco Less Than Used To (Wgtd)	8	3	2	1	1	1	10	11	1	11	-
Eff Base	8	3	2	1	1	1	10	11	1	11	-
I now chew about one fourth of what I used to	7	2	1	-	-	-	9	10	1	10	-
	87.5	66.6	49.9	-	-	-	90.0	90.9	100.0	90.9	-
I now chew about half of what I used to	1	1	1	1	1	1	1	1	-	1	-
	12.5	33.4	50.1	100.0	100.0	100.0	10.0	9.1	-	9.1	-
I now chew about three fourths of what I used to	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	3	2	1	1	1	10	11	1	11	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 992

q383) Now that you continue to use another tobacco product in addition to chewing tobacco, how does this affect your total tobacco consumption? Do you believe that your total tobacco consumption...?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Continued to Use Smokable Tobacco Products (Unwtd)	16	5	2	1	1	1	17	19	3	19	-
Base - Continued to Use Smokable Tobacco Products (Wgtd)	16	5	2	1	1	1	17	19	3	19	-
Eff Base	16	5	2	1	1	1	17	19	3	19	-
Has decreased	6	3	1	1	1	1	7	8	1	8	-
	37.5	60.0	50.1	100.0	100.0	100.0	41.2	42.1	33.2	42.1	-
Has stayed about the same	7	1	-	-	-	-	6	7	1	7	-
	43.8	20.0	-	-	-	-	35.3	36.9	33.4	36.9	-
Has increased	3	1	1	-	-	-	4	4	1	4	-
	18.7	20.0	49.9	-	-	-	23.5	21.0	33.4	21.0	-
Total	16	5	2	1	1	1	17	19	3	19	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 993

q384) If you look 6 months ahead, do you think you will change your chewing tobacco consumption?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Yes, I will increase my chewing tobacco consumption	16	3	1	1	1	1	18	19	1	19	-
	34.8	27.2	50.1	100.0	100.0	100.0	29.5	26.8	14.3	26.8	-
Yes, I will decrease my chewing tobacco consumption	14	5	1	-	-	-	23	26	3	26	-
	30.4	45.5	49.9	-	-	-	37.7	36.6	42.8	36.6	-
Yes, I will totally quit using chewing tobacco	3	-	-	-	-	-	7	7	2	7	-
	6.5	-	-	-	-	-	11.4	9.8	28.6	9.8	-
No, my chewing tobacco consumption will stay about the same	13	3	-	-	-	-	13	19	1	19	-
	28.3	27.3	-	-	-	-	21.3	26.8	14.3	26.8	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 994

q385) Do you use more, less or about the same amount of chewing tobacco as you did 6 months ago?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
I use chewing tobacco less today compared to 6 months ago	21	6	2	1	1	1	33	36	4	36	-
	45.7	54.5	100.0	100.0	100.0	100.0	54.1	50.7	57.2	50.7	-
I use chewing tobacco about the same today as 6 months ago	14	4	-	-	-	-	17	22	2	22	-
	30.4	36.3	-	-	-	-	27.9	31.0	28.5	31.0	-
I use chewing tobacco more today compared to 6 months ago	11	1	-	-	-	-	11	13	1	13	-
	23.9	9.1	-	-	-	-	18.0	18.3	14.3	18.3	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 995

q386) If you were to quit chewing (or quit again), which (if any) of the following products do you think you would use on a temporary basis instead of chewing tobacco? (i.e. you would use them only to assist in quitting, then cease usage).

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
NRT (Net)	23	9	2	1	1	1	29	31	5	31	-
_____	50.0	81.8	100.0	100.0	100.0	100.0	47.6	43.7	71.5	43.7	-
Nicotine chewing gum	14	6	2	1	1	1	17	18	-	18	-
	30.4	54.5	100.0	100.0	100.0	100.0	27.9	25.4	-	25.4	-
Nicotine patches	12	4	-	-	-	-	14	16	2	16	-
	26.1	36.4	-	-	-	-	23.0	22.6	28.6	22.6	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	4	2	1	1	1	1	5	5	3	5	-
	8.7	18.2	50.1	100.0	100.0	100.0	8.2	7.0	42.8	7.0	-
Cigarettes	13	2	-	-	-	-	13	16	1	16	-
	28.3	18.2	-	-	-	-	21.3	22.6	14.3	22.6	-
Moist Snuff	13	2	-	-	-	-	14	15	2	15	-
	28.3	18.2	-	-	-	-	23.0	21.1	28.5	21.1	-
Snus	11	3	1	1	1	1	11	14	1	14	-
	23.9	27.3	50.1	100.0	100.0	100.0	18.0	19.7	14.3	19.7	-
Other tobacco products	11	4	1	-	-	-	12	14	3	14	-
	23.9	36.3	49.9	-	-	-	19.7	19.7	42.9	19.7	-
Other aids/substitutes than above	-	-	-	-	-	-	4	4	-	4	-
	-	-	-	-	-	-	6.5	5.6	-	5.6	-
None of the above	12	1	-	-	-	-	14	19	-	19	-
	26.0	9.1	-	-	-	-	22.9	26.7	-	26.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 996

q387) If you were to quit chewing (or quit again), which (if any) of the following products do you think you would use on an ongoing basis instead of chewing tobacco? (i.e. you would use these even after quitting chewing).

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
NRT (Net)	25	9	2	1	1	1	31	33	4	33	-
_____	54.4	81.8	100.0	100.0	100.0	100.0	50.9	46.5	57.1	46.5	-
Nicotine patches	18	6	1	1	1	1	21	23	3	23	-
	39.1	54.6	50.1	100.0	100.0	100.0	34.4	32.4	42.8	32.4	-
Nicotine chewing gum	15	4	-	-	-	-	17	18	2	18	-
	32.7	36.4	-	-	-	-	27.9	25.4	28.6	25.4	-
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	2	2	1	-	-	-	3	3	-	3	-
	4.3	18.2	49.9	-	-	-	4.9	4.2	-	4.2	-
Moist Snuff	11	2	1	1	1	1	13	15	2	15	-
	23.9	18.2	50.1	100.0	100.0	100.0	21.3	21.1	28.6	21.1	-
Cigarettes	8	1	-	-	-	-	11	13	1	13	-
	17.4	9.1	-	-	-	-	18.0	18.3	14.3	18.3	-
Snus	7	-	-	-	-	-	9	9	-	9	-
	15.2	-	-	-	-	-	14.8	12.7	-	12.7	-
Other tobacco products	7	3	1	1	1	1	8	8	2	8	-
	15.2	27.3	50.1	100.0	100.0	100.0	13.1	11.3	28.6	11.3	-
Other aids/substitutes than above	1	-	-	-	-	-	4	4	1	4	-
	2.2	-	-	-	-	-	6.5	5.6	14.3	5.6	-
None of the above	12	1	-	-	-	-	13	18	-	18	-
	26.0	9.1	-	-	-	-	21.3	25.3	-	25.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 997

q388) When you think about brands of chewing tobacco, which one brand first comes to mind?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Levi-Garrett	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Red man (Net)	4	-	-	-	-	-	9	11	1	11	-
	8.7	-	-	-	-	-	14.7	15.5	14.3	15.5	-
Red Man	4	-	-	-	-	-	9	11	1	11	-
	8.7	-	-	-	-	-	14.7	15.5	14.3	15.5	-
Taylor's Pride	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Camel	1	1	-	-	-	-	-	1	-	1	-
	2.2	9.1	-	-	-	-	-	1.4	-	1.4	-
Copenhagen	6	3	-	-	-	-	5	6	1	6	-
	13.1	27.3	-	-	-	-	8.2	8.5	14.3	8.5	-
Grizzly	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	3.3	2.8	-	2.8	-
Kodiak	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Marlboro	3	-	-	-	-	-	6	6	-	6	-
	6.5	-	-	-	-	-	9.8	8.5	-	8.5	-
Skoal	6	3	1	-	-	-	8	10	1	10	-
	13.0	27.3	49.9	-	-	-	13.1	14.1	14.3	14.1	-
Other	6	-	-	-	-	-	7	8	3	8	-
	13.0	-	-	-	-	-	11.5	11.3	42.9	11.3	-
Don't know/no answer	17	4	1	1	1	1	21	24	1	24	-
	36.9	36.3	50.1	100.0	100.0	100.0	34.4	33.8	14.2	33.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 998

q389) What other brands of chewing tobacco can you think of?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Beechnut	2	-	-	-	-	-	3	3	-	3	-
	4.3	-	-	-	-	-	4.9	4.2	-	4.2	-
Mail Pouch	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	1.6	2.8	-	2.8	-
Red man (Net)	3	-	-	-	-	-	4	5	-	5	-
	6.5	-	-	-	-	-	6.6	7.0	-	7.0	-
Red Man	3	-	-	-	-	-	4	5	-	5	-
	6.5	-	-	-	-	-	6.6	7.0	-	7.0	-
Stoker's	1	1	-	-	-	-	1	1	-	1	-
	2.2	9.1	-	-	-	-	1.6	1.4	-	1.4	-
Camel	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Copenhagen	5	2	1	-	-	-	6	6	1	6	-
	10.9	18.2	49.9	-	-	-	9.8	8.5	14.3	8.5	-
Grizzly	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Marlboro	3	1	-	-	-	-	2	4	-	4	-
	6.5	9.1	-	-	-	-	3.3	5.6	-	5.6	-
Skoal	4	2	-	-	-	-	5	7	1	7	-
	8.7	18.2	-	-	-	-	8.2	9.9	14.3	9.9	-
Other	8	-	-	-	-	-	10	11	1	11	-
	17.4	-	-	-	-	-	16.4	15.5	14.3	15.5	-
Don't know/no answer	20	5	1	1	1	1	27	30	4	30	-
	43.5	45.4	50.1	100.0	100.0	100.0	44.2	42.2	57.1	42.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 999

q388/q389) Total Unaided Chewing Tobacco Awareness

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Beechnut	2	-	-	-	-	-	3	3	-	3	-
	4.3	-	-	-	-	-	4.9	4.2	-	4.2	-
Levi-Garrett	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Mail Pouch	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	1.6	2.8	-	2.8	-
Red man (Net)	7	-	-	-	-	-	13	16	1	16	-
	15.2	-	-	-	-	-	21.3	22.5	14.3	22.5	-
Red Man	7	-	-	-	-	-	13	16	1	16	-
	15.2	-	-	-	-	-	21.3	22.5	14.3	22.5	-
Stoker's	1	1	-	-	-	-	1	1	-	1	-
	2.2	9.1	-	-	-	-	1.6	1.4	-	1.4	-
Taylor's Pride	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Camel	1	1	-	-	-	-	1	2	-	2	-
	2.2	9.1	-	-	-	-	1.6	2.8	-	2.8	-
Copenhagen	11	5	1	-	-	-	11	12	2	12	-
	24.0	45.5	49.9	-	-	-	18.1	16.9	28.6	16.9	-
Grizzly	-	-	-	-	-	-	3	3	-	3	-
	-	-	-	-	-	-	4.9	4.2	-	4.2	-
Kodiak	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Marlboro	5	1	-	-	-	-	7	9	-	9	-
	10.9	9.1	-	-	-	-	11.5	12.7	-	12.7	-
Skoal	10	5	1	-	-	-	13	17	2	17	-
	21.7	45.5	49.9	-	-	-	21.3	23.9	28.6	23.9	-
Other	12	-	-	-	-	-	16	17	3	17	-
	26.1	-	-	-	-	-	26.2	23.9	42.9	23.9	-
Don't know/no answer	23	5	1	1	1	1	31	35	4	35	-
	50.0	45.4	50.1	100.0	100.0	100.0	50.8	49.3	57.1	49.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1000

q390) Which of the following brands of loose leaf loose leaf chewing tobacco have you heard of?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Red Man (Net)	25	5	1	-	-	-	34	41	5	41	-
	54.3	45.5	49.9	-	-	-	55.7	57.7	71.5	57.7	-
Red Man	15	4	1	-	-	-	21	27	2	27	-
	32.6	36.3	49.9	-	-	-	34.4	38.0	28.6	38.0	-
Red Man Golden Blend	14	1	-	-	-	-	21	24	3	24	-
	30.4	9.1	-	-	-	-	34.4	33.8	42.9	33.8	-
Red Man Regular	13	1	-	-	-	-	18	21	1	21	-
	28.3	9.1	-	-	-	-	29.5	29.6	14.3	29.6	-
Red Man Select	7	2	1	-	-	-	13	16	-	16	-
	15.2	18.2	49.9	-	-	-	21.3	22.5	-	22.5	-
Red Man Silver Blend	6	-	-	-	-	-	9	11	-	11	-
	13.0	-	-	-	-	-	14.7	15.5	-	15.5	-
Beechnut	16	2	-	-	-	-	19	22	4	22	-
	34.8	18.2	-	-	-	-	31.1	31.0	57.1	31.0	-
Levi-Garrett	13	2	-	-	-	-	11	15	-	15	-
	28.2	18.1	-	-	-	-	18.0	21.1	-	21.1	-
Levi Extra	11	3	-	-	-	-	13	14	1	14	-
	23.9	27.3	-	-	-	-	21.3	19.7	14.2	19.7	-
Big Mountain	10	3	1	1	1	1	15	16	1	16	-
	21.7	27.3	50.1	100.0	100.0	100.0	24.6	22.5	14.2	22.5	-
H.B. Scott's	8	2	1	1	1	1	8	8	1	8	-
	17.4	18.2	50.1	100.0	100.0	100.0	13.1	11.3	14.3	11.3	-
Granger Select	8	-	-	-	-	-	9	10	-	10	-
	17.4	-	-	-	-	-	14.8	14.1	-	14.1	-
Durango	8	1	-	-	-	-	10	11	1	11	-
	17.4	9.1	-	-	-	-	16.4	15.5	14.3	15.5	-
Mail Pouch Select	8	2	2	1	1	1	8	9	2	9	-
	17.4	18.2	100.0	100.0	100.0	100.0	13.1	12.7	28.6	12.7	-
Havana Blossom	8	5	1	-	-	-	7	9	-	9	-
	17.4	45.4	49.9	-	-	-	11.5	12.7	-	12.7	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1000

q390) Which of the following brands of loose leaf loose leaf chewing tobacco have you heard of?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Morgan's	7	5	-	-	-	-	9	10	-	10	-
	15.2	45.4	-	-	-	-	14.8	14.1	-	14.1	-
Bowie	7	3	-	-	-	-	9	10	-	10	-
	15.2	27.2	-	-	-	-	14.8	14.1	-	14.1	-
Stoker's	7	1	-	-	-	-	7	8	1	8	-
	15.2	9.1	-	-	-	-	11.5	11.3	14.3	11.3	-
Red Horse	6	1	-	-	-	-	7	7	2	7	-
	13.1	9.1	-	-	-	-	11.5	9.9	28.6	9.9	-
J.D.'s Blend	6	1	-	-	-	-	8	9	1	9	-
	13.1	9.1	-	-	-	-	13.1	12.7	14.3	12.7	-
Southern Pride	6	1	-	-	-	-	8	8	1	8	-
	13.0	9.1	-	-	-	-	13.1	11.3	14.3	11.3	-
Taylor's Pride	6	1	-	-	-	-	5	6	2	6	-
	13.0	9.0	-	-	-	-	8.2	8.5	28.6	8.5	-
Starr	5	2	-	-	-	-	7	8	-	8	-
	10.9	18.2	-	-	-	-	11.5	11.3	-	11.3	-
Work Horse	5	1	-	-	-	-	6	6	1	6	-
	10.9	9.1	-	-	-	-	9.8	8.5	14.3	8.5	-
Chattanooga loose leaf chewing tobacco	4	-	-	-	-	-	4	5	-	5	-
	8.7	-	-	-	-	-	6.6	7.1	-	7.1	-
Red Leaf	4	2	-	-	-	-	6	10	-	10	-
	8.7	18.2	-	-	-	-	9.8	14.1	-	14.1	-
Trophy	4	1	-	-	-	-	3	4	-	4	-
	8.7	9.1	-	-	-	-	4.9	5.6	-	5.6	-
Mail Pouch	3	-	-	-	-	-	3	5	-	5	-
	6.5	-	-	-	-	-	4.9	7.1	-	7.1	-
Union Standard	3	-	-	-	-	-	3	3	1	3	-
	6.5	-	-	-	-	-	4.9	4.2	14.3	4.2	-
Pay Car	3	-	-	-	-	-	4	5	-	5	-
	6.5	-	-	-	-	-	6.5	7.0	-	7.0	-
Lancaster	3	1	1	-	-	-	6	7	1	7	-
	6.5	9.1	49.9	-	-	-	9.8	9.8	14.3	9.8	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1000

q390) Which of the following brands of loose leaf loose leaf chewing tobacco have you heard of?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Don't know/no answer	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1001

q388/q389/q390) Total Unaided/Aided Chewing Tobacco Awareness

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Beechnut	16	2	-	-	-	-	19	22	4	22	-
	34.8	18.2	-	-	-	-	31.1	31.0	57.1	31.0	-
Big Mountain	10	3	1	1	1	1	15	16	1	16	-
	21.7	27.3	50.1	100.0	100.0	100.0	24.6	22.5	14.2	22.5	-
Bowie	7	3	-	-	-	-	9	10	-	10	-
	15.2	27.2	-	-	-	-	14.8	14.1	-	14.1	-
Chattanooga loose leaf chewing tobacco	4	-	-	-	-	-	4	5	-	5	-
	8.7	-	-	-	-	-	6.6	7.1	-	7.1	-
Durango	8	1	-	-	-	-	10	11	1	11	-
	17.4	9.1	-	-	-	-	16.4	15.5	14.3	15.5	-
Granger Select	8	-	-	-	-	-	9	10	-	10	-
	17.4	-	-	-	-	-	14.8	14.1	-	14.1	-
Havana Blossom	8	5	1	-	-	-	7	9	-	9	-
	17.4	45.4	49.9	-	-	-	11.5	12.7	-	12.7	-
H.B. Scott's	8	2	1	1	1	1	8	8	1	8	-
	17.4	18.2	50.1	100.0	100.0	100.0	13.1	11.3	14.3	11.3	-
J.D.'s Blend	6	1	-	-	-	-	8	9	1	9	-
	13.1	9.1	-	-	-	-	13.1	12.7	14.3	12.7	-
Lancaster	3	1	1	-	-	-	6	7	1	7	-
	6.5	9.1	49.9	-	-	-	9.8	9.8	14.3	9.8	-
Levi-Garrett	13	2	-	-	-	-	11	15	-	15	-
	28.2	18.1	-	-	-	-	18.0	21.1	-	21.1	-
Levi Extra	11	3	-	-	-	-	13	14	1	14	-
	23.9	27.3	-	-	-	-	21.3	19.7	14.2	19.7	-
Mail Pouch	3	-	-	-	-	-	3	5	-	5	-
	6.5	-	-	-	-	-	4.9	7.1	-	7.1	-
Mail Pouch Select	8	2	2	1	1	1	8	9	2	9	-
	17.4	18.2	100.0	100.0	100.0	100.0	13.1	12.7	28.6	12.7	-
Morgan's	7	5	-	-	-	-	9	10	-	10	-
	15.2	45.4	-	-	-	-	14.8	14.1	-	14.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1001

q388/q389/q390) Total Unaided/Aided Chewing Tobacco Awareness

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Pay Car	3	-	-	-	-	-	4	5	-	5	-
	6.5	-	-	-	-	-	6.5	7.0	-	7.0	-
Red Horse	6	1	-	-	-	-	7	7	2	7	-
	13.1	9.1	-	-	-	-	11.5	9.9	28.6	9.9	-
Red Leaf	4	2	-	-	-	-	6	10	-	10	-
	8.7	18.2	-	-	-	-	9.8	14.1	-	14.1	-
Red man (Net)	25	5	1	-	-	-	34	41	5	41	-
	54.3	45.5	49.9	-	-	-	55.7	57.7	71.5	57.7	-
Red Man	16	4	1	-	-	-	23	29	3	29	-
	34.7	36.3	49.9	-	-	-	37.7	40.8	42.9	40.8	-
Red Man Regular	13	1	-	-	-	-	18	21	1	21	-
	28.3	9.1	-	-	-	-	29.5	29.6	14.3	29.6	-
Red Man Golden Blend	14	1	-	-	-	-	21	24	3	24	-
	30.4	9.1	-	-	-	-	34.4	33.8	42.9	33.8	-
Red Man Select	7	2	1	-	-	-	13	16	-	16	-
	15.2	18.2	49.9	-	-	-	21.3	22.5	-	22.5	-
Red Man Silver Blend	6	-	-	-	-	-	9	11	-	11	-
	13.0	-	-	-	-	-	14.7	15.5	-	15.5	-
Southern Pride	6	1	-	-	-	-	8	8	1	8	-
	13.0	9.1	-	-	-	-	13.1	11.3	14.3	11.3	-
Starr	5	2	-	-	-	-	7	8	-	8	-
	10.9	18.2	-	-	-	-	11.5	11.3	-	11.3	-
Stoker's	7	1	-	-	-	-	7	8	1	8	-
	15.2	9.1	-	-	-	-	11.5	11.3	14.3	11.3	-
Taylor's Pride	7	1	-	-	-	-	6	7	2	7	-
	15.2	9.0	-	-	-	-	9.8	9.9	28.6	9.9	-
Trophy	4	1	-	-	-	-	3	4	-	4	-
	8.7	9.1	-	-	-	-	4.9	5.6	-	5.6	-
Union Standard	3	-	-	-	-	-	3	3	1	3	-
	6.5	-	-	-	-	-	4.9	4.2	14.3	4.2	-
Work Horse	5	1	-	-	-	-	6	6	1	6	-
	10.9	9.1	-	-	-	-	9.8	8.5	14.3	8.5	-
Camel	1	1	-	-	-	-	1	2	-	2	-
	2.2	9.1	-	-	-	-	1.6	2.8	-	2.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1001

q388/q389/q390) Total Unaided/Aided Chewing Tobacco Awareness

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Copenhagen	11	5	1	-	-	-	11	12	2	12	-
	24.0	45.5	49.9	-	-	-	18.1	16.9	28.6	16.9	-
Grizzly	-	-	-	-	-	-	3	3	-	3	-
	-	-	-	-	-	-	4.9	4.2	-	4.2	-
Kodiak	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Marlboro	5	1	-	-	-	-	7	9	-	9	-
	10.9	9.1	-	-	-	-	11.5	12.7	-	12.7	-
Skoal	10	5	1	-	-	-	13	17	2	17	-
	21.7	45.5	49.9	-	-	-	21.3	23.9	28.6	23.9	-
Other	12	-	-	-	-	-	16	17	3	17	-
	26.1	-	-	-	-	-	26.2	23.9	42.9	23.9	-
Don't know/no answer	23	5	1	1	1	1	31	35	4	35	-
	50.0	45.4	50.1	100.0	100.0	100.0	50.8	49.3	57.1	49.3	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1002

q391) Which brands of chewing tobacco have you EVER tried?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Red Man (Net)	16	2	1	-	-	-	26	30	4	30	-
	34.8	18.2	49.9	-	-	-	42.6	42.2	57.2	42.2	-
Red Man Golden Blend	9	-	-	-	-	-	13	14	3	14	-
	19.5	-	-	-	-	-	21.3	19.7	42.9	19.7	-
Red Man Regular	8	1	-	-	-	-	11	14	1	14	-
	17.4	9.1	-	-	-	-	18.0	19.7	14.3	19.7	-
Red Man	8	2	1	-	-	-	14	18	-	18	-
	17.4	18.2	49.9	-	-	-	22.9	25.3	-	25.3	-
Red Man Select	5	1	-	-	-	-	5	7	-	7	-
	10.9	9.1	-	-	-	-	8.2	9.8	-	9.8	-
Red Man Silver Blend	2	-	-	-	-	-	2	3	-	3	-
	4.3	-	-	-	-	-	3.3	4.2	-	4.2	-
Beechnut	11	1	-	-	-	-	12	15	2	15	-
	23.9	9.1	-	-	-	-	19.7	21.1	28.6	21.1	-
Levi-Garrett	8	2	-	-	-	-	6	8	-	8	-
	17.3	18.1	-	-	-	-	9.8	11.2	-	11.2	-
Big Mountain	6	2	-	-	-	-	11	11	1	11	-
	13.0	18.2	-	-	-	-	18.0	15.5	14.2	15.5	-
Bowie	4	2	-	-	-	-	6	6	-	6	-
	8.7	18.2	-	-	-	-	9.8	8.5	-	8.5	-
Granger Select	4	-	-	-	-	-	4	5	-	5	-
	8.7	-	-	-	-	-	6.6	7.0	-	7.0	-
Red Leaf	4	2	-	-	-	-	4	6	-	6	-
	8.7	18.2	-	-	-	-	6.6	8.5	-	8.5	-
Havana Blossom	4	2	-	-	-	-	4	4	-	4	-
	8.7	18.1	-	-	-	-	6.6	5.6	-	5.6	-
Stoker's	4	-	-	-	-	-	4	5	1	5	-
	8.7	-	-	-	-	-	6.6	7.0	14.3	7.0	-
Morgan's	3	2	-	-	-	-	4	5	-	5	-
	6.5	18.2	-	-	-	-	6.6	7.0	-	7.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1002

q391) Which brands of chewing tobacco have you EVER tried?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
H.B. Scott's	3	1	1	1	1	1	3	3	-	3	-
	6.5	9.1	50.1	100.0	100.0	100.0	4.9	4.2	-	4.2	-
Mail Pouch	3	-	-	-	-	-	3	5	-	5	-
	6.5	-	-	-	-	-	4.9	7.1	-	7.1	-
Levi Extra	3	1	-	-	-	-	4	4	-	4	-
	6.5	9.1	-	-	-	-	6.6	5.6	-	5.6	-
Southern Pride	3	-	-	-	-	-	4	4	-	4	-
	6.5	-	-	-	-	-	6.6	5.6	-	5.6	-
Durango	3	1	-	-	-	-	3	3	-	3	-
	6.5	9.1	-	-	-	-	4.9	4.2	-	4.2	-
Lancaster	3	1	1	-	-	-	5	6	1	6	-
	6.5	9.1	49.9	-	-	-	8.2	8.4	14.3	8.4	-
Mail Pouch Select	3	-	-	-	-	-	3	3	1	3	-
	6.5	-	-	-	-	-	4.9	4.2	14.3	4.2	-
J.D.'s Blend	2	-	-	-	-	-	2	3	-	3	-
	4.4	-	-	-	-	-	3.3	4.2	-	4.2	-
Starr	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Taylor's Pride	1	-	-	-	-	-	1	1	1	1	-
	2.2	-	-	-	-	-	1.6	1.4	14.3	1.4	-
Work Horse	1	-	-	-	-	-	2	2	-	2	-
	2.2	-	-	-	-	-	3.3	2.8	-	2.8	-
Trophy	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Red Horse	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Chattanooga loose leaf chewing tobacco	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Union Standard	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Pay Car	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1003

q392) Which of those brands have you EVER purchased on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Red Man (Net)	13	1	-	-	-	-	19	23	4	23	-
	28.2	9.1	-	-	-	-	31.1	32.4	57.2	32.4	-
Red Man Golden Blend	5	-	-	-	-	-	6	6	3	6	-
	10.9	-	-	-	-	-	9.8	8.4	42.9	8.4	-
Red Man	5	1	-	-	-	-	6	10	-	10	-
	10.8	9.1	-	-	-	-	9.8	14.1	-	14.1	-
Red Man Regular	4	1	-	-	-	-	6	8	1	8	-
	8.7	9.1	-	-	-	-	9.9	11.3	14.3	11.3	-
Red Man Select	3	1	-	-	-	-	2	4	-	4	-
	6.5	9.1	-	-	-	-	3.3	5.6	-	5.6	-
Red Man Silver Blend	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Beechnut	9	1	-	-	-	-	11	12	2	12	-
	19.6	9.1	-	-	-	-	18.1	16.9	28.6	16.9	-
Levi-Garrett	6	2	-	-	-	-	4	6	-	6	-
	13.0	18.1	-	-	-	-	6.5	8.4	-	8.4	-
Big Mountain	5	1	-	-	-	-	8	8	1	8	-
	10.9	9.1	-	-	-	-	13.1	11.3	14.2	11.3	-
Bowie	4	2	-	-	-	-	6	6	-	6	-
	8.7	18.2	-	-	-	-	9.8	8.5	-	8.5	-
Morgan's	3	2	-	-	-	-	4	5	-	5	-
	6.5	18.2	-	-	-	-	6.6	7.0	-	7.0	-
H.B. Scott's	3	1	1	1	1	1	3	3	-	3	-
	6.5	9.1	50.1	100.0	100.0	100.0	4.9	4.2	-	4.2	-
Southern Pride	3	-	-	-	-	-	3	3	-	3	-
	6.5	-	-	-	-	-	4.9	4.2	-	4.2	-
Havana Blossom	3	1	-	-	-	-	3	3	-	3	-
	6.5	9.1	-	-	-	-	4.9	4.2	-	4.2	-
Granger Select	3	-	-	-	-	-	3	4	-	4	-
	6.5	-	-	-	-	-	4.9	5.6	-	5.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1003

q392) Which of those brands have you EVER purchased on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Levi Extra	2	1	-	-	-	-	2	2	-	2	-
	4.4	9.1	-	-	-	-	3.3	2.8	-	2.8	-
Lancaster	2	1	1	-	-	-	4	4	1	4	-
	4.3	9.1	49.9	-	-	-	6.5	5.6	14.3	5.6	-
Durango	2	1	-	-	-	-	2	2	-	2	-
	4.3	9.1	-	-	-	-	3.3	2.8	-	2.8	-
Red Leaf	1	1	-	-	-	-	2	3	-	3	-
	2.2	9.1	-	-	-	-	3.3	4.2	-	4.2	-
J.D.'s Blend	1	-	-	-	-	-	1	2	-	2	-
	2.2	-	-	-	-	-	1.6	2.8	-	2.8	-
Mail Pouch	1	-	-	-	-	-	2	2	-	2	-
	2.2	-	-	-	-	-	3.3	2.8	-	2.8	-
Trophy	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Mail Pouch Select	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Chattanooga loose leaf chewing tobacco	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Pay Car	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Starr	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Stoker's	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Taylor's Pride	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Red Horse	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Union Standard	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Work Horse	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Other	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1004

q393) Which brands of chewing tobacco do you CURRENTLY purchase on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Red Man (Net)	12	1	-	-	-	-	18	22	3	22	-
	26.1	9.1	-	-	-	-	29.5	31.0	42.9	31.0	-
Red Man Golden Blend	5	-	-	-	-	-	6	6	3	6	-
	10.9	-	-	-	-	-	9.8	8.4	42.9	8.4	-
Red Man	4	-	-	-	-	-	5	8	-	8	-
	8.7	-	-	-	-	-	8.2	11.3	-	11.3	-
Red Man Regular	2	1	-	-	-	-	5	6	-	6	-
	4.4	9.1	-	-	-	-	8.2	8.5	-	8.5	-
Red Man Select	1	-	-	-	-	-	2	2	-	2	-
	2.2	-	-	-	-	-	3.3	2.8	-	2.8	-
Red Man Silver Blend	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Beechnut	8	1	-	-	-	-	10	11	2	11	-
	17.4	9.1	-	-	-	-	16.4	15.5	28.6	15.5	-
Big Mountain	5	1	-	-	-	-	7	7	1	7	-
	10.9	9.1	-	-	-	-	11.5	9.9	14.2	9.9	-
Levi-Garrett	4	1	-	-	-	-	3	4	-	4	-
	8.7	9.0	-	-	-	-	4.9	5.6	-	5.6	-
Bowie	3	1	-	-	-	-	5	5	-	5	-
	6.5	9.1	-	-	-	-	8.2	7.0	-	7.0	-
H.B. Scott's	3	1	1	1	1	1	3	3	-	3	-
	6.5	9.1	50.1	100.0	100.0	100.0	4.9	4.2	-	4.2	-
Morgan's	2	2	-	-	-	-	2	3	-	3	-
	4.4	18.2	-	-	-	-	3.3	4.2	-	4.2	-
Havana Blossom	2	-	-	-	-	-	2	2	-	2	-
	4.4	-	-	-	-	-	3.3	2.8	-	2.8	-
Durango	2	1	-	-	-	-	2	2	-	2	-
	4.3	9.1	-	-	-	-	3.3	2.8	-	2.8	-
Red Leaf	1	1	-	-	-	-	2	3	-	3	-
	2.2	9.1	-	-	-	-	3.3	4.2	-	4.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1004

q393) Which brands of chewing tobacco do you CURRENTLY purchase on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Lancaster	1	1	1	-	-	-	2	2	1	2	-
	2.2	9.1	49.9	-	-	-	3.3	2.8	14.3	2.8	-
Mail Pouch	1	-	-	-	-	-	2	2	-	2	-
	2.2	-	-	-	-	-	3.3	2.8	-	2.8	-
Southern Pride	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Granger Select	1	-	-	-	-	-	1	2	-	2	-
	2.2	-	-	-	-	-	1.6	2.8	-	2.8	-
Trophy	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Pay Car	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Red Horse	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Levi Extra	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Chattanooga loose leaf chewing tobacco	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Mail Pouch Select	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Starr	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Stoker's	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Taylor's Pride	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
J.D.'s Blend	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	1.4	-	1.4	-
Union Standard	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Work Horse	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Other	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1005

q394) What one brand of chewing tobacco do you purchase most often? That is, which brand is your main brand?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Red Man (Net)	11	1	-	-	-	-	17	21	3	21	-
	23.9	9.1	-	-	-	-	27.9	29.6	42.9	29.6	-
Red Man Golden Blend	4	-	-	-	-	-	5	5	3	5	-
	8.7	-	-	-	-	-	8.2	7.0	42.9	7.0	-
Red Man	4	-	-	-	-	-	5	8	-	8	-
	8.7	-	-	-	-	-	8.2	11.3	-	11.3	-
Red Man Regular	2	1	-	-	-	-	5	6	-	6	-
	4.4	9.1	-	-	-	-	8.2	8.5	-	8.5	-
Red Man Select	1	-	-	-	-	-	2	2	-	2	-
	2.2	-	-	-	-	-	3.3	2.8	-	2.8	-
Red Man Silver Blend	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Beechnut	8	1	-	-	-	-	10	11	2	11	-
	17.4	9.1	-	-	-	-	16.4	15.5	28.6	15.5	-
Big Mountain	5	1	-	-	-	-	6	6	1	6	-
	10.9	9.1	-	-	-	-	9.8	8.5	14.2	8.5	-
Levi-Garrett	4	1	-	-	-	-	3	4	-	4	-
	8.7	9.0	-	-	-	-	4.9	5.6	-	5.6	-
Bowie	3	1	-	-	-	-	5	5	-	5	-
	6.5	9.1	-	-	-	-	8.2	7.0	-	7.0	-
Morgan's	2	2	-	-	-	-	2	3	-	3	-
	4.4	18.2	-	-	-	-	3.3	4.2	-	4.2	-
H.B. Scott's	2	1	1	1	1	1	2	2	-	2	-
	4.4	9.1	50.1	100.0	100.0	100.0	3.3	2.8	-	2.8	-
Havana Blossom	2	-	-	-	-	-	2	2	-	2	-
	4.4	-	-	-	-	-	3.3	2.8	-	2.8	-
Durango	2	1	-	-	-	-	2	2	-	2	-
	4.3	9.1	-	-	-	-	3.3	2.8	-	2.8	-
Red Leaf	1	1	-	-	-	-	2	3	-	3	-
	2.2	9.1	-	-	-	-	3.3	4.2	-	4.2	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1005

q394) What one brand of chewing tobacco do you purchase most often? That is, which brand is your main brand?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Lancaster	1	1	1	-	-	-	2	2	1	2	-
	2.2	9.1	49.9	-	-	-	3.3	2.8	14.3	2.8	-
Mail Pouch	1	-	-	-	-	-	2	2	-	2	-
	2.2	-	-	-	-	-	3.3	2.8	-	2.8	-
Southern Pride	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Granger Select	1	-	-	-	-	-	1	2	-	2	-
	2.2	-	-	-	-	-	1.6	2.8	-	2.8	-
Trophy	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Pay Car	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Red Horse	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Levi Extra	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Chattanooga loose leaf chewing tobacco	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Mail Pouch Select	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Starr	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Stoker's	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Taylor's Pride	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
J.D.'s Blend	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	1.4	-	1.4	-
Union Standard	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Work Horse	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Other	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1005

q394) What one brand of chewing tobacco do you purchase most often? That is, which brand is your main brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1006

q395) You said that you currently purchase [Q394] chewing tobacco most often. Which one brand, if any, did you purchase most often PRIOR to this brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Previous Most Often Brand (Unwtd)	13	3	-	-	-	-	14	16	1	16	-
Base - Has Previous Most Often Brand (Wgtd)	13	3	-	-	-	-	14	16	1	16	-
Eff Base	13	3	-	-	-	-	14	16	1	16	-
Beechnut	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Big Mountain	- -	- -	- -	- -	- -	- -	1 7.1	1 6.3	- -	1 6.3	- -
Bowie	1 7.7	1 33.3	- -	- -	- -	- -	1 7.1	1 6.2	- -	1 6.2	- -
Chattanooga loose leaf chewing tobacco	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Durango	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Granger Select	2 15.4	- -	- -	- -	- -	- -	2 14.3	2 12.5	- -	2 12.5	- -
Havana Blossom	1 7.7	1 33.3	- -	- -	- -	- -	1 7.1	1 6.2	- -	1 6.2	- -
H.B. Scott's	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
J.D.'s Blend	1 7.7	- -	- -	- -	- -	- -	1 7.2	1 6.3	- -	1 6.3	- -
Lancaster	1 7.7	- -	- -	- -	- -	- -	2 14.2	2 12.5	- -	2 12.5	- -
Levi-Garrett	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Levi Extra	1 7.8	- -	- -	- -	- -	- -	1 7.2	1 6.3	- -	1 6.3	- -
Mail Pouch	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mail Pouch Select	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Morgan's	1 7.7	- -	- -	- -	- -	- -	2 14.3	2 12.5	- -	2 12.5	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1006

q395) You said that you currently purchase [Q394] chewing tobacco most often. Which one brand, if any, did you purchase most often PRIOR to this brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Previous Most Often Brand (Wgtd)	13	3	-	-	-	-	14	16	1	16	-
Pay Car	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Red Horse	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Red Leaf	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Red Man (Net)	2	1	-	-	-	-	1	2	1	2	-
	15.4	33.4	-	-	-	-	7.2	12.5	100.0	12.5	-
Red Man	1	1	-	-	-	-	-	1	-	1	-
	7.7	33.4	-	-	-	-	-	6.3	-	6.3	-
Red Man Regular	1	-	-	-	-	-	1	1	1	1	-
	7.7	-	-	-	-	-	7.2	6.3	100.0	6.3	-
Red Man Golden Blend	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Red Man Select	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Red Man Silver Blend	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Southern Pride	1	-	-	-	-	-	1	1	-	1	-
	7.7	-	-	-	-	-	7.2	6.3	-	6.3	-
Starr	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Stoker's	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Taylor's Pride	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Trophy	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Union Standard	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Work Horse	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1006

q395) You said that you currently purchase [Q394] chewing tobacco most often. Which one brand, if any, did you purchase most often PRIOR to this brand?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Previous Most Often Brand (Wgtd)	13	3	-	-	-	-	14	16	1	16	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
[Q394] has always been my brand	2	-	-	-	-	-	1	2	-	2	-
	15.3	-	-	-	-	-	7.1	12.5	-	12.5	-
Total	13	3	-	-	-	-	14	16	1	16	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1007

q396) As a consumer you regularly make many choices between different brands. Thinking about chewing tobacco, how important is the brand name when you make a purchase?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Top 2 Box (Net)	20	5	2	1	1	1	30	33	5	33	-
	43.5	45.4	100.0	100.0	100.0	100.0	49.2	46.5	71.4	46.5	-
Care very much (1)	12	3	2	1	1	1	16	18	2	18	-
	26.1	27.3	100.0	100.0	100.0	100.0	26.2	25.3	28.6	25.3	-
2	8	2	-	-	-	-	14	15	3	15	-
	17.4	18.2	-	-	-	-	22.9	21.1	42.8	21.1	-
Care Somewhat (3)	14	4	-	-	-	-	11	17	-	17	-
	30.5	36.4	-	-	-	-	18.0	24.0	-	24.0	-
Bottom 2 Box (Net)	12	2	-	-	-	-	20	21	2	21	-
	26.1	18.1	-	-	-	-	32.8	29.6	28.6	29.6	-
4	8	2	-	-	-	-	14	14	2	14	-
	17.4	18.1	-	-	-	-	23.0	19.7	28.6	19.7	-
Do not care at all (5)	4	-	-	-	-	-	6	7	-	7	-
	8.7	-	-	-	-	-	9.8	9.8	-	9.8	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.65	2.45	1.00	1.00	1.00	1.00	2.67	2.68	2.29	2.68	-
Std. Dev.	1.29	1.13	0.00	-	-	-	1.35	1.32	1.25	1.32	-
Std. Err.	0.19	0.34	0.00	-	-	-	0.17	0.16	0.47	0.16	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1008

q397) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Beechnut	10	-	-	-	-	-	10	10	4	10	-
	62.5	-	-	-	-	-	52.7	45.5	100.0	45.5	-
(2) Big Mountain	7	1	-	-	-	-	9	10	1	10	-
	70.0	33.3	-	-	-	-	60.0	62.5	100.0	62.5	-
(3) Bowie	3	1	-	-	-	-	4	4	-	4	-
	42.8	33.3	-	-	-	-	44.4	39.9	-	39.9	-
(4) Chattanooga loose leaf chewing tobacco	3	-	-	-	-	-	2	3	-	3	-
	74.9	-	-	-	-	-	50.0	59.9	-	59.9	-
(5) Durango	6	-	-	-	-	-	7	8	1	8	-
	75.0	-	-	-	-	-	70.0	72.7	100.0	72.7	-
(6) Granger Select	6	-	-	-	-	-	6	7	-	7	-
	75.0	-	-	-	-	-	66.7	70.0	-	70.0	-
(7) Havana Blossom	3	2	1	-	-	-	3	4	-	4	-
	37.6	40.1	100.0	-	-	-	42.9	44.5	-	44.5	-
(8) H.B. Scott's	4	-	-	-	-	-	4	4	1	4	-
	50.0	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(9) J.D.'s Blend	6	1	-	-	-	-	7	8	1	8	-
	100.0	100.0	-	-	-	-	87.5	88.9	100.0	88.9	-
(10) Lancaster	2	1	1	-	-	-	3	4	-	4	-
	66.8	100.0	100.0	-	-	-	50.0	57.1	-	57.1	-
(11) Levi-Garrett	6	1	-	-	-	-	5	6	-	6	-
	46.2	49.9	-	-	-	-	45.5	40.1	-	40.1	-
(12) Levi Extra	5	2	-	-	-	-	6	6	1	6	-
	45.5	66.7	-	-	-	-	46.2	42.9	100.0	42.9	-
(13) Mail Pouch	2	-	-	-	-	-	2	4	-	4	-
	66.5	-	-	-	-	-	66.5	79.9	-	79.9	-
(14) Mail Pouch Select	4	1	1	-	-	-	4	5	2	5	-
	50.0	49.9	49.9	-	-	-	50.0	55.6	100.0	55.6	-
(15) Morgan's	4	3	-	-	-	-	6	6	-	6	-
	57.2	60.0	-	-	-	-	66.7	60.0	-	60.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1009

q397_1) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Beechnut

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Beechnut (Unwtd)	16	2	-	-	-	-	19	22	4	22	-
Base - Ever Heard of Beechnut (Wgtd)	16	2	-	-	-	-	19	22	4	22	-
Eff Base	16	2	-	-	-	-	19	22	4	22	-
Top 2 Box (Net)	10	-	-	-	-	-	10	10	4	10	-
	62.5	-	-	-	-	-	52.7	45.5	100.0	45.5	-
Definitely would purchase (1)	6	-	-	-	-	-	6	6	3	6	-
	37.6	-	-	-	-	-	31.7	27.3	75.1	27.3	-
2	4	-	-	-	-	-	4	4	1	4	-
	25.0	-	-	-	-	-	21.0	18.2	24.9	18.2	-
Possibly would purchase (3)	2	-	-	-	-	-	4	5	-	5	-
	12.5	-	-	-	-	-	21.0	22.7	-	22.7	-
Bottom 2 Box (Net)	4	2	-	-	-	-	5	7	-	7	-
	25.0	100.0	-	-	-	-	26.3	31.8	-	31.8	-
4	4	2	-	-	-	-	5	7	-	7	-
	25.0	100.0	-	-	-	-	26.3	31.8	-	31.8	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	16	2	-	-	-	-	19	22	4	22	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.25	4.00	-	-	-	-	2.42	2.59	1.25	2.59	-
Std. Dev.	1.24	-	-	-	-	-	1.22	1.22	0.50	1.22	-
Std. Err.	0.31	-	-	-	-	-	0.28	0.26	0.25	0.26	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1010

q397_2) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Big Mountain

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Big Mountain (Unwtd)	10	3	1	1	1	1	15	16	1	16	-
Base - Ever Heard of Big Mountain (Wgtd)	10	3	1	1	1	1	15	16	1	16	-
Eff Base	10	3	1	1	1	1	15	16	1	16	-
Top 2 Box (Net)	7	1	-	-	-	-	9	10	1	10	-
	70.0	33.3	-	-	-	-	60.0	62.5	100.0	62.5	-
Definitely would purchase (1)	3	1	-	-	-	-	2	3	-	3	-
	30.0	33.3	-	-	-	-	13.4	18.8	-	18.8	-
2	4	-	-	-	-	-	7	7	1	7	-
	40.0	-	-	-	-	-	46.6	43.7	100.0	43.7	-
Possibly would purchase (3)	1	-	-	-	-	-	3	3	-	3	-
	10.0	-	-	-	-	-	20.0	18.8	-	18.8	-
Bottom 2 Box (Net)	2	2	1	1	1	1	3	3	-	3	-
	20.0	66.7	100.0	100.0	100.0	100.0	20.0	18.8	-	18.8	-
4	2	2	1	1	1	1	3	3	-	3	-
	20.0	66.7	100.0	100.0	100.0	100.0	20.0	18.8	-	18.8	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	10	3	1	1	1	1	15	16	1	16	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.20	3.00	4.00	4.00	4.00	4.00	2.47	2.38	2.00	2.38	-
Std. Dev.	1.14	1.73	-	-	-	-	0.99	1.03	-	1.03	-
Std. Err.	0.36	1.00	-	-	-	-	0.26	0.26	-	0.26	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1011

q397_3) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Bowie

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Bowie (Unwtd)	7	3	-	-	-	-	9	10	-	10	-
Base - Ever Heard of Bowie (Wgtd)	7	3	-	-	-	-	9	10	-	10	-
Eff Base	7	3	-	-	-	-	9	10	-	10	-
Top 2 Box (Net)	3	1	-	-	-	-	4	4	-	4	-
	42.8	33.3	-	-	-	-	44.4	39.9	-	39.9	-
Definitely would purchase (1)	1	-	-	-	-	-	2	2	-	2	-
	14.3	-	-	-	-	-	22.2	20.0	-	20.0	-
2	2	1	-	-	-	-	2	2	-	2	-
	28.5	33.3	-	-	-	-	22.2	20.0	-	20.0	-
Possibly would purchase (3)	1	-	-	-	-	-	1	2	-	2	-
	14.4	-	-	-	-	-	11.2	20.0	-	20.0	-
Bottom 2 Box (Net)	3	2	-	-	-	-	4	4	-	4	-
	42.8	66.7	-	-	-	-	44.4	40.0	-	40.0	-
4	3	2	-	-	-	-	3	3	-	3	-
	42.8	66.7	-	-	-	-	33.3	30.0	-	30.0	-
Definitely would not purchase (5)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	11.1	10.0	-	10.0	-
Total	7	3	-	-	-	-	9	10	-	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.86	3.33	-	-	-	-	2.89	2.90	-	2.90	-
Std. Dev.	1.21	1.16	-	-	-	-	1.45	1.37	-	1.37	-
Std. Err.	0.46	0.67	-	-	-	-	0.48	0.43	-	0.43	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1012

q397_4) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Chattanooga loose leaf chewing tobacco

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Chattanooga loose leaf chewing tobacco (Unwtd)	4	-	-	-	-	-	4	5	-	5	-
Base - Ever Heard of Chattanooga loose leaf chewing tobacco (Wgtd)	4	-	-	-	-	-	4	5	-	5	-
Eff Base	4	-	-	-	-	-	4	5	-	5	-
Top 2 Box (Net)	3	-	-	-	-	-	2	3	-	3	-
	74.9	-	-	-	-	-	50.0	59.9	-	59.9	-
Definitely would purchase (1)	1	-	-	-	-	-	-	1	-	1	-
	24.9	-	-	-	-	-	-	19.9	-	19.9	-
2	2	-	-	-	-	-	2	2	-	2	-
	50.0	-	-	-	-	-	50.0	40.0	-	40.0	-
Possibly would purchase (3)	1	-	-	-	-	-	1	1	-	1	-
	25.1	-	-	-	-	-	25.1	20.1	-	20.1	-
Bottom 2 Box (Net)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	24.9	20.0	-	20.0	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would not purchase (5)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	24.9	20.0	-	20.0	-
Total	4	-	-	-	-	-	4	5	-	5	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.00	-	-	-	-	-	3.00	2.60	-	2.60	-
Std. Dev.	0.82	-	-	-	-	-	1.41	1.51	-	1.51	-
Std. Err.	0.41	-	-	-	-	-	0.71	0.68	-	0.68	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1013

q397_5) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Durango

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Durango (Unwtd)	8	1	-	-	-	-	10	11	1	11	-
Base - Ever Heard of Durango (Wgtd)	8	1	-	-	-	-	10	11	1	11	-
Eff Base	8	1	-	-	-	-	10	11	1	11	-
Top 2 Box (Net)	6	-	-	-	-	-	7	8	1	8	-
	75.0	-	-	-	-	-	70.0	72.7	100.0	72.7	-
Definitely would purchase (1)	3	-	-	-	-	-	5	5	1	5	-
	37.5	-	-	-	-	-	50.0	45.5	100.0	45.5	-
2	3	-	-	-	-	-	2	3	-	3	-
	37.5	-	-	-	-	-	20.0	27.3	-	27.3	-
Possibly would purchase (3)	2	1	-	-	-	-	2	2	-	2	-
	25.0	100.0	-	-	-	-	20.0	18.2	-	18.2	-
Bottom 2 Box (Net)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	10.0	9.1	-	9.1	-
4	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	10.0	9.1	-	9.1	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	1	-	-	-	-	10	11	1	11	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	1.87	3.00	-	-	-	-	1.90	1.91	1.00	1.91	-
Std. Dev.	0.83	-	-	-	-	-	1.10	1.04	-	1.04	-
Std. Err.	0.30	-	-	-	-	-	0.35	0.31	-	0.31	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1014

q397_6) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Granger Select

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Granger Select (Unwtd)	8	-	-	-	-	-	9	10	-	10	-
Base - Ever Heard of Granger Select (Wgtd)	8	-	-	-	-	-	9	10	-	10	-
Eff Base	8	-	-	-	-	-	9	10	-	10	-
Top 2 Box (Net)	6	-	-	-	-	-	6	7	-	7	-
	75.0	-	-	-	-	-	66.7	70.0	-	70.0	-
Definitely would purchase (1)	4	-	-	-	-	-	4	4	-	4	-
	50.1	-	-	-	-	-	44.6	40.1	-	40.1	-
2	2	-	-	-	-	-	2	3	-	3	-
	24.9	-	-	-	-	-	22.1	29.9	-	29.9	-
Possibly would purchase (3)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	11.1	10.0	-	10.0	-
Bottom 2 Box (Net)	2	-	-	-	-	-	2	2	-	2	-
	25.0	-	-	-	-	-	22.2	20.0	-	20.0	-
4	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	11.1	10.0	-	10.0	-
Definitely would not purchase (5)	1	-	-	-	-	-	1	1	-	1	-
	12.4	-	-	-	-	-	11.1	10.0	-	10.0	-
Total	8	-	-	-	-	-	9	10	-	10	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.12	-	-	-	-	-	2.22	2.20	-	2.20	-
Std. Dev.	1.55	-	-	-	-	-	1.48	1.40	-	1.40	-
Std. Err.	0.55	-	-	-	-	-	0.49	0.44	-	0.44	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1015

q397_7) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Havana Blossom

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Havana Blossom (Unwtd)	8	5	1	-	-	-	7	9	-	9	-
Base - Ever Heard of Havana Blossom (Wgtd)	8	5	1	-	-	-	7	9	-	9	-
Eff Base	8	5	1	-	-	-	7	9	-	9	-
Top 2 Box (Net)	3	2	1	-	-	-	3	4	-	4	-
	37.6	40.1	100.0	-	-	-	42.9	44.5	-	44.5	-
Definitely would	-	-	-	-	-	-	-	1	-	1	-
purchase (1)	-	-	-	-	-	-	-	11.1	-	11.1	-
2	3	2	1	-	-	-	3	3	-	3	-
	37.6	40.1	100.0	-	-	-	42.9	33.4	-	33.4	-
Possibly would purchase	3	1	-	-	-	-	2	3	-	3	-
(3)	37.5	20.0	-	-	-	-	28.5	33.3	-	33.3	-
Bottom 2 Box (Net)	2	2	-	-	-	-	2	2	-	2	-
	25.0	39.9	-	-	-	-	28.5	22.2	-	22.2	-
4	2	2	-	-	-	-	2	2	-	2	-
	25.0	39.9	-	-	-	-	28.5	22.2	-	22.2	-
Definitely would not	-	-	-	-	-	-	-	-	-	-	-
purchase (5)	-	-	-	-	-	-	-	-	-	-	-
Total	8	5	1	-	-	-	7	9	-	9	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-
Mean	2.87	3.00	2.00	-	-	-	2.86	2.67	-	2.67	-
Std. Dev.	0.83	1.00	-	-	-	-	0.90	1.00	-	1.00	-
Std. Err.	0.30	0.45	-	-	-	-	0.34	0.33	-	0.33	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1016

q397_8) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- H.B. Scott's

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of H.B. Scott's (Unwtd)	8	2	1	1	1	1	8	8	1	8	-
Base - Ever Heard of H.B. Scott's (Wgtd)	8	2	1	1	1	1	8	8	1	8	-
Eff Base	8	2	1	1	1	1	8	8	1	8	-
Top 2 Box (Net)	4	-	-	-	-	-	4	4	1	4	-
	50.0	-	-	-	-	-	50.0	50.0	100.0	50.0	-
Definitely would purchase (1)	3	-	-	-	-	-	3	3	1	3	-
	37.5	-	-	-	-	-	37.5	37.5	100.0	37.5	-
2	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	12.5	12.5	-	12.5	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	4	2	1	1	1	1	4	4	-	4	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
4	3	1	-	-	-	-	3	3	-	3	-
	37.5	49.9	-	-	-	-	37.5	37.5	-	37.5	-
Definitely would not purchase (5)	1	1	1	1	1	1	1	1	-	1	-
	12.5	50.1	100.0	100.0	100.0	100.0	12.5	12.5	-	12.5	-
Total	8	2	1	1	1	1	8	8	1	8	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.75	4.50	5.00	5.00	5.00	5.00	2.75	2.75	1.00	2.75	-
Std. Dev.	1.67	0.71	-	-	-	-	1.67	1.67	-	1.67	-
Std. Err.	0.59	0.50	-	-	-	-	0.59	0.59	-	0.59	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1017

q397_9) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- J.D.'s Blend

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of J.D.'s Blend (Unwtd)	6	1	-	-	-	-	8	9	1	9	-
Base - Ever Heard of J.D.'s Blend (Wgtd)	6	1	-	-	-	-	8	9	1	9	-
Eff Base	6	1	-	-	-	-	8	9	1	9	-
Top 2 Box (Net)	6	1	-	-	-	-	7	8	1	8	-
	100.0	100.0	-	-	-	-	87.5	88.9	100.0	88.9	-
Definitely would purchase (1)	4	1	-	-	-	-	4	4	1	4	-
	66.6	100.0	-	-	-	-	50.0	44.5	100.0	44.5	-
2	2	-	-	-	-	-	3	4	-	4	-
	33.4	-	-	-	-	-	37.5	44.4	-	44.4	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	12.5	11.1	-	11.1	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would not purchase (5)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	12.5	11.1	-	11.1	-
Total	6	1	-	-	-	-	8	9	1	9	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	1.33	1.00	-	-	-	-	1.87	1.89	1.00	1.89	-
Std. Dev.	0.52	-	-	-	-	-	1.35	1.27	-	1.27	-
Std. Err.	0.21	-	-	-	-	-	0.48	0.42	-	0.42	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1018

q397_10) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Lancaster

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Lancaster (Unwtd)	3	1	1	-	-	-	6	7	1	7	-
Base - Ever Heard of Lancaster (Wgtd)	3	1	1	-	-	-	6	7	1	7	-
Eff Base	3	1	1	-	-	-	6	7	1	7	-
Top 2 Box (Net)	2	1	1	-	-	-	3	4	-	4	-
	66.8	100.0	100.0	-	-	-	50.0	57.1	-	57.1	-
Definitely would purchase (1)	2	1	1	-	-	-	1	2	-	2	-
	66.8	100.0	100.0	-	-	-	16.7	28.6	-	28.6	-
2	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	33.3	28.5	-	28.5	-
Possibly would purchase (3)	1	-	-	-	-	-	2	2	-	2	-
	33.2	-	-	-	-	-	33.3	28.6	-	28.6	-
Bottom 2 Box (Net)	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	16.7	14.3	100.0	14.3	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would not purchase (5)	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	16.7	14.3	100.0	14.3	-
Total	3	1	1	-	-	-	6	7	1	7	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
Mean	1.66	1.00	1.00	-	-	-	2.67	2.43	5.00	2.43	-
Std. Dev.	1.15	-	-	-	-	-	1.37	1.40	-	1.40	-
Std. Err.	0.67	-	-	-	-	-	0.56	0.53	-	0.53	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1019

q397_11) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Levi-Garrett

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Levi-Garrett (Unwtd)	13	2	-	-	-	-	11	15	-	15	-
Base - Ever Heard of Levi-Garrett (Wgtd)	13	2	-	-	-	-	11	15	-	15	-
Eff Base	13	2	-	-	-	-	11	15	-	15	-
Top 2 Box (Net)	6	1	-	-	-	-	5	6	-	6	-
	46.2	49.9	-	-	-	-	45.5	40.1	-	40.1	-
Definitely would purchase (1)	1	-	-	-	-	-	1	1	-	1	-
	7.7	-	-	-	-	-	9.1	6.7	-	6.7	-
2	5	1	-	-	-	-	4	5	-	5	-
	38.5	49.9	-	-	-	-	36.4	33.4	-	33.4	-
Possibly would purchase (3)	6	1	-	-	-	-	4	6	-	6	-
	46.1	50.1	-	-	-	-	36.3	40.0	-	40.0	-
Bottom 2 Box (Net)	1	-	-	-	-	-	2	3	-	3	-
	7.7	-	-	-	-	-	18.1	20.0	-	20.0	-
4	1	-	-	-	-	-	1	1	-	1	-
	7.7	-	-	-	-	-	9.1	6.6	-	6.6	-
Definitely would not purchase (5)	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	9.1	13.3	-	13.3	-
Total	13	2	-	-	-	-	11	15	-	15	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.54	2.50	-	-	-	-	2.73	2.87	-	2.87	-
Std. Dev.	0.78	-	-	-	-	-	1.10	1.13	-	1.13	-
Std. Err.	0.22	-	-	-	-	-	0.33	0.29	-	0.29	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1020

q397_12) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Levi Extra

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Levi Extra (Unwtd)	11	3	-	-	-	-	13	14	1	14	-
Base - Ever Heard of Levi Extra (Wgtd)	11	3	-	-	-	-	13	14	1	14	-
Eff Base	11	3	-	-	-	-	13	14	1	14	-
Top 2 Box (Net)	5	2	-	-	-	-	6	6	1	6	-
	45.5	66.7	-	-	-	-	46.2	42.9	100.0	42.9	-
Definitely would purchase (1)	4	2	-	-	-	-	5	5	1	5	-
	36.4	66.7	-	-	-	-	38.5	35.7	100.0	35.7	-
2	1	-	-	-	-	-	1	1	-	1	-
	9.2	-	-	-	-	-	7.8	7.2	-	7.2	-
Possibly would purchase (3)	3	-	-	-	-	-	3	4	-	4	-
	27.2	-	-	-	-	-	23.1	28.5	-	28.5	-
Bottom 2 Box (Net)	3	1	-	-	-	-	4	4	-	4	-
	27.2	33.3	-	-	-	-	30.7	28.5	-	28.5	-
4	3	1	-	-	-	-	4	4	-	4	-
	27.2	33.3	-	-	-	-	30.7	28.5	-	28.5	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	11	3	-	-	-	-	13	14	1	14	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.45	2.00	-	-	-	-	2.46	2.50	1.00	2.50	-
Std. Dev.	1.29	1.73	-	-	-	-	1.33	1.29	-	1.29	-
Std. Err.	0.39	1.00	-	-	-	-	0.37	0.34	-	0.34	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1021

q397_13) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Mail Pouch

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Mail Pouch (Unwtd)	3	-	-	-	-	-	3	5	-	5	-
Base - Ever Heard of Mail Pouch (Wgtd)	3	-	-	-	-	-	3	5	-	5	-
Eff Base	3	-	-	-	-	-	3	5	-	5	-
Top 2 Box (Net)	2	-	-	-	-	-	2	4	-	4	-
	66.5	-	-	-	-	-	66.5	79.9	-	79.9	-
Definitely would purchase (1)	1	-	-	-	-	-	-	2	-	2	-
	33.2	-	-	-	-	-	-	39.9	-	39.9	-
2	1	-	-	-	-	-	2	2	-	2	-
	33.2	-	-	-	-	-	66.5	40.0	-	40.0	-
Possibly would purchase (3)	1	-	-	-	-	-	1	1	-	1	-
	33.5	-	-	-	-	-	33.5	20.1	-	20.1	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	-	-	-	-	-	3	5	-	5	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.00	-	-	-	-	-	2.34	1.80	-	1.80	-
Std. Dev.	1.00	-	-	-	-	-	0.58	0.84	-	0.84	-
Std. Err.	0.58	-	-	-	-	-	0.33	0.37	-	0.37	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1022

q397_14) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Mail Pouch Select

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Mail Pouch Select (Unwtd)	8	2	2	1	1	1	8	9	2	9	-
Base - Ever Heard of Mail Pouch Select (Wgtd)	8	2	2	1	1	1	8	9	2	9	-
Eff Base	8	2	2	1	1	1	8	9	2	9	-
Top 2 Box (Net)	4	1	1	-	-	-	4	5	2	5	-
	50.0	49.9	49.9	-	-	-	50.0	55.6	100.0	55.6	-
Definitely would purchase (1)	1	1	1	-	-	-	1	2	-	2	-
	12.5	49.9	49.9	-	-	-	12.5	22.2	-	22.2	-
2	3	-	-	-	-	-	3	3	2	3	-
	37.5	-	-	-	-	-	37.5	33.4	100.0	33.4	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	4	1	1	1	1	1	4	4	-	4	-
	50.0	50.1	50.1	100.0	100.0	100.0	50.0	44.4	-	44.4	-
4	2	1	1	1	1	1	2	2	-	2	-
	25.1	50.1	50.1	100.0	100.0	100.0	25.1	22.3	-	22.3	-
Definitely would not purchase (5)	2	-	-	-	-	-	2	2	-	2	-
	24.9	-	-	-	-	-	24.9	22.1	-	22.1	-
Total	8	2	2	1	1	1	8	9	2	9	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	3.12	2.50	2.50	4.00	4.00	4.00	3.12	2.89	2.00	2.89	-
Std. Dev.	1.55	2.12	2.12	-	-	-	1.55	1.61	0.00	1.61	-
Std. Err.	0.55	1.50	1.50	-	-	-	0.55	0.54	0.00	0.54	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1023

q397_15) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Morgan's

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Morgan's (Unwtd)	7	5	-	-	-	-	9	10	-	10	-
Base - Ever Heard of Morgan's (Wgtd)	7	5	-	-	-	-	9	10	-	10	-
Eff Base	7	5	-	-	-	-	9	10	-	10	-
Top 2 Box (Net)	4	3	-	-	-	-	6	6	-	6	-
	57.2	60.0	-	-	-	-	66.7	60.0	-	60.0	-
Definitely would purchase (1)	1	1	-	-	-	-	3	3	-	3	-
	14.3	20.1	-	-	-	-	33.3	30.0	-	30.0	-
2	3	2	-	-	-	-	3	3	-	3	-
	42.8	39.9	-	-	-	-	33.3	30.0	-	30.0	-
Possibly would purchase (3)	2	1	-	-	-	-	1	2	-	2	-
	28.6	20.0	-	-	-	-	11.1	20.0	-	20.0	-
Bottom 2 Box (Net)	1	1	-	-	-	-	2	2	-	2	-
	14.3	20.0	-	-	-	-	22.2	20.0	-	20.0	-
4	1	1	-	-	-	-	1	1	-	1	-
	14.3	20.0	-	-	-	-	11.1	10.0	-	10.0	-
Definitely would not purchase (5)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	11.1	10.0	-	10.0	-
Total	7	5	-	-	-	-	9	10	-	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.43	2.40	-	-	-	-	2.33	2.40	-	2.40	-
Std. Dev.	0.98	1.14	-	-	-	-	1.41	1.35	-	1.35	-
Std. Err.	0.37	0.51	-	-	-	-	0.47	0.43	-	0.43	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1024

q398) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(16) Pay Car	2	-	-	-	-	-	3	3	-	3	-
	66.8	-	-	-	-	-	75.0	60.0	-	60.0	-
(17) Red Horse	4	-	-	-	-	-	4	4	2	4	-
	66.6	-	-	-	-	-	57.1	57.1	100.0	57.1	-
(18) Red Leaf	3	2	-	-	-	-	5	8	-	8	-
	75.1	100.0	-	-	-	-	83.4	80.0	-	80.0	-
(19) Red Man	8	2	1	-	-	-	12	15	2	15	-
	53.3	50.0	100.0	-	-	-	57.1	55.5	100.0	55.5	-
(20) Red Man Regular	7	-	-	-	-	-	11	12	1	12	-
	53.9	-	-	-	-	-	61.2	57.2	100.0	57.2	-
(21) Red Man Golden Blend	8	1	-	-	-	-	13	14	2	14	-
	57.2	100.0	-	-	-	-	61.9	58.3	66.7	58.3	-
(22) Red Man Select	3	1	1	-	-	-	6	7	-	7	-
	42.9	50.0	100.0	-	-	-	46.2	43.7	-	43.7	-
(23) Red Man Silver Blend	3	-	-	-	-	-	5	6	-	6	-
	49.9	-	-	-	-	-	55.5	54.5	-	54.5	-
(24) Southern Pride	3	-	-	-	-	-	4	4	1	4	-
	50.0	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(25) Starr	2	-	-	-	-	-	2	2	-	2	-
	40.1	-	-	-	-	-	28.6	25.0	-	25.0	-
(26) Stoker's	4	1	-	-	-	-	4	5	1	5	-
	57.1	100.0	-	-	-	-	57.2	62.5	100.0	62.5	-
(27) Taylor's Pride	6	1	-	-	-	-	5	6	2	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
(28) Trophy	3	1	-	-	-	-	2	3	-	3	-
	75.0	100.0	-	-	-	-	66.7	75.0	-	75.0	-
(29) Union Standard	1	-	-	-	-	-	1	1	1	1	-
	33.3	-	-	-	-	-	33.3	33.3	100.0	33.3	-
(30) Work Horse	3	1	-	-	-	-	4	4	1	4	-
	60.1	100.0	-	-	-	-	66.7	66.7	100.0	66.7	-
(31) Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1025

q398_16) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Pay Car

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Pay Car (Unwtd)	3	-	-	-	-	-	4	5	-	5	-
Base - Ever Heard of Pay Car (Wgtd)	3	-	-	-	-	-	4	5	-	5	-
Eff Base	3	-	-	-	-	-	4	5	-	5	-
Top 2 Box (Net)	2	-	-	-	-	-	3	3	-	3	-
	66.8	-	-	-	-	-	75.0	60.0	-	60.0	-
Definitely would purchase (1)	2	-	-	-	-	-	3	3	-	3	-
	66.8	-	-	-	-	-	75.0	60.0	-	60.0	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	2	-	2	-
	33.2	-	-	-	-	-	25.0	40.0	-	40.0	-
4	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	25.0	20.0	-	20.0	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	20.0	-	20.0	-
Total	3	-	-	-	-	-	4	5	-	5	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.00	-	-	-	-	-	1.75	2.40	-	2.40	-
Std. Dev.	1.73	-	-	-	-	-	1.50	1.95	-	1.95	-
Std. Err.	1.00	-	-	-	-	-	0.75	0.87	-	0.87	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1026

q398_17) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Horse

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Horse (Unwtd)	6	1	-	-	-	-	7	7	2	7	-
Base - Ever Heard of Red Horse (Wgtd)	6	1	-	-	-	-	7	7	2	7	-
Eff Base	6	1	-	-	-	-	7	7	2	7	-
Top 2 Box (Net)	4	-	-	-	-	-	4	4	2	4	-
	66.6	-	-	-	-	-	57.1	57.1	100.0	57.1	-
Definitely would purchase (1)	1	-	-	-	-	-	1	1	1	1	-
	16.7	-	-	-	-	-	14.3	14.3	50.1	14.3	-
2	3	-	-	-	-	-	3	3	1	3	-
	49.9	-	-	-	-	-	42.8	42.8	49.9	42.8	-
Possibly would purchase (3)	1	-	-	-	-	-	2	2	-	2	-
	16.8	-	-	-	-	-	28.6	28.6	-	28.6	-
Bottom 2 Box (Net)	1	1	-	-	-	-	1	1	-	1	-
	16.6	100.0	-	-	-	-	14.3	14.3	-	14.3	-
4	1	1	-	-	-	-	1	1	-	1	-
	16.6	100.0	-	-	-	-	14.3	14.3	-	14.3	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	1	-	-	-	-	7	7	2	7	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.33	4.00	-	-	-	-	2.43	2.43	1.50	2.43	-
Std. Dev.	1.03	-	-	-	-	-	0.98	0.98	-	0.98	-
Std. Err.	0.42	-	-	-	-	-	0.37	0.37	-	0.37	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1027

q398_18) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Leaf

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Leaf (Unwtd)	4	2	-	-	-	-	6	10	-	10	-
Base - Ever Heard of Red Leaf (Wgtd)	4	2	-	-	-	-	6	10	-	10	-
Eff Base	4	2	-	-	-	-	6	10	-	10	-
Top 2 Box (Net)	3	2	-	-	-	-	5	8	-	8	-
	75.1	100.0	-	-	-	-	83.4	80.0	-	80.0	-
Definitely would purchase (1)	3	2	-	-	-	-	2	5	-	5	-
	75.1	100.0	-	-	-	-	33.4	50.1	-	50.1	-
2	-	-	-	-	-	-	3	3	-	3	-
	-	-	-	-	-	-	49.9	29.9	-	29.9	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	2	-	2	-
	24.9	-	-	-	-	-	16.6	20.0	-	20.0	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would not purchase (5)	1	-	-	-	-	-	1	2	-	2	-
	24.9	-	-	-	-	-	16.6	20.0	-	20.0	-
Total	4	2	-	-	-	-	6	10	-	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.00	1.00	-	-	-	-	2.17	2.10	-	2.10	-
Std. Dev.	2.00	0.00	-	-	-	-	1.47	1.59	-	1.59	-
Std. Err.	1.00	0.00	-	-	-	-	0.60	0.50	-	0.50	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1028

q398_19) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Man

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man (Unwtd)	15	4	1	-	-	-	21	27	2	27	-
Base - Ever Heard of Red Man (Wgtd)	15	4	1	-	-	-	21	27	2	27	-
Eff Base	15	4	1	-	-	-	21	27	2	27	-
Top 2 Box (Net)	8	2	1	-	-	-	12	15	2	15	-
	53.3	50.0	100.0	-	-	-	57.1	55.5	100.0	55.5	-
Definitely would purchase (1)	5	1	1	-	-	-	8	10	2	10	-
	33.3	25.0	100.0	-	-	-	38.1	37.0	100.0	37.0	-
2	3	1	-	-	-	-	4	5	-	5	-
	20.0	25.0	-	-	-	-	19.0	18.5	-	18.5	-
Possibly would purchase (3)	3	2	-	-	-	-	4	6	-	6	-
	20.0	50.0	-	-	-	-	19.1	22.3	-	22.3	-
Bottom 2 Box (Net)	4	-	-	-	-	-	5	6	-	6	-
	26.6	-	-	-	-	-	23.8	22.2	-	22.2	-
4	2	-	-	-	-	-	2	2	-	2	-
	13.3	-	-	-	-	-	9.5	7.4	-	7.4	-
Definitely would not purchase (5)	2	-	-	-	-	-	3	4	-	4	-
	13.3	-	-	-	-	-	14.3	14.8	-	14.8	-
Total	15	4	1	-	-	-	21	27	2	27	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.53	2.25	1.00	-	-	-	2.43	2.45	1.00	2.45	-
Std. Dev.	1.46	0.96	-	-	-	-	1.47	1.45	0.00	1.45	-
Std. Err.	0.38	0.48	-	-	-	-	0.32	0.28	0.00	0.28	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1029

q398_20) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Man Regular

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Regular (Unwtd)	13	1	-	-	-	-	18	21	1	21	-
Base - Ever Heard of Red Man Regular (Wgtd)	13	1	-	-	-	-	18	21	1	21	-
Eff Base	13	1	-	-	-	-	18	21	1	21	-
Top 2 Box (Net)	7	-	-	-	-	-	11	12	1	12	-
	53.9	-	-	-	-	-	61.2	57.2	100.0	57.2	-
Definitely would purchase (1)	5	-	-	-	-	-	8	9	1	9	-
	38.5	-	-	-	-	-	44.5	42.9	100.0	42.9	-
2	2	-	-	-	-	-	3	3	-	3	-
	15.4	-	-	-	-	-	16.7	14.3	-	14.3	-
Possibly would purchase (3)	3	1	-	-	-	-	3	4	-	4	-
	23.1	100.0	-	-	-	-	16.6	19.0	-	19.0	-
Bottom 2 Box (Net)	3	-	-	-	-	-	4	5	-	5	-
	23.1	-	-	-	-	-	22.2	23.8	-	23.8	-
4	2	-	-	-	-	-	1	2	-	2	-
	15.4	-	-	-	-	-	5.6	9.5	-	9.5	-
Definitely would not purchase (5)	1	-	-	-	-	-	3	3	-	3	-
	7.7	-	-	-	-	-	16.6	14.3	-	14.3	-
Total	13	1	-	-	-	-	18	21	1	21	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.38	3.00	-	-	-	-	2.33	2.38	1.00	2.38	-
Std. Dev.	1.39	-	-	-	-	-	1.53	1.50	-	1.50	-
Std. Err.	0.38	-	-	-	-	-	0.36	0.33	-	0.33	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1030

q398_21) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Man Golden Blend

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Golden Blend (Unwtd)	14	1	-	-	-	-	21	24	3	24	-
Base - Ever Heard of Red Man Golden Blend (Wgtd)	14	1	-	-	-	-	21	24	3	24	-
Eff Base	14	1	-	-	-	-	21	24	3	24	-
Top 2 Box (Net)	8	1	-	-	-	-	13	14	2	14	-
	57.2	100.0	-	-	-	-	61.9	58.3	66.7	58.3	-
Definitely would purchase (1)	4	1	-	-	-	-	7	8	1	8	-
	28.6	100.0	-	-	-	-	33.4	33.4	33.4	33.4	-
2	4	-	-	-	-	-	6	6	1	6	-
	28.5	-	-	-	-	-	28.5	25.0	33.3	25.0	-
Possibly would purchase (3)	2	-	-	-	-	-	3	4	-	4	-
	14.3	-	-	-	-	-	14.3	16.7	-	16.7	-
Bottom 2 Box (Net)	4	-	-	-	-	-	5	6	1	6	-
	28.5	-	-	-	-	-	23.8	25.0	33.3	25.0	-
4	3	-	-	-	-	-	2	3	1	3	-
	21.4	-	-	-	-	-	9.5	12.5	33.3	12.5	-
Definitely would not purchase (5)	1	-	-	-	-	-	3	3	-	3	-
	7.1	-	-	-	-	-	14.3	12.5	-	12.5	-
Total	14	1	-	-	-	-	21	24	3	24	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.50	1.00	-	-	-	-	2.43	2.46	2.33	2.46	-
Std. Dev.	1.34	-	-	-	-	-	1.43	1.41	1.53	1.41	-
Std. Err.	0.36	-	-	-	-	-	0.31	0.29	0.88	0.29	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1031

q398_22) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Man Select

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Select (Unwtd)	7	2	1	-	-	-	13	16	-	16	-
Base - Ever Heard of Red Man Select (Wgtd)	7	2	1	-	-	-	13	16	-	16	-
Eff Base	7	2	1	-	-	-	13	16	-	16	-
Top 2 Box (Net)	3	1	1	-	-	-	6	7	-	7	-
	42.9	50.0	100.0	-	-	-	46.2	43.7	-	43.7	-
Definitely would purchase (1)	2	1	1	-	-	-	3	4	-	4	-
	28.5	50.0	100.0	-	-	-	23.0	24.9	-	24.9	-
2	1	-	-	-	-	-	3	3	-	3	-
	14.3	-	-	-	-	-	23.1	18.8	-	18.8	-
Possibly would purchase (3)	2	1	-	-	-	-	3	4	-	4	-
	28.6	50.0	-	-	-	-	23.1	25.0	-	25.0	-
Bottom 2 Box (Net)	2	-	-	-	-	-	4	5	-	5	-
	28.5	-	-	-	-	-	30.8	31.3	-	31.3	-
4	1	-	-	-	-	-	1	2	-	2	-
	14.3	-	-	-	-	-	7.7	12.5	-	12.5	-
Definitely would not purchase (5)	1	-	-	-	-	-	3	3	-	3	-
	14.3	-	-	-	-	-	23.1	18.8	-	18.8	-
Total	7	2	1	-	-	-	13	16	-	16	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-
Mean	2.71	2.00	1.00	-	-	-	2.85	2.81	-	2.81	-
Std. Dev.	1.50	1.41	-	-	-	-	1.52	1.47	-	1.47	-
Std. Err.	0.57	1.00	-	-	-	-	0.42	0.37	-	0.37	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1032

q398_23) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Man Silver Blend

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Silver Blend (Unwtd)	6	-	-	-	-	-	9	11	-	11	-
Base - Ever Heard of Red Man Silver Blend (Wgtd)	6	-	-	-	-	-	9	11	-	11	-
Eff Base	6	-	-	-	-	-	9	11	-	11	-
Top 2 Box (Net)	3	-	-	-	-	-	5	6	-	6	-
	49.9	-	-	-	-	-	55.5	54.5	-	54.5	-
Definitely would purchase (1)	2	-	-	-	-	-	3	4	-	4	-
	33.2	-	-	-	-	-	33.3	36.3	-	36.3	-
2	1	-	-	-	-	-	2	2	-	2	-
	16.7	-	-	-	-	-	22.2	18.2	-	18.2	-
Possibly would purchase (3)	1	-	-	-	-	-	1	1	-	1	-
	16.7	-	-	-	-	-	11.2	9.1	-	9.1	-
Bottom 2 Box (Net)	2	-	-	-	-	-	3	4	-	4	-
	33.3	-	-	-	-	-	33.3	36.4	-	36.4	-
4	1	-	-	-	-	-	-	1	-	1	-
	16.7	-	-	-	-	-	-	9.1	-	9.1	-
Definitely would not purchase (5)	1	-	-	-	-	-	3	3	-	3	-
	16.7	-	-	-	-	-	33.3	27.3	-	27.3	-
Total	6	-	-	-	-	-	9	11	-	11	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.67	-	-	-	-	-	2.78	2.73	-	2.73	-
Std. Dev.	1.63	-	-	-	-	-	1.79	1.74	-	1.74	-
Std. Err.	0.67	-	-	-	-	-	0.60	0.52	-	0.52	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1033

q398_24) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Southern Pride

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Southern Pride (Unwtd)	6	1	-	-	-	-	8	8	1	8	-
Base - Ever Heard of Southern Pride (Wgtd)	6	1	-	-	-	-	8	8	1	8	-
Eff Base	6	1	-	-	-	-	8	8	1	8	-
Top 2 Box (Net)	3	-	-	-	-	-	4	4	1	4	-
	50.0	-	-	-	-	-	50.0	50.0	100.0	50.0	-
Definitely would purchase (1)	2	-	-	-	-	-	2	2	1	2	-
	33.4	-	-	-	-	-	25.1	25.1	100.0	25.1	-
2	1	-	-	-	-	-	2	2	-	2	-
	16.6	-	-	-	-	-	25.0	25.0	-	25.0	-
Possibly would purchase (3)	2	-	-	-	-	-	3	3	-	3	-
	33.3	-	-	-	-	-	37.5	37.5	-	37.5	-
Bottom 2 Box (Net)	1	1	-	-	-	-	1	1	-	1	-
	16.7	100.0	-	-	-	-	12.5	12.5	-	12.5	-
4	1	1	-	-	-	-	1	1	-	1	-
	16.7	100.0	-	-	-	-	12.5	12.5	-	12.5	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	1	-	-	-	-	8	8	1	8	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.33	4.00	-	-	-	-	2.37	2.37	1.00	2.37	-
Std. Dev.	1.21	-	-	-	-	-	1.06	1.06	-	1.06	-
Std. Err.	0.49	-	-	-	-	-	0.38	0.38	-	0.38	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1034

q398_25) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Starr

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Starr (Unwtd)	5	2	-	-	-	-	7	8	-	8	-
Base - Ever Heard of Starr (Wgtd)	5	2	-	-	-	-	7	8	-	8	-
Eff Base	5	2	-	-	-	-	7	8	-	8	-
Top 2 Box (Net)	2	-	-	-	-	-	2	2	-	2	-
	40.1	-	-	-	-	-	28.6	25.0	-	25.0	-
Definitely would purchase (1)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
2	2	-	-	-	-	-	2	2	-	2	-
	40.1	-	-	-	-	-	28.6	25.0	-	25.0	-
Possibly would purchase (3)	1	1	-	-	-	-	3	4	-	4	-
	20.0	50.0	-	-	-	-	42.8	50.0	-	50.0	-
Bottom 2 Box (Net)	2	1	-	-	-	-	2	2	-	2	-
	40.0	50.0	-	-	-	-	28.5	25.0	-	25.0	-
4	2	1	-	-	-	-	2	2	-	2	-
	40.0	50.0	-	-	-	-	28.5	25.0	-	25.0	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	2	-	-	-	-	7	8	-	8	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.00	3.50	-	-	-	-	3.00	3.00	-	3.00	-
Std. Dev.	1.00	-	-	-	-	-	0.82	0.76	-	0.76	-
Std. Err.	0.45	-	-	-	-	-	0.31	0.27	-	0.27	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1035

q398_26) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Stoker's (Unwtd)	7	1	-	-	-	-	7	8	1	8	-
Base - Ever Heard of Stoker's (Wgtd)	7	1	-	-	-	-	7	8	1	8	-
Eff Base	7	1	-	-	-	-	7	8	1	8	-
Top 2 Box (Net)	4	1	-	-	-	-	4	5	1	5	-
	57.1	100.0	-	-	-	-	57.2	62.5	100.0	62.5	-
Definitely would purchase (1)	1	-	-	-	-	-	1	1	1	1	-
	14.3	-	-	-	-	-	14.3	12.5	100.0	12.5	-
2	3	1	-	-	-	-	3	4	-	4	-
	42.8	100.0	-	-	-	-	42.9	50.0	-	50.0	-
Possibly would purchase (3)	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	14.3	12.5	-	12.5	-
Bottom 2 Box (Net)	2	-	-	-	-	-	2	2	-	2	-
	28.6	-	-	-	-	-	28.6	25.0	-	25.0	-
4	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	14.3	12.5	-	12.5	-
Definitely would not purchase (5)	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	14.3	12.5	-	12.5	-
Total	7	1	-	-	-	-	7	8	1	8	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.71	2.00	-	-	-	-	2.71	2.62	1.00	2.62	-
Std. Dev.	1.38	-	-	-	-	-	1.38	1.30	-	1.30	-
Std. Err.	0.52	-	-	-	-	-	0.52	0.46	-	0.46	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1036

q398_27) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Taylor's Pride

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Taylor's Pride (Unwtd)	6	1	-	-	-	-	5	6	2	6	-
Base - Ever Heard of Taylor's Pride (Wgtd)	6	1	-	-	-	-	5	6	2	6	-
Eff Base	6	1	-	-	-	-	5	6	2	6	-
Top 2 Box (Net)	6	1	-	-	-	-	5	6	2	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Definitely would purchase (1)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
2	6	1	-	-	-	-	5	6	2	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	1	-	-	-	-	5	6	2	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.00	2.00	-	-	-	-	2.00	2.00	2.00	2.00	-
Std. Dev.	0.00	-	-	-	-	-	0.00	0.00	0.00	0.00	-
Std. Err.	0.00	-	-	-	-	-	0.00	0.00	0.00	0.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1037

q398_28) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Trophy

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Trophy (Unwtd)	4	1	-	-	-	-	3	4	-	4	-
Base - Ever Heard of Trophy (Wgtd)	4	1	-	-	-	-	3	4	-	4	-
Eff Base	4	1	-	-	-	-	3	4	-	4	-
Top 2 Box (Net)	3	1	-	-	-	-	2	3	-	3	-
	75.0	100.0	-	-	-	-	66.7	75.0	-	75.0	-
Definitely would purchase (1)	1	-	-	-	-	-	-	1	-	1	-
	25.0	-	-	-	-	-	-	25.0	-	25.0	-
2	2	1	-	-	-	-	2	2	-	2	-
	50.1	100.0	-	-	-	-	66.7	50.1	-	50.1	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	33.3	25.0	-	25.0	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would not purchase (5)	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	33.3	25.0	-	25.0	-
Total	4	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.50	2.00	-	-	-	-	3.00	2.50	-	2.50	-
Std. Dev.	1.73	-	-	-	-	-	1.73	1.73	-	1.73	-
Std. Err.	0.87	-	-	-	-	-	1.00	0.87	-	0.87	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1038

q398_29) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Union Standard

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Union Standard (Unwtd)	3	-	-	-	-	-	3	3	1	3	-
Base - Ever Heard of Union Standard (Wgtd)	3	-	-	-	-	-	3	3	1	3	-
Eff Base	3	-	-	-	-	-	3	3	1	3	-
Top 2 Box (Net)	1	-	-	-	-	-	1	1	1	1	-
	33.3	-	-	-	-	-	33.3	33.3	100.0	33.3	-
Definitely would purchase (1)	1	-	-	-	-	-	1	1	1	1	-
	33.3	-	-	-	-	-	33.3	33.3	100.0	33.3	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	2	-	-	-	-	-	2	2	-	2	-
	66.7	-	-	-	-	-	66.7	66.7	-	66.7	-
4	2	-	-	-	-	-	2	2	-	2	-
	66.7	-	-	-	-	-	66.7	66.7	-	66.7	-
Definitely would not purchase (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	-	-	-	-	-	3	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	3.00	-	-	-	-	-	3.00	3.00	1.00	3.00	-
Std. Dev.	1.73	-	-	-	-	-	1.73	1.73	-	1.73	-
Std. Err.	1.00	-	-	-	-	-	1.00	1.00	-	1.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1039

q398_30) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Work Horse

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Work Horse (Unwtd)	5	1	-	-	-	-	6	6	1	6	-
Base - Ever Heard of Work Horse (Wgtd)	5	1	-	-	-	-	6	6	1	6	-
Eff Base	5	1	-	-	-	-	6	6	1	6	-
Top 2 Box (Net)	3	1	-	-	-	-	4	4	1	4	-
	60.1	100.0	-	-	-	-	66.7	66.7	100.0	66.7	-
Definitely would purchase (1)	2	1	-	-	-	-	3	3	-	3	-
	40.1	100.0	-	-	-	-	50.0	50.0	-	50.0	-
2	1	-	-	-	-	-	1	1	1	1	-
	20.0	-	-	-	-	-	16.7	16.7	100.0	16.7	-
Possibly would purchase (3)	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	16.6	16.6	-	16.6	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would not purchase (5)	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	16.6	16.6	-	16.6	-
Total	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.40	1.00	-	-	-	-	2.16	2.16	2.00	2.16	-
Std. Dev.	1.67	-	-	-	-	-	1.60	1.60	-	1.60	-
Std. Err.	0.75	-	-	-	-	-	0.65	0.65	-	0.65	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1040

q398_31) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Other

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Other (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Ever Heard of Other (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Top 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would purchase (1)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Possibly would purchase (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Definitely would not purchase (5)	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	5.00	-	-	-	-	-	5.00	5.00	-	5.00	-
Std. Dev.	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1041

q399) Regardless of price, what brand of chewing tobacco do you most prefer?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Red Man (Net)	8	1	-	-	-	-	14	17	2	17	-
	17.4	9.1	-	-	-	-	22.9	23.9	28.6	23.9	-
Red Man	4	-	-	-	-	-	6	8	-	8	-
	8.7	-	-	-	-	-	9.8	11.3	-	11.3	-
Red Man Golden Blend	3	-	-	-	-	-	4	4	2	4	-
	6.5	-	-	-	-	-	6.6	5.6	28.6	5.6	-
Red Man Regular	1	1	-	-	-	-	3	4	-	4	-
	2.2	9.1	-	-	-	-	4.9	5.6	-	5.6	-
Red Man Select	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Red Man Silver Blend	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Beechnut	4	1	-	-	-	-	6	7	1	7	-
	8.7	9.1	-	-	-	-	9.9	9.9	14.3	9.9	-
Bowie	4	2	-	-	-	-	5	5	-	5	-
	8.7	18.2	-	-	-	-	8.2	7.1	-	7.1	-
Durango	4	1	-	-	-	-	4	4	-	4	-
	8.7	9.1	-	-	-	-	6.6	5.6	-	5.6	-
H.B. Scott's	3	1	1	1	1	1	3	3	-	3	-
	6.5	9.1	50.1	100.0	100.0	100.0	4.9	4.2	-	4.2	-
Big Mountain	3	-	-	-	-	-	3	3	1	3	-
	6.5	-	-	-	-	-	4.9	4.2	14.2	4.2	-
Havana Blossom	3	1	-	-	-	-	2	3	-	3	-
	6.5	9.1	-	-	-	-	3.3	4.2	-	4.2	-
Granger Select	3	-	-	-	-	-	3	4	-	4	-
	6.5	-	-	-	-	-	4.9	5.6	-	5.6	-
Levi-Garrett	3	1	-	-	-	-	2	3	-	3	-
	6.5	9.0	-	-	-	-	3.3	4.2	-	4.2	-
Mail Pouch Select	2	1	1	-	-	-	2	2	1	2	-
	4.3	9.1	49.9	-	-	-	3.3	2.8	14.3	2.8	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1041

q399) Regardless of price, what brand of chewing tobacco do you most prefer?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Red Leaf	1	1	-	-	-	-	2	3	-	3	-
	2.2	9.1	-	-	-	-	3.3	4.2	-	4.2	-
Starr	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Levi Extra	1	1	-	-	-	-	1	1	-	1	-
	2.2	9.1	-	-	-	-	1.6	1.4	-	1.4	-
J.D.'s Blend	1	-	-	-	-	-	2	3	-	3	-
	2.2	-	-	-	-	-	3.3	4.2	-	4.2	-
Southern Pride	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Red Horse	1	-	-	-	-	-	1	1	1	1	-
	2.2	-	-	-	-	-	1.6	1.4	14.3	1.4	-
Trophy	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
Lancaster	1	-	-	-	-	-	2	2	1	2	-
	2.2	-	-	-	-	-	3.3	2.8	14.3	2.8	-
Morgan's	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	3.3	2.8	-	2.8	-
Pay Car	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Mail Pouch	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	1.6	2.8	-	2.8	-
Stoker's	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Taylor's Pride	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Chattanooga loose leaf chewing tobacco	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Union Standard	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Work Horse	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
Other	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1041

q399) Regardless of price, what brand of chewing tobacco do you most prefer?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1042

q400) Mean Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Beechnut	4.62	9.00	-	-	-	-	3.90	4.63	3.00	4.63	-
(2) Big Mountain	7.61	2.00	-	-	-	-	5.87	5.87	2.00	5.87	-
(3) Bowie	3.00	3.00	-	-	-	-	3.00	3.00	-	3.00	-
(4) Chattanooga loose leaf chewing tobacco	-	-	-	-	-	-	4.00	4.00	-	4.00	-
(5) Durango	4.00	2.00	-	-	-	-	4.00	4.00	-	4.00	-
(6) Granger Select	2.00	-	-	-	-	-	32.00	16.97	-	16.97	-
(7) Havana Blossom	2.50	-	-	-	-	-	2.50	2.50	-	2.50	-
(8) H.B. Scott's	13.00	22.00	22.00	22.00	22.00	22.00	13.00	13.00	-	13.00	-
(9) J.D.'s Blend	-	-	-	-	-	-	-	1.00	-	1.00	-
(10) Lancaster	6.00	6.00	6.00	-	-	-	3.00	3.00	0.00	3.00	-
(11) Levi-Garrett	7.49	2.00	-	-	-	-	9.33	7.49	-	7.49	-
(12) Levi Extra	-	-	-	-	-	-	-	-	-	-	-
(13) Mail Pouch	3.00	-	-	-	-	-	2.50	2.50	-	2.50	-
(14) Mail Pouch Select	-	-	-	-	-	-	-	-	-	-	-
(15) Morgan's	3.00	3.00	-	-	-	-	1.50	2.66	-	2.66	-
(16) Pay Car	-	-	-	-	-	-	-	-	-	-	-
(17) Red Horse	-	-	-	-	-	-	-	-	-	-	-
(18) Red Leaf	8.00	8.00	-	-	-	-	2.00	4.02	-	4.02	-
(19) Red Man	1.00	-	-	-	-	-	1.00	1.37	-	1.37	-
(20) Red Man Regular	4.00	3.00	-	-	-	-	3.01	3.00	-	3.00	-
(21) Red Man Golden Blend	2.00	-	-	-	-	-	1.83	1.83	2.00	1.83	-
(22) Red Man Select	2.00	-	-	-	-	-	1.50	1.50	-	1.50	-
(23) Red Man Silver Blend	-	-	-	-	-	-	-	-	-	-	-
(24) Southern Pride	1.00	-	-	-	-	-	1.00	1.00	-	1.00	-
(25) Starr	-	-	-	-	-	-	-	-	-	-	-
(26) Stoker's	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1042

q400) Mean Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(27) Taylor's Pride	-	-	-	-	-	-	-	-	-	-	-
(28) Trophy	1.00	-	-	-	-	-	1.00	1.00	-	1.00	-
(29) Union Standard	-	-	-	-	-	-	-	-	-	-	-
(30) Work Horse	-	-	-	-	-	-	4.00	4.00	-	4.00	-
(31) Other	0.00	-	-	-	-	-	0.00	0.00	-	0.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1043

q400_1) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Beechnut

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Beechnut (Unwtd)	8	1	-	-	-	-	10	11	2	11	-
Base - Currently Purchase Beechnut (Wgtd)	8	1	-	-	-	-	10	11	2	11	-
Eff Base	8	1	-	-	-	-	10	11	2	11	-
1	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	20.0	18.2	-	18.2	-
2	2	-	-	-	-	-	2	2	1	2	-
	25.0	-	-	-	-	-	20.0	18.2	50.0	18.2	-
3	2	-	-	-	-	-	2	2	-	2	-
	25.1	-	-	-	-	-	20.1	18.3	-	18.3	-
4	2	-	-	-	-	-	2	2	1	2	-
	24.9	-	-	-	-	-	19.9	18.1	50.0	18.1	-
9	1	1	-	-	-	-	1	1	-	1	-
	12.5	100.0	-	-	-	-	10.0	9.1	-	9.1	-
10-19	1	-	-	-	-	-	1	2	-	2	-
	12.5	-	-	-	-	-	10.0	18.1	-	18.1	-
Total	8	1	-	-	-	-	10	11	2	11	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	4.62	9.00	-	-	-	-	3.90	4.63	3.00	4.63	-
Std. Dev.	3.11	-	-	-	-	-	3.14	3.85	1.41	3.85	-
Std. Err.	1.10	-	-	-	-	-	0.99	1.16	1.00	1.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1044

q400_2) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Big Mountain

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Big Mountain (Unwtd)	5	1	-	-	-	-	7	7	1	7	-
Base - Currently Purchase Big Mountain (Wgtd)	5	1	-	-	-	-	7	7	1	7	-
Eff Base	5	1	-	-	-	-	7	7	1	7	-
1	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	14.2	14.2	-	14.2	-
2	3	1	-	-	-	-	4	4	1	4	-
	59.9	100.0	-	-	-	-	57.1	57.1	100.0	57.1	-
7	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	14.3	14.3	-	14.3	-
20-29	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	14.3	14.3	-	14.3	-
Total	5	1	-	-	-	-	7	7	1	7	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	7.61	2.00	-	-	-	-	5.87	5.87	2.00	5.87	-
Std. Dev.	9.97	-	-	-	-	-	8.68	8.68	-	8.68	-
Std. Err.	4.46	-	-	-	-	-	3.28	3.28	-	3.28	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1045

q400_3) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Bowie

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Bowie (Unwtd)	3	1	-	-	-	-	5	5	-	5	-
Base - Currently Purchase Bowie (Wgtd)	3	1	-	-	-	-	5	5	-	5	-
Eff Base	3	1	-	-	-	-	5	5	-	5	-
2	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-
3	1	1	-	-	-	-	1	1	-	1	-
	33.2	100.0	-	-	-	-	20.0	20.0	-	20.0	-
4	1	-	-	-	-	-	2	2	-	2	-
	33.4	-	-	-	-	-	40.1	40.1	-	40.1	-
Total	3	1	-	-	-	-	5	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.00	3.00	-	-	-	-	3.00	3.00	-	3.00	-
Std. Dev.	1.00	-	-	-	-	-	1.00	1.00	-	1.00	-
Std. Err.	0.58	-	-	-	-	-	0.45	0.45	-	0.45	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1046

q400_4) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Chattanooga loose leaf chewing tobacco

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Chattanooga loose leaf chewing tobacco (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase Chattanooga loose leaf chewing tobacco (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
4	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	-	-	-	-	-	-	4.00	4.00	-	4.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1047

q400_5) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Durango

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Durango (Unwtd)	2	1	-	-	-	-	2	2	-	2	-
Base - Currently Purchase Durango (Wgtd)	2	1	-	-	-	-	2	2	-	2	-
Eff Base	2	1	-	-	-	-	2	2	-	2	-
2	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
6	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
Total	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	4.00	2.00	-	-	-	-	4.00	4.00	-	4.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1048

q400_6) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Granger Select

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Granger Select (Unwtd)	1	-	-	-	-	-	1	2	-	2	-
Base - Currently Purchase Granger Select (Wgtd)	1	-	-	-	-	-	1	2	-	2	-
Eff Base	1	-	-	-	-	-	1	2	-	2	-
2	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	50.1	-	50.1	-
30-39	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	49.9	-	49.9	-
Total	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.00	-	-	-	-	-	32.00	16.97	-	16.97	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1049

q400_7) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Havana Blossom

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Havana Blossom (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - Currently Purchase Havana Blossom (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
1	1	-	-	-	-	-	1	1	-	1	-
	49.9	-	-	-	-	-	49.9	49.9	-	49.9	-
4	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	50.1	50.1	-	50.1	-
Total	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.50	-	-	-	-	-	2.50	2.50	-	2.50	-
Std. Dev.	2.12	-	-	-	-	-	2.12	2.12	-	2.12	-
Std. Err.	1.50	-	-	-	-	-	1.50	1.50	-	1.50	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1050

q400_8) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- H.B. Scott's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase H.B. Scott's (Unwtd)	3	1	1	1	1	1	3	3	-	3	-
Base - Currently Purchase H.B. Scott's (Wgtd)	3	1	1	1	1	1	3	3	-	3	-
Eff Base	3	1	1	1	1	1	3	3	-	3	-
5	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	33.3	33.3	-	33.3	-
10-19	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	33.3	33.3	-	33.3	-
20-29	1	1	1	1	1	1	1	1	-	1	-
	33.3	100.0	100.0	100.0	100.0	100.0	33.3	33.3	-	33.3	-
Total	3	1	1	1	1	1	3	3	-	3	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-
Mean	13.00	22.00	22.00	22.00	22.00	22.00	13.00	13.00	-	13.00	-
Std. Dev.	8.54	-	-	-	-	-	8.54	8.54	-	8.54	-
Std. Err.	4.93	-	-	-	-	-	4.93	4.93	-	4.93	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1051

q400_9) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- J.D.'s Blend

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase J.D.'s Blend (Unwtd)	-	-	-	-	-	-	-	1	-	1	-
Base - Currently Purchase J.D.'s Blend (Wgtd)	-	-	-	-	-	-	-	1	-	1	-
Eff Base	-	-	-	-	-	-	-	1	-	1	-
1	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
Total	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
Mean	-	-	-	-	-	-	-	1.00	-	1.00	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1052

q400_10) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Lancaster

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Lancaster (Unwtd)	1	1	1	-	-	-	2	2	1	2	-
Base - Currently Purchase Lancaster (Wgtd)	1	1	1	-	-	-	2	2	1	2	-
Eff Base	1	1	1	-	-	-	2	2	1	2	-
0	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
6	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
Total	1	1	1	-	-	-	2	2	1	2	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
Mean	6.00	6.00	6.00	-	-	-	3.00	3.00	0.00	3.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1053

q400_11) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Levi-Garrett

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Levi-Garrett (Unwtd)	4	1	-	-	-	-	3	4	-	4	-
Base - Currently Purchase Levi-Garrett (Wgtd)	4	1	-	-	-	-	3	4	-	4	-
Eff Base	4	1	-	-	-	-	3	4	-	4	-
2	2	1	-	-	-	-	1	2	-	2	-
	50.0	100.0	-	-	-	-	33.3	50.0	-	50.0	-
6	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	33.4	25.0	-	25.0	-
20-29	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	33.3	24.9	-	24.9	-
Total	4	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	7.49	2.00	-	-	-	-	9.33	7.49	-	7.49	-
Std. Dev.	8.54	-	-	-	-	-	9.46	8.54	-	8.54	-
Std. Err.	4.27	-	-	-	-	-	5.46	4.27	-	4.27	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1055

q400_13) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Mail Pouch

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Mail Pouch (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Currently Purchase Mail Pouch (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
2	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	50.1	50.1	-	50.1	-
3	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	49.9	49.9	-	49.9	-
Total	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.00	-	-	-	-	-	2.50	2.50	-	2.50	-
Std. Dev.	-	-	-	-	-	-	0.71	0.71	-	0.71	-
Std. Err.	-	-	-	-	-	-	0.50	0.50	-	0.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1057

q400_15) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Morgan's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Morgan's (Unwtd)	2	2	-	-	-	-	2	3	-	3	-
Base - Currently Purchase Morgan's (Wgtd)	2	2	-	-	-	-	2	3	-	3	-
Eff Base	2	2	-	-	-	-	2	3	-	3	-
1	1	1	-	-	-	-	1	1	-	1	-
	50.1	50.1	-	-	-	-	50.2	33.5	-	33.5	-
2	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.8	33.2	-	33.2	-
5	1	1	-	-	-	-	-	1	-	1	-
	49.9	49.9	-	-	-	-	-	33.3	-	33.3	-
Total	2	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.00	3.00	-	-	-	-	1.50	2.66	-	2.66	-
Std. Dev.	2.82	2.82	-	-	-	-	0.71	2.08	-	2.08	-
Std. Err.	2.00	2.00	-	-	-	-	0.50	1.20	-	1.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1060

q400_18) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Red Leaf

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Leaf (Unwtd)	1	1	-	-	-	-	2	3	-	3	-
Base - Currently Purchase Red Leaf (Wgtd)	1	1	-	-	-	-	2	3	-	3	-
Eff Base	1	1	-	-	-	-	2	3	-	3	-
1	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
3	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	50.1	33.3	-	33.3	-
8	1	1	-	-	-	-	-	1	-	1	-
	100.0	100.0	-	-	-	-	-	33.6	-	33.6	-
Total	1	1	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	8.00	8.00	-	-	-	-	2.00	4.02	-	4.02	-
Std. Dev.	-	-	-	-	-	-	-	3.61	-	3.61	-
Std. Err.	-	-	-	-	-	-	-	2.08	-	2.08	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1061

q400_19) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Red Man

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man (Unwtd)	4	-	-	-	-	-	5	8	-	8	-
Base - Currently Purchase Red Man (Wgtd)	4	-	-	-	-	-	5	8	-	8	-
Eff Base	4	-	-	-	-	-	5	8	-	8	-
0	1	-	-	-	-	-	2	2	-	2	-
	25.1	-	-	-	-	-	40.1	25.1	-	25.1	-
1	2	-	-	-	-	-	1	2	-	2	-
	50.0	-	-	-	-	-	20.0	25.0	-	25.0	-
2	1	-	-	-	-	-	2	3	-	3	-
	24.9	-	-	-	-	-	39.9	37.4	-	37.4	-
3	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	12.5	-	12.5	-
Total	4	-	-	-	-	-	5	8	-	8	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	1.00	-	-	-	-	-	1.00	1.37	-	1.37	-
Std. Dev.	0.82	-	-	-	-	-	1.00	1.06	-	1.06	-
Std. Err.	0.41	-	-	-	-	-	0.45	0.38	-	0.38	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1062

q400_20) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Red Man Regular

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man Regular (Unwtd)	2	1	-	-	-	-	5	6	-	6	-
Base - Currently Purchase Red Man Regular (Wgtd)	2	1	-	-	-	-	5	6	-	6	-
Eff Base	2	1	-	-	-	-	5	6	-	6	-
1	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	39.9	33.2	-	33.2	-
3	1	1	-	-	-	-	-	1	-	1	-
	49.9	100.0	-	-	-	-	-	16.6	-	16.6	-
4	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	40.1	33.4	-	33.4	-
5	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	20.1	16.7	-	16.7	-
Total	2	1	-	-	-	-	5	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	4.00	3.00	-	-	-	-	3.01	3.00	-	3.00	-
Std. Dev.	1.41	-	-	-	-	-	1.87	1.67	-	1.67	-
Std. Err.	1.00	-	-	-	-	-	0.84	0.68	-	0.68	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1063

q400_21) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Red Man Golden Blend

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man Golden Blend (Unwtd)	5	-	-	-	-	-	6	6	3	6	-
Base - Currently Purchase Red Man Golden Blend (Wgtd)	5	-	-	-	-	-	6	6	3	6	-
Eff Base	5	-	-	-	-	-	6	6	3	6	-
1	2	-	-	-	-	-	3	3	1	3	-
	40.0	-	-	-	-	-	50.0	50.0	33.3	50.0	-
2	1	-	-	-	-	-	1	1	1	1	-
	20.0	-	-	-	-	-	16.7	16.7	33.3	16.7	-
3	2	-	-	-	-	-	2	2	1	2	-
	40.0	-	-	-	-	-	33.3	33.3	33.4	33.3	-
Total	5	-	-	-	-	-	6	6	3	6	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.00	-	-	-	-	-	1.83	1.83	2.00	1.83	-
Std. Dev.	1.00	-	-	-	-	-	0.98	0.98	1.00	0.98	-
Std. Err.	0.45	-	-	-	-	-	0.40	0.40	0.58	0.40	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1064

q400_22) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Red Man Select

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man Select (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Currently Purchase Red Man Select (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
1	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	49.9	-	49.9	-
2	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	50.1	50.1	-	50.1	-
Total	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.00	-	-	-	-	-	1.50	1.50	-	1.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1066

q400_24) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Southern Pride

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Southern Pride (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase Southern Pride (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
1	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	1.00	-	-	-	-	-	1.00	1.00	-	1.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1070

q400_28) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Trophy

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Trophy (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase Trophy (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
1	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	1.00	-	-	-	-	-	1.00	1.00	-	1.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1072

q400_30) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Work Horse

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Work Horse (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase Work Horse (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
4	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	-	-	-	-	-	-	4.00	4.00	-	4.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1073

q400_31) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the following brands in a week?
- Other

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Other (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase Other (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
0	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1074

q401) Top 2 Box Summary Table - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
(1) Has great taste	31	8	1	-	-	-	42	50	4	50	-
	67.4	72.7	49.9	-	-	-	68.9	70.4	57.1	70.4	-
(2) Is a quality product	29	5	-	-	-	-	40	45	4	45	-
	63.1	45.5	-	-	-	-	65.6	63.4	57.1	63.4	-
(3) Is a fresh product	24	5	1	-	-	-	34	41	5	41	-
	52.2	45.5	49.9	-	-	-	55.8	57.8	71.4	57.8	-
(4) Is better than I expected for the price	24	6	1	-	-	-	33	37	4	37	-
	52.2	54.6	49.9	-	-	-	54.1	52.1	57.1	52.1	-
(5) Is a cool brand to be seen with	25	6	1	-	-	-	36	41	4	41	-
	54.4	54.6	49.9	-	-	-	59.0	57.8	57.1	57.8	-
(6) Has a good texture	29	5	1	-	-	-	39	44	4	44	-
	63.1	45.5	49.9	-	-	-	64.0	62.0	57.1	62.0	-
(7) The packaging/label has a cool design/look	28	7	1	-	-	-	37	44	4	44	-
	60.9	63.7	49.9	-	-	-	60.7	62.0	57.1	62.0	-
(8) Variety of tastes/ flavors available	27	7	-	-	-	-	36	43	4	43	-
	58.7	63.7	-	-	-	-	59.0	60.6	57.1	60.6	-
(9) Smooth flavor	28	5	1	-	-	-	37	43	5	43	-
	60.9	45.5	49.9	-	-	-	60.7	60.6	71.4	60.6	-
(10) Flavor that lasts	32	6	1	-	-	-	41	47	5	47	-
	69.6	54.6	49.9	-	-	-	67.2	66.2	71.4	66.2	-
(11) Has a premium look/ design	27	6	1	-	-	-	38	43	5	43	-
	58.7	54.6	49.9	-	-	-	62.3	60.6	71.4	60.6	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1075

q401) Bottom 2 Box Summary Table - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
(1) Has great taste	11	3	1	1	1	1	13	15	3	15	-
	23.9	27.3	50.1	100.0	100.0	100.0	21.3	21.1	42.9	21.1	-
(2) Is a quality product	8	3	-	-	-	-	12	15	2	15	-
	17.4	27.2	-	-	-	-	19.6	21.1	28.6	21.1	-
(3) Is a fresh product	10	3	1	1	1	1	13	15	2	15	-
	21.7	27.3	50.1	100.0	100.0	100.0	21.3	21.1	28.6	21.1	-
(4) Is better than I expected for the price	10	4	1	1	1	1	12	17	2	17	-
	21.7	36.3	50.1	100.0	100.0	100.0	19.7	23.9	28.6	23.9	-
(5) Is a cool brand to be seen with	10	4	1	1	1	1	12	16	3	16	-
	21.7	36.3	50.1	100.0	100.0	100.0	19.7	22.5	42.9	22.5	-
(6) Has a good texture	9	3	1	1	1	1	11	13	2	13	-
	19.5	27.3	50.1	100.0	100.0	100.0	18.0	18.3	28.6	18.3	-
(7) The packaging/label has a cool design/look	8	3	1	1	1	1	13	15	2	15	-
	17.4	27.3	50.1	100.0	100.0	100.0	21.3	21.1	28.6	21.1	-
(8) Variety of tastes/ flavors available	7	2	-	-	-	-	9	11	1	11	-
	15.2	18.1	-	-	-	-	14.7	15.5	14.3	15.5	-
(9) Smooth flavor	8	4	1	1	1	1	9	11	2	11	-
	17.4	36.3	50.1	100.0	100.0	100.0	14.7	15.5	28.6	15.5	-
(10) Flavor that lasts	6	2	-	-	-	-	9	10	2	10	-
	13.0	18.1	-	-	-	-	14.7	14.1	28.6	14.1	-
(11) Has a premium look/ design	6	2	-	-	-	-	10	12	1	12	-
	13.0	18.1	-	-	-	-	16.4	16.9	14.3	16.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1076

q401) Mean Summary Table - IN TOTAL

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
(1) Has great taste	2.37	2.45	3.50	5.00	5.00	5.00	2.28	2.23	3.00	2.23	-
(2) Is a quality product	2.22	2.64	3.00	3.00	3.00	3.00	2.21	2.24	2.57	2.24	-
(3) Is a fresh product	2.50	2.73	3.00	4.00	4.00	4.00	2.39	2.37	2.57	2.37	-
(4) Is better than I expected for the price	2.46	2.64	2.50	4.00	4.00	4.00	2.47	2.56	2.86	2.56	-
(5) Is a cool brand to be seen with	2.50	2.73	3.50	5.00	5.00	5.00	2.44	2.48	2.72	2.48	-
(6) Has a good texture	2.22	2.64	3.50	5.00	5.00	5.00	2.20	2.20	2.43	2.20	-
(7) The packaging/label has a cool design/look	2.33	2.45	3.00	5.00	5.00	5.00	2.36	2.32	2.86	2.32	-
(8) Variety of tastes/ flavors available	2.28	2.36	3.00	3.00	3.00	3.00	2.28	2.24	2.43	2.24	-
(9) Smooth flavor	2.24	2.82	3.00	4.00	4.00	4.00	2.21	2.21	2.29	2.21	-
(10) Flavor that lasts	2.13	2.18	2.00	3.00	3.00	3.00	2.18	2.15	2.43	2.15	-
(11) Has a premium look/ design	2.24	2.27	2.00	3.00	3.00	3.00	2.29	2.28	2.29	2.28	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1077

q401_1) Top 2 Box Summary Table - Beechnut Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	-	-	-	-	10	11	2	11	-
Base - Beechnut Most Often (Wgtd)	8	1	-	-	-	-	10	11	2	11	-
Eff Base	8	1	-	-	-	-	10	11	2	11	-
(1) Has great taste	8	1	-	-	-	-	9	9	2	9	-
	100.0	100.0	-	-	-	-	90.0	81.9	100.0	81.9	-
(1) Is a quality product	8	1	-	-	-	-	9	9	2	9	-
	100.0	100.0	-	-	-	-	90.0	81.9	100.0	81.9	-
(1) Is a fresh product	6	-	-	-	-	-	7	8	2	8	-
	75.1	-	-	-	-	-	70.1	72.8	100.0	72.8	-
(1) Is better than I expected for the price	6	1	-	-	-	-	7	7	2	7	-
	75.0	100.0	-	-	-	-	70.0	63.7	100.0	63.7	-
(1) Is a cool brand to be seen with	7	1	-	-	-	-	8	8	2	8	-
	87.6	100.0	-	-	-	-	80.1	72.8	100.0	72.8	-
(1) Has a good texture	6	-	-	-	-	-	7	7	2	7	-
	75.0	-	-	-	-	-	70.0	63.7	100.0	63.7	-
(1) The packaging/label has a cool design/look	7	1	-	-	-	-	8	8	2	8	-
	87.5	100.0	-	-	-	-	80.0	72.8	100.0	72.8	-
(1) Variety of tastes/ flavors available	7	1	-	-	-	-	8	8	2	8	-
	87.5	100.0	-	-	-	-	80.0	72.8	100.0	72.8	-
(1) Smooth flavor	6	-	-	-	-	-	7	7	2	7	-
	75.0	-	-	-	-	-	70.0	63.7	100.0	63.7	-
(1) Flavor that lasts	6	1	-	-	-	-	7	7	2	7	-
	75.0	100.0	-	-	-	-	70.0	63.7	100.0	63.7	-
(1) Has a premium look/ design	8	1	-	-	-	-	9	9	2	9	-
	100.0	100.0	-	-	-	-	90.0	81.9	100.0	81.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1078

q401_1) Bottom 2 Box Summary Table - Beechnut Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	-	-	-	-	10	11	2	11	-
Base - Beechnut Most Often (Wgtd)	8	1	-	-	-	-	10	11	2	11	-
Eff Base	8	1	-	-	-	-	10	11	2	11	-
(1) Has great taste	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	9.1	-	9.1	-
(1) Is a quality product	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	10.0	18.1	-	18.1	-
(1) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(1) Is better than I expected for the price	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	10.0	18.1	-	18.1	-
(1) Is a cool brand to be seen with	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	10.0	18.1	-	18.1	-
(1) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(1) The packaging/label has a cool design/look	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	10.0	18.1	-	18.1	-
(1) Variety of tastes/ flavors available	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	9.1	-	9.1	-
(1) Smooth flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	10.0	9.1	-	9.1	-
(1) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(1) Has a premium look/ design	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	10.0	18.1	-	18.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1079

q401_1) Mean Summary Table - Beechnut Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	-	-	-	-	10	11	2	11	-
Base - Beechnut Most Often (Wgtd)	8	1	-	-	-	-	10	11	2	11	-
Eff Base	8	1	-	-	-	-	10	11	2	11	-
(1) Has great taste	1.50	1.00	-	-	-	-	1.60	1.82	1.50	1.82	-
(1) Is a quality product	1.50	2.00	-	-	-	-	1.70	1.91	1.50	1.91	-
(1) Is a fresh product	1.87	3.00	-	-	-	-	1.90	1.91	1.50	1.91	-
(1) Is better than I expected for the price	2.12	2.00	-	-	-	-	2.20	2.45	2.00	2.45	-
(1) Is a cool brand to be seen with	1.50	1.00	-	-	-	-	1.70	2.00	1.00	2.00	-
(1) Has a good texture	1.75	3.00	-	-	-	-	1.80	1.91	1.00	1.91	-
(1) The packaging/label has a cool design/look	1.38	1.00	-	-	-	-	1.60	1.91	1.50	1.91	-
(1) Variety of tastes/ flavors available	1.50	2.00	-	-	-	-	1.60	1.82	1.50	1.82	-
(1) Smooth flavor	1.62	3.00	-	-	-	-	1.80	1.91	1.00	1.91	-
(1) Flavor that lasts	1.87	1.00	-	-	-	-	1.90	2.00	1.50	2.00	-
(1) Has a premium look/ design	1.50	2.00	-	-	-	-	1.70	1.91	1.50	1.91	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1080

q401_2) Top 2 Box Summary Table - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	-	-	-	-	6	6	1	6	-
Base - Big Mountain Most Often (Wgtd)	5	1	-	-	-	-	6	6	1	6	-
Eff Base	5	1	-	-	-	-	6	6	1	6	-
(2) Has great taste	4	1	-	-	-	-	5	5	1	5	-
	80.0	100.0	-	-	-	-	83.3	83.3	100.0	83.3	-
(2) Is a quality product	4	1	-	-	-	-	5	5	1	5	-
	80.0	100.0	-	-	-	-	83.3	83.3	100.0	83.3	-
(2) Is a fresh product	3	-	-	-	-	-	4	4	1	4	-
	60.0	-	-	-	-	-	66.6	66.6	100.0	66.6	-
(2) Is better than I expected for the price	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
(2) Is a cool brand to be seen with	4	1	-	-	-	-	5	5	1	5	-
	80.0	100.0	-	-	-	-	83.3	83.3	100.0	83.3	-
(2) Has a good texture	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
(2) The packaging/label has a cool design/look	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
(2) Variety of tastes/ flavors available	4	1	-	-	-	-	5	5	1	5	-
	80.0	100.0	-	-	-	-	83.3	83.3	100.0	83.3	-
(2) Smooth flavor	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
(2) Flavor that lasts	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
(2) Has a premium look/ design	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1081

q401_2) Bottom 2 Box Summary Table - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	-	-	-	-	6	6	1	6	-
Base - Big Mountain Most Often (Wgtd)	5	1	-	-	-	-	6	6	1	6	-
Eff Base	5	1	-	-	-	-	6	6	1	6	-
(2) Has great taste	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
(2) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(2) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(2) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(2) Is a cool brand to be seen with	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
(2) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(2) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(2) Variety of tastes/ flavors available	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
(2) Smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(2) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(2) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1082

q401_2) Mean Summary Table - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	-	-	-	-	6	6	1	6	-
Base - Big Mountain Most Often (Wgtd)	5	1	-	-	-	-	6	6	1	6	-
Eff Base	5	1	-	-	-	-	6	6	1	6	-
(2) Has great taste	2.40	2.00	-	-	-	-	2.17	2.17	2.00	2.17	-
(2) Is a quality product	1.40	1.00	-	-	-	-	1.33	1.33	1.00	1.33	-
(2) Is a fresh product	2.40	3.00	-	-	-	-	2.33	2.33	2.00	2.33	-
(2) Is better than I expected for the price	1.40	1.00	-	-	-	-	1.50	1.50	2.00	1.50	-
(2) Is a cool brand to be seen with	2.20	2.00	-	-	-	-	2.17	2.17	1.00	2.17	-
(2) Has a good texture	1.60	2.00	-	-	-	-	1.50	1.50	1.00	1.50	-
(2) The packaging/label has a cool design/look	1.80	2.00	-	-	-	-	1.67	1.67	2.00	1.67	-
(2) Variety of tastes/ flavors available	2.00	1.00	-	-	-	-	1.83	1.83	2.00	1.83	-
(2) Smooth flavor	1.80	2.00	-	-	-	-	1.67	1.67	2.00	1.67	-
(2) Flavor that lasts	1.40	1.00	-	-	-	-	1.50	1.50	1.00	1.50	-
(2) Has a premium look/ design	1.80	2.00	-	-	-	-	1.83	1.83	2.00	1.83	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1083

q401_3) Top 2 Box Summary Table - Bowie Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	-	-	-	-	5	5	-	5	-
Base - Bowie Most Often (Wgtd)	3	1	-	-	-	-	5	5	-	5	-
Eff Base	3	1	-	-	-	-	5	5	-	5	-
(3) Has great taste	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-
(3) Is a quality product	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-
(3) Is a fresh product	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-
(3) Is better than I expected for the price	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-
(3) Is a cool brand to be seen with	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-
(3) Has a good texture	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-
(3) The packaging/label has a cool design/look	2	-	-	-	-	-	3	3	-	3	-
	66.8	-	-	-	-	-	60.0	60.0	-	60.0	-
(3) Variety of tastes/ flavors available	2	-	-	-	-	-	3	3	-	3	-
	66.8	-	-	-	-	-	60.0	60.0	-	60.0	-
(3) Smooth flavor	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-
(3) Flavor that lasts	2	-	-	-	-	-	2	2	-	2	-
	66.8	-	-	-	-	-	40.1	40.1	-	40.1	-
(3) Has a premium look/ design	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1084

q401_3) Bottom 2 Box Summary Table - Bowie Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	-	-	-	-	5	5	-	5	-
Base - Bowie Most Often (Wgtd)	3	1	-	-	-	-	5	5	-	5	-
Eff Base	3	1	-	-	-	-	5	5	-	5	-
(3) Has great taste	2	1	-	-	-	-	3	3	-	3	-
	66.7	100.0	-	-	-	-	60.1	60.1	-	60.1	-
(3) Is a quality product	1	1	-	-	-	-	2	2	-	2	-
	33.2	100.0	-	-	-	-	40.0	40.0	-	40.0	-
(3) Is a fresh product	1	1	-	-	-	-	1	1	-	1	-
	33.2	100.0	-	-	-	-	20.0	20.0	-	20.0	-
(3) Is better than I expected for the price	2	1	-	-	-	-	3	3	-	3	-
	66.7	100.0	-	-	-	-	60.1	60.1	-	60.1	-
(3) Is a cool brand to be seen with	1	1	-	-	-	-	2	2	-	2	-
	33.2	100.0	-	-	-	-	40.0	40.0	-	40.0	-
(3) Has a good texture	2	1	-	-	-	-	3	3	-	3	-
	66.7	100.0	-	-	-	-	60.1	60.1	-	60.1	-
(3) The packaging/label has a cool design/look	1	1	-	-	-	-	2	2	-	2	-
	33.2	100.0	-	-	-	-	40.0	40.0	-	40.0	-
(3) Variety of tastes/ flavors available	1	1	-	-	-	-	1	1	-	1	-
	33.2	100.0	-	-	-	-	20.0	20.0	-	20.0	-
(3) Smooth flavor	1	1	-	-	-	-	1	1	-	1	-
	33.2	100.0	-	-	-	-	20.0	20.0	-	20.0	-
(3) Flavor that lasts	1	1	-	-	-	-	2	2	-	2	-
	33.2	100.0	-	-	-	-	40.0	40.0	-	40.0	-
(3) Has a premium look/ design	1	1	-	-	-	-	2	2	-	2	-
	33.2	100.0	-	-	-	-	40.0	40.0	-	40.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1085

q401_3) Mean Summary Table - Bowie Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	-	-	-	-	5	5	-	5	-
Base - Bowie Most Often (Wgtd)	3	1	-	-	-	-	5	5	-	5	-
Eff Base	3	1	-	-	-	-	5	5	-	5	-
(3) Has great taste	3.33	4.00	-	-	-	-	3.20	3.20	-	3.20	-
(3) Is a quality product	2.67	4.00	-	-	-	-	2.60	2.60	-	2.60	-
(3) Is a fresh product	2.67	4.00	-	-	-	-	2.40	2.40	-	2.40	-
(3) Is better than I expected for the price	3.00	4.00	-	-	-	-	2.80	2.80	-	2.80	-
(3) Is a cool brand to be seen with	2.67	4.00	-	-	-	-	2.60	2.60	-	2.60	-
(3) Has a good texture	3.00	4.00	-	-	-	-	3.00	3.00	-	3.00	-
(3) The packaging/label has a cool design/look	2.33	4.00	-	-	-	-	2.60	2.60	-	2.60	-
(3) Variety of tastes/ flavors available	2.00	4.00	-	-	-	-	2.20	2.20	-	2.20	-
(3) Smooth flavor	2.67	4.00	-	-	-	-	2.40	2.40	-	2.40	-
(3) Flavor that lasts	2.33	4.00	-	-	-	-	2.80	2.80	-	2.80	-
(3) Has a premium look/ design	2.67	4.00	-	-	-	-	3.00	3.00	-	3.00	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1086

q401_4) Top 2 Box Summary Table - Chattanooga loose leaf chewing tobacco Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
(4) Has great taste	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(4) Is a quality product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(4) Is a fresh product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(4) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(4) Is a cool brand to be seen with	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(4) Has a good texture	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(4) The packaging/label has a cool design/look	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(4) Variety of tastes/ flavors available	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(4) Smooth flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(4) Flavor that lasts	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(4) Has a premium look/ design	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1087

q401_4) Bottom 2 Box Summary Table - Chattanooga loose leaf chewing tobacco Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
(4) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Is a quality product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Is a cool brand to be seen with	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Has a good texture	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) The packaging/label has a cool design/look	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Variety of tastes/ flavors available	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Flavor that lasts	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1088

q401_4) Mean Summary Table - Chattanooga loose leaf chewing tobacco Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
(4) Has great taste	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(4) Is a quality product	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(4) Is a fresh product	-	-	-	-	-	-	2.00	2.00	-	2.00	-
(4) Is better than I expected for the price	-	-	-	-	-	-	3.00	3.00	-	3.00	-
(4) Is a cool brand to be seen with	-	-	-	-	-	-	2.00	2.00	-	2.00	-
(4) Has a good texture	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(4) The packaging/label has a cool design/look	-	-	-	-	-	-	2.00	2.00	-	2.00	-
(4) Variety of tastes/ flavors available	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(4) Smooth flavor	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(4) Flavor that lasts	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(4) Has a premium look/ design	-	-	-	-	-	-	2.00	2.00	-	2.00	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1089

q401_5) Top 2 Box Summary Table - Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	-	-	-	-	2	2	-	2	-
Base - Durango Most Often (Wgtd)	2	1	-	-	-	-	2	2	-	2	-
Eff Base	2	1	-	-	-	-	2	2	-	2	-
(5) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(5) Is a quality product	1 50.0	- -	- -	- -	- -	- -	1 50.0	1 50.0	- -	1 50.0	- -
(5) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(5) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(5) Is a cool brand to be seen with	1 50.0	- -	- -	- -	- -	- -	1 50.0	1 50.0	- -	1 50.0	- -
(5) Has a good texture	1 50.0	- -	- -	- -	- -	- -	1 50.0	1 50.0	- -	1 50.0	- -
(5) The packaging/label has a cool design/look	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(5) Variety of tastes/ flavors available	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(5) Smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(5) Flavor that lasts	1 50.0	- -	- -	- -	- -	- -	1 50.0	1 50.0	- -	1 50.0	- -
(5) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1090

q401_5) Bottom 2 Box Summary Table - Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	-	-	-	-	2	2	-	2	-
Base - Durango Most Often (Wgtd)	2	1	-	-	-	-	2	2	-	2	-
Eff Base	2	1	-	-	-	-	2	2	-	2	-
(5) Has great taste	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
(5) Is a quality product	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
(5) Is a fresh product	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(5) Is better than I expected for the price	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(5) Is a cool brand to be seen with	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
(5) Has a good texture	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
(5) The packaging/label has a cool design/look	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
(5) Variety of tastes/ flavors available	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
(5) Smooth flavor	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
(5) Flavor that lasts	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
(5) Has a premium look/ design	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1091

q401_5) Mean Summary Table - Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	-	-	-	-	2	2	-	2	-
Base - Durango Most Often (Wgtd)	2	1	-	-	-	-	2	2	-	2	-
Eff Base	2	1	-	-	-	-	2	2	-	2	-
(5) Has great taste	4.00	5.00	-	-	-	-	4.00	4.00	-	4.00	-
(5) Is a quality product	2.50	4.00	-	-	-	-	2.50	2.50	-	2.50	-
(5) Is a fresh product	4.50	5.00	-	-	-	-	4.50	4.50	-	4.50	-
(5) Is better than I expected for the price	4.50	5.00	-	-	-	-	4.50	4.50	-	4.50	-
(5) Is a cool brand to be seen with	3.00	4.00	-	-	-	-	3.00	3.00	-	3.00	-
(5) Has a good texture	3.00	4.00	-	-	-	-	3.00	3.00	-	3.00	-
(5) The packaging/label has a cool design/look	3.50	4.00	-	-	-	-	3.50	3.50	-	3.50	-
(5) Variety of tastes/ flavors available	3.50	4.00	-	-	-	-	3.50	3.50	-	3.50	-
(5) Smooth flavor	4.00	5.00	-	-	-	-	4.00	4.00	-	4.00	-
(5) Flavor that lasts	3.50	5.00	-	-	-	-	3.50	3.50	-	3.50	-
(5) Has a premium look/ design	4.50	4.00	-	-	-	-	4.50	4.50	-	4.50	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1092

q401_6) Top 2 Box Summary Table - Granger Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often (Unwtd)	1	-	-	-	-	-	1	2	-	2	-
Base - Granger Select Most Often (Wgtd)	1	-	-	-	-	-	1	2	-	2	-
Eff Base	1	-	-	-	-	-	1	2	-	2	-
(6) Has great taste	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(6) Is a quality product	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(6) Is a fresh product	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	50.1	-	50.1	-
(6) Is better than I expected for the price	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	50.1	-	50.1	-
(6) Is a cool brand to be seen with	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(6) Has a good texture	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	50.1	-	50.1	-
(6) The packaging/label has a cool design/look	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	50.1	-	50.1	-
(6) Variety of tastes/ flavors available	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	50.1	-	50.1	-
(6) Smooth flavor	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	50.1	-	50.1	-
(6) Flavor that lasts	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(6) Has a premium look/ design	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1093

q401_6) Bottom 2 Box Summary Table - Granger Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often (Unwtd)	1	-	-	-	-	-	1	2	-	2	-
Base - Granger Select Most Often (Wgtd)	1	-	-	-	-	-	1	2	-	2	-
Eff Base	1	-	-	-	-	-	1	2	-	2	-
(6) Has great taste	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(6) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1094

q401_6) Mean Summary Table - Granger Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often (Unwtd)	1	-	-	-	-	-	1	2	-	2	-
Base - Granger Select Most Often (Wgtd)	1	-	-	-	-	-	1	2	-	2	-
Eff Base	1	-	-	-	-	-	1	2	-	2	-
(6) Has great taste	2.00	-	-	-	-	-	1.00	1.50	-	1.50	-
(6) Is a quality product	2.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(6) Is a fresh product	2.00	-	-	-	-	-	3.00	2.50	-	2.50	-
(6) Is better than I expected for the price	1.00	-	-	-	-	-	3.00	2.00	-	2.00	-
(6) Is a cool brand to be seen with	1.00	-	-	-	-	-	1.00	1.00	-	1.00	-
(6) Has a good texture	1.00	-	-	-	-	-	3.00	2.00	-	2.00	-
(6) The packaging/label has a cool design/look	1.00	-	-	-	-	-	3.00	2.00	-	2.00	-
(6) Variety of tastes/ flavors available	1.00	-	-	-	-	-	3.00	2.00	-	2.00	-
(6) Smooth flavor	1.00	-	-	-	-	-	3.00	2.00	-	2.00	-
(6) Flavor that lasts	2.00	-	-	-	-	-	1.00	1.50	-	1.50	-
(6) Has a premium look/ design	1.00	-	-	-	-	-	2.00	1.50	-	1.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1095

q401_7) Top 2 Box Summary Table - Havana Blossom Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - Havana Blossom Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
(7) Has great taste	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	50.1	50.1	-	50.1	-
(7) Is a quality product	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(7) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(7) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(7) Is a cool brand to be seen with	1	-	-	-	-	-	1	1	-	1	-
	49.9	-	-	-	-	-	49.9	49.9	-	49.9	-
(7) Has a good texture	1	-	-	-	-	-	1	1	-	1	-
	49.9	-	-	-	-	-	49.9	49.9	-	49.9	-
(7) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(7) Variety of tastes/ flavors available	1	-	-	-	-	-	1	1	-	1	-
	49.9	-	-	-	-	-	49.9	49.9	-	49.9	-
(7) Smooth flavor	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(7) Flavor that lasts	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(7) Has a premium look/ design	1	-	-	-	-	-	1	1	-	1	-
	49.9	-	-	-	-	-	49.9	49.9	-	49.9	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1096

q401_7) Bottom 2 Box Summary Table - Havana Blossom Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - Havana Blossom Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
(7) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) Is a quality product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) Is a cool brand to be seen with	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) Has a good texture	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) The packaging/label has a cool design/look	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) Variety of tastes/ flavors available	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) Smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) Flavor that lasts	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(7) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1097

q401_7) Mean Summary Table - Havana Blossom Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - Havana Blossom Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
(7) Has great taste	2.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(7) Is a quality product	2.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(7) Is a fresh product	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(7) Is better than I expected for the price	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(7) Is a cool brand to be seen with	2.50	-	-	-	-	-	2.50	2.50	-	2.50	-
(7) Has a good texture	2.50	-	-	-	-	-	2.50	2.50	-	2.50	-
(7) The packaging/label has a cool design/look	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(7) Variety of tastes/ flavors available	2.50	-	-	-	-	-	2.50	2.50	-	2.50	-
(7) Smooth flavor	2.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(7) Flavor that lasts	2.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(7) Has a premium look/ design	2.50	-	-	-	-	-	2.50	2.50	-	2.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1098

q401_8) Top 2 Box Summary Table - H.B. Scott's Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	2	2	-	2	-
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	2	2	-	2	-
Eff Base	2	1	1	1	1	1	2	2	-	2	-
(8) Has great taste	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Is a quality product	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Is a fresh product	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Is better than I expected for the price	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Is a cool brand to be seen with	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Has a good texture	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) The packaging/label has a cool design/look	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Variety of tastes/ flavors available	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Smooth flavor	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Flavor that lasts	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
(8) Has a premium look/ design	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1099

q401_8) Bottom 2 Box Summary Table - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	2	2	-	2	-
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	2	2	-	2	-
Eff Base	2	1	1	1	1	1	2	2	-	2	-
(8) Has great taste	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
(8) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(8) Is a fresh product	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
(8) Is better than I expected for the price	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
(8) Is a cool brand to be seen with	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
(8) Has a good texture	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
(8) The packaging/label has a cool design/look	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
(8) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(8) Smooth flavor	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
(8) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(8) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1100

q401_8) Mean Summary Table - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	2	2	-	2	-
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	2	2	-	2	-
Eff Base	2	1	1	1	1	1	2	2	-	2	-
(8) Has great taste	3.00	5.00	5.00	5.00	5.00	5.00	3.00	3.00	-	3.00	-
(8) Is a quality product	2.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	-	2.00	-
(8) Is a fresh product	2.50	4.00	4.00	4.00	4.00	4.00	2.50	2.50	-	2.50	-
(8) Is better than I expected for the price	2.50	4.00	4.00	4.00	4.00	4.00	2.50	2.50	-	2.50	-
(8) Is a cool brand to be seen with	3.50	5.00	5.00	5.00	5.00	5.00	3.50	3.50	-	3.50	-
(8) Has a good texture	3.00	5.00	5.00	5.00	5.00	5.00	3.00	3.00	-	3.00	-
(8) The packaging/label has a cool design/look	3.50	5.00	5.00	5.00	5.00	5.00	3.50	3.50	-	3.50	-
(8) Variety of tastes/ flavors available	2.50	3.00	3.00	3.00	3.00	3.00	2.50	2.50	-	2.50	-
(8) Smooth flavor	2.50	4.00	4.00	4.00	4.00	4.00	2.50	2.50	-	2.50	-
(8) Flavor that lasts	2.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	-	2.00	-
(8) Has a premium look/ design	2.00	3.00	3.00	3.00	3.00	3.00	2.00	2.00	-	2.00	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1101

q401_9) Top 2 Box Summary Table - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	-	-	-	-	-	-	-	1	-	1	-
Base - J.D.'s Blend Most Often (Wgtd)	-	-	-	-	-	-	-	1	-	1	-
Eff Base	-	-	-	-	-	-	-	1	-	1	-
(9) Has great taste	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
(9) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(9) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(9) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(9) Is a cool brand to be seen with	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
(9) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(9) The packaging/label has a cool design/look	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
(9) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(9) Smooth flavor	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
(9) Flavor that lasts	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
(9) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1102

q401_9) Bottom 2 Box Summary Table - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	-	-	-	-	-	-	-	1	-	1	-
Base - J.D.'s Blend Most Often (Wgtd)	-	-	-	-	-	-	-	1	-	1	-
Eff Base	-	-	-	-	-	-	-	1	-	1	-
(9) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(9) Is a quality product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(9) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -
(9) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -
(9) Is a cool brand to be seen with	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(9) Has a good texture	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -
(9) The packaging/label has a cool design/look	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(9) Variety of tastes/ flavors available	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(9) Smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(9) Flavor that lasts	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(9) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1103

q401_9) Mean Summary Table - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	-	-	-	-	-	-	-	1	-	1	-
Base - J.D.'s Blend Most Often (Wgtd)	-	-	-	-	-	-	-	1	-	1	-
Eff Base	-	-	-	-	-	-	-	1	-	1	-
(9) Has great taste	-	-	-	-	-	-	-	1.00	-	1.00	-
(9) Is a quality product	-	-	-	-	-	-	-	3.00	-	3.00	-
(9) Is a fresh product	-	-	-	-	-	-	-	4.00	-	4.00	-
(9) Is better than I expected for the price	-	-	-	-	-	-	-	5.00	-	5.00	-
(9) Is a cool brand to be seen with	-	-	-	-	-	-	-	2.00	-	2.00	-
(9) Has a good texture	-	-	-	-	-	-	-	4.00	-	4.00	-
(9) The packaging/label has a cool design/look	-	-	-	-	-	-	-	2.00	-	2.00	-
(9) Variety of tastes/ flavors available	-	-	-	-	-	-	-	3.00	-	3.00	-
(9) Smooth flavor	-	-	-	-	-	-	-	2.00	-	2.00	-
(9) Flavor that lasts	-	-	-	-	-	-	-	1.00	-	1.00	-
(9) Has a premium look/ design	-	-	-	-	-	-	-	3.00	-	3.00	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1104

q401_10) Top 2 Box Summary Table - Lancaster Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	-	-	-	2	2	1	2	-
Base - Lancaster Most Often (Wgtd)	1	1	1	-	-	-	2	2	1	2	-
Eff Base	1	1	1	-	-	-	2	2	1	2	-
(10) Has great taste	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
(10) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(10) Is a fresh product	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
(10) Is better than I expected for the price	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
(10) Is a cool brand to be seen with	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
(10) Has a good texture	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
(10) The packaging/label has a cool design/look	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
(10) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(10) Smooth flavor	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
(10) Flavor that lasts	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
(10) Has a premium look/ design	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1105

q401_10) Bottom 2 Box Summary Table - Lancaster Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	-	-	-	2	2	1	2	-
Base - Lancaster Most Often (Wgtd)	1	1	1	-	-	-	2	2	1	2	-
Eff Base	1	1	1	-	-	-	2	2	1	2	-
(10) Has great taste	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(10) Is a quality product	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(10) Is a fresh product	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(10) Is better than I expected for the price	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(10) Is a cool brand to be seen with	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(10) Has a good texture	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(10) The packaging/label has a cool design/look	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(10) Variety of tastes/ flavors available	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(10) Smooth flavor	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(10) Flavor that lasts	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
(10) Has a premium look/ design	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1106

q401_10) Mean Summary Table - Lancaster Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	-	-	-	2	2	1	2	-
Base - Lancaster Most Often (Wgtd)	1	1	1	-	-	-	2	2	1	2	-
Eff Base	1	1	1	-	-	-	2	2	1	2	-
(10) Has great taste	2.00	2.00	2.00	-	-	-	3.50	3.50	5.00	3.50	-
(10) Is a quality product	3.00	3.00	3.00	-	-	-	4.00	4.00	5.00	4.00	-
(10) Is a fresh product	2.00	2.00	2.00	-	-	-	3.50	3.50	5.00	3.50	-
(10) Is better than I expected for the price	1.00	1.00	1.00	-	-	-	3.00	3.00	5.00	3.00	-
(10) Is a cool brand to be seen with	2.00	2.00	2.00	-	-	-	3.50	3.50	5.00	3.50	-
(10) Has a good texture	2.00	2.00	2.00	-	-	-	3.50	3.50	5.00	3.50	-
(10) The packaging/label has a cool design/look	1.00	1.00	1.00	-	-	-	3.00	3.00	5.00	3.00	-
(10) Variety of tastes/ flavors available	3.00	3.00	3.00	-	-	-	4.00	4.00	5.00	4.00	-
(10) Smooth flavor	2.00	2.00	2.00	-	-	-	3.50	3.50	5.00	3.50	-
(10) Flavor that lasts	1.00	1.00	1.00	-	-	-	3.00	3.00	5.00	3.00	-
(10) Has a premium look/ design	1.00	1.00	1.00	-	-	-	3.00	3.00	5.00	3.00	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1107

q401_11) Top 2 Box Summary Table - Levi-Garrett Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	-	-	-	-	3	4	-	4	-
Base - Levi-Garrett Most Often (Wgtd)	4	1	-	-	-	-	3	4	-	4	-
Eff Base	4	1	-	-	-	-	3	4	-	4	-
(11) Has great taste	3	1	-	-	-	-	2	3	-	3	-
	75.1	100.0	-	-	-	-	66.7	75.1	-	75.1	-
(11) Is a quality product	3	1	-	-	-	-	2	3	-	3	-
	75.1	100.0	-	-	-	-	66.7	75.1	-	75.1	-
(11) Is a fresh product	3	1	-	-	-	-	2	3	-	3	-
	75.1	100.0	-	-	-	-	66.7	75.1	-	75.1	-
(11) Is better than I expected for the price	3	1	-	-	-	-	2	3	-	3	-
	75.1	100.0	-	-	-	-	66.7	75.1	-	75.1	-
(11) Is a cool brand to be seen with	2	1	-	-	-	-	1	2	-	2	-
	50.0	100.0	-	-	-	-	33.3	50.0	-	50.0	-
(11) Has a good texture	3	1	-	-	-	-	2	3	-	3	-
	75.1	100.0	-	-	-	-	66.7	75.1	-	75.1	-
(11) The packaging/label has a cool design/look	2	1	-	-	-	-	1	2	-	2	-
	50.0	100.0	-	-	-	-	33.3	50.0	-	50.0	-
(11) Variety of tastes/ flavors available	2	1	-	-	-	-	1	2	-	2	-
	50.0	100.0	-	-	-	-	33.3	50.0	-	50.0	-
(11) Smooth flavor	3	1	-	-	-	-	2	3	-	3	-
	75.1	100.0	-	-	-	-	66.7	75.1	-	75.1	-
(11) Flavor that lasts	3	1	-	-	-	-	2	3	-	3	-
	75.1	100.0	-	-	-	-	66.7	75.1	-	75.1	-
(11) Has a premium look/ design	2	1	-	-	-	-	1	2	-	2	-
	50.0	100.0	-	-	-	-	33.3	50.0	-	50.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1108

q401_11) Bottom 2 Box Summary Table - Levi-Garrett Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	-	-	-	-	3	4	-	4	-
Base - Levi-Garrett Most Often (Wgtd)	4	1	-	-	-	-	3	4	-	4	-
Eff Base	4	1	-	-	-	-	3	4	-	4	-
(11) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(11) Is a quality product	1 24.9	- -	- -	- -	- -	- -	1 33.3	1 24.9	- -	1 24.9	- -
(11) Is a fresh product	1 24.9	- -	- -	- -	- -	- -	1 33.3	1 24.9	- -	1 24.9	- -
(11) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(11) Is a cool brand to be seen with	1 24.9	- -	- -	- -	- -	- -	1 33.3	1 24.9	- -	1 24.9	- -
(11) Has a good texture	1 24.9	- -	- -	- -	- -	- -	1 33.3	1 24.9	- -	1 24.9	- -
(11) The packaging/label has a cool design/look	1 24.9	- -	- -	- -	- -	- -	1 33.3	1 24.9	- -	1 24.9	- -
(11) Variety of tastes/ flavors available	1 24.9	- -	- -	- -	- -	- -	1 33.3	1 24.9	- -	1 24.9	- -
(11) Smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(11) Flavor that lasts	1 24.9	- -	- -	- -	- -	- -	1 33.3	1 24.9	- -	1 24.9	- -
(11) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1109

q401_11) Mean Summary Table - Levi-Garrett Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	-	-	-	-	3	4	-	4	-
Base - Levi-Garrett Most Often (Wgtd)	4	1	-	-	-	-	3	4	-	4	-
Eff Base	4	1	-	-	-	-	3	4	-	4	-
(11) Has great taste	1.50	1.00	-	-	-	-	1.67	1.50	-	1.50	-
(11) Is a quality product	2.25	2.00	-	-	-	-	2.66	2.25	-	2.25	-
(11) Is a fresh product	1.75	1.00	-	-	-	-	2.00	1.75	-	1.75	-
(11) Is better than I expected for the price	1.75	2.00	-	-	-	-	2.00	1.75	-	1.75	-
(11) Is a cool brand to be seen with	2.50	2.00	-	-	-	-	3.00	2.50	-	2.50	-
(11) Has a good texture	1.75	1.00	-	-	-	-	2.00	1.75	-	1.75	-
(11) The packaging/label has a cool design/look	2.50	2.00	-	-	-	-	3.00	2.50	-	2.50	-
(11) Variety of tastes/ flavors available	2.50	2.00	-	-	-	-	3.00	2.50	-	2.50	-
(11) Smooth flavor	1.50	1.00	-	-	-	-	1.67	1.50	-	1.50	-
(11) Flavor that lasts	1.75	1.00	-	-	-	-	2.00	1.75	-	1.75	-
(11) Has a premium look/ design	2.00	1.00	-	-	-	-	2.33	2.00	-	2.00	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1113

q401_13) Top 2 Box Summary Table - Mail Pouch Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Mail Pouch Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
(13) Has great taste	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(13) Is a quality product	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(13) Is a fresh product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	50.1	50.1	-	50.1	-
(13) Is better than I expected for the price	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(13) Is a cool brand to be seen with	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	49.9	49.9	-	49.9	-
(13) Has a good texture	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(13) The packaging/label has a cool design/look	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	49.9	49.9	-	49.9	-
(13) Variety of tastes/ flavors available	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	49.9	49.9	-	49.9	-
(13) Smooth flavor	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(13) Flavor that lasts	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	49.9	49.9	-	49.9	-
(13) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1114

q401_13) Bottom 2 Box Summary Table - Mail Pouch Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Mail Pouch Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
(13) Has great taste	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(13) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(13) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(13) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(13) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(13) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(13) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(13) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(13) Smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(13) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(13) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1115

q401_13) Mean Summary Table - Mail Pouch Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Mail Pouch Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
(13) Has great taste	2.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(13) Is a quality product	2.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(13) Is a fresh product	3.00	-	-	-	-	-	2.50	2.50	-	2.50	-
(13) Is better than I expected for the price	1.00	-	-	-	-	-	1.50	1.50	-	1.50	-
(13) Is a cool brand to be seen with	2.00	-	-	-	-	-	2.50	2.50	-	2.50	-
(13) Has a good texture	1.00	-	-	-	-	-	1.50	1.50	-	1.50	-
(13) The packaging/label has a cool design/look	2.00	-	-	-	-	-	2.50	2.50	-	2.50	-
(13) Variety of tastes/ flavors available	2.00	-	-	-	-	-	2.50	2.50	-	2.50	-
(13) Smooth flavor	1.00	-	-	-	-	-	1.50	1.50	-	1.50	-
(13) Flavor that lasts	2.00	-	-	-	-	-	2.50	2.50	-	2.50	-
(13) Has a premium look/ design	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1119

q401_15) Top 2 Box Summary Table - Morgan's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	-	-	-	-	2	3	-	3	-
Base - Morgan's Most Often (Wgtd)	2	2	-	-	-	-	2	3	-	3	-
Eff Base	2	2	-	-	-	-	2	3	-	3	-
(15) Has great taste	2	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(15) Is a quality product	1	1	-	-	-	-	2	2	-	2	-
	50.1	50.1	-	-	-	-	100.0	66.7	-	66.7	-
(15) Is a fresh product	1	1	-	-	-	-	2	2	-	2	-
	50.1	50.1	-	-	-	-	100.0	66.7	-	66.7	-
(15) Is better than I expected for the price	1	1	-	-	-	-	2	2	-	2	-
	50.1	50.1	-	-	-	-	100.0	66.7	-	66.7	-
(15) Is a cool brand to be seen with	1	1	-	-	-	-	2	2	-	2	-
	50.1	50.1	-	-	-	-	100.0	66.7	-	66.7	-
(15) Has a good texture	1	1	-	-	-	-	2	2	-	2	-
	50.1	50.1	-	-	-	-	100.0	66.7	-	66.7	-
(15) The packaging/label has a cool design/look	2	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(15) Variety of tastes/ flavors available	2	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(15) Smooth flavor	1	1	-	-	-	-	1	1	-	1	-
	50.1	50.1	-	-	-	-	50.2	33.5	-	33.5	-
(15) Flavor that lasts	1	1	-	-	-	-	2	2	-	2	-
	50.1	50.1	-	-	-	-	100.0	66.7	-	66.7	-
(15) Has a premium look/ design	1	1	-	-	-	-	2	2	-	2	-
	50.1	50.1	-	-	-	-	100.0	66.7	-	66.7	-

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Study Number 5160290

20 Sep 2016
Table 1120

q401_15) Bottom 2 Box Summary Table - Morgan's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	-	-	-	-	2	3	-	3	-
Base - Morgan's Most Often (Wgtd)	2	2	-	-	-	-	2	3	-	3	-
Eff Base	2	2	-	-	-	-	2	3	-	3	-
(15) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(15) Is a quality product	1 49.9	1 49.9	- -	- -	- -	- -	- -	1 33.3	- -	1 33.3	- -
(15) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(15) Is better than I expected for the price	1 49.9	1 49.9	- -	- -	- -	- -	- -	1 33.3	- -	1 33.3	- -
(15) Is a cool brand to be seen with	1 49.9	1 49.9	- -	- -	- -	- -	- -	1 33.3	- -	1 33.3	- -
(15) Has a good texture	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(15) The packaging/label has a cool design/look	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(15) Variety of tastes/ flavors available	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(15) Smooth flavor	1 49.9	1 49.9	- -	- -	- -	- -	- -	1 33.3	- -	1 33.3	- -
(15) Flavor that lasts	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(15) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1121

q401_15) Mean Summary Table - Morgan's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	-	-	-	-	2	3	-	3	-
Base - Morgan's Most Often (Wgtd)	2	2	-	-	-	-	2	3	-	3	-
Eff Base	2	2	-	-	-	-	2	3	-	3	-
(15) Has great taste	2.00	2.00	-	-	-	-	2.00	2.00	-	2.00	-
(15) Is a quality product	3.00	3.00	-	-	-	-	2.00	2.67	-	2.67	-
(15) Is a fresh product	2.50	2.50	-	-	-	-	1.50	2.00	-	2.00	-
(15) Is better than I expected for the price	3.00	3.00	-	-	-	-	2.00	2.67	-	2.67	-
(15) Is a cool brand to be seen with	3.00	3.00	-	-	-	-	1.50	2.33	-	2.33	-
(15) Has a good texture	2.00	2.00	-	-	-	-	1.00	1.67	-	1.67	-
(15) The packaging/label has a cool design/look	2.00	2.00	-	-	-	-	1.50	1.67	-	1.67	-
(15) Variety of tastes/ flavors available	2.00	2.00	-	-	-	-	1.50	1.67	-	1.67	-
(15) Smooth flavor	3.00	3.00	-	-	-	-	2.50	3.00	-	3.00	-
(15) Flavor that lasts	2.00	2.00	-	-	-	-	1.00	1.67	-	1.67	-
(15) Has a premium look/ design	2.00	2.00	-	-	-	-	1.00	1.67	-	1.67	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1128

q401_18) Top 2 Box Summary Table - Red Leaf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	-	-	-	-	2	3	-	3	-
Base - Red Leaf Most Often (Wgtd)	1	1	-	-	-	-	2	3	-	3	-
Eff Base	1	1	-	-	-	-	2	3	-	3	-
(18) Has great taste	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
(18) Is a quality product	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
(18) Is a fresh product	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
(18) Is better than I expected for the price	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
(18) Is a cool brand to be seen with	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
(18) Has a good texture	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
(18) The packaging/label has a cool design/look	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
(18) Variety of tastes/ flavors available	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
(18) Smooth flavor	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
(18) Flavor that lasts	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
(18) Has a premium look/ design	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1129

q401_18) Bottom 2 Box Summary Table - Red Leaf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	-	-	-	-	2	3	-	3	-
Base - Red Leaf Most Often (Wgtd)	1	1	-	-	-	-	2	3	-	3	-
Eff Base	1	1	-	-	-	-	2	3	-	3	-
(18) Has great taste	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
(18) Is a quality product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
(18) Is a fresh product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
(18) Is better than I expected for the price	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
(18) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(18) Has a good texture	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
(18) The packaging/label has a cool design/look	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
(18) Variety of tastes/ flavors available	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
(18) Smooth flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
(18) Flavor that lasts	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
(18) Has a premium look/ design	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1130

q401_18) Mean Summary Table - Red Leaf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	-	-	-	-	2	3	-	3	-
Base - Red Leaf Most Often (Wgtd)	1	1	-	-	-	-	2	3	-	3	-
Eff Base	1	1	-	-	-	-	2	3	-	3	-
(18) Has great taste	1.00	1.00	-	-	-	-	2.99	2.32	-	2.32	-
(18) Is a quality product	1.00	1.00	-	-	-	-	3.50	2.66	-	2.66	-
(18) Is a fresh product	1.00	1.00	-	-	-	-	3.50	2.66	-	2.66	-
(18) Is better than I expected for the price	1.00	1.00	-	-	-	-	3.50	2.66	-	2.66	-
(18) Is a cool brand to be seen with	1.00	1.00	-	-	-	-	2.00	1.66	-	1.66	-
(18) Has a good texture	1.00	1.00	-	-	-	-	3.50	2.66	-	2.66	-
(18) The packaging/label has a cool design/look	1.00	1.00	-	-	-	-	2.50	1.99	-	1.99	-
(18) Variety of tastes/ flavors available	1.00	1.00	-	-	-	-	2.99	2.32	-	2.32	-
(18) Smooth flavor	1.00	1.00	-	-	-	-	3.50	2.66	-	2.66	-
(18) Flavor that lasts	1.00	1.00	-	-	-	-	3.50	2.66	-	2.66	-
(18) Has a premium look/ design	1.00	1.00	-	-	-	-	3.00	2.33	-	2.33	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1131

q401_19) Top 2 Box Summary Table - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	-	-	-	-	-	5	8	-	8	-
Base - Red Man Most Often (Wgtd)	4	-	-	-	-	-	5	8	-	8	-
Eff Base	4	-	-	-	-	-	5	8	-	8	-
(19) Has great taste	2	-	-	-	-	-	3	5	-	5	-
	49.9	-	-	-	-	-	59.9	62.4	-	62.4	-
(19) Is a quality product	2	-	-	-	-	-	2	4	-	4	-
	49.9	-	-	-	-	-	40.0	50.0	-	50.0	-
(19) Is a fresh product	2	-	-	-	-	-	2	4	-	4	-
	49.9	-	-	-	-	-	40.0	50.0	-	50.0	-
(19) Is better than I expected for the price	1	-	-	-	-	-	2	3	-	3	-
	24.9	-	-	-	-	-	39.9	37.4	-	37.4	-
(19) Is a cool brand to be seen with	1	-	-	-	-	-	2	3	-	3	-
	24.9	-	-	-	-	-	39.9	37.4	-	37.4	-
(19) Has a good texture	2	-	-	-	-	-	2	4	-	4	-
	49.9	-	-	-	-	-	40.0	50.0	-	50.0	-
(19) The packaging/label has a cool design/look	2	-	-	-	-	-	3	5	-	5	-
	49.9	-	-	-	-	-	59.9	62.4	-	62.4	-
(19) Variety of tastes/ flavors available	1	-	-	-	-	-	2	4	-	4	-
	24.9	-	-	-	-	-	39.9	49.9	-	49.9	-
(19) Smooth flavor	2	-	-	-	-	-	2	4	-	4	-
	49.9	-	-	-	-	-	40.0	50.0	-	50.0	-
(19) Flavor that lasts	2	-	-	-	-	-	2	4	-	4	-
	49.9	-	-	-	-	-	40.0	50.0	-	50.0	-
(19) Has a premium look/ design	1	-	-	-	-	-	1	3	-	3	-
	24.9	-	-	-	-	-	20.0	37.4	-	37.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1132

q401_19) Bottom 2 Box Summary Table - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	-	-	-	-	-	5	8	-	8	-
Base - Red Man Most Often (Wgtd)	4	-	-	-	-	-	5	8	-	8	-
Eff Base	4	-	-	-	-	-	5	8	-	8	-
(19) Has great taste	2	-	-	-	-	-	1	2	-	2	-
	50.1	-	-	-	-	-	20.0	25.0	-	25.0	-
(19) Is a quality product	2	-	-	-	-	-	3	4	-	4	-
	50.1	-	-	-	-	-	60.0	50.0	-	50.0	-
(19) Is a fresh product	1	-	-	-	-	-	2	3	-	3	-
	25.0	-	-	-	-	-	40.0	37.5	-	37.5	-
(19) Is better than I expected for the price	1	-	-	-	-	-	-	2	-	2	-
	25.0	-	-	-	-	-	-	25.0	-	25.0	-
(19) Is a cool brand to be seen with	1	-	-	-	-	-	-	2	-	2	-
	25.0	-	-	-	-	-	-	25.0	-	25.0	-
(19) Has a good texture	1	-	-	-	-	-	-	1	-	1	-
	25.0	-	-	-	-	-	-	12.5	-	12.5	-
(19) The packaging/label has a cool design/look	2	-	-	-	-	-	2	3	-	3	-
	50.1	-	-	-	-	-	40.1	37.6	-	37.6	-
(19) Variety of tastes/ flavors available	2	-	-	-	-	-	2	3	-	3	-
	50.1	-	-	-	-	-	40.1	37.6	-	37.6	-
(19) Smooth flavor	2	-	-	-	-	-	1	2	-	2	-
	50.1	-	-	-	-	-	20.0	25.0	-	25.0	-
(19) Flavor that lasts	1	-	-	-	-	-	1	2	-	2	-
	25.0	-	-	-	-	-	20.1	25.0	-	25.0	-
(19) Has a premium look/ design	1	-	-	-	-	-	1	2	-	2	-
	25.0	-	-	-	-	-	20.1	25.0	-	25.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1133

q401_19) Mean Summary Table - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	-	-	-	-	-	5	8	-	8	-
Base - Red Man Most Often (Wgtd)	4	-	-	-	-	-	5	8	-	8	-
Eff Base	4	-	-	-	-	-	5	8	-	8	-
(19) Has great taste	2.50	-	-	-	-	-	2.20	2.13	-	2.13	-
(19) Is a quality product	2.75	-	-	-	-	-	3.00	2.63	-	2.63	-
(19) Is a fresh product	2.75	-	-	-	-	-	2.80	2.63	-	2.63	-
(19) Is better than I expected for the price	3.00	-	-	-	-	-	2.60	3.00	-	3.00	-
(19) Is a cool brand to be seen with	2.75	-	-	-	-	-	2.60	2.88	-	2.88	-
(19) Has a good texture	2.50	-	-	-	-	-	2.40	2.25	-	2.25	-
(19) The packaging/label has a cool design/look	2.75	-	-	-	-	-	2.60	2.38	-	2.38	-
(19) Variety of tastes/ flavors available	3.00	-	-	-	-	-	3.00	2.63	-	2.63	-
(19) Smooth flavor	3.00	-	-	-	-	-	2.60	2.50	-	2.50	-
(19) Flavor that lasts	2.50	-	-	-	-	-	2.80	2.50	-	2.50	-
(19) Has a premium look/ design	2.75	-	-	-	-	-	3.00	2.63	-	2.63	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1134

q401_20) Top 2 Box Summary Table - Red Man Regular Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	-	-	-	-	5	6	-	6	-
Base - Red Man Regular Most Often (Wgtd)	2	1	-	-	-	-	5	6	-	6	-
Eff Base	2	1	-	-	-	-	5	6	-	6	-
(20) Has great taste	2	1	-	-	-	-	5	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(20) Is a quality product	1	-	-	-	-	-	5	5	-	5	-
	50.1	-	-	-	-	-	100.0	83.4	-	83.4	-
(20) Is a fresh product	2	1	-	-	-	-	5	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(20) Is better than I expected for the price	1	-	-	-	-	-	5	5	-	5	-
	50.1	-	-	-	-	-	100.0	83.4	-	83.4	-
(20) Is a cool brand to be seen with	1	-	-	-	-	-	4	4	-	4	-
	50.1	-	-	-	-	-	80.0	66.7	-	66.7	-
(20) Has a good texture	1	-	-	-	-	-	5	5	-	5	-
	50.1	-	-	-	-	-	100.0	83.4	-	83.4	-
(20) The packaging/label has a cool design/look	1	-	-	-	-	-	4	4	-	4	-
	50.1	-	-	-	-	-	80.0	66.7	-	66.7	-
(20) Variety of tastes/ flavors available	2	1	-	-	-	-	5	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
(20) Smooth flavor	1	-	-	-	-	-	5	5	-	5	-
	50.1	-	-	-	-	-	100.0	83.4	-	83.4	-
(20) Flavor that lasts	1	-	-	-	-	-	4	4	-	4	-
	50.1	-	-	-	-	-	79.9	66.6	-	66.6	-
(20) Has a premium look/ design	1	-	-	-	-	-	5	5	-	5	-
	50.1	-	-	-	-	-	100.0	83.4	-	83.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1135

q401_20) Bottom 2 Box Summary Table - Red Man Regular Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	-	-	-	-	5	6	-	6	-
Base - Red Man Regular Most Often (Wgtd)	2	1	-	-	-	-	5	6	-	6	-
Eff Base	2	1	-	-	-	-	5	6	-	6	-
(20) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(20) Is a quality product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(20) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(20) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(20) Is a cool brand to be seen with	- -	- -	- -	- -	- -	- -	1 20.0	1 16.6	- -	1 16.6	- -
(20) Has a good texture	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(20) The packaging/label has a cool design/look	- -	- -	- -	- -	- -	- -	1 20.0	1 16.6	- -	1 16.6	- -
(20) Variety of tastes/ flavors available	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(20) Smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(20) Flavor that lasts	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(20) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1136

q401_20) Mean Summary Table - Red Man Regular Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	-	-	-	-	5	6	-	6	-
Base - Red Man Regular Most Often (Wgtd)	2	1	-	-	-	-	5	6	-	6	-
Eff Base	2	1	-	-	-	-	5	6	-	6	-
(20) Has great taste	1.50	2.00	-	-	-	-	1.20	1.33	-	1.33	-
(20) Is a quality product	2.50	3.00	-	-	-	-	1.40	1.67	-	1.67	-
(20) Is a fresh product	1.50	2.00	-	-	-	-	1.00	1.17	-	1.17	-
(20) Is better than I expected for the price	2.50	3.00	-	-	-	-	1.60	1.83	-	1.83	-
(20) Is a cool brand to be seen with	2.50	3.00	-	-	-	-	2.20	2.33	-	2.33	-
(20) Has a good texture	2.50	3.00	-	-	-	-	1.20	1.50	-	1.50	-
(20) The packaging/label has a cool design/look	2.00	3.00	-	-	-	-	1.80	2.00	-	2.00	-
(20) Variety of tastes/ flavors available	2.00	2.00	-	-	-	-	1.40	1.50	-	1.50	-
(20) Smooth flavor	2.00	3.00	-	-	-	-	1.00	1.33	-	1.33	-
(20) Flavor that lasts	2.50	3.00	-	-	-	-	1.60	1.84	-	1.84	-
(20) Has a premium look/ design	2.00	3.00	-	-	-	-	1.20	1.50	-	1.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1137

q401_21) Top 2 Box Summary Table - Red Man Golden Blend Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	-	-	-	-	-	5	5	3	5	-
Base - Red Man Golden Blend Most Often (Wgtd)	4	-	-	-	-	-	5	5	3	5	-
Eff Base	4	-	-	-	-	-	5	5	3	5	-
(21) Has great taste	2	-	-	-	-	-	3	3	1	3	-
	50.0	-	-	-	-	-	60.0	60.0	33.3	60.0	-
(21) Is a quality product	1	-	-	-	-	-	1	1	1	1	-
	25.0	-	-	-	-	-	20.0	20.0	33.3	20.0	-
(21) Is a fresh product	2	-	-	-	-	-	3	3	2	3	-
	50.0	-	-	-	-	-	60.0	60.0	66.6	60.0	-
(21) Is better than I expected for the price	1	-	-	-	-	-	1	1	1	1	-
	25.0	-	-	-	-	-	20.0	20.0	33.3	20.0	-
(21) Is a cool brand to be seen with	1	-	-	-	-	-	2	2	1	2	-
	25.0	-	-	-	-	-	40.0	40.0	33.3	40.0	-
(21) Has a good texture	2	-	-	-	-	-	2	2	1	2	-
	50.0	-	-	-	-	-	40.0	40.0	33.3	40.0	-
(21) The packaging/label has a cool design/look	1	-	-	-	-	-	2	2	1	2	-
	25.0	-	-	-	-	-	40.0	40.0	33.3	40.0	-
(21) Variety of tastes/ flavors available	2	-	-	-	-	-	3	3	1	3	-
	50.0	-	-	-	-	-	60.0	60.0	33.3	60.0	-
(21) Smooth flavor	2	-	-	-	-	-	2	2	2	2	-
	50.0	-	-	-	-	-	40.0	40.0	66.6	40.0	-
(21) Flavor that lasts	3	-	-	-	-	-	4	4	2	4	-
	74.9	-	-	-	-	-	79.9	79.9	66.6	79.9	-
(21) Has a premium look/ design	2	-	-	-	-	-	3	3	2	3	-
	50.0	-	-	-	-	-	60.0	60.0	66.6	60.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1138

q401_21) Bottom 2 Box Summary Table - Red Man Golden Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	-	-	-	-	-	5	5	3	5	-
Base - Red Man Golden Blend Most Often (Wgtd)	4	-	-	-	-	-	5	5	3	5	-
Eff Base	4	-	-	-	-	-	5	5	3	5	-
(21) Has great taste	2	-	-	-	-	-	2	2	2	2	-
	50.0	-	-	-	-	-	40.0	40.0	66.7	40.0	-
(21) Is a quality product	1	-	-	-	-	-	1	1	1	1	-
	25.1	-	-	-	-	-	20.1	20.1	33.4	20.1	-
(21) Is a fresh product	2	-	-	-	-	-	2	2	1	2	-
	50.0	-	-	-	-	-	40.0	40.0	33.4	40.0	-
(21) Is better than I expected for the price	1	-	-	-	-	-	1	1	1	1	-
	25.1	-	-	-	-	-	20.1	20.1	33.4	20.1	-
(21) Is a cool brand to be seen with	3	-	-	-	-	-	3	3	2	3	-
	75.0	-	-	-	-	-	60.0	60.0	66.7	60.0	-
(21) Has a good texture	1	-	-	-	-	-	1	1	1	1	-
	25.0	-	-	-	-	-	20.0	20.0	33.3	20.0	-
(21) The packaging/label has a cool design/look	1	-	-	-	-	-	1	1	1	1	-
	25.1	-	-	-	-	-	20.1	20.1	33.4	20.1	-
(21) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(21) Smooth flavor	2	-	-	-	-	-	2	2	1	2	-
	50.0	-	-	-	-	-	40.0	40.0	33.4	40.0	-
(21) Flavor that lasts	1	-	-	-	-	-	1	1	1	1	-
	25.1	-	-	-	-	-	20.1	20.1	33.4	20.1	-
(21) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1139

q401_21) Mean Summary Table - Red Man Golden Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	-	-	-	-	-	5	5	3	5	-
Base - Red Man Golden Blend Most Often (Wgtd)	4	-	-	-	-	-	5	5	3	5	-
Eff Base	4	-	-	-	-	-	5	5	3	5	-
(21) Has great taste	3.25	-	-	-	-	-	3.00	3.00	3.67	3.00	-
(21) Is a quality product	3.00	-	-	-	-	-	3.00	3.00	3.00	3.00	-
(21) Is a fresh product	3.00	-	-	-	-	-	2.60	2.60	2.67	2.60	-
(21) Is better than I expected for the price	3.00	-	-	-	-	-	3.00	3.00	3.00	3.00	-
(21) Is a cool brand to be seen with	4.00	-	-	-	-	-	3.60	3.60	3.67	3.60	-
(21) Has a good texture	2.75	-	-	-	-	-	2.80	2.80	3.00	2.80	-
(21) The packaging/label has a cool design/look	3.25	-	-	-	-	-	3.00	3.00	3.33	3.00	-
(21) Variety of tastes/ flavors available	2.25	-	-	-	-	-	2.20	2.20	2.33	2.20	-
(21) Smooth flavor	2.75	-	-	-	-	-	2.80	2.80	2.33	2.80	-
(21) Flavor that lasts	2.50	-	-	-	-	-	2.40	2.40	2.67	2.40	-
(21) Has a premium look/ design	2.25	-	-	-	-	-	2.20	2.20	2.00	2.20	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1140

q401_22) Top 2 Box Summary Table - Red Man Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Red Man Select Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
(22) Has great taste	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(22) Is a quality product	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(22) Is a fresh product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	49.9	-	49.9	-
(22) Is better than I expected for the price	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	49.9	-	49.9	-
(22) Is a cool brand to be seen with	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	49.9	-	49.9	-
(22) Has a good texture	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(22) The packaging/label has a cool design/look	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(22) Variety of tastes/ flavors available	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	49.9	-	49.9	-
(22) Smooth flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	49.9	-	49.9	-
(22) Flavor that lasts	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(22) Has a premium look/ design	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1141

q401_22) Bottom 2 Box Summary Table - Red Man Select Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Red Man Select Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
(22) Has great taste	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(22) Is a quality product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(22) Is a fresh product	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(22) Is better than I expected for the price	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(22) Is a cool brand to be seen with	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(22) Has a good texture	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(22) The packaging/label has a cool design/look	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(22) Variety of tastes/ flavors available	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(22) Smooth flavor	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(22) Flavor that lasts	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(22) Has a premium look/ design	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1142

q401_22) Mean Summary Table - Red Man Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Red Man Select Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
(22) Has great taste	2.00	-	-	-	-	-	1.50	1.50	-	1.50	-
(22) Is a quality product	1.00	-	-	-	-	-	1.00	1.00	-	1.00	-
(22) Is a fresh product	3.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(22) Is better than I expected for the price	3.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(22) Is a cool brand to be seen with	3.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(22) Has a good texture	1.00	-	-	-	-	-	1.00	1.00	-	1.00	-
(22) The packaging/label has a cool design/look	2.00	-	-	-	-	-	1.50	1.50	-	1.50	-
(22) Variety of tastes/ flavors available	3.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(22) Smooth flavor	3.00	-	-	-	-	-	2.00	2.00	-	2.00	-
(22) Flavor that lasts	2.00	-	-	-	-	-	1.50	1.50	-	1.50	-
(22) Has a premium look/ design	2.00	-	-	-	-	-	1.50	1.50	-	1.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1146

q401_24) Top 2 Box Summary Table - Southern Pride Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Southern Pride Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
(24) Has great taste	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1147

q401_24) Bottom 2 Box Summary Table - Southern Pride Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Southern Pride Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
(24) Has great taste	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(24) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1148

q401_24) Mean Summary Table - Southern Pride Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Southern Pride Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
(24) Has great taste	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(24) Is a quality product	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(24) Is a fresh product	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(24) Is better than I expected for the price	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(24) Is a cool brand to be seen with	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(24) Has a good texture	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(24) The packaging/label has a cool design/look	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(24) Variety of tastes/ flavors available	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(24) Smooth flavor	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(24) Flavor that lasts	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(24) Has a premium look/ design	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1158

q401_28) Top 2 Box Summary Table - Trophy Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Trophy Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
(28) Has great taste	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1159

q401_28) Bottom 2 Box Summary Table - Trophy Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Trophy Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
(28) Has great taste	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(28) Is a quality product	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(28) Is a fresh product	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(28) Is better than I expected for the price	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(28) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Has a good texture	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(28) The packaging/label has a cool design/look	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(28) Variety of tastes/ flavors available	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(28) Smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(28) Flavor that lasts	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(28) Has a premium look/ design	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1160

q401_28) Mean Summary Table - Trophy Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Trophy Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
(28) Has great taste	5.00	-	-	-	-	-	5.00	5.00	-	5.00	-
(28) Is a quality product	4.00	-	-	-	-	-	4.00	4.00	-	4.00	-
(28) Is a fresh product	4.00	-	-	-	-	-	4.00	4.00	-	4.00	-
(28) Is better than I expected for the price	4.00	-	-	-	-	-	4.00	4.00	-	4.00	-
(28) Is a cool brand to be seen with	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(28) Has a good texture	4.00	-	-	-	-	-	4.00	4.00	-	4.00	-
(28) The packaging/label has a cool design/look	5.00	-	-	-	-	-	5.00	5.00	-	5.00	-
(28) Variety of tastes/ flavors available	5.00	-	-	-	-	-	5.00	5.00	-	5.00	-
(28) Smooth flavor	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(28) Flavor that lasts	4.00	-	-	-	-	-	4.00	4.00	-	4.00	-
(28) Has a premium look/ design	5.00	-	-	-	-	-	5.00	5.00	-	5.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1164

q401_30) Top 2 Box Summary Table - Work Horse Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Work Horse Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
(30) Has great taste	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(30) Is a quality product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(30) Is a fresh product	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(30) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) Is a cool brand to be seen with	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(30) Has a good texture	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(30) The packaging/label has a cool design/look	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(30) Variety of tastes/ flavors available	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(30) Smooth flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(30) Flavor that lasts	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
(30) Has a premium look/ design	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1165

q401_30) Bottom 2 Box Summary Table - Work Horse Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Work Horse Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
(30) Has great taste	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) Smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(30) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1166

q401_30) Mean Summary Table - Work Horse Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Work Horse Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
(30) Has great taste	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(30) Is a quality product	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(30) Is a fresh product	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(30) Is better than I expected for the price	-	-	-	-	-	-	3.00	3.00	-	3.00	-
(30) Is a cool brand to be seen with	-	-	-	-	-	-	2.00	2.00	-	2.00	-
(30) Has a good texture	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(30) The packaging/label has a cool design/look	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(30) Variety of tastes/ flavors available	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(30) Smooth flavor	-	-	-	-	-	-	2.00	2.00	-	2.00	-
(30) Flavor that lasts	-	-	-	-	-	-	1.00	1.00	-	1.00	-
(30) Has a premium look/ design	-	-	-	-	-	-	1.00	1.00	-	1.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1167

q401_31) Top 2 Box Summary Table - Other Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Other Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
(31) Has great taste	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Is a fresh product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Is better than I expected for the price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Has a good texture	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Has a premium look/ design	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1168

q401_31) Bottom 2 Box Summary Table - Other Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Other Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
(31) Has great taste	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(31) Is a quality product	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Is a fresh product	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(31) Is better than I expected for the price	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(31) Is a cool brand to be seen with	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Has a good texture	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(31) The packaging/label has a cool design/look	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Variety of tastes/ flavors available	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Smooth flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Flavor that lasts	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(31) Has a premium look/ design	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1169

q401_31) Mean Summary Table - Other Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Other Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
(31) Has great taste	4.00	-	-	-	-	-	4.00	4.00	-	4.00	-
(31) Is a quality product	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(31) Is a fresh product	4.00	-	-	-	-	-	4.00	4.00	-	4.00	-
(31) Is better than I expected for the price	4.00	-	-	-	-	-	4.00	4.00	-	4.00	-
(31) Is a cool brand to be seen with	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(31) Has a good texture	4.00	-	-	-	-	-	4.00	4.00	-	4.00	-
(31) The packaging/label has a cool design/look	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(31) Variety of tastes/ flavors available	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(31) Smooth flavor	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(31) Flavor that lasts	3.00	-	-	-	-	-	3.00	3.00	-	3.00	-
(31) Has a premium look/ design	4.00	-	-	-	-	-	4.00	4.00	-	4.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1170

q402) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Beechnut	11	1	-	-	-	-	11	12	4	12	-
	68.8	50.0	-	-	-	-	57.9	54.6	100.0	54.6	-
(2) Big Mountain	8	1	-	-	-	-	9	10	1	10	-
	80.0	33.3	-	-	-	-	60.0	62.5	100.0	62.5	-
(3) Bowie	4	1	-	-	-	-	5	6	-	6	-
	57.1	33.3	-	-	-	-	55.5	60.0	-	60.0	-
(4) Chattanooga loose leaf chewing tobacco	4	-	-	-	-	-	4	5	-	5	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(5) Durango	4	-	-	-	-	-	6	6	1	6	-
	50.0	-	-	-	-	-	60.0	54.5	100.0	54.5	-
(6) Granger Select	7	-	-	-	-	-	8	9	-	9	-
	87.6	-	-	-	-	-	88.9	90.0	-	90.0	-
(7) Havana Blossom	3	2	1	-	-	-	3	3	-	3	-
	37.6	40.1	100.0	-	-	-	42.9	33.4	-	33.4	-
(8) H.B. Scott's	5	-	-	-	-	-	5	5	1	5	-
	62.5	-	-	-	-	-	62.5	62.5	100.0	62.5	-
(9) J.D.'s Blend	5	1	-	-	-	-	6	6	1	6	-
	83.3	100.0	-	-	-	-	75.0	66.7	100.0	66.7	-
(10) Lancaster	2	1	1	-	-	-	4	5	-	5	-
	66.8	100.0	100.0	-	-	-	66.7	71.5	-	71.5	-
(11) Levi-Garrett	6	1	-	-	-	-	7	7	-	7	-
	46.2	49.9	-	-	-	-	63.7	46.7	-	46.7	-
(12) Levi Extra	6	1	-	-	-	-	8	8	1	8	-
	54.6	33.5	-	-	-	-	61.6	57.2	100.0	57.2	-
(13) Mail Pouch	3	-	-	-	-	-	3	5	-	5	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
(14) Mail Pouch Select	4	1	1	-	-	-	4	5	2	5	-
	50.0	49.9	49.9	-	-	-	50.0	55.6	100.0	55.6	-
(15) Morgan's	4	3	-	-	-	-	6	7	-	7	-
	57.2	60.0	-	-	-	-	66.6	70.0	-	70.0	-
(16) Pay Car	2	-	-	-	-	-	3	3	-	3	-
	66.8	-	-	-	-	-	75.0	60.0	-	60.0	-
(17) Red Horse	4	-	-	-	-	-	5	5	1	5	-
	66.8	-	-	-	-	-	71.5	71.5	50.1	71.5	-
(18) Red Leaf	3	2	-	-	-	-	5	7	-	7	-
	75.1	100.0	-	-	-	-	83.4	70.0	-	70.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1170

q402) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
(19) Red Man	9	2	1	-	-	-	13	16	2	16	-
	60.0	50.0	100.0	-	-	-	61.9	59.2	100.0	59.2	-
(20) Red Man Regular	6	-	-	-	-	-	10	11	1	11	-
	46.2	-	-	-	-	-	55.6	52.4	100.0	52.4	-
(21) Red Man Golden Blend	7	1	-	-	-	-	13	14	1	14	-
	50.0	100.0	-	-	-	-	61.9	58.3	33.3	58.3	-
(22) Red Man Select	4	1	1	-	-	-	7	8	-	8	-
	57.1	50.0	100.0	-	-	-	53.8	50.0	-	50.0	-
(23) Red Man Silver Blend	5	-	-	-	-	-	7	8	-	8	-
	83.3	-	-	-	-	-	77.8	72.7	-	72.7	-
(24) Southern Pride	2	-	-	-	-	-	4	4	1	4	-
	33.3	-	-	-	-	-	49.9	49.9	100.0	49.9	-
(25) Starr	2	-	-	-	-	-	3	3	-	3	-
	40.0	-	-	-	-	-	43.0	37.6	-	37.6	-
(26) Stoker's	6	1	-	-	-	-	6	7	1	7	-
	85.7	100.0	-	-	-	-	85.7	87.5	100.0	87.5	-
(27) Taylor's Pride	4	1	-	-	-	-	3	4	1	4	-
	66.6	100.0	-	-	-	-	59.9	66.6	50.1	66.6	-
(28) Trophy	3	1	-	-	-	-	2	3	-	3	-
	75.0	100.0	-	-	-	-	66.7	75.0	-	75.0	-
(29) Union Standard	2	-	-	-	-	-	2	2	1	2	-
	66.7	-	-	-	-	-	66.7	66.7	100.0	66.7	-
(30) Work Horse	3	1	-	-	-	-	4	4	1	4	-
	60.1	100.0	-	-	-	-	66.7	66.7	100.0	66.7	-
(31) Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1171

q402_1) Now, please tell us your overall impression of each of the following brands below.
- Beechnut

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Beechnut (Unwtd)	16	2	-	-	-	-	19	22	4	22	-
Base - Ever Heard of Beechnut (Wgtd)	16	2	-	-	-	-	19	22	4	22	-
Eff Base	16	2	-	-	-	-	19	22	4	22	-
Top 2 Box (Net)	11	1	-	-	-	-	11	12	4	12	-
	68.8	50.0	-	-	-	-	57.9	54.6	100.0	54.6	-
Extremely Favorable (1)	7	-	-	-	-	-	7	8	3	8	-
	43.8	-	-	-	-	-	36.9	36.4	75.0	36.4	-
2	4	1	-	-	-	-	4	4	1	4	-
	25.0	50.0	-	-	-	-	21.1	18.2	25.0	18.2	-
Somewhat Favorable (3)	2	-	-	-	-	-	2	3	-	3	-
	12.5	-	-	-	-	-	10.5	13.6	-	13.6	-
Bottom 2 Box (Net)	3	1	-	-	-	-	6	7	-	7	-
	18.7	50.0	-	-	-	-	31.6	31.8	-	31.8	-
4	3	1	-	-	-	-	5	5	-	5	-
	18.7	50.0	-	-	-	-	26.3	22.7	-	22.7	-
Not at all Favorable	-	-	-	-	-	-	1	2	-	2	-
(5)	-	-	-	-	-	-	5.3	9.1	-	9.1	-
Total	16	2	-	-	-	-	19	22	4	22	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.06	3.00	-	-	-	-	2.42	2.50	1.25	2.50	-
Std. Dev.	1.18	-	-	-	-	-	1.39	1.44	0.50	1.44	-
Std. Err.	0.30	-	-	-	-	-	0.32	0.31	0.25	0.31	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1172

q402_2) Now, please tell us your overall impression of each of the following brands below.
- Big Mountain

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Big Mountain (Unwtd)	10	3	1	1	1	1	15	16	1	16	-
Base - Ever Heard of Big Mountain (Wgtd)	10	3	1	1	1	1	15	16	1	16	-
Eff Base	10	3	1	1	1	1	15	16	1	16	-
Top 2 Box (Net)	8	1	-	-	-	-	9	10	1	10	-
	80.0	33.3	-	-	-	-	60.0	62.5	100.0	62.5	-
Extremely Favorable (1)	5	-	-	-	-	-	4	5	-	5	-
	50.1	-	-	-	-	-	26.8	31.3	-	31.3	-
2	3	1	-	-	-	-	5	5	1	5	-
	29.9	33.3	-	-	-	-	33.3	31.2	100.0	31.2	-
Somewhat Favorable (3)	-	-	-	-	-	-	3	3	-	3	-
	-	-	-	-	-	-	19.9	18.7	-	18.7	-
Bottom 2 Box (Net)	2	2	1	1	1	1	3	3	-	3	-
	20.0	66.7	100.0	100.0	100.0	100.0	20.0	18.8	-	18.8	-
4	1	1	-	-	-	-	2	2	-	2	-
	10.0	33.3	-	-	-	-	13.3	12.5	-	12.5	-
Not at all Favorable (5)	1	1	1	1	1	1	1	1	-	1	-
	10.0	33.4	100.0	100.0	100.0	100.0	6.7	6.3	-	6.3	-
Total	10	3	1	1	1	1	15	16	1	16	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.00	3.67	5.00	5.00	5.00	5.00	2.40	2.31	2.00	2.31	-
Std. Dev.	1.42	1.53	-	-	-	-	1.24	1.25	-	1.25	-
Std. Err.	0.45	0.88	-	-	-	-	0.32	0.31	-	0.31	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1173

q402_3) Now, please tell us your overall impression of each of the following brands below.
- Bowie

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Bowie (Unwtd)	7	3	-	-	-	-	9	10	-	10	-
Base - Ever Heard of Bowie (Wgtd)	7	3	-	-	-	-	9	10	-	10	-
Eff Base	7	3	-	-	-	-	9	10	-	10	-
Top 2 Box (Net)	4	1	-	-	-	-	5	6	-	6	-
	57.1	33.3	-	-	-	-	55.5	60.0	-	60.0	-
Extremely Favorable (1)	1	-	-	-	-	-	2	2	-	2	-
	14.3	-	-	-	-	-	22.2	20.0	-	20.0	-
2	3	1	-	-	-	-	3	4	-	4	-
	42.8	33.3	-	-	-	-	33.3	40.0	-	40.0	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	1	-	1	-
	14.4	-	-	-	-	-	11.2	10.1	-	10.1	-
Bottom 2 Box (Net)	2	2	-	-	-	-	3	3	-	3	-
	28.5	66.7	-	-	-	-	33.3	30.0	-	30.0	-
4	2	2	-	-	-	-	3	3	-	3	-
	28.5	66.7	-	-	-	-	33.3	30.0	-	30.0	-
Not at all Favorable	-	-	-	-	-	-	-	-	-	-	-
(5)	-	-	-	-	-	-	-	-	-	-	-
Total	7	3	-	-	-	-	9	10	-	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.57	3.33	-	-	-	-	2.56	2.50	-	2.50	-
Std. Dev.	1.13	1.16	-	-	-	-	1.24	1.18	-	1.18	-
Std. Err.	0.43	0.67	-	-	-	-	0.41	0.37	-	0.37	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1174

q402_4) Now, please tell us your overall impression of each of the following brands below.
- Chattanooga loose leaf chewing tobacco

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Chattanooga loose leaf chewing tobacco (Unwtd)	4	-	-	-	-	-	4	5	-	5	-
Base - Ever Heard of Chattanooga loose leaf chewing tobacco (Wgtd)	4	-	-	-	-	-	4	5	-	5	-
Eff Base	4	-	-	-	-	-	4	5	-	5	-
Top 2 Box (Net)	4	-	-	-	-	-	4	5	-	5	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Extremely Favorable (1)	1	-	-	-	-	-	2	2	-	2	-
	25.1	-	-	-	-	-	50.0	40.1	-	40.1	-
2	3	-	-	-	-	-	2	3	-	3	-
	74.9	-	-	-	-	-	50.0	59.9	-	59.9	-
Somewhat Favorable (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	-	-	-	-	-	4	5	-	5	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	1.75	-	-	-	-	-	1.50	1.60	-	1.60	-
Std. Dev.	0.50	-	-	-	-	-	0.58	0.55	-	0.55	-
Std. Err.	0.25	-	-	-	-	-	0.29	0.24	-	0.24	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1175

q402_5) Now, please tell us your overall impression of each of the following brands below.
- Durango

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Durango (Unwtd)	8	1	-	-	-	-	10	11	1	11	-
Base - Ever Heard of Durango (Wgtd)	8	1	-	-	-	-	10	11	1	11	-
Eff Base	8	1	-	-	-	-	10	11	1	11	-
Top 2 Box (Net)	4	-	-	-	-	-	6	6	1	6	-
	50.0	-	-	-	-	-	60.0	54.5	100.0	54.5	-
Extremely Favorable (1)	2	-	-	-	-	-	4	4	-	4	-
	25.1	-	-	-	-	-	40.0	36.4	-	36.4	-
2	2	-	-	-	-	-	2	2	1	2	-
	24.9	-	-	-	-	-	20.0	18.2	100.0	18.2	-
Somewhat Favorable (3)	3	1	-	-	-	-	4	4	-	4	-
	37.5	100.0	-	-	-	-	40.0	36.4	-	36.4	-
Bottom 2 Box (Net)	1	-	-	-	-	-	-	1	-	1	-
	12.5	-	-	-	-	-	-	9.1	-	9.1	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	1	-	-	-	-	-	-	1	-	1	-
	12.5	-	-	-	-	-	-	9.1	-	9.1	-
Total	8	1	-	-	-	-	10	11	1	11	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.50	3.00	-	-	-	-	2.00	2.27	2.00	2.27	-
Std. Dev.	1.31	-	-	-	-	-	0.94	1.27	-	1.27	-
Std. Err.	0.46	-	-	-	-	-	0.30	0.38	-	0.38	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1176

q402_6) Now, please tell us your overall impression of each of the following brands below.
- Granger Select

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Granger Select (Unwtd)	8	-	-	-	-	-	9	10	-	10	-
Base - Ever Heard of Granger Select (Wgtd)	8	-	-	-	-	-	9	10	-	10	-
Eff Base	8	-	-	-	-	-	9	10	-	10	-
Top 2 Box (Net)	7	-	-	-	-	-	8	9	-	9	-
	87.6	-	-	-	-	-	88.9	90.0	-	90.0	-
Extremely Favorable (1)	5	-	-	-	-	-	4	5	-	5	-
	62.6	-	-	-	-	-	44.6	50.1	-	50.1	-
2	2	-	-	-	-	-	4	4	-	4	-
	25.0	-	-	-	-	-	44.4	40.0	-	40.0	-
Somewhat Favorable (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	12.4	-	-	-	-	-	11.1	10.0	-	10.0	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	1	-	-	-	-	-	1	1	-	1	-
	12.4	-	-	-	-	-	11.1	10.0	-	10.0	-
Total	8	-	-	-	-	-	9	10	-	10	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	1.75	-	-	-	-	-	1.89	1.80	-	1.80	-
Std. Dev.	1.39	-	-	-	-	-	1.27	1.23	-	1.23	-
Std. Err.	0.49	-	-	-	-	-	0.42	0.39	-	0.39	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1177

q402_7) Now, please tell us your overall impression of each of the following brands below.
- Havana Blossom

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Havana Blossom (Unwtd)	8	5	1	-	-	-	7	9	-	9	-
Base - Ever Heard of Havana Blossom (Wgtd)	8	5	1	-	-	-	7	9	-	9	-
Eff Base	8	5	1	-	-	-	7	9	-	9	-
Top 2 Box (Net)	3	2	1	-	-	-	3	3	-	3	-
	37.6	40.1	100.0	-	-	-	42.9	33.4	-	33.4	-
Extremely Favorable (1)	3	2	1	-	-	-	3	3	-	3	-
	37.6	40.1	100.0	-	-	-	42.9	33.4	-	33.4	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	2	-	2	-
	12.5	-	-	-	-	-	14.3	22.2	-	22.2	-
Bottom 2 Box (Net)	4	3	-	-	-	-	3	4	-	4	-
	49.9	59.9	-	-	-	-	42.7	44.4	-	44.4	-
4	4	3	-	-	-	-	3	4	-	4	-
	49.9	59.9	-	-	-	-	42.7	44.4	-	44.4	-
Not at all Favorable	-	-	-	-	-	-	-	-	-	-	-
(5)	-	-	-	-	-	-	-	-	-	-	-
Total	8	5	1	-	-	-	7	9	-	9	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-
Mean	2.75	2.80	1.00	-	-	-	2.57	2.78	-	2.78	-
Std. Dev.	1.49	1.64	-	-	-	-	1.51	1.39	-	1.39	-
Std. Err.	0.53	0.74	-	-	-	-	0.57	0.46	-	0.46	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1178

q402_8) Now, please tell us your overall impression of each of the following brands below.
- H.B. Scott's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of H.B. Scott's (Unwtd)	8	2	1	1	1	1	8	8	1	8	-
Base - Ever Heard of H.B. Scott's (Wgtd)	8	2	1	1	1	1	8	8	1	8	-
Eff Base	8	2	1	1	1	1	8	8	1	8	-
Top 2 Box (Net)	5	-	-	-	-	-	5	5	1	5	-
	62.5	-	-	-	-	-	62.5	62.5	100.0	62.5	-
Extremely Favorable (1)	3	-	-	-	-	-	3	3	1	3	-
	37.5	-	-	-	-	-	37.5	37.5	100.0	37.5	-
2	2	-	-	-	-	-	2	2	-	2	-
	25.0	-	-	-	-	-	25.0	25.0	-	25.0	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	12.5	12.5	-	12.5	-
Bottom 2 Box (Net)	2	2	1	1	1	1	2	2	-	2	-
	25.0	100.0	100.0	100.0	100.0	100.0	25.0	25.0	-	25.0	-
4	2	2	1	1	1	1	2	2	-	2	-
	25.0	100.0	100.0	100.0	100.0	100.0	25.0	25.0	-	25.0	-
Not at all Favorable	-	-	-	-	-	-	-	-	-	-	-
(5)	-	-	-	-	-	-	-	-	-	-	-
Total	8	2	1	1	1	1	8	8	1	8	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.25	4.00	4.00	4.00	4.00	4.00	2.25	2.25	1.00	2.25	-
Std. Dev.	1.28	0.00	-	-	-	-	1.28	1.28	-	1.28	-
Std. Err.	0.45	0.00	-	-	-	-	0.45	0.45	-	0.45	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1179

q402_9) Now, please tell us your overall impression of each of the following brands below.
- J.D.'s Blend

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of J.D.'s Blend (Unwtd)	6	1	-	-	-	-	8	9	1	9	-
Base - Ever Heard of J.D.'s Blend (Wgtd)	6	1	-	-	-	-	8	9	1	9	-
Eff Base	6	1	-	-	-	-	8	9	1	9	-
Top 2 Box (Net)	5	1	-	-	-	-	6	6	1	6	-
	83.3	100.0	-	-	-	-	75.0	66.7	100.0	66.7	-
Extremely Favorable (1)	2	-	-	-	-	-	3	3	-	3	-
	33.4	-	-	-	-	-	37.5	33.3	-	33.3	-
2	3	1	-	-	-	-	3	3	1	3	-
	50.0	100.0	-	-	-	-	37.5	33.3	100.0	33.3	-
Somewhat Favorable (3)	1	-	-	-	-	-	2	2	-	2	-
	16.7	-	-	-	-	-	25.0	22.2	-	22.2	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	11.1	-	11.1	-
4	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	11.1	-	11.1	-
Not at all Favorable (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	1	-	-	-	-	8	9	1	9	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	1.83	2.00	-	-	-	-	1.88	2.11	2.00	2.11	-
Std. Dev.	0.75	-	-	-	-	-	0.83	1.05	-	1.05	-
Std. Err.	0.31	-	-	-	-	-	0.30	0.35	-	0.35	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1180

q402_10) Now, please tell us your overall impression of each of the following brands below.
- Lancaster

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Lancaster (Unwtd)	3	1	1	-	-	-	6	7	1	7	-
Base - Ever Heard of Lancaster (Wgtd)	3	1	1	-	-	-	6	7	1	7	-
Eff Base	3	1	1	-	-	-	6	7	1	7	-
Top 2 Box (Net)	2	1	1	-	-	-	4	5	-	5	-
	66.8	100.0	100.0	-	-	-	66.7	71.5	-	71.5	-
Extremely Favorable (1)	1	-	-	-	-	-	1	2	-	2	-
	33.3	-	-	-	-	-	16.7	28.6	-	28.6	-
2	1	1	1	-	-	-	3	3	-	3	-
	33.4	100.0	100.0	-	-	-	50.0	42.9	-	42.9	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	16.6	14.2	-	14.2	-
Bottom 2 Box (Net)	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	16.7	14.3	100.0	14.3	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	16.7	14.3	100.0	14.3	-
Total	3	1	1	-	-	-	6	7	1	7	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.00	2.00	2.00	-	-	-	2.50	2.29	5.00	2.29	-
Std. Dev.	1.00	-	-	-	-	-	1.38	1.38	-	1.38	-
Std. Err.	0.58	-	-	-	-	-	0.56	0.52	-	0.52	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1181

q402_11) Now, please tell us your overall impression of each of the following brands below.
- Levi-Garrett

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Levi-Garrett (Unwtd)	13	2	-	-	-	-	11	15	-	15	-
Base - Ever Heard of Levi-Garrett (Wgtd)	13	2	-	-	-	-	11	15	-	15	-
Eff Base	13	2	-	-	-	-	11	15	-	15	-
Top 2 Box (Net)	6	1	-	-	-	-	7	7	-	7	-
	46.2	49.9	-	-	-	-	63.7	46.7	-	46.7	-
Extremely Favorable (1)	4	1	-	-	-	-	4	4	-	4	-
	30.8	49.9	-	-	-	-	36.4	26.7	-	26.7	-
2	2	-	-	-	-	-	3	3	-	3	-
	15.4	-	-	-	-	-	27.3	20.0	-	20.0	-
Somewhat Favorable (3)	6	1	-	-	-	-	4	6	-	6	-
	46.1	50.1	-	-	-	-	36.3	40.0	-	40.0	-
Bottom 2 Box (Net)	1	-	-	-	-	-	-	2	-	2	-
	7.7	-	-	-	-	-	-	13.3	-	13.3	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	1	-	-	-	-	-	-	2	-	2	-
	7.7	-	-	-	-	-	-	13.3	-	13.3	-
Total	13	2	-	-	-	-	11	15	-	15	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.38	2.00	-	-	-	-	2.00	2.53	-	2.53	-
Std. Dev.	1.19	-	-	-	-	-	0.89	1.30	-	1.30	-
Std. Err.	0.33	-	-	-	-	-	0.27	0.34	-	0.34	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1182

q402_12) Now, please tell us your overall impression of each of the following brands below.
- Levi Extra

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Levi Extra (Unwtd)	11	3	-	-	-	-	13	14	1	14	-
Base - Ever Heard of Levi Extra (Wgtd)	11	3	-	-	-	-	13	14	1	14	-
Eff Base	11	3	-	-	-	-	13	14	1	14	-
Top 2 Box (Net)	6	1	-	-	-	-	8	8	1	8	-
	54.6	33.5	-	-	-	-	61.6	57.2	100.0	57.2	-
Extremely Favorable (1)	2	1	-	-	-	-	2	2	-	2	-
	18.2	33.5	-	-	-	-	15.4	14.3	-	14.3	-
2	4	-	-	-	-	-	6	6	1	6	-
	36.4	-	-	-	-	-	46.1	42.9	100.0	42.9	-
Somewhat Favorable (3)	3	1	-	-	-	-	3	4	-	4	-
	27.2	33.2	-	-	-	-	23.1	28.5	-	28.5	-
Bottom 2 Box (Net)	2	1	-	-	-	-	2	2	-	2	-
	18.1	33.3	-	-	-	-	15.3	14.3	-	14.3	-
4	2	1	-	-	-	-	2	2	-	2	-
	18.1	33.3	-	-	-	-	15.3	14.3	-	14.3	-
Not at all Favorable	-	-	-	-	-	-	-	-	-	-	-
(5)	-	-	-	-	-	-	-	-	-	-	-
Total	11	3	-	-	-	-	13	14	1	14	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.45	2.66	-	-	-	-	2.38	2.43	2.00	2.43	-
Std. Dev.	1.04	1.53	-	-	-	-	0.96	0.94	-	0.94	-
Std. Err.	0.31	0.88	-	-	-	-	0.27	0.25	-	0.25	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1183

q402_13) Now, please tell us your overall impression of each of the following brands below.
- Mail Pouch

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Mail Pouch (Unwtd)	3	-	-	-	-	-	3	5	-	5	-
Base - Ever Heard of Mail Pouch (Wgtd)	3	-	-	-	-	-	3	5	-	5	-
Eff Base	3	-	-	-	-	-	3	5	-	5	-
Top 2 Box (Net)	3	-	-	-	-	-	3	5	-	5	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Extremely Favorable (1)	2	-	-	-	-	-	1	3	-	3	-
	66.8	-	-	-	-	-	33.5	60.0	-	60.0	-
2	1	-	-	-	-	-	2	2	-	2	-
	33.2	-	-	-	-	-	66.5	40.0	-	40.0	-
Somewhat Favorable (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	-	-	-	-	-	3	5	-	5	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	1.33	-	-	-	-	-	1.66	1.40	-	1.40	-
Std. Dev.	0.58	-	-	-	-	-	0.58	0.55	-	0.55	-
Std. Err.	0.33	-	-	-	-	-	0.33	0.24	-	0.24	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1184

q402_14) Now, please tell us your overall impression of each of the following brands below.
- Mail Pouch Select

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Mail Pouch Select (Unwtd)	8	2	2	1	1	1	8	9	2	9	-
Base - Ever Heard of Mail Pouch Select (Wgtd)	8	2	2	1	1	1	8	9	2	9	-
Eff Base	8	2	2	1	1	1	8	9	2	9	-
Top 2 Box (Net)	4	1	1	-	-	-	4	5	2	5	-
	50.0	49.9	49.9	-	-	-	50.0	55.6	100.0	55.6	-
Extremely Favorable (1)	2	1	1	-	-	-	2	3	1	3	-
	25.0	49.9	49.9	-	-	-	25.0	33.3	50.1	33.3	-
2	2	-	-	-	-	-	2	2	1	2	-
	25.0	-	-	-	-	-	25.0	22.2	49.9	22.2	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	1	-	1	-
	12.4	-	-	-	-	-	12.4	11.1	-	11.1	-
Bottom 2 Box (Net)	3	1	1	1	1	1	3	3	-	3	-
	37.5	50.1	50.1	100.0	100.0	100.0	37.5	33.4	-	33.4	-
4	2	1	1	1	1	1	2	2	-	2	-
	25.0	50.1	50.1	100.0	100.0	100.0	25.0	22.2	-	22.2	-
Not at all Favorable (5)	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	12.5	11.1	-	11.1	-
Total	8	2	2	1	1	1	8	9	2	9	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.75	2.50	2.50	4.00	4.00	4.00	2.75	2.56	1.50	2.56	-
Std. Dev.	1.49	2.12	2.12	-	-	-	1.49	1.51	0.71	1.51	-
Std. Err.	0.53	1.50	1.50	-	-	-	0.53	0.50	0.50	0.50	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1185

q402_15) Now, please tell us your overall impression of each of the following brands below.
- Morgan's

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Morgan's (Unwtd)	7	5	-	-	-	-	9	10	-	10	-
Base - Ever Heard of Morgan's (Wgtd)	7	5	-	-	-	-	9	10	-	10	-
Eff Base	7	5	-	-	-	-	9	10	-	10	-
Top 2 Box (Net)	4	3	-	-	-	-	6	7	-	7	-
	57.2	60.0	-	-	-	-	66.6	70.0	-	70.0	-
Extremely Favorable (1)	1	1	-	-	-	-	3	3	-	3	-
	14.3	20.1	-	-	-	-	33.3	30.0	-	30.0	-
2	3	2	-	-	-	-	3	4	-	4	-
	42.8	39.9	-	-	-	-	33.3	40.0	-	40.0	-
Somewhat Favorable (3)	1	1	-	-	-	-	1	1	-	1	-
	14.2	20.0	-	-	-	-	11.1	10.0	-	10.0	-
Bottom 2 Box (Net)	2	1	-	-	-	-	2	2	-	2	-
	28.6	20.0	-	-	-	-	22.3	20.0	-	20.0	-
4	1	1	-	-	-	-	1	1	-	1	-
	14.3	20.0	-	-	-	-	11.1	10.0	-	10.0	-
Not at all Favorable (5)	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	11.1	10.0	-	10.0	-
Total	7	5	-	-	-	-	9	10	-	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.71	2.40	-	-	-	-	2.33	2.30	-	2.30	-
Std. Dev.	1.38	1.14	-	-	-	-	1.41	1.34	-	1.34	-
Std. Err.	0.52	0.51	-	-	-	-	0.47	0.42	-	0.42	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1186

q402_16) Now, please tell us your overall impression of each of the following brands below.
- Pay Car

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Pay Car (Unwtd)	3	-	-	-	-	-	4	5	-	5	-
Base - Ever Heard of Pay Car (Wgtd)	3	-	-	-	-	-	4	5	-	5	-
Eff Base	3	-	-	-	-	-	4	5	-	5	-
Top 2 Box (Net)	2	-	-	-	-	-	3	3	-	3	-
	66.8	-	-	-	-	-	75.0	60.0	-	60.0	-
Extremely Favorable (1)	2	-	-	-	-	-	3	3	-	3	-
	66.8	-	-	-	-	-	75.0	60.0	-	60.0	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat Favorable (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	2	-	2	-
	33.2	-	-	-	-	-	25.0	40.0	-	40.0	-
4	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	20.0	-	20.0	-
Not at all Favorable (5)	1	-	-	-	-	-	1	1	-	1	-
	33.2	-	-	-	-	-	25.0	20.0	-	20.0	-
Total	3	-	-	-	-	-	4	5	-	5	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.33	-	-	-	-	-	2.00	2.40	-	2.40	-
Std. Dev.	2.31	-	-	-	-	-	2.00	1.95	-	1.95	-
Std. Err.	1.33	-	-	-	-	-	1.00	0.87	-	0.87	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1187

q402_17) Now, please tell us your overall impression of each of the following brands below.
- Red Horse

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Horse (Unwtd)	6	1	-	-	-	-	7	7	2	7	-
Base - Ever Heard of Red Horse (Wgtd)	6	1	-	-	-	-	7	7	2	7	-
Eff Base	6	1	-	-	-	-	7	7	2	7	-
Top 2 Box (Net)	4	-	-	-	-	-	5	5	1	5	-
	66.8	-	-	-	-	-	71.5	71.5	50.1	71.5	-
Extremely Favorable (1)	2	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	28.6	28.6	-	28.6	-
2	2	-	-	-	-	-	3	3	1	3	-
	33.4	-	-	-	-	-	42.9	42.9	50.1	42.9	-
Somewhat Favorable (3)	2	1	-	-	-	-	2	2	1	2	-
	33.2	100.0	-	-	-	-	28.5	28.5	49.9	28.5	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	1	-	-	-	-	7	7	2	7	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.00	3.00	-	-	-	-	2.00	2.00	2.50	2.00	-
Std. Dev.	0.89	-	-	-	-	-	0.82	0.82	-	0.82	-
Std. Err.	0.36	-	-	-	-	-	0.31	0.31	-	0.31	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1188

q402_18) Now, please tell us your overall impression of each of the following brands below.
- Red Leaf

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Leaf (Unwtd)	4	2	-	-	-	-	6	10	-	10	-
Base - Ever Heard of Red Leaf (Wgtd)	4	2	-	-	-	-	6	10	-	10	-
Eff Base	4	2	-	-	-	-	6	10	-	10	-
Top 2 Box (Net)	3	2	-	-	-	-	5	7	-	7	-
	75.1	100.0	-	-	-	-	83.4	70.0	-	70.0	-
Extremely Favorable (1)	2	1	-	-	-	-	1	3	-	3	-
	50.2	50.2	-	-	-	-	16.7	30.1	-	30.1	-
2	1	1	-	-	-	-	4	4	-	4	-
	24.9	49.8	-	-	-	-	66.6	39.9	-	39.9	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	2	-	2	-
	24.9	-	-	-	-	-	16.6	20.0	-	20.0	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	10.0	-	10.0	-
4	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	10.0	-	10.0	-
Not at all Favorable (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	2	-	-	-	-	6	10	-	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	1.75	1.50	-	-	-	-	2.00	2.10	-	2.10	-
Std. Dev.	0.96	0.71	-	-	-	-	0.63	0.99	-	0.99	-
Std. Err.	0.48	0.50	-	-	-	-	0.26	0.31	-	0.31	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1189

q402_19) Now, please tell us your overall impression of each of the following brands below.
- Red Man

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man (Unwtd)	15	4	1	-	-	-	21	27	2	27	-
Base - Ever Heard of Red Man (Wgtd)	15	4	1	-	-	-	21	27	2	27	-
Eff Base	15	4	1	-	-	-	21	27	2	27	-
Top 2 Box (Net)	9	2	1	-	-	-	13	16	2	16	-
	60.0	50.0	100.0	-	-	-	61.9	59.2	100.0	59.2	-
Extremely Favorable (1)	4	1	-	-	-	-	7	10	-	10	-
	26.6	25.0	-	-	-	-	33.3	37.0	-	37.0	-
2	5	1	1	-	-	-	6	6	2	6	-
	33.4	25.0	100.0	-	-	-	28.6	22.3	100.0	22.3	-
Somewhat Favorable (3)	3	2	-	-	-	-	5	7	-	7	-
	20.0	50.0	-	-	-	-	23.8	26.0	-	26.0	-
Bottom 2 Box (Net)	3	-	-	-	-	-	3	4	-	4	-
	20.0	-	-	-	-	-	14.3	14.8	-	14.8	-
4	2	-	-	-	-	-	2	3	-	3	-
	13.3	-	-	-	-	-	9.5	11.1	-	11.1	-
Not at all Favorable (5)	1	-	-	-	-	-	1	1	-	1	-
	6.7	-	-	-	-	-	4.8	3.7	-	3.7	-
Total	15	4	1	-	-	-	21	27	2	27	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.40	2.25	2.00	-	-	-	2.24	2.22	2.00	2.22	-
Std. Dev.	1.24	0.96	-	-	-	-	1.18	1.19	0.00	1.19	-
Std. Err.	0.32	0.48	-	-	-	-	0.26	0.23	0.00	0.23	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1190

q402_20) Now, please tell us your overall impression of each of the following brands below.
- Red Man Regular

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Regular (Unwtd)	13	1	-	-	-	-	18	21	1	21	-
Base - Ever Heard of Red Man Regular (Wgtd)	13	1	-	-	-	-	18	21	1	21	-
Eff Base	13	1	-	-	-	-	18	21	1	21	-
Top 2 Box (Net)	6	-	-	-	-	-	10	11	1	11	-
	46.2	-	-	-	-	-	55.6	52.4	100.0	52.4	-
Extremely Favorable (1)	3	-	-	-	-	-	7	8	-	8	-
	23.1	-	-	-	-	-	38.9	38.1	-	38.1	-
2	3	-	-	-	-	-	3	3	1	3	-
	23.1	-	-	-	-	-	16.7	14.3	100.0	14.3	-
Somewhat Favorable (3)	3	1	-	-	-	-	2	3	-	3	-
	23.1	100.0	-	-	-	-	11.1	14.3	-	14.3	-
Bottom 2 Box (Net)	4	-	-	-	-	-	6	7	-	7	-
	30.8	-	-	-	-	-	33.3	33.3	-	33.3	-
4	3	-	-	-	-	-	5	6	-	6	-
	23.1	-	-	-	-	-	27.8	28.6	-	28.6	-
Not at all Favorable (5)	1	-	-	-	-	-	1	1	-	1	-
	7.7	-	-	-	-	-	5.6	4.8	-	4.8	-
Total	13	1	-	-	-	-	18	21	1	21	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.69	3.00	-	-	-	-	2.44	2.48	2.00	2.48	-
Std. Dev.	1.32	-	-	-	-	-	1.42	1.40	-	1.40	-
Std. Err.	0.37	-	-	-	-	-	0.34	0.31	-	0.31	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1191

q402_21) Now, please tell us your overall impression of each of the following brands below.
- Red Man Golden Blend

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Golden Blend (Unwtd)	14	1	-	-	-	-	21	24	3	24	-
Base - Ever Heard of Red Man Golden Blend (Wgtd)	14	1	-	-	-	-	21	24	3	24	-
Eff Base	14	1	-	-	-	-	21	24	3	24	-
Top 2 Box (Net)	7	1	-	-	-	-	13	14	1	14	-
	50.0	100.0	-	-	-	-	61.9	58.3	33.3	58.3	-
Extremely Favorable (1)	2	-	-	-	-	-	5	5	-	5	-
	14.3	-	-	-	-	-	23.8	20.8	-	20.8	-
2	5	1	-	-	-	-	8	9	1	9	-
	35.7	100.0	-	-	-	-	38.1	37.5	33.3	37.5	-
Somewhat Favorable (3)	2	-	-	-	-	-	3	3	-	3	-
	14.3	-	-	-	-	-	14.3	12.5	-	12.5	-
Bottom 2 Box (Net)	5	-	-	-	-	-	5	7	2	7	-
	35.7	-	-	-	-	-	23.8	29.1	66.7	29.1	-
4	4	-	-	-	-	-	4	5	2	5	-
	28.6	-	-	-	-	-	19.1	20.8	66.7	20.8	-
Not at all Favorable (5)	1	-	-	-	-	-	1	2	-	2	-
	7.1	-	-	-	-	-	4.7	8.3	-	8.3	-
Total	14	1	-	-	-	-	21	24	3	24	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.78	2.00	-	-	-	-	2.43	2.58	3.33	2.58	-
Std. Dev.	1.25	-	-	-	-	-	1.21	1.28	1.15	1.28	-
Std. Err.	0.33	-	-	-	-	-	0.26	0.26	0.67	0.26	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1192

q402_22) Now, please tell us your overall impression of each of the following brands below.
- Red Man Select

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Select (Unwtd)	7	2	1	-	-	-	13	16	-	16	-
Base - Ever Heard of Red Man Select (Wgtd)	7	2	1	-	-	-	13	16	-	16	-
Eff Base	7	2	1	-	-	-	13	16	-	16	-
Top 2 Box (Net)	4	1	1	-	-	-	7	8	-	8	-
	57.1	50.0	100.0	-	-	-	53.8	50.0	-	50.0	-
Extremely Favorable (1)	1	1	1	-	-	-	4	4	-	4	-
	14.3	50.0	100.0	-	-	-	30.7	25.0	-	25.0	-
2	3	-	-	-	-	-	3	4	-	4	-
	42.8	-	-	-	-	-	23.1	25.0	-	25.0	-
Somewhat Favorable (3)	3	1	-	-	-	-	4	6	-	6	-
	42.9	50.0	-	-	-	-	30.8	37.5	-	37.5	-
Bottom 2 Box (Net)	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	15.4	12.5	-	12.5	-
4	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	7.7	6.2	-	6.2	-
Not at all Favorable (5)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	7.7	6.3	-	6.3	-
Total	7	2	1	-	-	-	13	16	-	16	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	-	100.0	-
Mean	2.29	2.00	1.00	-	-	-	2.39	2.44	-	2.44	-
Std. Dev.	0.76	1.41	-	-	-	-	1.26	1.15	-	1.15	-
Std. Err.	0.29	1.00	-	-	-	-	0.35	0.29	-	0.29	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1193

q402_23) Now, please tell us your overall impression of each of the following brands below.
- Red Man Silver Blend

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Silver Blend (Unwtd)	6	-	-	-	-	-	9	11	-	11	-
Base - Ever Heard of Red Man Silver Blend (Wgtd)	6	-	-	-	-	-	9	11	-	11	-
Eff Base	6	-	-	-	-	-	9	11	-	11	-
Top 2 Box (Net)	5	-	-	-	-	-	7	8	-	8	-
	83.3	-	-	-	-	-	77.8	72.7	-	72.7	-
Extremely Favorable (1)	1	-	-	-	-	-	3	3	-	3	-
	16.7	-	-	-	-	-	33.3	27.3	-	27.3	-
2	4	-	-	-	-	-	4	5	-	5	-
	66.6	-	-	-	-	-	44.5	45.4	-	45.4	-
Somewhat Favorable (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	1	-	-	-	-	-	2	3	-	3	-
	16.7	-	-	-	-	-	22.2	27.3	-	27.3	-
4	1	-	-	-	-	-	1	2	-	2	-
	16.7	-	-	-	-	-	11.1	18.2	-	18.2	-
Not at all Favorable (5)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	11.2	9.1	-	9.1	-
Total	6	-	-	-	-	-	9	11	-	11	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.17	-	-	-	-	-	2.22	2.36	-	2.36	-
Std. Dev.	0.98	-	-	-	-	-	1.40	1.36	-	1.36	-
Std. Err.	0.40	-	-	-	-	-	0.47	0.41	-	0.41	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1194

q402_24) Now, please tell us your overall impression of each of the following brands below.
- Southern Pride

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Southern Pride (Unwtd)	6	1	-	-	-	-	8	8	1	8	-
Base - Ever Heard of Southern Pride (Wgtd)	6	1	-	-	-	-	8	8	1	8	-
Eff Base	6	1	-	-	-	-	8	8	1	8	-
Top 2 Box (Net)	2	-	-	-	-	-	4	4	1	4	-
	33.3	-	-	-	-	-	49.9	49.9	100.0	49.9	-
Extremely Favorable (1)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	12.5	12.5	-	12.5	-
2	2	-	-	-	-	-	3	3	1	3	-
	33.3	-	-	-	-	-	37.4	37.4	100.0	37.4	-
Somewhat Favorable (3)	3	1	-	-	-	-	3	3	-	3	-
	50.0	100.0	-	-	-	-	37.5	37.5	-	37.5	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	16.7	-	-	-	-	-	12.6	12.6	-	12.6	-
4	1	-	-	-	-	-	1	1	-	1	-
	16.7	-	-	-	-	-	12.6	12.6	-	12.6	-
Not at all Favorable (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	1	-	-	-	-	8	8	1	8	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.83	3.00	-	-	-	-	2.50	2.50	2.00	2.50	-
Std. Dev.	0.75	-	-	-	-	-	0.93	0.93	-	0.93	-
Std. Err.	0.31	-	-	-	-	-	0.33	0.33	-	0.33	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1195

q402_25) Now, please tell us your overall impression of each of the following brands below.
- Starr

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Starr (Unwtd)	5	2	-	-	-	-	7	8	-	8	-
Base - Ever Heard of Starr (Wgtd)	5	2	-	-	-	-	7	8	-	8	-
Eff Base	5	2	-	-	-	-	7	8	-	8	-
Top 2 Box (Net)	2	-	-	-	-	-	3	3	-	3	-
	40.0	-	-	-	-	-	43.0	37.6	-	37.6	-
Extremely Favorable (1)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
2	2	-	-	-	-	-	3	3	-	3	-
	40.0	-	-	-	-	-	43.0	37.6	-	37.6	-
Somewhat Favorable (3)	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	28.5	24.9	-	24.9	-
Bottom 2 Box (Net)	3	2	-	-	-	-	2	3	-	3	-
	60.0	100.0	-	-	-	-	28.6	37.5	-	37.5	-
4	3	2	-	-	-	-	2	3	-	3	-
	60.0	100.0	-	-	-	-	28.6	37.5	-	37.5	-
Not at all Favorable (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	2	-	-	-	-	7	8	-	8	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.20	4.00	-	-	-	-	2.86	3.00	-	3.00	-
Std. Dev.	1.10	-	-	-	-	-	0.90	0.93	-	0.93	-
Std. Err.	0.49	-	-	-	-	-	0.34	0.33	-	0.33	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1196

q402_26) Now, please tell us your overall impression of each of the following brands below.
- Stoker's

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Stoker's (Unwtd)	7	1	-	-	-	-	7	8	1	8	-
Base - Ever Heard of Stoker's (Wgtd)	7	1	-	-	-	-	7	8	1	8	-
Eff Base	7	1	-	-	-	-	7	8	1	8	-
Top 2 Box (Net)	6	1	-	-	-	-	6	7	1	7	-
	85.7	100.0	-	-	-	-	85.7	87.5	100.0	87.5	-
Extremely Favorable (1)	5	1	-	-	-	-	5	5	1	5	-
	71.5	100.0	-	-	-	-	71.5	62.6	100.0	62.6	-
2	1	-	-	-	-	-	1	2	-	2	-
	14.2	-	-	-	-	-	14.2	24.9	-	24.9	-
Somewhat Favorable (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	14.3	12.5	-	12.5	-
4	1	-	-	-	-	-	1	1	-	1	-
	14.3	-	-	-	-	-	14.3	12.5	-	12.5	-
Not at all Favorable (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	7	1	-	-	-	-	7	8	1	8	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	1.57	1.00	-	-	-	-	1.57	1.62	1.00	1.62	-
Std. Dev.	1.13	-	-	-	-	-	1.13	1.06	-	1.06	-
Std. Err.	0.43	-	-	-	-	-	0.43	0.37	-	0.37	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1197

q402_27) Now, please tell us your overall impression of each of the following brands below.
- Taylor's Pride

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Taylor's Pride (Unwtd)	6	1	-	-	-	-	5	6	2	6	-
Base - Ever Heard of Taylor's Pride (Wgtd)	6	1	-	-	-	-	5	6	2	6	-
Eff Base	6	1	-	-	-	-	5	6	2	6	-
Top 2 Box (Net)	4	1	-	-	-	-	3	4	1	4	-
	66.6	100.0	-	-	-	-	59.9	66.6	50.1	66.6	-
Extremely Favorable (1)	4	1	-	-	-	-	3	4	1	4	-
	66.6	100.0	-	-	-	-	59.9	66.6	50.1	66.6	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	1	1	1	-
	16.6	-	-	-	-	-	20.0	16.6	49.9	16.6	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	16.8	-	-	-	-	-	20.1	16.8	-	16.8	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	1	-	-	-	-	-	1	1	-	1	-
	16.8	-	-	-	-	-	20.1	16.8	-	16.8	-
Total	6	1	-	-	-	-	5	6	2	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.00	1.00	-	-	-	-	2.20	2.00	2.00	2.00	-
Std. Dev.	1.68	-	-	-	-	-	1.79	1.68	1.41	1.68	-
Std. Err.	0.68	-	-	-	-	-	0.80	0.68	1.00	0.68	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1198

q402_28) Now, please tell us your overall impression of each of the following brands below.
- Trophy

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Trophy (Unwtd)	4	1	-	-	-	-	3	4	-	4	-
Base - Ever Heard of Trophy (Wgtd)	4	1	-	-	-	-	3	4	-	4	-
Eff Base	4	1	-	-	-	-	3	4	-	4	-
Top 2 Box (Net)	3	1	-	-	-	-	2	3	-	3	-
	75.0	100.0	-	-	-	-	66.7	75.0	-	75.0	-
Extremely Favorable (1)	3	1	-	-	-	-	2	3	-	3	-
	75.0	100.0	-	-	-	-	66.7	75.0	-	75.0	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	33.3	25.0	-	25.0	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	1.50	1.00	-	-	-	-	1.67	1.50	-	1.50	-
Std. Dev.	1.00	-	-	-	-	-	1.15	1.00	-	1.00	-
Std. Err.	0.50	-	-	-	-	-	0.67	0.50	-	0.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1199

q402_29) Now, please tell us your overall impression of each of the following brands below.
- Union Standard

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Union Standard (Unwtd)	3	-	-	-	-	-	3	3	1	3	-
Base - Ever Heard of Union Standard (Wgtd)	3	-	-	-	-	-	3	3	1	3	-
Eff Base	3	-	-	-	-	-	3	3	1	3	-
Top 2 Box (Net)	2	-	-	-	-	-	2	2	1	2	-
	66.7	-	-	-	-	-	66.7	66.7	100.0	66.7	-
Extremely Favorable (1)	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	33.3	33.3	-	33.3	-
2	1	-	-	-	-	-	1	1	1	1	-
	33.3	-	-	-	-	-	33.3	33.3	100.0	33.3	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	33.3	33.3	-	33.3	-
Bottom 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable (5)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	-	-	-	-	-	3	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.00	-	-	-	-	-	2.00	2.00	2.00	2.00	-
Std. Dev.	1.00	-	-	-	-	-	1.00	1.00	-	1.00	-
Std. Err.	0.58	-	-	-	-	-	0.58	0.58	-	0.58	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1200

q402_30) Now, please tell us your overall impression of each of the following brands below.
- Work Horse

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Work Horse (Unwtd)	5	1	-	-	-	-	6	6	1	6	-
Base - Ever Heard of Work Horse (Wgtd)	5	1	-	-	-	-	6	6	1	6	-
Eff Base	5	1	-	-	-	-	6	6	1	6	-
Top 2 Box (Net)	3	1	-	-	-	-	4	4	1	4	-
	60.1	100.0	-	-	-	-	66.7	66.7	100.0	66.7	-
Extremely Favorable (1)	1	-	-	-	-	-	2	2	-	2	-
	20.0	-	-	-	-	-	33.3	33.3	-	33.3	-
2	2	1	-	-	-	-	2	2	1	2	-
	40.1	100.0	-	-	-	-	33.4	33.4	100.0	33.4	-
Somewhat Favorable (3)	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	16.6	16.6	-	16.6	-
4	1	-	-	-	-	-	1	1	-	1	-
	19.9	-	-	-	-	-	16.6	16.6	-	16.6	-
Not at all Favorable	-	-	-	-	-	-	-	-	-	-	-
(5)	-	-	-	-	-	-	-	-	-	-	-
Total	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.40	2.00	-	-	-	-	2.17	2.17	2.00	2.17	-
Std. Dev.	1.14	-	-	-	-	-	1.17	1.17	-	1.17	-
Std. Err.	0.51	-	-	-	-	-	0.48	0.48	-	0.48	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1201

q402_31) Now, please tell us your overall impression of each of the following brands below.
- Other

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Other (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Ever Heard of Other (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Top 2 Box (Net)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Extremely Favorable (1)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
2	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Somewhat Favorable (3)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Bottom 2 Box (Net)	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
4	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not at all Favorable	1	-	-	-	-	-	1	1	-	1	-
(5)	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	5.00	-	-	-	-	-	5.00	5.00	-	5.00	-
Std. Dev.	-	-	-	-	-	-	-	-	-	-	-
Std. Err.	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1202

q403) How long has [Q394] been the brand you use most often? - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
<1 Year - 9 Years (Net)	40	9	1	-	-	-	56	63	7	63	-
	87.0	81.8	49.9	-	-	-	91.8	88.7	100.0	88.7	-
Less than 6 months	6	1	-	-	-	-	13	13	2	13	-
	13.0	9.1	-	-	-	-	21.3	18.3	28.5	18.3	-
6 months up to 1 year	6	2	-	-	-	-	8	9	1	9	-
	13.1	18.2	-	-	-	-	13.2	12.7	14.3	12.7	-
1 year	4	2	-	-	-	-	6	6	1	6	-
	8.7	18.2	-	-	-	-	9.8	8.4	14.3	8.4	-
2 years	9	1	-	-	-	-	12	14	1	14	-
	19.6	9.1	-	-	-	-	19.6	19.7	14.3	19.7	-
3 years	2	-	-	-	-	-	2	3	-	3	-
	4.3	-	-	-	-	-	3.3	4.2	-	4.2	-
4 years	3	1	-	-	-	-	3	5	-	5	-
	6.5	9.1	-	-	-	-	4.9	7.0	-	7.0	-
5 years	2	-	-	-	-	-	4	5	1	5	-
	4.4	-	-	-	-	-	6.6	7.0	14.3	7.0	-
6 years	4	1	-	-	-	-	4	4	-	4	-
	8.7	9.0	-	-	-	-	6.6	5.6	-	5.6	-
7 years	3	1	1	-	-	-	3	3	-	3	-
	6.5	9.1	49.9	-	-	-	4.9	4.2	-	4.2	-
8 years	1	-	-	-	-	-	1	1	1	1	-
	2.2	-	-	-	-	-	1.6	1.4	14.3	1.4	-
10- 19 Years (Net)	6	2	1	1	1	1	5	8	-	8	-
	13.0	18.2	50.1	100.0	100.0	100.0	8.2	11.3	-	11.3	-
9 years	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
10 years	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
11 years	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1202

q403) How long has [Q394] been the brand you use most often? - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
12 years	1	-	-	-	-	-	-	1	-	1	-
	2.2	-	-	-	-	-	-	1.4	-	1.4	-
14 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
17 years	1	1	-	-	-	-	-	2	-	2	-
	2.2	9.1	-	-	-	-	-	2.8	-	2.8	-
18 years	1	1	1	1	1	1	1	1	-	1	-
	2.2	9.1	50.1	100.0	100.0	100.0	1.6	1.4	-	1.4	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	4.08	5.27	12.51	18.00	18.00	18.00	3.21	3.69	2.54	3.69	-
Std. Dev.	4.24	6.45	7.77	-	-	-	3.60	4.20	2.89	4.20	-
Std. Err.	0.63	1.94	5.50	-	-	-	0.46	0.50	1.09	0.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1203

q403_1) How long has Beechnut been the brand you use most often? - Beechnut Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	-	-	-	-	10	11	2	11	-
Base - Beechnut Most Often (Wgtd)	8	1	-	-	-	-	10	11	2	11	-
Eff Base	8	1	-	-	-	-	10	11	2	11	-
<1 Year - 9 Years (Net)	8	1	-	-	-	-	9	10	2	10	-
	100.0	100.0	-	-	-	-	90.0	90.9	100.0	90.9	-
Less than 6 months	1	1	-	-	-	-	1	1	-	1	-
	12.5	100.0	-	-	-	-	10.0	9.1	-	9.1	-
6 months up to 1 year	1	-	-	-	-	-	2	2	-	2	-
	12.6	-	-	-	-	-	20.1	18.3	-	18.3	-
1 year	1	-	-	-	-	-	1	1	1	1	-
	12.5	-	-	-	-	-	10.0	9.1	50.0	9.1	-
2 years	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	10.0	9.1	-	9.1	-
4 years	1	-	-	-	-	-	1	1	-	1	-
	12.4	-	-	-	-	-	9.9	9.0	-	9.0	-
5 years	2	-	-	-	-	-	2	3	1	3	-
	25.0	-	-	-	-	-	20.0	27.3	50.0	27.3	-
6 years	1	-	-	-	-	-	1	1	-	1	-
	12.5	-	-	-	-	-	10.0	9.1	-	9.1	-
10- 19 Years (Net)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	10.0	9.1	-	9.1	-
14 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	10.0	9.1	-	9.1	-
Total	8	1	-	-	-	-	10	11	2	11	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	3.03	0.50	-	-	-	-	3.90	4.00	3.00	4.00	-
Std. Dev.	2.21	-	-	-	-	-	4.11	3.91	2.83	3.91	-
Std. Err.	0.78	-	-	-	-	-	1.30	1.18	2.00	1.18	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1204

q403_2) How long has Big Mountain been the brand you use most often? - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	-	-	-	-	6	6	1	6	-
Base - Big Mountain Most Often (Wgtd)	5	1	-	-	-	-	6	6	1	6	-
Eff Base	5	1	-	-	-	-	6	6	1	6	-
<1 Year - 9 Years (Net)	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Less than 6 months	1	-	-	-	-	-	1	1	1	1	-
	19.9	-	-	-	-	-	16.6	16.6	100.0	16.6	-
1 year	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	16.6	16.6	-	16.6	-
2 years	2	1	-	-	-	-	2	2	-	2	-
	40.0	100.0	-	-	-	-	33.4	33.4	-	33.4	-
4 years	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
6 years	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
Total	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	2.90	2.00	-	-	-	-	2.59	2.59	0.50	2.59	-
Std. Dev.	2.13	-	-	-	-	-	2.06	2.06	-	2.06	-
Std. Err.	0.95	-	-	-	-	-	0.84	0.84	-	0.84	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1205

q403_3) How long has Bowie been the brand you use most often? - Bowie Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	-	-	-	-	5	5	-	5	-
Base - Bowie Most Often (Wgtd)	3	1	-	-	-	-	5	5	-	5	-
Eff Base	3	1	-	-	-	-	5	5	-	5	-
<1 Year - 9 Years (Net)	2	1	-	-	-	-	4	4	-	4	-
	66.6	100.0	-	-	-	-	79.9	79.9	-	79.9	-
6 months up to 1 year	1	1	-	-	-	-	2	2	-	2	-
	33.2	100.0	-	-	-	-	40.0	40.0	-	40.0	-
3 years	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	39.9	39.9	-	39.9	-
10- 19 Years (Net)	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	20.1	20.1	-	20.1	-
11 years	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	20.1	20.1	-	20.1	-
Total	3	1	-	-	-	-	5	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	4.93	0.75	-	-	-	-	3.71	3.71	-	3.71	-
Std. Dev.	5.39	-	-	-	-	-	4.24	4.24	-	4.24	-
Std. Err.	3.11	-	-	-	-	-	1.90	1.90	-	1.90	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1206

q403_4) How long has Chattanooga loose leaf chewing tobacco been the brand you use most often? - Chattanooga loose leaf chewing tobacco Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
<1 Year - 9 Years (Net)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Less than 6 months	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	-	-	-	-	-	-	0.50	0.50	-	0.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1207

q403_5) How long has Durango been the brand you use most often? - Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	-	-	-	-	2	2	-	2	-
Base - Durango Most Often (Wgtd)	2	1	-	-	-	-	2	2	-	2	-
Eff Base	2	1	-	-	-	-	2	2	-	2	-
<1 Year - 9 Years (Net)	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
6 months up to 1 year	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
1 year	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
Total	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	0.88	1.00	-	-	-	-	0.88	0.88	-	0.88	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1208

q403_6) How long has Granger Select been the brand you use most often? - Granger Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often (Unwtd)	1	-	-	-	-	-	1	2	-	2	-
Base - Granger Select Most Often (Wgtd)	1	-	-	-	-	-	1	2	-	2	-
Eff Base	1	-	-	-	-	-	1	2	-	2	-
<1 Year - 9 Years (Net)	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
2 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	49.9	-	49.9	-
3 years	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	50.1	-	50.1	-
Total	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	3.00	-	-	-	-	-	2.00	2.50	-	2.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1209

q403_7) How long has Havana Blossom been the brand you use most often? - Havana Blossom Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - Havana Blossom Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
<1 Year - 9 Years (Net)	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Less than 6 months	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	50.1	50.1	-	50.1	-
2 years	1	-	-	-	-	-	1	1	-	1	-
	49.9	-	-	-	-	-	49.9	49.9	-	49.9	-
Total	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	1.25	-	-	-	-	-	1.25	1.25	-	1.25	-
Std. Dev.	1.06	-	-	-	-	-	1.06	1.06	-	1.06	-
Std. Err.	0.75	-	-	-	-	-	0.75	0.75	-	0.75	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1210

q403_8) How long has H.B. Scott's been the brand you use most often? - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	2	2	-	2	-
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	2	2	-	2	-
Eff Base	2	1	1	1	1	1	2	2	-	2	-
<1 Year - 9 Years (Net)	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
6 months up to 1 year	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
10- 19 Years (Net)	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
18 years	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
Total	2	1	1	1	1	1	2	2	-	2	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-
Mean	9.38	18.00	18.00	18.00	18.00	18.00	9.38	9.38	-	9.38	-
Std. Dev.	12.18	-	-	-	-	-	12.18	12.18	-	12.18	-
Std. Err.	8.61	-	-	-	-	-	8.61	8.61	-	8.61	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1211

q403_9) How long has J.D.'s Blend been the brand you use most often? - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	-	-	-	-	-	-	-	1	-	1	-
Base - J.D.'s Blend Most Often (Wgtd)	-	-	-	-	-	-	-	1	-	1	-
Eff Base	-	-	-	-	-	-	-	1	-	1	-
<1 Year - 9 Years (Net)	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
4 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
Total	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
Mean	-	-	-	-	-	-	-	4.00	-	4.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1212

q403_10) How long has Lancaster been the brand you use most often? - Lancaster Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	-	-	-	2	2	1	2	-
Base - Lancaster Most Often (Wgtd)	1	1	1	-	-	-	2	2	1	2	-
Eff Base	1	1	1	-	-	-	2	2	1	2	-
<1 Year - 9 Years (Net)	1	1	1	-	-	-	2	2	1	2	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
Less than 6 months	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
7 years	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
Total	1	1	1	-	-	-	2	2	1	2	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-
Mean	7.00	7.00	7.00	-	-	-	3.75	3.75	0.50	3.75	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1213

q403_11) How long has Levi-Garrett been the brand you use most often? - Levi-Garrett Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	-	-	-	-	3	4	-	4	-
Base - Levi-Garrett Most Often (Wgtd)	4	1	-	-	-	-	3	4	-	4	-
Eff Base	4	1	-	-	-	-	3	4	-	4	-
<1 Year - 9 Years (Net)	4	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
1 year	1	-	-	-	-	-	1	1	-	1	-
	24.9	-	-	-	-	-	33.3	24.9	-	24.9	-
2 years	1	-	-	-	-	-	-	1	-	1	-
	25.1	-	-	-	-	-	-	25.1	-	25.1	-
6 years	1	1	-	-	-	-	1	1	-	1	-
	25.0	100.0	-	-	-	-	33.3	25.0	-	25.0	-
7 years	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	33.4	25.0	-	25.0	-
Total	4	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	4.00	6.00	-	-	-	-	4.67	4.00	-	4.00	-
Std. Dev.	2.94	-	-	-	-	-	3.22	2.94	-	2.94	-
Std. Err.	1.47	-	-	-	-	-	1.86	1.47	-	1.47	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1215

q403_13) How long has Mail Pouch been the brand you use most often? - Mail Pouch Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Mail Pouch Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
<1 Year - 9 Years (Net)	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
2 years	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	49.9	49.9	-	49.9	-
5 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	50.1	50.1	-	50.1	-
Total	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	2.00	-	-	-	-	-	3.50	3.50	-	3.50	-
Std. Dev.	-	-	-	-	-	-	2.12	2.12	-	2.12	-
Std. Err.	-	-	-	-	-	-	1.50	1.50	-	1.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1217

q403_15) How long has Morgan's been the brand you use most often? - Morgan's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	-	-	-	-	2	3	-	3	-
Base - Morgan's Most Often (Wgtd)	2	2	-	-	-	-	2	3	-	3	-
Eff Base	2	2	-	-	-	-	2	3	-	3	-
<1 Year - 9 Years (Net)	2	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
6 months up to 1 year	1	1	-	-	-	-	-	1	-	1	-
	49.9	49.9	-	-	-	-	-	33.3	-	33.3	-
1 year	1	1	-	-	-	-	2	2	-	2	-
	50.1	50.1	-	-	-	-	100.0	66.7	-	66.7	-
Total	2	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	0.88	0.88	-	-	-	-	1.00	0.92	-	0.92	-
Std. Dev.	0.18	0.18	-	-	-	-	0.00	0.14	-	0.14	-
Std. Err.	0.12	0.12	-	-	-	-	0.00	0.08	-	0.08	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1220

q403_18) How long has Red Leaf been the brand you use most often? - Red Leaf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	-	-	-	-	2	3	-	3	-
Base - Red Leaf Most Often (Wgtd)	1	1	-	-	-	-	2	3	-	3	-
Eff Base	1	1	-	-	-	-	2	3	-	3	-
<1 Year - 9 Years (Net)	1	1	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Less than 6 months	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	33.1	-	33.1	-
4 years	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.1	66.9	-	66.9	-
Total	1	1	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	4.00	4.00	-	-	-	-	2.26	2.84	-	2.84	-
Std. Dev.	-	-	-	-	-	-	-	2.02	-	2.02	-
Std. Err.	-	-	-	-	-	-	-	1.16	-	1.16	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1221

q403_19) How long has Red Man been the brand you use most often? - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	-	-	-	-	-	5	8	-	8	-
Base - Red Man Most Often (Wgtd)	4	-	-	-	-	-	5	8	-	8	-
Eff Base	4	-	-	-	-	-	5	8	-	8	-
<1 Year - 9 Years (Net)	2	-	-	-	-	-	4	5	-	5	-
	50.0	-	-	-	-	-	80.0	62.5	-	62.5	-
Less than 6 months	1	-	-	-	-	-	4	4	-	4	-
	25.0	-	-	-	-	-	80.0	50.0	-	50.0	-
2 years	1	-	-	-	-	-	-	1	-	1	-
	25.0	-	-	-	-	-	-	12.5	-	12.5	-
10- 19 Years (Net)	2	-	-	-	-	-	1	3	-	3	-
	50.0	-	-	-	-	-	20.0	37.5	-	37.5	-
10 years	1	-	-	-	-	-	1	1	-	1	-
	25.1	-	-	-	-	-	20.0	12.5	-	12.5	-
12 years	1	-	-	-	-	-	-	1	-	1	-
	24.9	-	-	-	-	-	-	12.4	-	12.4	-
17 years	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	12.5	-	12.5	-
Total	4	-	-	-	-	-	5	8	-	8	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	6.12	-	-	-	-	-	2.40	5.37	-	5.37	-
Std. Dev.	5.72	-	-	-	-	-	4.25	6.62	-	6.62	-
Std. Err.	2.86	-	-	-	-	-	1.90	2.34	-	2.34	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1222

q403_20) How long has Red Man Regular been the brand you use most often? - Red Man Regular Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	-	-	-	-	5	6	-	6	-
Base - Red Man Regular Most Often (Wgtd)	2	1	-	-	-	-	5	6	-	6	-
Eff Base	2	1	-	-	-	-	5	6	-	6	-
<1 Year - 9 Years (Net)	1	-	-	-	-	-	5	5	-	5	-
	50.1	-	-	-	-	-	100.0	83.4	-	83.4	-
6 months up to 1 year	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.1	16.8	-	16.8	-
2 years	-	-	-	-	-	-	3	3	-	3	-
	-	-	-	-	-	-	59.8	49.8	-	49.8	-
7 years	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	20.1	16.7	-	16.7	-
10- 19 Years (Net)	1	1	-	-	-	-	-	1	-	1	-
	49.9	100.0	-	-	-	-	-	16.6	-	16.6	-
17 years	1	1	-	-	-	-	-	1	-	1	-
	49.9	100.0	-	-	-	-	-	16.6	-	16.6	-
Total	2	1	-	-	-	-	5	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Mean	11.99	17.00	-	-	-	-	2.75	5.12	-	5.12	-
Std. Dev.	7.06	-	-	-	-	-	2.44	6.21	-	6.21	-
Std. Err.	4.99	-	-	-	-	-	1.09	2.54	-	2.54	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1223

q403_21) How long has Red Man Golden Blend been the brand you use most often? - Red Man Golden Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	-	-	-	-	-	5	5	3	5	-
Base - Red Man Golden Blend Most Often (Wgtd)	4	-	-	-	-	-	5	5	3	5	-
Eff Base	4	-	-	-	-	-	5	5	3	5	-
<1 Year - 9 Years (Net)	4	-	-	-	-	-	5	5	3	5	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Less than 6 months	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.0	20.0	-	20.0	-
6 months up to 1 year	1	-	-	-	-	-	1	1	1	1	-
	25.1	-	-	-	-	-	20.1	20.1	33.4	20.1	-
2 years	2	-	-	-	-	-	2	2	1	2	-
	49.9	-	-	-	-	-	40.0	40.0	33.3	40.0	-
8 years	1	-	-	-	-	-	1	1	1	1	-
	25.0	-	-	-	-	-	20.0	20.0	33.3	20.0	-
Total	4	-	-	-	-	-	5	5	3	5	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Mean	3.19	-	-	-	-	-	2.65	2.65	3.58	2.65	-
Std. Dev.	3.26	-	-	-	-	-	3.07	3.07	3.88	3.07	-
Std. Err.	1.63	-	-	-	-	-	1.37	1.37	2.24	1.37	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1224

q403_22) How long has Red Man Select been the brand you use most often? - Red Man Select Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Red Man Select Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
<1 Year - 9 Years (Net)	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
2 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	49.9	-	49.9	-
6 years	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	50.1	50.1	-	50.1	-
Total	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	6.00	-	-	-	-	-	4.01	4.01	-	4.01	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1226

q403_24) How long has Southern Pride been the brand you use most often? - Southern Pride Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Southern Pride Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
<1 Year - 9 Years (Net)	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Less than 6 months	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	0.50	-	-	-	-	-	0.50	0.50	-	0.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1230

q403_28) How long has Trophy been the brand you use most often? - Trophy Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Trophy Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
10- 19 Years (Net)	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
9 years	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	9.00	-	-	-	-	-	9.00	9.00	-	9.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1232

q403_30) How long has Work Horse been the brand you use most often? - Work Horse Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Work Horse Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
<1 Year - 9 Years (Net)	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
5 years	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	-	-	-	-	-	-	5.00	5.00	-	5.00	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1233

q403_31) How long has Other been the brand you use most often? - Other Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Other Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
<1 Year - 9 Years (Net)	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Less than 6 months	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Mean	0.50	-	-	-	-	-	0.50	0.50	-	0.50	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1234

q404) What do you think is the best feature of [Q394]? - IN TOTAL

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Quality	17	5	-	-	-	-	17	23	4	23	-
	37.0	45.5	-	-	-	-	27.9	32.4	57.1	32.4	-
Price	8	2	-	-	-	-	14	14	1	14	-
	17.4	18.1	-	-	-	-	22.9	19.7	14.3	19.7	-
Strength	7	1	1	1	1	1	8	10	1	10	-
	15.3	9.1	50.1	100.0	100.0	100.0	13.1	14.1	14.3	14.1	-
Flavor	7	3	1	-	-	-	14	15	-	15	-
	15.2	27.2	49.9	-	-	-	22.9	21.1	-	21.1	-
Heritage/Authenticity	3	-	-	-	-	-	3	4	-	4	-
	6.5	-	-	-	-	-	4.9	5.6	-	5.6	-
Other	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
None	3	-	-	-	-	-	4	4	1	4	-
	6.5	-	-	-	-	-	6.6	5.6	14.3	5.6	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1235

q405) What do you think is the worst feature of [Q394]? - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Price	14	4	2	1	1	1	15	21	2	21	-
	30.4	36.4	100.0	100.0	100.0	100.0	24.6	29.6	28.5	29.6	-
Flavor	8	1	-	-	-	-	10	11	2	11	-
	17.4	9.1	-	-	-	-	16.4	15.5	28.6	15.5	-
Strength	6	2	-	-	-	-	7	7	-	7	-
	13.0	18.1	-	-	-	-	11.5	9.9	-	9.9	-
Heritage/Authenticity	5	-	-	-	-	-	8	8	1	8	-
	10.9	-	-	-	-	-	13.1	11.3	14.3	11.3	-
Quality	5	2	-	-	-	-	8	8	1	8	-
	10.9	18.1	-	-	-	-	13.1	11.3	14.3	11.3	-
Other	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	1.6	1.4	-	1.4	-
No real weakness	8	2	-	-	-	-	12	15	1	15	-
	17.4	18.2	-	-	-	-	19.6	21.1	14.3	21.1	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1236

q406) What in particular did you not like about the flavor of [Q394]? - IN TOTAL

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Flavor is Worst Feature (Unwtd)	8	1	-	-	-	-	10	11	2	11	-
Base - Flavor is Worst Feature (Wgtd)	8	1	-	-	-	-	10	11	2	11	-
Eff Base	8	1	-	-	-	-	10	11	2	11	-
Flavor is too weak	3	1	-	-	-	-	3	3	-	3	-
	37.6	100.0	-	-	-	-	30.1	27.3	-	27.3	-
Flavor doesn't last long enough	2	-	-	-	-	-	2	2	1	2	-
	25.0	-	-	-	-	-	20.0	18.2	50.1	18.2	-
Flavor is too strong	2	-	-	-	-	-	3	4	-	4	-
	25.0	-	-	-	-	-	30.0	36.4	-	36.4	-
Dislike flavor	1	-	-	-	-	-	2	2	1	2	-
	12.5	-	-	-	-	-	19.9	18.1	49.9	18.1	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	1	-	-	-	-	10	11	2	11	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1237

q407) What in particular did you not like about the strength of [Q394]? - IN TOTAL

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Strength is Worst Feature (Unwtd)	6	2	-	-	-	-	7	7	-	7	-
Base - Strength is Worst Feature (Wgtd)	6	2	-	-	-	-	7	7	-	7	-
Eff Base	6	2	-	-	-	-	7	7	-	7	-
Too weak for me	5	2	-	-	-	-	6	6	-	6	-
	83.3	100.0	-	-	-	-	85.7	85.7	-	85.7	-
Too strong for me	1	-	-	-	-	-	1	1	-	1	-
	16.7	-	-	-	-	-	14.3	14.3	-	14.3	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	2	-	-	-	-	7	7	-	7	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1238

q408) What in particular did you not like about the quality of [Q394]? - IN TOTAL

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quality is Worst Feature (Unwtd)	5	2	-	-	-	-	8	8	1	8	-
Base - Quality is Worst Feature (Wgtd)	5	2	-	-	-	-	8	8	1	8	-
Eff Base	5	2	-	-	-	-	8	8	1	8	-
Poor quality tobacco	4	2	-	-	-	-	6	6	-	6	-
	80.0	100.0	-	-	-	-	75.0	75.0	-	75.0	-
Dry/stale	1	-	-	-	-	-	2	2	1	2	-
	20.0	-	-	-	-	-	25.0	25.0	100.0	25.0	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	2	-	-	-	-	8	8	1	8	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1239

q404_1) What do you think is the best feature of [Q394]? - Beechnut Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	-	-	-	-	10	11	2	11	-
Base - Beechnut Most Often (Wgtd)	8	1	-	-	-	-	10	11	2	11	-
Eff Base	8	1	-	-	-	-	10	11	2	11	-
Quality	4	1	-	-	-	-	5	5	1	5	-
	50.0	100.0	-	-	-	-	50.0	45.5	50.0	45.5	-
Strength	3	-	-	-	-	-	3	4	1	4	-
	37.6	-	-	-	-	-	30.1	36.4	50.0	36.4	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	12.4	-	-	-	-	-	9.9	9.0	-	9.0	-
Price	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	10.0	9.1	-	9.1	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	1	-	-	-	-	10	11	2	11	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1240

q405_1) What do you think is the worst feature of [Q394]? - Beechnut Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	-	-	-	-	10	11	2	11	-
Base - Beechnut Most Often (Wgtd)	8	1	-	-	-	-	10	11	2	11	-
Eff Base	8	1	-	-	-	-	10	11	2	11	-
Heritage/Authenticity	3	-	-	-	-	-	3	3	-	3	-
	37.6	-	-	-	-	-	30.1	27.4	-	27.4	-
Flavor	2	-	-	-	-	-	3	3	1	3	-
	25.0	-	-	-	-	-	30.0	27.3	50.0	27.3	-
Quality	1	-	-	-	-	-	1	1	1	1	-
	12.5	-	-	-	-	-	10.0	9.1	50.0	9.1	-
Strength	1	1	-	-	-	-	1	1	-	1	-
	12.5	100.0	-	-	-	-	10.0	9.1	-	9.1	-
Price	1	-	-	-	-	-	1	2	-	2	-
	12.4	-	-	-	-	-	9.9	18.1	-	18.1	-
Other	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	10.0	9.1	-	9.1	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	8	1	-	-	-	-	10	11	2	11	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1241

q406_1) What in particular did you not like about the flavor of [Q394]? - Beechnut Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often/ Flavor is Worst Feature (Unwtd)	2	-	-	-	-	-	3	3	1	3	-
Base - Beechnut Most Often/ Flavor is Worst Feature (Wgtd)	2	-	-	-	-	-	3	3	1	3	-
Eff Base	2	-	-	-	-	-	3	3	1	3	-
Flavor doesn't last long enough	1	-	-	-	-	-	1	1	1	1	-
	50.0	-	-	-	-	-	33.3	33.3	100.0	33.3	-
Flavor is too weak	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	33.3	33.3	-	33.3	-
Flavor is too strong	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	33.4	33.4	-	33.4	-
Dislike flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	3	3	1	3	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1242

q407_1) What in particular did you not like about the strength of [Q394]? - Beechnut Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often/ Strength is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Beechnut Most Often/ Strength is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Too weak for me	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1243

q408_1) What in particular did you not like about the quality of [Q394]? - Beechnut Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often/ Quality is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	1	1	-
Base - Beechnut Most Often/ Quality is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	1	1	-
Eff Base	1	-	-	-	-	-	1	1	1	1	-
Dry/stale	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Poor quality tobacco	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1244

q404_2) What do you think is the best feature of [Q394]? - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	-	-	-	-	6	6	1	6	-
Base - Big Mountain Most Often (Wgtd)	5	1	-	-	-	-	6	6	1	6	-
Eff Base	5	1	-	-	-	-	6	6	1	6	-
Price	2	-	-	-	-	-	2	2	-	2	-
	40.1	-	-	-	-	-	33.4	33.4	-	33.4	-
Heritage/Authenticity	1	-	-	-	-	-	1	1	-	1	-
	20.1	-	-	-	-	-	16.7	16.7	-	16.7	-
Flavor	1	1	-	-	-	-	1	1	-	1	-
	20.0	100.0	-	-	-	-	16.6	16.6	-	16.6	-
Quality	1	-	-	-	-	-	2	2	1	2	-
	19.9	-	-	-	-	-	33.2	33.2	100.0	33.2	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1245

q405_2) What do you think is the worst feature of [Q394]? - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	-	-	-	-	6	6	1	6	-
Base - Big Mountain Most Often (Wgtd)	5	1	-	-	-	-	6	6	1	6	-
Eff Base	5	1	-	-	-	-	6	6	1	6	-
Price	2	1	-	-	-	-	2	2	1	2	-
	39.9	100.0	-	-	-	-	33.2	33.2	100.0	33.2	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	20.1	-	-	-	-	-	16.7	16.7	-	16.7	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	20.0	-	-	-	-	-	16.7	16.7	-	16.7	-
Heritage/Authenticity	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	16.6	16.6	-	16.6	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	5	1	-	-	-	-	6	6	1	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1246

q406_2) What in particular did you not like about the flavor of [Q394]? - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often/ Flavor is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Big Mountain Most Often/ Flavor is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Flavor is too weak	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dislike flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1247

q407_2) What in particular did you not like about the strength of [Q394]? - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often/ Strength is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Big Mountain Most Often/ Strength is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Too weak for me	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1248

q408_2) What in particular did you not like about the quality of [Q394]? - Big Mountain Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often/ Quality is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Big Mountain Most Often/ Quality is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Poor quality tobacco	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Dry/stale	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1249

q404_3) What do you think is the best feature of [Q394]? - Bowie Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	-	-	-	-	5	5	-	5	-
Base - Bowie Most Often (Wgtd)	3	1	-	-	-	-	5	5	-	5	-
Eff Base	3	1	-	-	-	-	5	5	-	5	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	20.1	20.1	-	20.1	-
Quality	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	40.1	40.1	-	40.1	-
Flavor	1	1	-	-	-	-	1	1	-	1	-
	33.2	100.0	-	-	-	-	20.0	20.0	-	20.0	-
Price	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	19.9	19.9	-	19.9	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	3	1	-	-	-	-	5	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1250

q405_3) What do you think is the worst feature of [Q394]? - Bowie Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	-	-	-	-	5	5	-	5	-
Base - Bowie Most Often (Wgtd)	3	1	-	-	-	-	5	5	-	5	-
Eff Base	3	1	-	-	-	-	5	5	-	5	-
Quality	2	1	-	-	-	-	2	2	-	2	-
	66.7	100.0	-	-	-	-	40.1	40.1	-	40.1	-
Strength	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.0	20.0	-	20.0	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	19.9	19.9	-	19.9	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	20.0	20.0	-	20.0	-
Total	3	1	-	-	-	-	5	5	-	5	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1251

q406_3) What in particular did you not like about the flavor of [Q394]? - Bowie Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often/ Flavor is Worst Feature (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Bowie Most Often/ Flavor is Worst Feature (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Dislike flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1252

q407_3) What in particular did you not like about the strength of [Q394]? - Bowie Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often/ Strength is Worst Feature (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Bowie Most Often/ Strength is Worst Feature (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Too weak for me	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1253

q408_3) What in particular did you not like about the quality of [Q394]? - Bowie Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often/ Quality is Worst Feature (Unwtd)	2	1	-	-	-	-	2	2	-	2	-
Base - Bowie Most Often/ Quality is Worst Feature (Wgtd)	2	1	-	-	-	-	2	2	-	2	-
Eff Base	2	1	-	-	-	-	2	2	-	2	-
Poor quality tobacco	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Dry/stale	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1254

q404_4) What do you think is the best feature of [Q394]? - Chattanooga loose leaf chewing tobacco Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1255

q405_4) What do you think is the worst feature of [Q394]? - Chattanooga loose leaf chewing tobacco Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1259

q404_5) What do you think is the best feature of [Q394]? - Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	-	-	-	-	2	2	-	2	-
Base - Durango Most Often (Wgtd)	2	1	-	-	-	-	2	2	-	2	-
Eff Base	2	1	-	-	-	-	2	2	-	2	-
Price	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1260

q405_5) What do you think is the worst feature of [Q394]? - Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	-	-	-	-	2	2	-	2	-
Base - Durango Most Often (Wgtd)	2	1	-	-	-	-	2	2	-	2	-
Eff Base	2	1	-	-	-	-	2	2	-	2	-
Quality	1	1	-	-	-	-	1	1	-	1	-
	50.0	100.0	-	-	-	-	50.0	50.0	-	50.0	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	-	-	-	-	2	2	-	2	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1262

q407_5) What in particular did you not like about the strength of [Q394]? - Durango Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often/ Strength is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Durango Most Often/ Strength is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Too weak for me	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1263

q408_5) What in particular did you not like about the quality of [Q394]? - Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often/ Quality is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Durango Most Often/ Quality is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Poor quality tobacco	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Dry/stale	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1264

q404_6) What do you think is the best feature of [Q394]? - Granger Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often (Unwtd)	1	-	-	-	-	-	1	2	-	2	-
Base - Granger Select Most Often (Wgtd)	1	-	-	-	-	-	1	2	-	2	-
Eff Base	1	-	-	-	-	-	1	2	-	2	-
Quality	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	50.1	-	50.1	-
Strength	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	49.9	-	49.9	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1265

q405_6) What do you think is the worst feature of [Q394]? - Granger Select Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often (Unwtd)	1	-	-	-	-	-	1	2	-	2	-
Base - Granger Select Most Often (Wgtd)	1	-	-	-	-	-	1	2	-	2	-
Eff Base	1	-	-	-	-	-	1	2	-	2	-
Flavor	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	50.1	-	50.1	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	49.9	-	49.9	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1266

q406_6) What in particular did you not like about the flavor of [Q394]? - Granger Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often/ Flavor is Worst Feature (Unwtd)	1	-	-	-	-	-	-	1	-	1	-
Base - Granger Select Most Often/ Flavor is Worst Feature (Wgtd)	1	-	-	-	-	-	-	1	-	1	-
Eff Base	1	-	-	-	-	-	-	1	-	1	-
Flavor is too strong	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	100.0	-	100.0	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dislike flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	-	1	-	1	-
	100.0	-	-	-	-	-	-	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1269

q404_7) What do you think is the best feature of [Q394]? - Havana Blossom Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - Havana Blossom Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
Price	1	-	-	-	-	-	1	1	-	1	-
	49.9	-	-	-	-	-	49.9	49.9	-	49.9	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	50.1	50.1	-	50.1	-
Total	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1270

q405_7) What do you think is the worst feature of [Q394]? - Havana Blossom Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - Havana Blossom Most Often (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	49.9	-	-	-	-	-	49.9	49.9	-	49.9	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	50.1	50.1	-	50.1	-
Total	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1272

q407_7) What in particular did you not like about the strength of [Q394]? - Havana Blossom Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often/ Strength is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Havana Blossom Most Often/ Strength is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Too weak for me	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1274

q404_8) What do you think is the best feature of [Q394]? - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	2	2	-	2	-
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	2	2	-	2	-
Eff Base	2	1	1	1	1	1	2	2	-	2	-
Strength	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
Heritage/Authenticity	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	1	1	1	1	2	2	-	2	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1275

q405_8) What do you think is the worst feature of [Q394]? - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	2	2	-	2	-
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	2	2	-	2	-
Eff Base	2	1	1	1	1	1	2	2	-	2	-
Price	1	1	1	1	1	1	1	1	-	1	-
	50.0	100.0	100.0	100.0	100.0	100.0	50.0	50.0	-	50.0	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	1	1	1	1	2	2	-	2	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1276

q406_8) What in particular did you not like about the flavor of [Q394]? - H.B. Scott's Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often/ Flavor is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - H.B. Scott's Most Often/ Flavor is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Flavor is too strong	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dislike flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1279

q404_9) What do you think is the best feature of [Q394]? - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	-	-	-	-	-	-	-	1	-	1	-
Base - J.D.'s Blend Most Often (Wgtd)	-	-	-	-	-	-	-	1	-	1	-
Eff Base	-	-	-	-	-	-	-	1	-	1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1280

q405_9) What do you think is the worst feature of [Q394]? - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	-	-	-	-	-	-	-	1	-	1	-
Base - J.D.'s Blend Most Often (Wgtd)	-	-	-	-	-	-	-	1	-	1	-
Eff Base	-	-	-	-	-	-	-	1	-	1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	-	1	-	1	-
	-	-	-	-	-	-	-	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1284

q404_10) What do you think is the best feature of [Q394]? - Lancaster Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	-	-	-	2	2	1	2	-
Base - Lancaster Most Often (Wgtd)	1	1	1	-	-	-	2	2	1	2	-
Eff Base	1	1	1	-	-	-	2	2	1	2	-
Flavor	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
Total	1	1	1	-	-	-	2	2	1	2	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1285

q405_10) What do you think is the worst feature of [Q394]? - Lancaster Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	-	-	-	2	2	1	2	-
Base - Lancaster Most Often (Wgtd)	1	1	1	-	-	-	2	2	1	2	-
Eff Base	1	1	1	-	-	-	2	2	1	2	-
Price	1	1	1	-	-	-	1	1	-	1	-
	100.0	100.0	100.0	-	-	-	50.0	50.0	-	50.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	50.0	50.0	100.0	50.0	-
Total	1	1	1	-	-	-	2	2	1	2	-
	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1289

q404_11) What do you think is the best feature of [Q394]? - Levi-Garrett Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	-	-	-	-	3	4	-	4	-
Base - Levi-Garrett Most Often (Wgtd)	4	1	-	-	-	-	3	4	-	4	-
Eff Base	4	1	-	-	-	-	3	4	-	4	-
Quality	2	-	-	-	-	-	2	2	-	2	-
	50.0	-	-	-	-	-	66.7	50.0	-	50.0	-
Strength	1	-	-	-	-	-	-	1	-	1	-
	25.1	-	-	-	-	-	-	25.1	-	25.1	-
Price	1	1	-	-	-	-	1	1	-	1	-
	25.0	100.0	-	-	-	-	33.3	25.0	-	25.0	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1290

q405_11) What do you think is the worst feature of [Q394]? - Levi-Garrett Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	-	-	-	-	3	4	-	4	-
Base - Levi-Garrett Most Often (Wgtd)	4	1	-	-	-	-	3	4	-	4	-
Eff Base	4	1	-	-	-	-	3	4	-	4	-
Price	2	-	-	-	-	-	1	2	-	2	-
	50.0	-	-	-	-	-	33.3	50.0	-	50.0	-
Strength	1	1	-	-	-	-	1	1	-	1	-
	25.0	100.0	-	-	-	-	33.3	25.0	-	25.0	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	33.4	25.0	-	25.0	-
Total	4	1	-	-	-	-	3	4	-	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1292

q407_11) What in particular did you not like about the strength of [Q394]? - Levi-Garrett Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often/ Strength is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Levi-Garrett Most Often/ Strength is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Too weak for me	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Too strong for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1299

q404_13) What do you think is the best feature of [Q394]? - Mail Pouch Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Mail Pouch Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
Heritage/Authenticity	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	49.9	49.9	-	49.9	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	50.1	50.1	-	50.1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1300

q405_13) What do you think is the worst feature of [Q394]? - Mail Pouch Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Mail Pouch Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	49.9	49.9	-	49.9	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	50.1	50.1	-	50.1	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1302

q407_13) What in particular did you not like about the strength of [Q394]? - Mail Pouch Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often/ Strength is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Mail Pouch Most Often/ Strength is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Too strong for me	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Too weak for me	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other strength weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1309

q404_15) What do you think is the best feature of [Q394]? - Morgan's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	-	-	-	-	2	3	-	3	-
Base - Morgan's Most Often (Wgtd)	2	2	-	-	-	-	2	3	-	3	-
Eff Base	2	2	-	-	-	-	2	3	-	3	-
Quality	2	2	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	50.2	66.8	-	66.8	-
Strength	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.8	33.2	-	33.2	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1310

q405_15) What do you think is the worst feature of [Q394]? - Morgan's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	-	-	-	-	2	3	-	3	-
Base - Morgan's Most Often (Wgtd)	2	2	-	-	-	-	2	3	-	3	-
Eff Base	2	2	-	-	-	-	2	3	-	3	-
Flavor	1	1	-	-	-	-	1	1	-	1	-
	50.1	50.1	-	-	-	-	50.2	33.5	-	33.5	-
Price	1	1	-	-	-	-	1	2	-	2	-
	49.9	49.9	-	-	-	-	49.8	66.5	-	66.5	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	2	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1311

q406_15) What in particular did you not like about the flavor of [Q394]? - Morgan's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often/ Flavor is Worst Feature (Unwtd)	1	1	-	-	-	-	1	1	-	1	-
Base - Morgan's Most Often/ Flavor is Worst Feature (Wgtd)	1	1	-	-	-	-	1	1	-	1	-
Eff Base	1	1	-	-	-	-	1	1	-	1	-
Flavor is too weak	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dislike flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	1	1	-	1	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1324

q404_18) What do you think is the best feature of [Q394]? - Red Leaf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	-	-	-	-	2	3	-	3	-
Base - Red Leaf Most Often (Wgtd)	1	1	-	-	-	-	2	3	-	3	-
Eff Base	1	1	-	-	-	-	2	3	-	3	-
Quality	1	1	-	-	-	-	-	1	-	1	-
	100.0	100.0	-	-	-	-	-	33.6	-	33.6	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	100.0	66.4	-	66.4	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	1	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1325

q405_18) What do you think is the worst feature of [Q394]? - Red Leaf Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	-	-	-	-	2	3	-	3	-
Base - Red Leaf Most Often (Wgtd)	1	1	-	-	-	-	2	3	-	3	-
Eff Base	1	1	-	-	-	-	2	3	-	3	-
Flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	50.1	33.3	-	33.3	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	49.9	66.7	-	66.7	-
Total	1	1	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1326

q406_18) What in particular did you not like about the flavor of [Q394]? - Red Leaf Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often/ Flavor is Worst Feature (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Red Leaf Most Often/ Flavor is Worst Feature (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Dislike flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1329

q404_19) What do you think is the best feature of [Q394]? - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	-	-	-	-	-	5	8	-	8	-
Base - Red Man Most Often (Wgtd)	4	-	-	-	-	-	5	8	-	8	-
Eff Base	4	-	-	-	-	-	5	8	-	8	-
Flavor	2	-	-	-	-	-	2	3	-	3	-
	50.0	-	-	-	-	-	40.0	37.5	-	37.5	-
Quality	1	-	-	-	-	-	-	2	-	2	-
	24.9	-	-	-	-	-	-	25.0	-	25.0	-
Price	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	40.0	25.0	-	25.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	1	-	-	-	-	-	1	1	-	1	-
	25.1	-	-	-	-	-	20.0	12.5	-	12.5	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	-	-	-	-	-	5	8	-	8	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1330

q405_19) What do you think is the worst feature of [Q394]? - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	-	-	-	-	-	5	8	-	8	-
Base - Red Man Most Often (Wgtd)	4	-	-	-	-	-	5	8	-	8	-
Eff Base	4	-	-	-	-	-	5	8	-	8	-
Price	3	-	-	-	-	-	2	4	-	4	-
	75.0	-	-	-	-	-	40.0	50.0	-	50.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	3	3	-	3	-
	-	-	-	-	-	-	60.0	37.5	-	37.5	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	-	-	-	-	-	-	1	-	1	-
	25.0	-	-	-	-	-	-	12.5	-	12.5	-
Total	4	-	-	-	-	-	5	8	-	8	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1333

q408_19) What in particular did you not like about the quality of [Q394]? - Red Man Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often/ Quality is Worst Feature (Unwtd)	-	-	-	-	-	-	3	3	-	3	-
Base - Red Man Most Often/ Quality is Worst Feature (Wgtd)	-	-	-	-	-	-	3	3	-	3	-
Eff Base	-	-	-	-	-	-	3	3	-	3	-
Poor quality tobacco	-	-	-	-	-	-	2	2	-	2	-
	-	-	-	-	-	-	66.7	66.7	-	66.7	-
Dry/stale	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	33.3	33.3	-	33.3	-
Other quality issues	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know/no answer	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	3	3	-	3	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1334

q404_20) What do you think is the best feature of [Q394]? - Red Man Regular Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	-	-	-	-	5	6	-	6	-
Base - Red Man Regular Most Often (Wgtd)	2	1	-	-	-	-	5	6	-	6	-
Eff Base	2	1	-	-	-	-	5	6	-	6	-
Quality	2	1	-	-	-	-	1	2	-	2	-
	100.0	100.0	-	-	-	-	20.1	33.4	-	33.4	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	4	4	-	4	-
	-	-	-	-	-	-	79.9	66.6	-	66.6	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	1	-	-	-	-	5	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1335

q405_20) What do you think is the worst feature of [Q394]? - Red Man Regular Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	-	-	-	-	5	6	-	6	-
Base - Red Man Regular Most Often (Wgtd)	2	1	-	-	-	-	5	6	-	6	-
Eff Base	2	1	-	-	-	-	5	6	-	6	-
Price	1	-	-	-	-	-	2	2	-	2	-
	50.1	-	-	-	-	-	40.2	33.5	-	33.5	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	1	-	-	-	-	3	4	-	4	-
	49.9	100.0	-	-	-	-	59.8	66.5	-	66.5	-
Total	2	1	-	-	-	-	5	6	-	6	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1339

q404_21) What do you think is the best feature of [Q394]? - Red Man Golden Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	-	-	-	-	-	5	5	3	5	-
Base - Red Man Golden Blend Most Often (Wgtd)	4	-	-	-	-	-	5	5	3	5	-
Eff Base	4	-	-	-	-	-	5	5	3	5	-
Quality	2	-	-	-	-	-	2	2	2	2	-
	50.1	-	-	-	-	-	40.0	40.0	66.7	40.0	-
Strength	1	-	-	-	-	-	1	1	-	1	-
	25.0	-	-	-	-	-	20.0	20.0	-	20.0	-
Price	1	-	-	-	-	-	1	1	1	1	-
	25.0	-	-	-	-	-	20.0	20.0	33.3	20.0	-
Flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.0	20.0	-	20.0	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	-	-	-	-	-	5	5	3	5	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1340

q405_21) What do you think is the worst feature of [Q394]? - Red Man Golden Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	-	-	-	-	-	5	5	3	5	-
Base - Red Man Golden Blend Most Often (Wgtd)	4	-	-	-	-	-	5	5	3	5	-
Eff Base	4	-	-	-	-	-	5	5	3	5	-
Price	2	-	-	-	-	-	2	2	1	2	-
	50.0	-	-	-	-	-	40.0	40.0	33.4	40.0	-
Heritage/Authenticity	1	-	-	-	-	-	1	1	1	1	-
	25.0	-	-	-	-	-	20.0	20.0	33.3	20.0	-
Flavor	1	-	-	-	-	-	1	1	1	1	-
	25.0	-	-	-	-	-	20.0	20.0	33.3	20.0	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	20.0	20.0	-	20.0	-
Total	4	-	-	-	-	-	5	5	3	5	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1341

q406_21) What in particular did you not like about the flavor of [Q394]? - Red Man Golden Blend Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often/ Flavor is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	1	1	-
Base - Red Man Golden Blend Most Often/ Flavor is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	1	1	-
Eff Base	1	-	-	-	-	-	1	1	1	1	-
Dislike flavor	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-
Flavor doesn't last long enough	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1344

q404_22) What do you think is the best feature of [Q394]? - Red Man Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Red Man Select Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
Price	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	50.1	50.1	-	50.1	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	49.9	-	49.9	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1345

q405_22) What do you think is the worst feature of [Q394]? - Red Man Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Red Man Select Most Often (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	50.1	50.1	-	50.1	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	49.9	-	49.9	-
Total	1	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1346

q406_22) What in particular did you not like about the flavor of [Q394]? - Red Man Select Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often/ Flavor is Worst Feature (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Red Man Select Most Often/ Flavor is Worst Feature (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Flavor doesn't last long enough	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Dislike flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too strong	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor is too weak	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other flavor weaknesses	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1354

q404_24) What do you think is the best feature of [Q394]? - Southern Pride Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Southern Pride Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Flavor	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1355

q405_24) What do you think is the worst feature of [Q394]? - Southern Pride Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Southern Pride Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Heritage/Authenticity	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1374

q404_28) What do you think is the best feature of [Q394]? - Trophy Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Trophy Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1375

q405_28) What do you think is the worst feature of [Q394]? - Trophy Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Trophy Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1384

q404_30) What do you think is the best feature of [Q394]? - Work Horse Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Work Horse Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Flavor	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1385

q405_30) What do you think is the worst feature of [Q394]? - Work Horse Most Often

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Work Horse Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1389

q404_31) What do you think is the best feature of [Q394]? - Other Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Other Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
None	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1390

q405_31) What do you think is the worst feature of [Q394]? - Other Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Other Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Flavor	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Strength	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Price	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Quality	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Heritage/Authenticity	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
No real weakness	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1395

q409_2) What do you think is the best feature for each of the following chewing tobacco brands?
- Big Mountain

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Big Mountain/ Not Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase Big Mountain/ Not Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Value	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1401

q409_8) What do you think is the best feature for each of the following chewing tobacco brands?
- H.B. Scott's

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase H.B. Scott's/ Not Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase H.B. Scott's/ Not Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Value	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1414

q409_21) What do you think is the best feature for each of the following chewing tobacco brands?
- Red Man Golden Blend

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man Golden Blend/ Not Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase Red Man Golden Blend/ Not Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1426

q410_2) What do you think is the worst feature for each of the following chewing tobacco brands?
- Big Mountain

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Big Mountain/ Not Most Often (Unwtd)	-	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase Big Mountain/ Not Most Often (Wgtd)	-	-	-	-	-	-	1	1	-	1	-
Eff Base	-	-	-	-	-	-	1	1	-	1	-
Other	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1432

q410_8) What do you think is the worst feature for each of the following chewing tobacco brands?
- H.B. Scott's

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase H.B. Scott's/ Not Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase H.B. Scott's/ Not Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Quality	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1445

q410_21) What do you think is the worst feature for each of the following chewing tobacco brands?
- Red Man Golden Blend

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man Golden Blend/ Not Most Often (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Currently Purchase Red Man Golden Blend/ Not Most Often (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
Value	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-
Total	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1456

q411) Assuming that both your main brand/flavor and your secondary brand/flavor is out of stock when you arrive at the store, what would you do?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Go to another store so that I get the chewing tobacco brand/flavor I want	11	3	1	-	-	-	13	18	3	18	-
	23.9	27.3	49.9	-	-	-	21.3	25.3	42.8	25.3	-
Buy another type of the same chewing tobacco brand (i.e. Red Man instead of Red Man Select)	17	6	-	-	-	-	23	25	2	25	-
	37.0	54.6	-	-	-	-	37.7	35.2	28.6	35.2	-
Buy a different chewing tobacco brand of the same type (i.e. Mail Pouch instead of Red Man)	12	2	1	1	1	1	18	19	-	19	-
	26.1	18.2	50.1	100.0	100.0	100.0	29.5	26.8	-	26.8	-
I would not buy any chewing tobacco at all on that occasion	6	-	-	-	-	-	7	9	2	9	-
	13.0	-	-	-	-	-	11.5	12.7	28.6	12.7	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1457

q412) How many pouches of chewing tobacco do you usually buy at a time for personal use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
1	13	1	-	-	-	-	20	22	4	22	-
	28.2	9.1	-	-	-	-	32.8	31.0	57.1	31.0	-
2	13	6	-	-	-	-	17	22	1	22	-
	28.3	54.5	-	-	-	-	27.9	31.0	14.3	31.0	-
3	5	-	-	-	-	-	5	6	1	6	-
	10.9	-	-	-	-	-	8.2	8.5	14.3	8.5	-
4	4	1	1	-	-	-	5	5	-	5	-
	8.7	9.1	49.9	-	-	-	8.2	7.0	-	7.0	-
5	3	1	-	-	-	-	2	3	-	3	-
	6.5	9.1	-	-	-	-	3.3	4.2	-	4.2	-
6+ (Net)	8	2	1	1	1	1	12	13	1	13	-
	17.4	18.2	50.1	100.0	100.0	100.0	19.7	18.3	14.3	18.3	-
6	5	-	-	-	-	-	6	6	1	6	-
	10.9	-	-	-	-	-	9.8	8.5	14.3	8.5	-
10	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-
11-20	1	1	-	-	-	-	3	4	-	4	-
	2.2	9.1	-	-	-	-	4.9	5.6	-	5.6	-
21-30	1	1	1	1	1	1	2	2	-	2	-
	2.2	9.1	50.1	100.0	100.0	100.0	3.3	2.8	-	2.8	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	3.63	5.82	13.01	22.00	22.00	22.00	3.89	3.79	2.15	3.79	-
Std. Dev.	4.24	7.60	12.72	-	-	-	4.90	4.70	1.87	4.70	-
Std. Err.	0.62	2.29	8.99	-	-	-	0.63	0.56	0.71	0.56	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1458

q413) And, on average, about how much do you spend on chewing tobacco per week for personal use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
$1 - $9	9	1	-	-	-	-	10	13	-	13	-
	19.5	9.1	-	-	-	-	16.4	18.3	-	18.3	-
$10 - $19	9	3	1	-	-	-	12	14	2	14	-
	19.6	27.3	49.9	-	-	-	19.7	19.7	28.5	19.7	-
$20 - $29	4	3	1	1	1	1	7	7	1	7	-
	8.7	27.3	50.1	100.0	100.0	100.0	11.5	9.9	14.3	9.9	-
$30 - $39	6	-	-	-	-	-	7	7	3	7	-
	13.0	-	-	-	-	-	11.5	9.9	42.9	9.9	-
$40 - $49	5	3	-	-	-	-	4	6	-	6	-
	10.9	27.2	-	-	-	-	6.6	8.4	-	8.4	-
$50 - $59	2	-	-	-	-	-	6	8	-	8	-
	4.4	-	-	-	-	-	9.8	11.3	-	11.3	-
$60+	11	1	-	-	-	-	15	16	1	16	-
	23.9	9.1	-	-	-	-	24.6	22.6	14.3	22.6	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	35.81	29.89	17.51	25.00	25.00	25.00	37.82	37.14	31.02	37.14	-
Std. Dev.	30.21	24.37	10.60	-	-	-	30.42	30.07	23.57	30.07	-
Std. Err.	4.45	7.35	7.50	-	-	-	3.90	3.57	8.91	3.57	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1459

q414) At what kind of stores do you typically buy your chewing tobacco?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Convenience store/gas station	13	3	1	1	1	1	17	20	-	20	-
	28.3	27.4	50.1	100.0	100.0	100.0	27.9	28.2	-	28.2	-
Supermarket (e.g. Kroger, A&P, Food Lion, etc.)	13	4	1	-	-	-	16	19	2	19	-
	28.3	36.3	49.9	-	-	-	26.2	26.7	28.5	26.7	-
Small grocery store	10	2	-	-	-	-	11	13	-	13	-
	21.8	18.2	-	-	-	-	18.0	18.3	-	18.3	-
Tobacconist (high end tobacco shop)	9	1	-	-	-	-	10	11	1	11	-
	19.6	9.1	-	-	-	-	16.4	15.5	14.3	15.5	-
Liquor store	9	1	-	-	-	-	14	14	1	14	-
	19.6	9.1	-	-	-	-	23.0	19.7	14.3	19.7	-
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	9	3	1	-	-	-	10	12	1	12	-
	19.5	27.3	49.9	-	-	-	16.4	16.9	14.3	16.9	-
Bar	9	3	-	-	-	-	8	9	3	9	-
	19.5	27.2	-	-	-	-	13.1	12.7	42.8	12.7	-
Discount tobacco store/ smoke shop	8	-	-	-	-	-	9	12	3	12	-
	17.4	-	-	-	-	-	14.8	16.9	42.8	16.9	-
Discount store (K-Mart, Wal-Mart, etc.)	7	2	1	-	-	-	11	12	1	12	-
	15.2	18.2	49.9	-	-	-	18.0	16.9	14.3	16.9	-
Restaurant	6	1	-	-	-	-	6	6	-	6	-
	13.0	9.0	-	-	-	-	9.8	8.5	-	8.5	-
Internet	6	1	-	-	-	-	6	6	1	6	-
	13.0	9.1	-	-	-	-	9.8	8.5	14.3	8.5	-
Drug store	6	2	-	-	-	-	8	8	-	8	-
	13.0	18.1	-	-	-	-	13.1	11.3	-	11.3	-
Hunting/fishing supply store	4	1	-	-	-	-	5	5	-	5	-
	8.7	9.1	-	-	-	-	8.2	7.0	-	7.0	-
Military store	4	1	-	-	-	-	6	6	1	6	-
	8.7	9.0	-	-	-	-	9.8	8.4	14.3	8.4	-
Other	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1459

q414) At what kind of stores do you typically buy your chewing tobacco?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Don't know/no answer	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1460

q415) At what kind of store do you most often buy chewing tobacco?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Convenience store/gas station	10	3	1	1	1	1	14	17	-	17	-
	21.7	27.4	50.1	100.0	100.0	100.0	23.0	24.0	-	24.0	-
Supermarket (e.g. Kroger, A and P, Food Lion, etc.)	6	3	-	-	-	-	9	10	1	10	-
	13.0	27.2	-	-	-	-	14.7	14.1	14.2	14.1	-
Discount tobacco store/ smoke shop	4	-	-	-	-	-	4	6	2	6	-
	8.7	-	-	-	-	-	6.6	8.5	28.6	8.5	-
Bar	4	1	-	-	-	-	3	4	2	4	-
	8.7	9.1	-	-	-	-	4.9	5.6	28.6	5.6	-
Liquor store	3	-	-	-	-	-	6	6	1	6	-
	6.5	-	-	-	-	-	9.8	8.5	14.3	8.5	-
Small grocery store	3	-	-	-	-	-	4	6	-	6	-
	6.5	-	-	-	-	-	6.6	8.4	-	8.4	-
Drug store	3	1	-	-	-	-	4	4	-	4	-
	6.5	9.0	-	-	-	-	6.5	5.6	-	5.6	-
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	3	1	-	-	-	-	2	3	-	3	-
	6.5	9.1	-	-	-	-	3.3	4.2	-	4.2	-
Restaurant	2	-	-	-	-	-	2	2	-	2	-
	4.4	-	-	-	-	-	3.3	2.8	-	2.8	-
Internet	2	1	-	-	-	-	2	2	-	2	-
	4.3	9.1	-	-	-	-	3.3	2.8	-	2.8	-
Discount store (K-Mart, Wal-Mart, etc.)	2	1	1	-	-	-	3	3	-	3	-
	4.3	9.1	49.9	-	-	-	4.9	4.2	-	4.2	-
Tobacconist (high end tobacco shop)	1	-	-	-	-	-	3	3	-	3	-
	2.2	-	-	-	-	-	4.9	4.2	-	4.2	-
Hunting/fishing supply store	1	-	-	-	-	-	2	2	-	2	-
	2.2	-	-	-	-	-	3.3	2.8	-	2.8	-
Military store	1	-	-	-	-	-	2	2	1	2	-
	2.2	-	-	-	-	-	3.3	2.8	14.3	2.8	-
Other	1	-	-	-	-	-	1	1	-	1	-
	2.2	-	-	-	-	-	1.6	1.4	-	1.4	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1460

q415) At what kind of store do you most often buy chewing tobacco?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1461

q416) What is the main reason for buying chewing tobacco from [Q415]? - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
The store has good prices	10	-	-	-	-	-	12	13	3	13	-
for chewing tobacco	21.7	-	-	-	-	-	19.7	18.3	42.9	18.3	-
The store has a good	8	4	2	1	1	1	12	14	-	14	-
chewing tobacco assortment	17.4	36.3	100.0	100.0	100.0	100.0	19.7	19.7	-	19.7	-
The store has fresh	15	3	-	-	-	-	18	20	3	20	-
chewing tobacco	32.6	27.2	-	-	-	-	29.5	28.1	42.9	28.1	-
The store is the most	10	3	-	-	-	-	17	21	1	21	-
convenient	21.8	27.4	-	-	-	-	27.9	29.6	14.3	29.6	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	1	-	-	-	-	2	3	-	3	-
	6.5	9.1	-	-	-	-	3.3	4.2	-	4.2	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1462

q416_1) What is the main reason for buying chewing tobacco from [Q415]? - Supermarket

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Supermarket (Unwtd)	6	3	-	-	-	-	9	10	1	10	-
Base - Most Often Buys at Supermarket (Wgtd)	6	3	-	-	-	-	9	10	1	10	-
Eff Base	6	3	-	-	-	-	9	10	1	10	-
The store has good prices for chewing tobacco	1	-	-	-	-	-	4	4	-	4	-
	16.7	-	-	-	-	-	44.5	40.0	-	40.0	-
The store has a good chewing tobacco assortment	1	1	-	-	-	-	1	1	-	1	-
	16.7	33.4	-	-	-	-	11.1	10.0	-	10.0	-
The store has fresh chewing tobacco	3	1	-	-	-	-	3	3	1	3	-
	49.9	33.3	-	-	-	-	33.3	30.0	100.0	30.0	-
The store is the most convenient	1	1	-	-	-	-	1	2	-	2	-
	16.6	33.3	-	-	-	-	11.1	20.0	-	20.0	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	6	3	-	-	-	-	9	10	1	10	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1463

q416_2) What is the main reason for buying chewing tobacco from [Q415]? - Small grocery store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Small grocery store (Unwtd)	3	-	-	-	-	-	4	6	-	6	-
Base - Most Often Buys at Small grocery store (Wgtd)	3	-	-	-	-	-	4	6	-	6	-
Eff Base	3	-	-	-	-	-	4	6	-	6	-
The store has good prices for chewing tobacco	1 33.4	- -	- -	- -	- -	- -	1 25.1	1 16.7	- -	1 16.7	- -
The store has a good chewing tobacco assortment	- -	- -	- -	- -	- -	- -	1 25.0	2 33.3	- -	2 33.3	- -
The store has fresh chewing tobacco	1 33.3	- -	- -	- -	- -	- -	1 24.9	2 33.3	- -	2 33.3	- -
The store is the most convenient	1 33.3	- -	- -	- -	- -	- -	1 25.0	1 16.7	- -	1 16.7	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	3 100.0	- -	- -	- -	- -	- -	4 100.0	6 100.0	- -	6 100.0	- -

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1464

q416_3) What is the main reason for buying chewing tobacco from [Q415]? - Convenience store/gas station

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Convenience store/gas station (Unwtd)	10	3	1	1	1	1	14	17	-	17	-
Base - Most Often Buys at Convenience store/gas station (Wgtd)	10	3	1	1	1	1	14	17	-	17	-
Eff Base	10	3	1	1	1	1	14	17	-	17	-
The store has good prices for chewing tobacco	1	-	-	-	-	-	-	1	-	1	-
	9.9	-	-	-	-	-	-	5.8	-	5.8	-
The store has a good chewing tobacco assortment	1	1	1	1	1	1	3	3	-	3	-
	10.0	33.3	100.0	100.0	100.0	100.0	21.5	17.7	-	17.7	-
The store has fresh chewing tobacco	2	-	-	-	-	-	2	2	-	2	-
	20.0	-	-	-	-	-	14.3	11.8	-	11.8	-
The store is the most convenient	6	2	-	-	-	-	9	11	-	11	-
	60.0	66.7	-	-	-	-	64.2	64.7	-	64.7	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	10	3	1	1	1	1	14	17	-	17	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1465

q416_4) What is the main reason for buying chewing tobacco from [Q415]? - Drug store

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Drug store (Unwtd)	3	1	-	-	-	-	4	4	-	4	-
Base - Most Often Buys at Drug store (Wgtd)	3	1	-	-	-	-	4	4	-	4	-
Eff Base	3	1	-	-	-	-	4	4	-	4	-
The store has good prices for chewing tobacco	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has a good chewing tobacco assortment	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has fresh chewing tobacco	1 33.2	1 100.0	- -	- -	- -	- -	2 49.9	2 49.9	- -	2 49.9	- -
The store is the most convenient	1 33.5	- -	- -	- -	- -	- -	1 25.1	1 25.1	- -	1 25.1	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	1 33.3	- -	- -	- -	- -	- -	1 25.0	1 25.0	- -	1 25.0	- -
Total	3 100.0	1 100.0	- -	- -	- -	- -	4 100.0	4 100.0	- -	4 100.0	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1466

q416_5) What is the main reason for buying chewing tobacco from [Q415]? - Tobacconist

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Tobacconist (Unwtd)	1	-	-	-	-	-	3	3	-	3	-
Base - Most Often Buys at Tobacconist (Wgtd)	1	-	-	-	-	-	3	3	-	3	-
Eff Base	1	-	-	-	-	-	3	3	-	3	-
The store has good prices for chewing tobacco	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
The store has a good chewing tobacco assortment	1	-	-	-	-	-	1	1	-	1	-
	100.0	-	-	-	-	-	33.6	33.6	-	33.6	-
The store has fresh chewing tobacco	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	33.2	33.2	-	33.2	-
The store is the most convenient	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	33.2	33.2	-	33.2	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	3	3	-	3	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1467

q416_6) What is the main reason for buying chewing tobacco from [Q415]? - Discount store

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Discount store (Unwtd)	2	1	1	-	-	-	3	3	-	3	-
Base - Most Often Buys at Discount store (Wgtd)	2	1	1	-	-	-	3	3	-	3	-
Eff Base	2	1	1	-	-	-	3	3	-	3	-
The store has good prices for chewing tobacco	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has a good chewing tobacco assortment	2 100.0	1 100.0	1 100.0	- -	- -	- -	2 66.7	2 66.7	- -	2 66.7	- -
The store has fresh chewing tobacco	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store is the most convenient	- -	- -	- -	- -	- -	- -	1 33.3	1 33.3	- -	1 33.3	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	2 100.0	1 100.0	1 100.0	- -	- -	- -	3 100.0	3 100.0	- -	3 100.0	- -

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Study Number 5160290

20 Sep 2016
Table 1468

q416_7) What is the main reason for buying chewing tobacco from [Q415]? - Discount tobacco store/smoke shop

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Discount tobacco store/ smoke shop (Unwtd)	4	-	-	-	-	-	4	6	2	6	-
Base - Most Often Buys at Discount tobacco store/ smoke shop (Wgtd)	4	-	-	-	-	-	4	6	2	6	-
Eff Base	4	-	-	-	-	-	4	6	2	6	-
The store has good prices for chewing tobacco	1	-	-	-	-	-	1	1	1	1	-
	25.0	-	-	-	-	-	25.0	16.7	50.0	16.7	-
The store has a good chewing tobacco assortment	1	-	-	-	-	-	-	1	-	1	-
	25.0	-	-	-	-	-	-	16.7	-	16.7	-
The store has fresh chewing tobacco	2	-	-	-	-	-	2	2	1	2	-
	50.0	-	-	-	-	-	50.1	33.4	50.0	33.4	-
The store is the most convenient	-	-	-	-	-	-	1	2	-	2	-
	-	-	-	-	-	-	24.9	33.3	-	33.3	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	-	-	-	-	-	4	6	2	6	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1469

q416_8) What is the main reason for buying chewing tobacco from [Q415]? - Bar

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Bar (Unwtd)	4	1	-	-	-	-	3	4	2	4	-
Base - Most Often Buys at Bar (Wgtd)	4	1	-	-	-	-	3	4	2	4	-
Eff Base	4	1	-	-	-	-	3	4	2	4	-
The store has good prices for chewing tobacco	1	-	-	-	-	-	1	1	1	1	-
	25.0	-	-	-	-	-	33.3	25.0	49.9	25.0	-
The store has a good chewing tobacco assortment	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
The store has fresh chewing tobacco	3	1	-	-	-	-	2	3	1	3	-
	75.0	100.0	-	-	-	-	66.7	75.0	50.1	75.0	-
The store is the most convenient	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	4	1	-	-	-	-	3	4	2	4	-
	100.0	100.0	-	-	-	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1470

q416_9) What is the main reason for buying chewing tobacco from [Q415]? - Restaurant

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Restaurant (Unwtd)	2	-	-	-	-	-	2	2	-	2	-
Base - Most Often Buys at Restaurant (Wgtd)	2	-	-	-	-	-	2	2	-	2	-
Eff Base	2	-	-	-	-	-	2	2	-	2	-
The store has good prices for chewing tobacco	1	-	-	-	-	-	1	1	-	1	-
	49.9	-	-	-	-	-	49.9	49.9	-	49.9	-
The store has a good chewing tobacco assortment	1	-	-	-	-	-	1	1	-	1	-
	50.1	-	-	-	-	-	50.1	50.1	-	50.1	-
The store has fresh chewing tobacco	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
The store is the most convenient	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	2	-	-	-	-	-	2	2	-	2	-
	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1471

q416_10) What is the main reason for buying chewing tobacco from [Q415]? - Hunting/fishing supply store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Hunting/fishing supply store (Unwtd)	1	-	-	-	-	-	2	2	-	2	-
Base - Most Often Buys at Hunting/fishing supply store (Wgtd)	1	-	-	-	-	-	2	2	-	2	-
Eff Base	1	-	-	-	-	-	2	2	-	2	-
The store has good prices for chewing tobacco	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has a good chewing tobacco assortment	- -	- -	- -	- -	- -	- -	1 50.0	1 50.0	- -	1 50.0	- -
The store has fresh chewing tobacco	1 100.0	- -	- -	- -	- -	- -	1 50.0	1 50.0	- -	1 50.0	- -
The store is the most convenient	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	1 100.0	- -	- -	- -	- -	- -	2 100.0	2 100.0	- -	2 100.0	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1472

q416_11) What is the main reason for buying chewing tobacco from [Q415]? - Liquor store

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Liquor store (Unwtd)	3	-	-	-	-	-	6	6	1	6	-
Base - Most Often Buys at Liquor store (Wgtd)	3	-	-	-	-	-	6	6	1	6	-
Eff Base	3	-	-	-	-	-	6	6	1	6	-
The store has good prices for chewing tobacco	1	-	-	-	-	-	1	1	-	1	-
	33.4	-	-	-	-	-	16.7	16.7	-	16.7	-
The store has a good chewing tobacco assortment	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	16.6	16.6	-	16.6	-
The store has fresh chewing tobacco	1	-	-	-	-	-	2	2	-	2	-
	33.3	-	-	-	-	-	33.4	33.4	-	33.4	-
The store is the most convenient	-	-	-	-	-	-	1	1	1	1	-
	-	-	-	-	-	-	16.6	16.6	100.0	16.6	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	16.7	16.7	-	16.7	-
Total	3	-	-	-	-	-	6	6	1	6	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1473

q416_12) What is the main reason for buying chewing tobacco from [Q415]? - Military store

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Military store (Unwtd)	1	-	-	-	-	-	2	2	1	2	-
Base - Most Often Buys at Military store (Wgtd)	1	-	-	-	-	-	2	2	1	2	-
Eff Base	1	-	-	-	-	-	2	2	1	2	-
The store has good prices for chewing tobacco	1	-	-	-	-	-	1	1	1	1	-
	100.0	-	-	-	-	-	50.1	50.1	100.0	50.1	-
The store has a good chewing tobacco assortment	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
The store has fresh chewing tobacco	-	-	-	-	-	-	1	1	-	1	-
	-	-	-	-	-	-	49.9	49.9	-	49.9	-
The store is the most convenient	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Total	1	-	-	-	-	-	2	2	1	2	-
	100.0	-	-	-	-	-	100.0	100.0	100.0	100.0	-

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1474

q416_13) What is the main reason for buying chewing tobacco from [Q415]? - Wholesale outlet

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Wholesale outlet (Unwtd)	3	1	-	-	-	-	2	3	-	3	-
Base - Most Often Buys at Wholesale outlet (Wgtd)	3	1	-	-	-	-	2	3	-	3	-
Eff Base	3	1	-	-	-	-	2	3	-	3	-
The store has good prices for chewing tobacco	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	50.0	33.3	-	33.3	-
The store has a good chewing tobacco assortment	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
The store has fresh chewing tobacco	1	-	-	-	-	-	1	1	-	1	-
	33.3	-	-	-	-	-	50.0	33.3	-	33.3	-
The store is the most convenient	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other reason	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	-	-	-	1	-	1	-
	33.5	100.0	-	-	-	-	-	33.5	-	33.5	-
Total	3	1	-	-	-	-	2	3	-	3	-
	100.0	100.0	-	-	-	-	100.0	100.0	-	100.0	-

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Study Number 5160290

20 Sep 2016
Table 1475

q416_14) What is the main reason for buying chewing tobacco from [Q415]? - Internet

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Internet (Unwtd)	2	1	-	-	-	-	2	2	-	2	-
Base - Most Often Buys at Internet (Wgtd)	2	1	-	-	-	-	2	2	-	2	-
Eff Base	2	1	-	-	-	-	2	2	-	2	-
The store has good prices for chewing tobacco	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has a good chewing tobacco assortment	1 49.8	1 100.0	- -	- -	- -	- -	1 49.8	1 49.8	- -	1 49.8	- -
The store has fresh chewing tobacco	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store is the most convenient	1 50.2	- -	- -	- -	- -	- -	1 50.2	1 50.2	- -	1 50.2	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	2 100.0	1 100.0	- -	- -	- -	- -	2 100.0	2 100.0	- -	2 100.0	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1476

q416_15) What is the main reason for buying chewing tobacco from [Q415]? - Other

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Other (Unwtd)	1	-	-	-	-	-	1	1	-	1	-
Base - Most Often Buys at Other (Wgtd)	1	-	-	-	-	-	1	1	-	1	-
Eff Base	1	-	-	-	-	-	1	1	-	1	-
The store has good prices for chewing tobacco	1 100.0	- -	- -	- -	- -	- -	1 100.0	1 100.0	- -	1 100.0	- -
The store has a good chewing tobacco assortment	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store has fresh chewing tobacco	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The store is the most convenient	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other reason	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Total	1 100.0	- -	- -	- -	- -	- -	1 100.0	1 100.0	- -	1 100.0	- -

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1477

q417) When you go to a store and purchase chewing tobacco is that the primary reason for your shopping trip, or is chewing tobacco usually a secondary purchase?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Chewing tobacco is the primary reason for me to shop at a store	31	7	2	1	1	1	42	47	4	47	-
	67.4	63.6	100.0	100.0	100.0	100.0	68.8	66.2	57.2	66.2	-
Chewing tobacco is usually a secondary purchase	15	4	-	-	-	-	19	24	3	24	-
	32.6	36.4	-	-	-	-	31.2	33.8	42.8	33.8	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1478

q418) Top 2 Box Summary Table

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
(1) Believe that brands which give promotional offers are selling either an inferior quality or old product	21	6	1	-	-	-	29	33	4	33	-
	45.7	54.6	49.9	-	-	-	47.6	46.5	57.1	46.5	-
(2) Buy whatever is the lowest price	21	4	1	-	-	-	32	33	5	33	-
	45.7	36.3	49.9	-	-	-	52.5	46.5	71.4	46.5	-
(3) Buy only your regular brand	28	7	1	-	-	-	39	45	6	45	-
	60.9	63.7	49.9	-	-	-	63.9	63.4	85.7	63.4	-
(4) Switch brands for variety	26	5	1	-	-	-	29	32	4	32	-
	56.6	45.4	49.9	-	-	-	47.6	45.1	57.1	45.1	-
(5) Have a consistent list of chewing tobacco brands that you choose from depending on the situation	29	5	1	-	-	-	38	43	5	43	-
	63.1	45.5	49.9	-	-	-	62.3	60.6	71.4	60.6	-
(6) Look for special offers, prices, or promotions on brands (other than your most often brand)	27	5	1	-	-	-	37	42	6	42	-
	58.7	45.4	49.9	-	-	-	60.7	59.2	85.7	59.2	-
(7) Know what you are going to buy when you go into the store	29	7	1	-	-	-	40	46	5	46	-
	63.1	63.7	49.9	-	-	-	65.6	64.8	71.4	64.8	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1479

q418_1) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Believe that brands which give promotional offers are selling either an inferior quality or old product

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Top 2 Box (Net)	21	6	1	-	-	-	29	33	4	33	-
	45.7	54.6	49.9	-	-	-	47.6	46.5	57.1	46.5	-
Agree Completely (1)	11	4	1	-	-	-	19	21	1	21	-
	23.9	36.3	49.9	-	-	-	31.2	29.6	14.3	29.6	-
2	10	2	-	-	-	-	10	12	3	12	-
	21.8	18.2	-	-	-	-	16.4	16.9	42.8	16.9	-
Agree Somewhat (3)	13	1	-	-	-	-	17	19	1	19	-
	28.3	9.1	-	-	-	-	27.9	26.8	14.3	26.8	-
Bottom 2 Box (Net)	12	4	1	1	1	1	15	19	2	19	-
	26.0	36.3	50.1	100.0	100.0	100.0	24.6	26.7	28.6	26.7	-
4	7	2	1	1	1	1	10	12	2	12	-
	15.2	18.2	50.1	100.0	100.0	100.0	16.4	16.9	28.6	16.9	-
Disagree Completely (5)	5	2	-	-	-	-	5	7	-	7	-
	10.8	18.1	-	-	-	-	8.2	9.8	-	9.8	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.67	2.64	2.50	4.00	4.00	4.00	2.54	2.60	2.57	2.60	-
Std. Dev.	1.30	1.63	2.12	-	-	-	1.31	1.34	1.13	1.34	-
Std. Err.	0.19	0.49	1.50	-	-	-	0.17	0.16	0.43	0.16	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1480

q418_2) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Buy whatever is the lowest price

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Top 2 Box (Net)	21	4	1	-	-	-	32	33	5	33	-
	45.7	36.3	49.9	-	-	-	52.5	46.5	71.4	46.5	-
Agree Completely (1)	11	2	-	-	-	-	15	15	3	15	-
	23.9	18.1	-	-	-	-	24.6	21.1	42.8	21.1	-
2	10	2	1	-	-	-	17	18	2	18	-
	21.8	18.2	49.9	-	-	-	27.9	25.4	28.6	25.4	-
Agree Somewhat (3)	9	1	-	-	-	-	10	13	1	13	-
	19.6	9.1	-	-	-	-	16.4	18.3	14.3	18.3	-
Bottom 2 Box (Net)	16	6	1	1	1	1	19	25	1	25	-
	34.8	54.6	50.1	100.0	100.0	100.0	31.1	35.2	14.3	35.2	-
4	16	6	1	1	1	1	14	18	1	18	-
	34.8	54.6	50.1	100.0	100.0	100.0	22.9	25.4	14.3	25.4	-
Disagree Completely (5)	-	-	-	-	-	-	5	7	-	7	-
	-	-	-	-	-	-	8.2	9.8	-	9.8	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.65	3.00	3.00	4.00	4.00	4.00	2.62	2.77	2.00	2.77	-
Std. Dev.	1.20	1.26	1.41	-	-	-	1.31	1.31	1.15	1.31	-
Std. Err.	0.18	0.38	1.00	-	-	-	0.17	0.16	0.44	0.16	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1481

q418_3) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Buy only your regular brand

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Top 2 Box (Net)	28	7	1	-	-	-	39	45	6	45	-
	60.9	63.7	49.9	-	-	-	63.9	63.4	85.7	63.4	-
Agree Completely (1)	17	6	1	-	-	-	24	29	2	29	-
	37.0	54.5	49.9	-	-	-	39.3	40.8	28.6	40.8	-
2	11	1	-	-	-	-	15	16	4	16	-
	23.9	9.1	-	-	-	-	24.6	22.5	57.1	22.5	-
Agree Somewhat (3)	8	1	-	-	-	-	10	12	-	12	-
	17.4	9.1	-	-	-	-	16.4	16.9	-	16.9	-
Bottom 2 Box (Net)	10	3	1	1	1	1	12	14	1	14	-
	21.7	27.3	50.1	100.0	100.0	100.0	19.7	19.7	14.3	19.7	-
4	8	2	-	-	-	-	9	11	1	11	-
	17.4	18.1	-	-	-	-	14.8	15.5	14.3	15.5	-
Disagree Completely (5)	2	1	1	1	1	1	3	3	-	3	-
	4.3	9.1	50.1	100.0	100.0	100.0	4.9	4.2	-	4.2	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.28	2.18	3.00	5.00	5.00	5.00	2.21	2.20	2.00	2.20	-
Std. Dev.	1.26	1.54	2.83	-	-	-	1.25	1.25	1.00	1.25	-
Std. Err.	0.19	0.46	2.00	-	-	-	0.16	0.15	0.38	0.15	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1482

q418_4) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Switch brands for variety

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Top 2 Box (Net)	26	5	1	-	-	-	29	32	4	32	-
	56.6	45.4	49.9	-	-	-	47.6	45.1	57.1	45.1	-
Agree Completely (1)	14	3	1	-	-	-	16	18	1	18	-
	30.4	27.2	49.9	-	-	-	26.2	25.3	14.2	25.3	-
2	12	2	-	-	-	-	13	14	3	14	-
	26.2	18.2	-	-	-	-	21.4	19.8	42.9	19.8	-
Agree Somewhat (3)	11	2	-	-	-	-	17	20	3	20	-
	23.9	18.2	-	-	-	-	27.9	28.2	42.9	28.2	-
Bottom 2 Box (Net)	9	4	1	1	1	1	15	19	-	19	-
	19.5	36.3	50.1	100.0	100.0	100.0	24.6	26.7	-	26.7	-
4	7	3	1	1	1	1	9	10	-	10	-
	15.2	27.3	50.1	100.0	100.0	100.0	14.7	14.1	-	14.1	-
Disagree Completely (5)	2	1	-	-	-	-	6	9	-	9	-
	4.4	9.1	-	-	-	-	9.8	12.7	-	12.7	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.37	2.73	2.50	4.00	4.00	4.00	2.61	2.69	2.29	2.69	-
Std. Dev.	1.20	1.42	2.12	-	-	-	1.29	1.34	0.76	1.34	-
Std. Err.	0.18	0.43	1.50	-	-	-	0.17	0.16	0.29	0.16	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1483

q418_5) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Have a consistent list of chewing tobacco brands that you choose from depending on the situation

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Top 2 Box (Net)	29	5	1	-	-	-	38	43	5	43	-
	63.1	45.5	49.9	-	-	-	62.3	60.6	71.4	60.6	-
Agree Completely (1)	19	1	-	-	-	-	25	29	4	29	-
	41.3	9.1	-	-	-	-	41.0	40.8	57.1	40.8	-
2	10	4	1	-	-	-	13	14	1	14	-
	21.7	36.3	49.9	-	-	-	21.3	19.7	14.3	19.7	-
Agree Somewhat (3)	10	4	1	1	1	1	12	14	-	14	-
	21.7	36.3	50.1	100.0	100.0	100.0	19.7	19.7	-	19.7	-
Bottom 2 Box (Net)	7	2	-	-	-	-	11	14	2	14	-
	15.2	18.2	-	-	-	-	18.0	19.7	28.6	19.7	-
4	6	1	-	-	-	-	9	11	2	11	-
	13.0	9.1	-	-	-	-	14.7	15.5	28.6	15.5	-
Disagree Completely (5)	1	1	-	-	-	-	2	3	-	3	-
	2.2	9.1	-	-	-	-	3.3	4.2	-	4.2	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.13	2.73	2.50	3.00	3.00	3.00	2.18	2.22	2.00	2.22	-
Std. Dev.	1.17	1.10	0.71	-	-	-	1.22	1.26	1.41	1.26	-
Std. Err.	0.17	0.33	0.50	-	-	-	0.16	0.15	0.53	0.15	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1484

q418_6) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Look for special offers, prices, or promotions on brands (other than your most often brand)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Top 2 Box (Net)	27	5	1	-	-	-	37	42	6	42	-
	58.7	45.4	49.9	-	-	-	60.7	59.2	85.7	59.2	-
Agree Completely (1)	9	1	1	-	-	-	14	16	2	16	-
	19.6	9.1	49.9	-	-	-	23.0	22.5	28.6	22.5	-
2	18	4	-	-	-	-	23	26	4	26	-
	39.1	36.3	-	-	-	-	37.7	36.6	57.1	36.6	-
Agree Somewhat (3)	5	1	-	-	-	-	8	9	-	9	-
	10.9	9.1	-	-	-	-	13.1	12.7	-	12.7	-
Bottom 2 Box (Net)	14	5	1	1	1	1	16	20	1	20	-
	30.4	45.4	50.1	100.0	100.0	100.0	26.2	28.1	14.3	28.1	-
4	10	3	-	-	-	-	10	13	1	13	-
	21.7	27.2	-	-	-	-	16.4	18.3	14.3	18.3	-
Disagree Completely (5)	4	2	1	1	1	1	6	7	-	7	-
	8.7	18.2	50.1	100.0	100.0	100.0	9.8	9.8	-	9.8	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.61	3.09	3.00	5.00	5.00	5.00	2.52	2.56	2.00	2.56	-
Std. Dev.	1.27	1.37	2.83	-	-	-	1.29	1.29	1.00	1.29	-
Std. Err.	0.19	0.41	2.00	-	-	-	0.16	0.15	0.38	0.15	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1485

q418_7) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Know what you are going to buy when you go into the store

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	61	71	7	71	-
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	61	71	7	71	-
Eff Base	46	11	2	1	1	1	61	71	7	71	-
Top 2 Box (Net)	29	7	1	-	-	-	40	46	5	46	-
	63.1	63.7	49.9	-	-	-	65.6	64.8	71.4	64.8	-
Agree Completely (1)	12	5	1	-	-	-	22	26	3	26	-
	26.1	45.5	49.9	-	-	-	36.0	36.6	42.8	36.6	-
2	17	2	-	-	-	-	18	20	2	20	-
	37.0	18.1	-	-	-	-	29.6	28.2	28.6	28.2	-
Agree Somewhat (3)	8	2	-	-	-	-	10	11	1	11	-
	17.4	18.1	-	-	-	-	16.4	15.5	14.3	15.5	-
Bottom 2 Box (Net)	9	2	1	1	1	1	11	14	1	14	-
	19.5	18.2	50.1	100.0	100.0	100.0	18.0	19.7	14.3	19.7	-
4	8	2	1	1	1	1	8	10	-	10	-
	17.4	18.2	50.1	100.0	100.0	100.0	13.1	14.1	-	14.1	-
Disagree Completely (5)	1	-	-	-	-	-	3	4	1	4	-
	2.2	-	-	-	-	-	4.9	5.6	14.3	5.6	-
Total	46	11	2	1	1	1	61	71	7	71	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	2.33	2.09	2.50	4.00	4.00	4.00	2.21	2.24	2.14	2.24	-
Std. Dev.	1.12	1.22	2.12	-	-	-	1.21	1.25	1.46	1.25	-
Std. Err.	0.16	0.37	1.50	-	-	-	0.16	0.15	0.55	0.15	-

Swedish Match Tracker 2016

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M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1486

q420) Have you ever used tobacco or nicotine regularly, which means at least once a week, for at least one month, counting all forms of tobacco and nicotine you have ever used?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	2557
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	2557
Eff Base	996	255	51	41	38	28	2954	511	362	3028	2557
Yes, I have used tobacco or nicotine at least once a week	809 81.2	194 76.1	41 80.4	33 80.5	30 79.0	23 82.1	2600 88.0	406 79.5	302 83.4	2664 88.0	1876 73.4
No, I have never used tobacco or nicotine at least one a week	131 13.1	34 13.3	6 11.8	5 12.2	5 13.1	3 10.7	249 8.4	65 12.7	49 13.5	257 8.5	593 23.2
Unsure	56 5.6	27 10.6	4 7.8	3 7.3	3 7.9	2 7.1	106 3.6	40 7.8	11 3.0	108 3.6	88 3.4
Total	996 100.0	255 100.0	51 100.0	41 100.0	38 100.0	28 100.0	2954 100.0	511 100.0	362 100.0	3028 100.0	2557 100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1487

q421) Have you ever used more than one type of tobacco at the same period in your life?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	2557
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	2557
Eff Base	996	255	51	41	38	28	2954	511	362	3028	2557
Yes	646	162	33	24	21	16	1246	334	199	1280	807
	64.9	63.5	64.7	58.5	55.2	57.1	42.2	65.4	55.0	42.3	31.6
No	350	93	18	17	17	12	1708	177	163	1748	1750
	35.1	36.5	35.3	41.5	44.8	42.9	57.8	34.6	45.0	57.7	68.4
Total	996	255	51	41	38	28	2954	511	362	3028	2557
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1488

q422) When you were using more than one type of tobacco, did you ever try to quit all tobacco at the same time?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used More Than One Tobacco Product at a Time (Unwtd)	646	162	33	24	21	16	1246	334	199	1280	807
Base - Used More Than One Tobacco Product at a Time (Wgtd)	646	162	33	24	21	16	1246	334	199	1280	807
Eff Base	646	162	33	24	21	16	1246	334	199	1280	807
Yes	350	95	21	15	15	11	600	186	145	607	502
	54.2	58.6	63.6	62.5	71.5	68.8	48.1	55.7	72.9	47.4	62.2
No	296	67	12	9	6	5	646	148	54	673	305
	45.8	41.4	36.4	37.5	28.5	31.2	51.9	44.3	27.1	52.6	37.8
Total	646	162	33	24	21	16	1246	334	199	1280	807
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1489

q423) Thinking of all the social networking sites you have created a profile on and continue to use, how many total connections (friends, family, coworkers, etc.) do you have in your network?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Social Network Online Profile (Unwtd)	949	251	51	41	38	28	2692	499	349	2762	2120
Base - Has Social Network Online Profile (Wgtd)	949	251	51	41	38	28	2692	499	349	2763	2120
Eff Base	949	251	51	41	38	28	2692	499	349	2762	2120
Less than 50	213	44	8	7	6	5	728	100	61	745	643
	22.4	17.5	15.7	17.1	15.8	17.9	27.0	20.0	17.5	27.0	30.3
51-150	209	45	9	7	7	3	635	96	83	652	524
	22.0	17.9	17.6	17.0	18.4	10.7	23.6	19.2	23.8	23.6	24.7
151-300	237	80	17	14	13	12	581	156	102	600	409
	25.0	31.9	33.4	34.2	34.2	42.9	21.6	31.3	29.2	21.7	19.3
301-450	123	44	7	5	5	5	303	75	52	314	214
	13.0	17.5	13.7	12.2	13.1	17.8	11.3	15.0	14.9	11.4	10.1
451-600	56	13	3	2	2	1	159	24	22	160	110
	5.9	5.2	5.9	4.9	5.3	3.6	5.9	4.8	6.3	5.8	5.2
600+	111	25	7	6	5	2	286	48	29	291	220
	11.7	10.0	13.7	14.6	13.2	7.1	10.6	9.6	8.3	10.5	10.4
Total	949	251	51	41	38	28	2692	499	349	2763	2120
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1490

q424) Have you ever posted a comment, status update, online link or any other content on a social networking site that mentions [Snus/Moist Snuff] brand or product?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Social Network Online Profile/ Uses Snus/ Moist Snuff (Unwtd)	362	251	51	41	38	28	354	427	76	427	-
Base - Has Social Network Online Profile/ Uses Snus/ Moist Snuff (Wgtd)	362	251	51	41	38	28	354	427	76	427	-
Eff Base	362	251	51	41	38	28	354	427	76	427	-
Yes	141	92	19	17	17	11	141	154	27	154	-
	38.9	36.6	37.2	41.4	44.7	39.2	39.8	36.0	35.5	36.0	-
No	221	159	32	24	21	17	213	273	49	273	-
	61.1	63.4	62.8	58.6	55.3	60.8	60.2	64.0	64.5	64.0	-
Total	362	251	51	41	38	28	354	427	76	427	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1491

q425) If a [Snus/Moist Snuff] brand provided a special deal or content (news article, video, image, etc.) you thought your online network of friends, family and coworkers would be interested in, how likely would you be to post it to a social network site for them to view?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Social Network Online Profile/ Uses Snus/ Moist Snuff (Unwtd)	362	251	51	41	38	28	354	427	76	427	-
Base - Has Social Network Online Profile/ Uses Snus/ Moist Snuff (Wgtd)	362	251	51	41	38	28	354	427	76	427	-
Eff Base	362	251	51	41	38	28	354	427	76	427	-
Top 2 Box (Net)	220	157	29	21	20	14	224	248	54	248	-
	60.8	62.6	56.9	51.2	52.6	50.0	63.3	58.1	71.0	58.1	-
Very likely (5)	112	82	22	18	17	11	120	127	34	127	-
	30.9	32.7	43.1	43.9	44.7	39.2	33.9	29.7	44.7	29.7	-
Somewhat likely (4)	108	75	7	3	3	3	104	121	20	121	-
	29.8	29.9	13.8	7.3	7.9	10.7	29.4	28.3	26.3	28.3	-
Neither likely nor unlikely (3)	73	52	13	12	12	9	69	83	11	83	-
	20.2	20.7	25.5	29.3	31.6	32.2	19.5	19.4	14.5	19.4	-
Bottom 2 Box (Net)	69	42	9	8	6	5	61	96	11	96	-
	19.1	16.7	17.6	19.5	15.8	17.8	17.2	22.5	14.5	22.5	-
Somewhat unlikely (2)	17	9	1	1	1	1	17	23	4	23	-
	4.7	3.6	2.0	2.4	2.6	3.6	4.8	5.4	5.3	5.4	-
Very unlikely (1)	52	33	8	7	5	4	44	73	7	73	-
	14.4	13.1	15.7	17.1	13.1	14.3	12.4	17.1	9.2	17.1	-
Total	362	251	51	41	38	28	354	427	76	427	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-
Mean	3.58	3.65	3.67	3.59	3.68	3.57	3.68	3.48	3.92	3.48	-
Std. Dev.	1.35	1.32	1.45	1.50	1.42	1.42	1.32	1.41	1.28	1.41	-
Std. Err.	0.07	0.08	0.20	0.23	0.23	0.27	0.07	0.07	0.15	0.07	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1492

q426) In the past 12 months, which of the following sports or activities have you participated in/attended in person?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Social Network Online Profile (Unwtd)	949	251	51	41	38	28	2692	499	349	2762	2120
Base - Has Social Network Online Profile (Wgtd)	949	251	51	41	38	28	2692	499	349	2763	2120
Eff Base	949	251	51	41	38	28	2692	499	349	2762	2120
Golf	192	63	14	10	9	3	348	111	63	358	217
	20.2	25.1	27.4	24.4	23.6	10.7	12.9	22.3	18.1	13.0	10.2
Tennis	129	43	13	11	11	5	261	69	65	262	128
	13.6	17.1	25.5	26.8	28.9	17.8	9.7	13.8	18.6	9.5	6.0
Hunting	148	51	14	12	11	8	262	97	47	274	119
	15.6	20.3	27.5	29.3	29.0	28.6	9.7	19.4	13.5	9.9	5.6
Fishing	294	78	18	12	11	6	701	160	85	728	384
	31.0	31.1	35.3	29.2	28.9	21.4	26.0	32.1	24.4	26.4	18.1
Basketball	233	67	13	10	9	6	517	140	79	530	210
	24.5	26.7	25.5	24.4	23.7	21.5	19.2	28.1	22.6	19.2	9.9
Baseball/Softball	192	51	13	11	11	7	379	101	57	379	271
	20.2	20.3	25.5	26.8	28.9	25.0	14.1	20.2	16.3	13.7	12.8
Football	212	59	14	11	11	6	435	113	71	443	236
	22.3	23.5	27.4	26.8	28.9	21.5	16.2	22.6	20.3	16.0	11.1
Soccer	171	56	11	9	9	7	320	102	66	321	146
	18.0	22.3	21.6	22.0	23.7	25.0	11.9	20.4	18.9	11.6	6.9
Exercising (weights, running, bicycling)	380	87	19	14	13	10	979	180	131	1007	1031
	40.0	34.6	37.2	34.1	34.2	35.7	36.4	36.1	37.5	36.5	48.6
Seeing movies	409	90	25	19	17	10	1214	182	146	1245	1114
	43.1	35.9	49.0	46.4	44.7	35.7	45.1	36.5	41.8	45.1	52.6
Boating/Sailing	107	33	8	5	5	3	237	57	38	236	181
	11.3	13.2	15.7	12.2	13.2	10.8	8.8	11.4	10.9	8.5	8.5
Hiking	213	51	9	7	6	2	476	105	85	491	472
	22.5	20.3	17.7	17.1	15.8	7.1	17.7	21.1	24.4	17.8	22.3
Camping	248	64	13	13	13	8	565	128	95	577	332
	26.1	25.5	25.5	31.7	34.2	28.6	21.0	25.7	27.2	20.9	15.7
Racing Cars, trucks, motorcycles, etc	83	26	4	2	2	-	156	49	31	158	70
	8.7	10.4	7.8	4.9	5.3	-	5.8	9.8	8.9	5.7	3.3
Reading	351	62	15	12	9	7	1121	139	119	1147	1183
	37.0	24.7	29.4	29.3	23.7	25.0	41.6	27.9	34.1	41.5	55.8

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1492

q426) In the past 12 months, which of the following sports or activities have you participated in/attended in person?

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Social Network Online Profile (Wgtd)	949	251	51	41	38	28	2692	499	349	2763	2120
Working on cars as a hobby	119	35	8	6	6	3	232	64	44	237	127
	12.5	13.9	15.7	14.6	15.8	10.7	8.6	12.8	12.6	8.6	6.0
Attending live sporting events	232	55	10	8	7	4	586	112	70	601	518
	24.5	21.9	19.6	19.5	18.4	14.3	21.8	22.5	20.1	21.8	24.4
Playing video games	392	92	22	18	16	12	1070	180	150	1093	747
	41.3	36.7	43.1	43.9	42.1	42.8	39.7	36.1	43.0	39.6	35.2
Gambling/poker/casinos	215	47	8	7	7	5	575	96	68	589	446
	22.6	18.7	15.7	17.0	18.4	17.8	21.4	19.2	19.5	21.3	21.0
Do-it-yourself home improvements	287	64	11	7	6	3	871	132	109	895	751
	30.3	25.5	21.6	17.1	15.8	10.7	32.3	26.5	31.3	32.4	35.4
Gardening/Landscaping as a hobby	212	43	11	10	9	5	685	91	87	697	669
	22.3	17.1	21.6	24.4	23.7	17.9	25.4	18.2	24.9	25.2	31.6
Skiing/Snowboarding	76	30	4	3	3	2	136	57	31	137	77
	8.0	12.0	7.8	7.3	7.9	7.1	5.1	11.4	8.9	5.0	3.6
None of the above	87	27	2	2	2	2	338	44	38	344	241
	9.2	10.8	3.9	4.9	5.3	7.1	12.6	8.8	10.9	12.5	11.4

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1493

Share of Tobacco Products (without Chew)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Total CPW	4431.2	1938.2	464.7	394.4	382.6	279.4	12513.6	3391.0	1257.8	12836.3	-
Snus CPW	473.9	473.9	116.6	98.4	94.6	64.8	439.6	473.9	118.1	473.9	-
	10.7	24.4	25.1	24.9	24.7	23.2	3.5	14.0	9.4	3.7	-
Cigarette CPW	2934.8	909.7	226.6	193.6	186.6	145.4	11027.2	1581.9	888.8	11027.2	-
	66.2	46.9	48.8	49.1	48.8	52.0	88.1	46.6	70.7	85.9	-
Total Moist Snuff CPW	1022.5	554.6	121.5	102.4	101.4	69.2	1046.8	1335.2	250.9	1335.2	-
	23.1	28.6	26.1	26.0	26.5	24.8	8.4	39.4	19.9	10.4	-
Loose Moist Snuff CPW	595.6	311.9	69.3	59.1	59.1	41.3	614.2	824.5	120.4	824.5	-
	13.4	16.1	14.9	15.0	15.5	14.8	4.9	24.3	9.6	6.4	-
Pouch Moist Snuff CPW	426.9	242.8	52.2	43.3	42.3	28.0	432.6	510.8	130.5	510.8	-
	9.6	12.5	11.2	11.0	11.1	10.0	3.5	15.1	10.4	4.0	-

Swedish Match Tracker 2016

Weighted

M/A/R/C Research
Study Number 5160290

20 Sep 2016
Table 1494

Share of Tobacco Products (with Chew added)

	Q1/Q2 2016										
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	Combustible	Non-Combustible	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	2954	511	362	3028	9467
Eff Base	996	255	51	41	38	28	2954	511	362	3028	9467
Total CPW	4555.3	1974.8	475.2	403.4	391.7	288.5	12657.6	3558.5	1276.3	13003.9	-
Snus CPW	473.9	473.9	116.6	98.4	94.6	64.8	439.6	473.9	118.1	473.9	-
	10.4	24.0	24.5	24.4	24.2	22.5	3.5	13.3	9.2	3.6	-
Cigarette CPW	2934.8	909.7	226.6	193.6	186.6	145.4	11027.2	1581.9	888.8	11027.2	-
	64.4	46.1	47.7	48.0	47.6	50.4	87.1	44.5	69.6	84.8	-
Total Moist Snuff CPW	1022.5	554.6	121.5	102.4	101.4	69.2	1046.8	1335.2	250.9	1335.2	-
	22.4	28.1	25.6	25.4	25.9	24.0	8.3	37.5	19.7	10.3	-
Loose Moist Snuff CPW	595.6	311.9	69.3	59.1	59.1	41.3	614.2	824.5	120.4	824.5	-
	13.1	15.8	14.6	14.7	15.1	14.3	4.9	23.2	9.4	6.3	-
Pouch Moist Snuff CPW	426.9	242.8	52.2	43.3	42.3	28.0	432.6	510.8	130.5	510.8	-
	9.4	12.3	11.0	10.7	10.8	9.7	3.4	14.4	10.2	3.9	-
Chew CPW	124.1	36.6	10.5	9.0	9.0	9.0	144.0	167.6	18.5	167.6	-
	2.7	1.9	2.2	2.2	2.3	3.1	1.1	4.7	1.4	1.3	-

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1
Interviewing Month

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
January	0	0	0	0	0	0	0	0	0
February	0	0	0	0	0	0	0	0	0
March	27.8	27.8	25.5	29.3	31.6	32.1	26	26.9	23
April	27	22.4	21.6	17.1	13.2	14.3	24.3	27	29.9
May	22.3	22	19.6	21.9	21	17.8	23.8	23.4	24.2
June	22.9	27.9	33.3	31.7	34.2	35.7	26	22.6	22.8
July	0	0	0	0	0	0	0	0	0
August	0	0	0	0	0	0	0	0	0
September	0	0	0	0	0	0	0	0	0
October	0	0	0	0	0	0	0	0	0
November	0	0	0	0	0	0	0	0	0
December	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 2
Interviewing Quarter

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Q1 2014	27.8	27.8	25.5	29.3	31.6	32.1	26	26.9	23
Q2 2014	72.2	72.2	74.5	70.7	68.4	67.9	74	73.1	77
Q3 2014	0	0	0	0	0	0	0	0	0
Q4 2014	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 3
q5) What is your gender?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Male	82.2	87.8	92.2	90.2	92.1	89.3	64	59.8	45.5
Female	17.8	12.2	7.8	9.8	7.9	10.7	36	40.2	54.5
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 4
q6) What is your age?

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)		996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)		996	255	51	41	38	28	362	3028	9467
Eff Base		996	255	51	41	38	28	362	3028	9467
18-24 (Net)		11.6	11.7	7.8	4.9	5.2	7.1	11	9.3	14.2
	18	0.3	0	0	0	0	0	1.1	0.6	1.5
	19	0.3	0	0	0	0	0	1.7	0.7	2.2
	20	1.3	1.2	0	0	0	0	0.8	1	2.2
	21	1.3	0.8	0	0	0	0	1.7	1.1	2.2
	22	2.2	2.7	3.9	0	0	0	1.7	1.7	2
	23	2.6	3.5	0	0	0	0	0.6	2	1.8
	24	3.6	3.5	3.9	4.9	5.2	7.1	3.6	2.2	2.3
25-34 (Net)		31.1	35.2	37.2	41.4	42	42.8	29.2	21.3	16.9
	25	2.4	3.1	2	2.4	2.6	3.6	3.9	1.8	1.7
	26	2.1	2	0	0	0	0	1.1	1.4	1.6
	27	1.9	1.6	3.9	4.9	5.3	7.1	1.7	1.2	1.6
	28	1.8	1.2	0	0	0	0	2.5	1.6	1.6
	29	2.1	2	5.9	7.3	7.9	10.7	2.5	1.8	1.6
	30	4.2	5.1	2	2.4	2.6	3.6	5	2.5	1.9
	31	3	2.7	5.9	7.3	7.9	0	2.8	2.2	1.6
	32	4.4	7.8	7.8	9.7	10.5	10.7	1.9	3.1	1.9
	33	4.9	5.9	7.9	7.3	5.3	7.1	5	3	1.8
	34	4.2	3.9	2	0	0	0	3	2.7	1.6
35-49 (Net)		36.1	41.7	39.3	41.6	42.2	42.9	37.4	30.9	23.1
	35	6.4	11.4	15.7	17.1	18.5	17.9	7.2	4.3	2.2
	36	4.5	7.1	7.9	9.8	10.5	14.3	5.3	3.5	2.1
	37	3.8	5.1	2	2.4	2.6	0	3	2.6	1.6
	38	2	0.8	0	0	0	0	2.5	1.8	1.6
	39	1.2	2	0	0	0	0	0.8	1.6	1.3
	40	2.8	3.1	2	2.4	2.6	0	3.3	2.2	1.5
	41	1.7	1.2	2	2.4	2.6	3.6	2.2	1.7	1.3
	42	1.1	1.2	0	0	0	0	1.9	1.1	1.3
	43	1.6	1.6	2	2.4	2.6	3.6	1.1	1.5	1.1
	44	2.4	1.6	0	0	0	0	0.8	1.8	1.6
	45	2.1	2.8	5.9	4.9	2.6	3.6	2.2	1.7	1.8
	46	1	2	2	0	0	0	1.7	1.6	1.6
	47	2.2	0.8	0	0	0	0	1.1	1.9	1.4
	48	1.5	0.4	0	0	0	0	2.2	1.9	1.6
	49	1.6	0.8	0	0	0	0	1.9	1.9	1.2
50+ (Net)		21.2	11.4	15.7	12.2	10.5	7.1	22.3	38.5	45.8
	50	0.9	0	0	0	0	0	0.8	1.6	1.5
	51	1.4	2	3.9	2.4	2.6	0	1.4	2.3	1.4
	52	1.3	1.2	2	2.4	2.6	3.6	1.4	1.6	1.3
	53	0.9	0.8	2	2.4	2.6	0	2.2	1.7	1.4
	54	2	0.8	0	0	0	0	0.8	2.2	1.6
	55	1.5	0.8	0	0	0	0	1.4	3	1.9
	56	1.1	0.8	0	0	0	0	0.8	1.6	1.6
	57	1.2	0.4	0	0	0	0	1.7	2.1	2.1
	58	1.3	0.8	0	0	0	0	1.1	1.9	1.8
	59	0.8	0.8	2	0	0	0	1.4	1.8	2.1
	60	1.2	0	0	0	0	0	0.8	2.2	2
	61	1	0.4	0	0	0	0	0	1.7	1.8
	62	0.7	0.4	2	0	0	0	2.2	1.3	1.9
	63	0.4	0.4	0	0	0	0	0.6	2	1.7
	64	0.8	0	0	0	0	0	0.8	1.6	2
	65	0.5	0.4	0	0	0	0	0	1.2	2
	66	0.3	0.4	0	0	0	0	0.8	1.4	2
	67	0.4	0.4	0	0	0	0	0.8	1.1	2.1
	68	0.6	0.4	2	2.4	2.6	3.6	0.6	1.2	1.9
	69	1.1	0	0	0	0	0	0.8	1.2	2.1
	70	0.5	0.4	2	2.4	0	0	0.6	0.7	1.5
	71	0.2	0	0	0	0	0	0	0.4	1
	72	0	0	0	0	0	0	0	0.4	1

73	0.2	0	0	0	0	0	0	0.5	1.2
74	0.2	0	0	0	0	0	1.1	0.5	1
75	0	0	0	0	0	0	0.3	0.4	0.7
76	0.2	0	0	0	0	0	0	0.1	0.6
77	0.1	0	0	0	0	0	0	0.2	0.6
78	0.1	0	0	0	0	0	0	0.1	0.4
79	0	0	0	0	0	0	0	0.1	0.4
80	0.1	0	0	0	0	0	0	0.1	0.3
81	0	0	0	0	0	0	0	0.1	0.2
82	0.1	0	0	0	0	0	0	0	0.1
83	0	0	0	0	0	0	0	0.1	0.1
84	0	0	0	0	0	0	0	0	0.1
85+	0	0	0	0	0	0	0	0.1	0.4
Total	100	100	100	100	100	100	100	100	100
Mean	39.12	36.1	37.4	36.54	35.53	34.79	39.4	44.23	46.5
Std. Dev.	12.76	10	10.99	10.14	8.81	9.06	13.13	14.65	17.54
Std. Err.	0.4	0.63	1.54	1.58	1.43	1.71	0.69	0.27	0.18

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 5
Age/Gender

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Male 18-24	9.2	8.6	7.8	4.9	5.2	7.1	8	6.4	7.2
Male 25-34	25.4	32.1	29.4	31.7	34.2	32.1	21.5	14.3	7.3
Male 35-49	29.1	36.1	39.3	41.6	42.2	42.9	22.1	18.3	10
Male 50+	18.5	11	15.7	12.2	10.5	7.1	12.4	20.8	21.1
Female 18-24	2.4	3.1	0	0	0	0	3	2.9	7
Female 25-34	5.6	3.1	7.8	9.8	7.9	10.7	7.7	7	9.6
Female 35-49	7.1	5.5	0	0	0	0	15.3	12.6	13.1
Female 50+	2.7	0.4	0	0	0	0	9.9	17.7	24.7
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 6
State

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Alabama	2.3	1.6	0	0	0	0	1.4	3.1	2.5
Alaska	0.4	0	0	0	0	0	0	0.3	0.2
Arizona	2	1.6	3.9	4.9	2.6	3.6	1.9	1.9	1.8
Arkansas	0.7	0.4	0	0	0	0	0.8	1	0.9
California	11.3	11.4	15.7	17.1	18.4	17.9	13.5	10	12
Colorado	1.2	1.6	2	2.5	2.6	0	2.2	1.4	1.4
Connecticut	1.5	1.2	2	2.4	2.6	3.6	0.6	1	1.4
Delaware	0.4	0.4	0	0	0	0	0.6	0.3	0.3
District of Columbia	0.7	0.8	0	0	0	0	0.6	0.6	0.5
Florida	7.5	7	5.9	7.3	7.9	7.1	8	7.3	7.3
Georgia	2.4	3.1	2	2.4	2.6	3.6	3.9	2.4	2.7
Hawaii	0.3	0	0	0	0	0	0	0.2	0.5
Idaho	0.7	0.8	0	0	0	0	0	0.3	0.3
Illinois	5	6.7	5.9	7.3	7.9	3.6	6.6	5.4	4.3

Indiana	1.6	1.2	2	0	0	0	1.4	2.3	1.6
Iowa	1.5	0.8	0	0	0	0	0.8	1.1	0.9
Kansas	1	0.8	0	0	0	0	0.8	1	1.2
Kentucky	0.9	1.2	2	0	0	0	1.9	1.5	1.2
Louisiana	1.5	0.8	0	0	0	0	0.8	1.4	1.4
Maine	0.4	0	0	0	0	0	0	0.5	0.4
Maryland	1.1	0.8	0	0	0	0	1.4	1.4	1.8
Massachusetts	2	3.1	3.9	2.4	2.6	3.6	1.4	2	2.5
Michigan	2.6	1.6	0	0	0	0	2.2	3	3
Minnesota	1.8	1.2	0	0	0	0	0.8	1.5	1.7
Mississippi	0.4	0	0	0	0	0	0	0.5	0.4
Missouri	2.3	3.1	3.9	2.5	2.6	3.6	3.3	2.5	2.2
Montana	0.1	0	0	0	0	0	0	0.2	0.1
Nebraska	0.7	1.2	0	0	0	0	1.1	0.8	0.7
Nevada	1.3	1.2	0	0	0	0	1.7	1.4	0.9
New Hampshire	0.1	0.4	0	0	0	0	0.3	0.5	0.5
New Jersey	3.3	4.7	3.9	4.9	2.6	3.6	3	4	5.4
New Mexico	0.4	0.4	0	0	0	0	0.8	0.5	0.5
New York	5.5	7.1	9.8	12.2	13.1	10.7	6.1	5.6	5.8
North Carolina	2.4	3.5	0	0	0	0	1.7	2.4	2.2
North Dakota	0.3	0	0	0	0	0	0.3	0.2	0.2
Ohio	3	2.4	3.9	4.9	5.3	7.1	5.2	4.9	3.7
Oklahoma	1.6	1.2	2	0	0	0	1.1	1	1
Oregon	3.1	2	3.9	4.9	5.3	7.1	1.1	2.2	1.7
Pennsylvania	2	2	0	0	0	0	1.4	2.7	2.1
Rhode Island	0.4	0.8	2	2.4	2.6	3.6	0	0.2	0.3
South Carolina	0.6	0	0	0	0	0	1.1	0.9	1.2
South Dakota	0.3	0.4	0	0	0	0	0.3	0.2	0.2
Tennessee	2.3	3.1	3.9	2.4	2.6	0	2.2	1.8	1.7
Texas	8.2	8.3	5.9	2.5	2.7	3.6	8.6	7.7	9.1
Utah	1.5	0.4	0	0	0	0	1.1	1	1.9
Vermont	0.2	0	0	0	0	0	0.3	0.2	0.2
Virginia	4.8	8.2	11.8	14.6	13.2	14.3	4.1	3.4	2.5
Washington	2.6	1.6	3.9	2.4	2.6	3.6	2.5	2	1.9
West Virginia	0.3	0	0	0	0	0	0.3	0.8	0.3
Wisconsin	1.2	0.4	0	0	0	0	0.8	1.7	1.7
Wyoming	0	0	0	0	0	0	0	0.1	0.1
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 7
q8a) Census Region

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Northeast	15.4	19.2	21.5	24.4	23.7	25	13	16.6	18.4
Midwest	21.4	19.6	15.7	14.6	15.8	14.3	23.8	24.4	21.2
South	38.2	40.4	33.4	29.3	29	28.6	38.4	37.6	36.8
West	25	20.8	29.4	31.7	31.6	32.2	24.8	21.4	23.5
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 8
q8b) Census Division

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
East South Central	5.9	5.9	5.9	2.4	2.6	0	5.5	6.9	5.7
East North Central	13.4	12.1	11.7	12.2	13.1	10.7	16.3	17.3	14.3
Middle Atlantic	10.8	13.7	13.7	17.1	15.8	14.3	10.5	12.2	13.2
Mountain	7.2	5.9	5.9	7.3	5.3	3.6	7.7	6.7	7.1
New England	4.6	5.5	7.8	7.3	7.9	10.7	2.5	4.4	5.2
Pacific	17.8	14.9	23.5	24.4	26.3	28.6	17.1	14.7	16.4
South Atlantic	20.2	23.9	19.6	24.4	23.7	25	21.5	19.6	18.8
West North Central	7.9	7.5	3.9	2.5	2.6	3.6	7.5	7.1	7
West South Central	12	10.7	7.9	2.5	2.7	3.6	11.4	11	12.3
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 9
q9) What is your marital status?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Married/living with partner	62.6	68.3	78.5	82.9	81.6	85.7	63.8	55.8	54.1
Single/never married	27.9	27	17.6	12.2	13.1	7.1	23.7	25.4	31.4
Separated or divorced	8.1	4.3	3.9	4.9	5.3	7.1	9.1	14.9	10.2
Widowed	1.4	0.4	0	0	0	0	2.8	3.9	4.1
Prefer not to answer	0	0	0	0	0	0	0.6	0.1	0.1
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 10

q10) Including yourself, how many adults 18 or older live in your household?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
One	20.9	16.1	11.8	12.2	13.2	10.7	25.1	25.9	25.4
Two	58.9	60	62.8	65.9	65.8	67.9	56.9	52.4	52.1
3-4 (Net)	18.4	21.6	25.5	21.9	21	21.4	17.4	19.9	20.3
Three	11.9	12.9	11.8	9.7	10.5	7.1	11.3	14.1	13.8
Four	6.4	8.6	13.7	12.2	10.5	14.3	6.1	5.8	6.6
5+ (Net)	1.8	2.4	0	0	0	0	0.6	1.8	2.1
Five	1.2	1.2	0	0	0	0	0.6	1.2	1.5
Six or more	0.6	1.2	0	0	0	0	0	0.6	0.6
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 11
q11) Which best describes your current employment status?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Employed (Net)	79.7	91.4	90.2	90.3	92.1	96.4	83.7	64.1	56.6
Employed full time	64.6	78.5	74.5	78	78.9	82.1	68.2	46.5	37.7
Employed part time	8.1	7.4	11.8	9.8	10.5	14.3	7.5	9.8	12.8
Self Employed	7	5.5	3.9	2.4	2.6	0	8	7.8	6.1
Unemployed	11.4	6.3	5.9	4.9	5.3	0	8.6	18.8	20.7
Retired	8.8	2.3	3.9	4.9	2.6	3.6	7.7	17.1	22.7
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 12
q12) Which of the following categories includes your occupation?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Employed (Unwtd)	794	233	46	37	35	27	303	1941	5359
Base - Employed (Wgtd)	794	233	46	37	35	27	303	1942	5360
Eff Base	794	233	46	37	35	27	303	1941	5359
White Collar (Net)	73.1	76.4	80.4	86.5	85.7	85.2	75.6	69.7	74.7
Professional (legal, medical/healthcare, education, finance, marketing, etc.)	19.4	21.1	21.8	21.7	22.9	22.3	20.1	18.9	28.7
Executive/managerial	20	19.8	17.4	16.2	14.3	11.1	20.5	17.7	12.7
Sales/administrative (inside/outside sales, secretarial, support staff, etc.)	8.7	6.4	10.8	13.5	11.4	11.1	7.3	14.7	19.4
Information services (IT, computer programmer, etc.)	17.6	23.6	23.9	27.1	28.6	29.6	22.1	12.4	8.7
Technical (engineer, etc.)	7.3	5.6	6.5	8.1	8.6	11.1	5.6	6	5.2
Blue Collar (Net)	25.8	22.7	19.6	13.5	14.3	14.8	22.8	29	24.5
Skilled craftsman/tradesman (plumber, electrician, housing contractor, etc.)	5.3	7.3	4.4	0	0	0	2.3	4.4	2.3
Laborer (manufacturer, landscaping, construction, farming, auto mechanic, outdoor work, etc.)	8.6	7.7	8.7	5.4	5.7	7.4	5.6	9.3	5.8
Skilled worker (plumber, electrician, construction, etc.)	5.7	5.1	2.2	2.7	2.8	0	5.3	4.9	3.3
Artist/musician/writer	0.8	0	0	0	0	0	1	1	1.6
Caregiver (childcare, daycare, elder care)	0.1	0	0	0	0	0	0.3	0.7	0.9
Driver/transportation/shipping (bus, delivery, route, truck, shuttle)	0.4	0	0	0	0	0	0.3	0.7	0.7
Food/drink/hospitality service (wait staff, chef, hostess, bar)	0.6	0	0	0	0	0	1	1.7	1.4
Retail/grocery (cashier)	0.9	0.9	0	0	0	0	0.7	1.7	1.4
Public safety/law enforcement/fire services	0.5	0.4	2.2	2.7	2.9	3.7	0.3	0.7	1
Service/customer service (personal service, wedding service)	0.6	0	0	0	0	0	1.7	1.3	1.5
Other	2.4	1.3	2.2	2.7	2.9	3.7	4.3	2.6	4.5
Don't know/no answer	1.1	0.9	0	0	0	0	1.7	1.3	0.8
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 13
q13) What is the highest level of education you have completed?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
High School or Less (Net)	13.2	12.2	9.8	9.7	10.5	3.6	11.3	21.3	17.3
Some high school	1.4	1.2	2	2.4	2.6	3.6	1.1	2.6	1.5
Graduated high school	11.8	11	7.8	7.3	7.9	0	10.2	18.7	15.8

Trade School/Some College/Two-Year Degree (Net)	29.2	20.8	17.7	17.1	13.2	17.9	26.3	38.1	35.3
Completed trade school	2.4	2	0	0	0	0	2.5	3.9	3
Some college coursework	16.9	12.6	11.8	14.6	10.5	14.3	14.9	23.3	21.7
Two year college degree	9.9	6.3	5.9	2.4	2.6	3.6	8.8	11	10.5
College or More (Net)	57.5	67.1	72.6	73.2	76.3	78.6	62.4	40.5	47.3
Four year college degree	32.9	33.7	27.4	29.3	28.9	28.5	39.2	24.7	26.6
Some post-graduate coursework	4.3	6.7	9.8	7.3	7.9	10.7	3	3	4
Post-graduate degree	20.3	26.7	35.3	36.6	39.5	39.3	20.1	12.8	16.7
Prefer not to answer	0	0	0	0	0	0	0	0.1	0.1
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 14
q14) What is your household income per year?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
$34,999 or Less (Net)	23.1	11.8	5.9	7.3	7.9	3.6	18.8	37.2	31.7
Under $25,000	15.2	7.4	3.9	4.9	5.3	0	10.2	26.3	21.9
$25,000 but less than $34,999	7.9	4.3	2	2.4	2.6	3.6	8.6	10.8	9.7
$35,000 but less than $49,999	10.2	9	5.9	2.4	2.6	3.6	8.8	11.4	13.5
$50,000 but less than $74,999	20.2	25.5	19.6	17.1	15.8	17.8	20.5	18	18
$75,000 but less than $99,999	19.8	23.5	29.4	34.2	34.2	39.3	22.6	13.1	11.6
$100,000 or more	26.7	30.2	39.2	39	39.5	35.7	29.2	20.3	25.2
Prefer not to answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 15
q15) Are you, yourself of Hispanic origin, such as Latin American, Mexican, Puerto Rican, or Cuban?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Yes, of Hispanic origin	17.7	20.4	17.6	19.5	21	14.3	21.5	15.4	14.9
No, not of Hispanic origin	82.3	79.6	82.4	80.5	79	85.7	78.5	84.6	85.1
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 16
q15a) Do you consider yourself...?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467

White	83.2	82.8	90.2	87.8	86.9	85.7	79.3	78.5	74
Black/African American	7.4	8.2	3.9	4.9	5.3	7.1	11.9	12.3	12.8
Asian or Pacific Islander	4.7	5.9	2	2.4	2.6	3.6	5	3.7	7.1
Mixed racial background	2.3	0.4	0	0	0	0	2.5	2.9	2.9
Other (Net)	2.4	2.7	3.9	4.9	5.2	3.6	1.4	2.7	3.2
Native American or Alaskan native	1.2	1.6	2	2.4	2.6	3.6	0.8	1.3	0.6
Some other race	1.2	1.2	2	2.4	2.6	0	0.6	1.4	2.5
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 17
Ethnicity for Quotas

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
White	69.6	66.7	74.6	70.8	68.5	71.5	61.9	67.4	64.2
Black/African American	6.3	6.3	3.9	4.9	5.3	7.1	10.5	11.7	12.1
Hispanic/Latino	17.7	20.4	17.6	19.5	21	14.3	21.5	15.4	14.9
Asian/Pacific Islander	4.5	5.5	2	2.4	2.6	3.6	4.4	3.4	6.8
Mixed/Native American/Alaskan/Other	1.9	1.2	2	2.4	2.6	3.6	1.6	2.1	2
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 18
q16) Which of these social networks have you used to create your own online profile that others can see?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Facebook	89.8	92.5	92.2	90.2	92.1	92.8	90.3	86.2	76.9
Google+	52.3	67.5	72.5	70.7	73.7	71.4	58.8	37.6	25.3
MySpace	27.2	34.9	43.1	46.4	47.4	42.9	32	19.3	10.3
YouTube	65.5	83.9	90.2	87.8	92.1	89.3	69.9	48.2	34.2
Twitter	60.9	71.8	66.7	65.9	68.4	71.4	68.8	46.1	33.4
Online special interest forum	13.4	18	15.7	14.6	13.2	14.3	16.8	8.2	5.1
Other	8.8	9	11.7	14.6	13.1	14.3	8.6	8.8	10.1
None of the above	4.7	1.6	0	0	0	0	3.6	8.8	15.4

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 19
q17) Which of the following products have you personally ever tried?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467

Tobacco products	100	100	100	100	100	100	74.3	100	28.1
Nicotine Replacement Therapy Products (i.e. nicotine patches, nicotine gum, nicotine inhaler)	43.7	46.7	43.2	41.5	42.1	42.9	100	36.6	6.5
Energy Drinks	81.5	82	82.4	82.9	84.2	78.6	74.9	64.2	45.2
Liquor	83.8	80	82.4	80.5	78.9	75	76.8	82	64.5
Beer	91.4	85.5	90.2	90.2	89.5	89.3	82.3	88	67.3
Wine	86.8	85.1	88.2	87.8	86.8	82.1	78.7	81.8	70.3
Orange juice	89.1	83.5	78.4	75.6	73.7	67.9	84.5	91.4	89.5
Cod liver oil	29	35.7	37.3	36.6	36.9	42.9	33.2	20.9	15.9
Oral moisturizing swabs	19.6	27.8	33.3	31.7	34.2	35.7	27.6	11.8	5.3
Testosterone replacement therapy with zinc	7.6	11	11.8	9.7	10.5	14.3	11.6	3.5	1.5
Estrogen replacement therapy with zinc	2.4	2.7	0	0	0	0	6.6	1.9	1.6
Protein bars/shakes	76.8	77.7	78.5	75.6	76.3	71.5	72.4	62	55.3
Artificial sweetener	68.2	63.2	60.8	56.1	55.3	50	65.8	61.6	56.9
Aspirin	79.7	70.2	58.9	53.7	50	46.4	76.2	81	76.8
Vitamins	88.7	80.8	84.3	82.9	81.6	78.5	86.5	85.9	86.1

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 20
q19) You mentioned that you never use tobacco or nicotine products. Have you ever, even if just once, tried any type of tobacco or nicotine, even if it was a long time ago?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Didn't Mention Tobacco or NRT Products (Unwtd)	0	0	0	0	0	0	0	0	6658
Base - Didn't Mention Tobacco or NRT Products (Wgtd)	0	0	0	0	0	0	0	0	6657
Eff Base	0	0	0	0	0	0	0	0	6658
Yes	0	0	0	0	0	0	0	0	40.2
No	0	0	0	0	0	0	0	0	59.8
Total	0	0	0	0	0	0	0	0	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 21

q20) How old were you when you tried tobacco or nicotine for the first time?

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Tobacco Products (Unwtd)		996	255	51	41	38	28	269	3028	2661
Base - Use Tobacco Products (Wgtd)		996	255	51	41	38	28	269	3028	2661
Eff Base		996	255	51	41	38	28	269	3028	2661
Less than 18 (Net)		57.3	41.6	39.2	36.6	34.2	35.7	53.5	58.5	65.1
	5	0.7	0.8	0	0	0	0	0.7	0.5	0.2
	6	0.9	1.6	2	2.4	2.6	3.6	0	0.3	0.3
	7	0.5	0	0	0	0	0	0.4	0.3	0.3
	8	1	0.4	0	0	0	0	0	0.5	0.9
	9	0.9	0	0	0	0	0	1.5	0.9	1
	10	2.3	1.2	3.9	4.9	5.3	7.1	2.2	2	2.2
	11	2	1.2	2	2.4	2.6	0	2.2	1.4	1.8
	12	5.8	3.1	2	2.4	2.6	3.6	6.7	5.4	6.9
	13	5.7	3.5	3.9	0	0	0	4.1	6.3	6.4
	14	6.8	4.3	2	2.4	0	0	8.2	8	8
	15	11.3	9.4	9.8	9.8	7.9	3.6	7.8	10.5	11.8
	16	13.4	11.4	9.8	9.8	10.5	14.3	12.3	15.2	17
	17	5.9	4.7	3.9	2.4	2.6	3.6	7.4	7.2	8.6
18-24 (Net)		33.4	42.7	43.1	43.9	44.7	39.3	32.7	34.2	31.3
	18	12.8	13.3	5.9	4.9	5.3	3.6	12.3	14.4	14.8
	19	4.6	5.9	7.8	9.8	7.9	10.7	4.1	4.9	5.7
	20	6.6	11.8	11.7	9.7	10.5	3.6	6.3	6.3	4.2

	21	3.9	6.3	9.8	9.8	10.5	7.1	5.6	4.2	3.6
	22	2.4	2	2	2.4	2.6	3.6	2.6	2.4	1.4
	23	1.8	1.2	3.9	4.9	5.3	7.1	1.1	1.3	0.9
	24	1.2	2.4	2	2.5	2.7	3.6	0.7	0.8	0.8
25-34 (Net)		7.9	12.9	17.6	19.5	21.1	25	10.4	6.2	2.6
	25	2.9	3.1	0	0	0	0	2.2	2.5	1.2
	26	0.7	0.8	0	0	0	0	0.7	0.7	0.2
	27	0.1	0.4	2	2.4	2.6	3.6	0	0.2	0.2
	28	0.7	1.6	3.9	2.4	2.6	3.6	1.1	0.5	0.3
	29	0.2	0.8	0	0	0	0	0.4	0.4	0.1
	30	2	3.5	7.8	9.8	10.5	10.7	3.3	1.2	0.3
	31	0.2	0.4	2	2.4	2.6	3.6	0.4	0.1	0.1
	32	0.3	0.8	2	2.4	2.6	3.6	0.4	0.3	0
	33	0.2	0.8	0	0	0	0	0.7	0.1	0
	34	0.6	0.8	0	0	0	0	1.1	0.2	0
35-49 (Net)		1.3	2.8	0	0	0	0	3.3	1	0.8
	35	0.4	1.2	0	0	0	0	0.4	0.2	0.4
	36	0.2	0.4	0	0	0	0	0.4	0.1	0
	37	0.1	0.4	0	0	0	0	0.4	0.1	0
	38	0.1	0.4	0	0	0	0	0.4	0	0.2
	40	0.1	0	0	0	0	0	0.7	0.2	0.1
	42	0.1	0	0	0	0	0	0.4	0.1	0
	43	0	0	0	0	0	0	0	0	0
	45	0.1	0	0	0	0	0	0.4	0.1	0
	46	0.1	0.4	0	0	0	0	0.4	0.1	0
	47	0.1	0	0	0	0	0	0	0	0
	48	0	0	0	0	0	0	0	0	0
50+ (Net)		0	0	0	0	0	0	0	0.1	0.1
	55	0	0	0	0	0	0	0	0	0
	57	0	0	0	0	0	0	0	0	0
	58	0	0	0	0	0	0	0	0	0
	59	0	0	0	0	0	0	0	0	0
	61	0	0	0	0	0	0	0	0	0
	63	0	0	0	0	0	0	0	0	0
	69	0	0	0	0	0	0	0	0	0
Total		100	100	100	100	100	100	100	100	100
Mean		17.29	19.08	19.43	19.76	20.06	20.4	18.34	17.19	16.45
Std. Dev.		5.45	6.13	5.97	6.28	6.41	6.88	6.6	5	4.33
Std. Err.		0.17	0.38	0.84	0.98	1.04	1.3	0.4	0.09	0.08

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 22
q20.1) Used in Past 2 Weeks Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Cigs (Net)	66.8	78.4	86.3	87.8	89.5	85.7	59.1	87	0
(1) Rolling tobacco for roll-your-own cigarettes	22.9	34.5	54.9	56.1	57.9	57.1	17.4	16.8	0
(2) Cigarettes	62.6	72.5	80.4	80.5	81.6	75	55.8	83.5	0
(3) Snus	25.6	100	100	100	100	100	15.2	8.4	0
(4) Moist Snuff	23.6	48.2	47.1	46.3	47.4	39.3	16	10.1	0
(5) Cigarillos	27.1	48.6	52.9	51.2	52.6	42.8	21.5	19	0
(6) Cigars	35.9	48.2	64.7	63.4	65.8	60.7	21.3	24	0.1
(7) Pipe Tobacco	20.3	36.4	49	53.6	57.9	53.5	13.3	10.3	0
(8) Loose Leaf chewing tobacco	17	34.5	49	48.8	52.6	42.9	12.1	6.8	0
(9) Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)	13	21.6	21.6	19.5	21.1	17.9	100	7.6	1.4

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 23
q20.1_1) How recently have you used [this type of product/each of these particular products]?
- Rolling tobacco for roll-your-own cigarettes

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Within The Past 2 Weeks	22.9	34.5	54.9	56.1	57.9	57.1	17.4	16.8	0
Longer Than 2 Weeks Ago	53.5	41.2	27.5	29.3	31.6	32.2	27.3	32.2	7.2
Never Used	23.6	24.3	17.7	14.6	10.5	10.7	55.2	51	92.8
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 24
q20.1_2) How recently have you used [this type of product/each of these particular products]?
- Cigarettes

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Within The Past 2 Weeks	62.6	72.5	80.4	80.5	81.6	75	55.8	83.5	0
Longer Than 2 Weeks Ago	33.7	22.7	19.6	19.5	18.4	25	17.1	12.5	25.6
Never Used	3.7	4.7	0	0	0	0	27.1	4	74.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 25
q20.1_3) How recently have you used [this type of product/each of these particular products]?
- Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Within The Past 2 Weeks	25.6	100	100	100	100	100	15.2	8.4	0
Longer Than 2 Weeks Ago	74.4	0	0	0	0	0	20.4	17.9	2.1
Never Used	0	0	0	0	0	0	64.4	73.7	97.9
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 26
q20.1_4) How recently have you used [this type of product/each of these particular products]?
- Moist Snuff

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Within The Past 2 Weeks	23.6	48.2	47.1	46.3	47.4	39.3	16	10.1	0
Longer Than 2 Weeks Ago	52.5	35.7	41.2	41.5	42.1	50	19.6	16.4	3.2
Never Used	23.9	16.1	11.7	12.2	10.5	10.7	64.4	73.5	96.8
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 27
q20.1_5) How recently have you used [this type of product/each of these particular products]?
- Cigarillos

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Within The Past 2 Weeks	27.1	48.6	52.9	51.2	52.6	42.8	21.5	19	0
Longer Than 2 Weeks Ago	53.5	34.1	35.3	34.2	34.2	42.9	23.5	29.8	9.2
Never Used	19.4	17.3	11.8	14.6	13.2	14.3	55	51.1	90.7
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 28
q20.1_6) How recently have you used [this type of product/each of these particular products]?
- Cigars

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Within The Past 2 Weeks	35.9	48.2	64.7	63.4	65.8	60.7	21.3	24	0.1
Longer Than 2 Weeks Ago	53.7	40.4	31.4	31.7	28.9	35.7	29.8	34.6	13.6
Never Used	10.4	11.4	3.9	4.9	5.3	3.6	48.9	41.4	86.3
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 29
q20.1_7) How recently have you used [this type of product/each of these particular products]?
- Pipe Tobacco

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Within The Past 2 Weeks	20.3	36.4	49	53.6	57.9	53.5	13.3	10.3	0

Longer Than 2 Weeks Ago	50.5	36.1	31.4	26.9	26.3	32.2	26.2	26.4	7.8
Never Used	29.2	27.5	19.6	19.5	15.8	14.3	60.5	63.3	92.2
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 30
q20.1_8) How recently have you used [this type of product/each of these particular products]?
- Loose Leaf chewing tobacco

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Within The Past 2 Weeks	17	34.5	49	48.8	52.6	42.9	12.1	6.8	0
Longer Than 2 Weeks Ago	51.6	40.8	33.3	36.6	34.2	46.4	19.9	19.7	3.6
Never Used	31.4	24.7	17.7	14.6	13.1	10.7	68	73.5	96.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 31
q20.1_9) How recently have you used [this type of product/each of these particular products]?
- Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Within The Past 2 Weeks	13	21.6	21.6	19.5	21.1	17.9	100	7.6	1.4
Longer Than 2 Weeks Ago	29.2	22.7	19.6	19.5	21.1	25	0	25.8	4.5
Never Used	57.8	55.7	58.8	61	57.9	57.1	0	66.6	94.1
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 32
q21) Top 2 Box (Used At Least Weekly) Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Rolling tobacco for roll-your-own cigarettes	19.9	32.9	54.9	56.1	57.9	57.1	19.7	14.6	0
(2) Cigarettes	59.8	71.4	78.4	78.1	79	75	69.2	79.1	0
(3) Snus	22.8	89	92.2	90.3	89.5	89.3	19.3	7.5	0
(4) Moist Snuff	22.4	46.3	45.1	43.9	47.4	39.3	20.4	9.6	0
(5) Cigarillos	25.2	46.7	50.9	51.2	52.6	42.8	26.7	16.8	0
(6) Cigars	31.6	47.1	64.7	63.4	65.8	60.7	24.5	19.7	0.2
(7) Pipe Tobacco	18.4	34.1	45	48.7	52.6	49.9	16	8.9	0
(8) Loose Leaf chewing tobacco	15.5	31.7	43.1	43.9	47.4	39.3	15.2	6	0
(9) Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)	27.8	44.5	50	47	50	41.7	93.6	18.9	21.2

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 33
q21) Bottom 2 Box (Non-User) Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Rolling tobacco for roll-your-own cigarettes	77.1	65.5	45.1	43.9	42.1	42.9	76.6	83.2	100
(2) Cigarettes	37.4	27.5	19.6	19.5	18.4	25	24.9	16.5	100
(3) Snus	74.4	0	0	0	0	0	79.6	91.6	100
(4) Moist Snuff	76.4	51.8	52.9	53.7	52.6	60.7	78.4	89.9	100
(5) Cigarillos	72.9	51.4	47.1	48.8	47.4	57.2	71	81	99.9
(6) Cigars	64.1	51.8	35.3	36.6	34.2	39.3	71.4	76	99.8
(7) Pipe Tobacco	79.7	63.6	51	46.4	42.1	46.5	82.1	89.7	100
(8) Loose Leaf chewing tobacco	83	65.5	51	51.2	47.4	57.1	83.7	93.2	100
(9) Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)	70.4	53.8	50	53	50	58.3	0	79.2	78.4

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 34
q21_1) Please indicate how frequently you use each of these product(s).
- Rolling tobacco for roll-your-own cigarettes

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	269	3028	2661
Eff Base	996	255	51	41	38	28	269	3028	2661
Ever Used Product (Net)	76.4	75.7	82.3	85.4	89.5	89.3	60.2	49	25.6
Currently Use Product (Subnet)	22.9	34.5	54.9	56.1	57.9	57.1	23.4	16.8	0
At Least Once/Week (Subsubnet)	19.9	32.9	54.9	56.1	57.9	57.1	19.7	14.6	0
Daily	10.4	17.6	29.4	29.3	31.6	28.6	11.5	9	0
At least once a week	9.4	15.3	25.4	26.8	26.3	28.5	8.2	5.5	0
Less than once a week	3	1.6	0	0	0	0	3.7	2.3	0
Not currently, but I have used this product	53.5	41.2	27.5	29.3	31.6	32.2	36.8	32.2	25.6
I have never used this product	23.6	24.3	17.7	14.6	10.5	10.7	39.8	51	74.4
Non-User (Codes 4/5) (Net)	77.1	65.5	45.1	43.9	42.1	42.9	76.6	83.2	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 35
q21_2) Please indicate how frequently you use each of these product(s).
- Cigarettes

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	269	3028	2661
Eff Base	996	255	51	41	38	28	269	3028	2661
Ever Used Product (Net)	96.3	95.3	100	100	100	100	98.1	96	91.2
Currently Use Product (Subnet)	62.6	72.5	80.4	80.5	81.6	75	75.1	83.5	0
At Least Once/Week (Subsubnet)	59.8	71.4	78.4	78.1	79	75	69.2	79.1	0
Daily	49.5	58.8	70.6	68.3	68.4	64.3	56.5	68.9	0

At least once a week	10.3	12.6	7.8	9.8	10.5	10.7	12.6	10.1	0
Less than once a week	2.7	1.2	2	2.4	2.6	0	5.9	4.4	0
Not currently, but I have used this product	33.7	22.7	19.6	19.5	18.4	25	23	12.5	91.2
I have never used this product	3.7	4.7	0	0	0	0	1.9	4	8.8
Non-User (Codes 4/5) (Net)	37.4	27.5	19.6	19.5	18.4	25	24.9	16.5	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 36
q21_3) Please indicate how frequently you use each of these product(s).
- Snus

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	269	3028	2661
Eff Base	996	255	51	41	38	28	269	3028	2661
Ever Used Product (Net)	100	100	100	100	100	100	47.9	26.3	7.5
Currently Use Product (Subnet)	25.6	100	100	100	100	100	20.4	8.4	0
At Least Once/Week (Subsubnet)	22.8	89	92.2	90.3	89.5	89.3	19.3	7.5	0
Daily	12.1	47.5	47	46.3	44.7	39.3	13	4	0
At least once a week	10.6	41.6	45.1	43.9	44.8	50	6.3	3.5	0
Less than once a week	2.8	11	7.8	9.7	10.5	10.7	1.1	0.9	0
Not currently, but I have used this product	74.4	0	0	0	0	0	27.5	17.9	7.5
I have never used this product	0	0	0	0	0	0	52.1	73.7	92.5
Non-User (Codes 4/5) (Net)	74.4	0	0	0	0	0	79.6	91.6	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 37
q21_4) Please indicate how frequently you use each of these product(s).
- Moist Snuff

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	269	3028	2661
Eff Base	996	255	51	41	38	28	269	3028	2661
Ever Used Product (Net)	76.1	83.9	88.3	87.8	89.5	89.3	47.9	26.5	11.5
Currently Use Product (Subnet)	23.6	48.2	47.1	46.3	47.4	39.3	21.6	10.1	0
At Least Once/Week (Subsubnet)	22.4	46.3	45.1	43.9	47.4	39.3	20.4	9.6	0
Daily	13.3	28.6	33.3	34.1	36.8	25	12.6	5.7	0
At least once a week	9.1	17.6	11.8	9.8	10.6	14.3	7.8	3.8	0
Less than once a week	1.2	2	2	2.4	0	0	1.1	0.5	0
Not currently, but I have used this product	52.5	35.7	41.2	41.5	42.1	50	26.4	16.4	11.5
I have never used this product	23.9	16.1	11.7	12.2	10.5	10.7	52.1	73.5	88.5
Non-User (Codes 4/5) (Net)	76.4	51.8	52.9	53.7	52.6	60.7	78.4	89.9	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 38
q21_5) Please indicate how frequently you use each of these product(s).
- Cigarillos

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	269	3028	2661
Eff Base	996	255	51	41	38	28	269	3028	2661
Ever Used Product (Net)	80.6	82.7	88.2	85.4	86.8	85.7	60.6	48.9	33
Currently Use Product (Subnet)	27.1	48.6	52.9	51.2	52.6	42.8	29	19	0.1
At Least Once/Week (Subsubnet)	25.2	46.7	50.9	51.2	52.6	42.8	26.7	16.8	0
Daily	14	31	41.1	43.9	44.7	35.7	17.1	9	0
At least once a week	11.1	15.7	9.8	7.3	7.9	7.1	9.7	7.7	0
Less than once a week	1.9	2	2	0	0	0	2.2	2.3	0
Not currently, but I have used this product	53.5	34.1	35.3	34.2	34.2	42.9	31.6	29.8	32.9
I have never used this product	19.4	17.3	11.8	14.6	13.2	14.3	39.4	51.1	67
Non-User (Codes 4/5) (Net)	72.9	51.4	47.1	48.8	47.4	57.2	71	81	99.9

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 39
q21_6) Please indicate how frequently you use each of these product(s).
- Cigars

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	269	3028	2661
Eff Base	996	255	51	41	38	28	269	3028	2661
Ever Used Product (Net)	89.6	88.6	96.1	95.1	94.7	96.4	68.8	58.6	48.7
Currently Use Product (Subnet)	35.9	48.2	64.7	63.4	65.8	60.7	28.6	24	0.2
At Least Once/Week (Subsubnet)	31.6	47.1	64.7	63.4	65.8	60.7	24.5	19.7	0.2
Daily	15.8	27	41.2	39	42.1	35.7	15.6	9.1	0.1
At least once a week	15.9	20	23.6	24.4	23.7	25	8.9	10.6	0.1
Less than once a week	4.2	1.2	0	0	0	0	4.1	4.3	0
Not currently, but I have used this product	53.7	40.4	31.4	31.7	28.9	35.7	40.2	34.6	48.5
I have never used this product	10.4	11.4	3.9	4.9	5.3	3.6	31.2	41.4	51.3
Non-User (Codes 4/5) (Net)	64.1	51.8	35.3	36.6	34.2	39.3	71.4	76	99.8

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 40
q21_7) Please indicate how frequently you use each of these product(s).
- Pipe Tobacco

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	269	3028	2661
Eff Base	996	255	51	41	38	28	269	3028	2661
Ever Used Product (Net)	70.8	72.5	80.4	80.5	84.2	85.7	53.2	36.7	27.9
Currently Use Product (Subnet)	20.3	36.4	49	53.6	57.9	53.5	17.9	10.3	0
At Least Once/Week (Subsubnet)	18.4	34.1	45	48.7	52.6	49.9	16	8.9	0
Daily	8.6	19.2	29.4	34.1	36.8	28.5	11.2	4.3	0
At least once a week	9.7	14.9	15.7	14.6	15.8	21.4	4.8	4.6	0
Less than once a week	1.9	2.4	3.9	4.9	5.3	3.6	1.9	1.4	0
Not currently, but I have used this product	50.5	36.1	31.4	26.9	26.3	32.2	35.3	26.4	27.9
I have never used this product	29.2	27.5	19.6	19.5	15.8	14.3	46.8	63.3	72.1
Non-User (Codes 4/5) (Net)	79.7	63.6	51	46.4	42.1	46.5	82.1	89.7	100

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 41
q21_8) Please indicate how frequently you use each of these product(s).
- Loose Leaf chewing tobacco

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	996	255	51	41	38	28	269	3028	2661
Base - Has Ever Used Tobacco Products (Wgtd)	996	255	51	41	38	28	269	3028	2661
Eff Base	996	255	51	41	38	28	269	3028	2661
Ever Used Product (Net)	68.6	75.3	82.3	85.4	86.9	89.3	43.1	26.5	12.9
Currently Use Product (Subnet)	17	34.5	49	48.8	52.6	42.9	16.3	6.8	0
At Least Once/Week (Subsubnet)	15.5	31.7	43.1	43.9	47.4	39.3	15.2	6	0
Daily	7.9	18.4	23.5	22	23.7	21.4	10.8	3	0
At least once a week	7.5	13.3	19.6	21.9	23.7	17.8	4.5	3	0
Less than once a week	1.5	2.7	5.9	4.9	5.3	3.6	1.1	0.8	0
Not currently, but I have used this product	51.6	40.8	33.3	36.6	34.2	46.4	26.8	19.7	12.9
I have never used this product	31.4	24.7	17.7	14.6	13.1	10.7	56.9	73.5	87.1
Non-User (Codes 4/5) (Net)	83	65.5	51	51.2	47.4	57.1	83.7	93.2	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 42
q21_9) Please indicate how frequently you use each of these product(s).
- Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills, inhaler, or other similar product)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Ever Used Tobacco Products (Unwtd)	435	119	22	17	16	12	362	1108	612
Base - Has Ever Used Tobacco Products (Wgtd)	435	119	22	17	16	12	362	1108	612
Eff Base	435	119	22	17	16	12	362	1108	612
Ever Used Product (Net)	96.5	94.9	95.5	94.1	100	100	100	91.2	90.8
Currently Use Product (Subnet)	29.6	46.2	50	47	50	41.7	100	20.8	21.6
At Least Once/Week (Subsubnet)	27.8	44.5	50	47	50	41.7	93.6	18.9	21.2
Daily	15.4	26.9	36.3	35.3	37.5	25	57.7	10.5	15.2
At least once a week	12.4	17.7	13.6	11.7	12.5	16.6	35.9	8.4	6
Less than once a week	1.8	1.7	0	0	0	0	6.4	1.9	0.3
Not currently, but I have used this product	66.9	48.7	45.5	47.1	50	58.3	0	70.5	69.3
I have never used this product	3.5	5.1	4.5	5.9	0	0	0	8.8	9.2
Non-User (Codes 4/5) (Net)	70.4	53.8	50	53	50	58.3	0	79.2	78.4

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 43
q23) And, what tobacco product do you use most often?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses At Least 1 Product (Unwtd)	788	253	50	40	37	27	359	2902	135
Base - Uses At Least 1 Product (Wgtd)	788	253	50	40	37	27	359	2902	135
Eff Base	788	253	50	40	37	27	359	2902	135
Rolling tobacco	5.3	4.3	2	0	0	0	1.7	6.3	0
Cigarettes	56.9	46.6	50	50	48.7	40.7	36.8	71.6	0

Snus	5.5	17	18	17.5	16.2	18.5	1.4	1.5	0
Moist Snuff	7.6	7.5	4	2.5	2.7	3.7	2.8	3.4	0
Cigarillos	8.5	10.3	12	12.5	13.5	14.8	3.9	6.2	0.7
Cigars	7.7	6.3	8	10	10.8	14.8	1.9	6.3	3
Pipe Tobacco	3.2	3.6	4	5	5.4	3.7	0.6	2	0
Loose Leaf chewing tobacco	2.3	3.2	0	0	0	0	1.1	0.9	0
Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills,inhaler, or other similar product)	3	1.2	2	2.5	2.7	3.7	49.8	1.7	96.3
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 44
q24) How do you typically consume snus?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	996	255	51	41	38	28	129	796	200
Base - Uses Snus (Wgtd)	996	255	51	41	38	28	129	796	200
Eff Base	996	255	51	41	38	28	129	796	200
I typically chew on loose snus	29.9	43.9	33.4	34.2	36.9	46.5	31.8	32	21.5
I typically smoke snus	14.9	17.7	23.5	22	21	14.3	22.5	16.3	9
I typically place a snus pouch between my lip and gum	55.2	38.4	43.1	43.9	42.1	39.3	45.8	51.6	69.5
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 45
q26) Hidden question to determine groups they see

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Gateway: [OMIT]	0	0	0	0	0	0	0	0	0
CT-roll tobacco	66.8	78.4	86.3	87.8	89.5	85.7	59.1	87	0
Former CT-roll tobacco	27.3	11.8	9.8	9.8	7.9	10.7	11.3	8.7	25.8
Snus	25.6	100	100	100	100	100	15.2	8.4	0
Former Snus	59.2	0	0	0	0	0	11.3	12.9	2.1
Moist Snuff	23.6	48.2	47.1	46.3	47.4	39.3	16	10.1	0
Former Moist Snuff	39.5	17.3	15.7	14.6	13.1	17.8	11.9	11.8	3.2
NRT	4.9	4.7	2	2.4	2.6	3.6	77.1	4.9	1.4
Cigarillo	10.6	10.2	11.8	12.2	10.5	7.1	6.6	13.1	0
Cigar	16.5	10.2	9.8	9.8	10.5	14.3	7.2	17.2	0
Pipe Tobacco	5.9	6.7	7.8	9.8	10.5	14.3	1.7	5.4	0
Chewing Tobacco	4.6	4.3	3.9	2.4	2.6	3.6	1.9	2.3	0
none of the above	0	0	0	0	0	0	0	0	73
Tobacco User (Net of codes 2/4/6/9/10/11/12)	79.9	100	100	100	100	100	63.6	100	0
Non-Tobacco User	20.1	0	0	0	0	0	36.4	0	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 46
q28) What was the tobacco product you first started using?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used At Least 1 Product (Unwtd)	815	255	51	41	38	28	362	3028	139
Base - Used At Least 1 Product (Wgtd)	815	255	51	41	38	28	362	3028	139
Eff Base	815	255	51	41	38	28	362	3028	139
Rolling tobacco	2.8	5.1	2	0	0	0	1.9	2.6	0
Cigarettes	61.4	51.4	51	46.4	44.8	32.2	47.8	76.8	0
Snus	3.1	9.8	7.8	7.3	7.9	10.7	1.4	0.8	0
Moist Snuff	7.5	8.6	9.8	9.7	7.9	10.7	2.5	3.4	0
Cigarillos	7.6	10.6	9.8	12.2	13.1	17.8	3.9	5.5	1.4
Cigars	9.3	6.7	11.8	14.6	15.8	17.9	2.5	7.8	3.6
Pipe Tobacco	3.4	4.7	3.9	4.9	5.3	3.6	0.3	2	0
Loose Leaf chewing tobacco	2.6	2.7	3.9	4.9	5.3	7.1	1.1	0.8	0.7
Nicotine Replacement Therapy Products (i.e. nicotine chewing gum, patch, pills,inhaler, or other similar product)	2.3	0.4	0	0	0	0	38.6	0.3	94.2
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 47
q29) Have you ever heard of 'snus'? A smokeless, spitless tobacco product you place in your upper lip.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Never Used Snus (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Never Used Snus (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Yes	100	100	100	100	100	100	86.2	76.9	45.9
No	0	0	0	0	0	0	13.8	23.1	54.1
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 48
q29.1) Have you ever heard of E-cigarettes or Electronic cigarettes? It's like a cigarette-shaped device sometimes containing a
nicotine-based liquid that is vaporized and inhaled?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Yes	93.6	94.5	98	97.6	100	100	97.2	95.2	89.6
No	6.4	5.5	2	2.4	0	0	2.8	4.8	10.4

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 49
q31) If you compare the health effects of using snus with moist snuff (e.g., dip, chaw), do you think that using snus is...?.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Heard of Snus (Unwtd)	996	255	51	41	38	28	312	2327	4343
Base - Heard of Snus (Wgtd)	996	255	51	41	38	28	312	2328	4343
Eff Base	996	255	51	41	38	28	312	2327	4343
Top 2 Box (Net)	8.1	8.2	13.7	14.6	15.8	10.7	9.3	5.5	3.6
There is no risk associated with using snus (5)	1.7	2.7	7.8	7.3	7.9	0	2.6	1.6	1
Much less harmful than using moist snuff (4)	6.4	5.5	5.9	7.3	7.9	10.7	6.7	3.9	2.6
Somewhat less harmful than using moist snuff (3)	21.2	23.2	11.8	9.8	10.5	7.2	18.6	18.7	12.4
Bottom 2 Box (Net)	70.7	68.6	74.5	75.6	73.7	82.1	72.1	75.8	84
Equally as harmful as using moist snuff (2)	56.5	45.5	51	51.2	47.4	53.6	51.6	66.4	73
More harmful than using moist snuff (1)	14.2	23.1	23.5	24.4	26.3	28.6	20.5	9.4	10.9
Total	100	100	100	100	100	100	100	100	100
Mean	2.25	2.19	2.24	2.22	2.24	2	2.19	2.22	2.1
Std. Dev.	0.84	0.95	1.12	1.13	1.17	0.9	0.93	0.73	0.65
Std. Err.	0.03	0.06	0.16	0.18	0.19	0.17	0.05	0.02	0.01

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 50
q32) If you compare the health effects of using cigarettes with moist snuff (e.g., dip, chaw), do you think that smoking is...?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Top 2 Box (Net)	3.7	4.3	5.9	7.3	7.9	0	3.6	5.8	3.3
There is no risk associated with smoking cigarettes (5)	0.8	1.2	3.9	4.9	5.3	0	0.6	1.2	1.1
Much less harmful than using moist snuff (4)	2.9	3.1	2	2.4	2.6	0	3	4.6	2.3
Somewhat less harmful than using moist snuff (3)	14.9	14.5	11.8	12.2	13.1	14.3	16.3	13.8	9.9
Bottom 2 Box (Net)	81.4	81.2	82.4	80.5	79	85.7	80.1	80.4	86.8
Equally as harmful as using moist snuff (2)	47.9	43.1	47.1	48.8	47.4	46.5	50	56	62.7
More harmful than using moist snuff (1)	33.5	38	35.3	31.7	31.6	39.3	30.1	24.4	24.1
Total	100	100	100	100	100	100	100	100	100
Mean	1.9	1.86	1.92	2	2.03	1.75	1.94	2.02	1.93
Std. Dev.	0.81	0.86	0.96	1	1.03	0.7	0.8	0.82	0.72
Std. Err.	0.03	0.05	0.13	0.16	0.17	0.13	0.04	0.01	0.01

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 51
q33) If you compare the health effects of using snus with smoking cigarettes, do you think that using snus is...?.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Snus (Unwtd)	996	255	51	41	38	28	312	2327	4343
Base - Heard of Snus (Wgtd)	996	255	51	41	38	28	312	2328	4343
Eff Base	996	255	51	41	38	28	312	2327	4343
Top 2 Box (Net)	13.9	18	19.6	21.9	21	17.8	14.1	10.6	7.3
There is no risk associated with using snus (5)	1.1	2.3	5.9	7.3	7.9	0	1.6	1	0.9
Much less harmful than smoking cigarettes (4)	12.8	15.7	13.7	14.6	13.2	17.8	12.5	9.6	6.4
Somewhat less harmful than smoking cigarettes (3)	26.9	19.6	17.7	12.2	13.1	14.3	24.3	25.7	21.9
Bottom 2 Box (Net)	59.2	62.4	62.8	65.9	65.8	67.9	61.6	63.7	70.8
Equally as harmful as smoking cigarettes (2)	44.6	40.8	41.2	41.5	39.5	35.7	43	49.8	58.8
More harmful than smoking cigarettes (1)	14.7	21.6	21.6	24.4	26.3	32.2	18.6	13.9	12
Total	100	100	100	100	100	100	100	100	100
Mean	2.41	2.36	2.41	2.39	2.37	2.18	2.36	2.34	2.25
Std. Dev.	0.93	1.06	1.15	1.22	1.24	1.09	0.97	0.87	0.78
Std. Err.	0.03	0.07	0.16	0.19	0.2	0.21	0.06	0.02	0.01

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 52
q35) If you compare the health effects of long-term usage of nicotine from chewing gum, patches etc. with using snus, do you
think that using nicotine chewing gum, patches etc. is...

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Snus (Unwtd)	996	255	51	41	38	28	312	2327	4343
Base - Heard of Snus (Wgtd)	996	255	51	41	38	28	312	2328	4343
Eff Base	996	255	51	41	38	28	312	2327	4343
Top 2 Box (Net)	28.6	21.6	17.7	12.2	10.5	3.6	35.6	33.6	26.4
There is no risk associated with using nicotine chewing gum, patches, etc. (5)	4.9	4.7	7.8	7.3	7.9	0	9	6.4	4.5
Much less harmful than using snus (4)	23.7	16.9	9.8	4.9	2.6	3.6	26.6	27.2	21.9
Somewhat less harmful than using snus (3)	27.3	22.7	21.6	21.9	23.7	21.4	21.1	29.5	30.7
Bottom 2 Box (Net)	44.1	55.7	60.8	65.9	65.8	75	43.3	36.9	42.9
Equally as harmful as using snus (2)	32.5	36.9	43.1	46.4	47.4	50	26	29.2	35.4
More harmful than using snus (1)	11.5	18.8	17.6	19.5	18.4	25	17.3	7.7	7.5
Total	100	100	100	100	100	100	100	100	100
Mean	2.78	2.52	2.47	2.34	2.34	2.04	2.84	2.95	2.8
Std. Dev.	1.08	1.12	1.14	1.09	1.07	0.79	1.25	1.06	1.01
Std. Err.	0.03	0.07	0.16	0.17	0.17	0.15	0.07	0.02	0.02

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 53
q36) If you compare the health effects of long-term usage of nicotine from chewing gum, patches etc.. with using moist snuff,
do you think that using nicotine chewing gum, patches etc. is...

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Top 2 Box (Net)	33.9	25.1	19.6	14.6	13.1	7.1	39.8	35.7	25.5
There is no risk associated with using nicotine chewing gum, patches, etc. (5)	5.9	4.3	5.9	4.9	5.3	0	10.5	7.5	4.6
Much less harmful than using moist snuff (4)	28	20.8	13.7	9.7	7.9	7.1	29.3	28.2	20.9
Somewhat less harmful than using moist snuff (3)	25.2	20.8	19.6	21.9	23.7	21.4	23.7	29.1	28.8
Bottom 2 Box (Net)	40.9	54.1	60.8	63.4	63.2	71.4	36.5	35.2	45.7
Equally as harmful as using moist snuff (2)	28.5	35.3	39.2	41.5	39.5	39.3	22.9	27.7	37.8
More harmful than using moist snuff (1)	12.3	18.8	21.6	22	23.7	32.1	13.5	7.5	7.8
Total	100	100	100	100	100	100	100	100	100
Mean	2.87	2.56	2.43	2.34	2.32	2.04	3	3	2.77
Std. Dev.	1.13	1.14	1.15	1.09	1.09	0.92	1.22	1.08	1.01
Std. Err.	0.04	0.07	0.16	0.17	0.18	0.17	0.06	0.02	0.01

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 54
q37) Do you think that using snus increases the risk for cancer?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Heard of Snus (Unwtd)	996	255	51	41	38	28	312	2327	4343
Base - Heard of Snus (Wgtd)	996	255	51	41	38	28	312	2328	4343
Eff Base	996	255	51	41	38	28	312	2327	4343
Yes	68.5	63.5	62.8	56.1	57.9	60.7	66.3	65.6	77.7
No	16.6	24.3	25.5	31.7	28.9	25	20.5	11.9	7
Do not know	15	12.2	11.8	12.2	13.2	14.3	13.2	22.4	15.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 55
q38) Do you think that using moist snuff increases the risk for cancer?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Yes	72.8	64	62.8	58.6	60.6	67.9	68.2	70.7	79.8
No	16.7	27.4	29.4	34.1	31.5	25	19.3	11.1	5.7
Do not know	10.5	8.6	7.8	7.3	7.9	7.1	12.4	18.2	14.5
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 56
q39) Do you think that smoking increases the risk for cancer?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Yes	86.7	79.6	82.4	80.5	79	85.7	84.8	88.4	94.1
No	9.2	14.9	13.7	14.6	15.8	10.7	9.9	6.3	3
Do not know	4.1	5.5	3.9	4.9	5.2	3.6	5.2	5.3	2.9
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 57
q40) Do you think that nicotine increases the risk for cancer?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Yes	62.2	63.9	62.8	61	60.6	71.5	59.9	62.8	71.6
No	23.9	26.7	25.5	26.8	26.3	17.8	27.9	20.1	11.9
Do not know	13.9	9.4	11.7	12.2	13.1	10.7	12.2	17	16.5
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 58

q41) Do you think that using snus increases the risk for heart disease?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Snus (Unwtd)	996	255	51	41	38	28	312	2327	4343
Base - Heard of Snus (Wgtd)	996	255	51	41	38	28	312	2328	4343
Eff Base	996	255	51	41	38	28	312	2327	4343
Yes	59	53.3	53	53.7	52.7	57.2	59	54.2	63.1
No	20.6	30.6	25.5	29.3	28.9	28.5	23.1	15.5	9.5
Do not know	20.4	16.1	21.6	17.1	18.4	14.3	18	30.3	27.4
Total	100	100	100	100	100	100	100	100	100

#page

Swedish Match Tracker 2015

Weighted

M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 59

q42) Do you think that using moist snuff increases the risk for heart disease?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Yes	59.6	55.3	47.1	51.2	52.7	53.6	56.6	55.1	64.4
No	21.6	30.2	37.2	41.4	39.4	35.7	23.5	14.9	8.7
Do not know	18.8	14.5	15.7	7.3	7.9	10.7	19.9	30.1	26.9
Total	100	100	100	100	100	100	100	100	100

#page

Swedish Match Tracker 2015

Weighted

M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 60

q43) Do you think that smoking increases the risk for heart disease?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Yes	79.2	70.2	66.7	68.3	65.8	64.3	82.1	82.8	88.5
No	13	21.9	23.5	24.4	26.3	25	12.4	8.2	4
Do not know	7.7	7.8	9.8	7.3	7.9	10.7	5.5	9	7.5
Total	100	100	100	100	100	100	100	100	100

#page

Swedish Match Tracker 2015

Weighted

M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 61

q44) Do you think that nicotine increases the risk for heart disease?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Yes	59.8	57.3	56.9	53.7	52.7	60.7	59.4	61.9	70.2
No	21.7	28.2	27.4	29.3	29	28.6	25.4	16.3	8.8
Do not know	18.5	14.5	15.7	17	18.4	10.7	15.2	21.7	21.1
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 62
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Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Skipped to the end as non-user	0	0	0	0	0	0	0	0	73
Took whole survey	100	100	100	100	100	100	100	100	27
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 63
q45) Please indicate your experience with e-cigarettes.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	2557
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	2557
Eff Base	996	255	51	41	38	28	362	3028	2557
Uses e-Cig (Net)	79.4	91	90.2	90.3	92.1	89.3	89.8	65.6	24.6
Uses e-Cig Weekly (Net)	42.2	64.3	66.7	65.9	68.4	75	66.3	27.9	8.5
I use an e-cigarette daily	19.5	31.4	35.3	34.2	36.9	35.7	36.7	12	5.9
I use an e-cigarette at least once a week	22.7	32.9	31.4	31.7	31.6	39.3	29.6	15.9	2.7
I use an e-cigarette less than once a week	11.6	13.3	5.9	7.3	7.9	7.2	8.6	8.8	1.9
I don't currently use an e-cigarette, but I have used this product (previously at least once a week)	25.6	13.3	17.6	17.1	15.8	7.1	14.9	28.9	14.2
I have never used this product (never used, or never used at a frequency of at least once a week)	20.6	9	9.8	9.7	7.9	10.7	10.2	34.4	75.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 64
q46) Before you started using snus or moist snuff, did you previously use cigarettes or rolling cigarettes?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Snus/ Moist Snuff/ Don't Use Cigarettes (Unwtd)	87	55	7	5	4	4	11	125	0
Base - Use Snus/ Moist Snuff/ Don't Use Cigarettes (Wgtd)	87	55	7	5	4	4	11	125	0
Eff Base	87	55	7	5	4	4	11	125	0
No	40.3	32.7	28.7	20	25	25	18.2	48	0
Previously Used Cigs (Net)	59.7	67.3	71.3	80	75	75	81.8	52	0

Yes, but I quit smoking cigarettes before I started using snus or moist snuff	29.9	36.3	57	60	50	50	27.2	27.2	0
Yes, but I quit smoking cigarettes at the same time as I started using snus or moist snuff	13.8	10.9	0	0	0	0	27.3	12	0
Yes, and I continued to smoke cigarettes for a period of time as I started using snus or moist snuff	16.1	20	14.3	20	25	25	27.3	12.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 65
q47) Before you started smoking cigarettes or rolling cigarettes, did you previously use snus or moist snuff?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Cigarettes/ Don't Use Snus/ Moist Snuff (Unwtd)	385	0	0	0	0	0	149	2323	0
Base - Use Cigarettes/ Don't Use Snus/ Moist Snuff (Wgtd)	385	0	0	0	0	0	149	2323	0
Eff Base	385	0	0	0	0	0	149	2323	0
No	66	0	0	0	0	0	82.6	89.9	0
Previously Used Moist (Net)	34	0	0	0	0	0	17.4	10.1	0
Yes, but I quit using snus or moist snuff before I started smoking cigarettes	17.4	0	0	0	0	0	10.1	5.2	0
Yes, but I quit using snus or moist snuff at the same time as I started smoking cigarettes	7.5	0	0	0	0	0	4.7	2.5	0
Yes, and I continued to use snus or moist snuff for a period of time after I started smoking cigarettes	9.1	0	0	0	0	0	2.7	2.4	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 66
q48) You currently use both cigarettes and snus or moist snuff. Which of these did you first start using on a regular basis?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Cigarettes/ Snus/ Moist Snuff (Unwtd)	280	200	44	36	34	24	65	312	0
Base - Use Cigarettes/ Snus/ Moist Snuff (Wgtd)	280	200	44	36	34	24	65	312	0
Eff Base	280	200	44	36	34	24	65	312	0
Started using snus or moist snuff first	35.4	35	34.1	33.3	32.3	41.6	40	35.2	0
Started using cigarettes first	59.7	59.5	59.1	58.4	58.9	54.2	52.3	60.3	0
Started using both at the same time	5	5.5	6.8	8.3	8.8	4.2	7.7	4.5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 67
q49) Top 2 Box Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)	167	119	26	21	20	13	34	188	0
Base - Cigarettes First (Wgtd)	167	119	26	21	20	13	34	188	0
Eff Base	167	119	26	21	20	13	34	188	0
(1) ...to reduce consumption of cigarettes	58.1	60.5	65.4	66.7	70	69.3	64.7	58	0

(2) ...to quit smoking completely	44.3	45.4	42.3	52.4	55	46.1	55.8	43.6	0
(3) ...as a complement to cigarettes where smoking is not allowed	57.5	55.5	57.7	52.4	50	46.2	61.8	56.9	0
(4) ...just for a change of pace	56.3	57.1	73.1	66.7	65	53.9	55.8	54.8	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 68
q49_1) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the
following statements? I use or have used snus or moist snuff...
- ...to reduce consumption of cigarettes

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)		167	119	26	21	20	13	34	188	0
Base - Cigarettes First (Wgtd)		167	119	26	21	20	13	34	188	0
Eff Base		167	119	26	21	20	13	34	188	0
Top 2 Box (Net)		58.1	60.5	65.4	66.7	70	69.3	64.7	58	0
Agree completely (1)		36.5	36.1	30.8	33.3	35	23.1	41.1	36.2	0
	2	21.6	24.4	34.6	33.4	35	46.2	23.6	21.8	0
Agree somewhat (3)		16.8	15.1	7.7	4.7	5	0	17.7	17.6	0
Bottom 2 Box (Net)		25.1	24.4	26.9	28.6	25	30.7	17.6	24.5	0
	4	13.2	11.8	15.4	14.3	15	23.1	11.8	12.8	0
Do not agree at all (5)		12	12.6	11.5	14.3	10	7.7	5.9	11.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.43	2.4	2.42	2.43	2.3	2.46	2.18	2.42	0
Std. Dev.		1.4	1.4	1.39	1.47	1.38	1.33	1.27	1.39	0
Std. Err.		0.11	0.13	0.27	0.32	0.31	0.37	0.22	0.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 69
q49_2) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the
following statements? I use or have used snus or moist snuff...
- ...to quit smoking completely

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)		167	119	26	21	20	13	34	188	0
Base - Cigarettes First (Wgtd)		167	119	26	21	20	13	34	188	0
Eff Base		167	119	26	21	20	13	34	188	0
Top 2 Box (Net)		44.3	45.4	42.3	52.4	55	46.1	55.8	43.6	0
Agree completely (1)		22.8	26	19.2	23.8	25	7.7	29.4	21.8	0
	2	21.5	19.3	23.1	28.6	30	38.4	26.5	21.8	0
Agree somewhat (3)		21.6	20.2	27	19.1	20	23.1	23.6	22.9	0
Bottom 2 Box (Net)		34.1	34.4	30.7	28.5	25	30.7	20.6	33.5	0
	4	13.8	13.4	11.6	9.5	10	15.4	8.8	14.4	0
Do not agree at all (5)		20.3	21	19.2	19	15	15.3	11.7	19.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.87	2.84	2.88	2.71	2.6	2.92	2.47	2.87	0
Std. Dev.		1.44	1.48	1.39	1.45	1.39	1.25	1.33	1.41	0
Std. Err.		0.11	0.14	0.27	0.32	0.31	0.35	0.23	0.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 70
q49_3) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the

following statements? I use or have used snus or moist snuff...
- ...as a complement to cigarettes where smoking is not allowed

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)		167	119	26	21	20	13	34	188	0
Base - Cigarettes First (Wgtd)		167	119	26	21	20	13	34	188	0
Eff Base		167	119	26	21	20	13	34	188	0
Top 2 Box (Net)		57.5	55.5	57.7	52.4	50	46.2	61.8	56.9	0
Agree completely (1)		37.7	41.2	42.3	33.3	30	15.4	50	37.2	0
	2	19.8	14.3	15.4	19.1	20.1	30.8	11.8	19.7	0
Agree somewhat (3)		20.9	24.4	30.7	33.3	35	38.4	11.7	21.8	0
Bottom 2 Box (Net)		21.5	20.2	11.5	14.3	15	15.4	26.5	21.3	0
	4	15.6	13.4	3.8	4.8	5	7.7	20.6	14.9	0
Do not agree at all (5)		6	6.7	7.7	9.5	10	7.7	5.9	6.4	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.32	2.3	2.19	2.38	2.45	2.62	2.21	2.34	0
Std. Dev.		1.29	1.31	1.27	1.28	1.28	1.12	1.41	1.29	0
Std. Err.		0.1	0.12	0.25	0.28	0.29	0.31	0.24	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 71
q49_4) Smokers can have different motives for using snus or moist snuff. How much do you agree or disagree with the
following statements? I use or have used snus or moist snuff...
- ...just for a change of pace

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)		167	119	26	21	20	13	34	188	0
Base - Cigarettes First (Wgtd)		167	119	26	21	20	13	34	188	0
Eff Base		167	119	26	21	20	13	34	188	0
Top 2 Box (Net)		56.3	57.1	73.1	66.7	65	53.9	55.8	54.8	0
Agree completely (1)		24.6	26.1	23.1	19.1	20.1	7.8	26.4	23.9	0
	2	31.7	31.1	50	47.6	45	46.1	29.4	30.8	0
Agree somewhat (3)		21.6	22.7	15.3	19	20	23	14.7	22.3	0
Bottom 2 Box (Net)		22.2	20.2	11.5	14.3	15	23.1	29.5	22.9	0
	4	16.8	16	11.5	14.3	15	23.1	20.6	16	0
Do not agree at all (5)		5.4	4.2	0	0	0	0	8.9	6.9	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.47	2.41	2.15	2.29	2.3	2.61	2.56	2.51	0
Std. Dev.		1.19	1.16	0.93	0.96	0.98	0.96	1.33	1.21	0
Std. Err.		0.09	0.11	0.18	0.21	0.22	0.27	0.23	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 72

q50) What impact has using snus or moist snuff had on your cigarette smoking?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)	167	119	26	21	20	13	34	188	0
Base - Cigarettes First (Wgtd)	167	119	26	21	20	13	34	188	0
Eff Base	167	119	26	21	20	13	34	188	0
Now that I use snus or moist snuff, I smoke cigarettes less than I did before using snus or moist snuff	34.7	34.4	26.9	28.5	30	15.3	29.4	35.1	0

Now that I use snus or moist snuff, I smoke cigarettes about the same as I did before using snus or moist snuff	60.5	60.5	69.3	66.7	65	77	67.6	60.6	0
Now that I use snus or moist snuff, I smoke cigarettes more than I did before using snus or moist snuff	4.8	5	3.9	4.8	5	7.7	2.9	4.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 73
q51) After you started using snus or moist snuff, how much less do you smoke compared to when you were not using snus or moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Smoke Cigarettes Less (Unwtd)	58	41	7	6	6	2	10	66	0
Base - Smoke Cigarettes Less (Wgtd)	58	41	7	6	6	2	10	66	0
Eff Base	58	41	7	6	6	2	10	66	0
I smoke about one fourth of what I did before using snus or moist snuff	55.2	53.6	57.1	66.6	66.6	50	50	54.5	0
I smoke about half of what I did before using snus or moist snuff	29.3	29.3	28.5	16.6	16.6	50	29.9	28.8	0
I smoke about three fourths of what I did before using snus or moist snuff	15.5	17.1	14.4	16.8	16.8	0	20	16.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 74
q52) After you started using snus or moist snuff along with your smoking, how did this affect your total tobacco consumption?
When using snus or moist snuff with cigarettes do you believe that your total tobacco consumption...?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarettes First (Unwtd)	167	119	26	21	20	13	34	188	0
Base - Cigarettes First (Wgtd)	167	119	26	21	20	13	34	188	0
Eff Base	167	119	26	21	20	13	34	188	0
Has decreased	23.9	23.5	15.4	19	20	7.7	26.5	25	0
Has stayed about the same	67.7	68.9	76.9	71.4	69.9	76.8	61.8	67.6	0
Has increased	8.4	7.6	7.7	9.6	10.1	15.5	11.8	7.5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 75
q53) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT (Unwtd)	420	113	21	16	16	12	362	1011	507
Base - Used NRT (Wgtd)	420	113	21	16	16	12	362	1011	507
Eff Base	420	113	21	16	16	12	362	1011	507
(1) ...to reduce consumption of cigarettes	67.4	62	61.9	56.2	56.2	41.6	73.5	73.1	68.6
(2) ...to quit smoking completely	67.2	62	66.6	68.8	68.8	58.3	70.2	72.1	81.5
(3) ...as a complement to cigarettes where smoking is not allowed	40.9	46.9	66.6	68.8	68.8	58.3	44.8	34.6	25.8

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 76
q53_1) Smokers can have different motives for using Nicotine Replacement Therapy Products, that is, nicotine chewing gum,
-patches, -pills, -inhaler or other product. How much do you agree or disagree with
the following statements? I use or have used nicotine replacement therapy products...
- ...to reduce consumption of cigarettes

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT (Unwtd)	420	113	21	16	16	12	362	1011	507
Base - Used NRT (Wgtd)	420	113	21	16	16	12	362	1011	507
Eff Base	420	113	21	16	16	12	362	1011	507
Top 2 Box (Net)	67.4	62	61.9	56.2	56.2	41.6	73.5	73.1	68.6
Agree completely (1)	50.2	50.5	57.1	50	50	33.3	60.2	57	57.2
2	17.1	11.5	4.7	6.2	6.2	8.3	13.3	16.1	11.4
Agree somewhat (3)	18.8	19.5	14.3	18.8	18.8	25	10.5	15.3	15.2
Bottom 2 Box (Net)	13.8	18.6	23.8	25	25	33.3	16	11.6	16.2
4	8.8	13.3	14.3	18.7	18.7	25	11.6	6.3	3.7
Do not agree at all (5)	5	5.3	9.6	6.2	6.2	8.3	4.4	5.2	12.4
Total	100	100	100	100	100	100	100	100	100
Mean	2.01	2.11	2.14	2.25	2.25	2.67	1.87	1.87	2.03
Std. Dev.	1.22	1.31	1.49	1.44	1.44	1.44	1.25	1.2	1.41
Std. Err.	0.06	0.12	0.33	0.36	0.36	0.41	0.07	0.04	0.06

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 77
q53_2) Smokers can have different motives for using Nicotine Replacement Therapy Products, that is, nicotine chewing gum,
-patches, -pills, -inhaler or other product. How much do you agree or disagree with
the following statements? I use or have used nicotine replacement therapy products...
- ...to quit smoking completely

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT (Unwtd)	420	113	21	16	16	12	362	1011	507
Base - Used NRT (Wgtd)	420	113	21	16	16	12	362	1011	507
Eff Base	420	113	21	16	16	12	362	1011	507
Top 2 Box (Net)	67.2	62	66.6	68.8	68.8	58.3	70.2	72.1	81.5
Agree completely (1)	46.7	39	38.1	37.5	37.5	25	49.2	53.7	71.6
2	20.5	23	28.5	31.3	31.3	33.3	21	18.4	9.9
Agree somewhat (3)	16.7	15.9	4.8	0	0	0	11.6	15.5	10.6
Bottom 2 Box (Net)	16.2	22.1	28.6	31.2	31.2	41.7	18.2	12.4	7.9
4	9.8	10.6	14.3	18.8	18.8	25	11.6	7.2	4.1
Do not agree at all (5)	6.4	11.5	14.3	12.5	12.5	16.6	6.6	5.1	3.7
Total	100	100	100	100	100	100	100	100	100
Mean	2.09	2.33	2.38	2.37	2.37	2.75	2.05	1.92	1.59
Std. Dev.	1.26	1.39	1.5	1.5	1.5	1.54	1.29	1.2	1.08
Std. Err.	0.06	0.13	0.33	0.37	0.37	0.45	0.07	0.04	0.05

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 78

q53_3) Smokers can have different motives for using Nicotine Replacement Therapy Products, that is, nicotine chewing gum,
-patches, -pills, -inhaler or other product. How much do you agree or disagree with
the following statements? I use or have used nicotine replacement therapy products...
- ...as a complement to cigarettes where smoking is not allowed

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT (Unwtd)		420	113	21	16	16	12	362	1011	507
Base - Used NRT (Wgtd)		420	113	21	16	16	12	362	1011	507
Eff Base		420	113	21	16	16	12	362	1011	507
Top 2 Box (Net)		40.9	46.9	66.6	68.8	68.8	58.3	44.8	34.6	25.8
Agree completely (1)		25.2	30.1	47.6	43.8	43.8	33.4	28.7	22.5	17
	2	15.7	16.8	19	25	25	25	16	12.2	8.9
Agree somewhat (3)		24.5	22.1	23.8	25	25	33.3	21	21.8	17.4
Bottom 2 Box (Net)		34.5	31	9.6	6.2	6.2	8.3	34.3	43.6	56.8
	4	13.8	13.3	0	0	0	0	15.5	13.2	10.5
Do not agree at all (5)		20.7	17.7	9.6	6.2	6.2	8.3	18.8	30.4	46.3
Total		100	100	100	100	100	100	100	100	100
Mean		2.89	2.72	2.05	2	2	2.25	2.8	3.17	3.6
Std. Dev.		1.46	1.47	1.28	1.15	1.15	1.22	1.48	1.53	1.54
Std. Err.		0.07	0.14	0.28	0.29	0.29	0.35	0.08	0.05	0.07

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 79
q54) Did you previously, that is before you started to use Nicotine Replacement Therapy Products, use any form of tobacco daily?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT (Unwtd)	420	113	21	16	16	12	362	1011	507
Base - Used NRT (Wgtd)	420	113	21	16	16	12	362	1011	507
Eff Base	420	113	21	16	16	12	362	1011	507
Used Tobacco Daily (Net)	94.3	93.8	100	100	100	100	92.8	95.3	94.7
Yes, I smoked (cigarettes/roll tobacco/cigars) daily before	71.7	73.4	71.4	81.2	81.2	83.3	74.9	83.9	83.6
Yes, I used smokeless tobacco daily before	12.1	13.3	19.1	12.5	12.5	16.7	12.2	6.6	5.7
Yes, I both smoked and used smokeless tobacco daily before	10.5	7.1	9.5	6.2	6.2	0	5.8	4.7	5.3
No	5.7	6.2	0	0	0	0	7.2	4.7	5.3
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 80
q56) You indicated that you are a current user of cigarettes and/or rolling cigarettes. The following questions in this
section will ask you about your current and past cigarette/rolling cigarette usage. Approximately how long have you smoked
cigarettes or rolling tobacco? If you have smoked for several periods, and quit in between, we ask you to please state the
total time you have smoked. For example if you smoked for 5 years, quit for 1 year, and have smoked for the past 2 years -
please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0

Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
<1 Year - 9 Years (Net)	54.7	64	65.9	69.4	73.5	79.2	48.1	31.1	0
Less than 1 year	7.5	12	6.8	5.6	5.9	8.3	6.5	4.5	0
1 year	5.4	6	9.1	11.1	11.8	16.6	7	2.7	0
2 years	6.8	7.5	6.8	5.6	5.9	4.2	6.5	3.5	0
3 years	6.3	9.5	13.6	16.7	17.6	25	4.2	3.9	0
4 years	6.9	8.5	4.5	2.8	2.9	4.2	5.1	3.5	0
5 years	7.7	7.5	4.5	2.8	2.9	0	4.7	4	0
6 years	4.5	4	4.5	5.6	5.9	8.3	4.7	2.7	0
7 years	5.4	3.5	4.5	5.5	5.9	0	3.7	3.2	0
8 years	2	1.5	2.3	2.8	2.9	0	2.3	1.3	0
9 years	2.3	4	9.1	11.1	11.8	12.5	3.3	1.9	0
10 - 19 Years (Net)	20.3	21	20.5	16.7	14.7	12.5	18.3	19.9	0
10 years	5.7	7	4.5	2.8	2.9	4.2	5.6	4.9	0
11 years	1.8	2	2.3	2.8	2.9	0	0.9	1.4	0
12 years	2.1	1.5	2.3	2.8	0	0	2.8	1.7	0
13 years	1.4	1	0	0	0	0	0.5	1.6	0
14 years	2.1	2	2.3	2.8	3	0	0.9	1.2	0
15 years	2.1	2.5	0	0	0	0	2.8	3.3	0
16 years	1.2	0.5	0	0	0	0	0.9	1.3	0
17 years	1.1	2	6.8	2.8	2.9	4.2	0.9	0.9	0
18 years	1.5	1	0	0	0	0	1.9	2.7	0
19 years	1.4	1.5	2.3	2.8	2.9	4.2	0.9	1	0
20 - 39 Years (Net)	17.6	11	9.1	11.1	8.8	4.2	25.7	29.9	0
20 years	2.7	3	4.5	5.6	5.9	4.2	4.7	4.3	0
21 years	0.2	0	0	0	0	0	0.9	1	0
22 years	0.8	0	0	0	0	0	0.9	1	0
23 years	0.8	1	0	0	0	0	0.9	0.8	0
24 years	0.9	1	0	0	0	0	1.4	1.3	0
25 years	3	1	2.3	2.8	0	0	3.3	3	0
26 years	0.8	0.5	0	0	0	0	0.9	1.1	0
27 years	0	0	0	0	0	0	0.5	0.5	0
28 years	0.5	0.5	0	0	0	0	1.4	1	0
29 years	0.5	0	0	0	0	0	0.9	0.9	0
30 years	2.6	2	2.3	2.8	2.9	0	3.3	5.5	0
31 years	0.5	0.5	0	0	0	0	0.5	0.6	0
32 years	0.9	0	0	0	0	0	0	1.1	0
33 years	0.3	0.5	0	0	0	0	0	0.7	0
34 years	0.6	0.5	0	0	0	0	0.9	0.9	0
35 years	1.1	0	0	0	0	0	1.9	2	0
36 years	0.6	0	0	0	0	0	1.4	1.1	0
37 years	0.6	0	0	0	0	0	0.9	0.9	0
38 years	0.4	0	0	0	0	0	0.5	1.1	0
39 years	0.2	0.5	0	0	0	0	0.5	1	0
40+ Years (Net)	7.4	4	4.6	2.8	2.9	4.2	7.9	19	0
40 years	2.3	0.5	0	0	0	0	3.7	4.3	0
41 years	0.5	0.5	0	0	0	0	0	0.6	0
42 years	1.2	1	2.3	2.8	2.9	4.2	0.5	1.4	0
43 years	0.8	1	2.3	0	0	0	0.5	1.2	0
44 years	0.1	0	0	0	0	0	0.5	1.2	0
45 years	0.8	0.5	0	0	0	0	0	1.9	0
46 years	0.5	0.5	0	0	0	0	0	0.7	0
47 years	0	0	0	0	0	0	0.5	0.6	0
48 years	0.5	0	0	0	0	0	0	0.8	0
49 years	0.3	0	0	0	0	0	0	0.7	0
50 years	0.5	0	0	0	0	0	1.9	2.2	0
51 years	0	0	0	0	0	0	0	0.5	0
52 years	0	0	0	0	0	0	0	0.3	0
53 years	0	0	0	0	0	0	0	0.4	0
54 years	0	0	0	0	0	0	0	0.5	0
55 years	0	0	0	0	0	0	0	0.2	0
56 years	0	0	0	0	0	0	0	0.3	0
57 years	0	0	0	0	0	0	0	0.2	0
58 years	0.2	0	0	0	0	0	0	0.2	0
59 years	0	0	0	0	0	0	0.5	0.3	0
60+ years	0	0	0	0	0	0	0	0.5	0
Total	100	100	100	100	100	100	100	100	0
Mean	12.87	9.59	9.66	9.06	8.5	7.34	14.84	21.26	0
Std. Dev.	12.82	10.51	10.17	9.27	9.11	9.36	13.65	16.04	0
Std. Err.	0.5	0.74	1.53	1.55	1.56	1.91	0.93	0.31	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 81
q57) How old were you the first time you used a cigarette?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
Less than 18 years	41.4	25	25	19.4	17.6	16.7	42.1	53.6	0
18 - 24 Years (Net)	42.4	52.5	54.5	55.5	55.9	50	41.6	37.3	0
18 years	13.2	14.5	4.5	2.8	2.9	0	14.9	14.7	0
19 years	6	9	6.8	8.3	5.9	8.3	3.7	5.4	0
20 years	6.8	6.5	11.3	11.1	11.7	4.1	5.6	6.2	0
21 years	6.5	9	11.4	11.1	11.8	8.3	7	4.9	0
22 years	4.7	5.5	9.1	8.3	8.8	12.5	5.6	3.2	0
23 years	3.6	5.5	9.1	11.1	11.8	12.5	4.2	1.8	0
24 years	1.7	2.5	2.3	2.8	3	4.2	0.5	1.1	0
25 - 34 Years (Net)	12.8	16	18.2	22.2	23.5	29.2	11.7	7.4	0
25 years	3.3	5	0	0	0	0	2.8	2.5	0
26 years	1.2	0.5	0	0	0	0	1.4	0.9	0
27 years	0.6	0	0	0	0	0	0	0.3	0
28 years	1.5	2	2.3	2.8	2.9	4.2	1.4	0.8	0
29 years	0.5	1	0	0	0	0	0.5	0.4	0
30 years	2.7	2.5	6.8	8.3	8.8	8.4	1.9	1.3	0
31 years	0.6	1	2.3	2.8	2.9	4.2	0.9	0.3	0
32 years	1.1	2	6.8	8.3	8.8	12.5	0.9	0.5	0
33 years	0.3	0.5	0	0	0	0	0.5	0.2	0
34 years	1.1	1.5	0	0	0	0	1.4	0.3	0
35 - 49 Years (Net)	3.5	6.5	2.3	2.8	2.9	4.2	4.7	1.6	0
35 years	0.9	2	2.3	2.8	2.9	4.2	0.9	0.4	0
36 years	0.6	1	0	0	0	0	0.9	0.3	0
37 years	0.6	1.5	0	0	0	0	0.5	0.2	0
38 years	0.2	0.5	0	0	0	0	0	0.1	0
39 years	0.2	0.5	0	0	0	0	0	0.1	0
40 years	0	0	0	0	0	0	0.5	0.2	0
42 years	0.5	0.5	0	0	0	0	0.9	0.2	0
43 years	0	0	0	0	0	0	0	0	0
44 years	0	0	0	0	0	0	0	0	0
45 years	0.3	0	0	0	0	0	0.5	0.1	0
46 years	0.2	0.5	0	0	0	0	0.5	0.1	0
47 years	0.2	0	0	0	0	0	0	0	0
50+ Years (Net)	0	0	0	0	0	0	0	0.1	0
57 years	0	0	0	0	0	0	0	0	0
58 years	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0
Mean	20.09	21.63	21.77	22.59	22.89	23.88	20.25	18.64	0
Std. Dev.	5.57	6.16	5.42	5.58	5.59	5.91	6.08	4.49	0
Std. Err.	0.22	0.44	0.82	0.93	0.96	1.21	0.42	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 82
q59) How old were you when you started smoking cigarettes? - Daily

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
Less than 18 years	23	16.5	15.9	16.7	14.7	16.7	22.5	29.6	0
18 - 24 Years (Net)	49.3	49.5	50	44.4	47	41.6	51.8	49	0
18 years	12.9	11	13.7	5.5	5.9	0	14.5	17.4	0

19 years	7.5	6.5	2.3	2.8	2.9	4.2	8.4	7.2	0
20 years	7.1	6	2.3	2.8	3	4.2	10.3	7.7	0
21 years	7.4	6.5	9.1	8.3	8.8	4.2	8.4	6.9	0
22 years	6.2	9	13.6	13.9	14.7	16.6	2.3	4.1	0
23 years	5.1	7.5	6.8	8.3	8.8	12.5	3.3	3.2	0
24 years	3.2	3	2.3	2.8	2.9	0	4.7	2.4	0
25 - 34 Years (Net)	20	24	31.8	36.2	35.3	37.6	17.3	14	0
25 years	4.4	5.5	6.8	8.3	5.9	0	5.6	4.1	0
26 years	2.7	2.5	0	0	0	0	2.8	2.1	0
27 years	0.8	0.5	2.3	2.8	3	4.2	0.5	1.2	0
28 years	1.2	0.5	0	0	0	0	1.4	1	0
29 years	1.7	2	2.3	2.8	2.9	4.2	1.4	0.9	0
30 years	2.9	3	4.5	2.8	2.9	0	1.9	2	0
31 years	1.1	1.5	2.3	2.8	2.9	4.2	0.9	0.5	0
32 years	2	4	11.4	13.9	14.7	20.8	0.5	0.8	0
33 years	1.7	3	2.3	2.8	2.9	4.2	0.9	0.8	0
34 years	1.8	1.5	0	0	0	0	1.4	0.5	0
35 - 49 Years (Net)	5	7	2.3	2.8	2.9	4.2	7	3.2	0
35 years	1.5	1.5	2.3	2.8	2.9	4.2	2.3	0.8	0
36 years	0.6	1	0	0	0	0	0.9	0.4	0
37 years	0.6	1.5	0	0	0	0	0.5	0.2	0
38 years	0.2	0	0	0	0	0	0	0.2	0
39 years	0.3	1	0	0	0	0	0.5	0.3	0
40 years	0.3	0	0	0	0	0	0.9	0.3	0
41 years	0.2	0	0	0	0	0	0	0.1	0
42 years	0.5	0.5	0	0	0	0	0.9	0.2	0
43 years	0.2	0.5	0	0	0	0	0	0.1	0
44 years	0	0	0	0	0	0	0	0.1	0
45 years	0.3	0	0	0	0	0	0	0.2	0
46 years	0.2	0.5	0	0	0	0	0.9	0.2	0
47 years	0.2	0	0	0	0	0	0	0.1	0
48 years	0.2	0.5	0	0	0	0	0	0.1	0
50+ Years (Net)	0	0	0	0	0	0	0	0.6	0
50 years	0	0	0	0	0	0	0	0.1	0
51 years	0	0	0	0	0	0	0	0.1	0
54 years	0	0	0	0	0	0	0	0.1	0
55 years	0	0	0	0	0	0	0	0.1	0
56 years	0	0	0	0	0	0	0	0.1	0
57 years	0	0	0	0	0	0	0	0.1	0
58 years	0	0	0	0	0	0	0	0	0
60+ years	0	0	0	0	0	0	0	0.1	0
None (not included in mean)	2.7	3	0	0	0	0	1.4	3.5	0
Total	100	100	100	100	100	100	100	100	0
Mean	21.99	23.3	23.14	23.81	24	24.84	21.86	20.71	0
Std. Dev.	6.24	6.72	5.74	5.83	5.84	6.3	6.39	6.08	0
Std. Err.	0.25	0.48	0.87	0.97	1	1.29	0.44	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 83
q60) How old were you when you started smoking cigarettes? - Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
Less than 18 years	33.2	19	20.5	13.9	14.7	16.7	30.4	45	0
18 - 24 Years (Net)	40.7	46	38.6	38.9	35.3	25	43.9	39.6	0
18 years	12.5	12	6.8	5.5	5.9	0	14	14.2	0
19 years	5.4	6	4.6	5.6	0	0	4.2	5.4	0
20 years	5.4	5	4.5	5.5	5.9	4.1	6.5	6.1	0
21 years	5.6	8	6.8	5.5	5.9	0	7.9	5.7	0
22 years	5.1	4.5	9.1	8.3	8.8	8.3	4.2	3.7	0
23 years	3.3	4.5	2.3	2.8	2.9	4.2	5.1	2.5	0
24 years	3.5	6	4.6	5.6	5.9	8.4	1.9	1.8	0
25 - 34 Years (Net)	19	23	29.5	33.3	35.3	45.8	15.9	11	0
25 years	4.2	4.5	0	0	0	0	4.7	3	0

26 years	2.1	3	4.5	5.6	5.9	8.3	1.4	1.3	0
27 years	0.9	1.5	2.3	2.8	2.9	4.2	0.5	0.6	0
28 years	1.5	1.5	4.6	5.6	5.9	8.3	1.4	1	0
29 years	1.1	1.5	0	0	0	0	2.3	0.7	0
30 years	3.6	5	9.1	11.1	11.8	12.5	1.9	1.8	0
31 years	0.8	0.5	2.3	0	0	0	0	0.5	0
32 years	2.1	4	6.8	8.3	8.8	12.5	1.4	0.9	0
33 years	1.1	0.5	0	0	0	0	1.4	0.5	0
34 years	1.7	1	0	0	0	0	0.9	0.6	0
35 - 49 Years (Net)	6.8	11.5	9.1	11.1	11.8	12.5	8.4	3.4	0
35 years	2.1	4	6.8	8.3	8.8	8.3	2.8	0.8	0
36 years	1.5	1.5	0	0	0	0	1.4	0.6	0
37 years	0.9	2.5	0	0	0	0	1.4	0.4	0
38 years	0.5	1	0	0	0	0	0	0.3	0
39 years	0	0	0	0	0	0	0	0.1	0
40 years	0.5	0.5	0	0	0	0	0.9	0.3	0
42 years	0.5	0.5	0	0	0	0	0.9	0.2	0
43 years	0.2	0.5	2.3	2.8	2.9	4.2	0	0.2	0
44 years	0	0	0	0	0	0	0	0	0
45 years	0.3	0	0	0	0	0	0.5	0.2	0
46 years	0.3	1	0	0	0	0	0.5	0.1	0
47 years	0.2	0	0	0	0	0	0	0.2	0
48 years	0	0	0	0	0	0	0	0.1	0
49 years	0	0	0	0	0	0	0	0	0
50+ Years (Net)	0.3	0.5	2.3	2.8	2.9	0	1.4	1.1	0
50 years	0	0	0	0	0	0	0	0.2	0
51 years	0.1	0.5	2.3	2.8	2.9	0	0	0.2	0
53 years	0	0	0	0	0	0	0.5	0	0
54 years	0.2	0	0	0	0	0	0.5	0.1	0
55 years	0	0	0	0	0	0	0	0	0
57 years	0	0	0	0	0	0	0	0	0
58 years	0	0	0	0	0	0	0	0.1	0
59 years	0	0	0	0	0	0	0.5	0.1	0
60+ years	0	0	0	0	0	0	0	0.5	0
Total	100	100	100	100	100	100	100	100	0
Mean	21.75	23.68	24.52	25.64	26.03	26.38	22.21	20.1	0
Std. Dev.	6.8	7.29	7.9	8.01	8.07	6.91	7.78	6.73	0
Std. Err.	0.26	0.52	1.19	1.33	1.38	1.41	0.53	0.13	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 84

q61) We would like to know how frequently you smoke cigarettes. Do you smoke:

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
Every day	73.8	69.5	65.9	61.1	61.8	62.5	63.1	79.8	0
Some days	26.2	30.5	34.1	38.9	38.2	37.5	36.9	20.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 85
q62) Thinking about the past 30 days, how many of those days did you smoke cigarettes?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Cigarette/ Rolling Tobacco (Unwtd)		665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)		665	200	44	36	34	24	214	2636	0
Eff Base		665	200	44	36	34	24	214	2635	0
	0	1.2	2.5	2.3	2.8	2.9	4.2	1.9	0.7	0
One Week (Net)		9.6	11.5	11.4	13.9	14.7	12.5	11.7	6.3	0
	1	1.3	1	0	0	0	0	0.5	0.7	0
	2	2	3	0	0	0	0	2.8	0.9	0
	3	2	2	4.5	5.6	5.9	4.2	1.4	1.1	0
	4	1.5	2.5	0	0	0	0	2.8	1.2	0
	5	0.9	1	2.3	2.8	2.9	4.2	1.9	1.1	0
	6	1.4	1.5	2.3	2.8	2.9	4.2	0.9	0.7	0
	7	0.6	0.5	2.3	2.8	2.9	0	1.4	0.6	0
Two Weeks (Net)		5.9	6.5	9.1	11.1	11.8	12.5	9.3	4.6	0
	8	0.4	1	0	0	0	0	0.5	0.5	0
	9	0.6	0	0	0	0	0	0.5	0.3	0
	10	2.1	2	2.3	2.8	2.9	4.2	5.1	1.9	0
	11	0.3	0.5	0	0	0	0	0.5	0.2	0
	12	1.1	1	4.5	5.6	5.9	4.2	1.9	0.8	0
	13	0.6	1.5	2.3	2.8	2.9	4.2	0	0.3	0
	14	0.8	0.5	0	0	0	0	0.9	0.4	0
Three Weeks (Net)		5.9	5	4.5	2.8	2.9	4.2	8.4	5.7	0
	15	1.7	2	2.3	0	0	0	3.3	1.8	0
	16	0.6	1.5	0	0	0	0	0.9	0.5	0
	17	1.1	1	2.3	2.8	2.9	4.2	1.4	0.6	0
	18	0.2	0	0	0	0	0	0.5	0.4	0
	19	0	0	0	0	0	0	0	0.3	0
	20	2.1	0.5	0	0	0	0	2.3	1.9	0
	21	0.3	0	0	0	0	0	0	0.2	0
Four Weeks+ (Net)		77.5	74.5	72.7	69.4	67.6	66.6	68.7	82.7	0
	22	1.1	2.5	4.5	5.5	5.9	4.2	1.9	0.6	0
	23	0.3	0.5	0	0	0	0	0	0.2	0
	24	0.2	0.5	0	0	0	0	0	0.2	0
	25	0.3	0	0	0	0	0	1.4	0.7	0
	26	0.2	0	0	0	0	0	0.5	0.2	0
	27	0.5	0.5	2.3	2.8	0	0	0	0.2	0
	28	0.5	1	0	0	0	0	0.5	0.2	0
	29	0	0	0	0	0	0	0	0	0
	30	74.6	69.5	65.9	61.1	61.8	62.5	64.5	80.5	0
Total		100	100	100	100	100	100	100	100	0
Mean		25.09	23.99	23.73	22.75	22.41	22.41	23.26	26.43	0
Std. Dev.		9.29	10.15	9.91	10.47	10.68	10.83	10.13	7.99	0
Std. Err.		0.36	0.72	1.49	1.75	1.83	2.21	0.69	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 86
q63) Approximately how many packs of cigarettes do you smoke in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
7 or Fewer (Net)	84.7	88	84.1	80.6	79.4	79.2	88.3	87.4	0
Less than half a pack	6.2	5.5	4.5	5.5	5.9	4.2	10.7	9.6	0
More than half, but less than 1 pack	5.4	4.5	6.8	8.3	8.8	12.5	3.3	5.8	0
1 pack	12.3	12	4.5	5.6	5.9	0	13.1	11.5	0
2 packs	14.9	13	20.5	16.7	14.7	8.3	14	13.1	0
3 packs	12	13.5	6.8	8.3	8.8	8.3	10.3	11.2	0
4 packs	8	9	6.8	5.6	5.9	8.4	8.4	8.1	0
5 packs	8.7	10.5	11.4	8.3	5.9	8.3	7.9	8.8	0
6 packs	6	6.5	9.1	8.4	8.8	12.5	8.9	5.2	0
7 packs	11.1	13.5	13.7	13.9	14.7	16.7	11.7	14	0
8+ (Net)	15.3	12	15.9	19.4	20.6	20.8	11.7	12.6	0
8 packs	3.2	1.5	2.3	2.8	2.9	0	3.3	2.7	0
9 packs	1.5	1.5	2.3	2.8	2.9	4.2	1.9	1.4	0
10 packs	4.4	1	0	0	0	0	2.8	4.4	0

11 packs	1.2	2	2.3	2.8	2.9	4.2	0.5	0.7	0
12 packs	1.7	0.5	0	0	0	0	0	0.9	0
13 packs	0.3	1	2.3	2.8	2.9	4.2	0.5	0.3	0
14 packs	2.3	2.5	2.3	2.8	2.9	4.2	1.4	1.6	0
15 packs	0.2	0.5	2.3	2.8	2.9	0	0.5	0.1	0
16 packs	0	0	0	0	0	0	0	0.1	0
17 packs	0.3	0.5	0	0	0	0	0	0.1	0
18 packs	0	0	0	0	0	0	0	0	0
19 packs	0	0	0	0	0	0	0	0	0
20 packs	0.1	0	0	0	0	0	0	0	0
21+ packs	0.3	1	2.3	2.8	2.9	4.2	0.9	0.2	0
Total	100	100	100	100	100	100	100	100	0
Mean	4.41	4.56	5.18	5.41	5.52	6.1	4.16	4.19	0
Std. Dev.	3.63	3.87	4.53	4.92	5.03	5.17	3.63	3.42	0
Std. Err.	0.14	0.27	0.68	0.82	0.86	1.06	0.25	0.07	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 87
q64) Approximately how many packs of cigarettes did you smoke in a typical week, 1 year ago?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Started 1 Year Ago or Longer (Unwtd)	615	176	41	34	32	22	200	2517	0
Base - Started 1 Year Ago or Longer (Wgtd)	615	176	41	34	32	22	200	2518	0
Eff Base	615	176	41	34	32	22	200	2517	0
7 or Fewer (Net)	77.7	82.4	78.1	76.5	75	86.4	80.5	81.2	0
Less than half a pack	4.6	2.8	4.9	5.9	6.2	4.5	6	6.5	0
More than half, but less than 1 pack	4.2	3.4	4.9	5.9	6.3	9.1	2	5	0
1 pack	9.8	9.1	9.7	8.8	6.2	4.5	11	10	0
2 packs	12.7	14.2	7.3	8.8	9.4	4.5	14	11.5	0
3 packs	11.5	14.2	12.2	14.7	15.6	18.2	11	9.8	0
4 packs	10.2	12.5	19.5	14.7	15.6	22.7	8	8.1	0
5 packs	8.3	10.2	7.3	5.9	3.1	4.6	10	8.6	0
6 packs	4.7	5.7	7.3	8.8	9.4	13.6	5	6.2	0
7 packs	11.7	10.2	4.9	2.9	3.1	4.6	13.5	15.5	0
8+ (Net)	22.3	17.6	21.9	23.5	25	13.6	19.5	18.8	0
8 packs	3.6	1.7	2.4	0	0	0	6	3.3	0
9 packs	2.3	2.3	2.4	2.9	3.1	0	2.5	1.7	0
10 packs	5.9	2.8	2.4	2.9	3.1	4.5	5	5.6	0
11 packs	1.1	2.3	2.4	2.9	3.1	0	0.5	0.6	0
12 packs	1.5	1.1	2.4	2.9	3.1	4.5	1	1.3	0
13 packs	0.3	0.6	0	0	0	0	0.5	0.4	0
14 packs	2.1	2.3	0	0	0	0	0.5	1.7	0
15 packs	1.3	0.6	0	0	0	0	0.5	0.7	0
16 packs	0.3	0	0	0	0	0	0	0.3	0
17 packs	0.3	0	0	0	0	0	0	0.4	0
18 packs	0.2	0	0	0	0	0	0	0.1	0
19 packs	0.2	0	0	0	0	0	0	0.1	0
20 packs	0	0	0	0	0	0	0.5	0.3	0
21+ packs	3.2	4	9.8	11.8	12.5	4.6	2.5	2.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	5.49	5.31	6.05	6.33	6.54	5.08	5.08	5.22	0
Std. Dev.	4.88	4.84	6.32	6.86	7	4.93	4.39	4.55	0
Std. Err.	0.2	0.36	0.99	1.18	1.24	1.05	0.31	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 88

q65) How soon after getting up in the morning do you smoke your first cigarette?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
Within 5 minutes	24.7	20.5	27.2	33.3	35.3	25	24.3	24.4	0
6-30 minutes	43.9	47.5	38.6	38.9	41.2	54.2	38.3	41.3	0
31-60 minutes	15.3	17	22.8	19.5	17.7	16.7	20.1	14.9	0
More than 60 minutes	16.1	15	11.4	8.3	5.9	4.2	17.3	19.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 89
q66) Have you ever tried to quit smoking?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
Yes, one time	36.8	40	45.4	50	53	50	30.4	25.3	0
Yes, more than one time (on several occasions)	42	34	18.2	11.1	11.8	12.5	60.8	51.2	0
No, I have never tried to quit	21.2	26	36.4	38.9	35.3	37.5	8.9	23.5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 90
q67) How many times have you tried to quit where you stopped smoking or drastically cut down on your smoking for at least a week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried Quitting More than Once (Unwtd)	279	68	8	4	4	3	130	1350	0
Base - Tried Quitting More than Once (Wgtd)	279	68	8	4	4	3	130	1350	0
Eff Base	279	68	8	4	4	3	130	1350	0
Twice	25.8	30.9	25.1	0	0	0	31.5	33	0
Three times	37.6	48.5	62.4	74.9	74.9	66.6	36.9	31.8	0
Four or more times	36.6	20.6	12.5	25.1	25.1	33.4	31.6	35.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 91
q68) How long were you able to quit smoking the last time you attempted to quit (your most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	195	2016	0
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	195	2017	0
Eff Base	524	148	28	22	22	15	195	2016	0
1 week or less	24	27.7	21.4	22.7	22.7	26.7	24.1	27.8	0

More than 1 week, but less than 1 month	17.2	12.8	14.3	18.2	18.2	26.7	13.9	19.3	0
1-3 months	28.4	31.1	28.6	18.2	18.2	13.3	28.2	20.8	0
4-6 months	13.2	14.2	17.8	18.2	18.2	26.7	14.4	10.1	0
7 months to 1 year	9.2	6.8	7.1	9.1	9.1	0	9.7	7.8	0
1-2 years	3.8	4.1	7.1	9.1	9.1	6.6	2.6	5.9	0
More than 2 years	4.2	3.4	3.6	4.6	4.6	0	7.2	8.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 92
q69) How long were you able to quit smoking the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	195	2016	0
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	195	2017	0
Eff Base	524	148	28	22	22	15	195	2016	0
1 week or less	25.6	25.7	17.9	22.8	22.8	26.7	24.6	31.6	0
More than 1 week, but less than 1 month	22.1	18.3	14.3	13.6	13.6	13.3	22	22.5	0
1-3 months	25.8	29.7	32.1	27.3	27.3	26.7	25.6	18.3	0
4-6 months	13	14.9	17.9	18.2	18.2	20	15.4	10.1	0
7 months to 1 year	6.3	4.7	7.1	4.5	4.5	0	4.6	7.4	0
1-2 years	4	4.1	7.1	9.1	9.1	13.3	2.1	4.3	0
More than 2 years	3.3	2.7	3.6	4.6	4.6	0	5.7	5.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 93
q70) How long ago was it that you last tried to quit smoking?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	195	2016	0
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	195	2017	0
Eff Base	524	148	28	22	22	15	195	2016	0
Less than 1 month	11.6	14.9	17.9	13.6	13.6	20	22.1	10.1	0
1-3 months	19.5	20.3	28.6	36.4	36.4	26.7	21	15.4	0
4-6 months	21.8	27.7	21.4	22.7	22.7	33.3	23.6	15.4	0
7 months to less than 1 year	15.5	20.3	10.7	4.5	4.5	6.7	13.3	14.6	0
1-2 years	16.6	8.8	14.3	13.6	13.6	13.3	9.2	18.9	0
3-5 years	7.4	2.7	3.6	4.6	4.6	0	5.6	11.8	0
More than 5 years	7.6	5.4	3.6	4.6	4.6	0	5.1	13.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 94
q71) Did you use any aids/substitutes (if any) for smoking when trying to quit? (Please check all that apply) If you attempted to quit multiple times, please think about the last time you attempted to quit. If you attempted to quit multiple times, please think about the LAST TIME you attempted to quit.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	195	2016	0
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	195	2017	0
Eff Base	524	148	28	22	22	15	195	2016	0
Snus	18.3	29.7	32.1	36.3	36.3	40	10.2	5.8	0
Moist snuff	16.2	23.6	32.1	36.3	36.3	40	6.2	5.5	0
Loose leaf chewing tobacco	13.5	23.6	28.5	31.8	31.8	40	7.7	4.8	0
Other tobacco products	11.4	16.9	21.4	22.7	22.7	20	9.2	4.9	0
NRT (Net)	54.4	54.1	57.1	63.6	63.6	66.6	73.8	44.4	0
Nicotine patches	32.3	37.9	35.7	40.9	40.9	40	40.5	24.4	0
Nicotine chewing gum	30	31.1	42.8	50	50	53.2	42.1	21.9	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	8.8	4.7	0	0	0	0	16.9	10	0
E-cigarettes	2.7	2.7	0	0	0	0	4.6	4.2	0
Other aids/substitutes than above	1.1	0	0	0	0	0	1	1.3	0
I attempted to quit smoking without aids/substitutes	25.4	13.5	17.9	13.7	13.7	6.7	12.8	44.3	0
Don't know/no answer	0	0	0	0	0	0	0	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 95
q72) Did you continue to use any of the aids/substitutes when you started smoking again, after attempting to quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	391	128	23	19	19	14	170	1123	0
Base - Attempted to Quit With Aids (Wgtd)	391	128	23	19	19	14	170	1123	0
Eff Base	391	128	23	19	19	14	170	1123	0
Snus	19.2	28.9	34.8	36.8	36.8	35.7	8.8	7.7	0
Moist snuff	17.1	19.5	21.7	21	21	21.4	5.9	7.1	0
Loose leaf chewing tobacco	11	15.6	30.4	31.6	31.6	35.7	6.4	5.6	0
Other tobacco products	9.2	12.5	8.7	10.5	10.5	7.1	6.5	4.7	0
NRT (Net)	38.4	38.3	43.5	42.2	42.2	42.9	54.1	33.6	0
Nicotine patches	17.9	22.7	26.1	26.3	26.3	28.6	25.3	15.2	0
Nicotine chewing gum	20.7	18.8	21.8	21.1	21.1	14.3	27.7	17.4	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	4.1	1.6	0	0	0	0	12.4	5.2	0
Other aids/substitutes than above	4.6	3.1	0	0	0	0	7.1	7.5	0
I do not continue to use any of the above	22.8	12.5	8.7	10.5	10.5	7.1	23.5	42.8	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 96
q73) How long have you been smoking cigarettes and using Snus at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Snus to Help Quit (Unwtd)	75	37	8	7	7	5	15	87	0
Base - Used Snus to Help Quit (Wgtd)	75	37	8	7	7	5	15	87	0
Eff Base	75	37	8	7	7	5	15	87	0
Less than 1 month	12	10.8	12.5	14.3	14.3	20	13.3	12.6	0
1-3 months	25.4	16.2	37.6	28.6	28.6	20.1	0	27.6	0
4-6 months	28	21.6	0	0	0	0	46.6	25.3	0
7 months to less than 1 year	12	13.5	12.5	14.3	14.3	20	26.7	13.8	0
1-2 years	8	13.5	24.9	28.5	28.5	19.9	13.4	8.1	0
3-5 years	5.3	10.8	12.5	14.3	14.3	20	0	4.6	0
More than 5 years	9.3	13.5	0	0	0	0	0	8.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 97
q74) How long have you been smoking cigarettes and using Moist snuff at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Moist Snuff to Help Quit (Unwtd)	67	25	5	4	4	3	10	80	0
Base - Used Moist Snuff to Help Quit (Wgtd)	67	25	5	4	4	3	10	80	0
Eff Base	67	25	5	4	4	3	10	80	0
Less than 1 month	17.9	20	0	0	0	0	29.9	17.5	0
1-3 months	31.3	32	39.9	50	50	33.2	10	27.5	0
4-6 months	28.4	32	60.1	50	50	66.8	50.1	27.5	0
7 months to less than 1 year	8.9	0	0	0	0	0	0	8.8	0
1-2 years	3	0	0	0	0	0	10	5	0
3-5 years	3	8	0	0	0	0	0	3.8	0
More than 5 years	7.5	8	0	0	0	0	0	10	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 98
q75) How long have you been smoking cigarettes and using Loose leaf chewing tobacco at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Loose Leaf Chewing Tobacco to Help Quit (Unwtd)	43	20	7	6	6	5	11	63	0
Base - Used Loose Leaf Chewing Tobacco to Help Quit (Wgtd)	43	20	7	6	6	5	11	63	0
Eff Base	43	20	7	6	6	5	11	63	0
Less than 1 month	16.3	20	14.3	16.7	16.7	20	18.2	17.4	0
1-3 months	16.3	10	14.3	16.7	16.7	0	18.2	19.1	0
4-6 months	37.2	30	28.5	16.7	16.7	20	45.4	35	0
7 months to less than 1 year	16.2	15	0	0	0	0	9.1	14.3	0
1-2 years	7	15	28.5	33.3	33.3	39.9	9.1	6.3	0
3-5 years	4.7	10	14.3	16.7	16.7	20.1	0	3.2	0
More than 5 years	2.3	0	0	0	0	0	0	4.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 99
q76) How long have you been smoking cigarettes and using Other tobacco products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Other Tobacco Products to Help Quit (Unwtd)	36	16	2	2	2	1	11	53	0
Base - Used Other Tobacco Products to Help Quit (Wgtd)	36	16	2	2	2	1	11	53	0
Eff Base	36	16	2	2	2	1	11	53	0
Less than 1 month	16.6	18.7	0	0	0	0	18.1	17	0
1-3 months	19.5	6.3	50.1	50.1	50.1	0	36.4	15.1	0
4-6 months	33.3	50.1	49.9	49.9	49.9	100	18.2	30.2	0
7 months to less than 1 year	19.4	18.7	0	0	0	0	9.1	18.9	0
1-2 years	0	0	0	0	0	0	0	1.9	0
3-5 years	2.8	0	0	0	0	0	18.2	3.8	0

More than 5 years	8.3	6.2	0	0	0	0	0	13.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 100
q77) How long have you been smoking cigarettes and using Nicotine patches at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Ncotine Patches to Help Quit (Unwtd)	70	29	6	5	5	4	43	171	0
Base - Used Ncotine Patches to Help Quit (Wgtd)	70	29	6	5	5	4	43	171	0
Eff Base	70	29	6	5	5	4	43	171	0
Less than 1 month	17.1	17.2	16.6	19.9	19.9	24.9	13.9	31.6	0
1-3 months	17.1	24.1	16.7	20	20	0	27.9	18.1	0
4-6 months	32.8	20.7	33.3	40	40	50	25.5	22.2	0
7 months to less than 1 year	20	24.1	0	0	0	0	16.3	15.8	0
1-2 years	8.6	10.4	33.5	20.1	20.1	25.1	9.4	7.6	0
3-5 years	2.8	0	0	0	0	0	0	1.7	0
More than 5 years	1.4	3.5	0	0	0	0	7	2.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 101
q78) How long have you been smoking cigarettes and using Nicotine chewing gum at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Nicotine Chewing Gum to Help Quit (Unwtd)	81	24	5	4	4	2	47	195	0
Base - Used Nicotine Chewing Gum to Help Quit (Wgtd)	81	24	5	4	4	2	47	195	0
Eff Base	81	24	5	4	4	2	47	195	0
Less than 1 month	16	4.2	20.1	25.1	25.1	0	14.9	23.1	0
1-3 months	25.9	29.1	20	25	25	0	31.9	26.7	0
4-6 months	28.4	25	19.9	24.9	24.9	49.9	19.1	21.5	0
7 months to less than 1 year	19.7	33.3	40	25	25	50.1	19.2	15.9	0
1-2 years	6.2	8.4	0	0	0	0	8.5	7.2	0
3-5 years	1.2	0	0	0	0	0	2.1	2.6	0
More than 5 years	2.5	0	0	0	0	0	4.3	3.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 102
q79) How long have you been smoking cigarettes and using Other Nicotine Replacement Therapy Products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT to Help Quit (Unwtd)	16	2	0	0	0	0	21	58	0
Base - Used NRT to Help Quit (Wgtd)	16	2	0	0	0	0	21	58	0
Eff Base	16	2	0	0	0	0	21	58	0
Less than 1 month	25	50	0	0	0	0	23.9	29.3	0
1-3 months	25	50	0	0	0	0	19	22.4	0

4-6 months	18.8	0	0	0	0	0	28.6	19	0
7 months to less than 1 year	18.7	0	0	0	0	0	19	12.1	0
1-2 years	12.5	0	0	0	0	0	9.6	15.5	0
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	0	0	0	0	0	0	0	1.7	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 103
q80) If you were to quit smoking (or quit again), which (if any) of the following products do you think you would use on a
temporary basis instead of cigarettes or rolling tobacco? (i.e. you would use them only to assist in quitting, then cease
usage)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	195	2016	0
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	195	2017	0
Eff Base	524	148	28	22	22	15	195	2016	0
Snus	22.1	37.2	39.3	45.4	45.4	46.6	12.8	7.4	0
Moist snuff	21.2	28.4	42.8	45.4	45.4	46.6	12.3	7.1	0
Loose leaf chewing tobacco	16.8	27	28.5	27.2	27.2	26.7	10.8	5.9	0
Other tobacco products	13	16.9	21.4	22.7	22.7	20	9.7	5.1	0
NRT (Net)	49.2	41.9	42.9	45.4	45.4	53.3	62.6	50	0
Nicotine patches	29.6	27	28.6	31.8	31.8	40	35.9	29.5	0
Nicotine chewing gum	27.5	21.6	28.6	27.2	27.2	33.3	39.5	26.9	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	11.1	10.1	3.6	4.6	4.6	6.7	21	15.5	0
E-cigarettes	4	2.7	0	0	0	0	6.7	5.8	0
Other aids/substitutes than above	1	0	0	0	0	0	1	1	0
None of the above	20.4	18.9	17.9	18.2	18.2	13.4	14.9	34.8	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 104

q81) Do you smoke less now that you use an additional tobacco product(s)?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Snus/ Moist Snuff/ Loose Leaf/ Other Tobacco to Help Quit (Unwtd)	174	78	15	13	13	10	41	231	0
Base - Used Snus/ Moist Snuff/ Loose Leaf/ Other Tobacco to Help Quit (Wgtd)	174	78	15	13	13	10	41	231	0
Eff Base	174	78	15	13	13	10	41	231	0
Yes, I smoke less than I used to	63.2	62.8	66.7	69.2	69.2	79.9	78.1	65.8	0
No, I smoke about the same amount as I used to	30.5	28.2	6.6	0	0	0	14.6	28.6	0
No, I smoke more than I used to	6.3	9	26.7	30.8	30.8	20.1	7.3	5.6	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 105
q82) How much less do you smoke since using an additional tobacco product(s)?
Please select the answer that is closest to the
amount you now smoke while using another tobacco product.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Smoke Less Than Used To (Unwtd)	110	49	10	9	9	8	32	152	0
Base - Smoke Less Than Used To (Wgtd)	110	49	10	9	9	8	32	152	0
Eff Base	110	49	10	9	9	8	32	152	0
I now smoke about one fourth of what I used to	76.4	85.7	100	100	100	100	78.1	75.7	0
I now smoke about half of what I used to	19.1	8.2	0	0	0	0	18.8	19.1	0
I now smoke about three fourths of what I used to	4.6	6.1	0	0	0	0	3.1	5.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 106
q83) Now that you continue to use another tobacco product(s) in addition to your smoking, how does this affect your total

tobacco consumption? Do you believe that your total tobacco consumption...?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Snus/ Moist Snuff/ Loose Leaf/ Other Tobacco to Help Quit (Unwtd)	174	78	15	13	13	10	41	231	0
Base - Used Snus/ Moist Snuff/ Loose Leaf/ Other Tobacco to Help Quit (Wgtd)	174	78	15	13	13	10	41	231	0
Eff Base	174	78	15	13	13	10	41	231	0
Has decreased	31.6	33.3	20	15.4	15.4	10	46.4	34.6	0
Has stayed about the same	47.7	41	40	38.5	38.5	40	29.2	46.3	0
Has increased	20.7	25.6	40	46.1	46.1	49.9	24.4	19	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 107
q84) If you look 6 months ahead, do you think you will change your smoking consumption?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	195	2016	0
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	195	2017	0
Eff Base	524	148	28	22	22	15	195	2016	0
Yes, I will increase my smoking consumption	21.2	31.8	50	54.5	54.5	59.9	11.8	8.1	0
Yes, I will decrease my smoking consumption	42.4	33.1	25.1	22.8	22.8	26.7	44.6	51.5	0
Yes, I will totally quit smoking	14.1	12.2	7.1	4.5	4.5	0	31.3	15.4	0
No, my smoking consumption will stay about the same	22.3	23	17.9	18.2	18.2	13.4	12.3	25	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 108
q85) If you were to quit smoking (or quit again), which (if any) of the following products do you think you would use on an
ongoing basis instead of cigarettes or rolling tobacco? (i.e. you would use these even after quitting smoking)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	524	148	28	22	22	15	195	2016	0
Base - Tried to Quit (Wgtd)	524	148	28	22	22	15	195	2017	0
Eff Base	524	148	28	22	22	15	195	2016	0
Snus	18.7	32.4	28.5	36.3	36.3	26.7	10.3	6.4	0
Moist snuff	16.8	20.9	21.4	18.1	18.1	19.9	9.7	6.1	0
Loose leaf chewing tobacco	12	15.5	25	27.2	27.2	39.9	7.7	4.3	0
Other tobacco products	12.6	19.6	21.4	22.7	22.7	13.3	6.7	5.3	0
NRT (Net)	46.6	47.3	53.6	54.5	54.5	53.3	55.9	39.8	0
Nicotine patches	26.3	29.1	25	22.7	22.7	20	30.8	19.9	0
Nicotine chewing gum	28.6	27.7	39.3	45.4	45.4	53.3	35.4	22.7	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	7.6	6.8	3.6	4.5	4.5	6.7	13.9	10.2	0
E-cigarette	3.8	1.3	0	0	0	0	5.6	5.9	0
Other aids/substitutes than above	1	0.7	0	0	0	0	2.1	1.5	0
None of the above	27.9	22.3	21.4	22.8	22.8	20	27.7	45.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 109

q86) Which brands of cigarettes do you CURRENTLY purchase on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
Benson & Hedges	8.7	12.5	18.2	19.4	20.6	16.7	7.9	3.5	0
Camel	29.9	33.5	40.9	41.7	38.2	33.3	22.4	18.1	0
Canoe (RYO)	4.5	10.5	11.3	11.1	11.8	12.5	4.7	1.4	0
Capri	8.9	14	18.1	19.4	20.5	24.9	7	2.8	0
Carlton	7.7	11	15.9	13.9	14.7	16.6	6.1	2.2	0
Chesterfield	4.1	6.5	4.5	5.6	5.9	8.3	4.2	1.2	0
Davidoff	5.3	5.5	9.1	11.1	11.7	12.5	3.7	1.5	0
Doral	6.5	9	15.9	16.6	17.6	16.6	7	2.5	0
Drum (RYO)	3	6	6.8	8.3	8.8	12.5	1.9	0.9	0
Kent	5.9	5	6.8	8.3	8.8	4.2	3.7	1.7	0
Kool	8.1	8.5	15.9	16.6	17.6	12.5	9.8	4.7	0
Lucky Strike	7.7	10	9.1	11.1	8.8	12.5	4.2	3.3	0
Marlboro	49.3	50	54.6	52.8	53	54.2	43	43.3	0
Maverick	6.5	9.5	20.4	25	26.4	33.3	3.7	3.9	0
Merit	2.1	3	9.1	11.1	11.7	12.5	1.4	0.8	0
Monarch	2.3	4.5	13.6	13.9	14.7	16.6	1.9	0.8	0
Natural American Spirit	5.4	6	2.3	2.8	2.9	4.2	6.5	3.8	0
Newport	10.4	11.5	20.5	22.2	23.5	25	6.1	12.7	0
Pall Mall	8.9	5	4.6	5.6	5.9	4.2	12.6	11.6	0
Parliament	2.9	4.5	9.1	11.1	11.8	12.5	0.9	1.6	0
Salem	2	2.5	2.3	2.8	2.9	4.2	2.8	1.9	0
Vantage	1.2	2	4.6	5.6	5.9	4.2	1.4	0.4	0
Virginia Slims	3	4	6.8	8.3	8.8	4.2	3.3	2.4	0
Winston	4.5	5.5	4.5	5.5	5.9	4.2	2.8	3.3	0
L&M	0.3	0	0	0	0	0	0.9	1.2	0
Misty	0.3	0	0	0	0	0	0	0.9	0
Pyramid	0.5	0	0	0	0	0	0.5	1.4	0
Roll my own	0.5	0	0	0	0	0	0.9	1.6	0
305s	0.8	0	0	0	0	0	0	0.9	0
Montclair	0	0	0	0	0	0	0	0	0
Senca	0.3	0	0	0	0	0	0	0.6	0
Timeless Time	0.1	0	0	0	0	0	0	0.2	0
USA Gold	0.2	0.5	0	0	0	0	0	0.6	0
Other	1.8	1	2.3	0	0	0	1.4	5.4	0
Don't know/no answer	0.8	0.5	0	0	0	0	1.4	0.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 110
q87) Which flavor of cigarettes do you typically smoke?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
Regular	64.8	63	52.3	50	50	50	59.4	61.3	0
Menthol	32.9	35	47.7	50	50	50	38.8	36.3	0
Light/ultra light	0.3	0	0	0	0	0	0.5	1	0
Other	0.6	0.5	0	0	0	0	0	0.8	0
Don't know	1.4	1.5	0	0	0	0	1.4	0.5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 111
q88) Which type of cigarette do you typically use?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
Regular size	52.3	54.5	52.3	52.8	53	37.5	52.8	45	0
Long size/100's	26.2	20	22.7	19.4	20.6	29.2	30.4	41.9	0
Rolling Cigs (Net)	20.7	25	25	27.8	26.4	33.3	15.9	12.3	0
Rolling cigarettes with filter	14.3	16	13.6	16.6	17.6	20.8	12.6	9.3	0
Unfiltered or Rolling unfiltered cigarettes	6.5	9	11.4	11.1	8.8	12.5	3.3	2.9	0
Other	0.6	0	0	0	0	0	0.5	0.7	0
Don't know/no answer	0.2	0.5	0	0	0	0	0.5	0.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 112
q89) And, on average, about how much do you spend on cigarettes per week for personal use?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarette/ Rolling Tobacco (Unwtd)	665	200	44	36	34	24	214	2635	0
Base - Cigarette/ Rolling Tobacco (Wgtd)	665	200	44	36	34	24	214	2636	0
Eff Base	665	200	44	36	34	24	214	2635	0
9-Jan	9.5	9.5	4.5	5.5	5.9	0	13.6	13.7	0
19-Oct	15.9	15	15.9	19.4	20.6	25	17.7	19.3	0
20-29	18.2	22.5	27.3	16.7	17.7	20.8	17.3	17.2	0
30-39	12.6	11	4.5	5.6	5.9	4.2	10.7	14	0
40-49	10.1	6	9.1	8.4	5.9	8.4	12.6	11.3	0
50-59	12.6	13.5	15.9	16.7	14.7	8.3	12.2	10.9	0
60+	21	22.5	22.7	27.8	29.4	33.3	15.9	13.6	0
Total	100	100	100	100	100	100	100	100	0
Mean	38.16	38.45	40.8	43.71	43.63	45.68	34.26	32.73	0
Std. Dev.	26.64	27.51	27.74	29.55	30.41	31.59	24.5	24.08	0
Std. Err.	1.03	1.95	4.18	4.92	5.21	6.45	1.68	0.47	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 113
q92) You indicated that you have formerly used cigarettes and/or rolling cigarettes. The following questions in this section
will ask you about your past cigarette/rolling cigarette usage. To quit means not smoking cigarettes for at least three
months, except for temporary slip of a day or two. How many times have you quit smoking cigarettes?

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Former Cigarette/ Rolling Tobacco (Unwtd)		272	30	5	4	3	3	41	264	2441
Base - Former Cigarette/ Rolling Tobacco (Wgtd)		272	30	5	4	3	3	41	264	2441
Eff Base		272	30	5	4	3	3	41	264	2441
	0	7.7	10	20.2	0	0	0	7.3	12.5	5.4
	1	33.5	20	0	0	0	0	24.4	33	46.5
	2	19.5	23.3	40	50	66.7	66.7	14.6	22.3	19.2
	3	14.3	16.6	19.9	25	0	0	24.4	11.7	12.6
	4	9.6	10	19.9	25	33.3	33.3	7.3	6.8	5.3
	5	7.3	10	0	0	0	0	7.3	6.1	4.1
6+ (Net)		8.1	10	0	0	0	0	14.7	7.6	6.9
	6	1.1	0	0	0	0	0	2.5	0.8	1.8
	7	1.5	3.4	0	0	0	0	4.9	0.8	0.3
	8	0.7	0	0	0	0	0	0	0	0.7
	9	0	0	0	0	0	0	0	0.4	0
	10	2.6	0	0	0	0	0	4.9	1.1	2.4
11-20		1.1	6.7	0	0	0	0	2.4	3	1.1
21-30		0.4	0	0	0	0	0	0	0.8	0.2
31-40		0.4	0	0	0	0	0	0	0	0
41-50		0	0	0	0	0	0	0	0	0
61-70		0	0	0	0	0	0	0	0	0
71-80		0.4	0	0	0	0	0	0	0.4	0
91-100		0	0	0	0	0	0	0	0.4	0.2
111-120		0	0	0	0	0	0	0	0	0
Total		100	100	100	100	100	100	100	100	100
Mean		3.07	3.2	2.19	2.75	2.67	2.67	3.27	3.27	2.62
Std. Dev.		5.78	3.29	1.49	0.96	1.15	1.15	3.04	8.31	5.95
Std. Err.		0.35	0.6	0.66	0.48	0.67	0.67	0.47	0.51	0.12

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 114
q94) How old were you the first and last time you quit smoking cigarettes? - First Time

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	38	231	2310
Eff Base	251	27	4	4	3	3	38	231	2310
Less than 18 years	20.7	14.8	0	0	0	0	15.8	16	22.9
18 - 24 Years (Net)	43	37	50	50	33.4	33.4	31.6	45.9	32.7
18 years	12.4	7.4	0	0	0	0	2.6	12.6	7.7
19 years	5.6	3.7	0	0	0	0	5.3	7.4	5.1
20 years	6.8	11.1	25	25	0	0	0	8.6	5.8
21 years	6.4	7.4	25	25	33.4	33.4	10.5	6.5	5
22 years	4.8	3.7	0	0	0	0	0	4.3	3.8
23 years	4.4	0	0	0	0	0	7.9	3.5	2.8
24 years	2.8	3.7	0	0	0	0	5.3	3	2.6
25 - 34 Years (Net)	21.1	33.3	25	25	33.4	33.4	29	23.4	21.2
25 years	4	3.7	0	0	0	0	5.3	4.8	4.7

26 years	1.2	0	0	0	0	0	0	2.2	2.2
27 years	2.4	0	0	0	0	0	0	1.7	2.3
28 years	3.2	11.1	25	25	33.4	33.4	2.6	3	2.1
29 years	0.4	0	0	0	0	0	2.6	0	1.3
30 years	4.8	18.5	0	0	0	0	13.2	4.3	4.1
31 years	2	0	0	0	0	0	2.6	1.3	1
32 years	2	0	0	0	0	0	2.6	3.5	1.3
33 years	0	0	0	0	0	0	0	0.9	1.3
34 years	1.2	0	0	0	0	0	0	1.7	0.9
35 - 49 Years (Net)	10.4	11.1	0	0	0	0	18.4	7.4	14.8
35 years	1.2	3.7	0	0	0	0	7.9	1.3	2.5
36 years	1.6	0	0	0	0	0	0	0	1.1
37 years	1.2	0	0	0	0	0	2.6	0	1
38 years	2	0	0	0	0	0	2.6	0	1
39 years	0	0	0	0	0	0	0	0	0.6
40 years	0.8	0	0	0	0	0	5.2	3	2.6
41 years	0	0	0	0	0	0	0	0.4	0.7
42 years	0.8	3.7	0	0	0	0	0	0.4	0.9
43 years	0	0	0	0	0	0	0	0.4	0.6
44 years	1.2	3.7	0	0	0	0	0	0.4	0.7
45 years	0.4	0	0	0	0	0	0	0.9	1.2
46 years	0.4	0	0	0	0	0	0	0	0.6
47 years	0.4	0	0	0	0	0	0	0	0.5
48 years	0.4	0	0	0	0	0	0	0.4	0.5
49 years	0	0	0	0	0	0	0	0	0.3
50+ Years (Net)	4.8	3.7	25	25	33.3	33.3	5.3	7.4	8.4
50 years	0	0	0	0	0	0	0	2.2	2.5
51 years	0.4	0	0	0	0	0	2.6	0.4	0.2
52 years	0	0	0	0	0	0	0	0.4	0.4
53 years	0.8	0	0	0	0	0	0	0.4	0.3
54 years	0	0	0	0	0	0	0	0	0.5
55 years	0.8	0	0	0	0	0	0	0.4	0.7
56 years	0	0	0	0	0	0	0	0	0.2
57 years	0.8	3.7	25	25	33.3	33.3	0	0.4	0.2
58 years	0.4	0	0	0	0	0	2.6	0.4	0.5
59 years	0.4	0	0	0	0	0	0	0.4	0.5
60+ years	1.2	0	0	0	0	0	0	2.2	2.4
Total	100	100	100	100	100	100	100	100	100
Mean	24.91	26.07	31.49	31.49	35.32	35.32	27.42	25.64	26.97
Std. Dev.	10.32	9.74	17.37	17.37	19.09	19.09	9.76	11	12.03
Std. Err.	0.65	1.88	8.68	8.68	11.02	11.02	1.58	0.72	0.25

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 115
q95) How old were you the first and last time you quit smoking cigarettes? - Last Time

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	38	231	2310
Eff Base	251	27	4	4	3	3	38	231	2310
Less than 18 years	8	7.4	0	0	0	0	2.6	6.1	12.3
18 - 24 Years (Net)	26.7	14.8	25	25	33.4	33.4	15.7	29.9	19.1
18 years	6	3.7	0	0	0	0	5.2	6.5	4.3
19 years	2	0	0	0	0	0	0	3.5	2.9
20 years	4	3.7	0	0	0	0	0	6.1	2.8
21 years	3.2	3.7	0	0	0	0	7.9	5.6	2.6
22 years	5.2	0	0	0	0	0	0	3	2.7
23 years	4	0	0	0	0	0	2.6	2.2	2.1
24 years	2.4	3.7	25	25	33.4	33.4	0	3	1.6
25 - 34 Years (Net)	33.9	44.4	25	25	33.4	33.4	28.9	30.7	20.4
25 years	7.2	7.4	0	0	0	0	5.3	6.5	3.5
26 years	2	0	0	0	0	0	2.6	2.6	1.8
27 years	2.8	3.7	0	0	0	0	0	2.2	1.9
28 years	3.6	3.7	25	25	33.4	33.4	5.3	3.5	1.9
29 years	2.8	3.7	0	0	0	0	2.6	2.2	1.5

30 years	5.2	11.1	0	0	0	0	2.6	3.5	3.2
31 years	2.8	0	0	0	0	0	0	1.7	1.6
32 years	3.6	7.4	0	0	0	0	7.9	3.9	2
33 years	2.4	3.7	0	0	0	0	0	2.2	1.5
34 years	1.6	3.7	0	0	0	0	2.6	2.6	1.5
35 - 49 Years (Net)	17.5	22.2	25	25	0	0	21.1	15.2	24.3
35 years	2.8	3.7	0	0	0	0	2.6	3	3.1
36 years	2	3.7	0	0	0	0	2.7	0.9	1.6
37 years	1.6	0	0	0	0	0	0	0.4	1.3
38 years	2	0	0	0	0	0	5.3	1.7	1.8
39 years	0.4	0	0	0	0	0	0	0.4	1.5
40 years	1.2	0	0	0	0	0	2.6	0.9	3.1
41 years	0	0	0	0	0	0	2.6	0.4	1
42 years	1.2	3.7	0	0	0	0	2.6	1.7	1.6
43 years	1.2	3.7	25	25	0	0	0	1.7	1.5
44 years	1.6	7.4	0	0	0	0	0	0.9	1
45 years	0.8	0	0	0	0	0	0	0.9	2.3
46 years	1.2	0	0	0	0	0	2.6	0.9	1.3
47 years	0	0	0	0	0	0	0	0.4	1
48 years	0.8	0	0	0	0	0	0	0.4	1.1
49 years	0.8	0	0	0	0	0	0	0.4	1.1
50+ Years (Net)	13.9	11.1	25	25	33.3	33.3	31.6	18.2	23.8
50 years	0.8	0	0	0	0	0	0	2.6	3.3
51 years	1.2	0	0	0	0	0	5.3	0.9	1.1
52 years	0	0	0	0	0	0	0	1.3	1.3
53 years	1.2	0	0	0	0	0	0	0.4	1.4
54 years	1.2	0	0	0	0	0	0	1.7	1.2
55 years	1.6	0	0	0	0	0	2.6	0.9	2.3
56 years	1.2	0	0	0	0	0	0	0.4	1.2
57 years	0.8	3.7	0	0	0	0	5.3	0.9	1.2
58 years	0.8	0	0	0	0	0	2.6	0.4	1.2
59 years	1.6	0	0	0	0	0	0	0.9	1.7
60+ years	3.6	7.4	25	25	33.3	33.3	15.8	7.8	7.9
Total	100	100	100	100	100	100	100	100	100
Mean	31.58	33.15	39.24	39.24	37.98	37.98	38.85	32.52	35.33
Std. Dev.	12.83	12.6	17.23	17.23	20.88	20.88	15.25	13.97	15
Std. Err.	0.81	2.42	8.62	8.62	12.06	12.06	2.47	0.92	0.31

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 116
q96) Approximately how long did you smoke cigarettes or rolling tobacco before quitting? If you had smoked for several
periods, and quit in between, we ask you to please state the total time you had smoked. For example if you smoked for 5 years,
quit for 1 year, smoked for 2 more years and then quit - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	38	231	2310
Eff Base	251	27	4	4	3	3	38	231	2310
<1 Year - 9 Years (Net)	58.5	70.4	50	50	66.7	66.7	55.2	63.2	43.2
Less than 1 year	15.5	3.7	0	0	0	0	2.6	21.2	17.6
1 year	6.8	7.4	0	0	0	0	5.3	6.9	3
2 years	6.8	7.4	0	0	0	0	10.5	6.1	3.5
3 years	8	11.1	0	0	0	0	10.5	7.4	4
4 years	3.6	3.7	0	0	0	0	5.3	4.8	2.5
5 years	4.4	3.7	0	0	0	0	2.6	3	4.1
6 years	3.2	7.4	0	0	0	0	5.3	3.5	2.2
7 years	5.6	18.5	25	25	33.4	33.4	5.3	5.2	2.6
8 years	2.8	3.7	25	25	33.4	33.4	0	3	2
9 years	2	3.7	0	0	0	0	7.9	2.2	1.8
10 - 19 Years (Net)	17.2	11.1	0	0	0	0	10.6	15.2	19.4
10 years	4.4	3.7	0	0	0	0	0	3.5	5
11 years	2.4	0	0	0	0	0	2.6	0	1.5
12 years	1.2	0	0	0	0	0	2.7	1.7	2.3

13 years	0.8	0	0	0	0	0	0	0.4	1
14 years	0.4	0	0	0	0	0	0	1.3	1
15 years	4.4	7.4	0	0	0	0	5.3	3.9	3.5
16 years	0.4	0	0	0	0	0	0	0.4	1.2
17 years	1.6	0	0	0	0	0	0	0.4	1.2
18 years	0.4	0	0	0	0	0	0	1.7	1.8
19 years	1.2	0	0	0	0	0	0	1.7	1
20 - 39 Years (Net)	17.5	11.1	25	25	0	0	15.8	14.3	27.3
20 years	2.8	3.7	25	25	0	0	0	1.7	4.3
21 years	1.6	0	0	0	0	0	0	0.4	1.1
22 years	0.8	0	0	0	0	0	0	0.4	1.3
23 years	0.4	0	0	0	0	0	2.6	1.3	0.7
24 years	0.8	0	0	0	0	0	2.6	1.3	1.2
25 years	1.2	0	0	0	0	0	0	2.2	2.9
26 years	0.8	0	0	0	0	0	2.6	0.4	0.8
27 years	0	0	0	0	0	0	0	0.4	0.6
28 years	0.8	3.7	0	0	0	0	0	0.4	1
29 years	0.4	0	0	0	0	0	0	0	0.9
30 years	2.4	0	0	0	0	0	5.3	1.7	4.2
31 years	1.2	0	0	0	0	0	0	0	0.7
32 years	0.4	0	0	0	0	0	0	0.4	0.9
33 years	0.4	0	0	0	0	0	0	0.4	0.8
34 years	0.4	3.7	0	0	0	0	0	0.4	0.6
35 years	2	0	0	0	0	0	0	1.7	1.9
36 years	0.4	0	0	0	0	0	0	0.9	0.9
37 years	0	0	0	0	0	0	2.6	0	1
38 years	0.8	0	0	0	0	0	0	0	1
39 years	0	0	0	0	0	0	0	0	0.5
40+ Years (Net)	6.8	7.4	25	25	33.3	33.3	18.4	7.4	10.2
40 years	3.2	0	0	0	0	0	0	0.4	3.2
41 years	0	0	0	0	0	0	2.6	0.4	0.5
42 years	0	0	0	0	0	0	0	0.4	0.7
43 years	0	0	0	0	0	0	0	0	0.3
44 years	0.4	0	0	0	0	0	5.3	0	0.7
45 years	0.4	0	0	0	0	0	5.3	0.9	1.2
46 years	0	0	0	0	0	0	0	0.4	0.2
47 years	0	0	0	0	0	0	0	0.4	0.3
48 years	0.4	3.7	0	0	0	0	0	0.4	0.3
49 years	0.4	0	0	0	0	0	0	0.4	0.3
50 years	0.8	3.7	25	25	33.3	33.3	5.3	2.2	0.9
51 years	0	0	0	0	0	0	0	0	0.3
52 years	0	0	0	0	0	0	0	0.4	0.3
53 years	0	0	0	0	0	0	0	0.4	0
54 years	0	0	0	0	0	0	0	0	0.2
55 years	0	0	0	0	0	0	0	0	0.2
56 years	0	0	0	0	0	0	0	0	0.2
57 years	0.4	0	0	0	0	0	0	0	0.1
59 years	0	0	0	0	0	0	0	0	0
60+ years	0.8	0	0	0	0	0	0	0.4	0.1
Total	100	100	100	100	100	100	100	100	100
Mean	12.12	11.43	21.24	21.24	21.65	21.65	16.6	11.48	16.08
Std. Dev.	13.54	13.46	20.06	20.06	24.54	24.54	16.71	13.96	14.74
Std. Err.	0.85	2.59	10.03	10.03	14.17	14.17	2.71	0.92	0.31

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 117
q97) At the time you quit smoking, approximately how many packs of cigarettes did you smoke in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	38	231	2310
Eff Base	251	27	4	4	3	3	38	231	2310
7 or Fewer (Net)	82.5	74.1	100	100	100	100	73.7	86.1	83.2
Less than half a pack	16.7	7.4	25	25	33.4	33.4	7.9	18.2	23.7
More than half, but less than 1 pack	2.8	0	0	0	0	0	2.6	6.5	6.6

1 pack	16.3	22.2	25	25	0	0	13.1	10.4	14.1
2 packs	15.1	3.7	0	0	0	0	10.5	16.9	11.8
3 packs	8.8	7.4	0	0	0	0	15.8	9.5	6.2
4 packs	5.6	3.7	0	0	0	0	5.3	4.8	3.4
5 packs	4	3.7	0	0	0	0	5.3	5.6	4.5
6 packs	2.8	7.4	25	25	33.4	33.4	2.6	3.9	2.2
7 packs	10.4	18.5	25	25	33.3	33.3	10.5	10.4	10.7
8+ (Net)	17.5	25.9	0	0	0	0	26.3	13.9	16.8
8 packs	4.8	11.1	0	0	0	0	5.3	3	2.4
9 packs	1.2	3.7	0	0	0	0	2.6	1.3	1.1
10 packs	4	7.4	0	0	0	0	5.3	4.8	4.8
11 packs	0.8	0	0	0	0	0	2.6	0.4	0.5
12 packs	0.4	0	0	0	0	0	0	0.4	1.5
13 packs	0.8	0	0	0	0	0	0	0	0.4
14 packs	3.6	0	0	0	0	0	2.6	1.7	3.1
15 packs	0.4	0	0	0	0	0	2.6	0.4	1
16 packs	0.4	0	0	0	0	0	0	0.4	0.2
17 packs	0.4	3.7	0	0	0	0	2.6	0.4	0.2
18 packs	0	0	0	0	0	0	0	0	0.1
19 packs	0	0	0	0	0	0	0	0	0
20 packs	0	0	0	0	0	0	2.6	0.4	0.6
21+ packs	0.8	0	0	0	0	0	0	0.4	1
Total	100	100	100	100	100	100	100	100	100
Mean	4.11	5.2	3.56	3.56	4.42	4.42	5.44	3.83	3.98
Std. Dev.	4.23	4	3.43	3.43	3.64	3.64	4.95	3.93	4.59
Std. Err.	0.27	0.77	1.72	1.72	2.1	2.1	0.8	0.26	0.1

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 118
q98) How long ago did you quit smoking?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	38	231	2310
Eff Base	251	27	4	4	3	3	38	231	2310
Less than 30 days	4.8	18.5	25	25	33.4	33.4	2.6	9.1	1.3
Between 1 and 3 months ago	6	3.7	0	0	0	0	18.4	6.9	2.6
Between 3 and 6 months ago	10	18.5	0	0	0	0	18.4	13	2.6
Between 7 and 12 months ago	7.6	22.2	0	0	0	0	13.2	8.2	3.7
1-2 years ago	12.7	7.4	25	25	33.3	33.3	18.4	8.7	8.2
3-4 years ago	10.7	3.7	25	25	33.4	33.4	13.2	9.5	9.4
5-10 years ago	13.1	11.1	0	0	0	0	5.3	13.8	17.7
More than 10 years ago	35.1	14.8	25	25	0	0	10.5	30.8	54.6
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 119
q99) Before finally quitting, had you ever tried to quit smoking before?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	38	231	2310
Eff Base	251	27	4	4	3	3	38	231	2310
No, I quit only this one time	37.4	33.3	25	25	33.4	33.4	21	40.3	46.4
Yes, one time previous to this time quitting	28.7	40.7	25	25	33.4	33.4	31.6	33.7	23.2
Yes, more than one time previous to this time quitting	33.9	26	50	50	33.3	33.3	47.4	26	30.4
Total	100	100	100	100	100	100	100	100	100

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 120
q100) Did you return to cigarettes after the first time you quit smoking?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quit More Than Once (Unwtd)	157	18	3	3	2	2	30	138	1238
Base - Quit More Than Once (Wgtd)	157	18	3	3	2	2	30	138	1238
Eff Base	157	18	3	3	2	2	30	138	1238
I went back to smoking cigarettes	86.6	88.8	100	100	100	100	90	86.2	91.3
I did not go back to smoking cigarettes, except for a brief lapse of a day or two	13.4	11.2	0	0	0	0	10	13.8	8.7
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 121
q101) From the point when you quit cigarettes that first time, how many months passed before you returned to smoking?

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried Quitting More than Once (Unwtd)		136	16	3	3	2	2	27	119	1130
Base - Tried Quitting More than Once (Wgtd)		136	16	3	3	2	2	27	119	1130
Eff Base		136	16	3	3	2	2	27	119	1130
6 or Less (Net)		74.3	68.8	100	100	100	100	66.7	73.1	54.8
	0	2.2	0	0	0	0	0	0	1.7	4
1-6		72.1	68.8	100	100	100	100	66.7	71.4	50.8
	11-Jul	4.4	12.5	0	0	0	0	18.5	3.4	9.3
	23-Dec	9.5	12.5	0	0	0	0	7.4	10.9	14.2
24+		11.8	6.2	0	0	0	0	7.4	12.6	21.7
Total		100	100	100	100	100	100	100	100	100
Mean		8.45	9.3	2.67	2.67	3.5	3.5	7.48	9.5	14.11
Std. Dev.		14.36	17.15	1.53	1.53	0	0	9.57	15.94	20.36
Std. Err.		1.23	4.29	0.88	0.88	0	0	1.84	1.46	0.61

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 122
q102) How long were you able to quit smoking the last time you attempted to quit (your most recent attempt to quit)?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quit More Than Once (Unwtd)	157	18	3	3	2	2	30	138	1238
Base - Quit More Than Once (Wgtd)	157	18	3	3	2	2	30	138	1238
Eff Base	157	18	3	3	2	2	30	138	1238
1 week or less	3.2	0	0	0	0	0	0	4.4	2.8
More than 1 week, but less than 1 month	6.4	11.1	0	0	0	0	0	10.2	2.3
1-3 months	13.4	5.6	0	0	0	0	43.4	18.8	5.8
4-6 months	13.4	38.9	0	0	0	0	16.6	20.3	4.4
7 months to 1 year	4.5	5.6	0	0	0	0	10	5.8	6.1
1-2 years	10.2	11.1	33.3	33.3	50	50	6.7	5.8	8.2
More than 2 years	49.1	27.8	66.7	66.7	50	50	23.3	34.8	70.3
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 123

q103) Did you return to cigarettes after you tried to quit smoking the last time?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quit More Than Once (Unwtd)	157	18	3	3	2	2	30	138	1238
Base - Quit More Than Once (Wgtd)	157	18	3	3	2	2	30	138	1238
Eff Base	157	18	3	3	2	2	30	138	1238
I went back to smoking cigarettes	22.9	50	0	0	0	0	26.7	37	9.6
I did not go back to smoking cigarettes, except for a temporary slip of a day or two	77.1	50	100	100	100	100	73.3	63	90.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 124
q104) How many months passed before you returned to cigarettes, after you tried to previously quit the last time?

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Returned to Using Cigarettes (Unwtd)		48	10	0	0	0	0	10	66	136
Base - Returned to Using Cigarettes (Wgtd)		48	10	0	0	0	0	10	66	136
Eff Base		48	10	0	0	0	0	10	66	136
6 or Less (Net)		83.3	80	0	0	0	0	60	83.4	64.7
	0	2.1	0	0	0	0	0	0	6.1	5.1
1-6		81.3	80	0	0	0	0	60	77.3	59.6
	11-Jul	6.3	0	0	0	0	0	20	4.5	10.3
	23-Dec	4.2	20	0	0	0	0	20	4.5	12.5
24+		6.2	0	0	0	0	0	0	7.6	12.5
Total		100	100	0	0	0	0	100	100	100
Mean		6.02	5.3	0	0	0	0	7.3	6.07	10.66
Std. Dev.		11.61	4.72	0	0	0	0	6.32	11.58	22.36
Std. Err.		1.68	1.49	0	0	0	0	2	1.43	1.92

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 125
q105) When you restarted smoking after you tried to quit smoking the last time, how old were you?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Returned to Using Cigarettes (Unwtd)	48	10	0	0	0	0	10	66	136
Base - Returned to Using Cigarettes (Wgtd)	48	10	0	0	0	0	10	66	136
Eff Base	48	10	0	0	0	0	10	66	136
18-24	41.6	30	0	0	0	0	20	37.9	16.9
25-34	35.5	60	0	0	0	0	20	36.4	32.4
35-49	14.6	0	0	0	0	0	40.1	7.6	28.7
50+	8.3	10.1	0	0	0	0	20	18.2	22
Total	100	100	0	0	0	0	100	100	100
Mean	29.86	30.12	0	0	0	0	39.71	31.76	37.51

Std. Dev.	11.04	10.04	0	0	0	0	13.45	13.19	13.34
Std. Err.	1.59	3.17	0	0	0	0	4.25	1.62	1.14

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 126
q106) How long were you able to quit smoking the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quit Multiple Times (Unwtd)	85	7	2	2	1	1	18	60	702
Base - Quit Multiple Times (Wgtd)	85	7	2	2	1	1	18	60	702
Eff Base	85	7	2	2	1	1	18	60	702
1 week or less	14.1	0	0	0	0	0	11.1	3.3	9.3
More than 1 week, but less than 1 month	15.3	14.3	0	0	0	0	16.7	18.3	12
1-3 months	15.3	28.6	50	50	100	100	22.2	26.6	18.4
4-6 months	21.2	28.6	0	0	0	0	22.2	23.4	11.2
7 months to 1 year	4.7	0	0	0	0	0	16.7	5	12.5
1-2 years	8.2	14.2	50	50	0	0	0	5	11
More than 2 years	21.2	14.2	0	0	0	0	11.1	18.3	25.6
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 127
q107) Did you use any aids/substitutes (if any) to help you quit smoking?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	38	231	2310
Eff Base	251	27	4	4	3	3	38	231	2310
Snus	9.2	22.2	25	25	33.3	33.3	2.6	7.4	0.5
Moist snuff	12.7	33.3	50	50	66.6	66.6	13.2	13.4	0.6
Loose leaf chewing tobacco	6.4	25.9	0	0	0	0	5.3	7.3	0.3
Other tobacco products	6	18.5	0	0	0	0	5.3	8.2	1.4
NRT (Net)	29.1	44.4	25	25	0	0	76.3	28.6	18.2
Nicotine patches	15.5	25.9	0	0	0	0	42.1	13.4	9
Nicotine chewing gum	14.8	33.3	25	25	0	0	44.8	15.6	6.4
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	4.8	7.4	0	0	0	0	23.7	5.6	6.2
E-cigarettes	1.2	0	0	0	0	0	10.5	1.3	2.3
Other aids/substitutes than above	1.2	3.7	0	0	0	0	0	0.9	2.3
I attempted to quit smoking without aids/substitutes	55.8	18.5	25	25	33.4	33.4	10.5	54.1	76
Don't know/no answer	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 128
q108) How long did you smoke cigarettes and use Snus at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Snus (Unwtd)	23	6	1	1	1	1	1	17	12
Base - Attempted to Quit With Snus (Wgtd)	23	6	1	1	1	1	1	17	12

Eff Base	23	6	1	1	1	1	1	17	12
Less than 1 month	39.1	66.6	100	100	100	100	0	35.3	33.4
1-3 months	21.7	33.4	0	0	0	0	100	17.6	33.3
4-6 months	17.4	0	0	0	0	0	0	17.7	16.7
7 months to less than 1 year	13	0	0	0	0	0	0	23.6	0
1-2 years	0	0	0	0	0	0	0	0	8.3
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	8.7	0	0	0	0	0	0	5.9	8.3
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 129

q109) How long did you smoke cigarettes and use Moist snuff at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Moist Snuff (Unwtd)	32	9	2	2	2	2	5	31	15
Base - Attempted to Quit With Moist Snuff (Wgtd)	32	9	2	2	2	2	5	31	15
Eff Base	32	9	2	2	2	2	5	31	15
Less than 1 month	31.2	22.2	50	50	50	50	40	35.5	40
1-3 months	18.8	22.3	50	50	50	50	0	19.4	6.7
4-6 months	15.6	22.2	0	0	0	0	60	16.1	20
7 months to less than 1 year	21.9	33.3	0	0	0	0	0	19.4	20
1-2 years	0	0	0	0	0	0	0	0	0
3-5 years	3.1	0	0	0	0	0	0	3.2	0
More than 5 years	9.4	0	0	0	0	0	0	6.5	13.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 130
q110) How long did you smoke cigarettes and use Loose leaf chewing tobacco at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Loose Leaf Chewing Tobacco (Unwtd)	16	7	0	0	0	0	2	17	5
Base - Attempted to Quit With Loose Leaf Chewing Tobacco (Wgtd)	16	7	0	0	0	0	2	17	5
Eff Base	16	7	0	0	0	0	2	17	5
Less than 1 month	12.5	0	0	0	0	0	0	11.7	20
1-3 months	31.3	28.7	0	0	0	0	0	29.4	20
4-6 months	37.5	42.8	0	0	0	0	100	35.3	20
7 months to less than 1 year	18.7	28.5	0	0	0	0	0	23.5	19.9
1-2 years	0	0	0	0	0	0	0	0	20.1
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 131
q111) How long did you smoke cigarettes and use Other tobacco products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Tobacco Products (Unwtd)	15	5	0	0	0	0	2	19	32
Base - Attempted to Quit With Other Tobacco Products (Wgtd)	15	5	0	0	0	0	2	19	32
Eff Base	15	5	0	0	0	0	2	19	32
Less than 1 month	26.7	40	0	0	0	0	0	36.9	43.7
1-3 months	33.4	40	0	0	0	0	0	21	25.1
4-6 months	20	20	0	0	0	0	49.9	21	9.4
7 months to less than 1 year	6.7	0	0	0	0	0	50.1	10.5	9.3
1-2 years	6.7	0	0	0	0	0	0	5.2	6.3
3-5 years	0	0	0	0	0	0	0	5.2	3.1
More than 5 years	6.7	0	0	0	0	0	0	0	3.1
Total	100	100	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 132
q112) How long did you smoke cigarettes and use Nicotine patches at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine Patches (Unwtd)	39	7	0	0	0	0	16	31	208
Base - Attempted to Quit With Nicotine Patches (Wgtd)	39	7	0	0	0	0	16	31	208
Eff Base	39	7	0	0	0	0	16	31	208
Less than 1 month	43.6	42.8	0	0	0	0	62.5	35.5	73.5
1-3 months	15.4	14.4	0	0	0	0	18.7	29.1	11.1
4-6 months	30.7	42.8	0	0	0	0	18.8	32.2	4.3
7 months to less than 1 year	2.6	0	0	0	0	0	0	3.2	4.3
1-2 years	2.6	0	0	0	0	0	0	0	2.4
3-5 years	2.6	0	0	0	0	0	0	0	1.9
More than 5 years	2.6	0	0	0	0	0	0	0	2.4
Total	100	100	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 133
q113) How long did you smoke cigarettes and use Nicotine chewing gum at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine Chewing Gum (Unwtd)	37	9	1	1	0	0	17	36	147
Base - Attempted to Quit With Nicotine Chewing Gum (Wgtd)	37	9	1	1	0	0	17	36	147
Eff Base	37	9	1	1	0	0	17	36	147
Less than 1 month	32.5	22.2	100	100	0	0	47.1	30.5	59.2
1-3 months	21.6	0	0	0	0	0	23.5	25	17.7
4-6 months	21.6	33.3	0	0	0	0	11.8	22.2	8.8
7 months to less than 1 year	16.2	33.4	0	0	0	0	11.8	16.7	6.8
1-2 years	5.4	11.1	0	0	0	0	5.9	5.5	4.1
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	2.7	0	0	0	0	0	0	0	3.4
Total	100	100	100	100	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 134
q114) How long did you smoke cigarettes and use Other Nicotine Replacement Therapy Products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Unwtd)	9	2	0	0	0	0	9	11	91
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Wgtd)	9	2	0	0	0	0	9	11	91
Eff Base	9	2	0	0	0	0	9	11	91
Less than 1 month	44.5	0	0	0	0	0	22.2	54.5	62.6
1-3 months	22.2	0	0	0	0	0	11.1	18.2	20.9
4-6 months	22.1	49.8	0	0	0	0	44.4	18.2	5.5
7 months to less than 1 year	11.1	50.2	0	0	0	0	11.2	9.1	2.2
1-2 years	0	0	0	0	0	0	11.1	0	3.3
3-5 years	0	0	0	0	0	0	0	0	1.1
More than 5 years	0	0	0	0	0	0	0	0	4.4
Total	100	100	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 135
q115) What would you consider as your primary substitute after you quit smoking?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	111	22	3	3	2	2	34	106	556
Base - Attempted to Quit With Aids (Wgtd)	111	22	3	3	2	2	34	106	556
Eff Base	111	22	3	3	2	2	34	106	556
Snus	12.6	18.2	33.3	33.3	50	50	2.9	9.5	1.4
Moist snuff	16.2	18.2	33.4	33.4	50	50	2.9	20.8	1.3
Loose leaf chewing tobacco	8.1	18.2	0	0	0	0	0	7.5	0.7
Other tobacco products	9	13.6	0	0	0	0	2.9	13.2	4.9
NRT (Net)	51.4	31.8	33.3	33.3	0	0	79.4	46.2	74.3
Nicotine patches	22.5	4.5	0	0	0	0	23.6	17.9	29.9
Nicotine chewing gum	20.7	18.2	33.3	33.3	0	0	32.4	17.9	21.8
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	8.1	9.1	0	0	0	0	23.5	10.4	22.7
E-cigarettes	1.8	0	0	0	0	0	11.7	1.9	8.6
Other aids/substitutes than above	0.9	0	0	0	0	0	0	0.9	8.8
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 136
q116) Do you continue to use any of the aids/substitutes (if any) after quitting smoking?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	111	22	3	3	2	2	34	106	556
Base - Attempted to Quit With Aids (Wgtd)	111	22	3	3	2	2	34	106	556
Eff Base	111	22	3	3	2	2	34	106	556
Snus	10.8	27.3	33.3	33.3	50	50	2.9	12.3	0.5
Moist snuff	13.5	18.2	33.3	33.3	50	50	2.9	17	0.9
Loose leaf chewing tobacco	8.1	13.7	0	0	0	0	0	8.5	0.5
Other tobacco products	4.5	13.6	0	0	0	0	2.9	11.3	1.1
NRT (Net)	33.3	36.4	33.3	33.3	0	0	61.7	35.8	13.3
Nicotine patches	14.4	13.6	0	0	0	0	20.6	15.1	5
Nicotine chewing gum	16.2	18.2	33.3	33.3	0	0	26.5	19.8	5.2
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	3.6	9.1	0	0	0	0	20.6	4.7	3.4

Other aids/substitutes than above	3.6	0	0	0	0	0	11.7	3.8	12.6
I do not continue to use any of the above	36.1	13.6	33.4	33.4	50	50	17.7	21.7	71.6

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 137
q117) How helpful/hindering was using [Q115] in helping you quit smoking? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used Product as primary Cigarette Quitting Aid (Unwtd)	111	22	3	3	2	2	34	106	556
Base - Used Product as primary Cigarette Quitting Aid (Wgtd)	111	22	3	3	2	2	34	106	556
Eff Base	111	22	3	3	2	2	34	106	556
Top 2 Box (Net)	78.4	81.8	100	100	100	100	94.1	80.2	86.7
Extremely helpful with quitting smoking (5)	45.1	50	100	100	100	100	58.8	39.6	61.7
Somewhat helpful with quitting smoking (4)	33.3	31.8	0	0	0	0	35.3	40.6	25
Neither helpful nor hindering with quitting smoking (3)	17.1	13.6	0	0	0	0	2.9	18.9	9.9
Bottom 2 Box (Net)	4.5	4.5	0	0	0	0	3	0.9	3.4
Somewhat hindering with quitting smoking (2)	3.6	0	0	0	0	0	3	0	2.2
Extremely hindering with quitting smoking (1)	0.9	4.5	0	0	0	0	0	0.9	1.3
Total	100	100	100	100	100	100	100	100	100
Mean	4.18	4.23	5	5	5	5	4.5	4.18	4.44
Std. Dev.	0.91	1.02	0	0	0	0	0.71	0.8	0.85
Std. Err.	0.09	0.22	0	0	0	0	0.12	0.08	0.04

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 138

q117_1) How helpful/hindering was using Snus in helping you quit smoking?
- Snus Most Important

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Snus Most Important (Unwtd)	14	4	1	1	1	1	1	10	8
Base - Snus Most Important (Wgtd)	14	4	1	1	1	1	1	10	8
Eff Base	14	4	1	1	1	1	1	10	8
Top 2 Box (Net)	71.4	100	100	100	100	100	100	80	62.5
Extremely helpful with quitting smoking (5)	50	75.1	100	100	100	100	0	49.9	50
Somewhat helpful with quitting smoking (4)	21.4	24.9	0	0	0	0	100	30	12.5
Neither helpful nor hindering with quitting smoking (3)	21.5	0	0	0	0	0	0	20	25
Bottom 2 Box (Net)	7.2	0	0	0	0	0	0	0	12.5
Somewhat hindering with quitting smoking (2)	7.2	0	0	0	0	0	0	0	12.5
Extremely hindering with quitting smoking (1)	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100
Mean	4.14	4.75	5	5	5	5	4	4.3	4
Std. Dev.	1.03	0.5	0	0	0	0	0	0.82	1.2
Std. Err.	0.27	0.25	0	0	0	0	0	0.26	0.42

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 139
q117_2) How helpful/hindering was using Moist snuff in helping you quit smoking?
- Moist snuff Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Moist snuff Most Important (Unwtd)	18	4	1	1	1	1	1	22	7
Base - Moist snuff Most Important (Wgtd)	18	4	1	1	1	1	1	22	7
Eff Base	18	4	1	1	1	1	1	22	7
Top 2 Box (Net)	77.8	100	100	100	100	100	100	81.9	71.4
Extremely helpful with quitting smoking (5)	27.8	49.9	100	100	100	100	0	50	14.3
Somewhat helpful with quitting smoking (4)	50	50.1	0	0	0	0	100	31.8	57.1
Neither helpful nor hindering with quitting smoking (3)	22.2	0	0	0	0	0	0	18.1	28.6
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	0
Somewhat hindering with quitting smoking (2)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting smoking (1)	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100
Mean	4.06	4.5	5	5	5	5	4	4.32	3.86
Std. Dev.	0.73	0.58	0	0	0	0	0	0.78	0.69
Std. Err.	0.17	0.29	0	0	0	0	0	0.17	0.26

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 140
q117_3) How helpful/hindering was using Loose leaf chewing tobacco in helping you quit smoking?
- Loose leaf chewing tobacco Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Loose leaf chewing tobacco Most Important (Unwtd)	9	4	0	0	0	0	0	8	4
Base - Loose leaf chewing tobacco Most Important (Wgtd)	9	4	0	0	0	0	0	8	4
Eff Base	9	4	0	0	0	0	0	8	4
Top 2 Box (Net)	55.6	75.1	0	0	0	0	0	75	50.1
Extremely helpful with quitting smoking (5)	11.1	25	0	0	0	0	0	12.5	25
Somewhat helpful with quitting smoking (4)	44.5	50.1	0	0	0	0	0	62.5	25
Neither helpful nor hindering with quitting smoking (3)	33.3	0	0	0	0	0	0	12.5	49.9
Bottom 2 Box (Net)	11.1	24.9	0	0	0	0	0	12.5	0
Somewhat hindering with quitting smoking (2)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting smoking (1)	11.1	24.9	0	0	0	0	0	12.5	0
Total	100	100	0	0	0	0	0	100	100
Mean	3.45	3.5	0	0	0	0	0	3.63	3.75
Std. Dev.	1.13	1.73	0	0	0	0	0	1.19	0.96
Std. Err.	0.38	0.87	0	0	0	0	0	0.42	0.48

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 141
q117_4) How helpful/hindering was using Other tobacco products in helping you quit smoking?
- Other tobacco products Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other tobacco products Most Important (Unwtd)	10	3	0	0	0	0	1	14	27
Base - Other tobacco products Most Important (Wgtd)	10	3	0	0	0	0	1	14	27
Eff Base	10	3	0	0	0	0	1	14	27
Top 2 Box (Net)	90	66.7	0	0	0	0	100	71.4	77.8
Extremely helpful with quitting smoking (5)	60	33.3	0	0	0	0	0	28.6	48.1
Somewhat helpful with quitting smoking (4)	30	33.4	0	0	0	0	100	42.9	29.7
Neither helpful nor hindering with quitting smoking (3)	10	33.3	0	0	0	0	0	28.6	14.8
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	7.4
Somewhat hindering with quitting smoking (2)	0	0	0	0	0	0	0	0	3.7
Extremely hindering with quitting smoking (1)	0	0	0	0	0	0	0	0	3.7
Total	100	100	0	0	0	0	100	100	100

Mean	4.5	4	0	0	0	0	4	4	4.15
Std. Dev.	0.71	1	0	0	0	0	0	0.78	1.06
Std. Err.	0.22	0.58	0	0	0	0	0	0.21	0.2

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 142
q117_5) How helpful/hindering was using Nicotine patches in helping you quit smoking?
- Nicotine patches Most Important

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Nicotine patches Most Important (Unwtd)	25	1	0	0	0	0	8	19	166
Base - Nicotine patches Most Important (Wgtd)	25	1	0	0	0	0	8	19	166
Eff Base	25	1	0	0	0	0	8	19	166
Top 2 Box (Net)	84	100	0	0	0	0	100	84.2	82.5
Extremely helpful with quitting smoking (5)	48	100	0	0	0	0	62.5	36.8	53
Somewhat helpful with quitting smoking (4)	36	0	0	0	0	0	37.5	47.4	29.5
Neither helpful nor hindering with quitting smoking (3)	8	0	0	0	0	0	0	15.8	13.9
Bottom 2 Box (Net)	8	0	0	0	0	0	0	0	3.6
Somewhat hindering with quitting smoking (2)	8	0	0	0	0	0	0	0	3
Extremely hindering with quitting smoking (1)	0	0	0	0	0	0	0	0	0.6
Total	100	100	0	0	0	0	100	100	100
Mean	4.24	5	0	0	0	0	4.63	4.21	4.31
Std. Dev.	0.93	0	0	0	0	0	0.52	0.71	0.87
Std. Err.	0.19	0	0	0	0	0	0.18	0.16	0.07

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 143
q117_6) How helpful/hindering was using Nicotine chewing gum in helping you quit smoking?
- Nicotine chewing gum Most Important

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Nicotine chewing gum Most Important (Unwtd)	23	4	1	1	0	0	11	19	121
Base - Nicotine chewing gum Most Important (Wgtd)	23	4	1	1	0	0	11	19	121
Eff Base	23	4	1	1	0	0	11	19	121
Top 2 Box (Net)	69.6	50	100	100	0	0	81.8	84.2	81.8
Extremely helpful with quitting smoking (5)	34.8	25	100	100	0	0	45.3	26.3	47.1
Somewhat helpful with quitting smoking (4)	34.8	25	0	0	0	0	36.4	57.9	34.7
Neither helpful nor hindering with quitting smoking (3)	26.1	50	0	0	0	0	9.1	15.8	12.4
Bottom 2 Box (Net)	4.3	0	0	0	0	0	9.1	0	5.8
Somewhat hindering with quitting smoking (2)	4.3	0	0	0	0	0	9.1	0	4.1
Extremely hindering with quitting smoking (1)	0	0	0	0	0	0	0	0	1.7
Total	100	100	100	100	0	0	100	100	100
Mean	4	3.75	5	5	0	0	4.18	4.11	4.22
Std. Dev.	0.9	0.96	0	0	0	0	0.98	0.66	0.93
Std. Err.	0.19	0.48	0	0	0	0	0.3	0.15	0.08

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 144
q117_7) How helpful/hindering was using Other Nicotine Replacement Therapy Products in helping you quit smoking?
- Other Nicotine Replacement Therapy Products Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Nicotine Replacement Therapy Products Most Important (Unwtd)	9	2	0	0	0	0	8	11	126
Base - Other Nicotine Replacement Therapy Products Most Important (Wgtd)	9	2	0	0	0	0	8	11	126
Eff Base	9	2	0	0	0	0	8	11	126
Top 2 Box (Net)	100	100	0	0	0	0	100	81.8	93.6
Extremely helpful with quitting smoking (5)	88.8	100	0	0	0	0	75	63.7	78.6
Somewhat helpful with quitting smoking (4)	11.2	0	0	0	0	0	25	18.2	15.1
Neither helpful nor hindering with quitting smoking (3)	0	0	0	0	0	0	0	18.2	5.6
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	0.8
Somewhat hindering with quitting smoking (2)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting smoking (1)	0	0	0	0	0	0	0	0	0.8
Total	100	100	0	0	0	0	100	100	100
Mean	4.89	5	0	0	0	0	4.75	4.45	4.71
Std. Dev.	0.33	0	0	0	0	0	0.46	0.82	0.65
Std. Err.	0.11	0	0	0	0	0	0.16	0.25	0.06

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 145
q117_8) How helpful/hindering was using Other aids/substitutes than above in helping you quit smoking?
- Other aids/substitutes than above Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other aids/substitutes than above Most Important (Unwtd)	1	0	0	0	0	0	0	1	49
Base - Other aids/substitutes than above Most Important (Wgtd)	1	0	0	0	0	0	0	1	49
Eff Base	1	0	0	0	0	0	0	1	49
Top 2 Box (Net)	100	0	0	0	0	0	0	0	98
Extremely helpful with quitting smoking (5)	100	0	0	0	0	0	0	0	71.4
Somewhat helpful with quitting smoking (4)	0	0	0	0	0	0	0	0	26.5
Neither helpful nor hindering with quitting smoking (3)	0	0	0	0	0	0	0	100	0
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	2
Somewhat hindering with quitting smoking (2)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting smoking (1)	0	0	0	0	0	0	0	0	2
Total	100	0	0	0	0	0	0	100	100
Mean	5	0	0	0	0	0	0	3	4.65
Std. Dev.	0	0	0	0	0	0	0	0	0.69
Std. Err.	0	0	0	0	0	0	0	0	0.1

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 146
q117_10) How helpful/hindering was using E-Cigarettes in helping you quit smoking?
- E-Cigarettes Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - E-Cigarettes Most Important (Unwtd)	2	0	0	0	0	0	4	2	48
Base - E-Cigarettes Most Important (Wgtd)	2	0	0	0	0	0	4	2	48
Eff Base	2	0	0	0	0	0	4	2	48
Top 2 Box (Net)	100	0	0	0	0	0	100	100	97.9
Extremely helpful with quitting smoking (5)	100	0	0	0	0	0	100	100	93.7
Somewhat helpful with quitting smoking (4)	0	0	0	0	0	0	0	0	4.2
Neither helpful nor hindering with quitting smoking (3)	0	0	0	0	0	0	0	0	0

Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	2.1
Somewhat hindering with quitting smoking (2)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting smoking (1)	0	0	0	0	0	0	0	0	2.1
Total	100	0	0	0	0	0	100	100	100
Mean	5	0	0	0	0	0	5	5	4.87
Std. Dev.	0	0	0	0	0	0	0	0	0.61
Std. Err.	0	0	0	0	0	0	0	0	0.09

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 147
q118) Do you think you would've been able to quit smoking without using [Q115]
as an aid to quit smoking? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	111	22	3	3	2	2	34	106	556
Base - Attempted to Quit With Aids (Wgtd)	111	22	3	3	2	2	34	106	556
Eff Base	111	22	3	3	2	2	34	106	556
Yes	57.6	68.1	100	100	100	100	38.2	62.3	37.8
No	42.4	31.9	0	0	0	0	61.8	37.7	62.2
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 148
q118_1) Do you think you would've been able to quit smoking without using
Snus as an aid to quit smoking?
- Snus Most Important

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Snus Most Important (Unwtd)	14	4	1	1	1	1	1	10	8
Base - Snus Most Important (Wgtd)	14	4	1	1	1	1	1	10	8
Eff Base	14	4	1	1	1	1	1	10	8
Yes	64.2	74.9	100	100	100	100	100	69.9	75
No	35.8	25.1	0	0	0	0	0	30.1	25
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 149
q118_2) Do you think you would've been able to quit smoking without using
Moist snuff as an aid to quit smoking?
- Moist snuff Most Important

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Moist snuff Most Important (Unwtd)	18	4	1	1	1	1	1	22	7
Base - Moist snuff Most Important (Wgtd)	18	4	1	1	1	1	1	22	7
Eff Base	18	4	1	1	1	1	1	22	7
Yes	66.7	100	100	100	100	100	100	63.7	57.1
No	33.3	0	0	0	0	0	0	36.3	42.9
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 150
q118_3) Do you think you would've been able to quit smoking without using
Loose leaf chewing tobacco as an aid to quit smoking?
- Loose leaf chewing tobacco Most Important

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Loose leaf chewing tobacco Most Important (Unwtd)	9	4	0	0	0	0	0	8	4
Base - Loose leaf chewing tobacco Most Important (Wgtd)	9	4	0	0	0	0	0	8	4
Eff Base	9	4	0	0	0	0	0	8	4
Yes	33.3	24.9	0	0	0	0	0	37.4	25
No	66.7	75.1	0	0	0	0	0	62.6	75
Total	100	100	0	0	0	0	0	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 151
q118_4) Do you think you would've been able to quit smoking without using
Other tobacco products as an aid to quit smoking?
- Other tobacco products Most Important

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other tobacco products Most Important (Unwtd)	10	3	0	0	0	0	1	14	27
Base - Other tobacco products Most Important (Wgtd)	10	3	0	0	0	0	1	14	27
Eff Base	10	3	0	0	0	0	1	14	27
Yes	60	66.7	0	0	0	0	100	85.7	55.6
No	40	33.3	0	0	0	0	0	14.3	44.4
Total	100	100	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 152
q118_5) Do you think you would've been able to quit smoking without using
Nicotine patches as an aid to quit smoking?
- Nicotine patches Most Important

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Nicotine patches Most Important (Unwtd)	25	1	0	0	0	0	8	19	166
Base - Nicotine patches Most Important (Wgtd)	25	1	0	0	0	0	8	19	166
Eff Base	25	1	0	0	0	0	8	19	166
Yes	64	0	0	0	0	0	49.9	63.2	39.8
No	36	100	0	0	0	0	50.1	36.8	60.2
Total	100	100	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 153
q118_6) Do you think you would've been able to quit smoking without using
Nicotine chewing gum as an aid to quit smoking?
- Nicotine chewing gum Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Nicotine chewing gum Most Important (Unwtd)	23	4	1	1	0	0	11	19	121
Base - Nicotine chewing gum Most Important (Wgtd)	23	4	1	1	0	0	11	19	121
Eff Base	23	4	1	1	0	0	11	19	121
Yes	52.1	100	100	100	0	0	18.1	63.1	45.4
No	47.9	0	0	0	0	0	81.9	36.9	54.6
Total	100	100	100	100	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 154

q118_7) Do you think you would've been able to quit smoking without using Other Nicotine Replacement Therapy Products as an aid to quit smoking?
- Other Nicotine Replacement Therapy Products Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Nicotine Replacement Therapy Products Most Important (Unwtd)	9	2	0	0	0	0	8	11	126
Base - Other Nicotine Replacement Therapy Products Most Important (Wgtd)	9	2	0	0	0	0	8	11	126
Eff Base	9	2	0	0	0	0	8	11	126
Yes	55.5	49.8	0	0	0	0	37.5	45.4	26.2
No	44.5	50.2	0	0	0	0	62.5	54.6	73.8
Total	100	100	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 155
q118_8) Do you think you would've been able to quit smoking without using Other aids/substitutes than above as an aid to quit smoking?
- Other aids/substitutes than above Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other aids/substitutes than above Most Important (Unwtd)	1	0	0	0	0	0	0	1	49
Base - Other aids/substitutes than above Most Important (Wgtd)	1	0	0	0	0	0	0	1	49
Eff Base	1	0	0	0	0	0	0	1	49
Yes	100	0	0	0	0	0	0	100	42.9
No	0	0	0	0	0	0	0	0	57.1
Total	100	0	0	0	0	0	0	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 156
q118_10) Do you think you would've been able to quit smoking without using E-Cigarettes as an aid to quit smoking?
- E-Cigarettes Most Important

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - E-Cigarettes Most Important (Unwtd)	2	0	0	0	0	0	4	2	48
Base - E-Cigarettes Most Important (Wgtd)	2	0	0	0	0	0	4	2	48
Eff Base	2	0	0	0	0	0	4	2	48
Yes	0	0	0	0	0	0	24.9	0	18.8
No	100	0	0	0	0	0	75.1	100	81.2
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 157
q119) Please tell us your main motivations(s) for quitting cigarettes.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Cigarette/ Rolling Tobacco (Unwtd)	251	27	4	4	3	3	38	231	2310
Base - True Former Cigarette/ Rolling Tobacco (Wgtd)	251	27	4	4	3	3	38	231	2310
Eff Base	251	27	4	4	3	3	38	231	2310
Health Concerns (Net)	64.1	44.5	100	100	100	100	68.5	53.2	68.4
Other Health Concerns (Subnet)	45.8	29.7	75	75	66.7	66.7	55.3	40.7	53
Health/it's not healthy/trying to be/stay healthy (Unspecified)	39.1	26	75	75	66.7	66.7	55.3	36.4	47.4
Fear I will die/not live long	3.6	0	0	0	0	0	0	3.5	3.3
I am pregnant/want to become pregnant	2.4	3.7	0	0	0	0	0	0.9	2.5
Other mentions of health concerns	0.8	0	0	0	0	0	0	0	0.5
Respiratory (Subnet)	8.4	3.7	25	25	33.3	33.3	5.3	5.6	7.6
Shortness of breath/difficulty breathing	3.2	3.7	25	25	33.3	33.3	2.6	2.2	2.6
COPD	2	0	0	0	0	0	2.6	0.4	1.2
Lung disease/cancer	1.6	0	0	0	0	0	0	2.6	2.8
Other mentions of respiratory concerns/diseases	2.8	0	0	0	0	0	0	0.9	1.4
Other Specific Conditions (Subnet)	6.4	11.1	0	0	0	0	7.9	4.3	7.1
Fear of/have experienced heart disease	3.2	0	0	0	0	0	2.6	0.9	2
Dislike coughing/phlegm	0.8	0	0	0	0	0	2.6	0.9	1.7
Made me feel sick/not feel well (Unspecified)	0.8	0	0	0	0	0	2.6	0	1.5
Fear of/have experienced dental/oral diseases	0	0	0	0	0	0	0	0.4	0.3
Other mentions of other specific conditions	1.6	11.1	0	0	0	0	0	2.2	1.8
Cancer (Subnet)	6	0	0	0	0	0	5.3	4.8	4.6
Cancer/cancer concerns (Unspecified)	5.6	0	0	0	0	0	5.3	4.8	4.1
Fear of/have experienced dental/oral cancer	0	0	0	0	0	0	0	0	0
Other mentions of cancer	0.4	0	0	0	0	0	0	0	0.5
Influences (Net)	14	18.5	0	0	0	0	23.7	15.6	15.8
Influenced by family/loved ones/children	12.8	14.8	0	0	0	0	23.7	14.3	14.3
Influenced by religious believes	0.4	0	0	0	0	0	0	0	1
Other mentions of influences	0.8	3.7	0	0	0	0	0	1.3	0.6
Price/Value (Net)	6.8	7.4	0	0	0	0	15.8	11.3	10.5
Price/expensive	6	7.4	0	0	0	0	15.8	10.4	9.5
To save money	0	0	0	0	0	0	0	0.9	0.6
Other mentions of price/value	0.8	0	0	0	0	0	0	0	0.4
Taste/Style (Net)	1.2	0	0	0	0	0	0	1.7	1.9
Dislike taste/style	1.2	0	0	0	0	0	0	1.7	1.9
Miscellaneous	19.5	14.8	0	0	0	0	13.2	20.3	22.6
No interest/wasn't enjoying it/needed to quit	7.2	7.4	0	0	0	0	0	8.7	9.9
Dislike smell/odor	3.2	3.7	0	0	0	0	5.3	3.5	4.4
Interfered with lifestyle	2.8	0	0	0	0	0	0	2.2	2.2
Bad habit/addicting	2	0	0	0	0	0	0	1.7	2.3
It's dirty/messy	2	0	0	0	0	0	0	0.9	1.9
Prefer other products	1.2	0	0	0	0	0	5.3	0.4	0.4
Dislike product	0.8	3.7	0	0	0	0	2.6	1.3	0.3
Misc. mentions of appearance	0.8	0	0	0	0	0	0	0.4	0.5
Was an occasional user/not addicted	0.4	0	0	0	0	0	0	0.9	1.9
Other mentions	1.6	0	0	0	0	0	0	1.7	1.8
Don't know	0	0	0	0	0	0	0	0.4	0.2
Nothing	6.8	22.2	0	0	0	0	2.6	8.2	0.9

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 158
q122) Approximately how long have you used snus? If you have used snus for several periods, and quit in between, we ask you
to please state the total time you have used snus. For example if you used snus for 5 years, quit for 1 year, and have used
snus for the past 2 years - please indicate 7 years.

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
<1 Year - 9 Years (Net)	85.5	85.5	78.4	78.1	79	85.7	87.3	85.5	0
Less than 6 months	9.8	9.8	3.9	4.9	5.3	7.1	10.9	9.8	0
6 months up to 1 year	9	9	5.9	4.9	5.3	3.6	12.7	9	0
1 year	8.2	8.2	11.8	14.6	13.1	14.3	9.1	8.2	0
2 years	10.6	10.6	7.8	9.7	10.5	14.3	10.9	10.6	0
3 years	14.5	14.5	7.8	9.7	10.5	7.2	7.3	14.5	0
4 years	7.8	7.8	9.8	7.3	5.3	7.2	9.1	7.8	0
5 years	10.2	10.2	7.9	2.4	2.6	3.6	12.8	10.2	0
6 years	5.5	5.5	15.7	17.1	18.5	21.5	5.4	5.5	0
7 years	7.1	7.1	5.9	7.3	7.9	7.2	7.3	7.1	0
8 years	2.8	2.8	2	0	0	0	1.8	2.8	0
10- 19 Years (Net)	10.2	10.2	15.7	14.6	13.1	10.7	9.1	10.2	0
9 years	0.8	0.8	2	0	0	0	3.6	0.8	0
10 years	3.9	3.9	7.8	9.8	7.9	3.6	3.6	3.9	0
11 years	1.2	1.2	2	2.4	2.6	3.6	0	1.2	0
12 years	0.4	0.4	0	0	0	0	0	0.4	0
13 years	0.8	0.8	2	0	0	0	1.8	0.8	0
14 years	0.4	0.4	0	0	0	0	0	0.4	0
15 years	1.2	1.2	2	2.4	2.6	3.6	0	1.2	0
16 years	0.4	0.4	0	0	0	0	0	0.4	0
17 years	0.4	0.4	0	0	0	0	0	0.4	0
18 years	0.8	0.8	0	0	0	0	0	0.8	0
20 - 39 Years (Net)	4.3	4.3	5.9	7.3	7.9	3.6	3.6	4.3	0
20 years	2	2	2	2.4	2.6	0	3.6	2	0
21 years	0.4	0.4	0	0	0	0	0	0.4	0
22 years	0.4	0.4	2	2.4	2.6	3.6	0	0.4	0
23 years	0.4	0.4	0	0	0	0	0	0.4	0
27 years	0.4	0.4	0	0	0	0	0	0.4	0
30 years	0.4	0.4	2	2.4	2.6	0	0	0.4	0
36 years	0.4	0.4	0	0	0	0	0	0.4	0
Total	100	100	100	100	100	100	100	100	0
Mean	4.97	4.97	6.01	6.01	6.09	5.03	4.31	4.97	0
Std. Dev.	5.41	5.41	5.79	6.28	6.44	4.84	4.31	5.41	0
Std. Err.	0.34	0.34	0.81	0.98	1.04	0.92	0.58	0.34	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 159
q123) Weekly means using snus at least once week for at least one month. How old were you when you started using snus weekly?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
I do not use snus weekly (not factored in mean)	5.9	5.9	0	0	0	0	7.3	5.9	0
Less than 18 years	3.5	3.5	2	2.4	2.6	3.6	0	3.5	0
18 - 24 Years (Net)	35.7	35.7	31.3	29.2	31.5	28.5	38.1	35.7	0
18 years	7.4	7.4	5.9	7.3	7.9	3.6	9.1	7.4	0
19 years	4.3	4.3	5.9	4.9	5.3	7.1	5.5	4.3	0
20 years	5.5	5.5	2	2.4	2.6	0	9.1	5.5	0
21 years	7	7	7.8	7.3	7.9	7.1	3.6	7	0

22 years	6.3	6.3	3.9	2.4	2.6	3.6	5.4	6.3	0
23 years	3.1	3.1	3.9	2.4	2.6	3.6	5.4	3.1	0
24 years	2	2	2	2.4	2.6	3.6	0	2	0
25 - 34 Years (Net)	34.1	34.1	43.2	51.3	52.7	53.6	34.6	34.1	0
25 years	3.1	3.1	3.9	4.9	5.3	3.6	3.6	3.1	0
26 years	3.9	3.9	2	2.4	2.6	3.6	5.4	3.9	0
27 years	3.9	3.9	3.9	4.9	5.3	7.1	1.8	3.9	0
28 years	2.7	2.7	5.9	4.9	5.3	3.6	1.8	2.7	0
29 years	3.5	3.5	2	2.4	2.6	3.6	1.8	3.5	0
30 years	3.9	3.9	9.8	12.2	13.2	14.3	3.7	3.9	0
31 years	3.5	3.5	5.9	7.3	7.9	7.2	3.6	3.5	0
32 years	3.5	3.5	7.8	9.8	7.9	10.7	3.6	3.5	0
33 years	3.1	3.1	2	2.4	2.6	0	1.8	3.1	0
34 years	2.8	2.8	0	0	0	0	7.3	2.8	0
35 - 49 Years (Net)	15.7	15.7	13.7	9.8	7.9	7.2	16.4	15.7	0
35 years	3.5	3.5	3.9	4.9	2.6	3.6	3.6	3.5	0
36 years	1.6	1.6	0	0	0	0	0	1.6	0
37 years	1.6	1.6	2	0	0	0	3.7	1.6	0
38 years	1.2	1.2	2	0	0	0	1.8	1.2	0
39 years	0.4	0.4	0	0	0	0	0	0.4	0
40 years	0.8	0.8	0	0	0	0	1.8	0.8	0
41 years	1.2	1.2	3.9	2.4	2.6	3.6	1.8	1.2	0
42 years	0.4	0.4	0	0	0	0	1.8	0.4	0
43 years	0.8	0.8	0	0	0	0	0	0.8	0
44 years	0.4	0.4	0	0	0	0	0	0.4	0
45 years	0.8	0.8	0	0	0	0	0	0.8	0
46 years	1.2	1.2	0	0	0	0	1.8	1.2	0
47 years	0.4	0.4	0	0	0	0	0	0.4	0
48 years	0.8	0.8	2	2.4	2.6	0	0	0.8	0
49 years	0.8	0.8	0	0	0	0	0	0.8	0
50+ Years (Net)	5.1	5.1	9.8	7.3	5.3	7.1	3.6	5.1	0
50 years	1.6	1.6	2	2.4	2.6	3.6	1.8	1.6	0
51 years	0.4	0.4	0	0	0	0	0	0.4	0
53 years	0.4	0.4	0	0	0	0	0	0.4	0
54 years	0.4	0.4	2	0	0	0	0	0.4	0
55 years	0.4	0.4	2	0	0	0	1.8	0.4	0
57 years	0.4	0.4	0	0	0	0	0	0.4	0
59 years	1.6	1.6	3.9	4.9	2.6	3.6	0	1.6	0
Total	100	100	100	100	100	100	100	100	0
Mean	28.65	28.65	30.28	29.42	28.42	28.86	28.38	28.65	0
Std. Dev.	9.89	9.89	10.78	10.05	9.14	9.27	8.95	9.89	0
Std. Err.	0.64	0.64	1.51	1.57	1.48	1.75	1.25	0.64	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 160
q124) On average, how many cans did you use at that time, per week?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Snus Weekly (Unwtd)	240	240	51	41	38	28	51	240	0
Base - Use Snus Weekly (Wgtd)	240	240	51	41	38	28	51	240	0
Eff Base	240	240	51	41	38	28	51	240	0
1	32.1	32.1	27.5	26.8	28.9	28.6	15.7	32.1	0
2	21.3	21.3	21.6	22	15.8	21.5	27.4	21.3	0
3	15.4	15.4	5.9	7.3	7.9	7.2	9.8	15.4	0
4	10	10	15.7	7.3	7.9	7.1	19.6	10	0
5	8.7	8.7	11.8	14.6	15.8	14.3	9.8	8.7	0
6+ (Net)	12.5	12.5	17.6	21.9	23.7	21.4	17.6	12.5	0
6	2.1	2.1	2	2.4	2.6	3.6	0	2.1	0
7	2.5	2.5	5.9	7.3	7.9	3.6	5.9	2.5	0
8	1.2	1.2	3.9	4.9	5.3	7.1	2	1.2	0
9	0.4	0.4	0	0	0	0	2	0.4	0
10	1.7	1.7	2	2.4	2.6	0	3.9	1.7	0
11	0.4	0.4	0	0	0	0	0	0.4	0
12	0.4	0.4	0	0	0	0	0	0.4	0
17	0.4	0.4	2	2.4	2.6	3.6	0	0.4	0
20	0.4	0.4	0	0	0	0	0	0.4	0

21-30	1.2	1.2	0	0	0	0	0	1.2	0
31-40	1.3	1.3	2	2.4	2.6	3.6	3.9	1.3	0
91-100	0.4	0.4	0	0	0	0	0	0.4	0
Total	100	100	100	100	100	100	100	100	0
Mean	4.06	4.06	4.08	4.41	4.6	4.68	4.71	4.06	0
Std. Dev.	7.93	7.93	4.85	5.33	5.49	6.18	6.23	7.93	0
Std. Err.	0.51	0.51	0.68	0.83	0.89	1.17	0.87	0.51	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 161
q127) How old were you the first and last time you started using snus? - First Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Less than 18 years	8.6	8.6	9.8	9.8	10.5	10.7	5.5	8.6	0
18 - 24 Years (Net)	34.5	34.5	25.5	24.4	26.3	25	30.9	34.5	0
18 years	6.3	6.3	3.9	4.9	5.3	0	5.4	6.3	0
19 years	5.5	5.5	3.9	4.9	5.3	7.1	9.1	5.5	0
20 years	5.1	5.1	0	0	0	0	7.3	5.1	0
21 years	5.9	5.9	5.9	4.9	5.3	3.6	1.8	5.9	0
22 years	5.5	5.5	3.9	2.4	2.6	3.6	1.8	5.5	0
23 years	2.3	2.3	5.9	7.3	7.9	10.7	1.8	2.3	0
24 years	3.9	3.9	2	0	0	0	3.6	3.9	0
25 - 34 Years (Net)	33	33	43.2	51.3	52.7	53.6	38.2	33	0
25 years	4.7	4.7	5.9	7.3	7.9	7.1	5.4	4.7	0
26 years	3.5	3.5	5.9	7.3	7.9	10.7	3.6	3.5	0
27 years	2.4	2.4	2	2.4	2.6	3.6	1.8	2.4	0
28 years	4.7	4.7	3.9	2.4	2.6	0	1.8	4.7	0
29 years	2.4	2.4	3.9	4.9	5.3	7.2	3.6	2.4	0
30 years	3.9	3.9	5.9	7.3	7.9	7.1	3.7	3.9	0
31 years	2.7	2.7	5.9	7.3	7.9	3.6	1.8	2.7	0
32 years	3.9	3.9	9.8	12.2	10.5	14.3	7.3	3.9	0
33 years	2	2	0	0	0	0	1.8	2	0
34 years	2.8	2.8	0	0	0	0	7.3	2.8	0
35 - 49 Years (Net)	19.2	19.2	11.8	7.3	5.3	3.6	21.8	19.2	0
35 years	5.5	5.5	3.9	4.9	2.6	3.6	7.3	5.5	0
36 years	2.4	2.4	0	0	0	0	0	2.4	0
37 years	1.2	1.2	0	0	0	0	3.7	1.2	0
38 years	1.2	1.2	2	0	0	0	0	1.2	0
39 years	1.2	1.2	0	0	0	0	3.6	1.2	0
40 years	0.8	0.8	0	0	0	0	1.8	0.8	0
41 years	1.6	1.6	3.9	0	0	0	1.8	1.6	0
42 years	0.4	0.4	0	0	0	0	1.8	0.4	0
43 years	0.8	0.8	0	0	0	0	0	0.8	0
44 years	0.4	0.4	0	0	0	0	0	0.4	0
45 years	1.2	1.2	0	0	0	0	0	1.2	0
46 years	0.8	0.8	0	0	0	0	1.8	0.8	0
47 years	0.4	0.4	0	0	0	0	0	0.4	0
48 years	0.4	0.4	0	0	0	0	0	0.4	0
49 years	1.2	1.2	2	2.4	2.6	0	0	1.2	0
50+ Years (Net)	4.7	4.7	9.8	7.3	5.3	7.1	3.6	4.7	0
50 years	1.2	1.2	2	2.4	2.6	3.6	1.8	1.2	0
51 years	0.4	0.4	0	0	0	0	0	0.4	0
53 years	0.4	0.4	0	0	0	0	0	0.4	0
54 years	0.4	0.4	2	0	0	0	0	0.4	0
55 years	0.8	0.8	2	0	0	0	1.8	0.8	0
60+ years	1.6	1.6	3.9	4.9	2.6	3.6	0	1.6	0
Total	100	100	100	100	100	100	100	100	0
Mean	28.29	28.29	29.67	28.61	27.47	27.75	28.83	28.29	0
Std. Dev.	10.09	10.09	11.48	10.75	9.6	9.72	9.06	10.09	0
Std. Err.	0.63	0.63	1.61	1.68	1.56	1.84	1.22	0.63	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 162

q128) How old were you the first and last time you started using snus? Last Time

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Less than 18 years	1.6	1.6	2	2.4	2.6	3.6	0	1.6	0
18 - 24 Years (Net)	24.7	24.7	17.6	14.6	15.8	14.3	20	24.7	0
18 years	1.2	1.2	3.9	4.9	5.3	0	1.8	1.2	0
19 years	1.2	1.2	0	0	0	0	0	1.2	0
20 years	4.7	4.7	0	0	0	0	7.3	4.7	0
21 years	4.7	4.7	0	0	0	0	1.8	4.7	0
22 years	4.7	4.7	5.9	0	0	0	1.8	4.7	0
23 years	3.9	3.9	3.9	4.9	5.2	7.1	0	3.9	0
24 years	4.3	4.3	3.9	4.9	5.3	7.1	7.3	4.3	0
25 - 34 Years (Net)	32.9	32.9	43.1	48.8	50	53.6	36.3	32.9	0
25 years	4.3	4.3	2	2.4	2.6	3.6	7.2	4.3	0
26 years	0.8	0.8	0	0	0	0	0	0.8	0
27 years	3.5	3.5	3.9	4.9	5.3	7.2	3.6	3.5	0
28 years	1.6	1.6	2	2.4	2.6	3.6	0	1.6	0
29 years	2.4	2.4	5.9	7.3	7.9	10.7	5.4	2.4	0
30 years	4.3	4.3	3.9	4.9	5.3	7.2	3.6	4.3	0
31 years	3.5	3.5	5.9	7.3	7.9	3.6	3.6	3.5	0
32 years	6.3	6.3	11.7	14.6	15.8	14.2	5.4	6.3	0
33 years	4.7	4.7	5.9	4.9	2.6	3.6	5.5	4.7	0
34 years	1.6	1.6	2	0	0	0	1.8	1.6	0
35 - 49 Years (Net)	31.8	31.8	21.6	22	21.1	21.5	38.3	31.8	0
35 years	9	9	9.8	12.2	13.2	10.7	14.6	9	0
36 years	5.9	5.9	3.9	4.9	5.3	7.2	3.7	5.9	0
37 years	2.4	2.4	0	0	0	0	7.3	2.4	0
38 years	0.8	0.8	0	0	0	0	0	0.8	0
39 years	2.4	2.4	0	0	0	0	3.6	2.4	0
40 years	1.2	1.2	0	0	0	0	0	1.2	0
41 years	0.4	0.4	0	0	0	0	1.8	0.4	0
42 years	1.2	1.2	0	0	0	0	1.8	1.2	0
43 years	1.6	1.6	3.9	2.4	2.6	3.6	1.8	1.6	0
44 years	1.2	1.2	0	0	0	0	1.8	1.2	0
45 years	2.7	2.7	2	2.4	0	0	0	2.7	0
46 years	1.6	1.6	2	0	0	0	1.8	1.6	0
47 years	0.4	0.4	0	0	0	0	0	0.4	0
48 years	0.4	0.4	0	0	0	0	0	0.4	0
49 years	0.8	0.8	0	0	0	0	0	0.8	0
50+ Years (Net)	9	9	15.7	12.2	10.5	7.1	5.5	9	0
51 years	1.2	1.2	3.9	2.4	2.6	0	1.8	1.2	0
52 years	0.8	0.8	2	2.4	2.6	3.6	0	0.8	0
53 years	0.8	0.8	2	2.4	2.6	0	0	0.8	0
54 years	0.8	0.8	0	0	0	0	0	0.8	0
55 years	0.8	0.8	0	0	0	0	0	0.8	0
57 years	0.4	0.4	0	0	0	0	1.8	0.4	0
58 years	0.8	0.8	0	0	0	0	0	0.8	0
59 years	0.8	0.8	2	0	0	0	0	0.8	0
60+ years	2.7	2.7	5.9	4.9	2.6	3.6	1.8	2.7	0
Total	100	100	100	100	100	100	100	100	0
Mean	32.95	32.95	34.51	33.32	32.26	31.78	32.61	32.95	0
Std. Dev.	10.65	10.65	11.62	10.47	9.56	8.97	8.97	10.65	0
Std. Err.	0.67	0.67	1.63	1.64	1.55	1.7	1.21	0.67	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 163

q130) On average, how many snus pouches did you use at the time you started using snus? - Daily

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)		255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)		255	255	51	41	38	28	55	255	0
Eff Base		255	255	51	41	38	28	55	255	0
	0	4.7	4.7	2	2.4	0	0	3.6	4.7	0
	1	21.2	21.2	23.5	24.4	21	21.4	16.4	21.2	0
	2	16.1	16.1	15.7	17.1	18.4	21.4	10.9	16.1	0
	3	11.8	11.8	13.8	7.3	7.9	10.7	10.9	11.8	0
	4	11.8	11.8	7.9	9.8	10.5	10.8	9.1	11.8	0
	5	9.8	9.8	5.9	7.3	7.9	7.1	12.7	9.8	0
	6	4.7	4.7	2	0	0	0	9.1	4.7	0
	7	4.3	4.3	7.8	7.3	7.9	3.6	3.6	4.3	0
	8	2	2	2	2.4	2.6	3.6	1.8	2	0
	9	1.2	1.2	3.9	2.4	2.6	3.6	1.8	1.2	0
	10	2.4	2.4	5.9	7.3	7.9	10.7	1.8	2.4	0
11+ (Net)		10.2	10.2	9.8	12.2	13.2	7.1	18.2	10.2	0
	11	1.6	1.6	0	0	0	0	3.6	1.6	0
	12	1.2	1.2	0	0	0	0	1.8	1.2	0
	13	0.8	0.8	2	2.4	2.6	3.6	0	0.8	0
	14	1.6	1.6	2	2.5	2.6	0	3.7	1.6	0
	15	0.4	0.4	0	0	0	0	0	0.4	0
	16	0	0	0	0	0	0	0	0	0
	17	0	0	0	0	0	0	0	0	0
	18	0	0	0	0	0	0	0	0	0
	19	0	0	0	0	0	0	0	0	0
	20	1.2	1.2	2	2.4	2.6	0	3.7	1.2	0
	21	0	0	0	0	0	0	0	0	0
	22	0.4	0.4	0	0	0	0	0	0.4	0
	23	0	0	0	0	0	0	0	0	0
	24	0.4	0.4	0	0	0	0	1.8	0.4	0
25+		2.7	2.7	3.9	4.9	5.3	3.6	3.6	2.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		4.78	4.78	5.31	5.68	6.08	5.11	6.27	4.78	0
Std. Dev.		5.44	5.44	5.98	6.51	6.6	5.5	6.54	5.44	0
Std. Err.		0.34	0.34	0.84	1.02	1.07	1.04	0.88	0.34	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 164
q131) On average, how many snus pouches did you use at the time you started using snus? - Weekly

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)		255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)		255	255	51	41	38	28	55	255	0
Eff Base		255	255	51	41	38	28	55	255	0
	0	4.7	4.7	2	2.4	0	0	3.6	4.7	0
	7	21.2	21.2	23.5	24.4	21	21.4	16.4	21.2	0
11+ (Net)		74.1	74.1	74.5	73.2	79	78.6	80	74.1	0
	14	16.1	16.1	15.7	17.1	18.4	21.4	10.9	16.1	0
	21	11.8	11.8	13.8	7.3	7.9	10.7	10.9	11.8	0
25+		46.3	46.3	45.1	48.8	52.6	46.4	58.2	46.3	0
Total		100	100	100	100	100	100	100	100	0
Mean		18.7	18.7	18.9	18.81	19.92	19.29	20.67	18.7	0
Std. Dev.		9.04	9.04	8.7	9.04	8.36	8.29	8.7	9.04	0
Std. Err.		0.57	0.57	1.22	1.41	1.36	1.57	1.17	0.57	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 165

q132) We would like to know how frequently you use snus. Do you use snus:

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Every day	67.1	67.1	64.7	68.3	68.4	60.7	83.6	67.1	0
Some days	32.9	32.9	35.3	31.7	31.6	39.3	16.4	32.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 166

q133) Thinking about the past 30 days, how many of those days did you use snus?

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Snus Some Days (Unwtd)		84	84	18	13	12	11	9	84	0
Base - Use Snus Some Days (Wgtd)		84	84	18	13	12	11	9	84	0
Eff Base		84	84	18	13	12	11	9	84	0
	0	9.5	9.5	0	0	0	0	11.1	9.5	0
1 Week (Net)		27.4	27.4	16.6	15.4	16.7	18.2	22.1	27.4	0
	1	4.8	4.8	0	0	0	0	11.1	4.8	0
	2	7.1	7.1	0	0	0	0	11.1	7.1	0
	3	4.8	4.8	5.5	7.7	8.3	9.1	0	4.8	0
	4	1.2	1.2	0	0	0	0	0	1.2	0
	5	4.8	4.8	11.1	7.7	8.3	9.1	0	4.8	0
	6	1.2	1.2	0	0	0	0	0	1.2	0
	7	3.6	3.6	0	0	0	0	0	3.6	0
2 Weeks (Net)		35.7	35.7	55.6	53.8	50	45.4	55.7	35.7	0
	8	9.5	9.5	16.6	23	25	27.2	22.3	9.5	0
	9	1.2	1.2	5.6	7.7	0	0	0	1.2	0
	10	8.3	8.3	5.5	7.7	8.3	0	0	8.3	0
	11	3.6	3.6	0	0	0	0	11.1	3.6	0
	12	7.1	7.1	0	0	0	0	0	7.1	0
	13	0	0	0	0	0	0	0	0	0
	14	6	6	27.8	15.4	16.7	18.2	22.3	6	0
3 Weeks (Net)		22.6	22.6	16.7	15.4	16.7	18.2	11.1	22.6	0
	15	8.3	8.3	0	0	0	0	0	8.3	0
	16	1.2	1.2	0	0	0	0	0	1.2	0
	17	2.4	2.4	5.6	0	0	0	0	2.4	0
	18	2.4	2.4	11.1	15.4	16.7	18.2	11.1	2.4	0
	19	0	0	0	0	0	0	0	0	0
	20	8.3	8.3	0	0	0	0	0	8.3	0
	21	0	0	0	0	0	0	0	0	0
4 Weeks+ (Net)		4.8	4.8	11.1	15.4	16.7	18.2	0	4.8	0
	22	1.2	1.2	0	0	0	0	0	1.2	0
	23	1.2	1.2	0	0	0	0	0	1.2	0
	24	1.2	1.2	5.6	7.7	8.3	9.1	0	1.2	0
	25	1.2	1.2	5.6	7.7	8.3	9.1	0	1.2	0
	26	0	0	0	0	0	0	0	0	0
	27	0	0	0	0	0	0	0	0	0
	28	0	0	0	0	0	0	0	0	0
	29	0	0	0	0	0	0	0	0	0
	30	0	0	0	0	0	0	0	0	0
Total		100	100	100	100	100	100	100	100	0
Mean		9.79	9.79	12.67	12.62	12.92	13.19	8.46	9.79	0
Std. Dev.		6.84	6.84	6.24	6.95	7.17	7.45	6.4	6.84	0
Std. Err.		0.75	0.75	1.47	1.93	2.07	2.25	2.13	0.75	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 167

q134) Approximately how many pouches of snus do you use in a typical day?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
0 pouches	4.7	4.7	0	0	0	0	3.6	4.7	0
1 pouch	14.1	14.1	11.7	12.2	13.1	14.3	10.9	14.1	0
2 pouches	19.2	19.2	23.6	22	21.1	21.5	14.5	19.2	0
3 pouches	12.9	12.9	9.8	7.3	2.6	3.6	10.9	12.9	0
4 pouches	17.7	17.7	17.7	19.5	21.1	25	16.4	17.7	0
5 pouches	11.4	11.4	11.7	12.2	13.1	10.7	10.9	11.4	0
6 pouches	4.7	4.7	0	0	0	0	14.6	4.7	0
7 pouches	3.9	3.9	5.9	7.3	7.9	7.1	7.3	3.9	0
8 pouches	4.3	4.3	3.9	2.4	2.6	3.6	1.8	4.3	0
9 pouches	0.4	0.4	2	0	0	0	0	0.4	0
10 pouches	2.4	2.4	2	2.4	2.6	3.6	3.6	2.4	0
11 pouches	0.4	0.4	2	2.5	2.6	0	0	0.4	0
12 pouches	0.8	0.8	2	2.4	2.6	0	1.8	0.8	0
13 pouches	0.4	0.4	0	0	0	0	0	0.4	0
14+ pouches	2.7	2.7	7.8	9.8	10.5	10.7	3.6	2.7	0
Total	100	100	100	100	100	100	100	100	0
Mean	3.99	3.99	4.98	5.24	5.45	5.07	4.62	3.99	0
Std. Dev.	3.2	3.2	4.18	4.45	4.57	4.45	3.38	3.2	0
Std. Err.	0.2	0.2	0.58	0.7	0.74	0.84	0.46	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 168

q135) Approximately how many cans of snus do you use in a typical week?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Less than half a can	10.2	10.2	3.9	2.4	2.6	0	5.4	10.2	0
More than half, but less than 1 can	3.5	3.5	7.8	7.3	7.9	7.1	0	3.5	0
1 can	18	18	17.6	19.5	18.4	21.4	12.7	18	0
2 cans	17.3	17.3	11.8	9.8	7.9	10.7	16.3	17.3	0
3 cans	13.4	13.4	13.7	9.8	10.5	14.3	12.8	13.4	0
4 cans	10.6	10.6	3.9	2.5	2.7	3.6	12.7	10.6	0
5 cans	7.4	7.4	5.9	7.3	7.9	0	5.5	7.4	0
6 cans	5.1	5.1	9.8	12.2	13.2	17.9	10.9	5.1	0
7 cans	5.1	5.1	7.8	7.3	7.9	3.6	7.3	5.1	0
8 cans	2	2	2	2.4	2.6	3.6	1.8	2	0
9 cans	0.4	0.4	0	0	0	0	0	0.4	0
10 cans	2.7	2.7	7.8	9.8	7.9	7.1	1.8	2.7	0
11 cans	1.6	1.6	0	0	0	0	5.5	1.6	0
12 cans	1.2	1.2	3.9	4.9	5.3	3.6	5.4	1.2	0
13 cans	0	0	0	0	0	0	0	0	0
14+ cans	1.6	1.6	3.9	4.9	5.3	7.1	1.8	1.6	0
Total	100	100	100	100	100	100	100	100	0
Mean	3.47	3.47	4.52	4.99	5.04	4.95	4.67	3.47	0
Std. Dev.	3.15	3.15	4.01	4.25	4.27	4.45	3.65	3.15	0

Std. Err.	0.2	0.2	0.56	0.66	0.69	0.84	0.49	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 169
q136) Approximately how many cans of snus did you use in a typical week, 1 year ago?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Been Using Snus At Least a Year (Unwtd)	207	207	46	37	34	25	42	207	0
Base - Been Using Snus At Least a Year (Wgtd)	207	207	46	37	34	25	42	207	0
Eff Base	207	207	46	37	34	25	42	207	0
Less than half a can	9.6	9.6	8.7	5.4	5.9	4	2.4	9.6	0
More than half, but less than 1 can	2.9	2.9	2.2	2.7	2.9	0	0	2.9	0
1 can	17.4	17.4	10.9	10.8	11.8	12	9.5	17.4	0
2 cans	17.9	17.9	19.6	18.9	14.7	20	16.7	17.9	0
3 cans	10.6	10.6	6.5	2.7	2.9	4	14.3	10.6	0
4 cans	9.7	9.7	10.9	10.8	11.8	16	2.4	9.7	0
5 cans	7.7	7.7	10.9	10.8	11.8	12	14.3	7.7	0
6 cans	10.1	10.1	8.7	10.8	8.8	8	16.7	10.1	0
7 cans	3.9	3.9	4.3	5.4	5.9	0	9.5	3.9	0
8 cans	3.9	3.9	8.7	10.8	11.7	12	2.4	3.9	0
9 cans	0.5	0.5	0	0	0	0	0	0.5	0
10 cans	1.4	1.4	0	0	0	0	4.8	1.4	0
11 cans	0.5	0.5	0	0	0	0	0	0.5	0
12 cans	0.5	0.5	0	0	0	0	0	0.5	0
13 cans	0	0	0	0	0	0	0	0	0
14+ cans	3.4	3.4	8.7	10.8	11.8	12	7.2	3.4	0
Total	100	100	100	100	100	100	100	100	0
Mean	3.7	3.7	4.62	5.2	5.36	5.25	5.15	3.7	0
Std. Dev.	3.4	3.4	4.25	4.5	4.63	4.63	3.89	3.4	0
Std. Err.	0.24	0.24	0.63	0.74	0.79	0.93	0.6	0.24	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 170
q137) How soon after getting up in the morning do you have your first snus pouch?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Within 5 minutes	11	11	13.7	17.1	18.4	10.7	14.5	11	0
6-30 minutes	42.7	42.7	47	46.3	47.3	53.5	50.9	42.7	0
31-60 minutes	19.2	19.2	23.6	26.9	26.4	28.6	21.8	19.2	0
More than 60 minutes	27.1	27.1	15.7	9.7	7.9	7.1	12.7	27.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 171
q138) To quit means not using snus for at least three months, except for temporary slip of a day or two.Have you ever tried to
quit using snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Yes, one time	40.8	40.8	37.2	41.5	42.1	46.4	52.7	40.8	0
Yes, more than one time (on several occasions)	22.4	22.4	31.4	26.8	29	25	27.3	22.4	0
No, I have never tried to quit	36.9	36.9	31.4	31.7	28.9	28.5	20	36.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 172
q139) How many times have you tried to quit where you stopped using snus or drastically cut down on using snus for at least a week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit More Than Once (Unwtd)	57	57	16	11	11	7	15	57	0
Base - Has Tried to Quit More Than Once (Wgtd)	57	57	16	11	11	7	15	57	0
Eff Base	57	57	16	11	11	7	15	57	0
Twice	36.9	36.9	31.3	36.4	36.4	28.6	6.6	36.9	0
Three times	42.1	42.1	37.5	36.4	36.4	42.9	53.2	42.1	0
Four or more times	21.1	21.1	31.3	27.2	27.2	28.5	40.1	21.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 173
q140) How long were you able to quit using snus the last time you attempted to quit (your most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit More Than Once (Unwtd)	57	57	16	11	11	7	15	57	0
Base - Has Tried to Quit More Than Once (Wgtd)	57	57	16	11	11	7	15	57	0
Eff Base	57	57	16	11	11	7	15	57	0
1 week or less	14	14	12.5	9.1	9.1	14.3	20	14	0
More than 1 week, but less than 1 month	21	21	12.5	18.1	18.1	14.3	0	21	0
1-3 months	28.1	28.1	31.3	27.2	27.2	42.8	40	28.1	0
4-6 months	15.8	15.8	18.8	18.2	18.2	28.7	20	15.8	0
7 months to 1 year	10.5	10.5	12.5	9.1	9.1	0	6.7	10.5	0
1-2 years	8.8	8.8	12.5	18.2	18.2	0	13.4	8.8	0
More than 2 years	1.7	1.7	0	0	0	0	0	1.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 174
q141) How long were you able to quit using snus the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit More Than Once (Unwtd)	57	57	16	11	11	7	15	57	0
Base - Has Tried to Quit More Than Once (Wgtd)	57	57	16	11	11	7	15	57	0
Eff Base	57	57	16	11	11	7	15	57	0
1 week or less	12.3	12.3	6.2	0	0	0	20	12.3	0
More than 1 week, but less than 1 month	19.3	19.3	12.5	18.2	18.2	28.5	6.6	19.3	0
1-3 months	35.1	35.1	31.3	36.4	36.4	43	26.6	35.1	0
4-6 months	19.3	19.3	31.2	36.3	36.3	28.5	20	19.3	0
7 months to 1 year	7	7	12.5	0	0	0	13.4	7	0
1-2 years	5.3	5.3	6.3	9.1	9.1	0	13.4	5.3	0
More than 2 years	1.7	1.7	0	0	0	0	0	1.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 175
q142) How long ago was it that you last tried to quit using snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit (Unwtd)	161	161	35	28	27	20	44	161	0
Base - Has Tried to Quit (Wgtd)	161	161	35	28	27	20	44	161	0
Eff Base	161	161	35	28	27	20	44	161	0
Less than 1 month	16.1	16.1	8.6	10.7	11.1	10	18.2	16.1	0
1-3 months	24.8	24.8	34.3	35.7	33.3	35	25	24.8	0
4-6 months	24.9	24.9	22.9	17.9	18.6	20	36.4	24.9	0
7 months to less than 1 year	19.9	19.9	17.1	17.8	18.5	20	15.9	19.9	0
1-2 years	9.3	9.3	8.6	7.1	7.4	5	4.5	9.3	0
3-5 years	2.5	2.5	2.9	3.6	3.7	5	0	2.5	0
More than 5 years	2.5	2.5	5.7	7.1	7.4	5	0	2.5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 176

q143) Did you use any aids/substitutes (if any) for snus when trying to quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit (Unwtd)	161	161	35	28	27	20	44	161	0
Base - Has Tried to Quit (Wgtd)	161	161	35	28	27	20	44	161	0
Eff Base	161	161	35	28	27	20	44	161	0
Cigarettes	32.3	32.3	60	64.3	66.6	64.9	38.6	32.3	0
Moist snuff	29.8	29.8	28.6	28.6	29.6	25	36.3	29.8	0
Loose leaf chewing tobacco	22.4	22.4	25.7	28.5	29.6	29.9	22.7	22.4	0
Other tobacco products	12.4	12.4	14.3	17.9	18.5	20	11.3	12.4	0
NRT (Net)	55.3	55.3	54.3	53.6	51.8	49.9	65.9	55.3	0
Nicotine patches	33.6	33.6	34.3	32.1	33.3	35	47.8	33.6	0
Nicotine chewing gum	36	36	31.4	28.6	25.9	20	40.9	36	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	6.2	6.2	5.7	7.2	7.4	5	4.6	6.2	0
Other aids/substitutes than above	2.5	2.5	0	0	0	0	0	2.5	0
I attempted to quit using snus without aids/substitutes	16.8	16.8	20	17.9	18.5	15.1	13.6	16.8	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 177

q144) Do you continue to use any of the aids/substitutes when you started using snus again, after attempting to quit?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	134	134	28	23	22	17	38	134	0
Base - Attempted to Quit With Aids (Wgtd)	134	134	28	23	22	17	38	134	0
Eff Base	134	134	28	23	22	17	38	134	0
Cigarettes	29.8	29.8	64.3	69.6	72.7	64.7	34.2	29.8	0
Moist snuff	23.9	23.9	21.4	17.4	18.2	11.8	26.3	23.9	0
Loose leaf chewing tobacco	15.7	15.7	21.4	21.7	22.7	17.6	15.8	15.7	0
Other tobacco products	6	6	10.7	13.1	13.7	11.8	7.9	6	0
NRT (Net)	44.8	44.8	39.3	34.8	36.4	23.5	57.9	44.8	0
Nicotine patches	23.2	23.2	21.5	17.4	18.2	11.8	42.1	23.2	0
Nicotine chewing gum	28.4	28.4	21.4	17.4	18.2	5.9	31.6	28.4	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	3	3	3.6	4.3	4.5	5.9	2.6	3	0
Other aids/substitutes than above	2.2	2.2	0	0	0	0	0	2.2	0
I do not continue to use any of the above	11.9	11.9	7.1	8.7	4.6	5.9	7.9	11.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 178

q145) How long have you been using snus and using Cigarettes at the same time?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	40	40	18	16	16	11	13	40	0
Base - Attempted to Quit With Cigarettes (Wgtd)	40	40	18	16	16	11	13	40	0
Eff Base	40	40	18	16	16	11	13	40	0
Less than 1 month	10	10	11.1	12.5	12.5	18.1	7.7	10	0
1-3 months	20	20	16.7	18.7	18.7	9.1	15.3	20	0
4-6 months	35	35	33.3	25	25	27.2	46.1	35	0
7 months to less than 1 year	15.1	15.1	11.1	12.5	12.5	9.1	7.8	15.1	0
1-2 years	7.5	7.5	16.7	18.8	18.8	18.2	7.7	7.5	0
3-5 years	7.5	7.5	5.5	6.2	6.2	9.1	15.4	7.5	0
More than 5 years	5	5	5.6	6.3	6.3	9.1	0	5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 179
q146) How long have you been using snus and using Moist snuff at the same time?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With Moist Snuff (Unwtd)	32	32	6	4	4	2	10	32	0
Base - Has Tried to Quit With Moist Snuff (Wgtd)	32	32	6	4	4	2	10	32	0
Eff Base	32	32	6	4	4	2	10	32	0
Less than 1 month	12.5	12.5	0	0	0	0	10	12.5	0
1-3 months	28.1	28.1	0	0	0	0	30	28.1	0
4-6 months	37.5	37.5	66.6	49.9	49.9	100	40	37.5	0
7 months to less than 1 year	12.5	12.5	16.7	25.1	25.1	0	10.1	12.5	0
1-2 years	3.1	3.1	16.7	25	25	0	10	3.1	0
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	6.3	6.3	0	0	0	0	0	6.3	0
Total	100	100	100	100	100	100	100	100	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 180
q147) How long have you been using snus and using Loose leaf chewing tobacco at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With Loose Leaf Tobacco (Unwtd)	21	21	6	5	5	3	6	21	0
Base - Has Tried to Quit With Loose Leaf Tobacco (Wgtd)	21	21	6	5	5	3	6	21	0
Eff Base	21	21	6	5	5	3	6	21	0
Less than 1 month	14.3	14.3	16.7	20	20	33.4	16.7	14.3	0
1-3 months	19	19	16.7	20	20	0	16.6	19	0
4-6 months	28.5	28.5	16.7	0	0	0	33.4	28.5	0
7 months to less than 1 year	23.8	23.8	16.7	20.1	20.1	0	16.6	23.8	0
1-2 years	9.6	9.6	16.6	19.9	19.9	33.2	0	9.6	0
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	4.7	4.7	16.6	20	20	33.3	16.6	4.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 181
q148) How long have you been using snus and using Other tobacco products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With Other Tobacco Products (Unwtd)	8	8	3	3	3	2	3	8	0
Base - Has Tried to Quit With Other Tobacco Products (Wgtd)	8	8	3	3	3	2	3	8	0
Eff Base	8	8	3	3	3	2	3	8	0
Less than 1 month	12.5	12.5	0	0	0	0	33.3	12.5	0
1-3 months	12.4	12.4	0	0	0	0	33.3	12.4	0
4-6 months	37.5	37.5	0	0	0	0	33.4	37.5	0
7 months to less than 1 year	25.1	25.1	66.7	66.7	66.7	50	0	25.1	0
1-2 years	12.5	12.5	33.3	33.3	33.3	50	0	12.5	0
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 182
q149) How long have you been using snus and using Nicotine patches at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With Nicotine Patches (Unwtd)	31	31	6	4	4	2	16	31	0
Base - Has Tried to Quit With Nicotine Patches (Wgtd)	31	31	6	4	4	2	16	31	0
Eff Base	31	31	6	4	4	2	16	31	0
Less than 1 month	6.5	6.5	0	0	0	0	6.3	6.5	0
1-3 months	22.7	22.7	16.8	0	0	0	18.8	22.7	0
4-6 months	48.3	48.3	49.9	50	50	50.1	56.1	48.3	0
7 months to less than 1 year	19.4	19.4	16.7	25.1	25.1	0	18.8	19.4	0
1-2 years	3.2	3.2	16.6	24.9	24.9	49.9	0	3.2	0

3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 183
q150) How long have you been using snus and using Nicotine chewing gum at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With Nicotine Chewing Gum (Unwtd)	38	38	6	4	4	1	12	38	0
Base - Has Tried to Quit With Nicotine Chewing Gum (Wgtd)	38	38	6	4	4	1	12	38	0
Eff Base	38	38	6	4	4	1	12	38	0
Less than 1 month	2.6	2.6	0	0	0	0	0	2.6	0
1-3 months	26.3	26.3	0	0	0	0	16.6	26.3	0
4-6 months	42.1	42.1	50	75	75	100	41.6	42.1	0
7 months to less than 1 year	18.4	18.4	16.7	0	0	0	25.1	18.4	0
1-2 years	5.3	5.3	33.3	25	25	0	16.6	5.3	0
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	5.3	5.3	0	0	0	0	0	5.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 184
q151) How long have you been using snus and using Other Nicotine Replacement Therapy Products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Tried to Quit With NRT (Unwtd)	4	4	1	1	1	1	1	4	0
Base - Has Tried to Quit With NRT (Wgtd)	4	4	1	1	1	1	1	4	0
Eff Base	4	4	1	1	1	1	1	4	0
Less than 1 month	0	0	0	0	0	0	0	0	0
1-3 months	75	75	100	100	100	100	100	75	0
4-6 months	25	25	0	0	0	0	0	25	0
7 months to less than 1 year	0	0	0	0	0	0	0	0	0
1-2 years	0	0	0	0	0	0	0	0	0
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 185

q152) Do you use snus less now that you use an additional tobacco product(s)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	118	118	26	21	21	16	35	118	0
Base - Attempted to Quit With Aids (Wgtd)	118	118	26	21	21	16	35	118	0
Eff Base	118	118	26	21	21	16	35	118	0
Yes, I snus less than I used to	70.4	70.4	57.7	57.1	57.1	75	77.2	70.4	0

No, I snus about the same amount as I used to	22	22	26.9	23.8	23.8	18.8	17.1	22	0
No, I snus more than I used to	7.6	7.6	15.4	19.1	19.1	6.2	5.7	7.6	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 186
q153) How much less snus do you consume since using an additional tobacco product(s)? Please select the answer that is closest
to the amount you now snus while using another tobacco product.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Less Snus (Unwtd)	83	83	15	12	12	12	27	83	0
Base - Use Less Snus (Wgtd)	83	83	15	12	12	12	27	83	0
Eff Base	83	83	15	12	12	12	27	83	0
I now snus about one fourth of what I used to	68.7	68.7	66.7	75	75	75	77.8	68.7	0
I now snus about half of what I used to	28.9	28.9	33.3	25	25	25	18.5	28.9	0
I now snus about three fourths of what I used to	2.4	2.4	0	0	0	0	3.7	2.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 187
q154) Now that you continue to use another tobacco product in addition to your using snus, how does this affect your total
tobacco consumption? Do you believe that your total tobacco consumption...?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Another Tobacco Product (Unwtd)	76	76	23	20	20	15	22	76	0
Base - Uses Another Tobacco Product (Wgtd)	76	76	23	20	20	15	22	76	0
Eff Base	76	76	23	20	20	15	22	76	0
Has decreased	26.3	26.3	21.7	20	20	20	31.8	26.3	0
Has stayed about the same	43.4	43.4	43.5	45	45	53.3	22.7	43.4	0
Has increased	30.3	30.3	34.8	35	35	26.7	45.5	30.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 188
q155) If you look 6 months ahead, do you think you will change your snus consumption?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Yes, I will increase my snus consumption	28.2	28.2	39.2	46.3	47.4	46.4	40	28.2	0
Yes, I will decrease my snus consumption	30.2	30.2	25.5	24.4	26.3	28.6	21.8	30.2	0
Yes, I will totally quit using snus	11	11	5.9	4.9	5.3	3.6	16.4	11	0
No, my snus consumption will stay about the same	30.6	30.6	29.4	24.4	21.1	21.4	21.8	30.6	0
Total	100	100	100	100	100	100	100	100	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 189
q156) If you were to quit using snus (or quit again), which (if any) of the following products do you think you would use on a
temporary basis instead of snus? (i.e. you would use them only to assist in quitting, then cease usage)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Cigarettes	29	29	43.1	46.3	47.4	46.4	41.8	29	0
Moist snuff	24.7	24.7	31.4	31.7	34.2	32.1	32.7	24.7	0
Loose leaf chewing tobacco	18	18	23.5	21.9	23.7	21.4	20	18	0
Other tobacco products	12.1	12.1	17.6	21.9	23.7	25	12.7	12.1	0
NRT (Net)	40.4	40.4	35.3	34.1	34.2	35.7	49.1	40.4	0
Nicotine patches	20.8	20.8	21.6	19.5	21	17.8	27.3	20.8	0
Nicotine chewing gum	26.7	26.7	21.6	24.4	23.7	21.4	32.7	26.7	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	5.5	5.5	7.8	9.8	10.5	7.1	7.3	5.5	0
Other aids/substitutes than above	2	2	0	0	0	0	0	2	0
None of the above	27.1	27.1	23.5	26.8	26.3	25	21.8	27.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 190
q158) When you think about brands of snus, which one brand first comes to mind?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Camel	22.4	22.4	15.7	9.8	7.9	3.6	21.8	22.4	0
Skoal	14.9	14.9	9.8	7.3	7.9	0	16.4	14.9	0
Marlboro	8.2	8.2	9.8	7.3	5.3	7.1	1.8	8.2	0
Grizzly	6.3	6.3	3.9	4.9	2.7	3.6	7.3	6.3	0
General	4.7	4.7	17.6	22	23.7	28.6	9.1	4.7	0
Copenhagen	4.3	4.3	2	0	0	0	3.6	4.3	0
Lucky Strike	2.7	2.7	7.8	7.3	7.9	7.1	3.6	2.7	0
Only mentioned taste/style (no brand)	1.2	1.2	0	0	0	0	1.8	1.2	0
Kodiak	1.2	1.2	0	0	0	0	0	1.2	0
Longhorn	0.4	0.4	0	0	0	0	0	0.4	0
Timber Wolf	0.4	0.4	0	0	0	0	1.8	0.4	0
Other	10.2	10.2	15.7	19.5	21	21.4	5.5	10.2	0
Don't know/no answer	23.1	23.1	17.6	21.9	23.7	28.6	27.3	23.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 191
q159) What other brands of snus can you think of? Please list all brands you know separated by commas.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Marlboro	13.3	13.3	5.9	7.3	7.9	7.1	9.1	13.3	0
Camel	11	11	13.7	17.1	18.4	17.8	9.1	11	0
Skoal	8.2	8.2	11.8	9.7	10.5	0	9.1	8.2	0
Copenhagen	7.1	7.1	3.9	4.9	2.7	3.6	3.6	7.1	0
General	3.9	3.9	13.7	9.8	7.9	7.2	3.6	3.9	0
Lucky Strike	3.5	3.5	5.9	4.9	2.6	3.6	5.5	3.5	0
Grizzly	2	2	0	0	0	0	1.8	2	0
Only mentioned taste/style (no brand)	1.2	1.2	2	2.4	2.6	3.6	0	1.2	0
Kodiak	0.8	0.8	0	0	0	0	0	0.8	0
Timber Wolf	0.4	0.4	0	0	0	0	0	0.4	0
Other	11.4	11.4	9.8	9.8	10.5	10.7	14.5	11.4	0
Don't know/no answer	37.2	37.2	33.3	34.1	36.8	46.4	43.6	37.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 192
q158/q159) Total Unaided Snus Awareness

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Camel	31.4	31.4	27.5	24.4	23.7	21.4	25.5	31.4	0
Skoal	22.4	22.4	17.7	12.2	13.1	0	23.7	22.4	0
Marlboro	20.4	20.4	15.7	14.6	13.1	14.3	10.9	20.4	0
General	8.2	8.2	29.4	29.3	29	32.1	12.7	8.2	0
Copenhagen	11	11	5.9	4.9	2.7	3.6	5.5	11	0
Grizzly	7.8	7.8	3.9	4.9	2.7	3.6	7.3	7.8	0
Longhorn	0.4	0.4	0	0	0	0	0	0.4	0
Timber Wolf	0.8	0.8	0	0	0	0	1.8	0.8	0
Only mentioned taste/style (no brand)	2.4	2.4	2	2.4	2.6	3.6	1.8	2.4	0
Kodiak	2	2	0	0	0	0	0	2	0
Lucky Strike	5.9	5.9	13.7	12.2	10.5	10.7	9.1	5.9	0
Thunder	0	0	0	0	0	0	0	0	0
Other	18.4	18.4	23.5	26.8	28.9	28.6	16.3	18.4	0
Don't know/no answer	21.2	21.2	17.6	21.9	23.7	28.6	27.3	21.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 193
q160) Which of the following brands of snus have you heard of? (Please check all brands you have heard of even if you mentioned them before)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Camel Snus	53.3	53.3	54.9	48.8	44.7	32.1	50.9	53.3	0
Skoal Snus	50.2	50.2	51	43.9	39.5	28.6	45.5	50.2	0
Marlboro Snus	51.4	51.4	52.9	51.2	47.3	35.7	50.9	51.4	0
General Snus	31	31	100	100	100	100	30.9	31	0
Copenhagen Snus	47.1	47.1	51	43.9	39.5	28.5	47.3	47.1	0
Grizzly Snus	44.3	44.3	45.1	46.3	42.1	32.1	52.8	44.3	0
Longhorn Snus	31.8	31.8	43.1	41.4	36.8	28.5	25.5	31.8	0

Timber Wolf snus	29.4	29.4	33.3	29.3	28.9	21.4	29.1	29.4	0
Other	0	0	0	0	0	0	0	0	0
Don't know/no answer	1.2	1.2	0	0	0	0	0	1.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 194
q158/q159/q160) Total Snus Awareness

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Camel	57.3	57.3	58.8	53.6	50	39.2	54.6	57.3	0
Skoal	53.8	53.8	53	46.3	42.1	28.6	51	53.8	0
Marlboro	56.5	56.5	60.8	56.1	52.6	42.8	50.9	56.5	0
General	32.6	32.6	100	100	100	100	32.7	32.6	0
Copenhagen	48.7	48.7	53	46.4	42.1	32.1	47.3	48.7	0
Grizzly	44.7	44.7	45.1	46.3	42.1	32.1	54.6	44.7	0
Longhorn	31.8	31.8	43.1	41.4	36.8	28.5	25.5	31.8	0
Timber Wolf	29.4	29.4	33.3	29.3	28.9	21.4	29.1	29.4	0
Only mentioned taste/style (no brand)	2.4	2.4	2	2.4	2.6	3.6	1.8	2.4	0
Kodiak	2	2	0	0	0	0	0	2	0
Lucky Strike	5.9	5.9	13.7	12.2	10.5	10.7	9.1	5.9	0
Other	18.4	18.4	23.5	26.8	28.9	28.6	16.3	18.4	0
Don't know/no answer	1.2	1.2	0	0	0	0	0	1.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 195
q161.1) Snus Vetted Status

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Un-Vetted	84.3	84.3	84.3	82.9	81.6	78.6	89.1	84.3	0
Vetted	15.7	15.7	15.7	17.1	18.4	21.4	10.9	15.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 196
q161) Which brands of snus have you EVER tried?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Camel Snus	43.1	43.1	43.1	36.6	34.2	17.8	43.7	43.1	0
Skoal Snus	35.3	35.3	33.3	29.3	26.3	14.3	36.4	35.3	0
Marlboro Snus	37.7	37.7	33.3	34.1	31.6	14.3	41.9	37.7	0
General Snus	20	20	100	100	100	100	20	20	0

Copenhagen Snus	30.2	30.2	27.4	24.4	21	7.1	34.6	30.2	0
None of the above	11.4	11.4	0	0	0	0	9.1	11.4	0
Don't know/No Answer	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 197

q162) Which of those brands have you EVER purchased on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Camel Snus	36.1	36.1	35.3	31.7	28.9	10.7	40	36.1	0
Skoal Snus	25.9	25.9	19.6	19.5	21	7.1	30.9	25.9	0
Marlboro Snus	25.1	25.1	17.6	21.9	21	3.6	27.3	25.1	0
General Snus	16.1	16.1	80.4	100	100	100	14.5	16.1	0
Copenhagen Snus	21.2	21.2	25.5	24.4	21	7.1	25.4	21.2	0
None of the above	12.9	12.9	2	0	0	0	9.1	12.9	0
Don't know/No Answer	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 198

q163) Which brands of snus do you CURRENTLY purchase on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Camel Snus	34.1	34.1	33.3	29.3	28.9	10.7	36.4	34.1	0
Skoal Snus	23.1	23.1	13.7	12.2	13.2	3.6	29.1	23.1	0
Marlboro Snus	20.8	20.8	15.7	19.5	18.4	3.6	21.8	20.8	0
General Snus	14.9	14.9	74.5	92.7	100	100	14.5	14.9	0
Copenhagen Snus	18.1	18.1	15.7	12.2	13.2	3.6	23.6	18.1	0
None of the above	13.3	13.3	3.9	2.4	0	0	9.1	13.3	0
Don't know/No Answer	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 199
q164) What one brand of snus do you purchase most often? That is, which brand is your main brand?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Camel Snus	26.3	26.3	19.6	12.2	10.5	0	29.1	26.3	0
Skoal Snus	19.2	19.2	9.8	7.3	7.9	0	23.6	19.2	0
Marlboro Snus	17.7	17.7	5.9	7.3	5.3	0	16.4	17.7	0

General Snus	11	11	54.9	68.3	73.7	100	9.1	11	0
Copenhagen Snus	12.6	12.6	5.9	2.4	2.6	0	12.7	12.6	0
None of the above	13.3	13.3	3.9	2.4	0	0	9.1	13.3	0
Don't know/No Answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 200
q165) You said that you currently purchase [Q164] most often. Which one brand, if any, did you purchase most often PRIOR to this brand?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Camel Snus	5.9	5.9	7.8	9.7	10.5	10.7	1.8	5.9	0
Skoal Snus	3.5	3.5	3.9	4.9	5.3	3.6	3.6	3.5	0
Marlboro Snus	3.9	3.9	5.9	7.3	7.9	3.6	3.6	3.9	0
General Snus	1.6	1.6	7.8	9.7	5.2	0	0	1.6	0
Copenhagen Snus	3.5	3.5	7.8	7.3	5.3	0	9.1	3.5	0
[Q164] has always been my brand	81.6	81.6	66.7	61	65.8	82.2	81.8	81.6	0
Don't know/No Answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 201
q166) What was the brand you purchased most often when you first started using snus?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus (Unwtd)	255	255	51	41	38	28	55	255	0
Base - Uses Snus (Wgtd)	255	255	51	41	38	28	55	255	0
Eff Base	255	255	51	41	38	28	55	255	0
Camel Snus	25.1	25.1	15.7	7.3	7.9	3.6	23.6	25.1	0
Skoal Snus	18	18	9.8	9.7	10.5	0	21.8	18	0
Marlboro Snus	18	18	3.9	4.9	5.3	0	16.4	18	0
General Snus	11	11	54.9	68.3	71.1	96.4	9.1	11	0
Copenhagen Snus	14.5	14.5	11.8	7.3	5.3	0	20	14.5	0
None of the above	2	2	3.9	2.4	0	0	0	2	0
Don't know/No Answer	11.4	11.4	0	0	0	0	9.1	11.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 202

q167) If you had to describe Camel snus using one word, what would that be?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Camel Snus (Unwtd)	131	131	28	20	17	9	28	131	0

Base - Heard of Camel Snus (Wgtd)	131	131	28	20	17	9	28	131	0
Eff Base	131	131	28	20	17	9	28	131	0
Positive (Net)	88.6	88.6	92.9	90	88.3	77.8	78.5	88.6	0
Quality (Subnet)	34.3	34.3	49.9	50	52.9	55.6	25	34.3	0
Good/quality/like product/brand	29.7	29.7	46.4	44.9	47	44.4	21.4	29.7	0
Fresh/freshness	3.8	3.8	3.6	5	5.9	11.1	3.6	3.8	0
Other positive mentions of quality	0.8	0.8	0	0	0	0	0	0.8	0
Taste/Style (Subnet)	22.9	22.9	7.2	5	5.9	0	25	22.9	0
Good/like taste/style	7.6	7.6	0	0	0	0	7.2	7.6	0
Strong/not weak	4.6	4.6	0	0	0	0	7.1	4.6	0
Smooth/not harsh	3.8	3.8	3.6	5	5.9	0	7.2	3.8	0
Mint/minty taste/style	3.8	3.8	0	0	0	0	0	3.8	0
Full taste	2.3	2.3	0	0	0	0	0	2.3	0
Other positive mentions of taste/style	0.8	0.8	3.6	0	0	0	3.6	0.8	0
Product Characteristics (Subnet)	5.3	5.3	10.7	10	5.9	11.1	3.6	5.3	0
Traditional/classic	0.8	0.8	3.6	0	0	0	0	0.8	0
Authentic/real	0.8	0.8	3.6	5	5.9	11.1	0	0.8	0
Other positive mentions of product characteristics	3.8	3.8	3.6	5	0	0	3.6	3.8	0
Miscellaneous	27.5	27.5	25.1	25.1	23.6	11.1	25	27.5	0
Cool	4.6	4.6	7.2	5	5.9	0	7.1	4.6	0
New/different	3.1	3.1	0	0	0	0	0	3.1	0
Relaxing	2.3	2.3	0	0	0	0	7.1	2.3	0
Fun/enjoyable	1.5	1.5	3.6	5	5.9	0	0	1.5	0
Misc. positive mentions of price/value	1.5	1.5	3.6	5	5.9	11.1	0	1.5	0
Refreshing	1.5	1.5	3.6	5	0	0	0	1.5	0
Misc. mentions of brands	1.5	1.5	3.6	0	0	0	0	1.5	0
Satisfying	0.8	0.8	0	0	0	0	0	0.8	0
Other positive mentions	10.7	10.7	3.6	5	5.9	0	10.7	10.7	0
Negative (Net)	4.6	4.6	0	0	0	0	14.3	4.6	0
Addictive	1.5	1.5	0	0	0	0	7.2	1.5	0
Dislike/poor quality product/brand	1.5	1.5	0	0	0	0	3.6	1.5	0
Misc. negative mentions of taste/style	0.8	0.8	0	0	0	0	0	0.8	0
Negative mentions	0.8	0.8	0	0	0	0	3.6	0.8	0
Don't know	1.5	1.5	3.6	5	5.9	11.1	0	1.5	0
Nothing	5.3	5.3	3.6	5	5.9	11.1	7.1	5.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 203

q168) If you had to describe Skoal snus using one word, what would that be?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Snus (Unwtd)	125	125	26	18	15	8	25	125	0
Base - Heard of Skoal Snus (Wgtd)	125	125	26	18	15	8	25	125	0
Eff Base	125	125	26	18	15	8	25	125	0
Positive (Net)	80.8	80.8	84.6	83.3	86.7	87.5	76	80.8	0
Quality (Subnet)	35.2	35.2	49.9	55.5	60	37.5	44	35.2	0
Good/quality/like product/brand	30.4	30.4	46.1	50	53.3	37.5	36	30.4	0
Fresh/freshness	4	4	3.8	5.6	6.7	0	8	4	0
Other positive mentions of quality	0.8	0.8	0	0	0	0	0	0.8	0
Taste/Style (Subnet)	19.2	19.2	7.7	11.1	6.7	12.5	4	19.2	0
Good/like taste/style	5.6	5.6	3.9	5.6	0	0	0	5.6	0
Smooth/not harsh	3.2	3.2	0	0	0	0	0	3.2	0
Mint/minty taste/style	2.4	2.4	3.8	5.6	6.7	12.5	0	2.4	0
Full taste	2.4	2.4	0	0	0	0	0	2.4	0
Strong/not weak	2.4	2.4	0	0	0	0	0	2.4	0
Other positive mentions of taste/style	3.2	3.2	0	0	0	0	4	3.2	0
Product Characteristics (Subnet)	4	4	11.6	5.6	6.7	12.5	0	4	0
Traditional/classic	1.6	1.6	3.9	0	0	0	0	1.6	0
Authentic/real	0.8	0.8	3.8	5.6	6.7	12.5	0	0.8	0
Other positive mentions of product characteristics	1.6	1.6	3.9	0	0	0	0	1.6	0
Miscellaneous	22.4	22.4	15.4	11.1	13.3	25	28	22.4	0
Cool	4	4	0	0	0	0	4	4	0
Refreshing	2.4	2.4	3.9	5.6	6.7	12.5	4	2.4	0
Misc. positive mentions of price/value	2.4	2.4	3.8	0	0	0	4	2.4	0
Misc. mentions of brands	1.6	1.6	0	0	0	0	4	1.6	0

Satisfying	0.8	0.8	0	0	0	0	0	0.8	0
Relaxing	0.8	0.8	0	0	0	0	0	0.8	0
New/different	0.8	0.8	0	0	0	0	0	0.8	0
Other positive mentions	9.6	9.6	7.7	5.5	6.7	12.5	12	9.6	0
Negative (Net)	12	12	7.7	11.1	6.6	0	12.1	12	0
Dislike/poor quality product/brand	4	4	0	0	0	0	4	4	0
Misc. negative mentions of price/value	2.4	2.4	0	0	0	0	4	2.4	0
Misc. negative mentions of taste/style	1.6	1.6	0	0	0	0	4	1.6	0
Old	0.8	0.8	3.9	5.6	0	0	0	0.8	0
Negative mentions	3.2	3.2	3.8	5.5	6.6	0	0	3.2	0
Nothing	7.2	7.2	7.7	5.6	6.7	12.5	12	7.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 204

q169) If you had to describe Marlboro snus using one word, what would that be?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Marlboro Snus (Unwtd)	128	128	27	21	18	10	28	128	0
Base - Heard of Marlboro Snus (Wgtd)	128	128	27	21	18	10	28	128	0
Eff Base	128	128	27	21	18	10	28	128	0
Positive (Net)	67.9	67.9	74	76.2	77.8	70	71.4	67.9	0
Quality (Subnet)	37.5	37.5	48.2	52.4	55.6	40	39.3	37.5	0
Good/quality/like product/brand	35.2	35.2	44.4	47.6	50	30	35.8	35.2	0
Other positive mentions of quality	2.3	2.3	3.7	4.8	5.6	10	3.6	2.3	0
Taste/Style (Subnet)	8.6	8.6	3.7	4.8	5.6	10	7.1	8.6	0
Strong/not weak	2.3	2.3	0	0	0	0	3.6	2.3	0
Smooth/not harsh	2.3	2.3	0	0	0	0	0	2.3	0
Good/like taste/style	2.3	2.3	3.7	4.8	5.6	10	3.6	2.3	0
Full taste	1.6	1.6	0	0	0	0	0	1.6	0
Product Characteristics (Subnet)	5.5	5.5	3.7	4.8	0	0	3.6	5.5	0
Traditional/classic	2.3	2.3	0	0	0	0	0	2.3	0
Other positive mentions of product characteristics	3.1	3.1	3.7	4.8	0	0	3.6	3.1	0
Miscellaneous	16.4	16.4	18.5	14.3	16.7	20	21.4	16.4	0
Cool	3.1	3.1	3.7	4.7	5.5	10	7.1	3.1	0
Misc. positive mentions of price/value	1.6	1.6	3.7	0	0	0	3.6	1.6	0
New/different	1.6	1.6	7.4	9.5	11.1	10	3.6	1.6	0
Fun/enjoyable	0.8	0.8	0	0	0	0	0	0.8	0
Misc. mentions of brands	0.8	0.8	0	0	0	0	3.6	0.8	0
Other positive mentions	8.6	8.6	3.7	0	0	0	3.6	8.6	0
Negative (Net)	15.7	15.7	11.2	4.8	0	0	10.7	15.7	0
Dislike/poor quality product/brand	3.9	3.9	0	0	0	0	7.2	3.9	0
Misc. negative mentions of taste/style	3.1	3.1	0	0	0	0	3.6	3.1	0
Old	1.6	1.6	0	0	0	0	0	1.6	0
Average	0.8	0.8	0	0	0	0	0	0.8	0
Negative mentions	6.3	6.3	11.2	4.8	0	0	0	6.3	0
Don't know	4.7	4.7	7.4	9.5	11.1	20	7.1	4.7	0
Nothing	11.7	11.7	7.4	9.5	11.1	10	10.7	11.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 205

q170) If you had to describe General snus using one word, what would that be?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of General Snus (Unwtd)	79	79	51	41	38	28	17	79	0
Base - Heard of General Snus (Wgtd)	79	79	51	41	38	28	17	79	0
Eff Base	79	79	51	41	38	28	17	79	0

Positive (Net)	74.7	74.7	80.4	75.6	76.3	71.4	76.5	74.7	0
Quality (Subnet)	36.7	36.7	45.1	46.3	44.7	39.3	41.2	36.7	0
Good/quality/like product/brand	35.4	35.4	45.1	46.3	44.7	39.3	41.2	35.4	0
Fresh/freshness	1.3	1.3	0	0	0	0	0	1.3	0
Taste/Style (Subnet)	7.6	7.6	7.8	7.3	7.9	10.7	5.9	7.6	0
Mint/minty taste/style	1.3	1.3	0	0	0	0	0	1.3	0
Smooth/not harsh	1.3	1.3	2	0	0	0	0	1.3	0
Good/like taste/style	1.3	1.3	2	2.4	2.6	3.6	0	1.3	0
Strong/not weak	1.3	1.3	2	2.4	2.6	3.6	5.9	1.3	0
Other positive mentions of taste/style	2.5	2.5	2	2.4	2.6	3.6	0	2.5	0
Product Characteristics (Subnet)	5.1	5.1	3.9	2.4	2.6	3.6	11.8	5.1	0
Traditional/classic	2.5	2.5	3.9	2.4	2.6	3.6	11.8	2.5	0
Other positive mentions of product characteristics	2.5	2.5	0	0	0	0	0	2.5	0
Miscellaneous	25.4	25.4	23.6	19.5	21.1	17.9	17.6	25.4	0
Misc. positive mentions of price/value	6.3	6.3	3.9	0	0	0	11.7	6.3	0
Cool	5.1	5.1	5.9	4.9	5.3	3.6	0	5.1	0
Relaxing	2.5	2.5	2	2.4	2.6	3.6	0	2.5	0
New/different	2.5	2.5	2	2.4	2.6	3.6	0	2.5	0
Misc. mentions of brands	1.3	1.3	2	0	0	0	0	1.3	0
Fun/enjoyable	1.3	1.3	2	2.4	2.6	3.6	0	1.3	0
Other positive mentions	6.3	6.3	5.9	7.3	7.9	3.6	5.9	6.3	0
Negative (Net)	8.9	8.9	3.9	4.9	2.7	3.6	5.9	8.9	0
Dislike/poor quality product/brand	1.3	1.3	0	0	0	0	0	1.3	0
Addictive	1.3	1.3	0	0	0	0	0	1.3	0
Negative mentions	6.3	6.3	3.9	4.9	2.7	3.6	5.9	6.3	0
Don't know	1.3	1.3	0	0	0	0	0	1.3	0
Nothing	15.2	15.2	15.7	19.5	21	25	17.6	15.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 206
q170.1) If you had to describe Copenhagen snus using one word, what would that be?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of General Snus (Unwtd)	119	119	26	18	15	8	26	119	0
Base - Heard of General Snus (Wgtd)	119	119	26	18	15	8	26	119	0
Eff Base	119	119	26	18	15	8	26	119	0
Positive (Net)	82.3	82.3	80.8	77.8	80	62.5	80.8	82.3	0
Quality (Subnet)	40.3	40.3	53.8	50	60	37.5	38.5	40.3	0
Good/quality/like product/brand	39.5	39.5	53.8	50	60	37.5	38.5	39.5	0
Other positive mentions of quality	0.8	0.8	0	0	0	0	0	0.8	0
Taste/Style (Subnet)	16	16	7.7	11.1	13.3	12.5	7.7	16	0
Smooth/not harsh	3.4	3.4	3.9	5.6	6.7	0	3.9	3.4	0
Good/like taste/style	3.4	3.4	0	0	0	0	0	3.4	0
Mint/minty taste/style	3.4	3.4	3.8	5.5	6.7	12.5	3.8	3.4	0
Strong/not weak	2.5	2.5	0	0	0	0	0	2.5	0
Full taste	0.8	0.8	0	0	0	0	0	0.8	0
Other positive mentions of taste/style	2.5	2.5	0	0	0	0	0	2.5	0
Product Characteristics (Subnet)	7.6	7.6	7.7	5.5	0	0	11.6	7.6	0
Traditional/classic	1.7	1.7	0	0	0	0	3.9	1.7	0
Other positive mentions of product characteristics	5.9	5.9	7.7	5.5	0	0	7.7	5.9	0
Miscellaneous	18.5	18.5	11.6	11.1	6.6	12.5	23	18.5	0
Cool	4.2	4.2	3.8	5.5	6.6	12.5	3.8	4.2	0
Misc. mentions of brands	2.5	2.5	3.9	0	0	0	7.7	2.5	0
New/different	2.5	2.5	0	0	0	0	3.8	2.5	0
Relaxing	0.8	0.8	0	0	0	0	0	0.8	0
Misc. positive mentions of price/value	0.8	0.8	3.9	5.6	0	0	0	0.8	0
Other positive mentions	7.6	7.6	0	0	0	0	7.7	7.6	0
Negative (Net)	7.6	7.6	7.7	5.6	0	0	7.7	7.6	0
Dislike/poor quality product/brand	5	5	3.9	5.6	0	0	3.9	5	0
Misc. negative mentions of price/value	1.7	1.7	3.9	0	0	0	0	1.7	0
Addictive	0.8	0.8	0	0	0	0	3.8	0.8	0
Don't know	2.5	2.5	7.7	11.1	13.3	25	0	2.5	0
Nothing	7.6	7.6	3.8	5.6	6.7	12.5	11.5	7.6	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 207
q171) Top 2 Box Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Camel	62.6	62.6	67.9	70	76.5	55.6	75	62.6	0
(2) Skoal	58.4	58.4	65.3	66.7	73.3	62.5	60	58.4	0
(3) Marlboro	51.6	51.6	55.5	57.2	55.6	40	67.9	51.6	0
(4) General	59.5	59.5	68.6	70.7	73.7	67.9	64.7	59.5	0
(5) Copenhagen	57.1	57.1	65.4	61.1	60	37.5	53.8	57.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 208
q171_1) How likely are you to buy each of the following snus brands within the next 3 months?
- Camel

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Tried Snus Brand (Unwtd)		131	131	28	20	17	9	28	131	0
Base - Ever Tried Snus Brand (Wgtd)		131	131	28	20	17	9	28	131	0
Eff Base		131	131	28	20	17	9	28	131	0
Top 2 Box (Net)		62.6	62.6	67.9	70	76.5	55.6	75	62.6	0
Definitely would purchase (1)		42	42	46.4	50	52.9	33.3	42.8	42	0
	2	20.6	20.6	21.5	20	23.5	22.3	32.2	20.6	0
Possibly would purchase (3)		15.3	15.3	10.7	10	11.8	22.2	7.2	15.3	0
Top 2 Box (Net)		22.1	22.1	21.4	20	11.8	22.2	17.8	22.1	0
	4	13.7	13.7	10.7	5	5.9	11.1	10.7	13.7	0
Definitely would not purchase (5)		8.4	8.4	10.7	15	5.9	11.1	7.1	8.4	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.26	2.26	2.18	2.15	1.88	2.45	2.07	2.26	0
Std. Dev.		1.35	1.35	1.42	1.5	1.22	1.42	1.27	1.35	0
Std. Err.		0.12	0.12	0.27	0.33	0.3	0.47	0.24	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 209
q171_2) How likely are you to buy each of the following snus brands within the next 3 months?
- Skoal

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Tried Snus Brand (Unwtd)		125	125	26	18	15	8	25	125	0
Base - Ever Tried Snus Brand (Wgtd)		125	125	26	18	15	8	25	125	0
Eff Base		125	125	26	18	15	8	25	125	0
Top 2 Box (Net)		58.4	58.4	65.3	66.7	73.3	62.5	60	58.4	0
Definitely would purchase (1)		42.4	42.4	46.2	38.9	40	12.5	48	42.4	0
	2	16	16	19.2	27.7	33.3	49.9	12	16	0
Possibly would purchase (3)		18.4	18.4	23.1	16.7	13.3	12.5	12	18.4	0
Top 2 Box (Net)		23.2	23.2	11.5	16.7	13.3	25	28	23.2	0
	4	13.6	13.6	3.8	5.6	6.7	12.5	20	13.6	0
Definitely would not purchase (5)		9.6	9.6	7.7	11.1	6.7	12.5	8	9.6	0
Total		100	100	100	100	100	100	100	100	0

Mean	2.32	2.32	2.08	2.22	2.07	2.63	2.28	2.32	0
Std. Dev.	1.39	1.39	1.26	1.35	1.22	1.3	1.46	1.39	0
Std. Err.	0.12	0.12	0.25	0.32	0.32	0.46	0.29	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 210
q171_3) How likely are you to buy each of the following snus brands within the next 3 months?
- Marlboro

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Tried Snus Brand (Unwtd)	128	128	27	21	18	10	28	128	0
Base - Ever Tried Snus Brand (Wgtd)	128	128	27	21	18	10	28	128	0
Eff Base	128	128	27	21	18	10	28	128	0
Top 2 Box (Net)	51.6	51.6	55.5	57.2	55.6	40	67.9	51.6	0
Definitely would purchase (1)	35.2	35.2	37	38.1	33.3	19.9	53.6	35.2	0
2	16.4	16.4	18.5	19	22.2	20	14.3	16.4	0
Possibly would purchase (3)	26.6	26.6	33.4	28.6	33.3	40	14.3	26.6	0
Top 2 Box (Net)	21.9	21.9	11.1	14.3	11.1	20	17.8	21.9	0
4	14.8	14.8	7.4	9.5	11.1	20	14.3	14.8	0
Definitely would not purchase (5)	7	7	3.7	4.8	0	0	3.6	7	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.42	2.42	2.22	2.24	2.22	2.6	2	2.42	0
Std. Dev.	1.3	1.3	1.15	1.22	1.06	1.07	1.28	1.3	0
Std. Err.	0.11	0.11	0.22	0.27	0.25	0.34	0.24	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 211
q171_4) How likely are you to buy each of the following snus brands within the next 3 months?
- General

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Tried Snus Brand (Unwtd)	79	79	51	41	38	28	17	79	0
Base - Ever Tried Snus Brand (Wgtd)	79	79	51	41	38	28	17	79	0
Eff Base	79	79	51	41	38	28	17	79	0
Top 2 Box (Net)	59.5	59.5	68.6	70.7	73.7	67.9	64.7	59.5	0
Definitely would purchase (1)	43	43	50.9	51.2	52.6	42.8	52.9	43	0
2	16.4	16.4	17.7	19.5	21.1	25	11.8	16.4	0
Possibly would purchase (3)	20.3	20.3	13.8	9.8	10.5	10.7	17.7	20.3	0
Top 2 Box (Net)	20.2	20.2	17.6	19.5	15.8	21.4	17.6	20.2	0
4	10.1	10.1	7.8	7.3	5.3	7.1	11.8	10.1	0
Definitely would not purchase (5)	10.1	10.1	9.8	12.2	10.5	14.3	5.9	10.1	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.28	2.28	2.08	2.1	2	2.25	2.06	2.28	0
Std. Dev.	1.38	1.38	1.37	1.43	1.36	1.46	1.34	1.38	0
Std. Err.	0.15	0.15	0.19	0.22	0.22	0.28	0.33	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 212
q171_5) How likely are you to buy each of the following snus brands within the next 3 months?
- Copenhagen

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Tried Snus Brand (Unwtd)	119	119	26	18	15	8	26	119	0
Base - Ever Tried Snus Brand (Wgtd)	119	119	26	18	15	8	26	119	0
Eff Base	119	119	26	18	15	8	26	119	0
Top 2 Box (Net)	57.1	57.1	65.4	61.1	60	37.5	53.8	57.1	0
Definitely would purchase (1)	33.6	33.6	50	50.1	53.4	25	42.2	33.6	0
2	23.5	23.5	15.4	11.1	6.6	12.5	11.6	23.5	0
Possibly would purchase (3)	22.7	22.7	15.4	16.7	13.3	12.5	19.3	22.7	0
Top 2 Box (Net)	20.1	20.1	19.2	22.2	26.7	50	26.9	20.1	0
4	12.6	12.6	15.4	16.7	20	37.5	19.2	12.6	0
Definitely would not purchase (5)	7.6	7.6	3.8	5.6	6.7	12.5	7.7	7.6	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.37	2.37	2.08	2.17	2.2	3	2.38	2.37	0
Std. Dev.	1.27	1.27	1.29	1.38	1.47	1.51	1.42	1.27	0
Std. Err.	0.12	0.12	0.25	0.33	0.38	0.53	0.28	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 213
q172) If all products were available at the same price, what brand of snus do you most prefer?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Camel Snus	29.6	29.6	17.7	12.2	10.5	3.6	26	29.6	0
Skoal Snus	22.1	22.1	9.8	7.3	7.9	0	26	22.1	0
Marlboro Snus	17.7	17.7	7.8	9.7	7.9	3.6	20	17.7	0
General Snus	13.3	13.3	54.9	61	65.8	89.3	12	13.3	0
Copenhagen Snus	17.3	17.3	9.8	9.8	7.9	3.6	16	17.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 214
q173) Mean Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Camel Snus	2.2	2.2	2.12	2.17	2.18	2.33	3.15	2.2	0
(2) Skoal Snus	2	2	2	2	2	1	2.31	2	0
(3) Marlboro Snus	2.7	2.7	2.75	2.75	1.86	4	2.59	2.7	0
(4) General Snus	2.63	2.63	2.63	2.63	2.63	3.04	4.13	2.63	0
(6) Copenhagen Snus	1.81	1.81	1.38	1.2	1.2	2	1.69	1.81	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 215
q173_1) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a
typical week?
- Camel Snus

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Camel Snus (Unwtd)		87	87	17	12	11	3	20	87	0
Base - Currently Purchase Camel Snus (Wgtd)		87	87	17	12	11	3	20	87	0
Eff Base		87	87	17	12	11	3	20	87	0
	0	5.7	5.7	5.9	8.3	9.1	0	5	5.7	0
1+ (Net)		94.3	94.3	94.1	91.7	90.9	100	95	94.3	0
	1	42.5	42.5	41.2	33.3	36.3	33.3	34.9	42.5	0
	2	20.7	20.7	11.8	16.7	9.1	0	10.1	20.7	0
	3	12.6	12.6	29.4	33.3	36.3	66.7	15	12.6	0
	4	8.1	8.1	5.9	0	0	0	15.1	8.1	0
	5	5.7	5.7	0	0	0	0	5	5.7	0
	6	2.3	2.3	5.9	8.4	9.1	0	5	2.3	0
	9	1.1	1.1	0	0	0	0	5	1.1	0
10+		1.1	1.1	0	0	0	0	5	1.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.2	2.2	2.12	2.17	2.18	2.33	3.15	2.2	0
Std. Dev.		1.87	1.87	1.5	1.59	1.66	1.16	2.85	1.87	0
Std. Err.		0.2	0.2	0.36	0.46	0.5	0.67	0.64	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 216
q173_2) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a
typical week?
- Skoal Snus

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Snus (Unwtd)		59	59	7	5	5	1	16	59	0
Base - Currently Purchase Skoal Snus (Wgtd)		59	59	7	5	5	1	16	59	0
Eff Base		59	59	7	5	5	1	16	59	0
	0	15.3	15.3	14.3	20.1	20.1	0	6.3	15.3	0
1+ (Net)		84.7	84.7	85.7	79.9	79.9	100	93.7	84.7	0
	1	35.6	35.6	57	59.9	59.9	100	31.2	35.6	0
	2	10.2	10.2	0	0	0	0	25	10.2	0
	3	22.1	22.1	14.4	0	0	0	18.9	22.1	0
	4	10.2	10.2	0	0	0	0	12.5	10.2	0
	5	5.1	5.1	0	0	0	0	0	5.1	0
	7	1.7	1.7	14.2	20	20	0	6.2	1.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		2	2	2	2	2	1	2.31	2	0
Std. Dev.		1.59	1.59	2.38	2.83	2.83	0	1.7	1.59	0
Std. Err.		0.21	0.21	0.9	1.26	1.26	0	0.42	0.21	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 217
q173_3) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a
typical week?
- Marlboro Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Marlboro Snus (Unwtd)	53	53	8	8	7	1	12	53	0
Base - Currently Purchase Marlboro Snus (Wgtd)	53	53	8	8	7	1	12	53	0
Eff Base	53	53	8	8	7	1	12	53	0

	0	9.4	9.4	12.5	12.5	14.3	0	16.6	9.4	0
1+ (Net)		90.6	90.6	87.5	87.5	85.7	100	83.4	90.6	0
	1	26.4	26.4	25	25	28.6	0	8.4	26.4	0
	2	17	17	25.1	25.1	28.7	0	24.9	17	0
	3	17	17	12.5	12.5	14.3	0	16.6	17	0
	4	15.1	15.1	12.4	12.4	14.2	100	16.7	15.1	0
	5	9.4	9.4	0	0	0	0	16.7	9.4	0
	8	1.9	1.9	0	0	0	0	0	1.9	0
	9	1.9	1.9	12.5	12.5	0	0	0	1.9	0
10+		1.9	1.9	0	0	0	0	0	1.9	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.7	2.7	2.75	2.75	1.86	4	2.59	2.7	0
Std. Dev.		2.16	2.16	2.82	2.82	1.34	0	1.73	2.16	0
Std. Err.		0.3	0.3	1	1	0.51	0	0.5	0.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 218
q173_4) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a
typical week?
- General Snus

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase General Snus (Unwtd)		38	38	38	38	38	28	8	38	0
Base - Currently Purchase General Snus (Wgtd)		38	38	38	38	38	28	8	38	0
Eff Base		38	38	38	38	38	28	8	38	0
	0	13.1	13.1	13.1	13.1	13.1	0	12.5	13.1	0
1+ (Net)		86.9	86.9	86.9	86.9	86.9	100	87.5	86.9	0
	1	34.2	34.2	34.2	34.2	34.2	39.3	12.5	34.2	0
	2	15.8	15.8	15.8	15.8	15.8	17.8	37.5	15.8	0
	3	13.2	13.2	13.2	13.2	13.2	17.9	0	13.2	0
	4	10.5	10.5	10.5	10.5	10.5	10.7	12.5	10.5	0
	5	2.6	2.6	2.6	2.6	2.6	3.6	0	2.6	0
	7	2.6	2.6	2.6	2.6	2.6	0	0	2.6	0
	8	2.6	2.6	2.6	2.6	2.6	3.6	12.5	2.6	0
10+		5.3	5.3	5.3	5.3	5.3	7.1	12.5	5.3	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.63	2.63	2.63	2.63	2.63	3.04	4.13	2.63	0
Std. Dev.		2.93	2.93	2.93	2.93	2.93	3.05	4.67	2.93	0
Std. Err.		0.47	0.47	0.47	0.47	0.47	0.58	1.65	0.47	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 219
q173_6) Thinking about the brands you use regularly, how many cans of snus do you normally use of the following brands in a
typical week?
- Copenhagen Snus

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Copenhagen Snus (Unwtd)		46	46	8	5	5	1	13	46	0
Base - Currently Purchase Copenhagen Snus (Wgtd)		46	46	8	5	5	1	13	46	0
Eff Base		46	46	8	5	5	1	13	46	0
	0	10.8	10.8	12.5	19.9	19.9	0	7.7	10.8	0
1+ (Net)		89.2	89.2	87.5	80.1	80.1	100	92.3	89.2	0
	1	37	37	37.5	40.1	40.1	0	38.4	37	0
	2	32.6	32.6	50	40	40	100	38.5	32.6	0
	3	8.7	8.7	0	0	0	0	7.7	8.7	0
	4	6.5	6.5	0	0	0	0	7.7	6.5	0

5	2.2	2.2	0	0	0	0	0	2.2	0
7	2.2	2.2	0	0	0	0	0	2.2	0
Total	100	100	100	100	100	100	100	100	0
Mean	1.81	1.81	1.38	1.2	1.2	2	1.69	1.81	0
Std. Dev.	1.38	1.38	0.74	0.84	0.84	0	1.03	1.38	0
Std. Err.	0.2	0.2	0.26	0.37	0.37	0	0.29	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 220
q174) Top 2 Box Summary Table - Camel Snus

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	0	16	67	0
Eff Base	67	67	10	5	4	0	16	67	0
(1) Has great taste	71.7	71.7	80	100	100	0	75	71.7	0
(2) Is a quality product	71.7	71.7	90	100	100	0	75	71.7	0
(3) Is a fresh product	67.2	67.2	90	100	100	0	75	67.2	0
(4) Is better than I expected for the price	52.2	52.2	50	80.1	75.1	0	56.2	52.2	0
(5) Is a cool brand to be seen with	53.7	53.7	40	60.1	75.1	0	62.5	53.7	0
(6) Has a good texture	73.2	73.2	90	100	100	0	75	73.2	0
(7) The packaging/label has a cool design/look	65.7	65.7	70	80.1	75.1	0	62.5	65.7	0
(8) Variety of tastes/flavors available	71.6	71.6	90	100	100	0	68.7	71.6	0
(9) Has a smooth flavor	71.6	71.6	80	100	100	0	68.7	71.6	0
(10) Has a flavor that lasts	68.7	68.7	80	100	100	0	75	68.7	0
(11) Has a premium look/design	64.2	64.2	70.1	80.1	75.1	0	75	64.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 221
q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has great taste
- Camel Snus Most Often

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		71.7	71.7	80	100	100	0	75	71.7	0
Agree completely (1)		50.8	50.8	40	80	75	0	37.6	50.8	0
	2	20.9	20.9	40.1	20	25	0	37.4	20.9	0
Agree somewhat (3)		13.4	13.4	10	0	0	0	12.5	13.4	0
Bottom 2 Box (Net)		14.9	14.9	10	0	0	0	12.5	14.9	0
	4	10.4	10.4	10	0	0	0	12.5	10.4	0
Do not agree at all (5)		4.5	4.5	0	0	0	0	0	4.5	0
Total		100	100	100	100	100	0	100	100	0
Mean		1.97	1.97	1.9	1.2	1.25	0	2	1.97	0
Std. Dev.		1.22	1.22	0.99	0.45	0.5	0	1.03	1.22	0
Std. Err.		0.15	0.15	0.31	0.2	0.25	0	0.26	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 222
q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].

- Is a quality product
- Camel Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		71.7	71.7	90	100	100	0	75	71.7	0
Agree completely (1)		47.8	47.8	69.9	80	75	0	43.9	47.8	0
	2	23.9	23.9	20.1	20	25	0	31.2	23.9	0
Agree somewhat (3)		7.5	7.5	0	0	0	0	6.2	7.5	0
Bottom 2 Box (Net)		20.9	20.9	10	0	0	0	18.8	20.9	0
	4	16.4	16.4	10	0	0	0	18.8	16.4	0
Do not agree at all (5)		4.5	4.5	0	0	0	0	0	4.5	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.06	2.06	1.5	1.2	1.25	0	2	2.06	0
Std. Dev.		1.28	1.28	0.97	0.45	0.5	0	1.16	1.28	0
Std. Err.		0.16	0.16	0.31	0.2	0.25	0	0.29	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 223
q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a fresh product
- Camel Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		67.2	67.2	90	100	100	0	75	67.2	0
Agree completely (1)		55.2	55.2	80	80	75	0	68.8	55.2	0
	2	11.9	11.9	10	20	25	0	6.2	11.9	0
Agree somewhat (3)		16.4	16.4	0	0	0	0	6.2	16.4	0
Bottom 2 Box (Net)		16.4	16.4	10	0	0	0	18.7	16.4	0
	4	7.5	7.5	0	0	0	0	12.5	7.5	0
Do not agree at all (5)		9	9	10	0	0	0	6.2	9	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.03	2.03	1.5	1.2	1.25	0	1.81	2.03	0
Std. Dev.		1.36	1.36	1.27	0.45	0.5	0	1.38	1.36	0
Std. Err.		0.17	0.17	0.4	0.2	0.25	0	0.34	0.17	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 224
q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is better than I expected for the price
- Camel Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		52.2	52.2	50	80.1	75.1	0	56.2	52.2	0

Agree completely (1)		31.4	31.4	30	60.1	50.1	0	37.5	31.4	0
	2	20.9	20.9	20	20	25	0	18.7	20.9	0
Agree somewhat (3)		26.9	26.9	40.1	19.9	24.9	0	25	26.9	0
Bottom 2 Box (Net)		20.9	20.9	10	0	0	0	18.7	20.9	0
	4	17.9	17.9	10	0	0	0	12.5	17.9	0
Do not agree at all (5)		3	3	0	0	0	0	6.2	3	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.4	2.4	2.3	1.6	1.75	0	2.31	2.4	0
Std. Dev.		1.19	1.19	1.06	0.89	0.96	0	1.3	1.19	0
Std. Err.		0.15	0.15	0.33	0.4	0.48	0	0.33	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 225
q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a cool brand to be seen with
- Camel Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		53.7	53.7	40	60.1	75.1	0	62.5	53.7	0
Agree completely (1)		37.3	37.3	30	60.1	75.1	0	37.5	37.3	0
	2	16.4	16.4	10	0	0	0	25	16.4	0
Agree somewhat (3)		23.9	23.9	30	39.9	24.9	0	18.8	23.9	0
Bottom 2 Box (Net)		22.4	22.4	30	0	0	0	18.7	22.4	0
	4	17.9	17.9	20	0	0	0	18.7	17.9	0
Do not agree at all (5)		4.5	4.5	10	0	0	0	0	4.5	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.36	2.36	2.7	1.8	1.5	0	2.19	2.36	0
Std. Dev.		1.28	1.28	1.42	1.09	1	0	1.17	1.28	0
Std. Err.		0.16	0.16	0.45	0.49	0.5	0	0.29	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 226
q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a good texture
- Camel Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		73.2	73.2	90	100	100	0	75	73.2	0
Agree completely (1)		53.8	53.8	80	100	100	0	62.6	53.8	0
	2	19.4	19.4	10	0	0	0	12.5	19.4	0
Agree somewhat (3)		4.5	4.5	0	0	0	0	0	4.5	0
Bottom 2 Box (Net)		22.4	22.4	10	0	0	0	25	22.4	0
	4	17.9	17.9	10	0	0	0	25	17.9	0
Do not agree at all (5)		4.5	4.5	0	0	0	0	0	4.5	0
Total		100	100	100	100	100	0	100	100	0
Mean		2	2	1.4	1	1	0	1.87	2	0
Std. Dev.		1.31	1.31	0.97	0	0	0	1.31	1.31	0
Std. Err.		0.16	0.16	0.31	0	0	0	0.33	0.16	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 227
q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- The packaging/label has a cool design/look
- Camel Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		65.7	65.7	70	80.1	75.1	0	62.5	65.7	0
Agree completely (1)		38.8	38.8	59.9	80.1	75.1	0	56.2	38.8	0
	2	26.9	26.9	10.1	0	0	0	6.3	26.9	0
Agree somewhat (3)		16.4	16.4	20	19.9	24.9	0	18.8	16.4	0
Bottom 2 Box (Net)		17.9	17.9	10	0	0	0	18.7	17.9	0
	4	13.4	13.4	10	0	0	0	18.7	13.4	0
Do not agree at all (5)		4.5	4.5	0	0	0	0	0	4.5	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.18	2.18	1.8	1.4	1.5	0	2	2.18	0
Std. Dev.		1.22	1.22	1.13	0.89	1	0	1.26	1.22	0
Std. Err.		0.15	0.15	0.36	0.4	0.5	0	0.32	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 228
q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Variety of tastes/flavors available
- Camel Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		71.6	71.6	90	100	100	0	68.7	71.6	0
Agree completely (1)		47.8	47.8	69.9	100	100	0	56.2	47.8	0
	2	23.9	23.9	20.1	0	0	0	12.5	23.9	0
Agree somewhat (3)		9	9	0	0	0	0	6.3	9	0
Bottom 2 Box (Net)		19.4	19.4	10	0	0	0	25	19.4	0
	4	11.9	11.9	0	0	0	0	18.8	11.9	0
Do not agree at all (5)		7.5	7.5	10	0	0	0	6.2	7.5	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.07	2.07	1.6	1	1	0	2.06	2.07	0
Std. Dev.		1.32	1.32	1.26	0	0	0	1.44	1.32	0
Std. Err.		0.16	0.16	0.4	0	0	0	0.36	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 229
q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a smooth flavor
- Camel Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		71.6	71.6	80	100	100	0	68.7	71.6	0
Agree completely (1)		52.2	52.2	60.1	80.1	75.1	0	62.5	52.2	0
	2	19.4	19.4	20	19.9	24.9	0	6.2	19.4	0
Agree somewhat (3)		13.4	13.4	10	0	0	0	12.6	13.4	0
Bottom 2 Box (Net)		14.9	14.9	10	0	0	0	18.7	14.9	0
	4	8.9	8.9	0	0	0	0	12.5	8.9	0
Do not agree at all (5)		6	6	10	0	0	0	6.2	6	0
Total		100	100	100	100	100	0	100	100	0
Mean		1.97	1.97	1.8	1.2	1.25	0	1.94	1.97	0
Std. Dev.		1.25	1.25	1.32	0.45	0.5	0	1.39	1.25	0
Std. Err.		0.15	0.15	0.42	0.2	0.25	0	0.35	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 230
q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a flavor that lasts
- Camel Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		68.7	68.7	80	100	100	0	75	68.7	0
Agree completely (1)		44.8	44.8	50	80.1	75.1	0	62.6	44.8	0
	2	23.8	23.8	30	19.9	24.9	0	12.5	23.8	0
Agree somewhat (3)		14.9	14.9	10	0	0	0	12.5	14.9	0
Bottom 2 Box (Net)		16.4	16.4	10	0	0	0	12.5	16.4	0
	4	10.4	10.4	0	0	0	0	6.2	10.4	0
Do not agree at all (5)		6	6	10	0	0	0	6.2	6	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.09	2.09	1.9	1.2	1.25	0	1.81	2.09	0
Std. Dev.		1.25	1.25	1.29	0.45	0.5	0	1.28	1.25	0
Std. Err.		0.15	0.15	0.41	0.2	0.25	0	0.32	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 231
q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a premium look/design
- Camel Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)		67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)		67	67	10	5	4	0	16	67	0
Eff Base		67	67	10	5	4	0	16	67	0
Top 2 Box (Net)		64.2	64.2	70.1	80.1	75.1	0	75	64.2	0
Agree completely (1)		41.8	41.8	50	80.1	75.1	0	68.8	41.8	0
	2	22.4	22.4	20.1	0	0	0	6.3	22.4	0
Agree somewhat (3)		14.9	14.9	19.9	19.9	24.9	0	6.2	14.9	0
Bottom 2 Box (Net)		20.9	20.9	10	0	0	0	18.7	20.9	0
	4	16.4	16.4	10	0	0	0	6.3	16.4	0

Do not agree at all (5)	4.5	4.5	0	0	0	0	12.5	4.5	0
Total	100	100	100	100	100	0	100	100	0
Mean	2.19	2.19	1.9	1.4	1.5	0	1.87	2.19	0
Std. Dev.	1.27	1.27	1.1	0.89	1	0	1.5	1.27	0
Std. Err.	0.16	0.16	0.35	0.4	0.5	0	0.37	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 232
q174) Top 2 Box Summary Table - Skoal Snus

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	0	13	49	0
Eff Base	49	49	5	3	3	0	13	49	0
(1) Has great taste	73.5	73.5	100	100	100	0	69.2	73.5	0
(2) Is a quality product	75.5	75.5	100	100	100	0	69.2	75.5	0
(3) Is a fresh product	77.5	77.5	100	100	100	0	61.5	77.5	0
(4) Is better than I expected for the price	73.5	73.5	100	100	100	0	61.5	73.5	0
(5) Is a cool brand to be seen with	61.2	61.2	100	100	100	0	53.8	61.2	0
(6) Has a good texture	71.4	71.4	100	100	100	0	53.8	71.4	0
(7) The packaging/label has a cool design/look	67.3	67.3	100	100	100	0	61.5	67.3	0
(8) Variety of tastes/flavors available	75.5	75.5	100	100	100	0	61.5	75.5	0
(9) Has a smooth flavor	69.4	69.4	100	100	100	0	61.5	69.4	0
(10) Has a flavor that lasts	75.5	75.5	100	100	100	0	69.2	75.5	0
(11) Has a premium look/design	71.4	71.4	100	100	100	0	53.8	71.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 233
q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has great taste
- Skoal Snus Most Often

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		73.5	73.5	100	100	100	0	69.2	73.5	0
Agree completely (1)		40.8	40.8	40.1	33.3	33.3	0	53.9	40.8	0
	2	32.7	32.7	59.9	66.7	66.7	0	15.4	32.7	0
Agree somewhat (3)		8.2	8.2	0	0	0	0	7.7	8.2	0
Bottom 2 Box (Net)		18.4	18.4	0	0	0	0	23.1	18.4	0
	4	8.2	8.2	0	0	0	0	15.4	8.2	0
Do not agree at all (5)		10.2	10.2	0	0	0	0	7.7	10.2	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.14	2.14	1.6	1.67	1.67	0	2.08	2.14	0
Std. Dev.		1.32	1.32	0.55	0.58	0.58	0	1.44	1.32	0
Std. Err.		0.19	0.19	0.25	0.33	0.33	0	0.4	0.19	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 234
q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a quality product

- Skoal Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		75.5	75.5	100	100	100	0	69.2	75.5	0
Agree completely (1)		42.9	42.9	60	66.6	66.6	0	46.2	42.9	0
	2	32.6	32.6	40	33.4	33.4	0	23	32.6	0
Agree somewhat (3)		10.2	10.2	0	0	0	0	7.7	10.2	0
Bottom 2 Box (Net)		14.3	14.3	0	0	0	0	23.1	14.3	0
	4	10.2	10.2	0	0	0	0	23.1	10.2	0
Do not agree at all (5)		4.1	4.1	0	0	0	0	0	4.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		2	2	1.4	1.33	1.33	0	2.08	2	0
Std. Dev.		1.15	1.15	0.55	0.58	0.58	0	1.26	1.15	0
Std. Err.		0.16	0.16	0.24	0.33	0.33	0	0.35	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 235
q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a fresh product
- Skoal Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		77.5	77.5	100	100	100	0	61.5	77.5	0
Agree completely (1)		44.9	44.9	80.1	66.7	66.7	0	46.1	44.9	0
	2	32.6	32.6	19.9	33.3	33.3	0	15.3	32.6	0
Agree somewhat (3)		8.2	8.2	0	0	0	0	15.4	8.2	0
Bottom 2 Box (Net)		14.3	14.3	0	0	0	0	23.1	14.3	0
	4	8.2	8.2	0	0	0	0	15.4	8.2	0
Do not agree at all (5)		6.1	6.1	0	0	0	0	7.7	6.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		1.98	1.98	1.2	1.33	1.33	0	2.23	1.98	0
Std. Dev.		1.2	1.2	0.45	0.58	0.58	0	1.42	1.2	0
Std. Err.		0.17	0.17	0.2	0.33	0.33	0	0.39	0.17	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 236
q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is better than I expected for the price
- Skoal Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		73.5	73.5	100	100	100	0	61.5	73.5	0
Agree completely (1)		32.6	32.6	79.8	100	100	0	38.4	32.6	0

	2	40.8	40.8	20.2	0	0	0	23.1	40.8	0
Agree somewhat (3)		12.2	12.2	0	0	0	0	15.4	12.2	0
Bottom 2 Box (Net)		14.3	14.3	0	0	0	0	23.1	14.3	0
	4	10.2	10.2	0	0	0	0	23.1	10.2	0
Do not agree at all (5)		4.1	4.1	0	0	0	0	0	4.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.12	2.12	1.2	1	1	0	2.23	2.12	0
Std. Dev.		1.11	1.11	0.45	0	0	0	1.24	1.11	0
Std. Err.		0.16	0.16	0.2	0	0	0	0.34	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 237
q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a cool brand to be seen with
- Skoal Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		61.2	61.2	100	100	100	0	53.8	61.2	0
Agree completely (1)		32.7	32.7	60.1	66.7	66.7	0	46.1	32.7	0
	2	28.5	28.5	39.9	33.3	33.3	0	7.7	28.5	0
Agree somewhat (3)		24.5	24.5	0	0	0	0	38.5	24.5	0
Bottom 2 Box (Net)		14.3	14.3	0	0	0	0	7.7	14.3	0
	4	12.2	12.2	0	0	0	0	7.7	12.2	0
Do not agree at all (5)		2	2	0	0	0	0	0	2	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.22	2.22	1.4	1.33	1.33	0	2.08	2.22	0
Std. Dev.		1.1	1.1	0.55	0.58	0.58	0	1.12	1.1	0
Std. Err.		0.16	0.16	0.24	0.33	0.33	0	0.31	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 238
q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a good texture
- Skoal Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		71.4	71.4	100	100	100	0	53.8	71.4	0
Agree completely (1)		42.8	42.8	100	100	100	0	23.1	42.8	0
	2	28.6	28.6	0	0	0	0	30.7	28.6	0
Agree somewhat (3)		12.3	12.3	0	0	0	0	23.1	12.3	0
Bottom 2 Box (Net)		16.3	16.3	0	0	0	0	23.1	16.3	0
	4	14.3	14.3	0	0	0	0	23.1	14.3	0
Do not agree at all (5)		2	2	0	0	0	0	0	2	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.04	2.04	1	1	1	0	2.46	2.04	0
Std. Dev.		1.15	1.15	0	0	0	0	1.13	1.15	0
Std. Err.		0.16	0.16	0	0	0	0	0.31	0.16	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 239
q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- The packaging/label has a cool design/look
- Skoal Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		67.3	67.3	100	100	100	0	61.5	67.3	0
Agree completely (1)		30.6	30.6	59.9	66.7	66.7	0	23	30.6	0
	2	36.8	36.8	40.1	33.3	33.3	0	38.5	36.8	0
Agree somewhat (3)		20.4	20.4	0	0	0	0	23.1	20.4	0
Bottom 2 Box (Net)		12.3	12.3	0	0	0	0	15.4	12.3	0
	4	6.1	6.1	0	0	0	0	15.4	6.1	0
Do not agree at all (5)		6.1	6.1	0	0	0	0	0	6.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.2	2.2	1.4	1.33	1.33	0	2.31	2.2	0
Std. Dev.		1.14	1.14	0.55	0.58	0.58	0	1.03	1.14	0
Std. Err.		0.16	0.16	0.25	0.33	0.33	0	0.29	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 240
q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Variety of tastes/flavors available
- Skoal Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		75.5	75.5	100	100	100	0	61.5	75.5	0
Agree completely (1)		38.8	38.8	100	100	100	0	30.8	38.8	0
	2	36.7	36.7	0	0	0	0	30.7	36.7	0
Agree somewhat (3)		12.2	12.2	0	0	0	0	23.1	12.2	0
Bottom 2 Box (Net)		12.3	12.3	0	0	0	0	15.4	12.3	0
	4	10.2	10.2	0	0	0	0	15.4	10.2	0
Do not agree at all (5)		2	2	0	0	0	0	0	2	0
Total		100	100	100	100	100	0	100	100	0
Mean		2	2	1	1	1	0	2.23	2	0
Std. Dev.		1.06	1.06	0	0	0	0	1.09	1.06	0
Std. Err.		0.15	0.15	0	0	0	0	0.3	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 241
q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a smooth flavor
- Skoal Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		69.4	69.4	100	100	100	0	61.5	69.4	0
Agree completely (1)		51	51	80	66.6	66.6	0	53.8	51	0
	2	18.4	18.4	20	33.4	33.4	0	7.7	18.4	0
Agree somewhat (3)		14.3	14.3	0	0	0	0	7.7	14.3	0
Bottom 2 Box (Net)		16.3	16.3	0	0	0	0	30.8	16.3	0
	4	16.3	16.3	0	0	0	0	30.8	16.3	0
Do not agree at all (5)		0	0	0	0	0	0	0	0	0
Total		100	100	100	100	100	0	100	100	0
Mean		1.96	1.96	1.2	1.33	1.33	0	2.15	1.96	0
Std. Dev.		1.15	1.15	0.45	0.58	0.58	0	1.41	1.15	0
Std. Err.		0.16	0.16	0.2	0.33	0.33	0	0.39	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 242
q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a flavor that lasts
- Skoal Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		75.5	75.5	100	100	100	0	69.2	75.5	0
Agree completely (1)		36.7	36.7	80	100	100	0	23.2	36.7	0
	2	38.8	38.8	20	0	0	0	46.1	38.8	0
Agree somewhat (3)		10.2	10.2	0	0	0	0	0	10.2	0
Bottom 2 Box (Net)		14.3	14.3	0	0	0	0	30.8	14.3	0
	4	12.2	12.2	0	0	0	0	30.8	12.2	0
Do not agree at all (5)		2	2	0	0	0	0	0	2	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.04	2.04	1.2	1	1	0	2.38	2.04	0
Std. Dev.		1.08	1.08	0.45	0	0	0	1.19	1.08	0
Std. Err.		0.15	0.15	0.2	0	0	0	0.33	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 243
q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a premium look/design
- Skoal Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)		49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)		49	49	5	3	3	0	13	49	0
Eff Base		49	49	5	3	3	0	13	49	0
Top 2 Box (Net)		71.4	71.4	100	100	100	0	53.8	71.4	0
Agree completely (1)		30.6	30.6	80.1	66.7	66.7	0	30.8	30.6	0
	2	40.8	40.8	19.9	33.3	33.3	0	23	40.8	0
Agree somewhat (3)		16.3	16.3	0	0	0	0	23.1	16.3	0
Bottom 2 Box (Net)		12.3	12.3	0	0	0	0	23.1	12.3	0
	4	8.2	8.2	0	0	0	0	15.4	8.2	0
Do not agree at all (5)		4.1	4.1	0	0	0	0	7.7	4.1	0

Total	100	100	100	100	100	0	100	100	0
Mean	2.14	2.14	1.2	1.33	1.33	0	2.46	2.14	0
Std. Dev.	1.08	1.08	0.45	0.58	0.58	0	1.33	1.08	0
Std. Err.	0.15	0.15	0.2	0.33	0.33	0	0.37	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 244
q174) Top 2 Box Summary Table - Marlboro Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	0	9	45	0
Eff Base	45	45	3	3	2	0	9	45	0
(1) Has great taste	71.2	71.2	66.7	66.7	50	0	77.8	71.2	0
(2) Is a quality product	68.9	68.9	66.7	66.7	50	0	77.8	68.9	0
(3) Is a fresh product	66.7	66.7	66.7	66.7	50	0	77.8	66.7	0
(4) Is better than I expected for the price	66.7	66.7	66.7	66.7	50	0	66.7	66.7	0
(5) Is a cool brand to be seen with	73.4	73.4	66.7	66.7	50	0	77.8	73.4	0
(6) Has a good texture	73.4	73.4	66.7	66.7	50	0	77.8	73.4	0
(7) The packaging/label has a cool design/look	69	69	66.7	66.7	50	0	77.8	69	0
(8) Variety of tastes/flavors available	71.2	71.2	66.7	66.7	50	0	77.8	71.2	0
(9) Has a smooth flavor	62.2	62.2	66.7	66.7	50	0	66.7	62.2	0
(10) Has a flavor that lasts	66.7	66.7	66.7	66.7	50	0	66.7	66.7	0
(11) Has a premium look/design	68.9	68.9	66.7	66.7	50	0	77.8	68.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 245
q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has great taste
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		71.2	71.2	66.7	66.7	50	0	77.8	71.2	0
Agree completely (1)		46.7	46.7	66.7	66.7	50	0	44.5	46.7	0
	2	24.5	24.5	0	0	0	0	33.3	24.5	0
Agree somewhat (3)		8.9	8.9	33.3	33.3	50	0	11.1	8.9	0
Bottom 2 Box (Net)		20	20	0	0	0	0	11.1	20	0
	4	8.9	8.9	0	0	0	0	0	8.9	0
Do not agree at all (5)		11.1	11.1	0	0	0	0	11.1	11.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.13	2.13	1.67	1.67	2	0	2	2.13	0
Std. Dev.		1.39	1.39	1.15	1.15	0	0	1.32	1.39	0
Std. Err.		0.21	0.21	0.67	0.67	0	0	0.44	0.21	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 246
q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a quality product
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		68.9	68.9	66.7	66.7	50	0	77.8	68.9	0
Agree completely (1)		44.4	44.4	33.4	33.4	0	0	33.4	44.4	0
	2	24.5	24.5	33.3	33.3	50	0	44.5	24.5	0
Agree somewhat (3)		17.7	17.7	33.3	33.3	50	0	11.1	17.7	0
Bottom 2 Box (Net)		13.3	13.3	0	0	0	0	11.1	13.3	0
	4	8.9	8.9	0	0	0	0	11.1	8.9	0
Do not agree at all (5)		4.5	4.5	0	0	0	0	0	4.5	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.04	2.04	2	2	2.5	0	2	2.04	0
Std. Dev.		1.19	1.19	1	1	0	0	1	1.19	0
Std. Err.		0.18	0.18	0.58	0.58	0	0	0.33	0.18	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 247
q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a fresh product
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		66.7	66.7	66.7	66.7	50	0	77.8	66.7	0
Agree completely (1)		48.9	48.9	66.7	66.7	50	0	55.6	48.9	0
	2	17.8	17.8	0	0	0	0	22.2	17.8	0
Agree somewhat (3)		11.1	11.1	33.3	33.3	50	0	11.1	11.1	0
Bottom 2 Box (Net)		22.2	22.2	0	0	0	0	11.1	22.2	0
	4	8.9	8.9	0	0	0	0	0	8.9	0
Do not agree at all (5)		13.3	13.3	0	0	0	0	11.1	13.3	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.2	2.2	1.67	1.67	2	0	1.89	2.2	0
Std. Dev.		1.47	1.47	1.15	1.15	0	0	1.36	1.47	0
Std. Err.		0.22	0.22	0.67	0.67	0	0	0.45	0.22	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 248
q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is better than I expected for the price
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		66.7	66.7	66.7	66.7	50	0	66.7	66.7	0
Agree completely (1)		46.7	46.7	66.7	66.7	50	0	33.3	46.7	0
	2	20	20	0	0	0	0	33.4	20	0

Agree somewhat (3)		11.1	11.1	33.3	33.3	50	0	22.2	11.1	0
Bottom 2 Box (Net)		22.2	22.2	0	0	0	0	11.1	22.2	0
	4	15.6	15.6	0	0	0	0	11.1	15.6	0
Do not agree at all (5)		6.6	6.6	0	0	0	0	0	6.6	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.15	2.15	1.67	1.67	2	0	2.11	2.15	0
Std. Dev.		1.35	1.35	1.15	1.15	0	0	1.05	1.35	0
Std. Err.		0.2	0.2	0.67	0.67	0	0	0.35	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 249
q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a cool brand to be seen with
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		73.4	73.4	66.7	66.7	50	0	77.8	73.4	0
Agree completely (1)		42.3	42.3	33.4	33.4	0	0	55.6	42.3	0
	2	31.1	31.1	33.3	33.3	50	0	22.2	31.1	0
Agree somewhat (3)		8.9	8.9	33.3	33.3	50	0	11.1	8.9	0
Bottom 2 Box (Net)		17.8	17.8	0	0	0	0	11.1	17.8	0
	4	13.3	13.3	0	0	0	0	11.1	13.3	0
Do not agree at all (5)		4.4	4.4	0	0	0	0	0	4.4	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.07	2.07	2	2	2.5	0	1.78	2.07	0
Std. Dev.		1.21	1.21	1	1	0	0	1.09	1.21	0
Std. Err.		0.18	0.18	0.58	0.58	0	0	0.36	0.18	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 250
q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a good texture
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		73.4	73.4	66.7	66.7	50	0	77.8	73.4	0
Agree completely (1)		42.3	42.3	33.4	33.4	0	0	66.7	42.3	0
	2	31.1	31.1	33.3	33.3	50	0	11.2	31.1	0
Agree somewhat (3)		11.1	11.1	33.3	33.3	50	0	11.1	11.1	0
Bottom 2 Box (Net)		15.5	15.5	0	0	0	0	11.1	15.5	0
	4	11.1	11.1	0	0	0	0	0	11.1	0
Do not agree at all (5)		4.4	4.4	0	0	0	0	11.1	4.4	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.04	2.04	2	2	2.5	0	1.78	2.04	0
Std. Dev.		1.19	1.19	1	1	0	0	1.39	1.19	0
Std. Err.		0.18	0.18	0.58	0.58	0	0	0.46	0.18	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 251
q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- The packaging/label has a cool design/look
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		69	69	66.7	66.7	50	0	77.8	69	0
Agree completely (1)		46.7	46.7	66.7	66.7	50	0	44.4	46.7	0
	2	22.3	22.3	0	0	0	0	33.4	22.3	0
Agree somewhat (3)		11.1	11.1	33.3	33.3	50	0	0	11.1	0
Bottom 2 Box (Net)		20	20	0	0	0	0	22.2	20	0
	4	11.1	11.1	0	0	0	0	11.1	11.1	0
Do not agree at all (5)		8.9	8.9	0	0	0	0	11.1	8.9	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.13	2.13	1.67	1.67	2	0	2.11	2.13	0
Std. Dev.		1.36	1.36	1.15	1.15	0	0	1.45	1.36	0
Std. Err.		0.2	0.2	0.67	0.67	0	0	0.48	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 252
q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Variety of tastes/flavors available
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		71.2	71.2	66.7	66.7	50	0	77.8	71.2	0
Agree completely (1)		51.2	51.2	66.7	66.7	50	0	55.7	51.2	0
	2	20	20	0	0	0	0	22.2	20	0
Agree somewhat (3)		11.1	11.1	33.3	33.3	50	0	11.1	11.1	0
Bottom 2 Box (Net)		17.7	17.7	0	0	0	0	11.1	17.7	0
	4	11.1	11.1	0	0	0	0	0	11.1	0
Do not agree at all (5)		6.7	6.7	0	0	0	0	11.1	6.7	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.02	2.02	1.67	1.67	2	0	1.89	2.02	0
Std. Dev.		1.3	1.3	1.15	1.15	0	0	1.36	1.3	0
Std. Err.		0.19	0.19	0.67	0.67	0	0	0.45	0.19	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 253
q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a smooth flavor
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		62.2	62.2	66.7	66.7	50	0	66.7	62.2	0
Agree completely (1)		37.8	37.8	66.7	66.7	50	0	22.3	37.8	0
	2	24.5	24.5	0	0	0	0	44.5	24.5	0
Agree somewhat (3)		26.7	26.7	33.3	33.3	50	0	22.2	26.7	0
Bottom 2 Box (Net)		11.1	11.1	0	0	0	0	11.1	11.1	0
	4	8.9	8.9	0	0	0	0	11.1	8.9	0
Do not agree at all (5)		2.2	2.2	0	0	0	0	0	2.2	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.13	2.13	1.67	1.67	2	0	2.22	2.13	0
Std. Dev.		1.1	1.1	1.15	1.15	0	0	0.97	1.1	0
Std. Err.		0.16	0.16	0.67	0.67	0	0	0.32	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 254
q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a flavor that lasts
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		66.7	66.7	66.7	66.7	50	0	66.7	66.7	0
Agree completely (1)		44.5	44.5	66.7	66.7	50	0	22.3	44.5	0
	2	22.2	22.2	0	0	0	0	44.5	22.2	0
Agree somewhat (3)		17.7	17.7	33.3	33.3	50	0	22.2	17.7	0
Bottom 2 Box (Net)		15.5	15.5	0	0	0	0	11.1	15.5	0
	4	11.1	11.1	0	0	0	0	11.1	11.1	0
Do not agree at all (5)		4.5	4.5	0	0	0	0	0	4.5	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.09	2.09	1.67	1.67	2	0	2.22	2.09	0
Std. Dev.		1.22	1.22	1.15	1.15	0	0	0.97	1.22	0
Std. Err.		0.18	0.18	0.67	0.67	0	0	0.32	0.18	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 255
q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a premium look/design
- Marlboro Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)		45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)		45	45	3	3	2	0	9	45	0
Eff Base		45	45	3	3	2	0	9	45	0
Top 2 Box (Net)		68.9	68.9	66.7	66.7	50	0	77.8	68.9	0
Agree completely (1)		42.3	42.3	66.7	66.7	50	0	44.5	42.3	0
	2	26.7	26.7	0	0	0	0	33.4	26.7	0
Agree somewhat (3)		13.3	13.3	33.3	33.3	50	0	11.1	13.3	0
Bottom 2 Box (Net)		17.7	17.7	0	0	0	0	11.1	17.7	0
	4	8.9	8.9	0	0	0	0	0	8.9	0
Do not agree at all (5)		8.9	8.9	0	0	0	0	11.1	8.9	0
Total		100	100	100	100	100	0	100	100	0

Mean	2.15	2.15	1.67	1.67	2	0	2	2.15	0
Std. Dev.	1.31	1.31	1.15	1.15	0	0	1.32	1.31	0
Std. Err.	0.2	0.2	0.67	0.67	0	0	0.44	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 256
q174) Top 2 Box Summary Table - General Snus

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	5	28	0
Eff Base	28	28	28	28	28	28	5	28	0
(1) Has great taste	67.8	67.8	67.8	67.8	67.8	67.8	60.1	67.8	0
(2) Is a quality product	64.3	64.3	64.3	64.3	64.3	64.3	80	64.3	0
(3) Is a fresh product	67.9	67.9	67.9	67.9	67.9	67.9	60.1	67.9	0
(4) Is better than I expected for the price	67.8	67.8	67.8	67.8	67.8	67.8	60	67.8	0
(5) Is a cool brand to be seen with	60.7	60.7	60.7	60.7	60.7	60.7	60	60.7	0
(6) Has a good texture	67.9	67.9	67.9	67.9	67.9	67.9	80.1	67.9	0
(7) The packaging/label has a cool design/look	64.3	64.3	64.3	64.3	64.3	64.3	80	64.3	0
(8) Variety of tastes/flavors available	67.8	67.8	67.8	67.8	67.8	67.8	60	67.8	0
(9) Has a smooth flavor	82.1	82.1	82.1	82.1	82.1	82.1	80.1	82.1	0
(10) Has a flavor that lasts	71.4	71.4	71.4	71.4	71.4	71.4	80.1	71.4	0
(11) Has a premium look/design	60.7	60.7	60.7	60.7	60.7	60.7	80.1	60.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 257
q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has great taste
- General Snus Most Often

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		67.8	67.8	67.8	67.8	67.8	67.8	60.1	67.8	0
Agree completely (1)		39.2	39.2	39.2	39.2	39.2	39.2	40	39.2	0
	2	28.6	28.6	28.6	28.6	28.6	28.6	20	28.6	0
Agree somewhat (3)		14.3	14.3	14.3	14.3	14.3	14.3	20	14.3	0
Bottom 2 Box (Net)		17.9	17.9	17.9	17.9	17.9	17.9	19.9	17.9	0
	4	14.3	14.3	14.3	14.3	14.3	14.3	19.9	14.3	0
Do not agree at all (5)		3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.14	2.14	2.14	2.14	2.14	2.14	2.2	2.14	0
Std. Dev.		1.21	1.21	1.21	1.21	1.21	1.21	1.3	1.21	0
Std. Err.		0.23	0.23	0.23	0.23	0.23	0.23	0.58	0.23	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 258
q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a quality product
- General Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		64.3	64.3	64.3	64.3	64.3	64.3	80	64.3	0
Agree completely (1)		42.9	42.9	42.9	42.9	42.9	42.9	20	42.9	0
	2	21.4	21.4	21.4	21.4	21.4	21.4	60	21.4	0
Agree somewhat (3)		25	25	25	25	25	25	20	25	0
Bottom 2 Box (Net)		10.7	10.7	10.7	10.7	10.7	10.7	0	10.7	0
	4	7.2	7.2	7.2	7.2	7.2	7.2	0	7.2	0
Do not agree at all (5)		3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.07	2.07	2.07	2.07	2.07	2.07	2	2.07	0
Std. Dev.		1.15	1.15	1.15	1.15	1.15	1.15	0.71	1.15	0
Std. Err.		0.22	0.22	0.22	0.22	0.22	0.22	0.32	0.22	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 259
q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a fresh product
- General Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		67.9	67.9	67.9	67.9	67.9	67.9	60.1	67.9	0
Agree completely (1)		28.5	28.5	28.5	28.5	28.5	28.5	40.1	28.5	0
	2	39.3	39.3	39.3	39.3	39.3	39.3	20	39.3	0
Agree somewhat (3)		10.7	10.7	10.7	10.7	10.7	10.7	0	10.7	0
Bottom 2 Box (Net)		21.4	21.4	21.4	21.4	21.4	21.4	39.9	21.4	0
	4	14.3	14.3	14.3	14.3	14.3	14.3	20	14.3	0
Do not agree at all (5)		7.1	7.1	7.1	7.1	7.1	7.1	19.9	7.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.32	2.32	2.32	2.32	2.32	2.32	2.6	2.32	0
Std. Dev.		1.25	1.25	1.25	1.25	1.25	1.25	1.82	1.25	0
Std. Err.		0.24	0.24	0.24	0.24	0.24	0.24	0.81	0.24	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 260
q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is better than I expected for the price
- General Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		67.8	67.8	67.8	67.8	67.8	67.8	60	67.8	0
Agree completely (1)		28.6	28.6	28.6	28.6	28.6	28.6	40.1	28.6	0
	2	39.3	39.3	39.3	39.3	39.3	39.3	20	39.3	0
Agree somewhat (3)		21.5	21.5	21.5	21.5	21.5	21.5	40	21.5	0

Bottom 2 Box (Net)		10.7	10.7	10.7	10.7	10.7	10.7	0	10.7	0
	4	7.2	7.2	7.2	7.2	7.2	7.2	0	7.2	0
Do not agree at all (5)		3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.18	2.18	2.18	2.18	2.18	2.18	2	2.18	0
Std. Dev.		1.06	1.06	1.06	1.06	1.06	1.06	1	1.06	0
Std. Err.		0.2	0.2	0.2	0.2	0.2	0.2	0.45	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 261
q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a cool brand to be seen with
- General Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		60.7	60.7	60.7	60.7	60.7	60.7	60	60.7	0
Agree completely (1)		32.2	32.2	32.2	32.2	32.2	32.2	20	32.2	0
	2	28.6	28.6	28.6	28.6	28.6	28.6	40	28.6	0
Agree somewhat (3)		32.1	32.1	32.1	32.1	32.1	32.1	40	32.1	0
Bottom 2 Box (Net)		7.1	7.1	7.1	7.1	7.1	7.1	0	7.1	0
	4	0	0	0	0	0	0	0	0	0
Do not agree at all (5)		7.1	7.1	7.1	7.1	7.1	7.1	0	7.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.21	2.21	2.21	2.21	2.21	2.21	2.2	2.21	0
Std. Dev.		1.13	1.13	1.13	1.13	1.13	1.13	0.84	1.13	0
Std. Err.		0.21	0.21	0.21	0.21	0.21	0.21	0.37	0.21	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 262
q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a good texture
- General Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		67.9	67.9	67.9	67.9	67.9	67.9	80.1	67.9	0
Agree completely (1)		39.2	39.2	39.2	39.2	39.2	39.2	40.1	39.2	0
	2	28.6	28.6	28.6	28.6	28.6	28.6	40	28.6	0
Agree somewhat (3)		10.7	10.7	10.7	10.7	10.7	10.7	0	10.7	0
Bottom 2 Box (Net)		21.4	21.4	21.4	21.4	21.4	21.4	19.9	21.4	0
	4	10.7	10.7	10.7	10.7	10.7	10.7	0	10.7	0
Do not agree at all (5)		10.7	10.7	10.7	10.7	10.7	10.7	19.9	10.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.25	2.25	2.25	2.25	2.25	2.25	2.2	2.25	0
Std. Dev.		1.38	1.38	1.38	1.38	1.38	1.38	1.64	1.38	0
Std. Err.		0.26	0.26	0.26	0.26	0.26	0.26	0.73	0.26	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 263
q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- The packaging/label has a cool design/look
- General Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		64.3	64.3	64.3	64.3	64.3	64.3	80	64.3	0
Agree completely (1)		32.1	32.1	32.1	32.1	32.1	32.1	40	32.1	0
	2	32.1	32.1	32.1	32.1	32.1	32.1	40	32.1	0
Agree somewhat (3)		25	25	25	25	25	25	20	25	0
Bottom 2 Box (Net)		10.7	10.7	10.7	10.7	10.7	10.7	0	10.7	0
	4	7.1	7.1	7.1	7.1	7.1	7.1	0	7.1	0
Do not agree at all (5)		3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.18	2.18	2.18	2.18	2.18	2.18	1.8	2.18	0
Std. Dev.		1.09	1.09	1.09	1.09	1.09	1.09	0.84	1.09	0
Std. Err.		0.21	0.21	0.21	0.21	0.21	0.21	0.37	0.21	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 264
q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Variety of tastes/flavors available
- General Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		67.8	67.8	67.8	67.8	67.8	67.8	60	67.8	0
Agree completely (1)		39.3	39.3	39.3	39.3	39.3	39.3	40	39.3	0
	2	28.6	28.6	28.6	28.6	28.6	28.6	20	28.6	0
Agree somewhat (3)		17.9	17.9	17.9	17.9	17.9	17.9	19.9	17.9	0
Bottom 2 Box (Net)		14.3	14.3	14.3	14.3	14.3	14.3	20	14.3	0
	4	10.7	10.7	10.7	10.7	10.7	10.7	20	10.7	0
Do not agree at all (5)		3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.11	2.11	2.11	2.11	2.11	2.11	2.2	2.11	0
Std. Dev.		1.17	1.17	1.17	1.17	1.17	1.17	1.3	1.17	0
Std. Err.		0.22	0.22	0.22	0.22	0.22	0.22	0.58	0.22	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 265
q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a smooth flavor
- General Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		82.1	82.1	82.1	82.1	82.1	82.1	80.1	82.1	0
Agree completely (1)		42.9	42.9	42.9	42.9	42.9	42.9	40.1	42.9	0
	2	39.3	39.3	39.3	39.3	39.3	39.3	40	39.3	0
Agree somewhat (3)		7.2	7.2	7.2	7.2	7.2	7.2	0	7.2	0
Bottom 2 Box (Net)		10.7	10.7	10.7	10.7	10.7	10.7	19.9	10.7	0
	4	0	0	0	0	0	0	0	0	0
Do not agree at all (5)		10.7	10.7	10.7	10.7	10.7	10.7	19.9	10.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		1.96	1.96	1.96	1.96	1.96	1.96	2.2	1.96	0
Std. Dev.		1.23	1.23	1.23	1.23	1.23	1.23	1.64	1.23	0
Std. Err.		0.23	0.23	0.23	0.23	0.23	0.23	0.73	0.23	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 266
q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a flavor that lasts
- General Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		71.4	71.4	71.4	71.4	71.4	71.4	80.1	71.4	0
Agree completely (1)		28.6	28.6	28.6	28.6	28.6	28.6	20	28.6	0
	2	42.9	42.9	42.9	42.9	42.9	42.9	60	42.9	0
Agree somewhat (3)		21.4	21.4	21.4	21.4	21.4	21.4	0	21.4	0
Bottom 2 Box (Net)		7.1	7.1	7.1	7.1	7.1	7.1	19.9	7.1	0
	4	3.6	3.6	3.6	3.6	3.6	3.6	19.9	3.6	0
Do not agree at all (5)		3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.11	2.11	2.11	2.11	2.11	2.11	2.2	2.11	0
Std. Dev.		0.99	0.99	0.99	0.99	0.99	0.99	1.09	0.99	0
Std. Err.		0.19	0.19	0.19	0.19	0.19	0.19	0.49	0.19	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 267
q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a premium look/design
- General Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)		28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)		28	28	28	28	28	28	5	28	0
Eff Base		28	28	28	28	28	28	5	28	0
Top 2 Box (Net)		60.7	60.7	60.7	60.7	60.7	60.7	80.1	60.7	0
Agree completely (1)		39.3	39.3	39.3	39.3	39.3	39.3	40.1	39.3	0
	2	21.4	21.4	21.4	21.4	21.4	21.4	40	21.4	0
Agree somewhat (3)		28.6	28.6	28.6	28.6	28.6	28.6	19.9	28.6	0
Bottom 2 Box (Net)		10.7	10.7	10.7	10.7	10.7	10.7	0	10.7	0
	4	3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
Do not agree at all (5)		7.1	7.1	7.1	7.1	7.1	7.1	0	7.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.18	2.18	2.18	2.18	2.18	2.18	1.8	2.18	0

Std. Dev.	1.22	1.22	1.22	1.22	1.22	1.22	0.84	1.22	0
Std. Err.	0.23	0.23	0.23	0.23	0.23	0.23	0.37	0.23	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 268
q174) Top 2 Box Summary Table - Copenhagen Snus

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	0	7	32	0
Eff Base	32	32	3	1	1	0	7	32	0
(1) Has great taste	71.9	71.9	100	100	100	0	57.2	71.9	0
(2) Is a quality product	65.6	65.6	100	100	100	0	57.2	65.6	0
(3) Is a fresh product	68.7	68.7	100	100	100	0	57.1	68.7	0
(4) Is better than I expected for the price	68.7	68.7	100	100	100	0	42.9	68.7	0
(5) Is a cool brand to be seen with	59.4	59.4	100	100	100	0	57.2	59.4	0
(6) Has a good texture	68.7	68.7	100	100	100	0	57.2	68.7	0
(7) The packaging/label has a cool design/look	65.6	65.6	100	100	100	0	57.2	65.6	0
(8) Variety of tastes/flavors available	65.6	65.6	100	100	100	0	57.2	65.6	0
(9) Has a smooth flavor	65.6	65.6	100	100	100	0	42.9	65.6	0
(10) Has a flavor that lasts	71.8	71.8	100	100	100	0	71.5	71.8	0
(11) Has a premium look/design	71.9	71.9	100	100	100	0	42.9	71.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 269
q174_1) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has great taste
- Copenhagen Snus Most Often

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)		32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)		32	32	3	1	1	0	7	32	0
Eff Base		32	32	3	1	1	0	7	32	0
Top 2 Box (Net)		71.9	71.9	100	100	100	0	57.2	71.9	0
Agree completely (1)		50	50	100	100	100	0	42.9	50	0
	2	21.9	21.9	0	0	0	0	14.3	21.9	0
Agree somewhat (3)		12.5	12.5	0	0	0	0	14.2	12.5	0
Bottom 2 Box (Net)		15.6	15.6	0	0	0	0	28.5	15.6	0
	4	6.2	6.2	0	0	0	0	14.2	6.2	0
Do not agree at all (5)		9.4	9.4	0	0	0	0	14.3	9.4	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.03	2.03	1	1	1	0	2.43	2.03	0
Std. Dev.		1.33	1.33	0	0	0	0	1.62	1.33	0
Std. Err.		0.24	0.24	0	0	0	0	0.61	0.24	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 270
q174_2) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a quality product
- Copenhagen Snus Most Often

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)		32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)		32	32	3	1	1	0	7	32	0
Eff Base		32	32	3	1	1	0	7	32	0
Top 2 Box (Net)		65.6	65.6	100	100	100	0	57.2	65.6	0
Agree completely (1)		50	50	100	100	100	0	42.9	50	0
	2	15.6	15.6	0	0	0	0	14.3	15.6	0
Agree somewhat (3)		12.5	12.5	0	0	0	0	14.2	12.5	0
Bottom 2 Box (Net)		21.9	21.9	0	0	0	0	28.5	21.9	0
	4	18.8	18.8	0	0	0	0	14.2	18.8	0
Do not agree at all (5)		3.1	3.1	0	0	0	0	14.3	3.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.09	2.09	1	1	1	0	2.43	2.09	0
Std. Dev.		1.3	1.3	0	0	0	0	1.62	1.3	0
Std. Err.		0.23	0.23	0	0	0	0	0.61	0.23	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 271
q174_3) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a fresh product
- Copenhagen Snus Most Often

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)		32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)		32	32	3	1	1	0	7	32	0
Eff Base		32	32	3	1	1	0	7	32	0
Top 2 Box (Net)		68.7	68.7	100	100	100	0	57.1	68.7	0
Agree completely (1)		50	50	100	100	100	0	42.9	50	0
	2	18.8	18.8	0	0	0	0	14.2	18.8	0
Agree somewhat (3)		12.5	12.5	0	0	0	0	14.4	12.5	0
Bottom 2 Box (Net)		18.8	18.8	0	0	0	0	28.5	18.8	0
	4	15.7	15.7	0	0	0	0	14.2	15.7	0
Do not agree at all (5)		3.1	3.1	0	0	0	0	14.3	3.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.03	2.03	1	1	1	0	2.43	2.03	0
Std. Dev.		1.26	1.26	0	0	0	0	1.62	1.26	0
Std. Err.		0.22	0.22	0	0	0	0	0.61	0.22	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 272
q174_4) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is better than I expected for the price
- Copenhagen Snus Most Often

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)		32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)		32	32	3	1	1	0	7	32	0
Eff Base		32	32	3	1	1	0	7	32	0
Top 2 Box (Net)		68.7	68.7	100	100	100	0	42.9	68.7	0
Agree completely (1)		40.6	40.6	100	100	100	0	42.9	40.6	0
	2	28.1	28.1	0	0	0	0	0	28.1	0
Agree somewhat (3)		15.6	15.6	0	0	0	0	28.5	15.6	0
Bottom 2 Box (Net)		15.6	15.6	0	0	0	0	28.5	15.6	0

	4	12.5	12.5	0	0	0	0	14.2	12.5	0
Do not agree at all (5)		3.1	3.1	0	0	0	0	14.3	3.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.09	2.09	1	1	1	0	2.57	2.09	0
Std. Dev.		1.17	1.17	0	0	0	0	1.62	1.17	0
Std. Err.		0.21	0.21	0	0	0	0	0.61	0.21	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 273
q174_5) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Is a cool brand to be seen with
- Copenhagen Snus Most Often

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)		32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)		32	32	3	1	1	0	7	32	0
Eff Base		32	32	3	1	1	0	7	32	0
Top 2 Box (Net)		59.4	59.4	100	100	100	0	57.2	59.4	0
Agree completely (1)		43.7	43.7	100	100	100	0	57.2	43.7	0
	2	15.6	15.6	0	0	0	0	0	15.6	0
Agree somewhat (3)		18.8	18.8	0	0	0	0	0	18.8	0
Bottom 2 Box (Net)		21.9	21.9	0	0	0	0	42.8	21.9	0
	4	15.6	15.6	0	0	0	0	28.5	15.6	0
Do not agree at all (5)		6.3	6.3	0	0	0	0	14.3	6.3	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.25	2.25	1	1	1	0	2.43	2.25	0
Std. Dev.		1.34	1.34	0	0	0	0	1.81	1.34	0
Std. Err.		0.24	0.24	0	0	0	0	0.69	0.24	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 274
q174_6) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a good texture
- Copenhagen Snus Most Often

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)		32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)		32	32	3	1	1	0	7	32	0
Eff Base		32	32	3	1	1	0	7	32	0
Top 2 Box (Net)		68.7	68.7	100	100	100	0	57.2	68.7	0
Agree completely (1)		46.8	46.8	100	100	100	0	28.5	46.8	0
	2	21.9	21.9	0	0	0	0	28.7	21.9	0
Agree somewhat (3)		12.5	12.5	0	0	0	0	0	12.5	0
Bottom 2 Box (Net)		18.7	18.7	0	0	0	0	42.8	18.7	0
	4	12.5	12.5	0	0	0	0	28.5	12.5	0
Do not agree at all (5)		6.3	6.3	0	0	0	0	14.3	6.3	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.09	2.09	1	1	1	0	2.71	2.09	0
Std. Dev.		1.3	1.3	0	0	0	0	1.6	1.3	0
Std. Err.		0.23	0.23	0	0	0	0	0.61	0.23	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 275
q174_7) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- The packaging/label has a cool design/look
- Copenhagen Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)		32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)		32	32	3	1	1	0	7	32	0
Eff Base		32	32	3	1	1	0	7	32	0
Top 2 Box (Net)		65.6	65.6	100	100	100	0	57.2	65.6	0
Agree completely (1)		37.5	37.5	100	100	100	0	28.5	37.5	0
	2	28.1	28.1	0	0	0	0	28.7	28.1	0
Agree somewhat (3)		12.5	12.5	0	0	0	0	0	12.5	0
Bottom 2 Box (Net)		21.9	21.9	0	0	0	0	42.8	21.9	0
	4	15.6	15.6	0	0	0	0	14.2	15.6	0
Do not agree at all (5)		6.2	6.2	0	0	0	0	28.5	6.2	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.25	2.25	1	1	1	0	2.86	2.25	0
Std. Dev.		1.29	1.29	0	0	0	0	1.77	1.29	0
Std. Err.		0.23	0.23	0	0	0	0	0.67	0.23	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 276
q174_8) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Variety of tastes/flavors available
- Copenhagen Snus Most Often

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)		32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)		32	32	3	1	1	0	7	32	0
Eff Base		32	32	3	1	1	0	7	32	0
Top 2 Box (Net)		65.6	65.6	100	100	100	0	57.2	65.6	0
Agree completely (1)		43.7	43.7	100	100	100	0	28.5	43.7	0
	2	21.9	21.9	0	0	0	0	28.7	21.9	0
Agree somewhat (3)		15.7	15.7	0	0	0	0	0	15.7	0
Bottom 2 Box (Net)		18.7	18.7	0	0	0	0	42.8	18.7	0
	4	15.6	15.6	0	0	0	0	28.5	15.6	0
Do not agree at all (5)		3.1	3.1	0	0	0	0	14.3	3.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.13	2.13	1	1	1	0	2.71	2.13	0
Std. Dev.		1.24	1.24	0	0	0	0	1.6	1.24	0
Std. Err.		0.22	0.22	0	0	0	0	0.61	0.22	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 277
q174_9) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a smooth flavor
- Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	0	7	32	0

Base - Copenhagen Snus is Most Often (Wgtd)		32	32	3	1	1	0	7	32	0
Eff Base		32	32	3	1	1	0	7	32	0
Top 2 Box (Net)		65.6	65.6	100	100	100	0	42.9	65.6	0
Agree completely (1)		50	50	100	100	100	0	42.9	50	0
	2	15.6	15.6	0	0	0	0	0	15.6	0
Agree somewhat (3)		15.6	15.6	0	0	0	0	28.6	15.6	0
Bottom 2 Box (Net)		18.8	18.8	0	0	0	0	28.5	18.8	0
	4	9.4	9.4	0	0	0	0	14.2	9.4	0
Do not agree at all (5)		9.4	9.4	0	0	0	0	14.3	9.4	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.13	2.13	1	1	1	0	2.57	2.13	0
Std. Dev.		1.39	1.39	0	0	0	0	1.62	1.39	0
Std. Err.		0.25	0.25	0	0	0	0	0.61	0.25	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 278
q174_10) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a flavor that lasts
- Copenhagen Snus Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	0	7	32	0
Eff Base	32	32	3	1	1	0	7	32	0
Top 2 Box (Net)	71.8	71.8	100	100	100	0	71.5	71.8	0
Agree completely (1)	46.8	46.8	100	100	100	0	42.9	46.8	0
2	25	25	0	0	0	0	28.6	25	0
Agree somewhat (3)	12.5	12.5	0	0	0	0	0	12.5	0
Bottom 2 Box (Net)	15.6	15.6	0	0	0	0	28.5	15.6	0
4	12.5	12.5	0	0	0	0	14.2	12.5	0
Do not agree at all (5)	3.1	3.1	0	0	0	0	14.3	3.1	0
Total	100	100	100	100	100	0	100	100	0
Mean	2	2	1	1	1	0	2.29	2	0
Std. Dev.	1.19	1.19	0	0	0	0	1.6	1.19	0
Std. Err.	0.21	0.21	0	0	0	0	0.61	0.21	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 279
q174_11) Please tell us how much you agree or disagree with the following statements as they pertain to [Q164].
- Has a premium look/design
- Copenhagen Snus Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	0	7	32	0
Eff Base	32	32	3	1	1	0	7	32	0
Top 2 Box (Net)	71.9	71.9	100	100	100	0	42.9	71.9	0
Agree completely (1)	43.7	43.7	100	100	100	0	28.5	43.7	0
2	28.2	28.2	0	0	0	0	14.4	28.2	0
Agree somewhat (3)	12.5	12.5	0	0	0	0	14.3	12.5	0
Bottom 2 Box (Net)	15.6	15.6	0	0	0	0	42.8	15.6	0
4	12.5	12.5	0	0	0	0	28.5	12.5	0
Do not agree at all (5)	3.1	3.1	0	0	0	0	14.3	3.1	0
Total	100	100	100	100	100	0	100	100	0
Mean	2.03	2.03	1	1	1	0	2.86	2.03	0
Std. Dev.	1.18	1.18	0	0	0	0	1.57	1.18	0

Std. Err.	0.21	0.21	0	0	0	0	0.59	0.21	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 280
q175_1) How long has [Q164] been the brand you use most often? - Camel Snus
Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus is Most Often (Unwtd)	67	67	10	5	4	0	16	67	0
Base - Camel Snus is Most Often (Wgtd)	67	67	10	5	4	0	16	67	0
Eff Base	67	67	10	5	4	0	16	67	0
<1 Year - 9 Years (Net)	94	94	90	80	75	0	93.8	94	0
Less than 6 months	8.9	8.9	0	0	0	0	12.4	8.9	0
6 months up to 1 year	16.4	16.4	0	0	0	0	12.5	16.4	0
1 year	4.5	4.5	0	0	0	0	0	4.5	0
2 years	23.9	23.9	39.9	20	25	0	49.9	23.9	0
3 years	16.4	16.4	9.9	19.9	24.9	0	12.6	16.4	0
4 years	8.9	8.9	0	0	0	0	0	8.9	0
5 years	6	6	20.1	20.1	25.1	0	6.3	6	0
6 years	3	3	0	0	0	0	0	3	0
7 years	3	3	10	20	0	0	0	3	0
8 years	3	3	10.1	0	0	0	0	3	0
10+ Years (Net)	6	6	10	20	25	0	6.2	6	0
10 years	3	3	10	20	25	0	6.2	3	0
11 years	1.5	1.5	0	0	0	0	0	1.5	0
12 years	1.5	1.5	0	0	0	0	0	1.5	0
Total	100	100	100	100	100	0	100	100	0
Mean	3.11	3.11	4.6	5.4	5	0	2.47	3.11	0
Std. Dev.	2.71	2.71	2.91	3.21	3.56	0	2.3	2.71	0
Std. Err.	0.33	0.33	0.92	1.43	1.78	0	0.57	0.33	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 281
q175_2) How long has [Q164] been the brand you use most often? - Skoal Snus
Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus is Most Often (Unwtd)	49	49	5	3	3	0	13	49	0
Base - Skoal Snus is Most Often (Wgtd)	49	49	5	3	3	0	13	49	0
Eff Base	49	49	5	3	3	0	13	49	0
<1 Year - 9 Years (Net)	81.6	81.6	80.1	66.7	66.7	0	84.6	81.6	0
Less than 6 months	8.2	8.2	0	0	0	0	15.4	8.2	0
6 months up to 1 year	16.3	16.3	0	0	0	0	23.1	16.3	0
1 year	8.2	8.2	0	0	0	0	15.4	8.2	0
2 years	10.2	10.2	0	0	0	0	7.7	10.2	0
3 years	18.4	18.4	80.1	66.7	66.7	0	15.4	18.4	0
4 years	10.2	10.2	0	0	0	0	7.7	10.2	0
5 years	4.1	4.1	0	0	0	0	0	4.1	0
6 years	2	2	0	0	0	0	0	2	0
7 years	4.1	4.1	0	0	0	0	0	4.1	0
10+ Years (Net)	18.4	18.4	19.9	33.3	33.3	0	15.4	18.4	0
13 years	2	2	19.9	33.3	33.3	0	7.7	2	0
15 years	4.1	4.1	0	0	0	0	0	4.1	0
17 years	4.1	4.1	0	0	0	0	0	4.1	0
18 years	2	2	0	0	0	0	0	2	0
20 years	6.1	6.1	0	0	0	0	7.7	6.1	0
Total	100	100	100	100	100	0	100	100	0
Mean	5.18	5.18	4.99	6.33	6.33	0	3.87	5.18	0

Std. Dev.	6.09	6.09	4.47	5.78	5.78	0	5.9	6.09	0
Std. Err.	0.87	0.87	2	3.34	3.34	0	1.64	0.87	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 282
q175_3) How long has [Q164] been the brand you use most often? - Marlboro
Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus is Most Often (Unwtd)	45	45	3	3	2	0	9	45	0
Base - Marlboro Snus is Most Often (Wgtd)	45	45	3	3	2	0	9	45	0
Eff Base	45	45	3	3	2	0	9	45	0
<1 Year - 9 Years (Net)	91.1	91.1	100	100	100	0	100	91.1	0
Less than 6 months	24.5	24.5	33.3	33.3	50	0	44.4	24.5	0
6 months up to 1 year	15.5	15.5	33.4	33.4	0	0	0	15.5	0
1 year	11.1	11.1	33.3	33.3	50	0	11.1	11.1	0
2 years	15.6	15.6	0	0	0	0	11.1	15.6	0
3 years	15.6	15.6	0	0	0	0	22.3	15.6	0
5 years	4.4	4.4	0	0	0	0	0	4.4	0
7 years	2.2	2.2	0	0	0	0	11.1	2.2	0
8 years	2.2	2.2	0	0	0	0	0	2.2	0
10+ Years (Net)	8.9	8.9	0	0	0	0	0	8.9	0
9 years	2.2	2.2	0	0	0	0	0	2.2	0
10 years	2.2	2.2	0	0	0	0	0	2.2	0
18 years	2.2	2.2	0	0	0	0	0	2.2	0
22 years	2.2	2.2	0	0	0	0	0	2.2	0
Total	100	100	100	100	100	0	100	100	0
Mean	3	3	0.75	0.75	0.75	0	2	3	0
Std. Dev.	4.4	4.4	0.25	0.25	0	0	2.15	4.4	0
Std. Err.	0.66	0.66	0.14	0.14	0	0	0.72	0.66	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 283
q175_4) How long has [Q164] been the brand you use most often? - General
Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus is Most Often (Unwtd)	28	28	28	28	28	28	5	28	0
Base - General Snus is Most Often (Wgtd)	28	28	28	28	28	28	5	28	0
Eff Base	28	28	28	28	28	28	5	28	0
<1 Year - 9 Years (Net)	92.8	92.8	92.8	92.8	92.8	92.8	100	92.8	0
Less than 6 months	14.3	14.3	14.3	14.3	14.3	14.3	20	14.3	0
6 months up to 1 year	14.3	14.3	14.3	14.3	14.3	14.3	0	14.3	0
1 year	28.6	28.6	28.6	28.6	28.6	28.6	40	28.6	0
2 years	17.9	17.9	17.9	17.9	17.9	17.9	20	17.9	0
3 years	3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
4 years	3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
5 years	10.7	10.7	10.7	10.7	10.7	10.7	19.9	10.7	0
10+ Years (Net)	7.2	7.2	7.2	7.2	7.2	7.2	0	7.2	0
16 years	3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
18 years	3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.82	2.82	2.82	2.82	2.82	2.82	1.9	2.82	0
Std. Dev.	4.26	4.26	4.26	4.26	4.26	4.26	1.82	4.26	0
Std. Err.	0.8	0.8	0.8	0.8	0.8	0.8	0.81	0.8	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 284
q175_5) How long has [Q164] been the brand you use most often? - Copenhagen
Snus Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus is Most Often (Unwtd)	32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus is Most Often (Wgtd)	32	32	3	1	1	0	7	32	0
Eff Base	32	32	3	1	1	0	7	32	0
<1 Year - 9 Years (Net)	84.4	84.4	66.5	100	100	0	85.7	84.4	0
Less than 6 months	9.4	9.4	0	0	0	0	14.2	9.4	0
6 months up to 1 year	15.6	15.6	33.2	0	0	0	28.7	15.6	0
1 year	18.7	18.7	33.3	100	100	0	0	18.7	0
2 years	12.5	12.5	0	0	0	0	0	12.5	0
3 years	6.2	6.2	0	0	0	0	14.3	6.2	0
4 years	12.5	12.5	0	0	0	0	14.2	12.5	0
5 years	3.1	3.1	0	0	0	0	14.2	3.1	0
6 years	3.1	3.1	0	0	0	0	0	3.1	0
7 years	3.1	3.1	0	0	0	0	0	3.1	0
10+ Years (Net)	15.6	15.6	33.5	0	0	0	14.3	15.6	0
11 years	3.1	3.1	0	0	0	0	0	3.1	0
13 years	3.1	3.1	33.5	0	0	0	0	3.1	0
14 years	3.1	3.1	0	0	0	0	0	3.1	0
15 years	3.1	3.1	0	0	0	0	14.3	3.1	0
16 years	3.1	3.1	0	0	0	0	0	3.1	0
Total	100	100	100	100	100	0	100	100	0
Mean	4.01	4.01	4.94	1	1	0	4.14	4.01	0
Std. Dev.	4.65	4.65	7.01	0	0	0	5.11	4.65	0
Std. Err.	0.82	0.82	4.05	0	0	0	1.93	0.82	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 285
q176) Top 2 Box Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Camel Snus	69.5	69.5	78.6	80	82.4	66.7	71.4	69.5	0
(2) Skoal Snus	63.2	63.2	73	72.2	80	62.5	72	63.2	0
(3) Marlboro Snus	57.8	57.8	70.4	66.7	72.2	60	67.9	57.8	0
(4) General Snus	68.3	68.3	78.4	75.6	76.3	71.4	64.7	68.3	0
(5) Copenhagen Snus	61.3	61.3	77	66.7	66.7	37.5	53.8	61.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 286
q176_1) Now, please tell us your overall impression of each of the following brands below.
- Camel Snus

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Camel Snus (Unwtd)	131	131	28	20	17	9	28	131	0
Base - Heard of Camel Snus (Wgtd)	131	131	28	20	17	9	28	131	0
Eff Base	131	131	28	20	17	9	28	131	0
Top 2 Box (Net)	69.5	69.5	78.6	80	82.4	66.7	71.4	69.5	0

Extremely Favorable (1)		40.5	40.5	39.3	40	41.2	33.3	39.3	40.5	0
	2	29	29	39.3	40	41.2	33.3	32.1	29	0
Somewhat Favorable (3)		13	13	7.2	0	0	0	7.2	13	0
Bottom 2 Box (Net)		17.6	17.6	14.3	20	17.6	33.3	21.4	17.6	0
	4	12.2	12.2	3.6	5	5.9	11.1	14.3	12.2	0
Not at all Favorable (5)		5.3	5.3	10.7	15	11.8	22.2	7.1	5.3	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.13	2.13	2.07	2.15	2.06	2.56	2.18	2.13	0
Std. Dev.		1.22	1.22	1.27	1.42	1.35	1.67	1.31	1.22	0
Std. Err.		0.11	0.11	0.24	0.32	0.33	0.56	0.25	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 287
q176_2) Now, please tell us your overall impression of each of the following brands below.
- Skoal Snus

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Snus (Unwtd)		125	125	26	18	15	8	25	125	0
Base - Heard of Skoal Snus (Wgtd)		125	125	26	18	15	8	25	125	0
Eff Base		125	125	26	18	15	8	25	125	0
Top 2 Box (Net)		63.2	63.2	73	72.2	80	62.5	72	63.2	0
Extremely Favorable (1)		40	40	50	38.9	40	12.5	44	40	0
	2	23.2	23.2	23.1	33.3	40	50	28	23.2	0
Somewhat Favorable (3)		20.8	20.8	19.3	16.7	13.4	25	4	20.8	0
Bottom 2 Box (Net)		16	16	7.7	11.1	6.7	12.5	24	16	0
	4	9.6	9.6	0	0	0	0	20	9.6	0
Not at all Favorable (5)		6.4	6.4	7.7	11.1	6.7	12.5	4	6.4	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.19	2.19	1.92	2.11	1.93	2.5	2.12	2.19	0
Std. Dev.		1.24	1.24	1.2	1.28	1.1	1.19	1.3	1.24	0
Std. Err.		0.11	0.11	0.23	0.3	0.28	0.42	0.26	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 288
q176_3) Now, please tell us your overall impression of each of the following brands below.
- Marlboro Snus

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Marlboro Snus (Unwtd)		128	128	27	21	18	10	28	128	0
Base - Heard of Marlboro Snus (Wgtd)		128	128	27	21	18	10	28	128	0
Eff Base		128	128	27	21	18	10	28	128	0
Top 2 Box (Net)		57.8	57.8	70.4	66.7	72.2	60	67.9	57.8	0
Extremely Favorable (1)		39.1	39.1	40.8	38.1	38.9	20	50	39.1	0
	2	18.7	18.7	29.6	28.5	33.3	40	17.9	18.7	0
Somewhat Favorable (3)		24.2	24.2	11.1	9.5	11.1	10	17.9	24.2	0
Bottom 2 Box (Net)		18	18	18.5	23.8	16.7	30	14.3	18	0
	4	12.5	12.5	7.4	9.5	11.1	20	10.7	12.5	0
Not at all Favorable (5)		5.5	5.5	11.1	14.3	5.6	10	3.6	5.5	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.27	2.27	2.19	2.33	2.11	2.6	2	2.27	0
Std. Dev.		1.25	1.25	1.36	1.46	1.23	1.35	1.22	1.25	0
Std. Err.		0.11	0.11	0.26	0.32	0.29	0.43	0.23	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 289
q176_4) Now, please tell us your overall impression of each of the following brands below.
- General Snus

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of General Snus (Unwtd)		79	79	51	41	38	28	17	79	0
Base - Heard of General Snus (Wgtd)		79	79	51	41	38	28	17	79	0
Eff Base		79	79	51	41	38	28	17	79	0
Top 2 Box (Net)		68.3	68.3	78.4	75.6	76.3	71.4	64.7	68.3	0
Extremely Favorable (1)		44.3	44.3	56.8	51.2	50	42.8	41.2	44.3	0
	2	24.1	24.1	21.6	24.4	26.3	28.6	23.5	24.1	0
Somewhat Favorable (3)		16.5	16.5	13.7	14.6	13.2	14.3	11.8	16.5	0
Bottom 2 Box (Net)		15.2	15.2	7.8	9.8	10.5	14.3	23.5	15.2	0
	4	10.1	10.1	5.9	7.3	7.9	10.7	17.6	10.1	0
Not at all Favorable (5)		5.1	5.1	2	2.4	2.6	3.6	5.9	5.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.08	2.08	1.75	1.85	1.87	2.04	2.24	2.08	0
Std. Dev.		1.22	1.22	1.04	1.09	1.09	1.17	1.35	1.22	0
Std. Err.		0.14	0.14	0.15	0.17	0.18	0.22	0.33	0.14	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 290
q176_5) Now, please tell us your overall impression of each of the following brands below.
- Copenhagen Snus

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Copenhagen Snus (Unwtd)		119	119	26	18	15	8	26	119	0
Base - Heard of Copenhagen Snus (Wgtd)		119	119	26	18	15	8	26	119	0
Eff Base		119	119	26	18	15	8	26	119	0
Top 2 Box (Net)		61.3	61.3	77	66.7	66.7	37.5	53.8	61.3	0
Extremely Favorable (1)		31.9	31.9	46.1	44.5	53.4	25	30.7	31.9	0
	2	29.4	29.4	30.8	22.2	13.3	12.5	23.1	29.4	0
Somewhat Favorable (3)		17.7	17.7	0	0	0	0	23.1	17.7	0
Bottom 2 Box (Net)		21	21	23	33.3	33.3	62.5	23	21	0
	4	13.4	13.4	7.7	11.1	13.3	25	11.5	13.4	0
Not at all Favorable (5)		7.6	7.6	15.4	22.2	20	37.5	11.5	7.6	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.35	2.35	2.15	2.44	2.33	3.37	2.5	2.35	0
Std. Dev.		1.27	1.27	1.49	1.69	1.72	1.77	1.36	1.27	0
Std. Err.		0.12	0.12	0.29	0.4	0.44	0.63	0.27	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 291
q177) Which flavor of snus do you typically use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Mint (any type of Mint variation)	93.8	93.8	88.2	90.3	92.1	92.9	96	93.8	0

Frost	0.4	0.4	0	0	0	0	0	0.4	0
Long/straight cut	0	0	0	0	0	0	0	0	0
Mellow	0.4	0.4	0	0	0	0	2	0.4	0
Natural/regular	2.7	2.7	7.9	4.9	2.6	0	0	2.7	0
Bold	0	0	0	0	0	0	0	0	0
Other	1.8	1.8	3.9	4.9	5.3	7.1	2	1.8	0
Don't know/no answer	0.9	0.9	0	0	0	0	0	0.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 292
q178) Which type of snus do you typically use?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Snus pouches	72.1	72.1	78.4	78	78.9	75	68	72.1	0
Loose snus	27.9	27.9	21.6	22	21.1	25	32	27.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 293
q179) Have you ever used moist snuff pouches?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Yes	63.3	63.3	74.5	75.6	73.7	71.4	64	63.3	0
No	36.7	36.7	25.5	24.4	26.3	28.6	36	36.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 294
q180) Overall do you prefer using snus pouches or moist snuff pouches?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Used Moist Snuff Pouches (Unwtd)	143	143	38	31	28	20	32	143	0
Base - Has Used Moist Snuff Pouches (Wgtd)	143	143	38	31	28	20	32	143	0
Eff Base	143	143	38	31	28	20	32	143	0
Snus Pouches	55.2	55.2	55.3	61.3	60.7	64.9	59.4	55.2	0
Moist Snuff Pouches	32.9	32.9	31.6	29	28.6	25	25	32.9	0
It depends on the situation	11.9	11.9	13.2	9.7	10.7	10	15.7	11.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 295
q181_1) What do you think is the best feature of Camel? - Camel Snus Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus Most Often (Unwtd)	67	67	10	5	4	0	16	67	0
Base - Camel Snus Most Often (Wgtd)	67	67	10	5	4	0	16	67	0
Eff Base	67	67	10	5	4	0	16	67	0
Flavor	50.8	50.8	40	39.9	24.9	0	37.4	50.8	0
Quality	22.4	22.4	40	40.1	50.1	0	31.3	22.4	0
Strength	10.5	10.5	10	20	25	0	18.8	10.5	0
Price	10.4	10.4	10	0	0	0	0	10.4	0
Heritage/Authenticity	1.5	1.5	0	0	0	0	6.2	1.5	0
Other	0	0	0	0	0	0	0	0	0
None	4.5	4.5	0	0	0	0	6.2	4.5	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 296
q182_1) What do you think is the worst feature of Camel?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus Most Often (Unwtd)	67	67	10	5	4	0	16	67	0
Base - Camel Snus Most Often (Wgtd)	67	67	10	5	4	0	16	67	0
Eff Base	67	67	10	5	4	0	16	67	0
Value	23.9	23.9	20	20	25	0	43.8	23.9	0
Quality	10.5	10.5	10	0	0	0	0	10.5	0
Heritage/Authenticity	10.4	10.4	0	0	0	0	12.5	10.4	0
Flavor	10.4	10.4	10	20.1	25.1	0	0	10.4	0
Strength	7.4	7.4	19.9	39.9	49.9	0	18.7	7.4	0
Price/expensive	0	0	0	0	0	0	0	0	0
Other	3	3	0	0	0	0	0	3	0
No real weakness	34.4	34.4	40.1	20	0	0	25.1	34.4	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 297
q183_1) What in particular did you not like about the flavor of Camel?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus Most Often/ Flavor is Worst Quality (Unwtd)	7	7	1	1	1	0	0	7	0
Base - Camel Snus Most Often/ Flavor is Worst Quality (Wgtd)	7	7	1	1	1	0	0	7	0
Eff Base	7	7	1	1	1	0	0	7	0
Flavor is too weak	42.8	42.8	100	100	100	0	0	42.8	0
Flavor doesn't last long enough	28.6	28.6	0	0	0	0	0	28.6	0
Flavor is too strong	28.5	28.5	0	0	0	0	0	28.5	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 298
q184_1) What in particular did you not like about the strength of Camel?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus Most Often/ Strength is Worst Quality (Unwtd)	5	5	2	2	2	0	3	5	0
Base - Camel Snus Most Often/ Strength is Worst Quality (Wgtd)	5	5	2	2	2	0	3	5	0
Eff Base	5	5	2	2	2	0	3	5	0
Too strong for me	40	40	50.1	50.1	50.1	0	66.7	40	0
Too weak for me	40	40	0	0	0	0	33.3	40	0
Don't know/no answer	20	20	49.9	49.9	49.9	0	0	20	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 299
q185_1) What in particular did you not like about the quality of Camel?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Camel Snus Most Often/ Quality is Worst Quality (Unwtd)	7	7	1	0	0	0	0	7	0
Base - Camel Snus Most Often/ Quality is Worst Quality (Wgtd)	7	7	1	0	0	0	0	7	0
Eff Base	7	7	1	0	0	0	0	7	0
Poor quality tobacco	42.9	42.9	100	0	0	0	0	42.9	0
Dry/stale	42.8	42.8	0	0	0	0	0	42.8	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	14.3	14.3	0	0	0	0	0	14.3	0
Total	100	100	100	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 300

q181_2) What do you think is the best feature of Skoal? - Skoal Snus Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus Most Often (Unwtd)	49	49	5	3	3	0	13	49	0
Base - Skoal Snus Most Often (Wgtd)	49	49	5	3	3	0	13	49	0
Eff Base	49	49	5	3	3	0	13	49	0
Quality	38.8	38.8	19.9	33.3	33.3	0	7.7	38.8	0
Flavor	36.7	36.7	60.1	33.3	33.3	0	61.5	36.7	0
Strength	12.2	12.2	20	33.4	33.4	0	15.4	12.2	0
Price	10.2	10.2	0	0	0	0	7.7	10.2	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	2.1	2.1	0	0	0	0	7.7	2.1	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 301

q182_2) What do you think is the worst feature of Skoal?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus Most Often (Unwtd)	49	49	5	3	3	0	13	49	0
Base - Skoal Snus Most Often (Wgtd)	49	49	5	3	3	0	13	49	0
Eff Base	49	49	5	3	3	0	13	49	0
Heritage/Authenticity	18.4	18.4	20	33.4	33.4	0	0	18.4	0
Value	16.3	16.3	19.9	33.3	33.3	0	53.8	16.3	0
Flavor	16.3	16.3	0	0	0	0	7.7	16.3	0
Quality	12.3	12.3	20	0	0	0	15.4	12.3	0
Strength	8.2	8.2	19.9	33.3	33.3	0	0	8.2	0
Price/expensive	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	28.6	28.6	20.2	0	0	0	23.2	28.6	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 302
q183_2) What in particular did you not like about the flavor of Skoal?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus Most Often/ Flavor is Worst Quality (Unwtd)	8	8	0	0	0	0	1	8	0
Base - Skoal Snus Most Often/ Flavor is Worst Quality (Wgtd)	8	8	0	0	0	0	1	8	0
Eff Base	8	8	0	0	0	0	1	8	0
Flavor doesn't last long enough	37.5	37.5	0	0	0	0	0	37.5	0
Flavor is too weak	37.5	37.5	0	0	0	0	100	37.5	0
Flavor is too strong	12.5	12.5	0	0	0	0	0	12.5	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	12.5	12.5	0	0	0	0	0	12.5	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 303
q184_2) What in particular did you not like about the strength of Skoal?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus Most Often/ Strength is Worst Quality (Unwtd)	4	4	1	1	1	0	0	4	0
Base - Skoal Snus Most Often/ Strength is Worst Quality (Wgtd)	4	4	1	1	1	0	0	4	0
Eff Base	4	4	1	1	1	0	0	4	0
Too weak for me	75	75	100	100	100	0	0	75	0
Too strong for me	25	25	0	0	0	0	0	25	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 304
q185_2) What in particular did you not like about the quality of Skoal?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Snus Most Often/ Quality is Worst Quality (Unwtd)	6	6	1	0	0	0	2	6	0
Base - Skoal Snus Most Often/ Quality is Worst Quality (Wgtd)	6	6	1	0	0	0	2	6	0
Eff Base	6	6	1	0	0	0	2	6	0
Dry/stale	83.4	83.4	100	0	0	0	100	83.4	0
Poor quality tobacco	16.6	16.6	0	0	0	0	0	16.6	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 305
q181_3) What do you think is the best feature of Marlboro? - Marlboro Snus Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus Most Often (Unwtd)	45	45	3	3	2	0	9	45	0
Base - Marlboro Snus Most Often (Wgtd)	45	45	3	3	2	0	9	45	0
Eff Base	45	45	3	3	2	0	9	45	0
Quality	42.2	42.2	100	100	100	0	33.4	42.2	0
Flavor	24.4	24.4	0	0	0	0	11.1	24.4	0
Price	11.1	11.1	0	0	0	0	33.4	11.1	0
Strength	11.1	11.1	0	0	0	0	11.1	11.1	0
Heritage/Authenticity	4.5	4.5	0	0	0	0	0	4.5	0
Other	0	0	0	0	0	0	0	0	0
None	6.7	6.7	0	0	0	0	11.1	6.7	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 306
q182_3) What do you think is the worst feature of Marlboro?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus Most Often (Unwtd)	45	45	3	3	2	0	9	45	0
Base - Marlboro Snus Most Often (Wgtd)	45	45	3	3	2	0	9	45	0
Eff Base	45	45	3	3	2	0	9	45	0
Flavor	26.6	26.6	66.7	66.7	50	0	33.2	26.6	0
Strength	22.3	22.3	0	0	0	0	11.2	22.3	0
Value	17.8	17.8	0	0	0	0	44.5	17.8	0
Quality	6.7	6.7	0	0	0	0	0	6.7	0
Heritage/Authenticity	6.7	6.7	0	0	0	0	0	6.7	0
Price/expensive	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	20	20	33.3	33.3	50	0	11.1	20	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 307
q183_3) What in particular did you not like about the flavor of Marlboro?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus Most Often/ Flavor is Worst Quality (Unwtd)	12	12	2	2	1	0	3	12	0
Base - Marlboro Snus Most Often/ Flavor is Worst Quality (Wgtd)	12	12	2	2	1	0	3	12	0
Eff Base	12	12	2	2	1	0	3	12	0
Flavor is too weak	41.7	41.7	50.1	50.1	0	0	33.4	41.7	0
Dislike overall flavor	25	25	0	0	0	0	33.3	25	0
Flavor doesn't last long enough	16.6	16.6	49.9	49.9	100	0	33.3	16.6	0
Flavor is too strong	16.6	16.6	0	0	0	0	0	16.6	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 308

q184_3) What in particular did you not like about the strength of Marlboro?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus Most Often/ Strength is Worst Quality (Unwtd)	10	10	0	0	0	0	1	10	0
Base - Marlboro Snus Most Often/ Strength is Worst Quality (Wgtd)	10	10	0	0	0	0	1	10	0
Eff Base	10	10	0	0	0	0	1	10	0
Too weak for me	50	50	0	0	0	0	100	50	0
Too strong for me	40	40	0	0	0	0	0	40	0
Don't know/no answer	10	10	0	0	0	0	0	10	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 309

q185_3) What in particular did you not like about the quality of Marlboro?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Marlboro Snus Most Often/ Quality is Worst Quality (Unwtd)	3	3	0	0	0	0	0	3	0
Base - Marlboro Snus Most Often/ Quality is Worst Quality (Wgtd)	3	3	0	0	0	0	0	3	0
Eff Base	3	3	0	0	0	0	0	3	0
Dry/stale	66.6	66.6	0	0	0	0	0	66.6	0
Poor quality tobacco	33.4	33.4	0	0	0	0	0	33.4	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 310
q181_4) What do you think is the best feature of General? - General Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus Most Often (Unwtd)	28	28	28	28	28	28	5	28	0
Base - General Snus Most Often (Wgtd)	28	28	28	28	28	28	5	28	0
Eff Base	28	28	28	28	28	28	5	28	0
Quality	57.1	57.1	57.1	57.1	57.1	57.1	20	57.1	0
Flavor	25	25	25	25	25	25	40	25	0
Strength	10.7	10.7	10.7	10.7	10.7	10.7	40	10.7	0
Price	3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
Heritage/Authenticity	3.6	3.6	3.6	3.6	3.6	3.6	0	3.6	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 311
q182_4) What do you think is the worst feature of General?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus Most Often (Unwtd)	28	28	28	28	28	28	5	28	0
Base - General Snus Most Often (Wgtd)	28	28	28	28	28	28	5	28	0
Eff Base	28	28	28	28	28	28	5	28	0
Value	25	25	25	25	25	25	0	25	0
Flavor	25	25	25	25	25	25	20	25	0
Heritage/Authenticity	14.3	14.3	14.3	14.3	14.3	14.3	39.9	14.3	0
Strength	10.7	10.7	10.7	10.7	10.7	10.7	20	10.7	0
Quality	7.1	7.1	7.1	7.1	7.1	7.1	0	7.1	0
Price/expensive	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	17.8	17.8	17.8	17.8	17.8	17.8	20	17.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 312
q183_4) What in particular did you not like about the flavor of General?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus Most Often/ Flavor is Worst Quality (Unwtd)	7	7	7	7	7	7	1	7	0
Base - General Snus Most Often/ Flavor is Worst Quality (Wgtd)	7	7	7	7	7	7	1	7	0
Eff Base	7	7	7	7	7	7	1	7	0
Flavor is too weak	57.1	57.1	57.1	57.1	57.1	57.1	0	57.1	0
Flavor is too strong	14.3	14.3	14.3	14.3	14.3	14.3	0	14.3	0
Dislike overall flavor	14.3	14.3	14.3	14.3	14.3	14.3	100	14.3	0
Flavor doesn't last long enough	14.3	14.3	14.3	14.3	14.3	14.3	0	14.3	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 313

q184_4) What in particular did you not like about the strength of General?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus Most Often/ Strength is Worst Quality (Unwtd)	3	3	3	3	3	3	1	3	0
Base - General Snus Most Often/ Strength is Worst Quality (Wgtd)	3	3	3	3	3	3	1	3	0
Eff Base	3	3	3	3	3	3	1	3	0
Too weak for me	100	100	100	100	100	100	100	100	0
Too strong for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 314
q185_4) What in particular did you not like about the quality of General?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - General Snus Most Often/ Quality is Worst Quality (Unwtd)	2	2	2	2	2	2	0	2	0
Base - General Snus Most Often/ Quality is Worst Quality (Wgtd)	2	2	2	2	2	2	0	2	0
Eff Base	2	2	2	2	2	2	0	2	0
Dry/stale	100	100	100	100	100	100	0	100	0
Poor quality tobacco	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 315
q181_5) What do you think is the best feature of Copenhagen? - Copenhagen Snus Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus Most Often (Unwtd)	32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus Most Often (Wgtd)	32	32	3	1	1	0	7	32	0
Eff Base	32	32	3	1	1	0	7	32	0
Quality	50	50	100	100	100	0	42.9	50	0
Strength	15.7	15.7	0	0	0	0	14.3	15.7	0
Flavor	15.6	15.6	0	0	0	0	14.2	15.6	0
Heritage/Authenticity	6.3	6.3	0	0	0	0	0	6.3	0
Price	6.2	6.2	0	0	0	0	0	6.2	0
Other	0	0	0	0	0	0	0	0	0
None	6.2	6.2	0	0	0	0	28.6	6.2	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 316
q182_5) What do you think is the worst feature of Copenhagen?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Copenhagen Snus Most Often (Unwtd)	32	32	3	1	1	0	7	32	0
Base - Copenhagen Snus Most Often (Wgtd)	32	32	3	1	1	0	7	32	0
Eff Base	32	32	3	1	1	0	7	32	0
Flavor	21.9	21.9	33.2	0	0	0	28.6	21.9	0
Strength	18.7	18.7	33.3	100	100	0	28.6	18.7	0
Value	12.5	12.5	0	0	0	0	14.2	12.5	0
Heritage/Authenticity	9.4	9.4	0	0	0	0	0	9.4	0
Quality	9.4	9.4	0	0	0	0	0	9.4	0
Price/expensive	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	28.1	28.1	33.5	0	0	0	28.6	28.1	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 317

q183_5) What in particular did you not like about the flavor of Copenhagen?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus Most Often/ Flavor is Worst Quality (Unwtd)	7	7	1	0	0	0	2	7	0
Base - Copenhagen Snus Most Often/ Flavor is Worst Quality (Wgtd)	7	7	1	0	0	0	2	7	0
Eff Base	7	7	1	0	0	0	2	7	0
Flavor doesn't last long enough	42.9	42.9	0	0	0	0	100	42.9	0
Flavor is too weak	28.6	28.6	0	0	0	0	0	28.6	0
Dislike overall flavor	14.3	14.3	0	0	0	0	0	14.3	0
Flavor is too strong	14.2	14.2	100	0	0	0	0	14.2	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 318

q184_5) What in particular did you not like about the strength of Copenhagen?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Snus Most Often/ Strength is Worst Quality (Unwtd)	6	6	1	1	1	0	2	6	0
Base - Copenhagen Snus Most Often/ Strength is Worst Quality (Wgtd)	6	6	1	1	1	0	2	6	0
Eff Base	6	6	1	1	1	0	2	6	0
Too weak for me	50	50	100	100	100	0	50.2	50	0
Too strong for me	33.4	33.4	0	0	0	0	0	33.4	0
Don't know/no answer	16.6	16.6	0	0	0	0	49.8	16.6	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 319

q185_5) What in particular did you not like about the quality of Copenhagen?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Copenhagen Snus Most Often/ Quality is Worst Quality (Unwtd)	3	3	0	0	0	0	0	3	0
Base - Copenhagen Snus Most Often/ Quality is Worst Quality (Wgtd)	3	3	0	0	0	0	0	3	0
Eff Base	3	3	0	0	0	0	0	3	0
Dry/stale	66.7	66.7	0	0	0	0	0	66.7	0
Poor quality tobacco	33.3	33.3	0	0	0	0	0	33.3	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 320
q186_1) What do you think is the best feature of each of the following snus brands?
- Camel Snus

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use Brand but Not Favorite (Unwtd)	20	20	7	7	7	3	4	20	0
Base - Currently Use Brand but Not Favorite (Wgtd)	20	20	7	7	7	3	4	20	0
Eff Base	20	20	7	7	7	3	4	20	0
Quality	40	40	14.3	14.3	14.3	33.3	75.1	40	0
Strength	25	25	14.3	14.3	14.3	33.3	0	25	0
Heritage/ Authenticity	15	15	28.6	28.6	28.6	0	0	15	0
Price	10	10	28.6	28.6	28.6	33.3	0	10	0
Flavor	10	10	14.3	14.3	14.3	0	24.9	10	0
Other	0	0	0	0	0	0	0	0	0
Nothing/No Answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 321
q186_2) What do you think is the best feature of each of the following snus brands?
- Skoal Snus

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use Brand but Not Favorite (Unwtd)	10	10	2	2	2	1	3	10	0
Base - Currently Use Brand but Not Favorite (Wgtd)	10	10	2	2	2	1	3	10	0
Eff Base	10	10	2	2	2	1	3	10	0
Flavor	30.1	30.1	50.1	50.1	50.1	0	0	30.1	0
Quality	30	30	49.9	49.9	49.9	100	66.7	30	0
Strength	19.9	19.9	0	0	0	0	0	19.9	0
Price	10	10	0	0	0	0	33.3	10	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing/No Answer	10	10	0	0	0	0	0	10	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 322
q186_3) What do you think is the best feature of each of the following snus brands?
- Marlboro Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use Brand but Not Favorite (Unwtd)	9	9	5	5	5	1	3	9	0
Base - Currently Use Brand but Not Favorite (Wgtd)	9	9	5	5	5	1	3	9	0
Eff Base	9	9	5	5	5	1	3	9	0
Strength	33.3	33.3	39.9	39.9	39.9	100	0	33.3	0
Heritage/ Authenticity	22.3	22.3	20.1	20.1	20.1	0	0	22.3	0
Quality	22.2	22.2	20	20	20	0	66.7	22.2	0
Price	11.1	11.1	0	0	0	0	0	11.1	0
Flavor	11.1	11.1	20	20	20	0	33.3	11.1	0
Other	0	0	0	0	0	0	0	0	0
Nothing/No Answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 323
q186_4) What do you think is the best feature of each of the following snus brands?
- General Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use Brand but Not Favorite (Unwtd)	10	10	10	10	10	0	3	10	0
Base - Currently Use Brand but Not Favorite (Wgtd)	10	10	10	10	10	0	3	10	0
Eff Base	10	10	10	10	10	0	3	10	0
Quality	50	50	50	50	50	0	33.4	50	0
Strength	30	30	30	30	30	0	33.4	30	0
Flavor	20	20	20	20	20	0	33.2	20	0
Price	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing/No Answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 324
q186_5) What do you think is the best feature of each of the following snus brands?
- Copenhagen Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use Brand but Not Favorite (Unwtd)	15	15	6	5	5	1	6	15	0
Base - Currently Use Brand but Not Favorite (Wgtd)	15	15	6	5	5	1	6	15	0
Eff Base	15	15	6	5	5	1	6	15	0
Quality	33.3	33.3	0	0	0	0	50	33.3	0
Flavor	26.6	26.6	49.9	59.9	59.9	100	33.3	26.6	0
Price	13.4	13.4	16.8	20.1	20.1	0	0	13.4	0
Strength	13.4	13.4	0	0	0	0	0	13.4	0
Heritage/ Authenticity	13.3	13.3	33.3	20	20	0	16.6	13.3	0
Other	0	0	0	0	0	0	0	0	0
Nothing/No Answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 325
q187) And, what do you think is the primary advantage of snus versus pouch moist snuff

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Satisfying	15.9	15.9	21.6	21.9	23.7	21.4	20	15.9	0
Easy to use	11.5	11.5	17.7	12.2	13.2	10.7	10	11.5	0
Spitless	8.9	8.9	2	2.4	0	0	8	8.9	0
Taste	8.4	8.4	7.8	7.3	7.9	10.7	6	8.4	0
Good value for the money	8	8	7.8	7.3	7.9	3.6	10	8	0
Convenient	6.6	6.6	5.9	4.9	5.3	7.2	4	6.6	0
Aroma	6.2	6.2	5.9	7.3	5.3	3.6	10	6.2	0
Cleaner	5.8	5.8	7.8	9.7	7.9	10.7	2	5.8	0
Authenticity	5.7	5.7	9.8	12.2	13.1	10.7	6	5.7	0
Healthier	5.7	5.7	3.9	4.9	5.3	7.1	4	5.7	0
Image of the user	4.9	4.9	2	2.4	2.6	3.6	2	4.9	0
Heritage	4.4	4.4	2	2.4	2.6	3.6	8	4.4	0
Other	0	0	0	0	0	0	0	0	0
None	8	8	5.9	4.9	5.3	7.1	10	8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 326
q188) And, what do you think is the primary disadvantage of snus versus pouch moist snuff?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Too expensive	16.8	16.8	23.5	19.5	18.4	17.8	26	16.8	0
Weak flavor	14.2	14.2	13.7	17.1	15.8	21.4	16	14.2	0
Flavor does not last	12.4	12.4	7.8	9.8	10.5	3.6	16	12.4	0
Not strong enough	8	8	9.8	7.3	7.9	10.7	6	8	0
Not satisfying	4.9	4.9	3.9	4.9	5.3	7.1	0	4.9	0
Don't like the pouch/texture	4.4	4.4	2	0	0	0	4	4.4	0
Not a good value	4	4	2	2.5	2.6	3.6	4	4	0
Don't like the taste	3.1	3.1	2	2.4	2.6	3.6	0	3.1	0
Other	0	0	0	0	0	0	0	0	0
None	32.3	32.3	35.3	36.6	36.8	32.2	28	32.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 327
q190) Assuming that your preferred main brand/flavor is out of stock when you arrive at the store, what would you do?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0

Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Go to another store so that I can get the snus I want	39.4	39.4	41.2	46.4	47.4	50	44	39.4	0
Buy another type of the same snus brand (i.e. 'buy mint instead of natural')	36.3	36.3	41.2	36.6	39.5	32.2	32	36.3	0
Buy a different snus brand of the same type (i.e. 'buy Marlboro mint instead of Camel mint')	12.4	12.4	11.8	9.8	7.9	10.7	10	12.4	0
I would not buy any snus on that occasion	11.9	11.9	5.9	7.3	5.3	7.1	14	11.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 328
q191.1_1) What percent of the time do you buy the following types of snus containers?
- Single cans

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	161	161	38	29	26	19	35	161	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	161	161	38	29	26	19	35	161	0
Eff Base	161	161	38	29	26	19	35	161	0
0	1.9	1.9	2.6	0	0	0	2.9	1.9	0
1%+ (Net)	98.1	98.1	97.4	100	100	100	97.1	98.1	0
1-9	2.5	2.5	2.6	3.5	3.8	5.3	0	2.5	0
10-19	0.6	0.6	2.6	0	0	0	0	0.6	0
20-29	3.1	3.1	2.6	3.4	3.8	0	0	3.1	0
30-39	1.9	1.9	0	0	0	0	2.9	1.9	0
40-49	3.7	3.7	5.3	3.4	3.8	0	0	3.7	0
50-59	32.3	32.3	31.6	37.9	42.3	42.1	42.8	32.3	0
60-69	8.7	8.7	10.5	13.8	15.4	21	8.6	8.7	0
70-79	6.2	6.2	2.6	0	0	0	11.4	6.2	0
80-89	5.6	5.6	13.2	13.8	15.4	15.8	8.6	5.6	0
90-100	33.6	33.6	26.4	24.2	15.4	15.8	22.9	33.6	0
101+	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0
Mean	66.95	66.95	63.85	64.5	60.78	62.65	65.88	66.95	0
Std. Dev.	27.86	27.86	28.03	24.8	23.4	22.7	23.9	27.86	0
Std. Err.	2.2	2.2	4.55	4.6	4.59	5.21	4.04	2.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 329
q191.1_2) What percent of the time do you buy the following types of snus containers?
- By the roll (5 or 10 cans)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	161	161	38	29	26	19	35	161	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	161	161	38	29	26	19	35	161	0
Eff Base	161	161	38	29	26	19	35	161	0
0	30.4	30.4	21.1	17.2	11.5	10.5	22.9	30.4	0
1%+ (Net)	69.6	69.6	78.9	82.8	88.5	89.5	77.1	69.6	0
1-9	1.9	1.9	2.7	3.5	3.9	5.3	0	1.9	0
10-19	1.9	1.9	2.6	3.5	0	0	0	1.9	0
20-29	8.1	8.1	13.2	13.8	15.4	15.8	14.3	8.1	0
30-39	4.4	4.4	5.3	3.5	3.9	5.3	11.4	4.4	0
40-49	11.8	11.8	13.1	13.8	15.4	21	5.7	11.8	0
50-59	28.6	28.6	26.3	34.5	38.5	36.8	40	28.6	0
60-69	4.4	4.4	5.3	3.4	3.8	0	0	4.4	0
70-79	1.2	1.2	0	0	0	0	2.9	1.2	0

80-89	2.5	2.5	2.6	3.4	3.8	0	0	2.5	0
90-100	5	5	7.9	3.5	3.8	5.3	2.9	5	0
101+	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0
Mean	33.05	33.05	36.15	35.5	39.22	37.35	34.12	33.05	0
Std. Dev.	27.86	27.86	28.03	24.8	23.4	22.7	23.9	27.86	0
Std. Err.	2.2	2.2	4.55	4.6	4.59	5.21	4.04	2.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 330

q192) How many cans of snus do you usually buy at a time for personal use?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
1	36.3	36.3	25.5	21.9	21	17.9	38	36.3	0
2	21.7	21.7	25.5	26.8	23.7	25	16	21.7	0
3	14.6	14.6	17.7	17.1	18.5	17.9	14	14.6	0
4	5.3	5.3	3.9	2.4	2.6	3.6	6	5.3	0
5	9.7	9.7	9.8	9.8	10.5	7.1	10	9.7	0
6+ (Net)	12.4	12.4	17.6	22	23.7	28.6	16	12.4	0
6	3.5	3.5	5.9	7.3	7.9	10.7	4	3.5	0
7	0.4	0.4	0	0	0	0	0	0.4	0
8	0.4	0.4	0	0	0	0	0	0.4	0
9	0.9	0.9	2	2.4	2.6	3.6	2	0.9	0
10	1.8	1.8	0	0	0	0	2	1.8	0
11-20	3.1	3.1	5.9	7.3	7.9	7.1	4	3.1	0
21-30	0.4	0.4	2	2.4	2.6	3.6	0	0.4	0
31-40	0.9	0.9	2	2.4	2.6	3.6	2	0.9	0
41-50	0.4	0.4	0	0	0	0	0	0.4	0
101+	0.4	0.4	0	0	0	0	2	0.4	0
Total	100	100	100	100	100	100	100	100	0
Mean	4.27	4.27	4.53	5.08	5.35	5.9	6.63	4.27	0
Std. Dev.	11.19	11.19	6.27	6.87	7.07	7.83	21.22	11.19	0
Std. Err.	0.74	0.74	0.88	1.07	1.15	1.48	3	0.74	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 331
q193) And, on average, about how much do you spend on snus per week for personal use?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
$1 - $9	22.6	22.6	21.6	17	13.1	10.7	12	22.6	0
$10 - $19	19.9	19.9	15.7	17.1	18.4	21.5	14	19.9	0
$20 - $29	15	15	11.8	9.8	10.5	10.7	26	15	0
$30 - $39	9.3	9.3	13.7	14.6	15.8	17.8	10	9.3	0
$40 - $49	4.9	4.9	3.9	4.9	5.2	3.6	6	4.9	0
$50 - $59	8.4	8.4	11.8	12.2	13.2	10.7	2	8.4	0
$60+	19.9	19.9	21.6	24.4	23.7	25	30	19.9	0
Total	100	100	100	100	100	100	100	100	0
Mean	31.53	31.53	34.6	37.37	37.9	37.9	37.33	31.53	0
Std. Dev.	26.04	26.04	27.11	27.59	26.83	27.26	27.61	26.04	0
Std. Err.	1.73	1.73	3.8	4.31	4.35	5.15	3.9	1.73	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 332
q194) At what kind of stores do you typically buy your snus?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Convenience store/gas station	37.2	37.2	47.1	48.8	47.4	42.9	28	37.2	0
Supermarket (e.g. Kroger, A&P, Food Lion, etc.)	24.3	24.3	33.3	36.6	36.9	32.2	24	24.3	0
Liquor store	21.2	21.2	29.4	34.1	34.2	28.6	24	21.2	0
Discount store (K-Mart, Wal-Mart, etc.)	18.6	18.6	23.5	24.4	23.7	14.3	22	18.6	0
Tobacconist (high end tobacco shop)	17.7	17.7	25.5	26.8	29	32.2	26	17.7	0
Discount tobacco store/smoke shop	17.3	17.3	19.6	22	23.7	17.9	16	17.3	0
Drug store	16.4	16.4	25.5	26.8	28.9	25	28	16.4	0
Small grocery store	15.5	15.5	11.8	14.7	13.2	10.8	18	15.5	0
Internet	14.2	14.2	25.5	26.8	26.3	17.8	14	14.2	0
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	13.3	13.3	15.7	19.5	21.1	14.3	20	13.3	0
Bar	11.5	11.5	15.7	14.6	15.8	10.7	10	11.5	0
Restaurant	8.8	8.8	15.7	19.5	21	10.7	10	8.8	0
Military store	8.4	8.4	13.7	17.1	18.5	21.5	12	8.4	0
Hunting/fishing supply store	5.8	5.8	7.8	9.8	10.5	7.1	8	5.8	0
Other	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 333
q195) At what kind of store do you most often buy snus?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Convenience store/gas station	27.4	27.4	29.4	29.3	26.3	28.6	18	27.4	0
Supermarket (e.g. Kroger, A and P, Food Lion, etc.)	11.1	11.1	7.9	9.8	7.9	7.1	18	11.1	0
Discount store (K-Mart, Wal-Mart, etc.)	8.9	8.9	5.9	4.9	5.3	3.6	8	8.9	0
Drug store	7.5	7.5	13.7	14.6	15.8	14.2	10	7.5	0
Tobacconist (high end tobacco shop)	7.1	7.1	11.8	9.8	10.5	14.3	12	7.1	0
Discount tobacco store/smoke shop	7.1	7.1	5.9	4.9	5.3	3.6	8	7.1	0
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	6.2	6.2	3.9	4.9	5.3	3.6	8	6.2	0
Liquor store	5.8	5.8	3.9	4.9	5.3	7.1	6	5.8	0
Small grocery store	5.7	5.7	2	2.4	2.6	3.6	6	5.7	0
Bar	5.3	5.3	5.9	4.9	5.3	7.1	2	5.3	0
Internet	4.9	4.9	7.8	7.3	7.9	3.6	2	4.9	0
Hunting/fishing supply store	1.3	1.3	2	2.4	2.6	3.6	0	1.3	0
Military store	0.9	0.9	0	0	0	0	0	0.9	0
Restaurant	0.9	0.9	0	0	0	0	2	0.9	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 334
q196) What is the main reason for buying snus from [Q195]? - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
The store has good prices for snus	23.5	23.5	23.5	24.4	26.3	21.5	20	23.5	0
The store has a good snus assortment	19.9	19.9	21.6	19.5	15.8	17.9	30	19.9	0
The store has fresh snus	17.7	17.7	17.6	19.5	21	25	20	17.7	0
The store is the most convenient	32.7	32.7	31.4	29.3	28.9	28.6	22	32.7	0
Other reason	0.9	0.9	0	0	0	0	0	0.9	0
Don't know	5.3	5.3	5.9	7.3	7.9	7.1	8	5.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 335

q196_1) What is the main reason for buying snus from [Q195]? - Supermarket

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	25	25	4	4	3	2	9	25	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	25	25	4	4	3	2	9	25	0
Eff Base	25	25	4	4	3	2	9	25	0
The store has good prices for snus	16	16	25.1	25.1	33.5	0	11.1	16	0
The store has a good snus assortment	40	40	50	50	33.3	50	66.6	40	0
The store has fresh snus	20	20	24.9	24.9	33.2	50	0	20	0
The store is the most convenient	24	24	0	0	0	0	22.2	24	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 336
q196_2) What is the main reason for buying snus from [Q195]? - Small grocery store

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	13	13	1	1	1	1	3	13	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	13	13	1	1	1	1	3	13	0
Eff Base	13	13	1	1	1	1	3	13	0
The store has good prices for snus	15.5	15.5	0	0	0	0	33.4	15.5	0
The store has a good snus assortment	30.8	30.8	0	0	0	0	0	30.8	0
The store has fresh snus	30.8	30.8	100	100	100	100	66.6	30.8	0
The store is the most convenient	23	23	0	0	0	0	0	23	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 337

q196_3) What is the main reason for buying snus from [Q195]? - Convenience store/gas station

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	62	62	15	12	10	8	9	62	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	62	62	15	12	10	8	9	62	0
Eff Base	62	62	15	12	10	8	9	62	0
The store has good prices for snus	17.8	17.8	6.7	8.4	10.1	12.6	11.1	17.8	0
The store has a good snus assortment	9.7	9.7	6.7	8.3	0	0	0	9.7	0
The store has fresh snus	11.3	11.3	26.6	33.3	39.9	37.4	33.2	11.3	0
The store is the most convenient	53.3	53.3	46.7	33.3	30	37.5	55.6	53.3	0
Other reason	1.6	1.6	0	0	0	0	0	1.6	0
Don't know	6.4	6.4	13.3	16.6	20	12.5	0	6.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 338

q196_4) What is the main reason for buying snus from [Q195]? - Drug store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	17	17	7	6	6	4	5	17	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	17	17	7	6	6	4	5	17	0
Eff Base	17	17	7	6	6	4	5	17	0
The store has good prices for snus	23.5	23.5	42.9	33.3	33.3	25	60	23.5	0
The store has a good snus assortment	11.8	11.8	0	0	0	0	20.1	11.8	0
The store has fresh snus	23.5	23.5	14.3	16.6	16.6	25	19.9	23.5	0
The store is the most convenient	41.1	41.1	42.9	50	50	50	0	41.1	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 339

q196_5) What is the main reason for buying snus from [Q195]? - Tobacconist

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	16	16	6	4	4	4	6	16	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	16	16	6	4	4	4	6	16	0
Eff Base	16	16	6	4	4	4	6	16	0
The store has good prices for snus	37.5	37.5	33.4	25.1	25.1	25.1	16.7	37.5	0
The store has a good snus assortment	18.7	18.7	16.6	24.9	24.9	24.9	16.7	18.7	0
The store has fresh snus	25	25	16.6	0	0	0	50	25	0
The store is the most convenient	6.3	6.3	16.7	25	25	25	0	6.3	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	12.5	12.5	16.6	25	25	25	16.6	12.5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 340

q196_6) What is the main reason for buying snus from [Q195]? - Discount store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	20	20	3	2	2	1	4	20	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	20	20	3	2	2	1	4	20	0
Eff Base	20	20	3	2	2	1	4	20	0
The store has good prices for snus	35	35	33.2	49.9	49.9	0	0	35	0
The store has a good snus assortment	30	30	66.8	50.1	50.1	100	75	30	0
The store has fresh snus	10	10	0	0	0	0	0	10	0
The store is the most convenient	25	25	0	0	0	0	25	25	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 341
q196_7) What is the main reason for buying snus from [Q195]? - Discount tobacco store/smoke shop

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	16	16	3	2	2	1	4	16	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	16	16	3	2	2	1	4	16	0
Eff Base	16	16	3	2	2	1	4	16	0
The store has good prices for snus	50	50	33.1	49.9	49.9	0	50	50	0
The store has a good snus assortment	18.8	18.8	66.9	50.1	50.1	100	0	18.8	0
The store has fresh snus	12.5	12.5	0	0	0	0	25.1	12.5	0
The store is the most convenient	12.5	12.5	0	0	0	0	24.9	12.5	0
Other reason	6.3	6.3	0	0	0	0	0	6.3	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 342
q196_8) What is the main reason for buying snus from [Q195]? - Bar

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	12	12	3	2	2	2	1	12	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	12	12	3	2	2	2	1	12	0
Eff Base	12	12	3	2	2	2	1	12	0
The store has good prices for snus	33.3	33.3	66.7	100	100	100	100	33.3	0
The store has a good snus assortment	25	25	0	0	0	0	0	25	0
The store has fresh snus	16.7	16.7	0	0	0	0	0	16.7	0
The store is the most convenient	25	25	33.3	0	0	0	0	25	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 343

q196_9) What is the main reason for buying snus from [Q195]? - Restaurant

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	2	2	0	0	0	0	1	2	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	2	2	0	0	0	0	1	2	0
Eff Base	2	2	0	0	0	0	1	2	0
The store has good prices for snus	0	0	0	0	0	0	0	0	0
The store has a good snus assortment	0	0	0	0	0	0	0	0	0
The store has fresh snus	0	0	0	0	0	0	0	0	0
The store is the most convenient	50.2	50.2	0	0	0	0	0	50.2	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	49.8	49.8	0	0	0	0	100	49.8	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 344
q196_10) What is the main reason for buying snus from [Q195]? - Hunting/fishing supply store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	3	3	1	1	1	1	0	3	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	3	3	1	1	1	1	0	3	0
Eff Base	3	3	1	1	1	1	0	3	0
The store has good prices for snus	33.4	33.4	100	100	100	100	0	33.4	0
The store has a good snus assortment	0	0	0	0	0	0	0	0	0
The store has fresh snus	33.3	33.3	0	0	0	0	0	33.3	0
The store is the most convenient	33.3	33.3	0	0	0	0	0	33.3	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 345

q196_11) What is the main reason for buying snus from [Q195]? - Liquor store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	13	13	2	2	2	2	3	13	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	13	13	2	2	2	2	3	13	0
Eff Base	13	13	2	2	2	2	3	13	0
The store has good prices for snus	7.7	7.7	0	0	0	0	0	7.7	0
The store has a good snus assortment	15.4	15.4	50.1	50.1	50.1	50.1	0	15.4	0
The store has fresh snus	30.8	30.8	49.9	49.9	49.9	49.9	0	30.8	0
The store is the most convenient	30.8	30.8	0	0	0	0	66.7	30.8	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	15.4	15.4	0	0	0	0	33.3	15.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 346

q196_12) What is the main reason for buying snus from [Q195]? - Military store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	2	2	0	0	0	0	0	2	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	2	2	0	0	0	0	0	2	0
Eff Base	2	2	0	0	0	0	0	2	0
The store has good prices for snus	0	0	0	0	0	0	0	0	0
The store has a good snus assortment	0	0	0	0	0	0	0	0	0
The store has fresh snus	0	0	0	0	0	0	0	0	0
The store is the most convenient	100	100	0	0	0	0	0	100	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 347
q196_13) What is the main reason for buying snus from [Q195]? - Wholesale outlet

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	14	14	2	2	2	1	4	14	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	14	14	2	2	2	1	4	14	0
Eff Base	14	14	2	2	2	1	4	14	0
The store has good prices for snus	21.4	21.4	0	0	0	0	0	21.4	0
The store has a good snus assortment	21.4	21.4	50	50	50	0	75	21.4	0
The store has fresh snus	35.7	35.7	0	0	0	0	0	35.7	0
The store is the most convenient	7.2	7.2	50	50	50	100	0	7.2	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	14.3	14.3	0	0	0	0	25	14.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 348

q196_14) What is the main reason for buying snus from [Q195]? - Internet

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	11	11	4	3	3	1	1	11	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	11	11	4	3	3	1	1	11	0
Eff Base	11	11	4	3	3	1	1	11	0
The store has good prices for snus	18.2	18.2	0	0	0	0	0	18.2	0
The store has a good snus assortment	27.3	27.3	25	0	0	0	100	27.3	0
The store has fresh snus	0	0	0	0	0	0	0	0	0
The store is the most convenient	45.4	45.4	75	100	100	100	0	45.4	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	9.1	9.1	0	0	0	0	0	9.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 350
q197) When you go to a store and purchase snus is that the primary reason for your shopping trip, or is snus usually a secondary purchase?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Snus is the primary reason for me to shop at a store	63.3	63.3	68.6	73.2	71.1	71.4	70	63.3	0
Snus is usually a secondary purchase	36.7	36.7	31.4	26.8	28.9	28.6	30	36.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 351
q198) Top 2 Box Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
(1) Believe that brands which give promotional offers are selling either an inferior quality or old product	53.5	53.5	56.8	58.5	57.9	50	58	53.5	0
(2) Buy whatever is the lowest price	46	46	52.9	56.1	57.9	53.6	48	46	0
(3) Buy only your regular brand	65.9	65.9	78.4	78.1	76.3	75	70	65.9	0
(4) Switch brands for variety	53.1	53.1	64.7	70.7	73.7	71.4	50	53.1	0
(5) Have a consistent list of snus brands that you choose from depending on the situation	63.7	63.7	70.6	70.7	68.4	64.3	64	63.7	0
(6) Look for special offers, prices, or promotions on brands (other than your most often brand)	56.6	56.6	64.7	70.7	71.1	71.4	64	56.6	0
(7) Buy a brand because it is new or haven't seen it before	55.8	55.8	66.7	68.3	71.1	67.9	60	55.8	0
(8) Know what you are going to buy when you go into the store	69.9	69.9	78.4	82.9	81.6	78.6	68	69.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 352
q198_1) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Believe that brands which give promotional offers are selling either an inferior quality or old product

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Top 2 Box (Net)	53.5	53.5	56.8	58.5	57.9	50	58	53.5	0
Agree Completely (1)	27.4	27.4	41.2	41.5	39.5	28.6	30	27.4	0
2	26.1	26.1	15.7	17.1	18.4	21.4	28	26.1	0
Agree Somewhat (3)	17.7	17.7	15.7	17.1	18.4	21.5	14	17.7	0
Bottom 2 Box (Net)	28.7	28.7	27.5	24.4	23.7	28.6	28	28.7	0
4	14.6	14.6	9.8	9.7	7.9	10.7	20	14.6	0
Disagree Completely (5)	14.2	14.2	17.7	14.6	15.8	17.9	8	14.2	0
Total	100	100	100	100	100	100	100	100	0

Mean	2.62	2.62	2.47	2.39	2.42	2.68	2.48	2.62	0
Std. Dev.	1.39	1.39	1.54	1.48	1.48	1.47	1.33	1.39	0
Std. Err.	0.09	0.09	0.22	0.23	0.24	0.28	0.19	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 353
q198_2) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Buy whatever is the lowest price

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Top 2 Box (Net)	46	46	52.9	56.1	57.9	53.6	48	46	0
Agree Completely (1)	24.3	24.3	25.5	24.4	26.3	21.4	26	24.3	0
2	21.7	21.7	27.4	31.7	31.6	32.1	22	21.7	0
Agree Somewhat (3)	18.6	18.6	17.6	19.5	21	21.4	18	18.6	0
Bottom 2 Box (Net)	35.4	35.4	29.5	24.4	21.1	25	34	35.4	0
4	18.6	18.6	11.8	9.8	7.9	10.8	22	18.6	0
Disagree Completely (5)	16.8	16.8	17.7	14.6	13.1	14.3	12.1	16.8	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.82	2.82	2.69	2.59	2.5	2.64	2.72	2.82	0
Std. Dev.	1.42	1.42	1.44	1.36	1.33	1.34	1.39	1.42	0
Std. Err.	0.09	0.09	0.2	0.21	0.22	0.25	0.2	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 354
q198_3) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Buy only your regular brand

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Top 2 Box (Net)	65.9	65.9	78.4	78.1	76.3	75	70	65.9	0
Agree Completely (1)	32.7	32.7	37.2	36.6	39.5	35.7	44	32.7	0
2	33.2	33.2	41.2	41.5	36.9	39.3	26.1	33.2	0
Agree Somewhat (3)	18.1	18.1	11.8	14.6	15.8	14.3	12	18.1	0
Bottom 2 Box (Net)	15.9	15.9	9.8	7.3	7.9	10.7	18	15.9	0
4	12.8	12.8	7.9	7.3	7.9	10.7	14	12.8	0
Disagree Completely (5)	3.1	3.1	2	0	0	0	4	3.1	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.2	2.2	1.96	1.93	1.92	2	2.08	2.2	0
Std. Dev.	1.12	1.12	1	0.91	0.94	0.98	1.23	1.12	0
Std. Err.	0.07	0.07	0.14	0.14	0.15	0.19	0.17	0.07	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 355
q198_4) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Switch brands for variety

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)		226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)		226	226	51	41	38	28	50	226	0
Eff Base		226	226	51	41	38	28	50	226	0
Top 2 Box (Net)		53.1	53.1	64.7	70.7	73.7	71.4	50	53.1	0
Agree Completely (1)		29.2	29.2	35.3	36.6	39.5	39.3	28	29.2	0
	2	23.9	23.9	29.4	34.1	34.2	32.1	22	23.9	0
Agree Somewhat (3)		22.1	22.1	13.8	12.2	13.2	10.7	24.1	22.1	0
Bottom 2 Box (Net)		24.8	24.8	21.6	17.1	13.1	17.8	26	24.8	0
	4	15	15	9.8	4.9	2.6	3.6	14	15	0
Disagree Completely (5)		9.7	9.7	11.8	12.2	10.5	14.3	12	9.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.52	2.52	2.33	2.22	2.1	2.21	2.6	2.52	0
Std. Dev.		1.31	1.31	1.37	1.33	1.27	1.4	1.35	1.31	0
Std. Err.		0.09	0.09	0.19	0.21	0.21	0.26	0.19	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 356
q198_5) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Have a consistent list of snus brands that you choose from depending on the situation

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)		226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)		226	226	51	41	38	28	50	226	0
Eff Base		226	226	51	41	38	28	50	226	0
Top 2 Box (Net)		63.7	63.7	70.6	70.7	68.4	64.3	64	63.7	0
Agree Completely (1)		32.3	32.3	31.4	31.7	34.2	28.6	32	32.3	0
	2	31.4	31.4	39.2	39	34.2	35.7	32	31.4	0
Agree Somewhat (3)		15	15	13.7	17.1	18.4	17.9	10	15	0
Bottom 2 Box (Net)		21.2	21.2	15.7	12.2	13.1	17.8	26	21.2	0
	4	12	12	7.9	2.4	2.6	3.6	18	12	0
Disagree Completely (5)		9.3	9.3	7.8	9.8	10.5	14.3	8	9.3	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.34	2.34	2.22	2.19	2.21	2.39	2.38	2.34	0
Std. Dev.		1.29	1.29	1.21	1.21	1.26	1.34	1.32	1.29	0
Std. Err.		0.09	0.09	0.17	0.19	0.2	0.25	0.19	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 357
q198_6) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Look for special offers, prices, or promotions on brands (other than your most often brand)

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)		226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)		226	226	51	41	38	28	50	226	0
Eff Base		226	226	51	41	38	28	50	226	0
Top 2 Box (Net)		56.6	56.6	64.7	70.7	71.1	71.4	64	56.6	0
Agree Completely (1)		32.3	32.3	33.3	36.6	36.8	35.7	42	32.3	0
	2	24.3	24.3	31.4	34.2	34.2	35.7	22	24.3	0
Agree Somewhat (3)		20.8	20.8	11.8	12.2	13.2	10.7	12	20.8	0

Bottom 2 Box (Net)		22.6	22.6	23.6	17.1	15.8	17.8	24	22.6	0
	4	15	15	13.7	9.7	7.9	7.1	22	15	0
Disagree Completely (5)		7.5	7.5	9.8	7.3	7.9	10.7	2	7.5	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.41	2.41	2.35	2.17	2.16	2.21	2.2	2.41	0
Std. Dev.		1.28	1.28	1.34	1.24	1.24	1.32	1.26	1.28	0
Std. Err.		0.09	0.09	0.19	0.19	0.2	0.25	0.18	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 358
q198_7) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Buy a brand because it is new or haven't seen it before

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)		226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)		226	226	51	41	38	28	50	226	0
Eff Base		226	226	51	41	38	28	50	226	0
Top 2 Box (Net)		55.8	55.8	66.7	68.3	71.1	67.9	60	55.8	0
Agree Completely (1)		28.3	28.3	33.3	34.1	36.8	25	34	28.3	0
	2	27.4	27.4	33.3	34.2	34.2	42.9	26	27.4	0
Agree Somewhat (3)		19.9	19.9	9.8	7.3	7.9	7.1	16	19.9	0
Bottom 2 Box (Net)		24.3	24.3	23.5	24.4	21	25	24	24.3	0
	4	13.3	13.3	13.7	14.6	10.5	10.7	12	13.3	0
Disagree Completely (5)		11.1	11.1	9.8	9.8	10.5	14.3	12	11.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.51	2.51	2.33	2.32	2.24	2.46	2.42	2.51	0
Std. Dev.		1.32	1.32	1.34	1.35	1.34	1.37	1.39	1.32	0
Std. Err.		0.09	0.09	0.19	0.21	0.22	0.26	0.2	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 359
q198_8) Thinking about when you purchase snus, how much do you agree or disagree with the following statements?
- Know what you are going to buy when you go into the store

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)		226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)		226	226	51	41	38	28	50	226	0
Eff Base		226	226	51	41	38	28	50	226	0
Top 2 Box (Net)		69.9	69.9	78.4	82.9	81.6	78.6	68	69.9	0
Agree Completely (1)		34.1	34.1	43.1	43.9	42.1	42.9	32	34.1	0
	2	35.8	35.8	35.3	39	39.5	35.7	36	35.8	0
Agree Somewhat (3)		14.2	14.2	11.8	4.9	5.3	3.6	8	14.2	0
Bottom 2 Box (Net)		15.9	15.9	9.8	12.2	13.2	17.8	24	15.9	0
	4	9.7	9.7	2	2.4	2.6	3.6	18	9.7	0
Disagree Completely (5)		6.2	6.2	7.8	9.7	10.5	14.3	6	6.2	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.18	2.18	1.96	1.95	2	2.11	2.3	2.18	0
Std. Dev.		1.18	1.18	1.17	1.22	1.25	1.4	1.27	1.18	0
Std. Err.		0.08	0.08	0.16	0.19	0.2	0.26	0.18	0.08	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 360

q199) When using snus, do you place it in your upper or lower lip?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Snus and Aware of Key Brands (Unwtd)	226	226	51	41	38	28	50	226	0
Base - Uses Snus and Aware of Key Brands (Wgtd)	226	226	51	41	38	28	50	226	0
Eff Base	226	226	51	41	38	28	50	226	0
Upper lip	42	42	51	46.3	50	53.5	54	42	0
Lower lip	58	58	49	53.7	50	46.5	46	58	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 361
q202) You indicated that you have formerly used snus. The following questions in this section will ask you about your past snus
usage. To quit means not using snus for at least three months, except for temporary slip of a day or two. How many times
have you quit using snus?

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Former Snus (Unwtd)		590	0	0	0	0	0	41	391	199
Base - Former Snus (Wgtd)		590	0	0	0	0	0	41	391	199
Eff Base		590	0	0	0	0	0	41	391	199
	0	12	0	0	0	0	0	9.8	12.8	10.6
	1	54.9	0	0	0	0	0	53.6	48.9	66.8
	2	14.9	0	0	0	0	0	19.5	16.4	12.1
	3	7.8	0	0	0	0	0	9.7	8.7	6
	4	2	0	0	0	0	0	4.9	2.3	1.5
	5	3	0	0	0	0	0	0	4.1	1
6+ (Net)		5.3	0	0	0	0	0	2.4	6.9	2
	6	0.8	0	0	0	0	0	0	1	0.5
	7	0.3	0	0	0	0	0	0	0.5	0
	8	0.5	0	0	0	0	0	0	0.8	0
	10	1.2	0	0	0	0	0	2.4	1.3	1
11-20		1.2	0	0	0	0	0	0	1.8	0
21-30		0.7	0	0	0	0	0	0	0.8	0.5
31-40		0.2	0	0	0	0	0	0	0.3	0
51-60		0.3	0	0	0	0	0	0	0.5	0
Total		100	0	0	0	0	0	100	100	100
Mean		2.14	0	0	0	0	0	1.66	2.48	1.47
Std. Dev.		4.39	0	0	0	0	0	1.65	5.13	2.21
Std. Err.		0.18	0	0	0	0	0	0.26	0.26	0.16

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 362

q204) How old were you the first and last time you quit using snus? - First Time

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	0	0	0	0	0	37	341	178
Base - True Former Snus (Wgtd)	519	0	0	0	0	0	37	341	178
Eff Base	519	0	0	0	0	0	37	341	178
Less than 18 years	13.9	0	0	0	0	0	10.8	10.8	19.7
18 - 24 Years (Net)	36.2	0	0	0	0	0	27.1	34.3	39.9
18 years	8.9	0	0	0	0	0	5.4	8.2	10.1

19 years	6.4	0	0	0	0	0	2.7	6.2	6.7
20 years	7.1	0	0	0	0	0	8.1	6.7	7.9
21 years	4.2	0	0	0	0	0	2.7	4.4	3.9
22 years	3.5	0	0	0	0	0	2.7	3.5	3.4
23 years	3.5	0	0	0	0	0	2.7	3.2	3.9
24 years	2.7	0	0	0	0	0	2.7	2.1	3.9
25 - 34 Years (Net)	23.3	0	0	0	0	0	24.3	25.5	19.1
25 years	6.4	0	0	0	0	0	2.7	5.9	7.3
26 years	1.3	0	0	0	0	0	0	1.5	1.1
27 years	1.4	0	0	0	0	0	2.7	1.5	1.1
28 years	3.5	0	0	0	0	0	2.7	5	0.6
29 years	2.5	0	0	0	0	0	2.7	2.1	3.4
30 years	2.9	0	0	0	0	0	2.7	3.8	1.1
31 years	2.3	0	0	0	0	0	2.7	2.3	2.2
32 years	1.7	0	0	0	0	0	5.4	1.5	2.2
33 years	0.8	0	0	0	0	0	0	1.2	0
34 years	0.6	0	0	0	0	0	2.7	0.9	0
35 - 49 Years (Net)	16.6	0	0	0	0	0	18.9	17.9	14.1
35 years	2.9	0	0	0	0	0	0	3.8	1.1
36 years	1.2	0	0	0	0	0	0	1.2	1.1
37 years	1.4	0	0	0	0	0	0	1.8	0.6
38 years	0.8	0	0	0	0	0	5.4	0.6	1.1
39 years	0.6	0	0	0	0	0	0	0	1.7
40 years	2.3	0	0	0	0	0	5.4	2.6	1.7
41 years	0.2	0	0	0	0	0	0	0	0.6
42 years	1.4	0	0	0	0	0	0	1.5	1.1
43 years	1	0	0	0	0	0	0	1.2	0.6
44 years	0.4	0	0	0	0	0	0	0.3	0.6
45 years	1.7	0	0	0	0	0	2.7	1.8	1.7
46 years	0.8	0	0	0	0	0	2.7	0.9	0.6
47 years	0.8	0	0	0	0	0	0	0.9	0.6
48 years	0.8	0	0	0	0	0	2.7	0.9	0.6
49 years	0.6	0	0	0	0	0	0	0.6	0.6
50+ Years (Net)	10	0	0	0	0	0	18.9	11.4	7.3
50 years	2.3	0	0	0	0	0	2.7	3.2	0.6
51 years	0.6	0	0	0	0	0	0	0.6	0.6
52 years	0.8	0	0	0	0	0	5.4	0.9	0.6
53 years	0.8	0	0	0	0	0	2.7	1.2	0
54 years	0.8	0	0	0	0	0	0	0.6	1.1
55 years	1	0	0	0	0	0	0	1.5	0
56 years	0.6	0	0	0	0	0	0	0.9	0
57 years	0.4	0	0	0	0	0	0	0.3	0.6
58 years	0.8	0	0	0	0	0	2.7	0.9	0.6
59 years	0.4	0	0	0	0	0	0	0.3	0.6
60+ years	1.7	0	0	0	0	0	5.4	1.2	2.8
Total	100	0	0	0	0	0	100	100	100
Mean	28.39	0	0	0	0	0	33	29.37	26.51
Std. Dev.	12.22	0	0	0	0	0	14.25	12.22	12.02
Std. Err.	0.54	0	0	0	0	0	2.34	0.66	0.9

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 363

q205) How old were you the first and last time you quit using snus? - Last time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	0	0	0	0	0	37	341	178
Base - True Former Snus (Wgtd)	519	0	0	0	0	0	37	341	178
Eff Base	519	0	0	0	0	0	37	341	178
Less than 18 years	9.4	0	0	0	0	0	8.1	7	14.1
18 - 24 Years (Net)	29.5	0	0	0	0	0	21.6	26.4	35.4
18 years	6.2	0	0	0	0	0	2.7	4.7	9
19 years	5.2	0	0	0	0	0	2.7	4.1	7.3
20 years	4.6	0	0	0	0	0	2.7	4.1	5.6
21 years	4.4	0	0	0	0	0	0	5.3	2.8
22 years	3.3	0	0	0	0	0	2.7	2.9	3.9

23 years	2.9	0	0	0	0	0	8.1	2.9	2.8
24 years	2.9	0	0	0	0	0	2.7	2.3	3.9
25 - 34 Years (Net)	29.7	0	0	0	0	0	29.8	32.9	23.6
25 years	5.6	0	0	0	0	0	0	5	6.8
26 years	2.1	0	0	0	0	0	0	1.5	3.4
27 years	1.7	0	0	0	0	0	5.4	2.1	1.1
28 years	3.1	0	0	0	0	0	2.7	3.5	2.2
29 years	2.7	0	0	0	0	0	5.4	2.6	2.8
30 years	4.6	0	0	0	0	0	2.7	5.6	2.8
31 years	2.9	0	0	0	0	0	2.7	3.5	1.7
32 years	3.3	0	0	0	0	0	8.1	3.5	2.8
33 years	1.9	0	0	0	0	0	0	2.9	0
34 years	1.7	0	0	0	0	0	2.7	2.6	0
35 - 49 Years (Net)	20.4	0	0	0	0	0	19	22	17.4
35 years	3.9	0	0	0	0	0	2.7	5	1.7
36 years	1.4	0	0	0	0	0	0	1.5	1.1
37 years	1.9	0	0	0	0	0	0	2.4	1.1
38 years	1	0	0	0	0	0	5.4	0.9	1.1
39 years	0.8	0	0	0	0	0	0	0	2.2
40 years	3.1	0	0	0	0	0	5.4	3.5	2.2
41 years	0.4	0	0	0	0	0	0	0.3	0.6
42 years	1.4	0	0	0	0	0	0	1.5	1.1
43 years	1.3	0	0	0	0	0	0	1.8	0.6
44 years	0.6	0	0	0	0	0	0	0.6	0.6
45 years	1.7	0	0	0	0	0	2.7	1.5	2.3
46 years	1	0	0	0	0	0	2.7	0.9	1.1
47 years	0.8	0	0	0	0	0	0	1.2	0
48 years	0.8	0	0	0	0	0	0	0.6	1.1
49 years	0.6	0	0	0	0	0	0	0.6	0.6
50+ Years (Net)	11	0	0	0	0	0	21.6	11.7	9.6
50 years	1.9	0	0	0	0	0	2.7	2.6	0.6
51 years	0.4	0	0	0	0	0	0	0.3	0.6
52 years	0.6	0	0	0	0	0	2.7	0.6	0.6
53 years	1	0	0	0	0	0	8.1	1.5	0
54 years	1	0	0	0	0	0	0	0.9	1.1
55 years	1.2	0	0	0	0	0	0	1.5	0.6
56 years	1.2	0	0	0	0	0	0	1.2	1.1
57 years	0.2	0	0	0	0	0	0	0.3	0
58 years	1.3	0	0	0	0	0	2.7	1.5	1.1
59 years	0.6	0	0	0	0	0	0	0.3	1.1
60+ years	1.7	0	0	0	0	0	5.4	1.2	2.8
Total	100	0	0	0	0	0	100	100	100
Mean	30.49	0	0	0	0	0	34.49	31.48	28.6
Std. Dev.	12.14	0	0	0	0	0	13.58	11.75	12.66
Std. Err.	0.53	0	0	0	0	0	2.23	0.64	0.95

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 364
q207) Approximately how long did you use snus before quitting? If you had used snus for several periods, and quit in between,
we ask you to please state the total time you had snused. For example if you snused for 5 years, quit for 1 year, snused for 2
more years and then quit - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	0	0	0	0	0	37	341	178
Base - True Former Snus (Wgtd)	519	0	0	0	0	0	37	341	178
Eff Base	519	0	0	0	0	0	37	341	178
<1 Year - 9 Years (Net)	92.3	0	0	0	0	0	94.6	93.8	89.3
Less than 1 year	47.2	0	0	0	0	0	35.1	44.9	51.7
1 year	12.9	0	0	0	0	0	18.9	12.3	14.1
2 years	8.9	0	0	0	0	0	21.6	9.7	7.3
3 years	7.7	0	0	0	0	0	2.7	8.8	5.6
4 years	3.7	0	0	0	0	0	0	3.8	3.4
5 years	5.2	0	0	0	0	0	10.8	5.6	4.5
6 years	2.3	0	0	0	0	0	0	3.2	0.6

7 years	2.9	0	0	0	0	0	2.7	3.8	1.1
8 years	1	0	0	0	0	0	0	1.2	0.6
9 years	0.6	0	0	0	0	0	2.7	0.6	0.6
10+ Years (Net)	7.7	0	0	0	0	0	5.4	6.2	10.7
10 years	2.3	0	0	0	0	0	2.7	1.2	4.5
11 years	0.4	0	0	0	0	0	0	0.3	0.6
12 years	1	0	0	0	0	0	0	0.9	1.1
13 years	0.8	0	0	0	0	0	0	0.6	1.1
14 years	0.2	0	0	0	0	0	0	0.3	0
15 years	0.4	0	0	0	0	0	0	0.3	0.6
16 years	0.4	0	0	0	0	0	0	0.6	0
17 years	0.2	0	0	0	0	0	0	0.3	0
18 years	0.6	0	0	0	0	0	2.7	0.6	0.6
20 years	0.4	0	0	0	0	0	0	0.3	0.6
25 years	0.2	0	0	0	0	0	0	0.3	0
28 years	0.2	0	0	0	0	0	0	0.3	0
30 years	0.4	0	0	0	0	0	0	0.3	0.6
41 years	0.2	0	0	0	0	0	0	0	0.6
50 years	0.2	0	0	0	0	0	0	0	0.6
Total	100	0	0	0	0	0	100	100	100
Mean	2.89	0	0	0	0	0	2.61	2.81	3.05
Std. Dev.	4.91	0	0	0	0	0	3.55	4.13	6.15
Std. Err.	0.22	0	0	0	0	0	0.58	0.22	0.46

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 365
q208) At the time you quit using snus, approximately how many cans of snus were you using in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	0	0	0	0	0	37	341	178
Base - True Former Snus (Wgtd)	519	0	0	0	0	0	37	341	178
Eff Base	519	0	0	0	0	0	37	341	178
2 Cans or Fewer (Net)	78	0	0	0	0	0	78.4	73	87.6
Less than half a can	40.7	0	0	0	0	0	32.4	36.7	48.3
More than half, but less than 1 can	6.9	0	0	0	0	0	5.4	7.3	6.2
1 can	17.7	0	0	0	0	0	29.7	17.3	18.6
2 cans	12.7	0	0	0	0	0	10.8	11.7	14.6
3+ Cans (Net)	22	0	0	0	0	0	21.6	27	12.4
3 cans	7.5	0	0	0	0	0	2.7	7.9	6.7
4 cans	6.4	0	0	0	0	0	10.8	9.1	1.1
5 cans	2.9	0	0	0	0	0	2.7	3.2	2.2
6 cans	1.7	0	0	0	0	0	2.7	2.3	0.6
7 cans	2.1	0	0	0	0	0	2.7	2.6	1.1
8 cans	0.6	0	0	0	0	0	0	0.9	0
9 cans	0	0	0	0	0	0	0	0	0
10 cans	0.4	0	0	0	0	0	0	0.3	0.6
11 cans	0	0	0	0	0	0	0	0	0
12 cans	0.4	0	0	0	0	0	0	0.6	0
13 cans	0	0	0	0	0	0	0	0	0
14+ cans	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	100
Mean	1.59	0	0	0	0	0	1.63	1.81	1.17
Std. Dev.	1.9	0	0	0	0	0	1.77	2.06	1.46
Std. Err.	0.08	0	0	0	0	0	0.29	0.11	0.11

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 366
q209) How long ago did you quit using snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	0	0	0	0	0	37	341	178
Base - True Former Snus (Wgtd)	519	0	0	0	0	0	37	341	178
Eff Base	519	0	0	0	0	0	37	341	178
Less than 3 months ago	6	0	0	0	0	0	10.8	5.3	7.3
Between 3 and 6 months ago	8.1	0	0	0	0	0	8.1	9.4	5.6
Between 7 and 12 months ago	10.4	0	0	0	0	0	21.6	14.6	2.2
1-2 years ago	16.8	0	0	0	0	0	21.6	19.3	11.8
3-4 years ago	14.1	0	0	0	0	0	13.5	15.8	10.7
5-10 years ago	15.8	0	0	0	0	0	10.8	15	17.4
More than 10 years ago	28.9	0	0	0	0	0	13.5	20.5	45
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 367

q210) Before finally quitting, had you ever tried to quit using snus before?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	0	0	0	0	0	37	341	178
Base - True Former Snus (Wgtd)	519	0	0	0	0	0	37	341	178
Eff Base	519	0	0	0	0	0	37	341	178
No, I quit only this one time	74	0	0	0	0	0	72.9	71.3	79.2
Yes, one time previous to this time quitting	20.4	0	0	0	0	0	16.2	22.9	15.7
Yes, more than one time previous to this time quitting	5.6	0	0	0	0	0	10.9	5.9	5.1
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 368
q211) How many times, before finally quitting, had you tried to quit where you stopped snusing or drastically cut down on your
snusing for at least a week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried Quitting More Than One Time Previously (Unwtd)	29	0	0	0	0	0	4	20	9
Base - Tried Quitting More Than One Time Previously (Wgtd)	29	0	0	0	0	0	4	20	9
Eff Base	29	0	0	0	0	0	4	20	9
I attempted to quit two times previous to finally quitting	41.3	0	0	0	0	0	25	35	55.5
I attempted to quit three times previous to finally quitting	27.6	0	0	0	0	0	50.1	30	22.3
I attempted to quit four or more times previous to finally quitting	31	0	0	0	0	0	24.9	35	22.2
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 369
q212) Did you return to snus after the first time you quit snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried Quitting At Least Once Previously (Unwtd)	135	0	0	0	0	0	10	98	37

Base - Tried Quitting At Least Once Previously (Wgtd)	135	0	0	0	0	0	10	98	37
Eff Base	135	0	0	0	0	0	10	98	37
I went back to using snus	71.1	0	0	0	0	0	39.9	74.5	62.1
I did not go back to using snus, except for a brief lapse of a day or two	28.9	0	0	0	0	0	60.1	25.5	37.9
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 370
q213) From the point when you quit using snus that first time, how many months passed before you returned to using snus?

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Returned to using Snus after first quitting attempt (Unwtd)		96	0	0	0	0	0	4	73	23
Base - Returned to using Snus after first quitting attempt (Wgtd)		96	0	0	0	0	0	4	73	23
Eff Base		96	0	0	0	0	0	4	73	23
6 or Less (Net)		66.6	0	0	0	0	0	25	64.4	73.9
Less than 1		5.2	0	0	0	0	0	25	4.1	8.7
	1	10.4	0	0	0	0	0	0	10.9	8.7
	2	9.4	0	0	0	0	0	0	8.2	13
	3	15.6	0	0	0	0	0	0	16.4	13.1
	4	10.4	0	0	0	0	0	0	12.3	4.3
	5	5.2	0	0	0	0	0	0	5.5	4.3
	6	10.4	0	0	0	0	0	0	6.8	21.8
7-11 (Net)		24	0	0	0	0	0	75	26.1	17.4
	7	8.3	0	0	0	0	0	0	8.2	8.7
	8	4.2	0	0	0	0	0	0	5.5	0
	9	4.2	0	0	0	0	0	50	5.5	0
	10	6.3	0	0	0	0	0	25.1	5.5	8.7
	11	1.1	0	0	0	0	0	0	1.4	0
12-23 (Net)		4.2	0	0	0	0	0	0	4.1	4.4
	12	1	0	0	0	0	0	0	1.4	0
	13	0	0	0	0	0	0	0	0	0
	14	1	0	0	0	0	0	0	0	4.4
	15	0	0	0	0	0	0	0	0	0
	16	1	0	0	0	0	0	0	1.4	0
	17	0	0	0	0	0	0	0	0	0
	18	0	0	0	0	0	0	0	0	0
	19	0	0	0	0	0	0	0	0	0
	20	0	0	0	0	0	0	0	0	0
	21	0	0	0	0	0	0	0	0	0
	22	0	0	0	0	0	0	0	0	0
	23	1	0	0	0	0	0	0	1.4	0
24+		5.2	0	0	0	0	0	0	5.5	4.4
Total		100	0	0	0	0	0	100	100	100
Mean		6.05	0	0	0	0	0	7.13	6.19	5.61
Std. Dev.		5.63	0	0	0	0	0	4.44	5.77	5.26
Std. Err.		0.58	0	0	0	0	0	2.22	0.68	1.1

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 371
q214) How long were you able to quit using snus the last time you attempted to quit (your most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	0	0	0	0	0	37	341	178
Base - True Former Snus (Wgtd)	519	0	0	0	0	0	37	341	178
Eff Base	519	0	0	0	0	0	37	341	178
1 week or less	13.7	0	0	0	0	0	10.8	13.8	13.5

More than 1 week, but less than 1 month	6	0	0	0	0	0	10.8	7.3	3.4
1-3 months	12.7	0	0	0	0	0	13.5	15.8	6.7
4-6 months	7.3	0	0	0	0	0	10.8	7.9	6.2
7 months to 1 year	3.3	0	0	0	0	0	8.1	4.1	1.7
1-2 years	6.2	0	0	0	0	0	5.4	6.4	5.6
More than 2 years	50.9	0	0	0	0	0	40.5	44.6	62.9
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 372

q215) Did you return to using snus after you tried to quit using snus the last time?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	0	0	0	0	0	37	341	178
Base - True Former Snus (Wgtd)	519	0	0	0	0	0	37	341	178
Eff Base	519	0	0	0	0	0	37	341	178
I went back to using snus	21.6	0	0	0	0	0	24.3	28.1	9
I did not go back to using snus, except for a temporary slip of a day or two	78.4	0	0	0	0	0	75.7	71.9	91
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 373
q216) How many months passed before you returned to using snus, after you tried to previously quit the last time?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using (Unwtd)	112	0	0	0	0	0	9	96	16
Base - Went Back to Using (Wgtd)	112	0	0	0	0	0	9	96	16
Eff Base	112	0	0	0	0	0	9	96	16
1	9.8	0	0	0	0	0	0	9.4	12.5
2	13.4	0	0	0	0	0	22.2	13.5	12.5
3	16.9	0	0	0	0	0	11.2	15.6	24.9
4	20.5	0	0	0	0	0	22.2	21.9	12.5
5	16.1	0	0	0	0	0	33.3	16.7	12.5
6+ (Net)	23.2	0	0	0	0	0	11.1	22.9	25
6	7.1	0	0	0	0	0	0	7.3	6.2
7	1.8	0	0	0	0	0	0	2.1	0
8	2.7	0	0	0	0	0	11.1	2.1	6.2
9	0.9	0	0	0	0	0	0	1	0
10	2.7	0	0	0	0	0	0	2.1	6.3
11-20	4.5	0	0	0	0	0	0	5.2	0
21-30	3.6	0	0	0	0	0	0	3.1	6.2
Total	100	0	0	0	0	0	100	100	100
Mean	5.01	0	0	0	0	0	4.22	4.94	5.44
Std. Dev.	4.55	0	0	0	0	0	1.85	4.24	6.23
Std. Err.	0.43	0	0	0	0	0	0.62	0.43	1.56

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 374
q217) When you restarted using snus after you tried to quit using snus the last time, how old were you?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using Snus (Unwtd)	112	0	0	0	0	0	9	96	16
Base - Went Back to Using Snus (Wgtd)	112	0	0	0	0	0	9	96	16
Eff Base	112	0	0	0	0	0	9	96	16
Less than 18 years	3.6	0	0	0	0	0	0	4.2	0
18 - 24 Years (Net)	36.6	0	0	0	0	0	44.4	33.3	56.3
18 years	8	0	0	0	0	0	22.2	5.2	25
19 years	3.6	0	0	0	0	0	0	4.2	0
20 years	8.1	0	0	0	0	0	0	7.3	12.5
21 years	0.9	0	0	0	0	0	0	1	0
22 years	8.9	0	0	0	0	0	22.2	8.3	12.5
23 years	4.5	0	0	0	0	0	0	4.2	6.3
24 years	2.7	0	0	0	0	0	0	3.1	0
25 - 34 Years (Net)	42	0	0	0	0	0	33.3	44.8	24.9
25 years	5.3	0	0	0	0	0	11.1	5.2	6.2
26 years	6.3	0	0	0	0	0	0	7.3	0
27 years	4.5	0	0	0	0	0	0	4.2	6.2
28 years	0.9	0	0	0	0	0	0	1	0
29 years	3.6	0	0	0	0	0	0	4.2	0
30 years	4.5	0	0	0	0	0	0	5.2	0
31 years	4.5	0	0	0	0	0	11.1	5.2	0
32 years	5.4	0	0	0	0	0	0	5.2	6.2
33 years	3.6	0	0	0	0	0	0	4.2	0
34 years	3.6	0	0	0	0	0	11.2	3.1	6.3
35 - 49 Years (Net)	15.2	0	0	0	0	0	11.2	15.6	12.5
35 years	4.5	0	0	0	0	0	11.2	4.2	6.2
37 years	1.8	0	0	0	0	0	0	2.1	0
38 years	1.8	0	0	0	0	0	0	2.1	0
39 years	0.9	0	0	0	0	0	0	1	0
41 years	0.9	0	0	0	0	0	0	1	0
42 years	2.7	0	0	0	0	0	0	2.1	6.3
43 years	0.9	0	0	0	0	0	0	1	0
45 years	0.9	0	0	0	0	0	0	1	0
46 years	0.9	0	0	0	0	0	0	1	0
50+ Years (Net)	2.7	0	0	0	0	0	11.1	2.1	6.2
54 years	0.9	0	0	0	0	0	11.1	1	0
55 years	0.9	0	0	0	0	0	0	1	0
58 years	0.9	0	0	0	0	0	0	0	6.2
Total	100	0	0	0	0	0	100	100	100
Mean	27.84	0	0	0	0	0	28.8	27.98	27
Std. Dev.	8.53	0	0	0	0	0	11.44	8.11	11
Std. Err.	0.81	0	0	0	0	0	3.81	0.83	2.75

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 375
q218) How long were you able to quit using snus the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Yes, Quit Using Snus Multiple Times (Unwtd)	29	0	0	0	0	0	4	20	9
Base - Yes, Quit Using Snus Multiple Times (Wgtd)	29	0	0	0	0	0	4	20	9
Eff Base	29	0	0	0	0	0	4	20	9
1 week or less	6.9	0	0	0	0	0	0	10	0
More than 1 week, but less than 1 month	13.8	0	0	0	0	0	25.2	15	11.1
1-3 months	27.6	0	0	0	0	0	0	35	11.2
4-6 months	24.1	0	0	0	0	0	74.8	20	33.3
7 months to 1 year	10.4	0	0	0	0	0	0	15	0
1-2 years	10.3	0	0	0	0	0	0	5	22.2
More than 2 years	6.9	0	0	0	0	0	0	0	22.3
Total	100	0	0	0	0	0	100	100	100

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 376
q219) Did you use any aids/substitutes (if any) for using snus when you quit snusing?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Snus (Unwtd)	519	0	0	0	0	0	37	341	178
Base - True Former Snus (Wgtd)	519	0	0	0	0	0	37	341	178
Eff Base	519	0	0	0	0	0	37	341	178
Cigarettes	28.3	0	0	0	0	0	35.1	35.8	14.1
Moist snuff	8.1	0	0	0	0	0	10.8	9.7	5.1
Loose leaf chewing tobacco	3.7	0	0	0	0	0	8.1	5	1.1
Other tobacco products	7.3	0	0	0	0	0	13.5	8.5	5.1
NRT (Net)	19.1	0	0	0	0	0	35.1	22.3	12.9
Nicotine patches	9.8	0	0	0	0	0	21.6	11.7	6.2
Nicotine chewing gum	12.1	0	0	0	0	0	24.3	15	6.7
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	1.9	0	0	0	0	0	2.7	1.5	2.8
Other aids/substitutes than above	1	0	0	0	0	0	0	0.6	1.7
I attempted to quit smoking without aids/substitutes	48.6	0	0	0	0	0	24.3	39.3	66.3
Don't know/no answer	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 377
q220) How long did you use snus and smoke cigarettes at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	147	0	0	0	0	0	13	122	25
Base - Attempted to Quit With Cigarettes (Wgtd)	147	0	0	0	0	0	13	122	25
Eff Base	147	0	0	0	0	0	13	122	25
Less than 1 month	36.1	0	0	0	0	0	30.8	35.3	40
1-3 months	13.6	0	0	0	0	0	0	13.1	16
4-6 months	19.7	0	0	0	0	0	38.4	21.3	12
7 months to less than 1 year	10.9	0	0	0	0	0	15.4	11.5	8
1-2 years	9.5	0	0	0	0	0	15.4	11.5	0
3-5 years	4.1	0	0	0	0	0	0	4.1	4
More than 5 years	6.1	0	0	0	0	0	0	3.3	20
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 378
q221) How long did you use snus and use moist snuff at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Moist Snuff (Unwtd)	42	0	0	0	0	0	4	33	9
Base - Attempted to Quit With Moist Snuff (Wgtd)	42	0	0	0	0	0	4	33	9
Eff Base	42	0	0	0	0	0	4	33	9
Less than 1 month	23.8	0	0	0	0	0	0	27.3	11.1
1-3 months	23.8	0	0	0	0	0	50	24.2	22.3
4-6 months	23.8	0	0	0	0	0	25	18.2	44.3
7 months to less than 1 year	16.6	0	0	0	0	0	25	18.1	11.1

1-2 years	9.5	0	0	0	0	0	0	12.1	0
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	2.4	0	0	0	0	0	0	0	11.2
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 379
q222) How long did you use snus and use loose leaf chewing tobacco at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Chewing Tobacco (Unwtd)	19	0	0	0	0	0	3	17	2
Base - Attempted to Quit With Chewing Tobacco (Wgtd)	19	0	0	0	0	0	3	17	2
Eff Base	19	0	0	0	0	0	3	17	2
Less than 1 month	10.5	0	0	0	0	0	0	11.8	0
1-3 months	21	0	0	0	0	0	33.2	17.6	50
4-6 months	31.6	0	0	0	0	0	33.7	29.5	50
7 months to less than 1 year	21.1	0	0	0	0	0	0	23.6	0
1-2 years	15.8	0	0	0	0	0	33.2	17.6	0
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 380
q223) How long did you use snus and use other tobacco products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Tobacco Products (Unwtd)	38	0	0	0	0	0	5	29	9
Base - Attempted to Quit With Other Tobacco Products (Wgtd)	38	0	0	0	0	0	5	29	9
Eff Base	38	0	0	0	0	0	5	29	9
Less than 1 month	26.3	0	0	0	0	0	0	31	11.1
1-3 months	21.1	0	0	0	0	0	20	10.3	55.7
4-6 months	23.7	0	0	0	0	0	20.1	31.1	0
7 months to less than 1 year	13.1	0	0	0	0	0	40	17.2	0
1-2 years	10.5	0	0	0	0	0	0	10.4	11
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	5.2	0	0	0	0	0	19.9	0	22.2
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 381

q224) How long did you use snus and use nicotine patches at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine Patches (Unwtd)	51	0	0	0	0	0	8	40	11
Base - Attempted to Quit With Nicotine Patches (Wgtd)	51	0	0	0	0	0	8	40	11
Eff Base	51	0	0	0	0	0	8	40	11

Less than 1 month	35.3	0	0	0	0	0	62.4	22.5	81.8
1-3 months	13.7	0	0	0	0	0	25	17.5	0
4-6 months	27.4	0	0	0	0	0	0	30	18.2
7 months to less than 1 year	7.8	0	0	0	0	0	12.6	10	0
1-2 years	9.8	0	0	0	0	0	0	12.5	0
3-5 years	5.9	0	0	0	0	0	0	7.5	0
More than 5 years	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 382
q225) How long did you use snus and use nicotine chewing gum at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine Chewing Gum (Unwtd)	63	0	0	0	0	0	9	51	12
Base - Attempted to Quit With Nicotine Chewing Gum (Wgtd)	63	0	0	0	0	0	9	51	12
Eff Base	63	0	0	0	0	0	9	51	12
Less than 1 month	28.5	0	0	0	0	0	44.4	23.5	50
1-3 months	17.5	0	0	0	0	0	11.1	17.6	16.8
4-6 months	22.2	0	0	0	0	0	33.3	23.5	16.6
7 months to less than 1 year	12.7	0	0	0	0	0	0	13.8	8.3
1-2 years	11.1	0	0	0	0	0	0	13.7	0
3-5 years	6.4	0	0	0	0	0	11.1	5.9	8.3
More than 5 years	1.6	0	0	0	0	0	0	2	0
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 383
q226) How long did you use snus and use other Nicotine Replacement Therapy products at the same time?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other NRT (Unwtd)	9	0	0	0	0	0	1	5	4
Base - Attempted to Quit With Other NRT (Wgtd)	9	0	0	0	0	0	1	5	4
Eff Base	9	0	0	0	0	0	1	5	4
Less than 1 month	33.4	0	0	0	0	0	100	20.1	49.9
1-3 months	33.4	0	0	0	0	0	0	40.1	25.2
4-6 months	11.1	0	0	0	0	0	0	20	0
7 months to less than 1 year	22.1	0	0	0	0	0	0	19.9	24.9
1-2 years	0	0	0	0	0	0	0	0	0
3-5 years	0	0	0	0	0	0	0	0	0
More than 5 years	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 384

q227) What would you consider as your primary substitute when quitting snus?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Attempted to Quit With Aids/ Substitutes (Unwtd)	267	0	0	0	0	0	28	207	60
Base - Attempted to Quit With Aids/ Substitutes (Wgtd)	267	0	0	0	0	0	28	207	60
Eff Base	267	0	0	0	0	0	28	207	60
Cigarettes	50.6	0	0	0	0	0	39.3	53.6	40
Moist snuff	10.1	0	0	0	0	0	10.7	9.2	13.3
Loose leaf chewing tobacco	3.7	0	0	0	0	0	7.2	4.3	1.7
Other tobacco products	6.7	0	0	0	0	0	7.1	5.8	10
NRT (Net)	26.6	0	0	0	0	0	35.7	25.6	30
Nicotine patches	9	0	0	0	0	0	14.3	8.2	11.7
Nicotine chewing gum	14.6	0	0	0	0	0	17.9	15.5	11.7
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	3	0	0	0	0	0	3.6	1.9	6.7
Other aids/substitutes than above	2.2	0	0	0	0	0	0	1.4	5
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 385
q228) Do you continue to use any of the aids/substitutes (if any) after quitting snus?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids/ Substitutes (Unwtd)	267	0	0	0	0	0	28	207	60
Base - Attempted to Quit With Aids/ Substitutes (Wgtd)	267	0	0	0	0	0	28	207	60
Eff Base	267	0	0	0	0	0	28	207	60
Cigarettes	45.7	0	0	0	0	0	35.7	53.6	18.3
Moist snuff	8.6	0	0	0	0	0	3.6	7.7	11.7
Loose leaf chewing tobacco	3.4	0	0	0	0	0	3.6	3.9	1.7
Other tobacco products	7.1	0	0	0	0	0	7.1	5.8	11.6
NRT (Net)	22.5	0	0	0	0	0	42.9	22.7	21.7
Nicotine patches	7.9	0	0	0	0	0	17.9	8.2	6.7
Nicotine chewing gum	13.5	0	0	0	0	0	28.6	14.5	10
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	2.2	0	0	0	0	0	3.6	1.4	5
Other aids/substitutes than above	1.5	0	0	0	0	0	0	1.4	1.7
I do not continue to use any of the above	18	0	0	0	0	0	7.1	12.1	38.4

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 386
q229) How helpful/hindering was using [Q227] in helping you quit using snus? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids/ Substitutes (Unwtd)	267	0	0	0	0	0	28	207	60
Base - Attempted to Quit With Aids/ Substitutes (Wgtd)	267	0	0	0	0	0	28	207	60
Eff Base	267	0	0	0	0	0	28	207	60
Top 2 Box (Net)	71.2	0	0	0	0	0	60.7	72	68.3
Extremely helpful with quitting snus (1)	37.8	0	0	0	0	0	28.5	40.6	28.3
Somewhat helpful with quitting snus (2)	33.3	0	0	0	0	0	32.1	31.4	40
Neither helpful nor hindering with quitting snus (3)	23.2	0	0	0	0	0	35.7	22.2	26.6
Bottom 2 Box (Net)	5.6	0	0	0	0	0	3.6	5.8	5
Somewhat hindering with quitting snus (4)	2.2	0	0	0	0	0	3.6	2.9	0
Extremely hindering with quitting snus (5)	3.4	0	0	0	0	0	0	2.9	5
Total	100	0	0	0	0	0	100	100	100
Mean	2	0	0	0	0	0	2.14	1.96	2.13
Std. Dev.	1	0	0	0	0	0	0.89	1	1
Std. Err.	0.06	0	0	0	0	0	0.17	0.07	0.13

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 387
q229_1) How helpful/hindering was using [Q227] in helping you quit using snus? - Cigarettes

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	135	0	0	0	0	0	11	111	24
Base - Attempted to Quit With Cigarettes (Wgtd)	135	0	0	0	0	0	11	111	24
Eff Base	135	0	0	0	0	0	11	111	24
Top 2 Box (Net)	68.1	0	0	0	0	0	45.5	73	45.8
Extremely helpful with quitting snus (1)	37	0	0	0	0	0	27.3	41.4	16.6
Somewhat helpful with quitting snus (2)	31.1	0	0	0	0	0	18.2	31.5	29.2
Neither helpful nor hindering with quitting snus (3)	26.7	0	0	0	0	0	45.4	23.4	41.6
Bottom 2 Box (Net)	5.2	0	0	0	0	0	9.1	3.6	12.6
Somewhat hindering with quitting snus (4)	1.5	0	0	0	0	0	9.1	1.8	0
Extremely hindering with quitting snus (5)	3.7	0	0	0	0	0	0	1.8	12.6
Total	100	0	0	0	0	0	100	100	100
Mean	2.04	0	0	0	0	0	2.36	1.91	2.63
Std. Dev.	1.02	0	0	0	0	0	1.03	0.94	1.17
Std. Err.	0.09	0	0	0	0	0	0.31	0.09	0.24

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 388
q229_2) How helpful/hindering was using [Q227] in helping you quit using snus? - Moist snuff

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Moist snuff (Unwtd)	27	0	0	0	0	0	3	19	8
Base - Attempted to Quit With Moist snuff (Wgtd)	27	0	0	0	0	0	3	19	8
Eff Base	27	0	0	0	0	0	3	19	8
Top 2 Box (Net)	70.4	0	0	0	0	0	33.3	68.4	75
Extremely helpful with quitting snus (1)	29.6	0	0	0	0	0	0	31.6	24.9
Somewhat helpful with quitting snus (2)	40.7	0	0	0	0	0	33.3	36.8	50.1
Neither helpful nor hindering with quitting snus (3)	25.9	0	0	0	0	0	66.7	26.3	25
Bottom 2 Box (Net)	3.7	0	0	0	0	0	0	5.3	0
Somewhat hindering with quitting snus (4)	3.7	0	0	0	0	0	0	5.3	0
Extremely hindering with quitting snus (5)	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	100
Mean	2.04	0	0	0	0	0	2.67	2.05	2
Std. Dev.	0.85	0	0	0	0	0	0.58	0.91	0.76
Std. Err.	0.16	0	0	0	0	0	0.33	0.21	0.27

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 389
q229_3) How helpful/hindering was using [Q227] in helping you quit using snus? - Loose leaf chewing tobacco

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Loose leaf chewing tobacco (Unwtd)	10	0	0	0	0	0	2	9	1
Base - Attempted to Quit With Loose leaf chewing tobacco (Wgtd)	10	0	0	0	0	0	2	9	1
Eff Base	10	0	0	0	0	0	2	9	1
Top 2 Box (Net)	49.9	0	0	0	0	0	0	44.4	100

Extremely helpful with quitting snus (1)	29.9	0	0	0	0	0	0	33.3	0
Somewhat helpful with quitting snus (2)	20	0	0	0	0	0	0	11.1	100
Neither helpful nor hindering with quitting snus (3)	30.1	0	0	0	0	0	100	33.5	0
Bottom 2 Box (Net)	20	0	0	0	0	0	0	22.2	0
Somewhat hindering with quitting snus (4)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting snus (5)	20	0	0	0	0	0	0	22.2	0
Total	100	0	0	0	0	0	100	100	100
Mean	2.6	0	0	0	0	0	3	2.67	2
Std. Dev.	1.5	0	0	0	0	0	0	1.58	0
Std. Err.	0.48	0	0	0	0	0	0	0.53	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 390
q229_4) How helpful/hindering was using [Q227] in helping you quit using snus? -
Other tobacco products

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other tobacco products (Unwtd)	18	0	0	0	0	0	2	12	6
Base - Attempted to Quit With Other tobacco products (Wgtd)	18	0	0	0	0	0	2	12	6
Eff Base	18	0	0	0	0	0	2	12	6
Top 2 Box (Net)	77.8	0	0	0	0	0	100	75	83.3
Extremely helpful with quitting snus (1)	44.5	0	0	0	0	0	100	50	33.3
Somewhat helpful with quitting snus (2)	33.3	0	0	0	0	0	0	25	50
Neither helpful nor hindering with quitting snus (3)	22.2	0	0	0	0	0	0	25	16.7
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	0
Somewhat hindering with quitting snus (4)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting snus (5)	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	100
Mean	1.78	0	0	0	0	0	1	1.75	1.83
Std. Dev.	0.81	0	0	0	0	0	0	0.87	0.75
Std. Err.	0.19	0	0	0	0	0	0	0.25	0.31

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 391
q229_5) How helpful/hindering was using [Q227] in helping you quit using snus? -
Nicotine patches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine patches (Unwtd)	24	0	0	0	0	0	4	17	7
Base - Attempted to Quit With Nicotine patches (Wgtd)	24	0	0	0	0	0	4	17	7
Eff Base	24	0	0	0	0	0	4	17	7
Top 2 Box (Net)	79.2	0	0	0	0	0	100	82.4	71.5
Extremely helpful with quitting snus (1)	37.4	0	0	0	0	0	49.9	35.2	42.9
Somewhat helpful with quitting snus (2)	41.8	0	0	0	0	0	50.1	47.2	28.6
Neither helpful nor hindering with quitting snus (3)	16.6	0	0	0	0	0	0	11.7	28.5
Bottom 2 Box (Net)	4.1	0	0	0	0	0	0	5.8	0
Somewhat hindering with quitting snus (4)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting snus (5)	4.1	0	0	0	0	0	0	5.8	0
Total	100	0	0	0	0	0	100	100	100
Mean	1.92	0	0	0	0	0	1.5	1.94	1.86
Std. Dev.	0.97	0	0	0	0	0	0.58	1.03	0.9
Std. Err.	0.2	0	0	0	0	0	0.29	0.25	0.34

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 392
q229_6) How helpful/hindering was using [Q227] in helping you quit using snus? -
Nicotine chewing gum

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine chewing gum (Unwtd)	39	0	0	0	0	0	5	32	7
Base - Attempted to Quit With Nicotine chewing gum (Wgtd)	39	0	0	0	0	0	5	32	7
Eff Base	39	0	0	0	0	0	5	32	7
Top 2 Box (Net)	76.9	0	0	0	0	0	79.9	71.9	100
Extremely helpful with quitting snus (1)	38.5	0	0	0	0	0	20	37.5	42.8
Somewhat helpful with quitting snus (2)	38.5	0	0	0	0	0	59.9	34.4	57.2
Neither helpful nor hindering with quitting snus (3)	15.4	0	0	0	0	0	20.1	18.7	0
Bottom 2 Box (Net)	7.7	0	0	0	0	0	0	9.3	0
Somewhat hindering with quitting snus (4)	5.1	0	0	0	0	0	0	6.2	0
Extremely hindering with quitting snus (5)	2.6	0	0	0	0	0	0	3.1	0
Total	100	0	0	0	0	0	100	100	100
Mean	1.95	0	0	0	0	0	2	2.03	1.57
Std. Dev.	1	0	0	0	0	0	0.71	1.06	0.53
Std. Err.	0.16	0	0	0	0	0	0.32	0.19	0.2

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 393
q229_7) How helpful/hindering was using [Q227] in helping you quit using snus? -
Other Nicotine Replacement Therapy Products

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Unwtd)	8	0	0	0	0	0	1	4	4
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Wgtd)	8	0	0	0	0	0	1	4	4
Eff Base	8	0	0	0	0	0	1	4	4
Top 2 Box (Net)	62.5	0	0	0	0	0	100	50	75
Extremely helpful with quitting snus (1)	25	0	0	0	0	0	0	50	0
Somewhat helpful with quitting snus (2)	37.6	0	0	0	0	0	100	0	75
Neither helpful nor hindering with quitting snus (3)	25	0	0	0	0	0	0	25	25
Bottom 2 Box (Net)	12.4	0	0	0	0	0	0	24.9	0
Somewhat hindering with quitting snus (4)	12.4	0	0	0	0	0	0	24.9	0
Extremely hindering with quitting snus (5)	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	100
Mean	2.25	0	0	0	0	0	2	2.25	2.25
Std. Dev.	1.03	0	0	0	0	0	0	1.5	0.5
Std. Err.	0.37	0	0	0	0	0	0	0.75	0.25

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 394
q229_8) How helpful/hindering was using [Q227] in helping you quit using snus? -
Other aids/substitutes

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other aids/substitutes (Unwtd)	6	0	0	0	0	0	0	3	3
Base - Attempted to Quit With Other aids/substitutes (Wgtd)	6	0	0	0	0	0	0	3	3
Eff Base	6	0	0	0	0	0	0	3	3
Top 2 Box (Net)	100	0	0	0	0	0	0	100	100
Extremely helpful with quitting snus (1)	100	0	0	0	0	0	0	100	100

Somewhat helpful with quitting snus (2)	0	0	0	0	0	0	0	0	0
Neither helpful nor hindering with quitting snus (3)	0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	0
Somewhat hindering with quitting snus (4)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting snus (5)	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	100
Mean	1	0	0	0	0	0	0	1	1
Std. Dev.	0	0	0	0	0	0	0	0	0
Std. Err.	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 395
q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- In Total

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids/ Substitutes (Unwtd)	267	0	0	0	0	0	28	207	60
Base - Attempted to Quit With Aids/ Substitutes (Wgtd)	267	0	0	0	0	0	28	207	60
Eff Base	267	0	0	0	0	0	28	207	60
Yes	64.8	0	0	0	0	0	67.8	65.2	63.3
No	35.2	0	0	0	0	0	32.2	34.8	36.7
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 396
q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Cigarettes

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	135	0	0	0	0	0	11	111	24
Base - Attempted to Quit With Cigarettes (Wgtd)	135	0	0	0	0	0	11	111	24
Eff Base	135	0	0	0	0	0	11	111	24
Yes	69.6	0	0	0	0	0	72.7	68.5	74.9
No	30.4	0	0	0	0	0	27.3	31.5	25.1
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 397
q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Moist snuff

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Moist snuff (Unwtd)	27	0	0	0	0	0	3	19	8
Base - Attempted to Quit With Moist snuff (Wgtd)	27	0	0	0	0	0	3	19	8
Eff Base	27	0	0	0	0	0	3	19	8
Yes	66.7	0	0	0	0	0	66.6	68.5	62.5
No	33.3	0	0	0	0	0	33.4	31.5	37.5

Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 398
q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Loose leaf chewing tobacco

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Loose leaf chewing tobacco (Unwtd)	10	0	0	0	0	0	2	9	1
Base - Attempted to Quit With Loose leaf chewing tobacco (Wgtd)	10	0	0	0	0	0	2	9	1
Eff Base	10	0	0	0	0	0	2	9	1
Yes	49.9	0	0	0	0	0	49.6	55.5	0
No	50.1	0	0	0	0	0	50.4	44.5	100
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 399
q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Other tobacco products

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other tobacco products (Unwtd)	18	0	0	0	0	0	2	12	6
Base - Attempted to Quit With Other tobacco products (Wgtd)	18	0	0	0	0	0	2	12	6
Eff Base	18	0	0	0	0	0	2	12	6
Yes	66.7	0	0	0	0	0	100	66.7	66.7
No	33.3	0	0	0	0	0	0	33.3	33.3
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 400
q230) Do you think you would've been able to quit using snus without using [Q227] as an aide to quit snusing?
- Nicotine patches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine patches (Unwtd)	24	0	0	0	0	0	4	17	7
Base - Attempted to Quit With Nicotine patches (Wgtd)	24	0	0	0	0	0	4	17	7
Eff Base	24	0	0	0	0	0	4	17	7
Yes	70.8	0	0	0	0	0	100	70.6	71.4
No	29.2	0	0	0	0	0	0	29.4	28.6
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 401

q230) Do you think you would've been able to quit using snus without using
[Q227] as an aide to quit snusing?
- Nicotine chewing gum

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine chewing gum (Unwtd)	39	0	0	0	0	0	5	32	7
Base - Attempted to Quit With Nicotine chewing gum (Wgtd)	39	0	0	0	0	0	5	32	7
Eff Base	39	0	0	0	0	0	5	32	7
Yes	51.3	0	0	0	0	0	40	53.2	42.8
No	48.7	0	0	0	0	0	60	46.8	57.2
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 402
q230) Do you think you would've been able to quit using snus without using
[Q227] as an aide to quit snusing?
- Other Nicotine Replacement Therapy Products

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Unwtd)	8	0	0	0	0	0	1	4	4
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Wgtd)	8	0	0	0	0	0	1	4	4
Eff Base	8	0	0	0	0	0	1	4	4
Yes	50.2	0	0	0	0	0	0	50.2	50.2
No	49.8	0	0	0	0	0	100	49.8	49.8
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 403
q230) Do you think you would've been able to quit using snus without using
[Q227] as an aide to quit snusing?
- Other aids/substitutes

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other aids/substitutes (Unwtd)	6	0	0	0	0	0	0	3	3
Base - Attempted to Quit With Other aids/substitutes (Wgtd)	6	0	0	0	0	0	0	3	3
Eff Base	6	0	0	0	0	0	0	3	3
Yes	49.9	0	0	0	0	0	0	66.7	33.2
No	50.1	0	0	0	0	0	0	33.3	66.8
Total	100	0	0	0	0	0	0	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 404
q231) Please tell us your main motivations(s) for quitting snus.

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - True Former Snus (Unwtd)	519	0	0	0	0	0	37	341	178
Base - True Former Snus (Wgtd)	519	0	0	0	0	0	37	341	178
Eff Base	519	0	0	0	0	0	37	341	178
Price/Value (Net)	4.6	0	0	0	0	0	8.1	4.1	5.6
Price/expensive	4	0	0	0	0	0	8.1	3.2	5.6
To save money	0.4	0	0	0	0	0	0	0.6	0
Other mentions of price/value	0.2	0	0	0	0	0	0	0.3	0
Taste/Style (Net)	5	0	0	0	0	0	5.4	5.3	4.5
Dislike taste/style	4.6	0	0	0	0	0	5.4	5	3.9
Other mentions of taste/style	0.4	0	0	0	0	0	0	0.3	0.6
Health Concerns (Net)	41.8	0	0	0	0	0	43.3	35.5	53.9
Cancer (Subnet)	7.7	0	0	0	0	0	8.1	6.7	9.6
Cancer/cancer concerns (Unspecified)	6.2	0	0	0	0	0	5.4	5.6	7.3
Fear of/have experienced dental/oral cancer	1.3	0	0	0	0	0	2.7	1.2	1.7
Other mentions of cancer	0.2	0	0	0	0	0	0	0	0.6
Respiratory (Subnet)	0.4	0	0	0	0	0	0	0.3	0.6
Lung disease/cancer	0.2	0	0	0	0	0	0	0	0.6
Shortness of breath/difficulty breathing	0.2	0	0	0	0	0	0	0.3	0
Other Specific Conditions (Subnet)	6.4	0	0	0	0	0	8.1	6.2	6.7
Made me feel sick/not feel well (Unspecified)	1.3	0	0	0	0	0	8.1	1.2	1.7
Dislike coughing/phlegm	0.2	0	0	0	0	0	0	0.3	0
Fear of/have experienced dental/oral diseases	4	0	0	0	0	0	0	4.4	3.4
Fear of/have experienced heart disease	0.4	0	0	0	0	0	0	0	1.1
Other mentions of other specific conditions	0.6	0	0	0	0	0	0	0.3	1.1
Other Health Concerns (Subnet)	28.3	0	0	0	0	0	27	23.2	38.2
Health/it's not healthy/trying to be/stay healthy (Unspecified)	26.4	0	0	0	0	0	24.4	22.3	34.2
Fear I will die/not live long	1.5	0	0	0	0	0	2.7	0.9	2.8
I am pregnant/want to become pregnant	0.4	0	0	0	0	0	0	0	1.1
Influences (Net)	7.1	0	0	0	0	0	10.8	7.6	6.2
Influenced by family/loved ones/children	6.6	0	0	0	0	0	8.1	7	5.6
Influenced by religious believes	0.2	0	0	0	0	0	0	0	0.6
Other mentions of influences	0.4	0	0	0	0	0	2.7	0.6	0
Miscellaneous	38.2	0	0	0	0	0	21.6	39	36.5
Dislike product	0.8	0	0	0	0	0	0	0.9	0.6
Bad habit/addicting	2.1	0	0	0	0	0	2.7	1.5	3.4
Dislike smell/odor	0.4	0	0	0	0	0	0	0.3	0.6
Interfered with lifestyle	1.5	0	0	0	0	0	0	1.5	1.7
It's dirty/messy	7.1	0	0	0	0	0	0	7	7.3
No interest/wasn't enjoying it/needed to quit	19.3	0	0	0	0	0	8.1	19.9	18
Prefer other products	3.5	0	0	0	0	0	5.4	3.5	3.4
Was an occasional user/not addicted	3.5	0	0	0	0	0	2.7	3.8	2.8
Misc. mentions of appearance	0.8	0	0	0	0	0	0	0.9	0.6
Other mentions	2.9	0	0	0	0	0	2.7	3.8	1.1
Don't know	0.6	0	0	0	0	0	0	0.9	0
Nothing	9.2	0	0	0	0	0	16.2	12.3	3.4

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 405
q234) You indicated that you currently use moist snuff. The following questions in this section will ask you about your current
and past moist snuff usage. What forms of moist snuff do you use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Loose moist snuff only	38.7	35	29.2	31.5	33.3	36.3	27.6	44.3	0
Moist snuff pouches only	30.2	26	20.8	15.8	11.1	18.2	29.3	28.9	0
Both loose moist snuff and moist snuff pouches	31.1	39	50	52.7	55.6	45.5	43.1	26.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 406
q235) Mean Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
(1) Loose moist snuff	54.81	53.79	52.3	56.56	59.7	57.26	48.77	58.05	0
(2) Moist snuff pouches	45.19	46.21	47.7	43.44	40.3	42.74	51.23	41.95	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 407
q235_1) What percentage of your total moist snuff use is loose and pouches? -
Loose moist snuff

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
0	30.6	26.8	20.8	15.8	11.1	18.2	31	29.2	0
1%+ (Net)	69.4	73.2	79.2	84.2	88.9	81.8	69	70.8	0
10-19	1.7	3.3	4.2	5.3	5.5	9.1	3.5	1.3	0
20-29	1.7	2.4	4.2	5.3	5.6	9.1	1.7	2	0
30-39	1.3	2.4	4.2	0	0	0	1.7	1	0
40-49	2.1	2.4	8.4	10.6	11.2	9.2	0	2	0
50-59	14	18.7	20.8	21.1	22.2	0	20.7	12.5	0
60-69	3.8	2.4	0	0	0	0	5.2	2.9	0
70-79	3.4	3.3	4.2	5.3	5.6	9.1	6.9	2.6	0
80-89	1.3	1.6	4.2	5.3	5.6	9.1	1.7	1	0
90-100	40	36.6	29.2	31.5	33.3	36.3	27.6	45.6	0
Total	100	100	100	100	100	100	100	100	0
Mean	54.81	53.79	52.3	56.56	59.7	57.26	48.77	58.05	0
Std. Dev.	42.74	41.12	38.63	37.81	36.27	42.96	40.39	43.27	0
Std. Err.	2.79	3.71	7.89	8.68	8.55	12.95	5.3	2.48	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 408
q235_2) What percentage of your total moist snuff use is loose and pouches? -
Moist snuff pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
0	38.7	35	29.2	31.5	33.3	36.3	27.6	44.3	0
1%+ (Net)	61.3	65	70.8	68.5	66.7	63.7	72.4	55.7	0
1-9	0.8	0.8	0	0	0	0	0	0.7	0
10-19	0.4	0.8	0	0	0	0	0	0.7	0
20-29	4.2	4.1	8.3	10.5	11.1	18.2	6.9	3.3	0
30-39	2.1	1.6	0	0	0	0	3.4	1.6	0
40-49	3.4	4.1	0	0	0	0	3.4	2.9	0
50-59	14	17.9	29.2	31.6	33.4	9.2	20.7	12.1	0
60-69	1.3	1.6	0	0	0	0	0	1.3	0

70-79	1.3	1.6	4.2	0	0	0	1.7	1	0
80-89	1.7	3.3	4.2	5.3	5.6	9.1	1.7	2	0
90-100	31.9	29.3	25	21	16.7	27.3	34.5	30.2	0
Total	100	100	100	100	100	100	100	100	0
Mean	45.19	46.21	47.7	43.44	40.3	42.74	51.23	41.95	0
Std. Dev.	42.74	41.12	38.63	37.81	36.27	42.96	40.39	43.27	0
Std. Err.	2.79	3.71	7.89	8.68	8.55	12.95	5.3	2.48	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 409
q236) Approximately, how long have you used moist snuff? If you have used moist snuff for several periods, and quit in
between, we ask you to please state the total time you have used moist snuff. For example if you used moist snuff for 5 years,
quit for 1 year, and have used moist for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
<1 Year - 9 Years (Net)	74	77.2	79.1	89.5	88.9	100	84.5	67.8	0
Less than 1 year	11	12.2	8.3	10.5	11.1	9.1	15.5	9.8	0
1 year	6.8	8.9	8.3	5.3	5.5	9.1	6.9	6.5	0
2 years	11	13.8	4.2	5.3	5.5	9.1	17.2	10.1	0
3 years	12.8	9.8	12.5	15.9	16.7	18.3	13.8	11.5	0
4 years	9.4	12.2	12.5	10.5	5.6	9.1	8.6	8.8	0
5 years	6.4	4.1	4.2	5.2	5.5	9.1	12.1	5.6	0
6 years	5.1	4.1	0	0	0	0	5.2	3.9	0
7 years	6.4	8.1	16.7	21	22.2	18.1	5.2	6.9	0
8 years	2.1	2.4	8.3	10.5	11.1	18.2	0	1.6	0
9 years	3	1.6	4.2	5.3	5.5	0	0	2.9	0
10 - 19 Years (Net)	14.5	14.7	8.3	0	0	0	8.6	14.8	0
10 years	3.8	2.4	4.2	0	0	0	1.7	3.6	0
11 years	1.7	2.4	0	0	0	0	1.7	1.3	0
12 years	1.7	0.8	0	0	0	0	0	1.6	0
13 years	1.3	2.4	4.2	0	0	0	1.7	1	0
14 years	0.4	0	0	0	0	0	1.7	0.3	0
15 years	1.3	1.6	0	0	0	0	0	2.6	0
16 years	1.3	1.6	0	0	0	0	0	1.3	0
17 years	0.9	0.8	0	0	0	0	1.7	0.7	0
18 years	2.1	2.4	0	0	0	0	0	2.3	0
20 - 39 Years (Net)	10.2	8.1	12.5	10.5	11.1	0	6.9	14.4	0
20 years	2.1	3.3	4.2	5.3	5.5	0	3.5	3.3	0
21 years	0.9	0	0	0	0	0	1.7	1	0
22 years	0.4	0	0	0	0	0	0	0.3	0
23 years	0.4	0	0	0	0	0	0	0.3	0
24 years	0.4	0.8	0	0	0	0	0	0.7	0
25 years	0.4	0	0	0	0	0	0	1.3	0
26 years	0	0	0	0	0	0	0	0.3	0
28 years	0.4	0.8	0	0	0	0	0	0.3	0
29 years	0.9	0.8	0	0	0	0	0	0.7	0
30 years	1.3	1.6	4.2	5.2	5.5	0	0	2	0
32 years	0.9	0.8	4.2	0	0	0	0	1.3	0
33 years	0.4	0	0	0	0	0	0	0.7	0
34 years	0.4	0	0	0	0	0	0	0.3	0
35 years	0.9	0	0	0	0	0	1.7	0.7	0
37 years	0	0	0	0	0	0	0	0.7	0
39 years	0.4	0	0	0	0	0	0	0.7	0
40+ Years (Net)	1.3	0	0	0	0	0	0	3	0
40 years	0.9	0	0	0	0	0	0	1.6	0
42 years	0.4	0	0	0	0	0	0	0.7	0
47 years	0	0	0	0	0	0	0	0.3	0
48 years	0	0	0	0	0	0	0	0.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	7.84	6.63	7.88	6.78	6.94	4.41	5.31	9.59	0

Std. Dev.	8.91	7.21	8.39	7.14	7.31	2.76	6.41	10.69	0
Std. Err.	0.58	0.65	1.71	1.64	1.72	0.83	0.84	0.61	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 410
q237) Thinking about the first time you used moist snuff, how long did you keep the dip, chaw or chew in your mouth?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Less than a minute	13.6	11.4	8.3	10.5	11.1	18.2	12.1	12.5	0
A minute or two	34.5	35.8	33.3	31.6	33.4	45.5	36.2	31.8	0
More than a couple of minutes	42.1	41.5	45.9	42.1	38.9	27.2	38	45.6	0
Unsure	9.8	11.4	12.5	15.8	16.6	9.1	13.8	10.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 411
q238) How often have you used moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Tried a few times but stopped	19.6	21.1	25	26.3	27.8	27.2	25.9	17	0
Continued to use occasionally	42.6	47.2	54.2	52.7	55.6	63.7	41.3	38.4	0
Used at least weekly, but not as often as daily, for at least one month	15.3	13.8	8.3	10.5	11.1	0	19	15.7	0
Used at least daily for at least one month	22.6	17.9	12.5	10.5	5.5	9.1	13.8	28.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 412
q239) How old were you the first time you used moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Less than 18 years	12.8	9	4.2	0	0	0	1.7	16.8	0
18 - 24 Years (Net)	45.5	43.9	41.6	42.1	44.4	36.3	48.3	45.5	0
18 years	8.9	8.9	12.5	15.8	16.7	9.1	10.3	11.1	0
19 years	3.8	1.6	0	0	0	0	1.7	4.3	0
20 years	8.9	10.5	8.3	10.5	11.1	9.1	12.1	8.2	0
21 years	7.2	8.9	8.3	5.2	5.5	0	8.6	6.9	0
22 years	6.8	2.4	8.3	5.3	5.6	9.1	1.7	6.2	0
23 years	4.2	6.5	0	0	0	0	5.2	4.6	0
24 years	5.5	4.9	4.2	5.2	5.5	9.1	8.6	4.3	0
25 - 34 Years (Net)	28.1	28.5	33.4	36.9	38.9	36.4	31	23.9	0

25 years	5.1	5.7	4.2	0	0	0	6.9	4.6	0
26 years	4.3	2.4	4.2	5.3	5.6	0	1.7	3.3	0
27 years	3.4	3.3	0	0	0	0	3.4	2.6	0
28 years	3	1.6	0	0	0	0	1.7	2.6	0
29 years	1.3	2.4	0	0	0	0	1.7	1	0
30 years	2.6	2.4	4.2	5.3	5.6	0	3.4	3	0
31 years	3	4.1	12.5	15.8	16.7	18.2	5.2	2.3	0
32 years	2.6	2.4	8.4	10.6	11.2	18.3	1.7	2.3	0
33 years	1.3	2.4	0	0	0	0	3.5	1	0
34 years	1.7	1.6	0	0	0	0	1.7	1.3	0
35 - 49 Years (Net)	11.5	17.1	12.5	10.5	11.1	18.2	17.3	10.8	0
35 years	2.1	4.1	8.3	5.3	5.6	9.1	5.2	2.3	0
36 years	0	0	0	0	0	0	0	0.3	0
37 years	1.3	1.6	0	0	0	0	1.7	1	0
38 years	0.8	1.6	0	0	0	0	3.4	0.7	0
39 years	1.3	2.4	0	0	0	0	1.7	1	0
40 years	0	0	0	0	0	0	0	0.3	0
41 years	0.4	0.8	0	0	0	0	0	0.3	0
42 years	1.7	1.6	0	0	0	0	1.7	1.3	0
43 years	0.4	0.8	0	0	0	0	1.7	0.3	0
44 years	1.3	1.6	0	0	0	0	0	1	0
45 years	0.9	0.8	4.2	5.3	5.6	9.1	0	1	0
46 years	0.4	0.8	0	0	0	0	1.7	0.3	0
47 years	0.9	0.8	0	0	0	0	0	1	0
50+ Years (Net)	2.1	1.6	8.3	10.5	5.5	9.1	1.7	2.9	0
50 years	0	0	0	0	0	0	0	0.3	0
51 years	0.4	0	0	0	0	0	0	0.3	0
55 years	0	0	0	0	0	0	0	0.3	0
56 years	0	0	0	0	0	0	0	0.3	0
58 years	0.4	0	0	0	0	0	1.7	0.3	0
60+ years	1.3	1.6	8.3	10.5	5.5	9.1	0	1.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	25.41	26.58	29.04	30.42	28.67	32.01	27.02	24.92	0
Std. Dev.	8.98	9.17	12.34	13.19	11.06	12.58	8.41	9.43	0
Std. Err.	0.59	0.83	2.52	3.03	2.61	3.79	1.1	0.54	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 413
q241) How old were you when you started using moist snuff? - Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Less than 18 years	6.4	5.7	4.2	0	0	0	1.7	8.2	0
18 - 24 Years (Net)	43.8	39.8	33.3	31.5	33.3	18.1	41.3	45.2	0
18 years	4.7	4.9	4.2	5.3	5.5	0	6.9	6.6	0
19 years	4.2	4.1	0	0	0	0	1.7	4.9	0
20 years	8.5	7.3	8.3	10.5	11.1	0	6.9	9.2	0
21 years	6.8	7.3	8.3	10.5	11.1	9.1	10.3	7.5	0
22 years	6.4	4.1	4.2	0	0	0	5.2	5.6	0
23 years	4.3	4.1	0	0	0	0	1.7	3.9	0
24 years	8.9	8.1	8.3	5.2	5.5	9.1	8.6	7.5	0
25 - 34 Years (Net)	34.5	33.3	41.7	47.4	50	54.6	36.2	29.5	0
25 years	3.8	3.3	0	0	0	0	6.9	3.3	0
26 years	5.5	3.2	0	0	0	0	1.7	4.3	0
27 years	3.4	4.9	4.2	5.3	5.6	0	5.2	3	0
28 years	3.4	2.4	4.2	0	0	0	3.4	3.3	0
29 years	3	2.4	0	0	0	0	3.4	2.3	0
30 years	4.2	4.1	8.3	10.5	11.1	9.1	3.4	3.6	0
31 years	3.4	4.1	4.2	5.3	5.5	0	1.7	3.3	0
32 years	4.7	5.7	20.9	26.4	27.8	45.5	3.4	3.9	0
33 years	1.3	1.6	0	0	0	0	5.2	1.3	0
34 years	1.7	1.6	0	0	0	0	1.7	1.3	0
35 - 49 Years (Net)	12.8	18.7	12.5	10.5	11.1	18.2	19	13.1	0
35 years	2.6	4.1	4.2	5.3	5.6	9.1	5.2	3	0

36 years	0	0	0	0	0	0	0	0.7	0
37 years	0.9	1.6	0	0	0	0	1.7	0.7	0
38 years	1.3	1.6	0	0	0	0	1.7	1.3	0
39 years	2.1	4.1	4.2	0	0	0	5.2	1.6	0
41 years	0.4	0.8	0	0	0	0	0	0.3	0
42 years	1.3	0.8	0	0	0	0	1.7	1	0
43 years	0.4	0.8	0	0	0	0	1.7	0.7	0
44 years	1.3	1.6	0	0	0	0	0	1	0
45 years	1.3	1.6	4.2	5.3	5.6	9.1	0	1.3	0
46 years	0.4	0.8	0	0	0	0	1.7	0.3	0
47 years	0.9	0.8	0	0	0	0	0	1.3	0
50+ Years (Net)	2.5	2.4	8.3	10.5	5.5	9.1	1.7	3.9	0
50 years	0	0	0	0	0	0	0	1	0
51 years	0.4	0	0	0	0	0	0	0.3	0
54 years	0.4	0.8	0	0	0	0	0	0.3	0
55 years	0	0	0	0	0	0	0	0.3	0
56 years	0	0	0	0	0	0	0	0.3	0
58 years	0.4	0	0	0	0	0	1.7	0.3	0
60+ years	1.3	1.6	8.3	10.5	5.5	9.1	0	1.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	26.93	28	30.62	31.9	30.23	34.28	27.88	26.81	0
Std. Dev.	8.83	9.24	11.87	12.47	10.41	10.99	8.3	9.54	0
Std. Err.	0.58	0.83	2.42	2.86	2.45	3.31	1.09	0.55	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 414
q242) How old were you when you started using moist snuff? - Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Less than 18 years	8.5	6.5	4.2	0	0	0	1.7	11.8	0
18 - 24 Years (Net)	39.1	34.1	25	21	22.2	9.1	36.2	39.6	0
18 years	6.8	5.7	4.2	5.3	5.5	0	5.2	7.5	0
19 years	3.4	1.6	0	0	0	0	1.7	4.6	0
20 years	8.1	7.3	8.3	10.5	11.1	0	6.9	8.8	0
21 years	5.5	6.5	4.2	5.3	5.5	9.1	5.2	4.9	0
22 years	5.1	1.6	4.2	0	0	0	5.2	4.9	0
23 years	6.4	7.3	0	0	0	0	8.6	5.9	0
24 years	3.8	4.1	4.2	0	0	0	3.4	2.9	0
25 - 34 Years (Net)	35.3	34.1	37.5	42.1	44.5	54.6	39.6	30.5	0
25 years	6.4	6.5	4.2	5.2	5.5	9.1	6.9	5.9	0
26 years	3	2.4	4.2	5.3	5.6	9.1	3.4	2.3	0
27 years	4.3	3.3	4.2	5.3	5.6	0	8.6	3.3	0
28 years	2.1	1.6	0	0	0	0	1.7	2.3	0
29 years	2.6	2.4	4.2	0	0	0	1.7	2	0
30 years	4.7	6.5	4.2	5.3	5.5	9.1	3.4	4.6	0
31 years	2.1	0.8	0	0	0	0	3.4	2	0
32 years	3.8	2.4	4.2	5.3	5.5	0	1.7	3.3	0
33 years	2.6	4.1	8.4	10.6	11.2	18.3	3.5	2	0
34 years	3.8	4.1	4.2	5.3	5.6	9.1	5.2	3	0
35 - 49 Years (Net)	13.6	21.2	20.8	21.1	22.2	27.3	19	13.5	0
35 years	2.6	4.9	8.3	10.5	11.1	9.1	5.2	3	0
36 years	0.9	1.6	0	0	0	0	0	1.3	0
37 years	0.9	0.8	0	0	0	0	0	0.7	0
38 years	0.9	1.6	0	0	0	0	3.5	0.7	0
39 years	1.3	2.4	4.2	0	0	0	3.5	1	0
40 years	0.4	0.8	0	0	0	0	1.7	0.7	0
41 years	0.9	1.6	0	0	0	0	1.7	0.7	0
42 years	1.3	0.8	0	0	0	0	1.7	1	0
43 years	0.4	0.8	4.2	5.3	5.6	9.1	0	0.3	0
44 years	1.7	2.4	0	0	0	0	0	1.6	0
45 years	0.9	0.8	4.2	5.3	5.6	9.1	0	0.7	0
46 years	0.9	1.6	0	0	0	0	1.7	0.7	0
47 years	0.4	0	0	0	0	0	0	1	0

49 years	0.4	0.8	0	0	0	0	0	0.3	0
50+ Years (Net)	3.4	4.1	12.5	15.8	11.1	9.1	3.5	4.6	0
50 years	0.4	0.8	0	0	0	0	1.7	1.3	0
51 years	0.4	0	0	0	0	0	0	0.3	0
53 years	0.8	1.6	4.2	5.2	5.5	0	0	0.7	0
55 years	0	0	0	0	0	0	0	0.3	0
56 years	0	0	0	0	0	0	0	0.3	0
58 years	0.4	0	0	0	0	0	1.7	0.3	0
60+ years	1.3	1.6	8.3	10.5	5.5	9.1	0	1.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	27.24	28.94	32.66	34.42	32.89	35.18	28.68	26.87	0
Std. Dev.	9.43	9.87	12.75	13.25	11.77	11.41	8.61	10	0
Std. Err.	0.62	0.89	2.6	3.04	2.78	3.44	1.13	0.57	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 415
q244) On average, how many cans did you use at that time? - Cans, Daily

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Less than half a can	20.9	19.5	29.2	26.3	22.2	27.3	12	27.9	0
More than half, but less than 1 can	9.8	6.5	4.2	0	0	0	5.2	9.8	0
1 can	19.6	22.8	12.5	15.8	16.7	9.1	17.2	18	0
2 cans	11.5	10.6	8.3	5.3	5.6	9.1	13.8	10.2	0
3 cans	6	3.3	8.3	5.3	5.6	9.1	5.2	5.6	0
4 cans	5.5	5.7	0	0	0	0	3.5	5.2	0
5 cans	6	8.9	12.5	15.8	16.7	9.1	17.3	5.6	0
6 cans	3.4	4.9	0	0	0	0	10.3	3.3	0
7 cans	2.6	2.4	4.2	5.3	5.6	0	3.4	2	0
8+ (Net)	14.9	15.4	20.8	26.3	27.8	36.3	12.1	12.4	0
8 cans	3.4	4.1	4.2	5.3	5.6	9.1	1.7	2.6	0
9 cans	1.3	0.8	4.2	5.3	5.5	9.1	0	1	0
10 cans	3.4	1.6	4.2	5.3	5.6	9.1	1.7	2.9	0
11 cans	1.3	0.8	0	0	0	0	0	1	0
12 cans	0	0	0	0	0	0	0	0	0
13 cans	1.7	3.2	4.2	5.3	5.5	0	3.4	1.3	0
14 cans	0	0	0	0	0	0	0	0	0
15 cans	0.4	0.8	0	0	0	0	0	0.3	0
16 cans	0.4	0	0	0	0	0	0	0.3	0
17 cans	0.4	0	0	0	0	0	0	0.3	0
18 cans	0	0	0	0	0	0	0	0	0
19 cans	0	0	0	0	0	0	0	0	0
20 cans	1.7	2.4	0	0	0	0	1.7	1.3	0
21+ cans	0.9	1.6	4.2	5.3	5.6	9.1	3.5	1.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	3.46	3.83	4.18	4.96	5.22	5.61	4.43	3.11	0
Std. Dev.	4.45	4.92	5.42	5.85	5.9	6.83	5.11	4.41	0
Std. Err.	0.29	0.44	1.11	1.34	1.39	2.06	0.67	0.25	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 416

q245) On average, how many cans did you use at that time? - Cans, Weekly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0

Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Less than half a can	0	0	0	0	0	0	0	0	0
More than half, but less than 1 can	0	0	0	0	0	0	0	0	0
1 can	0	0	0	0	0	0	0	0	0
2 cans	20.9	19.5	29.2	26.3	22.2	27.3	12	27.9	0
3 cans	0	0	0	0	0	0	0	0	0
4 cans	0	0	0	0	0	0	0	0	0
5 cans	9.8	6.5	4.2	0	0	0	5.2	9.8	0
6 cans	0	0	0	0	0	0	0	0	0
7 cans	19.6	22.8	12.5	15.8	16.7	9.1	17.2	18	0
8+ (Net)	49.8	51.2	54.1	57.9	61.1	63.6	65.5	44.2	0
8 cans	0	0	0	0	0	0	0	0	0
9 cans	0	0	0	0	0	0	0	0	0
10 cans	0	0	0	0	0	0	0	0	0
11 cans	0	0	0	0	0	0	0	0	0
12 cans	0	0	0	0	0	0	0	0	0
13 cans	0	0	0	0	0	0	0	0	0
14 cans	11.5	10.6	8.3	5.3	5.6	9.1	13.8	10.2	0
15 cans	0	0	0	0	0	0	0	0	0
16 cans	0	0	0	0	0	0	0	0	0
17 cans	0	0	0	0	0	0	0	0	0
18 cans	0	0	0	0	0	0	0	0	0
19 cans	0	0	0	0	0	0	0	0	0
20 cans	0	0	0	0	0	0	0	0	0
21+ cans	38.3	40.6	45.8	52.6	55.5	54.5	51.7	34.1	0
Total	100	100	100	100	100	100	100	100	0
Mean	12.69	13.14	13.37	14.47	15.16	14.99	15.54	11.57	0
Std. Dev.	8.79	8.79	9.6	9.64	9.42	9.78	8.41	8.88	0
Std. Err.	0.57	0.79	1.96	2.21	2.22	2.95	1.1	0.51	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 417
q246) We would like to know how frequently you use moist snuff. Do you use moist snuff:

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Every day	54.9	53.6	50	47.3	44.4	45.4	43.1	57.4	0
Some days	45.1	46.4	50	52.7	55.6	54.6	56.9	42.6	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 418
q247) Thinking about the past 30 days, how many of those days did you use moist snuff?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff Some Days (Unwtd)	106	57	12	10	10	6	33	130	0
Base - Uses Moist Snuff Some Days (Wgtd)	106	57	12	10	10	6	33	130	0
Eff Base	106	57	12	10	10	6	33	130	0
0	8.5	5.3	0	0	0	0	6.1	7.7	0
1 Week (Net)	41.5	47.3	58.4	60.1	60.1	66.7	60.5	38.4	0
1	9.4	14	8.3	10	10	0	18.2	8.4	0
2	4.7	3.5	8.3	0	0	0	6	3.8	0
3	7.6	8.8	0	0	0	0	9.1	8.5	0

	4	6.6	5.3	8.3	10	10	16.6	9.1	5.4	0
	5	6.6	7	16.7	20	20	33.3	15.1	6.2	0
	6	3.8	5.3	16.7	20.1	20.1	16.8	3	3.1	0
	7	2.8	3.5	0	0	0	0	0	3.1	0
2 Weeks (Net)		28.3	28.1	33.3	39.9	39.9	33.3	24.3	31.5	0
	8	5.7	5.3	8.3	10	10	16.7	9.1	6.1	0
	9	3.8	3.5	8.3	10	10	0	0	3.1	0
	10	12.3	12.3	8.3	10	10	0	3	11.5	0
	11	0.9	1.8	0	0	0	0	0	0.8	0
	12	1.9	1.7	8.3	10	10	16.6	6.1	3.8	0
	13	2.8	3.5	0	0	0	0	6.1	2.3	0
	14	0.9	0	0	0	0	0	0	3.8	0
3 Weeks (Net)		18	15.8	8.4	0	0	0	9.1	19.3	0
	15	7.6	7	0	0	0	0	6.1	7.7	0
	16	2.8	1.7	0	0	0	0	0	2.3	0
	17	2.8	1.8	8.4	0	0	0	0	3.1	0
	18	1	1.8	0	0	0	0	0	0.8	0
	19	0	0	0	0	0	0	0	0.8	0
	20	3.8	3.5	0	0	0	0	3	4.6	0
	21	0	0	0	0	0	0	0	0	0
4 Weeks+ (Net)		3.8	3.5	0	0	0	0	0	3.1	0
	22	0.9	0	0	0	0	0	0	0.8	0
	23	0	0	0	0	0	0	0	0	0
	24	0.9	1.8	0	0	0	0	0	0.8	0
	25	0	0	0	0	0	0	0	0	0
	26	0.9	0	0	0	0	0	0	0.8	0
	27	0	0	0	0	0	0	0	0	0
	28	0.9	1.8	0	0	0	0	0	0.8	0
	29	0	0	0	0	0	0	0	0	0
	30	0	0	0	0	0	0	0	0	0
Total		100	100	100	100	100	100	100	100	0
Mean		8.22	7.99	7.08	6.6	6.6	6.66	5.94	8.67	0
Std. Dev.		6.56	6.51	4.46	3.2	3.2	2.94	5.17	6.5	0
Std. Err.		0.64	0.86	1.29	1.01	1.01	1.2	0.9	0.57	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 419
q248) Approximately how many pouches of moist snuff do you use in a typical day?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff Pouches Only or Both (Unwtd)	144	80	17	13	12	7	42	170	0
Base - Uses Moist Snuff Pouches Only or Both (Wgtd)	144	80	17	13	12	7	42	170	0
Eff Base	144	80	17	13	12	7	42	170	0
0 pouches	2.1	1.3	0	0	0	0	2.4	3.5	0
1 pouch	20.1	20	17.7	15.4	16.7	14.3	21.4	20.6	0
2 pouches	19.5	20	5.9	7.8	8.4	14.4	14.3	18.8	0
3 pouches	12.5	11.3	23.5	23.1	16.7	14.3	11.9	13.5	0
4 pouches	11.1	12.5	11.8	7.7	8.3	14.3	16.6	9.4	0
5 pouches	9.7	3.7	0	0	0	0	4.8	9.4	0
6 pouches	6.2	8.7	17.7	15.4	16.6	14.2	2.4	5.3	0
7 pouches	2.8	1.2	5.9	7.7	8.3	14.3	2.4	2.9	0
8 pouches	2.8	1.3	0	0	0	0	0	2.4	0
9 pouches	2.1	2.5	5.9	7.7	8.3	0	2.4	1.8	0
10 pouches	5.6	8.8	5.9	7.7	8.3	14.2	11.9	5.3	0
11 pouches	0.7	1.2	0	0	0	0	2.4	0.6	0
12 pouches	0.7	1.2	0	0	0	0	0	1.8	0
13 pouches	1.4	1.2	0	0	0	0	2.4	1.2	0
14+ pouches	2.8	5	5.9	7.7	8.3	0	4.7	3.5	0
Total	100	100	100	100	100	100	100	100	0
Mean	4.21	4.69	4.99	5.45	5.66	4.71	4.81	4.23	0
Std. Dev.	3.54	4.09	3.9	4.27	4.39	3.15	4.24	3.75	0
Std. Err.	0.3	0.46	0.95	1.18	1.27	1.19	0.65	0.29	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 420
q249) Approximately how many TOTAL cans of moist snuff (including loose and pouches) do you use in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Less than half a can	8.5	8.9	8.3	10.5	11.1	9.1	10.4	8.2	0
More than half, but less than 1 can	4.3	4.1	0	0	0	0	3.4	5.6	0
1 can	13.2	14.6	16.6	15.8	11.1	18.2	17.2	12.1	0
2 cans	14.1	8.9	8.4	5.3	5.6	0	17.3	16.4	0
3 cans	9.8	8.1	8.3	10.5	11.1	9.1	8.6	9.2	0
4 cans	11.5	13	16.6	15.8	16.6	18.2	6.9	10.5	0
5 cans	9.4	10.6	8.4	5.3	5.6	9.2	6.9	8.9	0
6 cans	7.7	10.6	0	0	0	0	6.9	7.2	0
7 cans	7.2	7.3	16.7	15.8	16.6	9.1	8.6	7.2	0
8+ (Net)	14.5	13.8	16.6	21	22.2	27.3	13.8	14.7	0
8 cans	3.4	2.4	0	0	0	0	3.4	3.3	0
9 cans	2.5	1.6	4.2	5.3	5.5	0	0	2.3	0
10 cans	2.1	2.4	4.2	5.3	5.6	9.1	1.7	2.3	0
11 cans	0.8	1.6	0	0	0	0	0	0.7	0
12 cans	0.4	0.8	4.2	5.3	5.5	9.1	0	1	0
13 cans	0.4	0.8	0	0	0	0	1.7	0.3	0
14 cans	0.8	0	0	0	0	0	0	1	0
15 cans	0.8	0.8	0	0	0	0	1.7	0.7	0
16 cans	1.3	1.6	0	0	0	0	3.4	1	0
17 cans	0.4	0	0	0	0	0	0	0.3	0
18 cans	0	0	0	0	0	0	0	0	0
19 cans	0.4	0	0	0	0	0	0	0.3	0
20 cans	0.4	0.8	0	0	0	0	0	0.7	0
21+ cans	0.4	0.8	4.2	5.3	5.6	9.1	1.7	1	0
Total	100	100	100	100	100	100	100	100	0
Mean	4.35	4.52	5.11	5.45	5.7	6.39	4.34	4.39	0
Std. Dev.	3.93	4.06	4.97	5.45	5.5	6.64	4.62	4.17	0
Std. Err.	0.26	0.37	1.02	1.25	1.3	2	0.61	0.24	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 421
q251) Approximately how many cans of moist snuff did you use in a typical week, 1 year ago?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Less than half a can	9.8	10.6	8.3	10.5	11.1	9.1	10.3	9.5	0
More than half, but less than 1 can	4.3	4.1	0	0	0	0	3.4	4.9	0
1 can	12.3	12.2	12.5	10.5	11.1	9.1	10.3	12.8	0
2 cans	11.5	8.1	12.5	10.5	5.6	9.1	13.8	13.1	0
3 cans	9.8	11.4	12.5	10.5	11.1	18.2	8.7	9.2	0
4 cans	9.8	9.8	8.4	10.6	11.2	9.2	8.6	8.9	0
5 cans	7.2	8.9	4.2	5.3	5.6	9.1	10.3	7.2	0
6 cans	7.2	7.3	8.3	5.3	5.6	0	5.2	6.6	0
7 cans	9.4	8.1	12.5	10.5	11.1	9.1	8.6	8.8	0
8+ (Net)	18.7	19.5	20.8	26.3	27.8	27.3	20.7	19	0
8 cans	3.8	4.1	4.2	5.3	5.5	0	0	3.9	0
9 cans	3	0.8	4.2	5.3	5.5	0	1.7	2.6	0
10 cans	2.6	3.2	4.2	5.3	5.6	9.1	5.2	2	0

11 cans	1.7	2.4	0	0	0	0	0	1.3	0
12 cans	0.9	0.8	0	0	0	0	1.7	1.3	0
13 cans	2.5	2.4	4.2	5.3	5.5	9.1	3.4	2	0
14 cans	0.4	0	0	0	0	0	0	0.7	0
15 cans	0.4	0.8	0	0	0	0	1.7	0.3	0
16 cans	0.4	0.8	0	0	0	0	1.7	0.7	0
17 cans	0.4	0	0	0	0	0	0	0.3	0
18 cans	0.8	0.8	0	0	0	0	1.7	0.7	0
19 cans	0	0	0	0	0	0	0	0	0
20 cans	0.4	0.8	0	0	0	0	0	0.7	0
21+ cans	1.3	2.4	4.2	5.3	5.6	9.1	3.5	2.6	0
Total	100	100	100	100	100	100	100	100	0
Mean	4.79	5.06	5.31	5.71	5.92	6.48	5.43	4.91	0
Std. Dev.	4.42	4.9	5.04	5.49	5.57	6.71	5.43	4.9	0
Std. Err.	0.29	0.44	1.03	1.26	1.31	2.02	0.71	0.28	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 422
q252) How soon after getting up in the morning do you have your first dip, chaw or chew?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Within 5 minutes	19.1	17.9	16.7	21.1	22.2	18.2	15.5	18.7	0
6-30 minutes	40.4	42.3	54.1	52.6	50	45.4	43.1	40	0
31-60 minutes	19.2	21.1	20.9	21.1	22.3	36.4	24.1	17.7	0
More than 60 minutes	21.3	18.7	8.3	5.2	5.5	0	17.3	23.6	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 423
q253) Have you ever tried to quit using Moist Snuff?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Yes, one time	43	43.1	41.7	42.1	38.9	36.3	51.7	37.4	0
Yes, more than one time (on several occasions)	26.4	24.4	20.8	21.1	22.3	27.4	24.1	28.2	0
No, I have never tried to quit	30.6	32.5	37.5	36.8	38.8	36.3	24.2	34.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 424
q254) How many times have you tried to quit where you stopped dipping or drastically cut down on your moist snuff usage for at least a week?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Tried to Quit Moist Snuff More Than Once (Unwtd)	62	30	5	4	4	3	14	86	0
Base - Tried to Quit Moist Snuff More Than Once (Wgtd)	62	30	5	4	4	3	14	86	0
Eff Base	62	30	5	4	4	3	14	86	0
Twice	38.7	53.3	60.1	50.2	50.2	66.8	21.4	36	0
Three times	37.1	30	19.9	24.9	24.9	0	49.9	31.4	0
Four or more times	24.2	16.7	20	24.9	24.9	33.2	28.7	32.6	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 425
q255) How long were you able to quit using moist snuff the last time you attempted to quit (your most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff (Unwtd)	163	83	15	12	11	7	44	200	0
Base - Tried to Quit Moist Snuff (Wgtd)	163	83	15	12	11	7	44	200	0
Eff Base	163	83	15	12	11	7	44	200	0
1 week or less	26.4	25.3	20	16.7	18.2	28.5	31.8	27.5	0
More than 1 week, but less than 1 month	20.3	14.4	13.3	16.7	18.2	0	22.7	21.5	0
1-3 months	30.7	36.2	40	41.7	36.4	43	27.3	28	0
4-6 months	15.9	20.5	20	25	27.2	28.5	15.9	14	0
7 months to 1 year	3.7	1.2	0	0	0	0	2.3	4	0
1-2 years	1.2	1.2	6.7	0	0	0	0	3.5	0
More than 2 years	1.8	1.2	0	0	0	0	0	1.5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 426
q256) How long were you able to quit using moist snuff the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff More Than Once (Unwtd)	62	30	5	4	4	3	14	86	0
Base - Tried to Quit Moist Snuff More Than Once (Wgtd)	62	30	5	4	4	3	14	86	0
Eff Base	62	30	5	4	4	3	14	86	0
1 week or less	24.2	16.7	0	0	0	0	28.6	24.5	0
More than 1 week, but less than 1 month	29	26.6	19.9	0	0	0	21.4	32.5	0
1-3 months	25.8	30	40	49.9	49.9	33.3	28.5	23.2	0
4-6 months	12.9	16.7	40.1	50.1	50.1	66.7	21.5	9.3	0
7 months to 1 year	4.9	6.7	0	0	0	0	0	4.7	0
1-2 years	3.2	3.3	0	0	0	0	0	4.7	0
More than 2 years	0	0	0	0	0	0	0	1.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 427
q257) How long ago was it that you last tried to quit using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Tried to Quit Moist Snuff (Unwtd)	163	83	15	12	11	7	44	200	0
Base - Tried to Quit Moist Snuff (Wgtd)	163	83	15	12	11	7	44	200	0
Eff Base	163	83	15	12	11	7	44	200	0
Less than 1 month	15.3	19.3	33.4	33.4	36.4	42.9	22.7	14.5	0
1-3 months	27	22.9	33.3	33.3	27.2	14.3	22.8	26	0
4-6 months	31.9	33.7	33.3	33.3	36.3	42.8	36.3	30	0
7 months to less than 1 year	12.9	14.5	0	0	0	0	13.6	12	0
1-2 years	7.4	6	0	0	0	0	4.5	9.5	0
3-5 years	0.6	0	0	0	0	0	0	1	0
More than 5 years	4.9	3.6	0	0	0	0	0	7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 428
q258) Did you use any substitutes/aids (if any) for moist snuff when trying to quit? If you
attempted to quit multiple times, please think about the last time you attempted to quit.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff (Unwtd)	163	83	15	12	11	7	44	200	0
Base - Tried to Quit Moist Snuff (Wgtd)	163	83	15	12	11	7	44	200	0
Eff Base	163	83	15	12	11	7	44	200	0
NRT (Net)	44.8	50.6	53.4	58.4	54.6	42.9	47.8	41.5	0
Nicotine chewing gum	30.7	36.2	33.3	41.6	36.3	28.5	31.8	28.5	0
Nicotine patches	27.6	26.5	26.7	25.1	27.3	28.6	27.3	25	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	3.1	3.6	6.7	8.3	9.1	0	4.6	3	0
Cigarettes	36.2	33.7	60	66.7	72.7	85.7	36.3	32.5	0
Snus	24.5	25.3	40	41.6	45.4	28.5	25	20.5	0
Loose leaf chewing tobacco	19.6	21.7	53.4	58.4	63.7	71.5	20.5	16.5	0
Other tobacco products	12.3	13.3	13.4	8.3	9.1	0	11.4	10	0
Other aids/substitutes than above	0.6	0	0	0	0	0	0	0.5	0
I attempted to quit dipping without aids/substitutes	19.6	14.4	0	0	0	0	15.9	27	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 429
q259) Do you continue to use any of the aids/substitutes when you started dipping again, after attempting to quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff With Aids/ Substitutes (Unwtd)	131	71	15	12	11	7	37	146	0
Base - Tried to Quit Moist Snuff With Aids/ Substitutes (Wgtd)	131	71	15	12	11	7	37	146	0
Eff Base	131	71	15	12	11	7	37	146	0
NRT (Net)	38.2	42.2	33.3	33.3	36.3	14.2	48.7	37.7	0
Nicotine patches	22.9	23.9	13.3	8.3	9.1	0	27	22.6	0
Nicotine chewing gum	22.1	23.9	20	25	27.2	14.2	32.4	21.2	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	1.5	1.4	0	0	0	0	2.7	1.4	0
Cigarettes	32.8	28.1	40	41.7	45.5	57.2	24.3	32.8	0
Loose leaf chewing tobacco	20.6	19.7	40.1	41.7	45.5	43	18.9	18.5	0
Snus	18.3	18.3	26.6	33.3	36.3	28.5	18.9	17.1	0
Other tobacco products	6.1	9.9	6.7	0	0	0	2.7	5.5	0
Other aids/substitutes than above	0	0	0	0	0	0	0	0	0
I do not continue to use any of the above	11.5	8.4	6.7	8.3	0	0	8.1	13.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 430
q260) Do you use moist snuff less now that you use an additional tobacco product(s)?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff Using Cigs/ Snus/ Loose Leaf/ Other TObacco (Unwtd)	82	44	12	10	10	7	19	87	0
Base - Tried to Quit Moist Snuff Using Cigs/ Snus/ Loose Leaf/ Other TObacco (Wgtd)	82	44	12	10	10	7	19	87	0
Eff Base	82	44	12	10	10	7	19	87	0
Yes, I use moist snuff less than I used to	67.1	63.6	74.9	69.9	69.9	71.3	73.7	67.8	0
No, I use moist snuff about the same amount as I used to	29.3	31.8	25.1	30.1	30.1	28.7	21	28.7	0
No, I use moist snuff more than I used to	3.7	4.5	0	0	0	0	5.3	3.5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 431
q261) How much less moist snuff do you consume since using an additional tobacco product(s)? Please select the answer that is

closest to the amount you now dip while using another tobacco product

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff Less Than Used To (Unwtd)	55	28	9	7	7	5	14	59	0
Base - Uses Moist Snuff Less Than Used To (Wgtd)	55	28	9	7	7	5	14	59	0
Eff Base	55	28	9	7	7	5	14	59	0
I now dip about one fourth of what I used to	74.6	71.4	55.6	71.4	71.4	60	78.6	74.6	0
I now dip about half of what I used to	20	21.4	44.4	28.6	28.6	40	21.4	20.3	0
I now dip about three fourths of what I used to	5.5	7.2	0	0	0	0	0	5.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 432
q262) Now that you continue to use another tobacco product in addition to moist snuff, how does this affect your total tobacco

consumption? Do you believe that your total tobacco consumption...?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit Moist Snuff Using Cigs/ Snus/ Loose Leaf/ Other Tobacco (Unwtd)	82	44	12	10	10	7	19	87	0
Base - Tried to Quit Moist Snuff Using Cigs/ Snus/ Loose Leaf/ Other Tobacco (Wgtd)	82	44	12	10	10	7	19	87	0
Eff Base	82	44	12	10	10	7	19	87	0
Has decreased (1)	37.8	40.9	25	30	30	14.3	52.6	36.8	0
Has stayed about the same (2)	45.1	43.2	41.8	40.1	40.1	57.2	42.2	47.1	0
Has increased (3)	17.1	15.9	33.3	29.9	29.9	28.5	5.3	16.1	0
Total	100	100	100	100	100	100	100	100	0
Mean	1.79	1.75	2.08	2	2	2.14	1.53	1.79	0
Std. Dev.	0.72	0.72	0.79	0.82	0.82	0.69	0.61	0.7	0
Std. Err.	0.08	0.11	0.23	0.26	0.26	0.26	0.14	0.08	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 433
q263) If you look 6 months ahead, do you think you will change your moist snuff consumption?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Yes, I will increase my moist snuff consumption	28.5	28.5	45.8	47.4	50	45.5	37.9	23.6	0
Yes, I will decrease my moist snuff consumption	27.6	26	8.3	10.5	11.1	18.2	22.4	30.1	0
Yes, I will totally quit using moist snuff	11.5	11.4	12.5	10.5	11.1	9.1	19	12.1	0
No, my moist snuff consumption will stay about the same	32.4	34.1	33.3	31.5	27.7	27.2	20.7	34.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 434
q264) Do you use more, less or about the same amount of moist snuff as you did 6 months ago?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
I use moist snuff less today compared to 6 months ago	31.5	26.8	20.8	26.3	22.2	27.2	37.9	28.8	0
I use moist snuff about the same today as 6 months ago	52.8	57.8	54.2	42.1	44.5	63.7	39.7	56.1	0
I use moist snuff more today compared to 6 months ago	15.7	15.4	25	31.5	33.3	9.1	22.4	15.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 435
q265) If you were to quit dipping (or quit again), which (if any) of the following products do you think you would use on a
temporary basis instead of moist snuff? (i.e. you would use them only to assist in quitting, then cease usage)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Cigarettes	29.4	30.9	50	52.7	55.6	54.6	29.3	25.2	0
Snus	17.5	20.4	29.2	21	22.2	9.1	15.5	15.4	0
Loose leaf chewing tobacco	14.5	15.4	25	31.6	33.4	27.4	12.1	13.1	0
Other tobacco products	8.9	10.6	12.5	10.5	11.1	9.1	10.3	8.5	0
NRT (Net)	41.3	37.4	45.8	57.9	55.6	54.6	44.8	36.7	0
Nicotine patches	22.5	23.6	29.1	36.8	38.9	36.3	29.3	19.7	0
Nicotine chewing gum	26.4	23.6	29.2	36.9	33.4	36.4	25.9	23.6	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	5.5	3.2	4.2	5.3	5.5	0	3.5	5.2	0
E-cigarettes	0	0	0	0	0	0	0	0	0
Other aids/substitutes than above	0	0	0	0	0	0	0	0	0

None of the above	29.8	32.5	16.6	15.8	16.6	18.2	29.3	35.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 436
q266) If you were to quit dipping (or quit again), which (if any) of the following products do you think you would use on an
ongoing basis instead of moist snuff? (i.e. you would use these even after quitting dipping)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Cigarettes	26.8	27.6	45.8	52.7	55.6	45.5	25.9	23.9	0
Snus	17.9	25.2	45.9	36.8	38.9	36.4	17.2	16.4	0
Loose leaf chewing tobacco	17.9	17.9	25	21.1	22.2	18.2	15.5	15.4	0
NRT (Net)	37	33.3	33.3	42.1	44.5	54.6	36.2	30.8	0
Nicotine patches	17.9	17.9	16.7	21	22.2	18.2	15.5	15.1	0
Nicotine chewing gum	25.5	22.8	16.7	21.1	22.2	27.3	27.6	21	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	4.7	4.1	8.3	10.5	11.1	9.1	6.9	3.6	0
Other tobacco products	9.8	8.1	16.7	21	22.2	9.1	12.1	9.5	0
E-cigarettes	0.4	0	0	0	0	0	0	0.3	0
Other tobacco products	9.8	8.1	16.7	21	22.2	9.1	12.1	9.5	0
Other aids/substitutes than above	0.8	0	0	0	0	0	0	0.7	0
None of the above	31.5	32.5	16.6	15.8	11.1	9.1	31	38.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 437
q267) When you think about brands of moist snuff, which one brand first comes to mind?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Copenhagen	11.5	10.6	12.5	5.3	5.5	9.1	12.1	15.1	0
Grizzly	9.4	7.3	12.5	15.8	11.2	18.3	8.6	11.1	0
Husky	0.8	0	0	0	0	0	1.7	0.7	0
Kayak	0	0	0	0	0	0	0	0.3	0
Longhorn	1.7	2.4	4.2	5.3	5.6	0	3.5	2.3	0
Marlboro	8.5	4.9	4.2	5.3	5.6	0	5.2	7.9	0
Red Man	2.6	3.3	8.3	10.5	11.1	9.1	5.2	3	0
Red Seal	0.9	0.8	0	0	0	0	0	1.3	0
Skoal	17.9	22.8	24.9	31.5	33.3	27.2	12.1	17.7	0
Timber Wolf	0.9	1.6	0	0	0	0	3.4	1	0
Skoal Xtra	0.4	0	0	0	0	0	0	0.3	0
Kodiak	1.3	0.8	0	0	0	0	0	1.3	0
Camel	8.1	10.6	8.3	5.3	5.6	9.1	10.3	6.6	0
Other	8.1	5.7	8.3	10.5	11.1	9.1	8.6	7.5	0
Don't know/no answer	28.1	29.3	16.7	10.5	11.1	18.2	29.3	23.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 438
q268) What other brands of moist snuff can you think of?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Cougar	0.8	1.6	0	0	0	0	1.7	1	0
Copenhagen	12.8	12.2	16.7	21.1	16.7	18.3	5.2	16.7	0
Grizzly	6.4	4.9	4.2	5.3	5.5	9.1	5.2	6.2	0
Hawken	0.4	0	0	0	0	0	0	0.3	0
Kayak	1.7	0.8	0	0	0	0	3.4	2.6	0
Longhorn	0.9	1.6	4.2	5.3	5.6	0	1.7	1.3	0
Marlboro	6.4	5.7	0	0	0	0	3.5	5.6	0
Red Man	2.6	4.9	16.7	15.8	16.6	18.1	0	2	0
Red Seal	0	0	0	0	0	0	0	1	0
Skoal	13.6	11.4	16.7	15.8	16.6	9.1	20.7	14.8	0
Timber Wolf	0.4	0	0	0	0	0	1.7	0.7	0
Kodiak	1.7	1.6	0	0	0	0	0	2.3	0
Camel	5.1	6.5	8.4	10.6	11.1	9.1	6.9	4.3	0
Other	9.8	8.9	0	0	0	0	6.9	8.8	0
Don't know/no answer	37.4	39.8	33.3	26.3	27.8	36.3	43.1	32.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 439
q267/q268) Total Moist Snuff Awareness

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Cougar	0.8	1.6	0	0	0	0	1.7	1	0
Copenhagen	23.4	22.8	29.2	26.3	22.3	27.3	17.3	30.9	0
Grizzly	15.3	11.4	16.7	21.1	16.7	27.3	13.8	16.7	0
Hawken	0.4	0	0	0	0	0	0	0.3	0
Husky	0.8	0	0	0	0	0	1.7	0.7	0
Kayak	1.7	0.8	0	0	0	0	3.4	3	0
Longhorn	2.1	3.3	4.2	5.3	5.6	0	3.5	3.3	0
Marlboro	11.9	9	4.2	5.3	5.6	0	8.6	11.1	0
Red Man	4.7	7.3	25	26.3	27.7	27.2	5.2	4.6	0
Red Seal	0.9	0.8	0	0	0	0	0	2.3	0
Skoal	30.7	32.5	37.5	42	44.4	36.3	29.4	31.8	0
Timber Wolf	1.3	1.6	0	0	0	0	5.2	1.6	0
Skoal Xtra	0.4	0	0	0	0	0	0	0.3	0
Kodiak	3	2.4	0	0	0	0	0	3.6	0
Camel	12.3	15.5	12.5	10.6	11.1	9.1	15.5	10.2	0
Other	15.3	13.8	8.3	10.5	11.1	9.1	15.5	14.4	0
Don't know/no answer	40	42.3	33.3	26.3	27.8	36.3	44.8	35.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 440

q269) Which of the following brands of loose moist snuff have you heard of?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0

Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Cougar	26.8	23.6	29.2	26.3	27.7	18.2	25.8	30.2	0
Copenhagen	49.8	46.4	58.4	57.9	55.5	54.6	38	57.7	0
Grizzly	50.3	52.1	58.4	57.9	55.6	54.6	44.8	55.4	0
Hawken	23.4	25.2	29.2	26.3	27.8	18.2	25.9	27.2	0
Husky	34.1	31.7	33.4	26.3	27.8	18.2	36.2	36.4	0
Kayak	31.5	26.8	33.3	31.5	33.3	9.1	25.8	34.4	0
Longhorn	40	37.4	50.1	52.7	50	45.5	27.6	45.3	0
Red Man	37.5	36.6	54.1	47.3	44.4	45.4	32.8	42.3	0
Red Seal	34.9	35	45.9	47.3	50	36.4	31.1	38.1	0
Silver Creek	22.2	18.7	25	21	22.2	9.1	22.4	25.6	0
Skoal	54.9	54.5	70.8	78.9	77.8	81.8	55.2	61	0
Swisher	12.3	10.6	20.8	26.3	27.8	18.2	15.5	10.5	0
Timber Wolf	35.4	37.4	54.2	52.6	50	36.3	31.1	40	0
Skoal Xtra	38.8	39.9	45.8	47.3	49.9	36.3	32.8	41	0
Kodiak	39.2	36.6	45.9	42.1	38.9	18.2	32.8	46.3	0
Renegades	21.7	21.1	29.2	31.5	33.3	18.1	20.7	23.3	0
Stoker's	17.4	19.5	29.2	36.9	38.9	18.3	15.5	17.7	0
Other	0.9	0	0	0	0	0	0	0.7	0
Don't know/no answer	0.8	0	0	0	0	0	0	0.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 441

q270) Which of the following brands of moist snuff pouches have you heard of?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Copenhagen Pouches	43	42.3	50	42.1	38.9	27.3	36.2	44.3	0
Grizzly Pouches	38.7	37.4	45.9	47.4	44.4	45.5	34.5	39.4	0
Longhorn Pouches	37.5	39.9	66.7	63.2	61.2	54.6	31	35.7	0
Renegades (Pouch)	20	23.6	33.3	31.6	33.3	27.2	22.4	19.3	0
Skoal Bandits	49	47.2	54.2	63.2	61.1	45.5	34.5	48.9	0
Skoal Pouches (other than Bandits)	40.5	43.1	58.3	57.8	55.5	45.4	39.7	40.4	0
Timber Wolf Pouches	30.3	30.9	50	47.4	50	36.4	25.9	30.2	0
Skoal Xtra Pouches	40.9	42.3	41.7	31.5	33.3	9.1	32.8	40	0
Kodiak Pouches	28.1	26.8	33.4	31.5	27.8	0	25.9	27.6	0
Kayak Pouches	29.4	28.5	37.5	42.1	44.4	9.1	31	26.6	0
Kayak Pouches	29.4	28.5	37.5	42.1	44.4	9.1	31	26.6	0
Other	0.4	0	0	0	0	0	0	0.3	0
Don't know/no answer	0.8	0	0	0	0	0	0	1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 442
q271) Which brands of moist snuff have you EVER tried?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Skoal	37.9	36.6	37.5	42.1	44.5	45.5	29.3	42	0
Copenhagen	31.9	26	29.2	26.3	27.7	18.2	24.2	39	0
Grizzly	31.5	31.7	29.2	36.9	39	45.5	36.2	36.1	0
Skoal Bandits	23.4	20.3	20.8	21	22.2	9.1	19	24	0
Copenhagen Pouches	21.3	24.4	25	26.4	22.3	18.2	17.3	19.3	0

Grizzly Pouches	20.4	19.5	29.1	36.8	33.3	36.3	15.5	18	0
Kodiak	20	18.7	16.6	15.8	16.6	0	13.8	21.3	0
Longhorn	17.9	17.9	33.4	42.2	44.5	45.5	10.3	21.7	0
Skoal Pouches (other than Bandits)	17.9	20.3	16.6	15.8	16.6	9.1	20.7	15.8	0
Red Man	17.9	19.5	25	21	22.2	18.2	13.8	18.4	0
Skoal Xtra	17.5	18.7	25	26.3	27.7	18.2	12.1	16.7	0
Skoal Xtra Pouches	17	17.9	16.7	15.8	16.7	9.1	13.8	15.1	0
Timber Wolf	14.9	13	12.5	15.8	16.6	18.2	15.5	16.4	0
Husky	13.6	9.8	16.7	15.8	16.7	9.1	15.5	12.5	0
Kayak	13.2	13.8	20.8	21	22.2	0	8.6	13.1	0
Red Seal	12.8	13	25	31.6	33.3	18.2	6.9	14.4	0
Cougar	10.2	9.8	12.5	15.8	16.7	9.1	10.3	10.8	0
Longhorn Pouches	10.2	12.2	20.8	26.3	22.3	27.3	6.9	9.2	0
Timber Wolf Pouches	10.2	9.8	25	26.3	27.8	18.2	12.1	8.5	0
Hawken	9.4	7.3	12.5	10.5	11.1	0	8.6	10.5	0
Kodiak Pouches	8.1	10.6	12.5	10.5	11.1	0	12.1	7.9	0
Silver Creek	7.7	7.3	16.6	21	22.2	9.1	10.3	9.5	0
Stoker's	6.8	5.7	12.5	15.8	16.6	9.1	6.9	7.2	0
Kayak Pouches	6.4	6.5	12.5	15.8	16.7	0	6.9	5.9	0
Renegades	6.4	4.9	8.3	10.5	11.1	0	5.2	5.6	0
Renegades (Pouch)	5.1	6.5	12.5	10.5	11.1	9.1	6.9	4.6	0
Swisher	4.7	4.9	4.2	5.3	5.5	0	12.1	4.3	0
[Q269 OTHER]	1.3	0	0	0	0	0	0	1	0
[Q270 OTHER]	0.4	0	0	0	0	0	0	0.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 443

q272) Which of those brands have you EVER purchased on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Skoal	26.8	27.6	29.2	31.6	33.4	36.4	25.9	26.9	0
Grizzly	24.3	24.4	25	31.6	33.4	36.4	27.6	25.6	0
Copenhagen	23.9	22	29.2	26.3	27.7	18.2	20.7	27.6	0
Skoal Bandits	13.2	13.8	16.6	21	22.2	9.1	13.8	11.5	0
Longhorn	11.9	13	29.2	36.9	38.9	36.5	6.9	12.1	0
Grizzly Pouches	11.5	13	25	31.6	27.8	27.2	12.1	9.5	0
Copenhagen Pouches	11.1	15.4	16.6	21	16.7	9.1	15.5	10.5	0
Kodiak	10.2	13	12.5	10.5	11.1	0	8.6	8.9	0
Skoal Pouches (other than Bandits)	9.8	13	8.3	10.5	11.1	9.1	17.3	8.2	0
Skoal Xtra	7.7	7.3	4.2	5.3	5.5	0	6.9	7.2	0
Kayak	7.7	8.9	8.3	10.5	11.1	0	8.6	7.2	0
Red Seal	7.3	6.5	4.2	5.3	5.5	0	1.7	5.9	0
Timber Wolf	7.2	7.3	8.3	10.5	11.1	9.1	6.9	7.2	0
Red Man	6.8	6.5	12.5	10.5	11.1	9.1	6.9	6.9	0
Cougar	6	7.3	8.3	10.5	11.1	0	6.9	5.6	0
Skoal Xtra Pouches	6	9.7	4.2	5.3	5.5	0	8.6	5.2	0
Longhorn Pouches	5.5	7.3	4.2	5.3	5.5	0	5.2	4.6	0
Husky	5.1	4.9	8.3	10.5	11.1	9.1	6.9	4.3	0
Kodiak Pouches	4.3	6.5	8.3	10.5	11.1	0	5.2	3.9	0
Hawken	4.3	4.1	12.5	10.5	11.1	0	3.4	3.3	0
Timber Wolf Pouches	4.3	4.9	12.5	10.5	11.1	0	3.4	3.6	0
Kayak Pouches	3.4	3.2	4.2	5.3	5.5	0	3.4	3.3	0
Renegades	3.4	2.4	8.3	10.5	11.1	0	3.4	2.9	0
Stoker's	3	3.2	8.3	10.5	11.1	9.1	3.4	3	0
Silver Creek	3	3.3	4.2	5.3	5.5	0	5.2	3.3	0
Swisher	2.6	1.6	4.2	5.3	5.5	0	5.2	2.3	0
Renegades (Pouch)	0.8	1.6	4.2	5.3	5.5	0	1.7	0.7	0
[Q269 OTHER]	0.8	0	0	0	0	0	0	0.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 444

q273) Which brands of moist snuff do you CURRENTLY purchase on a regular basis?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Skoal	17	19.5	20.8	26.3	27.8	27.2	17.3	16.1	0
Copenhagen	16.2	13.8	20.9	15.8	16.6	9.1	15.5	18.7	0
Grizzly	15.3	14.6	16.7	21	22.2	27.3	22.4	17.4	0
Skoal Bandits	11.1	13	16.6	21	22.2	9.1	10.3	9.2	0
Grizzly Pouches	8.9	8.9	20.8	26.3	22.2	18.2	6.9	6.9	0
Longhorn	8.5	9.8	20.9	26.4	27.8	18.3	3.4	7.9	0
Copenhagen Pouches	6.8	9.8	8.3	10.5	11.1	9.1	8.6	6.9	0
Skoal Pouches (other than Bandits)	5.5	7.3	8.3	10.5	11.1	9.1	12.1	4.6	0
Red Seal	5.1	5.7	4.2	5.3	5.5	0	1.7	4.3	0
Skoal Xtra	4.3	4.1	4.2	5.3	5.5	0	5.2	3.9	0
Skoal Xtra Pouches	4.3	7.3	4.2	5.3	5.5	0	8.6	3.9	0
Kayak	4.3	4.9	4.2	5.3	5.5	0	8.6	4.3	0
Red Man	4.3	4.1	12.5	10.5	11.1	9.1	6.9	4.3	0
Kodiak	3.8	5.7	8.3	5.3	5.5	0	3.4	3.3	0
Timber Wolf	3.8	5.7	8.3	10.5	11.1	9.1	6.9	3.3	0
Longhorn Pouches	3.4	4.9	4.2	5.3	5.5	0	1.7	2.6	0
Cougar	3.4	4.9	4.2	5.3	5.5	0	3.4	3.3	0
Kodiak Pouches	3.4	4.9	8.3	10.5	11.1	0	3.4	3.3	0
Husky	3.4	4.1	8.3	10.5	11.1	9.1	6.9	2.6	0
Kayak Pouches	3	2.4	4.2	5.3	5.5	0	3.4	3	0
Timber Wolf Pouches	3	3.2	8.3	10.5	11.1	0	1.7	2.6	0
Hawken	3	4.1	12.5	10.5	11.1	0	3.4	2.3	0
Renegades	3	2.4	8.3	10.5	11.1	0	1.7	2.3	0
Swisher	2.1	0.8	4.2	5.3	5.5	0	3.4	2	0
Stoker's	1.7	3.2	8.3	10.5	11.1	9.1	3.4	2	0
Silver Creek	1.3	1.6	4.2	5.3	5.5	0	5.2	1	0
[Q269 OTHER]	0.8	0	0	0	0	0	0	0.7	0
Renegades (Pouch)	0.4	0.8	4.2	5.3	5.5	0	1.7	0.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 445

q274) What one brand of moist snuff do you purchase most often? That is, which brand is your main brand?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Skoal	14	17.1	16.7	21.1	22.2	27.2	12.1	13.1	0
Copenhagen	12.8	9.8	16.7	10.5	11.1	9.1	12.1	15.4	0
Grizzly	10.6	8.1	4.2	5.3	5.6	9.1	15.5	13.1	0
Skoal Bandits	8.1	8.9	12.5	15.8	16.6	9.1	5.2	6.9	0
Grizzly Pouches	7.2	7.3	12.5	15.8	11.1	9.1	5.2	5.6	0
Longhorn	4.3	5.7	8.4	10.6	11.2	9.2	1.7	4.3	0
Copenhagen Pouches	3.8	4.1	0	0	0	0	3.4	4.6	0
Red Seal	3.4	3.3	0	0	0	0	0	3	0
Skoal Pouches (other than Bandits)	3.4	4.9	0	0	0	0	10.4	3	0
Skoal Xtra Pouches	3.4	5.7	4.2	5.3	5.5	0	6.9	3.3	0
Kayak	3	3.3	0	0	0	0	5.2	3.3	0
Husky	2.6	2.4	4.2	5.3	5.6	9.1	5.2	2	0
Cougar	2.1	2.4	0	0	0	0	1.7	2	0
Kayak Pouches	2.1	1.6	0	0	0	0	1.7	2.3	0

Kodiak	2.1	2.4	4.2	0	0	0	0	2	0
Hawken	2.1	2.4	4.2	0	0	0	1.7	1.6	0
Renegades	2.1	0.8	0	0	0	0	0	1.6	0
Red Man	2.1	0.8	4.2	0	0	0	3.4	2.6	0
Skoal Xtra	1.7	0.8	0	0	0	0	0	2	0
Timber Wolf	1.7	2.4	4.2	5.3	5.5	9.1	3.4	1.6	0
Longhorn Pouches	1.3	1.6	0	0	0	0	0	1	0
Swisher	1.3	0	0	0	0	0	1.7	1	0
Kodiak Pouches	1.3	1.6	0	0	0	0	1.7	1.6	0
Timber Wolf Pouches	1.3	0.8	0	0	0	0	0	1.3	0
Stoker's	0.9	1.6	4.2	5.3	5.6	9.1	0	1	0
[Q269 OTHER]	0.8	0	0	0	0	0	0	0.7	0
Silver Creek	0.4	0	0	0	0	0	1.7	0.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 446
q275) You said that you currently purchase [Q274] moist snuff most often?
Which one brand, if any, did you
purchase most often PRIOR to this brand?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Copenhagen	5.1	4.1	8.3	10.5	11.1	9.1	3.5	5.2	0
Skoal	3.4	1.6	0	0	0	0	5.2	5.3	0
Grizzly	3	4.9	4.2	5.3	5.6	9.2	3.4	3.3	0
Skoal Bandits	2.6	2.4	4.2	5.3	5.5	0	3.5	2	0
Longhorn	2.1	1.6	4.2	5.3	5.6	9.1	0	1.6	0
Kodiak	2.1	2.4	0	0	0	0	3.4	2	0
Kayak	1.7	1.6	0	0	0	0	0	1.3	0
Skoal Pouches (other than Bandits)	1.7	0.8	0	0	0	0	0	1.3	0
Copenhagen Pouches	1.7	3.2	8.3	10.5	5.6	0	3.4	1.3	0
Red Seal	1.3	0.8	0	0	0	0	0	1	0
Grizzly Pouches	1.3	1.6	4.2	5.3	5.5	9.1	1.7	1.3	0
Red Man	0.9	0.8	4.2	5.3	5.6	9.1	1.7	0.7	0
Cougar	0.9	0	0	0	0	0	0	0.7	0
Timber Wolf Pouches	0.9	0.8	4.2	0	0	0	0	0.7	0
Skoal Xtra	0.4	0.8	0	0	0	0	1.7	0.7	0
Silver Creek	0.4	0	0	0	0	0	0	0.7	0
Swisher	0.4	0	0	0	0	0	0	0.7	0
Skoal Xtra Pouches	0.4	0.8	0	0	0	0	0	0.3	0
Stoker's	0.4	0.8	4.2	5.3	5.6	9.1	0	0.3	0
Hawken	0.4	0.8	4.2	5.3	5.6	0	0	0.3	0
Kodiak Pouches	0.4	0.8	4.2	5.3	5.5	0	0	0.3	0
Renegades	0	0	0	0	0	0	1.7	0.3	0
Timber Wolf	0	0	0	0	0	0	0	0.7	0
Kayak Pouches	0	0	0	0	0	0	0	0.3	0
None - [Q274] has always been my main brand	68.5	69.1	45.8	36.8	38.9	45.4	70.7	67.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 447
q276) What was the brand you purchased most often when you first started
using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Skoal	13.6	14.6	12.5	15.8	16.7	18.1	8.6	12.8	0
Copenhagen	13.2	9.8	12.5	5.3	5.5	0	12.1	15.8	0
Grizzly	8.9	8.1	4.2	5.3	5.6	9.1	15.5	12.1	0
Skoal Bandits	8.1	8.9	12.5	15.7	16.6	9.1	6.9	6.9	0
Grizzly Pouches	7.2	7.3	16.6	21	16.7	18.2	3.5	5.6	0
Longhorn	4.3	5.7	12.5	15.9	16.7	18.3	1.7	4.3	0
Kayak	3.8	4.1	0	0	0	0	6.9	3.6	0
Copenhagen Pouches	3.8	4.1	0	0	0	0	3.4	4.6	0
Red Seal	3.4	3.3	0	0	0	0	0	3	0
Hawken	3	2.4	4.2	0	0	0	1.7	2.3	0
Husky	3	3.3	4.2	5.3	5.6	9.1	6.9	2.3	0
Cougar	2.6	3.3	0	0	0	0	1.7	2.3	0
Skoal Pouches (other than Bandits)	2.6	4.1	0	0	0	0	8.6	2.3	0
Skoal Xtra	2.1	1.6	0	0	0	0	1.7	2	0
Kayak Pouches	2.1	1.6	0	0	0	0	1.7	2.3	0
Kodiak	2.1	2.4	4.2	0	0	0	1.7	2.3	0
Timber Wolf	2.1	3.2	4.2	5.3	5.5	9.1	5.2	2.3	0
Skoal Xtra Pouches	2.1	3.2	0	0	0	0	1.7	2	0
Red Man	2.1	0.8	4.2	0	0	0	3.4	2.6	0
Timber Wolf Pouches	1.7	1.6	0	0	0	0	0	1.6	0
Renegades	1.7	0.8	0	0	0	0	0	1.3	0
Kodiak Pouches	1.7	2.4	4.2	5.3	5.5	0	1.7	2	0
Longhorn Pouches	1.3	1.6	0	0	0	0	0	1	0
Swisher	1.3	0	0	0	0	0	1.7	1	0
[Q269 OTHER]	0.8	0	0	0	0	0	0	0.7	0
Silver Creek	0.8	0.8	4.2	5.3	5.6	9.1	3.4	0.7	0
Stoker's	0.4	0.8	0	0	0	0	0	0.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 448
q277) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Cougar	42.9	55.2	57.1	60	60	50	60	38	0
(2) Copenhagen	63.2	68.4	85.7	81.7	79.9	83.2	68.1	56.2	0
(3) Grizzly	57.6	62.5	71.3	81.8	79.9	83.2	73.1	52.7	0
(4) Hawken	50.9	54.9	42.7	40	40	0	73.4	39.7	0
(5) Husky	37.5	38.5	49.9	60	60	49.9	66.7	32.4	0
(6) Kayak	43.2	45.5	62.5	66.7	66.7	0	80	39	0
(7) Longhorn	46.8	54.4	58.2	69.9	66.6	59.8	87.5	40.6	0
(9) Red Man	43.2	46.7	61.5	66.7	75	80	78.9	38.8	0
(10) Red Seal	47.6	48.8	54.5	66.6	66.6	49.9	88.9	41.4	0
(12) Silver Creek	40.3	47.8	49.9	50	50	0	69.1	34.6	0
(13) Skoal	63.5	70.1	70.5	73.3	78.5	66.6	68.8	52.7	0
(14) Swisher	51.7	46.1	59.9	59.9	59.9	49.7	66.6	53.1	0
(15) Timber Wolf	50.6	54.4	61.5	80	88.9	100	83.3	39.4	0
(16) Skoal Xtra	61.5	65.3	72.6	88.9	88.9	100	84.2	52.8	0
(17) Kodiak	46.7	48.9	72.7	75	85.8	100	68.4	35.4	0
(18) Renegades	43.1	46.1	71.3	83.4	83.4	100	75	36.6	0
(20) Stoker's	43.9	37.5	71.3	71.3	71.3	49.8	66.7	46.3	0
(19) [Q269 OTHER]	24.9	0	0	0	0	0	0	24.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 449
q277) Top 2 Box Summary Table - Uses Moist Snuff & Has MS Usual Brand

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Cougar	60.1	66.8	0	0	0	0	0	66.8	0
(2) Copenhagen	86.6	100	100	100	100	100	85.6	83	0
(3) Grizzly	68.1	60	100	100	100	100	66.7	70.1	0
(4) Hawken	80	100	100	0	0	0	100	80	0
(5) Husky	33.3	0	0	0	0	0	33.4	33.3	0
(6) Kayak	85.8	75.1	0	0	0	0	66.7	80.1	0
(7) Longhorn	90	85.7	49.8	49.8	49.8	0	100	92.3	0
(9) Red Man	100	100	100	0	0	0	100	87.5	0
(10) Red Seal	50.1	50.2	0	0	0	0	0	55.7	0
(12) Silver Creek	100	0	0	0	0	0	100	100	0
(13) Skoal	72.7	71.4	100	100	100	100	71.5	72.5	0
(14) Swisher	33.3	0	0	0	0	0	0	33.3	0
(15) Timber Wolf	75	66.6	100	100	100	100	100	80	0
(16) Skoal Xtra	49.9	100	0	0	0	0	0	49.9	0
(17) Kodiak	59.9	66.5	100	0	0	0	0	50	0
(18) Renegades	80	100	0	0	0	0	0	80	0
(20) Stoker's	0	0	0	0	0	0	0	50.1	0
(19) [Q269 OTHER]	50	0	0	0	0	0	0	50	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 450

q277) Top 2 Box Summary Table - Uses Moist Snuff & Exclude MS Usual Brand

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Cougar	41.4	53.9	57.1	60	60	50	64.3	36	0
(2) Copenhagen	55.2	60	79.9	77.7	74.9	79.8	60	46.5	0
(3) Grizzly	54.8	62.9	69.1	79.9	77.7	79.8	76.5	47.3	0
(4) Hawken	48	50.1	33.2	40	40	0	71.5	37.2	0
(5) Husky	37.8	41.7	57	75	75	100	72.2	32.4	0
(6) Kayak	38.8	41.4	62.5	66.7	66.7	0	83.4	34.7	0
(7) Longhorn	41.7	48.8	59.9	75	71.4	74.9	86.7	35.2	0
(9) Red Man	39.8	45.4	58.2	66.7	75	80	76.5	35.5	0
(10) Red Seal	47.3	48.7	54.5	66.6	66.6	49.9	88.9	40.2	0
(12) Silver Creek	39.2	47.8	49.9	50	50	0	66.6	33.7	0
(13) Skoal	60.4	69.5	61.5	63.6	69.9	49.9	68	47.2	0
(14) Swisher	53.8	46.1	59.9	59.9	59.9	49.7	74.9	55.2	0
(15) Timber Wolf	49.4	53.5	58.3	77.8	87.5	100	81.2	37.6	0
(16) Skoal Xtra	62	64.6	72.6	88.9	88.9	100	84.2	52.9	0
(17) Kodiak	46	47.6	70	75	85.8	100	68.4	34.8	0
(18) Renegades	39.1	44	71.3	83.4	83.4	100	75	33.3	0
(20) Stoker's	45	39.1	71.3	71.3	71.3	49.8	66.7	46.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 451
q277_1) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Cougar

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Cougar (Unwtd)	63	29	7	5	5	2	15	92	0
Base - Heard of Cougar (Wgtd)	63	29	7	5	5	2	15	92	0
Eff Base	63	29	7	5	5	2	15	92	0
Top 2 Box (Net)	42.9	55.2	57.1	60	60	50	60	38	0
Definitely would purchase (1)	31.7	37.9	57.1	60	60	50	46.7	26.1	0

2	11.1	17.2	0	0	0	0	13.4	12	0
Possibly would purchase (3)	28.5	24.1	28.5	40	40	50	26.6	23.9	0
Top 2 Box (Net)	28.6	20.7	14.4	0	0	0	13.3	38.1	0
4	15.9	13.8	14.4	0	0	0	13.3	17.4	0
Definitely would not purchase (5)	12.7	6.9	0	0	0	0	0	20.7	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.67	2.34	2	1.8	1.8	2	2.07	2.95	0
Std. Dev.	1.4	1.32	1.29	1.1	1.1	0	1.16	1.48	0
Std. Err.	0.18	0.24	0.49	0.49	0.49	0	0.3	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 452
q277_2) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Copenhagen

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Copenhagen (Unwtd)	117	57	14	11	10	6	22	176	0
Base - Heard of Copenhagen (Wgtd)	117	57	14	11	10	6	22	176	0
Eff Base	117	57	14	11	10	6	22	176	0
Top 2 Box (Net)	63.2	68.4	85.7	81.7	79.9	83.2	68.1	56.2	0
Definitely would purchase (1)	39.3	45.6	57.1	45.4	49.9	49.9	50	38.6	0
2	23.9	22.8	28.5	36.3	30	33.3	18.2	17.6	0
Possibly would purchase (3)	22.2	21	7.1	9.1	10	0	13.7	17.1	0
Top 2 Box (Net)	14.5	10.5	7.2	9.2	10.1	16.8	18.2	26.7	0
4	6	5.3	7.2	9.2	10.1	16.8	9.1	11.9	0
Definitely would not purchase (5)	8.6	5.3	0	0	0	0	9.1	14.8	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.21	2.02	1.64	1.82	1.8	1.84	2.09	2.47	0
Std. Dev.	1.26	1.17	0.93	0.98	1.04	1.17	1.38	1.47	0
Std. Err.	0.12	0.16	0.25	0.3	0.33	0.48	0.29	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 453
q277_3) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Grizzly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Grizzly (Unwtd)	118	64	14	11	10	6	26	169	0
Base - Heard of Grizzly (Wgtd)	118	64	14	11	10	6	26	169	0
Eff Base	118	64	14	11	10	6	26	169	0
Top 2 Box (Net)	57.6	62.5	71.3	81.8	79.9	83.2	73.1	52.7	0
Definitely would purchase (1)	37.3	40.6	57.1	63.6	59.9	49.9	46.1	34.9	0
2	20.3	21.9	14.3	18.2	20	33.3	26.9	17.8	0
Possibly would purchase (3)	23.7	20.3	14.3	9.1	10	0	19.2	20.7	0
Top 2 Box (Net)	18.6	17.2	14.4	9.2	10.1	16.8	7.7	26.6	0
4	10.2	14.1	14.4	9.2	10.1	16.8	7.7	14.2	0
Definitely would not purchase (5)	8.5	3.1	0	0	0	0	0	12.4	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.32	2.17	1.86	1.64	1.7	1.84	1.88	2.52	0
Std. Dev.	1.3	1.2	1.17	1.03	1.06	1.17	0.99	1.41	0
Std. Err.	0.12	0.15	0.31	0.31	0.34	0.48	0.19	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 454
q277_4) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Hawken

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Hawken (Unwtd)		55	31	7	5	5	2	15	83	0
Base - Heard of Hawken (Wgtd)		55	31	7	5	5	2	15	83	0
Eff Base		55	31	7	5	5	2	15	83	0
Top 2 Box (Net)		50.9	54.9	42.7	40	40	0	73.4	39.7	0
Definitely would purchase (1)		25.4	25.8	42.7	40	40	0	53.4	21.7	0
	2	25.5	29.1	0	0	0	0	20	18.1	0
Possibly would purchase (3)		12.7	16.1	28.5	40	40	50	6.7	12	0
Top 2 Box (Net)		36.4	29	28.7	20.1	20.1	50	20	48.2	0
	4	14.5	16.1	14.4	0	0	0	13.3	21.7	0
Definitely would not purchase (5)		21.9	12.9	14.3	20.1	20.1	50	6.6	26.5	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.82	2.61	2.58	2.6	2.6	4	2	3.13	0
Std. Dev.		1.52	1.38	1.62	1.67	1.67	1.41	1.36	1.53	0
Std. Err.		0.2	0.25	0.61	0.75	0.75	1	0.35	0.17	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 455
q277_5) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Husky

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Husky (Unwtd)		80	39	8	5	5	2	21	111	0
Base - Heard of Husky (Wgtd)		80	39	8	5	5	2	21	111	0
Eff Base		80	39	8	5	5	2	21	111	0
Top 2 Box (Net)		37.5	38.5	49.9	60	60	49.9	66.7	32.4	0
Definitely would purchase (1)		21.2	25.6	37.4	60	60	49.9	52.4	18.9	0
	2	16.3	12.8	12.5	0	0	0	14.3	13.5	0
Possibly would purchase (3)		20	25.6	25	20	20	0	9.6	18.9	0
Top 2 Box (Net)		42.5	35.9	25.1	20.1	20.1	50.1	23.8	48.7	0
	4	22.5	20.5	12.6	0	0	0	19	23.4	0
Definitely would not purchase (5)		20	15.4	12.5	20.1	20.1	50.1	4.7	25.2	0
Total		100	100	100	100	100	100	100	100	0
Mean		3.04	2.87	2.5	2.2	2.2	3	2.09	3.23	0
Std. Dev.		1.44	1.42	1.51	1.79	1.79	0	1.37	1.45	0
Std. Err.		0.16	0.23	0.53	0.8	0.8	0	0.3	0.14	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 456
q277_6) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Kayak

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Kayak (Unwtd)		74	33	8	6	6	1	15	105	0
Base - Heard of Kayak (Wgtd)		74	33	8	6	6	1	15	105	0
Eff Base		74	33	8	6	6	1	15	105	0

Top 2 Box (Net)		43.2	45.5	62.5	66.7	66.7	0	80	39	0
Definitely would purchase (1)		21.6	24.2	37.4	50	50	0	46.7	21.9	0
	2	21.6	21.2	25	16.7	16.7	0	33.4	17.1	0
Possibly would purchase (3)		25.6	27.3	12.5	16.6	16.6	0	13.3	23.8	0
Top 2 Box (Net)		31.1	27.3	25.1	16.7	16.7	100	6.7	37.2	0
	4	19	12.1	12.6	0	0	0	6.7	18.1	0
Definitely would not purchase (5)		12.2	15.2	12.5	16.7	16.7	100	0	19.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.79	2.73	2.38	2.17	2.17	5	1.8	2.95	0
Std. Dev.		1.32	1.38	1.51	1.6	1.6	0	0.94	1.42	0
Std. Err.		0.15	0.24	0.53	0.65	0.65	0	0.24	0.14	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 457
q277_7) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Longhorn

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Longhorn (Unwtd)		94	46	12	10	9	5	16	138	0
Base - Heard of Longhorn (Wgtd)		94	46	12	10	9	5	16	138	0
Eff Base		94	46	12	10	9	5	16	138	0
Top 2 Box (Net)		46.8	54.4	58.2	69.9	66.6	59.8	87.5	40.6	0
Definitely would purchase (1)		25.5	32.6	33.3	40	44.4	19.9	62.5	23.2	0
	2	21.3	21.8	24.9	30	22.2	39.9	25	17.4	0
Possibly would purchase (3)		25.5	26.1	25.1	20.1	22.3	20.2	0	19.5	0
Top 2 Box (Net)		27.7	19.5	16.7	10	11.1	20	12.5	39.9	0
	4	13.8	15.2	16.7	10	11.1	20	0	18.8	0
Definitely would not purchase (5)		13.8	4.3	0	0	0	0	12.5	21	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.69	2.37	2.25	2	2	2.4	1.75	2.97	0
Std. Dev.		1.36	1.22	1.14	1.05	1.12	1.14	1.34	1.46	0
Std. Err.		0.14	0.18	0.33	0.33	0.37	0.51	0.34	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 458
q277_9) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Red Man

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Red Man (Unwtd)		88	45	13	9	8	5	19	129	0
Base - Heard of Red Man (Wgtd)		88	45	13	9	8	5	19	129	0
Eff Base		88	45	13	9	8	5	19	129	0
Top 2 Box (Net)		43.2	46.7	61.5	66.7	75	80	78.9	38.8	0
Definitely would purchase (1)		30.7	31.1	46.1	44.4	50	60	52.6	26.4	0
	2	12.5	15.5	15.4	22.2	25	20	26.4	12.4	0
Possibly would purchase (3)		28.4	31.1	30.8	33.3	25	20	10.6	24	0
Top 2 Box (Net)		28.4	22.2	7.8	0	0	0	10.5	37.2	0
	4	13.6	11.1	7.8	0	0	0	10.5	16.3	0
Definitely would not purchase (5)		14.8	11.1	0	0	0	0	0	20.9	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.69	2.56	2	1.89	1.75	1.6	1.79	2.93	0
Std. Dev.		1.42	1.34	1.08	0.93	0.89	0.89	1.03	1.48	0
Std. Err.		0.15	0.2	0.3	0.31	0.31	0.4	0.24	0.13	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 459
q277_10) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Red Seal

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Red Seal (Unwtd)		82	43	11	9	9	4	18	116	0
Base - Heard of Red Seal (Wgtd)		82	43	11	9	9	4	18	116	0
Eff Base		82	43	11	9	9	4	18	116	0
Top 2 Box (Net)		47.6	48.8	54.5	66.6	66.6	49.9	88.9	41.4	0
Definitely would purchase (1)		29.3	30.2	45.4	55.5	55.5	49.9	50	25	0
	2	18.3	18.6	9.1	11.1	11.1	0	38.9	16.4	0
Possibly would purchase (3)		20.7	20.9	27.3	22.2	22.2	25	5.6	20.7	0
Top 2 Box (Net)		31.7	30.2	18.3	11.1	11.1	25.1	5.6	37.9	0
	4	15.9	18.6	18.3	11.1	11.1	25.1	5.6	18.1	0
Definitely would not purchase (5)		15.9	11.6	0	0	0	0	0	19.8	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.71	2.63	2.18	1.89	1.89	2.25	1.67	2.91	0
Std. Dev.		1.44	1.4	1.25	1.17	1.17	1.5	0.84	1.47	0
Std. Err.		0.16	0.21	0.38	0.39	0.39	0.75	0.2	0.14	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 460
q277_12) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Silver Creek

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Silver Creek (Unwtd)		52	23	6	4	4	1	13	78	0
Base - Heard of Silver Creek (Wgtd)		52	23	6	4	4	1	13	78	0
Eff Base		52	23	6	4	4	1	13	78	0
Top 2 Box (Net)		40.3	47.8	49.9	50	50	0	69.1	34.6	0
Definitely would purchase (1)		19.2	26	33.3	50	50	0	61.4	19.2	0
	2	21.2	21.7	16.7	0	0	0	7.7	15.4	0
Possibly would purchase (3)		23.1	30.4	33.2	50	50	100	15.4	19.2	0
Top 2 Box (Net)		36.6	21.8	16.8	0	0	0	15.4	46.2	0
	4	25	17.4	16.8	0	0	0	15.4	29.5	0
Definitely would not purchase (5)		11.6	4.4	0	0	0	0	0	16.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.89	2.52	2.34	2	2	3	1.85	3.09	0
Std. Dev.		1.31	1.2	1.21	1.16	1.16	0	1.22	1.38	0
Std. Err.		0.18	0.25	0.49	0.58	0.58	0	0.34	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 461
q277_13) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Skoal

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal (Unwtd)		129	67	17	15	14	9	32	186	0

Base - Heard of Skoal (Wgtd)		129	67	17	15	14	9	32	186	0
Eff Base		129	67	17	15	14	9	32	186	0
Top 2 Box (Net)		63.5	70.1	70.5	73.3	78.5	66.6	68.8	52.7	0
Definitely would purchase (1)		45.7	50.7	47	53.3	57.1	55.5	56.3	38.1	0
	2	17.9	19.4	23.5	20	21.4	11.1	12.5	14.5	0
Possibly would purchase (3)		17.1	16.4	23.6	26.7	21.5	33.4	18.8	17.2	0
Top 2 Box (Net)		19.4	13.4	5.9	0	0	0	12.5	30.1	0
	4	10.1	9	5.9	0	0	0	6.2	15.1	0
Definitely would not purchase (5)		9.3	4.5	0	0	0	0	6.2	15.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.19	1.97	1.88	1.73	1.64	1.78	1.94	2.54	0
Std. Dev.		1.36	1.21	0.99	0.88	0.84	0.97	1.27	1.49	0
Std. Err.		0.12	0.15	0.24	0.23	0.23	0.32	0.22	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 462
q277_14) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Swisher

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Swisher (Unwtd)	29	13	5	5	5	2	9	32	0
Base - Heard of Swisher (Wgtd)	29	13	5	5	5	2	9	32	0
Eff Base	29	13	5	5	5	2	9	32	0
Top 2 Box (Net)	51.7	46.1	59.9	59.9	59.9	49.7	66.6	53.1	0
Definitely would purchase (1)	24.1	23.1	19.9	19.9	19.9	0	33.3	25	0
2	27.6	23.1	39.9	39.9	39.9	49.7	33.3	28.1	0
Possibly would purchase (3)	17.3	30.8	19.9	19.9	19.9	0	11.1	15.7	0
Top 2 Box (Net)	31	23.1	20.2	20.2	20.2	50.3	22.2	31.2	0
4	20.6	15.4	0	0	0	0	11.1	18.7	0
Definitely would not purchase (5)	10.4	7.8	20.2	20.2	20.2	50.3	11.1	12.5	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.66	2.62	2.61	2.61	2.61	3.51	2.33	2.66	0
Std. Dev.	1.34	1.26	1.52	1.52	1.52	2.12	1.41	1.38	0
Std. Err.	0.25	0.35	0.68	0.68	0.68	1.5	0.47	0.24	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 463
q277_15) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Timber Wolf

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Timber Wolf (Unwtd)	83	46	13	10	9	4	18	122	0
Base - Heard of Timber Wolf (Wgtd)	83	46	13	10	9	4	18	122	0
Eff Base	83	46	13	10	9	4	18	122	0
Top 2 Box (Net)	50.6	54.4	61.5	80	88.9	100	83.3	39.4	0
Definitely would purchase (1)	30.2	39.2	46.1	60	66.7	50	44.4	23	0
2	20.5	15.2	15.4	20	22.2	50	38.9	16.4	0
Possibly would purchase (3)	25.3	23.9	30.8	20	11.1	0	11.2	23.8	0
Top 2 Box (Net)	24.1	21.7	7.8	0	0	0	5.5	36.9	0
4	10.8	13	7.8	0	0	0	5.5	15.6	0
Definitely would not purchase (5)	13.3	8.7	0	0	0	0	0	21.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.57	2.37	2	1.6	1.44	1.5	1.78	2.96	0
Std. Dev.	1.37	1.36	1.08	0.84	0.73	0.58	0.88	1.45	0
Std. Err.	0.15	0.2	0.3	0.27	0.24	0.29	0.21	0.13	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 464
q277_16) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Skoal Xtra

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Xtra (Unwtd)		91	49	11	9	9	4	19	125	0
Base - Heard of Skoal Xtra (Wgtd)		91	49	11	9	9	4	19	125	0
Eff Base		91	49	11	9	9	4	19	125	0
Top 2 Box (Net)		61.5	65.3	72.6	88.9	88.9	100	84.2	52.8	0
Definitely would purchase (1)		29.7	34.7	54.5	66.7	66.7	75	57.9	28	0
	2	31.8	30.6	18.2	22.2	22.2	25	26.3	24.8	0
Possibly would purchase (3)		12.1	14.3	9.1	0	0	0	0	13.6	0
Top 2 Box (Net)		26.4	20.4	18.2	11.1	11.1	0	15.8	33.6	0
	4	13.2	12.2	18.2	11.1	11.1	0	5.3	17.6	0
Definitely would not purchase (5)		13.2	8.2	0	0	0	0	10.5	16	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.48	2.29	1.91	1.55	1.55	1.25	1.84	2.69	0
Std. Dev.		1.39	1.29	1.22	1.01	1.01	0.5	1.34	1.45	0
Std. Err.		0.15	0.18	0.37	0.34	0.34	0.25	0.31	0.13	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 465
q277_17) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Kodiak

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Kodiak (Unwtd)		92	45	11	8	7	2	19	141	0
Base - Heard of Kodiak (Wgtd)		92	45	11	8	7	2	19	141	0
Eff Base		92	45	11	8	7	2	19	141	0
Top 2 Box (Net)		46.7	48.9	72.7	75	85.8	100	68.4	35.4	0
Definitely would purchase (1)		22.8	28.9	45.4	50	57.2	50	42.1	17.7	0
	2	23.9	20	27.3	25	28.6	50	26.3	17.7	0
Possibly would purchase (3)		29.3	26.7	18.1	25	14.2	0	15.8	23.4	0
Top 2 Box (Net)		23.9	24.5	9.2	0	0	0	15.8	41.1	0
	4	13	15.6	9.2	0	0	0	15.8	19.9	0
Definitely would not purchase (5)		10.9	8.9	0	0	0	0	0	21.3	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.65	2.56	1.91	1.75	1.57	1.5	2.05	3.09	0
Std. Dev.		1.27	1.31	1.05	0.89	0.79	0	1.13	1.39	0
Std. Err.		0.13	0.19	0.32	0.31	0.3	0	0.26	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 466
q277_18) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Renegades

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Heard of Renegades (Unwtd)		51	26	7	6	6	2	12	71	0
Base - Heard of Renegades (Wgtd)		51	26	7	6	6	2	12	71	0
Eff Base		51	26	7	6	6	2	12	71	0
Top 2 Box (Net)		43.1	46.1	71.3	83.4	83.4	100	75	36.6	0
Definitely would purchase (1)		21.5	34.6	57.1	66.7	66.7	100	66.7	18.3	0
	2	21.6	11.6	14.3	16.7	16.7	0	8.4	18.3	0
Possibly would purchase (3)		19.6	19.2	14.2	16.6	16.6	0	8.3	18.3	0
Top 2 Box (Net)		37.3	34.6	14.4	0	0	0	16.6	45.1	0
	4	11.8	15.4	14.4	0	0	0	8.3	18.3	0
Definitely would not purchase (5)		25.5	19.2	0	0	0	0	8.3	26.8	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.98	2.73	1.86	1.5	1.5	1	1.83	3.17	0
Std. Dev.		1.5	1.56	1.22	0.84	0.84	0	1.4	1.47	0
Std. Err.		0.21	0.31	0.46	0.34	0.34	0	0.4	0.17	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 467
q277_20) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- Stoker's

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Stoker's (Unwtd)		41	24	7	7	7	2	9	54	0
Base - Heard of Stoker's (Wgtd)		41	24	7	7	7	2	9	54	0
Eff Base		41	24	7	7	7	2	9	54	0
Top 2 Box (Net)		43.9	37.5	71.3	71.3	71.3	49.8	66.7	46.3	0
Definitely would purchase (1)		29.3	25	57.1	57.1	57.1	0	44.5	35.2	0
	2	14.6	12.5	14.3	14.3	14.3	49.8	22.2	11.1	0
Possibly would purchase (3)		17.1	20.9	14.2	14.2	14.2	0	0	14.8	0
Top 2 Box (Net)		39	41.7	14.4	14.4	14.4	50.2	33.3	38.9	0
	4	26.8	37.5	14.4	14.4	14.4	50.2	33.3	25.9	0
Definitely would not purchase (5)		12.2	4.2	0	0	0	0	0	13	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.78	2.83	1.86	1.86	1.86	3	2.22	2.7	0
Std. Dev.		1.44	1.31	1.22	1.22	1.22	1.41	1.39	1.5	0
Std. Err.		0.22	0.27	0.46	0.46	0.46	1	0.46	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 468
q277_19) How likely are you to buy the following loose moist snuff brands within the next 3 months?
- [Q269 OTHER]

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of [Q269 OTHER] (Unwtd)		4	0	0	0	0	0	0	4	0
Base - Heard of [Q269 OTHER] (Wgtd)		4	0	0	0	0	0	0	4	0
Eff Base		4	0	0	0	0	0	0	4	0
Top 2 Box (Net)		24.9	0	0	0	0	0	0	24.9	0
Definitely would purchase (1)		24.9	0	0	0	0	0	0	24.9	0
	2	0	0	0	0	0	0	0	0	0
Possibly would purchase (3)		0	0	0	0	0	0	0	0	0
Top 2 Box (Net)		75.1	0	0	0	0	0	0	75.1	0
	4	24.9	0	0	0	0	0	0	24.9	0
Definitely would not purchase (5)		50.2	0	0	0	0	0	0	50.2	0
Total		100	0	0	0	0	0	0	100	0
Mean		3.75	0	0	0	0	0	0	3.75	0
Std. Dev.		1.89	0	0	0	0	0	0	1.89	0

Std. Err.	0.95	0	0	0	0	0	0	0.95	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 469
q278) As a consumer you regularly make many choices between different brands. Thinking about moist snuff, how
important is the brand name when you make a purchase?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Top 2 Box (Net)	57.1	53.7	75	68.4	66.7	63.6	58.7	60.4	0
Care very much (1)	37.1	35.8	41.7	31.6	33.3	27.3	43.1	39.7	0
2	20	17.9	33.3	36.9	33.3	36.3	15.5	20.6	0
Care somewhat (3)	21.3	24.4	20.8	26.3	27.8	36.4	13.8	20	0
Bottom 2 Box (Net)	21.7	21.9	4.2	5.2	5.5	0	27.6	19.7	0
4	15.7	15.4	4.2	5.2	5.5	0	22.4	14.1	0
Do not care at all (5)	5.9	6.5	0	0	0	0	5.2	5.6	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.34	2.39	1.87	2.05	2.06	2.09	2.31	2.25	0
Std. Dev.	1.28	1.29	0.9	0.91	0.94	0.83	1.37	1.27	0
Std. Err.	0.08	0.12	0.18	0.21	0.22	0.25	0.18	0.07	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 470
q279) Top 2 Box Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Copenhagen Pouches	62.4	67.3	74.9	74.9	71.3	66.4	71.5	57	0
(2) Grizzly Pouches	61.5	73.9	63.5	77.7	74.9	79.8	80	54.1	0
(3) Longhorn Pouches	57.9	59.2	62.4	66.7	72.7	66.6	72.2	53.2	0
(4) Renegades (Pouch)	55.3	65.5	62.4	66.7	66.7	66.7	92.3	54.2	0
(5) Skoal Bandits	56.5	62.1	61.5	58.3	63.6	39.9	85	49.7	0
(6) Skoal Pouches (other than Bandits)	54.7	62.3	71.4	81.8	90	100	78.3	48.8	0
(7) Timber Wolf Pouches	60.6	57.9	66.6	77.8	77.8	75.1	86.6	54.3	0
(8) Skoal Xtra Pouches	64.6	76.9	79.9	83.3	83.3	0	78.9	54.9	0
(9) Kodiak Pouches	47	60.6	62.5	66.7	80	0	53.3	41.7	0
(11) Kayak Pouches	60.9	65.7	77.7	87.5	87.5	100	72.3	54.3	0
(10) [Q270 OTHER]	33.2	0	0	0	0	0	0	24.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 471
q279) Top 2 Box Summary Table - Uses Moist Snuff & Has MS Usual Brand

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Copenhagen Pouches	33.4	0	0	0	0	0	49.9	57.2	0
(2) Grizzly Pouches	88.2	100	100	100	100	100	100	88.2	0
(5) Skoal Bandits	63.1	63.6	66.7	66.7	66.7	100	66.7	57.1	0
(6) Skoal Pouches (other than Bandits)	62.5	66.6	0	0	0	0	50	66.7	0

(7) Timber Wolf Pouches	66.7	0	0	0	0	0	0	75	0
(8) Skoal Xtra Pouches	62.5	71.5	100	100	100	0	100	60.1	0
(9) Kodiak Pouches	33.5	50.2	0	0	0	0	0	40	0
(11) Kayak Pouches	100	100	0	0	0	0	100	85.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 472

q279) Top 2 Box Summary Table - Uses Moist Snuff & Exclude MS Usual Brand

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Copenhagen Pouches	65.2	74.4	74.9	74.9	71.3	66.4	73.7	57	0
(2) Grizzly Pouches	55.4	67.5	49.8	66.6	66.6	74.8	76.5	48.5	0
(3) Longhorn Pouches	60	61.7	62.4	66.7	72.7	66.6	72.2	54.7	0
(4) Renegades (Pouch)	55.3	65.5	62.4	66.7	66.7	66.7	92.3	54.2	0
(5) Skoal Bandits	55.2	61.7	60	55.5	62.5	25	88.2	48.4	0
(6) Skoal Pouches (other than Bandits)	54	61.7	71.4	81.8	90	100	88.3	47.4	0
(7) Timber Wolf Pouches	60.3	59.5	66.6	77.8	77.8	75.1	86.6	53.4	0
(8) Skoal Xtra Pouches	64.7	77.8	77.7	80	80	0	73.3	54.4	0
(9) Kodiak Pouches	47.6	61.3	62.5	66.7	80	0	57	41.8	0
(11) Kayak Pouches	57.8	63.6	77.7	87.5	87.5	100	70.6	51.3	0
(10) [Q270 OTHER]	33.2	0	0	0	0	0	0	24.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 473
q279_1) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Copenhagen Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Copenhagen Pouches (Unwtd)	101	52	12	8	7	3	21	135	0
Base - Heard of Copenhagen Pouches (Wgtd)	101	52	12	8	7	3	21	135	0
Eff Base	101	52	12	8	7	3	21	135	0
Top 2 Box (Net)	62.4	67.3	74.9	74.9	71.3	66.4	71.5	57	0
Definitely would purchase (1)	38.6	38.5	58.2	62.4	71.3	66.4	52.4	36.3	0
2	23.8	28.8	16.7	12.5	0	0	19	20.7	0
Possibly would purchase (3)	19.8	15.4	0	0	0	0	19	16.3	0
Top 2 Box (Net)	17.8	17.3	25.1	25.1	28.7	33.6	9.5	26.7	0
4	7.9	11.6	25.1	25.1	28.7	33.6	9.5	8.9	0
Definitely would not purchase (5)	9.9	5.7	0	0	0	0	0	17.8	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.27	2.17	1.92	1.88	1.86	2.01	1.86	2.51	0
Std. Dev.	1.32	1.23	1.31	1.36	1.47	1.73	1.06	1.5	0
Std. Err.	0.13	0.17	0.38	0.48	0.55	1	0.23	0.13	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 474
q279_2) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Grizzly Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Grizzly Pouches (Unwtd)	91	46	11	9	8	5	20	120	0
Base - Heard of Grizzly Pouches (Wgtd)	91	46	11	9	8	5	20	120	0
Eff Base	91	46	11	9	8	5	20	120	0
Top 2 Box (Net)	61.5	73.9	63.5	77.7	74.9	79.8	80	54.1	0
Definitely would purchase (1)	37.3	45.6	36.3	44.4	37.4	39.9	44.9	35	0
2	24.2	28.3	27.2	33.3	37.5	39.9	35.1	19.2	0
Possibly would purchase (3)	19.8	13.1	18.2	11.1	12.5	0	15	17.5	0
Top 2 Box (Net)	18.7	13.1	18.3	11.2	12.6	20.2	5	28.4	0
4	8.8	6.5	9.2	0	0	0	0	11.7	0
Definitely would not purchase (5)	9.9	6.5	9.2	11.2	12.6	20.2	5	16.7	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.3	2	2.28	2	2.13	2.21	1.85	2.56	0
Std. Dev.	1.32	1.21	1.35	1.33	1.36	1.65	1.04	1.48	0
Std. Err.	0.14	0.18	0.41	0.44	0.48	0.74	0.23	0.14	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 475
q279_3) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Longhorn Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Longhorn Pouches (Unwtd)	88	49	16	12	11	6	18	109	0
Base - Heard of Longhorn Pouches (Wgtd)	88	49	16	12	11	6	18	109	0
Eff Base	88	49	16	12	11	6	18	109	0
Top 2 Box (Net)	57.9	59.2	62.4	66.7	72.7	66.6	72.2	53.2	0
Definitely would purchase (1)	37.5	40.8	43.7	41.6	45.4	33.2	61.1	33.9	0
2	20.5	18.4	18.7	25	27.3	33.3	11.1	19.3	0
Possibly would purchase (3)	23.9	22.4	25	24.9	18.1	16.6	5.5	21.1	0
Top 2 Box (Net)	18.2	18.4	12.6	8.4	9.2	16.8	22.2	25.7	0
4	10.2	14.3	12.6	8.4	9.2	16.8	22.2	11	0
Definitely would not purchase (5)	8	4.1	0	0	0	0	0	14.7	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.31	2.22	2.06	2	1.91	2.17	1.89	2.53	0
Std. Dev.	1.29	1.25	1.12	1.05	1.05	1.17	1.28	1.43	0
Std. Err.	0.14	0.18	0.28	0.3	0.32	0.48	0.3	0.14	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 476
q279_4) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Renegades (Pouch)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Renegades (Pouch) (Unwtd)	47	29	8	6	6	3	13	59	0
Base - Heard of Renegades (Pouch) (Wgtd)	47	29	8	6	6	3	13	59	0
Eff Base	47	29	8	6	6	3	13	59	0
Top 2 Box (Net)	55.3	65.5	62.4	66.7	66.7	66.7	92.3	54.2	0
Definitely would purchase (1)	34	48.3	50	50.1	50.1	33.4	61.6	33.9	0
2	21.3	17.2	12.5	16.7	16.7	33.3	30.7	20.3	0
Possibly would purchase (3)	25.5	24.1	12.5	16.6	16.6	0	7.7	23.7	0
Top 2 Box (Net)	19.2	10.4	25.1	16.7	16.7	33.3	0	22.1	0
4	8.5	3.5	12.6	0	0	0	0	10.2	0
Definitely would not purchase (5)	10.6	6.9	12.5	16.7	16.7	33.3	0	11.9	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.4	2.03	2.25	2.17	2.17	2.67	1.46	2.46	0

Std. Dev.	1.33	1.24	1.58	1.6	1.6	2.08	0.66	1.37	0
Std. Err.	0.19	0.23	0.56	0.65	0.65	1.2	0.18	0.18	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 477
q279_5) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Skoal Bandits

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Bandits (Unwtd)	115	58	13	12	11	5	20	149	0
Base - Heard of Skoal Bandits (Wgtd)	115	58	13	12	11	5	20	149	0
Eff Base	115	58	13	12	11	5	20	149	0
Top 2 Box (Net)	56.5	62.1	61.5	58.3	63.6	39.9	85	49.7	0
Definitely would purchase (1)	31.3	43.1	46.1	50	54.5	39.9	65	27.5	0
2	25.2	19	15.4	8.3	9.1	0	20	22.1	0
Possibly would purchase (3)	15.7	19	15.4	16.6	9.1	20	10	15.4	0
Top 2 Box (Net)	27.8	19	23.1	25	27.3	40.1	5	34.9	0
4	12.2	8.6	7.7	8.3	9.1	0	5	14.1	0
Definitely would not purchase (5)	15.7	10.3	15.4	16.7	18.3	40.1	0	20.8	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.56	2.24	2.31	2.33	2.27	3	1.55	2.79	0
Std. Dev.	1.44	1.37	1.55	1.62	1.68	2	0.89	1.51	0
Std. Err.	0.13	0.18	0.43	0.47	0.51	0.89	0.2	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 478
q279_6) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Skoal Pouches (other than Bandits)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Pouches (other than Bandits) (Unwtd)	95	53	14	11	10	5	23	123	0
Base - Heard of Skoal Pouches (other than Bandits) (Wgtd)	95	53	14	11	10	5	23	123	0
Eff Base	95	53	14	11	10	5	23	123	0
Top 2 Box (Net)	54.7	62.3	71.4	81.8	90	100	78.3	48.8	0
Definitely would purchase (1)	35.8	47.2	50	63.7	70	60	52.3	29.3	0
2	19	15.1	21.4	18.2	20	40	26	19.5	0
Possibly would purchase (3)	22.1	17	14.3	9.1	0	0	8.7	18.7	0
Top 2 Box (Net)	23.2	20.8	14.3	9.1	10	0	13	32.5	0
4	13.7	15.1	14.3	9.1	10	0	13	16.3	0
Definitely would not purchase (5)	9.5	5.7	0	0	0	0	0	16.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.42	2.17	1.93	1.64	1.5	1.4	1.83	2.71	0
Std. Dev.	1.35	1.33	1.14	1.03	0.97	0.55	1.07	1.45	0
Std. Err.	0.14	0.18	0.31	0.31	0.31	0.24	0.22	0.13	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 479
q279_7) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Timber Wolf Pouches

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Timber Wolf Pouches (Unwtd)		71	38	12	9	9	4	15	92	0
Base - Heard of Timber Wolf Pouches (Wgtd)		71	38	12	9	9	4	15	92	0
Eff Base		71	38	12	9	9	4	15	92	0
Top 2 Box (Net)		60.6	57.9	66.6	77.8	77.8	75.1	86.6	54.3	0
Definitely would purchase (1)		35.2	36.8	50	66.7	66.7	50	33.3	32.6	0
	2	25.4	21	16.7	11.1	11.1	25	53.3	21.8	0
Possibly would purchase (3)		26.7	28.9	25	22.2	22.2	24.9	13.4	25	0
Top 2 Box (Net)		12.7	13.2	8.4	0	0	0	0	20.7	0
	4	5.6	7.9	8.4	0	0	0	0	7.6	0
Definitely would not purchase (5)		7	5.3	0	0	0	0	0	13	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.24	2.24	1.92	1.55	1.55	1.75	1.8	2.47	0
Std. Dev.		1.2	1.2	1.08	0.88	0.88	0.96	0.68	1.36	0
Std. Err.		0.14	0.19	0.31	0.29	0.29	0.48	0.17	0.14	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 480
q279_8) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Skoal Xtra Pouches

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Skoal Xtra Pouches (Unwtd)		96	52	10	6	6	1	19	122	0
Base - Heard of Skoal Xtra Pouches (Wgtd)		96	52	10	6	6	1	19	122	0
Eff Base		96	52	10	6	6	1	19	122	0
Top 2 Box (Net)		64.6	76.9	79.9	83.3	83.3	0	78.9	54.9	0
Definitely would purchase (1)		30.2	40.4	49.9	50	50	0	52.7	26.2	0
	2	34.4	36.5	30	33.3	33.3	0	26.2	28.7	0
Possibly would purchase (3)		15.6	11.5	10	16.7	16.7	100	0	16.4	0
Top 2 Box (Net)		19.8	11.5	10.1	0	0	0	21.1	28.7	0
	4	11.5	9.6	10.1	0	0	0	21.1	13.9	0
Definitely would not purchase (5)		8.3	1.9	0	0	0	0	0	14.8	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.33	1.96	1.8	1.67	1.67	3	1.9	2.62	0
Std. Dev.		1.25	1.05	1.03	0.82	0.82	0	1.2	1.39	0
Std. Err.		0.13	0.15	0.33	0.33	0.33	0	0.27	0.13	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 481
q279_9) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Kodiak Pouches

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Kodiak Pouches (Unwtd)		66	33	8	6	5	0	15	84	0
Base - Heard of Kodiak Pouches (Wgtd)		66	33	8	6	5	0	15	84	0
Eff Base		66	33	8	6	5	0	15	84	0
Top 2 Box (Net)		47	60.6	62.5	66.7	80	0	53.3	41.7	0
Definitely would purchase (1)		31.8	39.4	49.9	66.7	80	0	46.6	27.4	0
	2	15.2	21.2	12.5	0	0	0	6.7	14.3	0
Possibly would purchase (3)		34.8	27.3	24.9	33.3	20	0	40	30.9	0
Top 2 Box (Net)		18.2	12.1	12.6	0	0	0	6.7	27.4	0
	4	9.1	6.1	12.6	0	0	0	6.7	15.5	0
Definitely would not purchase (5)		9.1	6.1	0	0	0	0	0	11.9	0

Total	100	100	100	100	100	0	100	100	0
Mean	2.49	2.18	2	1.67	1.4	0	2.07	2.7	0
Std. Dev.	1.28	1.21	1.2	1.03	0.89	0	1.1	1.34	0
Std. Err.	0.16	0.21	0.42	0.42	0.4	0	0.28	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 482
q279_10) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Other

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Other (Unwtd)		3	0	0	0	0	0	0	4	0
Base - Heard of Other (Wgtd)		3	0	0	0	0	0	0	4	0
Eff Base		3	0	0	0	0	0	0	4	0
Top 2 Box (Net)		33.2	0	0	0	0	0	0	24.9	0
Definitely would purchase (1)		33.2	0	0	0	0	0	0	24.9	0
	2	0	0	0	0	0	0	0	0	0
Possibly would purchase (3)		0	0	0	0	0	0	0	0	0
Top 2 Box (Net)		66.8	0	0	0	0	0	0	75.1	0
	4	0	0	0	0	0	0	0	0	0
Definitely would not purchase (5)		66.8	0	0	0	0	0	0	75.1	0
Total		100	0	0	0	0	0	0	100	0
Mean		3.67	0	0	0	0	0	0	4	0
Std. Dev.		2.31	0	0	0	0	0	0	2	0
Std. Err.		1.33	0	0	0	0	0	0	1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 483
q279_11) How likely are you to buy the following moist snuff pouch brands within the next 3 months.
- Kayak Pouches

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Heard of Kayak Pouches (Unwtd)		69	35	9	8	8	1	18	81	0
Base - Heard of Kayak Pouches (Wgtd)		69	35	9	8	8	1	18	81	0
Eff Base		69	35	9	8	8	1	18	81	0
Top 2 Box (Net)		60.9	65.7	77.7	87.5	87.5	100	72.3	54.3	0
Definitely would purchase (1)		37.7	45.7	66.6	75	75	0	55.6	34.6	0
	2	23.2	20	11.1	12.5	12.5	100	16.7	19.7	0
Possibly would purchase (3)		17.4	17.2	11.1	12.5	12.5	0	5.5	19.7	0
Top 2 Box (Net)		21.8	17.2	11.2	0	0	0	22.2	25.9	0
	4	14.5	8.6	11.2	0	0	0	16.7	16.1	0
Definitely would not purchase (5)		7.2	8.6	0	0	0	0	5.5	9.9	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.3	2.14	1.67	1.37	1.37	2	2	2.47	0
Std. Dev.		1.31	1.33	1.12	0.74	0.74	0	1.37	1.37	0
Std. Err.		0.16	0.23	0.37	0.26	0.26	0	0.32	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 484
q280) If all products were available at the same price, what brand of moist snuff do you most prefer?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Skoal	16.6	17.9	20.8	26.3	27.7	27.2	12.1	15.4	0
Copenhagen	15.3	14.6	25.1	21.1	22.2	27.3	13.8	17.7	0
Grizzly	9.8	10.6	8.3	10.5	5.6	9.1	12.1	11.2	0
Skoal Bandits	5.5	7.3	4.2	5.3	5.5	0	3.4	4.3	0
Grizzly Pouches	4.7	4.1	4.2	5.3	5.6	9.1	5.2	4.3	0
Longhorn	3.8	5.7	8.3	10.5	11.1	9.1	3.5	4.3	0
Kayak	3.8	3.2	4.2	5.3	5.6	0	6.9	2.9	0
Skoal Xtra Pouches	3.4	4.1	0	0	0	0	5.2	3.3	0
Red Man	3.4	2.4	4.2	0	0	0	5.2	3.3	0
Hawken	3	2.4	4.2	0	0	0	1.7	2.6	0
Kodiak	2.6	1.6	4.2	0	0	0	1.7	2.3	0
Red Seal	2.1	0.8	0	0	0	0	1.7	2.6	0
Skoal Xtra	2.1	1.6	0	0	0	0	0	2.3	0
Kayak Pouches	1.7	1.6	0	0	0	0	3.4	1.6	0
Husky	1.7	0.8	4.2	5.3	5.6	9.1	0	1.3	0
Swisher	1.7	0	0	0	0	0	1.7	1.3	0
Skoal Pouches (other than Bandits)	1.3	1.6	0	0	0	0	1.7	1.3	0
Timber Wolf Pouches	1.3	2.4	0	0	0	0	0	1.6	0
Copenhagen Pouches	1.3	1.6	0	0	0	0	1.7	3	0
Stoker's	1.3	0.8	0	0	0	0	0	1.3	0
Longhorn Pouches	1.3	2.4	0	0	0	0	3.5	1	0
Kodiak Pouches	1.3	1.6	4.2	5.3	5.5	0	0	1	0
Renegades	0.9	1.6	0	0	0	0	0	0.7	0
Timber Wolf	0.9	0.8	0	0	0	0	3.4	1	0
Cougar	0.8	0.8	0	0	0	0	0	0.7	0
Silver Creek	0.8	0.8	4.2	5.3	5.6	9.1	3.4	1	0
Renegades (Pouch)	0	0	0	0	0	0	0	0.3	0
Don't know	3	2.4	0	0	0	0	3.4	2.6	0
None of the above	4.7	4.1	0	0	0	0	5.2	3.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 485
q281) Mean Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Cougar	0.8	0.17	0	0	0	0	0.33	0.75	0
(2) Copenhagen	1.03	1	0.6	0.25	0.25	0.5	0.5	1.04	0
(3) Grizzly	1.16	0.77	1	1	1	1.67	1.1	1.35	0
(4) Hawken	0.17	0.33	0.5	0.5	0.5	0	0	0.17	0
(5) Husky	1.25	1.8	1	1	1	2	3.51	1.11	0
(6) Kayak	2.36	2.13	0.5	0.5	0.5	0	3	2.3	0
(7) Longhorn	1.72	2.22	1.34	1.34	1.34	1.75	0.67	1.53	0
(9) Red Man	0.18	0.28	0.5	0.5	0.5	1	0.5	0.15	0
(10) Red Seal	2.23	0.6	0	0	0	0	0	2.23	0
(12) Silver Creek	0.83	0.25	0	0	0	0	0.5	0.56	0
(13) Skoal	1.48	1.6	1.4	1.75	1.75	2.99	1.91	1.29	0
(14) Swisher	1.5	1	0	0	0	0	1	1.8	0
(15) Timber Wolf	0.39	0.5	0	0	0	0	0.5	0.78	0
(16) Skoal Xtra	0.22	0.25	0	0	0	0	0.5	0.65	0
(17) Kodiak	0.71	0.93	1.34	0.5	0.5	0	1	0.74	0
(18) Renegades	2.49	0.5	0.5	0.5	0.5	0	0	2	0
(31) Stoker's	1.43	2	1.5	1.5	1.5	3	0.5	2.66	0
(20) Copenhagen Pouches	0.72	0.87	0.5	0.5	0.67	1	1.5	1.77	0
(21) Grizzly Pouches	1	0.92	0.83	0.83	0.8	1	0.67	0.95	0
(22) Longhorn Pouches	0.5	0.57	0	0	0	0	0.67	0.46	0
(24) Skoal Bandits	1.47	2.11	3	3	3	0	2.19	1.38	0
(25) Skoal Pouches (other than Bandits)	0.5	0.5	0.5	0.5	0.5	1	0.6	0.47	0

(26) Timber Wolf Pouches	2.62	1	1	0.5	0.5	0	1	2.62	0
(27) Skoal Xtra Pouches	0.45	0.5	0	0	0	0	1	1.01	0
(28) Kodiak Pouches	1	1	1.5	1.5	1.5	0	0	1	0
(30) Kayak Pouches	0.75	0	0	0	0	0	0	1.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 486
q281_1) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Cougar

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Cougar/ Not Most Often (Unwtd)		10	6	2	2	2	0	3	12	0
Base - Ever Purchased Cougar/ Not Most Often (Wgtd)		10	6	2	2	2	0	3	12	0
Eff Base		10	6	2	2	2	0	3	12	0
	0	60	83.3	100	100	100	0	66.6	58.4	0
	1	20	16.7	0	0	0	0	33.4	25	0
	2	10	0	0	0	0	0	0	8.3	0
	4	10	0	0	0	0	0	0	8.3	0
Total		100	100	100	100	100	0	100	100	0
Mean		0.8	0.17	0	0	0	0	0.33	0.75	0
Std. Dev.		1.31	0.41	0	0	0	0	0.58	1.21	0
Std. Err.		0.42	0.17	0	0	0	0	0.33	0.35	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 487
q281_2) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Copenhagen

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Copenhagen/ Not Most Often (Unwtd)		38	21	5	4	4	2	8	56	0
Base - Ever Purchased Copenhagen/ Not Most Often (Wgtd)		38	21	5	4	4	2	8	56	0
Eff Base		38	21	5	4	4	2	8	56	0
	0	52.7	57.2	59.9	75	75	50.1	62.6	51.8	0
	1	21.1	19	20	25	25	49.9	24.9	21.4	0
	2	15.8	14.3	20.1	0	0	0	12.5	14.3	0
	3	2.6	0	0	0	0	0	0	3.6	0
	4	2.6	4.8	0	0	0	0	0	5.4	0
	5	2.6	0	0	0	0	0	0	1.8	0
	7	2.6	4.8	0	0	0	0	0	1.8	0
Total		100	100	100	100	100	100	100	100	0
Mean		1.03	1	0.6	0.25	0.25	0.5	0.5	1.04	0
Std. Dev.		1.57	1.73	0.9	0.5	0.5	0	0.76	1.5	0
Std. Err.		0.25	0.38	0.4	0.25	0.25	0	0.27	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 488
q281_3) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Grizzly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Grizzly/ Not Most Often (Unwtd)	43	22	5	5	5	3	10	55	0
Base - Ever Purchased Grizzly/ Not Most Often (Wgtd)	43	22	5	5	5	3	10	55	0
Eff Base	43	22	5	5	5	3	10	55	0
0	55.8	63.6	59.9	59.9	59.9	33.2	60	52.7	0
1	18.6	22.7	20.2	20.2	20.2	33.6	10	20	0
2	11.6	4.5	0	0	0	0	20	10.9	0
4	7	4.5	20	20	20	33.3	0	7.3	0
5	0	0	0	0	0	0	0	1.8	0
6	4.7	4.6	0	0	0	0	10	3.7	0
8	2.3	0	0	0	0	0	0	1.8	0
10	0	0	0	0	0	0	0	1.8	0
Total	100	100	100	100	100	100	100	100	0
Mean	1.16	0.77	1	1	1	1.67	1.1	1.35	0
Std. Dev.	1.92	1.51	1.73	1.73	1.73	2.08	1.91	2.2	0
Std. Err.	0.29	0.32	0.77	0.77	0.77	1.2	0.61	0.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 489
q281_4) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Hawken

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Hawken/ Not Most Often (Unwtd)	6	3	2	2	2	0	2	6	0
Base - Ever Purchased Hawken/ Not Most Often (Wgtd)	6	3	2	2	2	0	2	6	0
Eff Base	6	3	2	2	2	0	2	6	0
0	83.3	66.6	49.9	49.9	49.9	0	100	83.3	0
1	16.7	33.4	50.1	50.1	50.1	0	0	16.7	0
Total	100	100	100	100	100	0	100	100	0
Mean	0.17	0.33	0.5	0.5	0.5	0	0	0.17	0
Std. Dev.	0.41	0.58	0	0	0	0	0	0.41	0
Std. Err.	0.17	0.33	0	0	0	0	0	0.17	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 490
q281_5) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Husky

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Husky/ Not Most Often (Unwtd)	8	5	2	2	2	1	2	9	0
Base - Ever Purchased Husky/ Not Most Often (Wgtd)	8	5	2	2	2	1	2	9	0
Eff Base	8	5	2	2	2	1	2	9	0
0	62.5	60	49.9	49.9	49.9	0	49.9	66.6	0
1	12.5	0	0	0	0	0	0	11.2	0
2	12.5	20	50.1	50.1	50.1	100	0	11.1	0
7	12.5	20	0	0	0	0	50.1	11.1	0
Total	100	100	100	100	100	100	100	100	0
Mean	1.25	1.8	1	1	1	2	3.51	1.11	0
Std. Dev.	2.43	3.03	0	0	0	0	0	2.31	0

Std. Err.	0.86	1.36	0	0	0	0	0	0.77	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 491
q281_6) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Kayak

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Kayak/ Not Most Often (Unwtd)	14	8	2	2	2	0	3	17	0
Base - Ever Purchased Kayak/ Not Most Often (Wgtd)	14	8	2	2	2	0	3	17	0
Eff Base	14	8	2	2	2	0	3	17	0
0	28.6	37.5	49.9	49.9	49.9	0	33.3	29.4	0
1	28.5	25	50.1	50.1	50.1	0	33.4	23.5	0
2	14.3	12.5	0	0	0	0	0	17.6	0
4	0	0	0	0	0	0	0	5.9	0
5	14.4	12.6	0	0	0	0	0	11.8	0
7	7.1	0	0	0	0	0	0	5.9	0
8	7.1	12.5	0	0	0	0	33.3	5.9	0
Total	100	100	100	100	100	0	100	100	0
Mean	2.36	2.13	0.5	0.5	0.5	0	3	2.3	0
Std. Dev.	2.73	2.9	0	0	0	0	4.36	2.57	0
Std. Err.	0.73	1.02	0	0	0	0	2.52	0.62	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 492
q281_7) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Longhorn

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Longhorn/ Not Most Often (Unwtd)	25	14	6	6	6	4	3	32	0
Base - Ever Purchased Longhorn/ Not Most Often (Wgtd)	25	14	6	6	6	4	3	32	0
Eff Base	25	14	6	6	6	4	3	32	0
0	32	28.5	16.6	16.6	16.6	0	33.3	37.5	0
1	27.9	21.4	49.9	49.9	49.9	49.9	66.7	24.9	0
2	16.1	21.5	16.8	16.8	16.8	25.2	0	15.7	0
3	12	7.1	16.6	16.6	16.6	24.9	0	12.5	0
4	4	7.2	0	0	0	0	0	3.1	0
5	4	7.1	0	0	0	0	0	3.1	0
10	4	7.2	0	0	0	0	0	3.1	0
Total	100	100	100	100	100	100	100	100	0
Mean	1.72	2.22	1.34	1.34	1.34	1.75	0.67	1.53	0
Std. Dev.	2.21	2.72	1.03	1.03	1.03	0.96	0.58	2.05	0
Std. Err.	0.44	0.73	0.42	0.42	0.42	0.48	0.33	0.36	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 493
q281_9) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Red Man

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Red Man/ Not Most Often (Unwtd)		11	7	2	2	2	1	2	13	0
Base - Ever Purchased Red Man/ Not Most Often (Wgtd)		11	7	2	2	2	1	2	13	0
Eff Base		11	7	2	2	2	1	2	13	0
	0	81.9	71.5	50	50	50	0	50	84.7	0
	1	18.1	28.5	50	50	50	100	50	15.3	0
Total		100	100	100	100	100	100	100	100	0
Mean		0.18	0.28	0.5	0.5	0.5	1	0.5	0.15	0
Std. Dev.		0.4	0.49	0	0	0	0	0	0.37	0
Std. Err.		0.12	0.18	0	0	0	0	0	0.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 494
q281_10) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Red Seal

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Red Seal/ Not Most Often (Unwtd)		13	5	1	1	1	0	1	13	0
Base - Ever Purchased Red Seal/ Not Most Often (Wgtd)		13	5	1	1	1	0	1	13	0
Eff Base		13	5	1	1	1	0	1	13	0
	0	53.9	80.1	100	100	100	0	100	53.9	0
	1	7.7	0	0	0	0	0	0	7.7	0
	3	7.7	19.9	0	0	0	0	0	7.7	0
	5	7.7	0	0	0	0	0	0	7.7	0
	6	7.7	0	0	0	0	0	0	7.7	0
	7	15.4	0	0	0	0	0	0	15.4	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.23	0.6	0	0	0	0	0	2.23	0
Std. Dev.		2.95	1.34	0	0	0	0	0	2.95	0
Std. Err.		0.82	0.6	0	0	0	0	0	0.82	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 495
q281_12) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Silver Creek

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Silver Creek/ Not Most Often (Unwtd)		6	4	1	1	1	0	2	9	0
Base - Ever Purchased Silver Creek/ Not Most Often (Wgtd)		6	4	1	1	1	0	2	9	0
Eff Base		6	4	1	1	1	0	2	9	0
	0	66.7	75.1	100	100	100	0	50	77.8	0
	1	16.6	24.9	0	0	0	0	50	11.1	0
	4	16.7	0	0	0	0	0	0	11.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		0.83	0.25	0	0	0	0	0.5	0.56	0
Std. Dev.		1.6	0.5	0	0	0	0	0	1.33	0
Std. Err.		0.65	0.25	0	0	0	0	0	0.44	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 496
q281_13) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Skoal

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Skoal/ Not Most Often (Unwtd)		50	25	5	4	4	2	11	66	0
Base - Ever Purchased Skoal/ Not Most Often (Wgtd)		50	25	5	4	4	2	11	66	0
Eff Base		50	25	5	4	4	2	11	66	0
	0	40.1	28	39.9	24.9	24.9	0	18.1	42.5	0
	1	30	36	20	25	25	0	45.5	31.8	0
	2	18	24	20.1	25.2	25.2	50.3	18.2	15.2	0
	3	0	0	0	0	0	0	0	1.5	0
	4	4	4	19.9	24.9	24.9	49.7	9.1	3	0
	7	2	4	0	0	0	0	0	1.5	0
	8	4	4	0	0	0	0	9	3	0
	10	2	0	0	0	0	0	0	1.5	0
Total		100	100	100	100	100	100	100	100	0
Mean		1.48	1.6	1.4	1.75	1.75	2.99	1.91	1.29	0
Std. Dev.		2.26	2.02	1.67	1.7	1.7	1.41	2.3	2.03	0
Std. Err.		0.32	0.4	0.75	0.85	0.85	1	0.69	0.25	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 497
q281_14) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Swisher

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Swisher/ Not Most Often (Unwtd)		4	2	1	1	1	0	2	5	0
Base - Ever Purchased Swisher/ Not Most Often (Wgtd)		4	2	1	1	1	0	2	5	0
Eff Base		4	2	1	1	1	0	2	5	0
	0	24.9	49.8	100	100	100	0	49.8	20	0
	2	75.1	50.2	0	0	0	0	50.2	60.1	0
	3	0	0	0	0	0	0	0	19.9	0
Total		100	100	100	100	100	0	100	100	0
Mean		1.5	1	0	0	0	0	1	1.8	0
Std. Dev.		1	0	0	0	0	0	0	1.09	0
Std. Err.		0.5	0	0	0	0	0	0	0.49	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 498
q281_15) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Timber Wolf

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Ever Purchased Timber Wolf/ Not Most Often (Unwtd)		13	6	1	1	1	0	2	18	0
Base - Ever Purchased Timber Wolf/ Not Most Often (Wgtd)		13	6	1	1	1	0	2	18	0
Eff Base		13	6	1	1	1	0	2	18	0
	0	69.2	49.9	100	100	100	0	50	66.7	0
	1	23.1	50.1	0	0	0	0	50	16.7	0
	2	7.7	0	0	0	0	0	0	11.1	0
	7	0	0	0	0	0	0	0	5.5	0
Total		100	100	100	100	100	0	100	100	0
Mean		0.39	0.5	0	0	0	0	0.5	0.78	0
Std. Dev.		0.65	0.55	0	0	0	0	0	1.7	0
Std. Err.		0.18	0.22	0	0	0	0	0	0.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 499
q281_16) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Skoal Xtra

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Skoal Xtra/ Not Most Often (Unwtd)		14	8	1	1	1	0	4	17	0
Base - Ever Purchased Skoal Xtra/ Not Most Often (Wgtd)		14	8	1	1	1	0	4	17	0
Eff Base		14	8	1	1	1	0	4	17	0
	0	85.7	87.5	100	100	100	0	74.9	76.4	0
	1	7.2	0	0	0	0	0	0	5.9	0
	2	7.2	12.5	0	0	0	0	25.1	11.8	0
	6	0	0	0	0	0	0	0	5.9	0
Total		100	100	100	100	100	0	100	100	0
Mean		0.22	0.25	0	0	0	0	0.5	0.65	0
Std. Dev.		0.58	0.71	0	0	0	0	1	1.54	0
Std. Err.		0.15	0.25	0	0	0	0	0.5	0.37	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 500
q281_17) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Kodiak

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Kodiak/ Not Most Often (Unwtd)		21	14	3	2	2	0	5	23	0
Base - Ever Purchased Kodiak/ Not Most Often (Wgtd)		21	14	3	2	2	0	5	23	0
Eff Base		21	14	3	2	2	0	5	23	0
	0	62	50	33.3	49.9	49.9	0	20	60.9	0
	1	23.7	35.6	33.3	50.1	50.1	0	60	21.7	0
	2	4.8	0	0	0	0	0	20.1	8.7	0
	3	4.8	7.1	33.4	0	0	0	0	4.3	0
	5	4.8	7.2	0	0	0	0	0	4.4	0
Total		100	100	100	100	100	0	100	100	0
Mean		0.71	0.93	1.34	0.5	0.5	0	1	0.74	0
Std. Dev.		1.27	1.44	1.53	0	0	0	0.71	1.25	0
Std. Err.		0.28	0.39	0.88	0	0	0	0.32	0.26	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 501
q281_18) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Renegades

	Q1/Q2 2016									
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former	
Base - Ever Purchased Renegades/ Not Most Often (Unwtd)	4	2	2	2	2	0	2	5	0	
Base - Ever Purchased Renegades/ Not Most Often (Wgtd)	4	2	2	2	2	0	2	5	0	
Eff Base	4	2	2	2	2	0	2	5	0	
0	50	49.9	49.9	49.9	49.9	0	100	60	0	
1	25	50.1	50.1	50.1	50.1	0	0	20	0	
9	24.9	0	0	0	0	0	0	20	0	
Total	100	100	100	100	100	0	100	100	0	
Mean	2.49	0.5	0.5	0.5	0.5	0	0	2	0	
Std. Dev.	4.36	0	0	0	0	0	0	3.93	0	
Std. Err.	2.18	0	0	0	0	0	0	1.76	0	

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 502
q281_31) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Stoker's

	Q1/Q2 2016									
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former	
Base - Ever Purchased Stoker's/ Not Most Often (Unwtd)	7	4	2	2	2	1	2	9	0	
Base - Ever Purchased Stoker's/ Not Most Often (Wgtd)	7	4	2	2	2	1	2	9	0	
Eff Base	7	4	2	2	2	1	2	9	0	
0	42.9	24.9	49.9	49.9	49.9	0	50	44.5	0	
1	14.2	25	0	0	0	0	50	11.1	0	
2	14.3	0	0	0	0	0	0	11.1	0	
3	14.3	25	50.1	50.1	50.1	100	0	11.1	0	
4	14.3	25	0	0	0	0	0	11.1	0	
20-Nov	0	0	0	0	0	0	0	11.1	0	
Total	100	100	100	100	100	100	100	100	0	
Mean	1.43	2	1.5	1.5	1.5	3	0.5	2.66	0	
Std. Dev.	1.62	1.83	0	0	0	0	0	4.5	0	
Std. Err.	0.61	0.91	0	0	0	0	0	1.5	0	

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 504
q281_20) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Copenhagen Pouches

	Q1/Q2 2016									
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former	
Base - Ever Purchased Copenhagen Pouches/ Not Most Often (Unwtd)	18	15	4	4	3	1	8	22	0	
Base - Ever Purchased Copenhagen Pouches/ Not Most Often (Wgtd)	18	15	4	4	3	1	8	22	0	
Eff Base	18	15	4	4	3	1	8	22	0	
0	61.1	53.3	49.9	49.9	33.3	0	24.9	49.9	0	
1	27.8	33.3	50.1	50.1	66.7	100	50.1	27.3	0	
2	5.6	6.7	0	0	0	0	12.5	13.6	0	

	6	5.6	6.7	0	0	0	0	12.5	4.5	0
21-30		0	0	0	0	0	0	0	4.6	0
Total		100	100	100	100	100	100	100	100	0
Mean		0.72	0.87	0.5	0.5	0.67	1	1.5	1.77	0
Std. Dev.		1.45	1.55	0.58	0.58	0.58	0	1.93	4.51	0
Std. Err.		0.34	0.4	0.29	0.29	0.33	0	0.68	0.96	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 505
q281_21) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Grizzly Pouches

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Grizzly Pouches/ Not Most Often (Unwtd)		19	13	6	6	5	3	6	21	0
Base - Ever Purchased Grizzly Pouches/ Not Most Often (Wgtd)		19	13	6	6	5	3	6	21	0
Eff Base		19	13	6	6	5	3	6	21	0
	0	42.2	38.5	16.6	16.6	20	0	50	42.9	0
	1	36.8	38.4	83.4	83.4	80	100	33.3	38.1	0
	2	10.5	15.4	0	0	0	0	16.7	9.5	0
	3	5.3	7.7	0	0	0	0	0	4.8	0
	5	5.3	0	0	0	0	0	0	4.8	0
Total		100	100	100	100	100	100	100	100	0
Mean		1	0.92	0.83	0.83	0.8	1	0.67	0.95	0
Std. Dev.		1.29	0.95	0.41	0.41	0.45	0	0.82	1.24	0
Std. Err.		0.3	0.26	0.17	0.17	0.2	0	0.33	0.27	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 506
q281_22) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Longhorn Pouches

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Longhorn Pouches/ Not Most Often (Unwtd)		10	7	1	1	1	0	3	11	0
Base - Ever Purchased Longhorn Pouches/ Not Most Often (Wgtd)		10	7	1	1	1	0	3	11	0
Eff Base		10	7	1	1	1	0	3	11	0
	0	60	57.1	100	100	100	0	66.5	63.6	0
	1	30	28.6	0	0	0	0	0	27.3	0
	2	10	14.3	0	0	0	0	33.5	9.1	0
Total		100	100	100	100	100	0	100	100	0
Mean		0.5	0.57	0	0	0	0	0.67	0.46	0
Std. Dev.		0.71	0.79	0	0	0	0	1.16	0.69	0
Std. Err.		0.22	0.3	0	0	0	0	0.67	0.21	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 507
q281_23) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Renegades (Pouch)

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Renegades (Pouch)/ Not Most Often (Unwtd)		2	2	1	1	1	0	1	2	0
Base - Ever Purchased Renegades (Pouch)/ Not Most Often (Wgtd)		2	2	1	1	1	0	1	2	0
Eff Base		2	2	1	1	1	0	1	2	0
	0	100	100	100	100	100	0	100	100	0
Total		100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 508
q281_24) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Skoal Bandits

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Skoal Bandits/ Not Most Often (Unwtd)		19	9	3	3	3	0	5	21	0
Base - Ever Purchased Skoal Bandits/ Not Most Often (Wgtd)		19	9	3	3	3	0	5	21	0
Eff Base		19	9	3	3	3	0	5	21	0
	0	36.9	22.3	0	0	0	0	20.2	38.2	0
	1	36.8	44.4	66.7	66.7	66.7	0	40	38	0
	2	10.5	11.1	0	0	0	0	20	9.5	0
	4	5.2	0	0	0	0	0	0	4.7	0
	6	5.3	11.1	0	0	0	0	0	4.8	0
	7	5.2	11.1	33.3	33.3	33.3	0	19.9	4.7	0
Total		100	100	100	100	100	0	100	100	0
Mean		1.47	2.11	3	3	3	0	2.19	1.38	0
Std. Dev.		2.04	2.57	3.47	3.47	3.47	0	2.77	1.96	0
Std. Err.		0.47	0.86	2	2	2	0	1.24	0.43	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 509
q281_25) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Skoal Pouches (other than Bandits)

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Skoal Pouches (other than Bandits)/ Not Most Often (Unwtd)		18	12	2	2	2	1	5	19	0
Base - Ever Purchased Skoal Pouches (other than Bandits)/ Not Most Often (Wgtd)		18	12	2	2	2	1	5	19	0
Eff Base		18	12	2	2	2	1	5	19	0
	0	66.7	66.7	50	50	50	0	60.1	68.5	0
	1	16.7	16.6	50	50	50	100	19.9	15.8	0
	2	16.6	16.6	0	0	0	0	20	15.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		0.5	0.5	0.5	0.5	0.5	1	0.6	0.47	0
Std. Dev.		0.79	0.8	0	0	0	0	0.89	0.77	0
Std. Err.		0.19	0.23	0	0	0	0	0.4	0.18	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 510
q281_26) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Timber Wolf Pouches

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Timber Wolf Pouches/ Not Most Often (Unwtd)		8	5	3	2	2	0	2	8	0
Base - Ever Purchased Timber Wolf Pouches/ Not Most Often (Wgtd)		8	5	3	2	2	0	2	8	0
Eff Base		8	5	3	2	2	0	2	8	0
	0	25	39.9	33.3	49.9	49.9	0	49.8	25	0
	1	25	20	33.3	50.1	50.1	0	0	25	0
	2	25	40.1	33.4	0	0	0	50.2	25	0
	5	12.5	0	0	0	0	0	0	12.5	0
	10	12.5	0	0	0	0	0	0	12.5	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.62	1	1	0.5	0.5	0	1	2.62	0
Std. Dev.		3.37	1	1	0	0	0	0	3.37	0
Std. Err.		1.19	0.45	0.58	0	0	0	0	1.19	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 511
q281_27) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Skoal Xtra Pouches

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Skoal Xtra Pouches/ Not Most Often (Unwtd)		9	8	1	1	1	0	4	11	0
Base - Ever Purchased Skoal Xtra Pouches/ Not Most Often (Wgtd)		9	8	1	1	1	0	4	11	0
Eff Base		9	8	1	1	1	0	4	11	0
	0	77.7	75	100	100	100	0	50	63.6	0
	1	11.1	12.5	0	0	0	0	24.9	18.1	0
	3	11.2	12.6	0	0	0	0	25.1	9.1	0
	6	0	0	0	0	0	0	0	9.2	0
Total		100	100	100	100	100	0	100	100	0
Mean		0.45	0.5	0	0	0	0	1	1.01	0
Std. Dev.		1.02	1.07	0	0	0	0	1.42	1.9	0
Std. Err.		0.34	0.38	0	0	0	0	0.71	0.57	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 512
q281_28) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Kodiak Pouches

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Kodiak Pouches/ Not Most Often (Unwtd)		8	7	2	2	2	0	2	8	0
Base - Ever Purchased Kodiak Pouches/ Not Most Often (Wgtd)		8	7	2	2	2	0	2	8	0
Eff Base		8	7	2	2	2	0	2	8	0
	0	50	57.1	50	50	50	0	100	50	0
	1	25.1	14.3	0	0	0	0	0	25.1	0

3	25	28.6	50	50	50	0	0	25	0
Total	100	100	100	100	100	0	100	100	0
Mean	1	1	1.5	1.5	1.5	0	0	1	0
Std. Dev.	1.31	1.41	0	0	0	0	0	1.31	0
Std. Err.	0.46	0.53	0	0	0	0	0	0.46	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 513
q281_30) Thinking about the brands you use regularly, how many cans of moist snuff do you normally use of the following
brands in a week?
- Kayak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Purchased Kayak Pouches/ Not Most Often (Unwtd)	4	2	1	1	1	0	1	5	0
Base - Ever Purchased Kayak Pouches/ Not Most Often (Wgtd)	4	2	1	1	1	0	1	5	0
Eff Base	4	2	1	1	1	0	1	5	0
0	49.8	100	100	100	100	0	100	39.9	0
1	25.2	0	0	0	0	0	0	20.1	0
2	25	0	0	0	0	0	0	20	0
3	0	0	0	0	0	0	0	19.9	0
Total	100	100	100	100	100	0	100	100	0
Mean	0.75	0	0	0	0	0	0	1.2	0
Std. Dev.	0.96	0	0	0	0	0	0	1.3	0
Std. Err.	0.48	0	0	0	0	0	0	0.58	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 515
q283) Which flavor of moist snuff do you typically use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Wintergreen	23	22	20.8	21.1	22.2	18.2	12.1	25.6	0
Natural	16.2	13.8	29.2	26.3	22.3	27.3	13.8	18	0
Mint	12.3	13	12.5	15.8	16.7	18.2	12.1	11.8	0
Straight	12.3	12.2	12.5	10.5	11.1	9.1	15.5	12.1	0
Cherry	8.5	9.7	12.5	10.5	11.1	9.1	12.1	6.9	0
Apple	7.7	6.5	4.2	5.3	5.6	9.1	12.1	6.9	0
Vanilla	7.7	8.1	4.2	5.3	5.6	9.1	5.2	6.9	0
Peach	3.8	4.1	4.2	5.3	5.6	0	3.4	3.9	0
Berry	3	4.9	0	0	0	0	3.5	3	0
Other	0	0	0	0	0	0	0	0.7	0
Don't know	5.5	5.7	0	0	0	0	10.4	4.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 516
q284) Top 2 Box Summary Table - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Most Often Brand (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Has Most Often Brand (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
(1) Has great taste	70.7	71.6	100	100	100	100	60.3	71.5	0
(2) Is a quality product	73.2	71.6	100	100	100	100	63.8	72.8	0
(3) Is a fresh product	69.8	69.1	95.8	94.7	94.4	90.9	60.3	69.9	0
(4) Is better than I expected for the price	68.1	66.7	87.5	84.2	83.4	81.8	56.9	66.2	0
(5) Is a cool brand to be seen with	63.4	65.9	87.5	84.2	88.9	90.9	63.8	58.7	0
(6) Has a good texture	70.7	69.1	91.7	89.5	88.9	81.8	62.1	69.8	0
(7) The packaging/label has a cool design/look	64.3	63.4	91.7	89.5	88.9	90.9	63.8	61.7	0
(8) Variety of tastes/flavors available	68.1	67.5	87.5	84.2	83.3	72.7	56.9	65.6	0
(9) Has a smooth flavor	68.5	67.5	87.5	84.2	88.8	81.7	62.1	68.5	0
(10) Has a flavor that lasts	68.1	64.3	87.5	84.2	88.9	81.8	56.9	67.9	0
(11) Has a premium look/design	67.3	66.7	91.7	89.5	88.9	90.9	63.8	64.6	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 517
q284) Bottom 2 Box Summary Table - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Most Often Brand (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Has Most Often Brand (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
(1) Has great taste	18.3	17.1	0	0	0	0	25.9	17.4	0
(2) Is a quality product	17	17.1	0	0	0	0	24.1	17	0
(3) Is a fresh product	16.6	16.2	0	0	0	0	20.7	17	0
(4) Is better than I expected for the price	14.9	14.6	0	0	0	0	20.7	15.4	0
(5) Is a cool brand to be seen with	17	17.1	4.2	5.3	0	0	24.1	21.3	0
(6) Has a good texture	14.9	12.2	0	0	0	0	19	16.1	0
(7) The packaging/label has a cool design/look	18.3	18.7	0	0	0	0	22.4	17	0
(8) Variety of tastes/flavors available	18.3	15.4	0	0	0	0	25.9	19	0
(9) Has a smooth flavor	16.6	16.2	0	0	0	0	25.9	16.4	0
(10) Has a flavor that lasts	17.9	18.7	4.2	5.3	5.6	9.1	31	18.7	0
(11) Has a premium look/design	17.4	17.1	0	0	0	0	24.2	17.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 518
q284) Mean Summary Table - IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Most Often Brand (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Has Most Often Brand (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
(1) Has great taste	2.12	2.07	1.33	1.42	1.39	1.45	2.33	2.09	0
(2) Is a quality product	2.03	2.03	1.29	1.32	1.28	1.36	2.33	2.04	0
(3) Is a fresh product	2.05	2.09	1.42	1.47	1.44	1.64	2.33	2.06	0
(4) Is better than I expected for the price	2.13	2.13	1.62	1.68	1.67	1.82	2.38	2.17	0
(5) Is a cool brand to be seen with	2.23	2.17	1.54	1.68	1.5	1.45	2.26	2.37	0
(6) Has a good texture	2.08	2.04	1.38	1.47	1.45	1.73	2.24	2.1	0
(7) The packaging/label has a cool design/look	2.2	2.23	1.42	1.47	1.44	1.46	2.17	2.22	0
(8) Variety of tastes/flavors available	2.12	2.08	1.5	1.58	1.56	1.82	2.38	2.19	0
(9) Has a smooth flavor	2.13	2.13	1.58	1.69	1.61	1.82	2.36	2.13	0
(10) Has a flavor that lasts	2.06	2.15	1.42	1.47	1.39	1.64	2.43	2.08	0
(11) Has a premium look/design	2.15	2.16	1.58	1.68	1.67	1.82	2.24	2.19	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 519
q284_1) Top 2 Box Summary Table - Cougar

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	0	0	0	0	1	6	0
Base - Cougar Most Often (Wgtd)	5	3	0	0	0	0	1	6	0
Eff Base	5	3	0	0	0	0	1	6	0
(1) Has great taste	60.1	66.8	0	0	0	0	0	66.8	0
(2) Is a quality product	100	100	0	0	0	0	100	100	0
(3) Is a fresh product	80.1	100	0	0	0	0	0	83.4	0
(4) Is better than I expected for the price	100	100	0	0	0	0	100	100	0
(5) Is a cool brand to be seen with	80.1	100	0	0	0	0	0	83.4	0
(6) Has a good texture	80.1	100	0	0	0	0	0	83.4	0
(7) The packaging/label has a cool design/look	60.1	66.8	0	0	0	0	0	66.8	0
(8) Variety of tastes/flavors available	80.1	100	0	0	0	0	0	83.4	0
(9) Has a smooth flavor	80.1	100	0	0	0	0	0	83.4	0
(10) Has a flavor that lasts	60.1	66.8	0	0	0	0	0	66.8	0
(11) Has a premium look/design	80.1	100	0	0	0	0	0	83.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 520
q284_1) Bottom 2 Box Summary Table - Cougar

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	0	0	0	0	1	6	0
Base - Cougar Most Often (Wgtd)	5	3	0	0	0	0	1	6	0
Eff Base	5	3	0	0	0	0	1	6	0
(1) Has great taste	20	33.2	0	0	0	0	0	16.6	0
(2) Is a quality product	0	0	0	0	0	0	0	0	0
(3) Is a fresh product	0	0	0	0	0	0	0	0	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(5) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(6) Has a good texture	19.9	0	0	0	0	0	100	16.6	0
(7) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(9) Has a smooth flavor	19.9	0	0	0	0	0	100	16.6	0
(10) Has a flavor that lasts	20	33.2	0	0	0	0	0	16.6	0
(11) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 521
q284_1) Mean Summary Table - Cougar

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	0	0	0	0	1	6	0
Base - Cougar Most Often (Wgtd)	5	3	0	0	0	0	1	6	0
Eff Base	5	3	0	0	0	0	1	6	0
(1) Has great taste	2.4	2.66	0	0	0	0	3	2.16	0
(2) Is a quality product	1.4	1.34	0	0	0	0	2	1.33	0
(3) Is a fresh product	1.6	1.34	0	0	0	0	3	1.5	0

(4) Is better than I expected for the price	1.4	1	0	0	0	0	2	1.33	0
(5) Is a cool brand to be seen with	1.6	1.33	0	0	0	0	3	1.5	0
(6) Has a good texture	2.2	1.67	0	0	0	0	4	2	0
(7) The packaging/label has a cool design/look	2.2	2	0	0	0	0	3	2	0
(8) Variety of tastes/flavors available	1.6	1.33	0	0	0	0	3	1.5	0
(9) Has a smooth flavor	2	1.33	0	0	0	0	4	1.83	0
(10) Has a flavor that lasts	2.4	2.66	0	0	0	0	3	2.16	0
(11) Has a premium look/design	1.6	1.33	0	0	0	0	3	1.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 522
q284_2) Top 2 Box Summary Table - Copenhagen

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	7	47	0
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	7	47	0
Eff Base	30	12	4	2	2	1	7	47	0
(1) Has great taste	86.7	91.7	100	100	100	100	85.6	83	0
(2) Is a quality product	86.7	91.7	100	100	100	100	85.6	87.2	0
(3) Is a fresh product	86.6	100	100	100	100	100	85.6	85.1	0
(4) Is better than I expected for the price	79.9	100	100	100	100	100	71.2	74.4	0
(5) Is a cool brand to be seen with	73.3	83.3	75.1	50	50	0	85.6	68.1	0
(6) Has a good texture	83.3	91.7	100	100	100	100	85.6	83	0
(7) The packaging/label has a cool design/look	70	83.4	75.1	50	50	0	85.6	63.9	0
(8) Variety of tastes/flavors available	76.7	91.7	100	100	100	100	85.6	70.2	0
(9) Has a smooth flavor	86.6	100	100	100	100	100	85.6	83	0
(10) Has a flavor that lasts	86.6	100	100	100	100	100	85.6	83	0
(11) Has a premium look/design	90	100	100	100	100	100	85.6	83	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 523
q284_2) Bottom 2 Box Summary Table - Copenhagen

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	7	47	0
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	7	47	0
Eff Base	30	12	4	2	2	1	7	47	0
(1) Has great taste	6.7	0	0	0	0	0	14.4	8.5	0
(2) Is a quality product	3.4	0	0	0	0	0	14.4	4.3	0
(3) Is a fresh product	0	0	0	0	0	0	0	2.1	0
(4) Is better than I expected for the price	3.3	0	0	0	0	0	0	6.4	0
(5) Is a cool brand to be seen with	10	0	0	0	0	0	14.4	14.9	0
(6) Has a good texture	3.3	0	0	0	0	0	0	4.2	0
(7) The packaging/label has a cool design/look	6.7	0	0	0	0	0	14.4	8.5	0
(8) Variety of tastes/flavors available	13.4	0	0	0	0	0	14.4	17	0
(9) Has a smooth flavor	3.4	0	0	0	0	0	14.4	6.4	0
(10) Has a flavor that lasts	6.7	0	0	0	0	0	14.4	10.6	0
(11) Has a premium look/design	3.4	0	0	0	0	0	14.4	2.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 524
q284_2) Mean Summary Table - Copenhagen

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	7	47	0
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	7	47	0
Eff Base	30	12	4	2	2	1	7	47	0
(1) Has great taste	1.5	1.25	1	1	1	1	1.43	1.57	0
(2) Is a quality product	1.47	1.25	1	1	1	1	1.57	1.51	0
(3) Is a fresh product	1.43	1.08	1	1	1	1	1.29	1.49	0
(4) Is better than I expected for the price	1.77	1.5	1.5	1.5	1.5	2	1.72	1.87	0
(5) Is a cool brand to be seen with	1.9	1.58	1.5	2	2	3	1.43	2.04	0
(6) Has a good texture	1.5	1.25	1	1	1	1	1.43	1.57	0
(7) The packaging/label has a cool design/look	1.9	1.5	1.5	2	2	3	1.58	1.96	0
(8) Variety of tastes/flavors available	1.73	1.25	1	1	1	1	1.43	1.92	0
(9) Has a smooth flavor	1.47	1.17	1	1	1	1	1.58	1.62	0
(10) Has a flavor that lasts	1.5	1.17	1	1	1	1	1.43	1.62	0
(11) Has a premium look/design	1.47	1.25	1.25	1.5	1.5	2	1.58	1.6	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 525
q284_3) Top 2 Box Summary Table - Grizzly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	9	40	0
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	9	40	0
Eff Base	25	10	1	1	1	1	9	40	0
(1) Has great taste	72.1	80	100	100	100	100	55.6	75	0
(2) Is a quality product	80	80	100	100	100	100	55.6	77.5	0
(3) Is a fresh product	68.1	70	100	100	100	100	55.6	72.5	0
(4) Is better than I expected for the price	64.1	60.1	100	100	100	100	44.5	67.5	0
(5) Is a cool brand to be seen with	52	70.1	100	100	100	100	55.6	50	0
(6) Has a good texture	68.1	60.1	100	100	100	100	55.6	70	0
(7) The packaging/label has a cool design/look	64.1	70.1	100	100	100	100	66.7	62.6	0
(8) Variety of tastes/flavors available	60.1	70.1	100	100	100	100	44.5	60.1	0
(9) Has a smooth flavor	64.1	60	100	100	100	100	44.5	62.6	0
(10) Has a flavor that lasts	76.1	70.1	100	100	100	100	66.7	75	0
(11) Has a premium look/design	68.1	70.1	100	100	100	100	66.7	67.6	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 526
q284_3) Bottom 2 Box Summary Table - Grizzly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	9	40	0
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	9	40	0
Eff Base	25	10	1	1	1	1	9	40	0
(1) Has great taste	16	10	0	0	0	0	22.2	17.5	0
(2) Is a quality product	16	20	0	0	0	0	33.3	20	0
(3) Is a fresh product	12	10	0	0	0	0	22.2	15	0
(4) Is better than I expected for the price	12	20	0	0	0	0	22.2	15	0
(5) Is a cool brand to be seen with	16	20	0	0	0	0	22.2	22.5	0
(6) Has a good texture	12	10	0	0	0	0	22.2	15	0
(7) The packaging/label has a cool design/look	16	20	0	0	0	0	22.2	12.5	0
(8) Variety of tastes/flavors available	16	20	0	0	0	0	22.2	17.5	0
(9) Has a smooth flavor	16	10	0	0	0	0	22.2	17.5	0
(10) Has a flavor that lasts	12	20	0	0	0	0	22.2	17.5	0
(11) Has a premium look/design	12	10	0	0	0	0	11.1	15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 527
q284_3) Mean Summary Table - Grizzly

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	9	40	0
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	9	40	0
Eff Base	25	10	1	1	1	1	9	40	0
(1) Has great taste	2.04	1.8	1	1	1	1	2.44	2.05	0
(2) Is a quality product	1.84	1.9	1	1	1	1	2.44	1.97	0
(3) Is a fresh product	2	1.9	1	1	1	1	2.33	2	0
(4) Is better than I expected for the price	2.08	2.2	1	1	1	1	2.67	2.1	0
(5) Is a cool brand to be seen with	2.32	2.2	1	1	1	1	2.33	2.52	0
(6) Has a good texture	2.08	2.1	1	1	1	1	2.33	2.07	0
(7) The packaging/label has a cool design/look	2.16	2.1	1	1	1	1	2.22	2.17	0
(8) Variety of tastes/flavors available	2.16	2.1	1	1	1	1	2.44	2.22	0
(9) Has a smooth flavor	2.12	2	1	1	1	1	2.55	2.17	0
(10) Has a flavor that lasts	1.96	2.2	1	1	1	1	2.22	2.07	0
(11) Has a premium look/design	2.08	2	1	1	1	1	2.11	2.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 528
q284_4) Top 2 Box Summary Table - Hawken

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	0	0	0	1	5	0
Base - Hawken Most Often (Wgtd)	5	3	1	0	0	0	1	5	0
Eff Base	5	3	1	0	0	0	1	5	0
(1) Has great taste	80	100	100	0	0	0	100	80	0
(2) Is a quality product	80	100	100	0	0	0	100	80	0
(3) Is a fresh product	80	100	100	0	0	0	100	80	0
(4) Is better than I expected for the price	80	100	100	0	0	0	100	80	0
(5) Is a cool brand to be seen with	80	100	100	0	0	0	100	80	0
(6) Has a good texture	80	100	100	0	0	0	100	80	0
(7) The packaging/label has a cool design/look	80	100	100	0	0	0	100	80	0
(8) Variety of tastes/flavors available	100	100	100	0	0	0	100	100	0
(9) Has a smooth flavor	100	100	100	0	0	0	100	100	0
(10) Has a flavor that lasts	80	100	100	0	0	0	100	80	0
(11) Has a premium look/design	100	100	100	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 529
q284_4) Bottom 2 Box Summary Table - Hawken

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	0	0	0	1	5	0
Base - Hawken Most Often (Wgtd)	5	3	1	0	0	0	1	5	0
Eff Base	5	3	1	0	0	0	1	5	0
(1) Has great taste	20	0	0	0	0	0	0	20	0

(2) Is a quality product	0	0	0	0	0	0	0	0	0
(3) Is a fresh product	20	0	0	0	0	0	0	20	0
(4) Is better than I expected for the price	20	0	0	0	0	0	0	20	0
(5) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(6) Has a good texture	0	0	0	0	0	0	0	0	0
(7) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(9) Has a smooth flavor	0	0	0	0	0	0	0	0	0
(10) Has a flavor that lasts	0	0	0	0	0	0	0	0	0
(11) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 530
q284_4) Mean Summary Table - Hawken

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	0	0	0	1	5	0
Base - Hawken Most Often (Wgtd)	5	3	1	0	0	0	1	5	0
Eff Base	5	3	1	0	0	0	1	5	0
(1) Has great taste	1.8	1	1	0	0	0	1	1.8	0
(2) Is a quality product	1.8	1.33	1	0	0	0	1	1.8	0
(3) Is a fresh product	2	1.33	1	0	0	0	1	2	0
(4) Is better than I expected for the price	1.8	1	1	0	0	0	1	1.8	0
(5) Is a cool brand to be seen with	1.6	1	1	0	0	0	1	1.6	0
(6) Has a good texture	1.4	1	1	0	0	0	1	1.4	0
(7) The packaging/label has a cool design/look	1.4	1	1	0	0	0	1	1.4	0
(8) Variety of tastes/flavors available	1.6	1.33	1	0	0	0	1	1.6	0
(9) Has a smooth flavor	1.4	1.33	1	0	0	0	1	1.4	0
(10) Has a flavor that lasts	1.4	1	1	0	0	0	1	1.4	0
(11) Has a premium look/design	1.4	1	1	0	0	0	1	1.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 531
q284_5) Top 2 Box Summary Table - Husky

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	3	6	0
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	3	6	0
Eff Base	6	3	1	1	1	1	3	6	0
(1) Has great taste	16.7	33.3	100	100	100	100	0	16.7	0
(2) Is a quality product	33.3	33.3	100	100	100	100	0	33.3	0
(3) Is a fresh product	50	33.3	100	100	100	100	33.4	50	0
(4) Is better than I expected for the price	50	33.3	100	100	100	100	33.4	50	0
(5) Is a cool brand to be seen with	50	33.3	100	100	100	100	33.4	50	0
(6) Has a good texture	33.4	33.3	100	100	100	100	33.4	33.4	0
(7) The packaging/label has a cool design/look	50	33.3	100	100	100	100	33.4	50	0
(8) Variety of tastes/flavors available	33.4	33.3	100	100	100	100	33.4	33.4	0
(9) Has a smooth flavor	16.6	0	0	0	0	0	0	16.6	0
(10) Has a flavor that lasts	33.3	33.3	100	100	100	100	0	33.3	0
(11) Has a premium look/design	50	33.3	100	100	100	100	33.4	50	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 532
q284_5) Bottom 2 Box Summary Table - Husky

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	3	6	0
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	3	6	0
Eff Base	6	3	1	1	1	1	3	6	0
(1) Has great taste	50	66.7	0	0	0	0	66.6	50	0
(2) Is a quality product	16.6	0	0	0	0	0	0	16.6	0
(3) Is a fresh product	50	66.7	0	0	0	0	66.6	50	0
(4) Is better than I expected for the price	33.3	33.3	0	0	0	0	33.3	33.3	0
(5) Is a cool brand to be seen with	50	66.7	0	0	0	0	66.6	50	0
(6) Has a good texture	33.2	0	0	0	0	0	0	33.2	0
(7) The packaging/label has a cool design/look	50	66.7	0	0	0	0	66.6	50	0
(8) Variety of tastes/flavors available	50	66.7	0	0	0	0	66.6	50	0
(9) Has a smooth flavor	33.3	33.3	0	0	0	0	33.3	33.3	0
(10) Has a flavor that lasts	33.4	66.7	0	0	0	0	66.6	33.4	0
(11) Has a premium look/design	50	66.7	0	0	0	0	66.6	50	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 533
q284_5) Mean Summary Table - Husky

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	3	6	0
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	3	6	0
Eff Base	6	3	1	1	1	1	3	6	0
(1) Has great taste	3.33	3.33	1	1	1	1	4	3.33	0
(2) Is a quality product	2.67	2.33	1	1	1	1	3	2.67	0
(3) Is a fresh product	3.17	3.67	2	2	2	2	3.66	3.17	0
(4) Is better than I expected for the price	2.83	3	2	2	2	2	3	2.83	0
(5) Is a cool brand to be seen with	2.83	3	1	1	1	1	3.33	2.83	0
(6) Has a good texture	3	2.67	2	2	2	2	2.67	3	0
(7) The packaging/label has a cool design/look	2.83	3.33	2	2	2	2	3	2.83	0
(8) Variety of tastes/flavors available	2.83	3	1	1	1	1	3	2.83	0
(9) Has a smooth flavor	3.17	3.33	3	3	3	3	3.33	3.17	0
(10) Has a flavor that lasts	2.83	3.33	1	1	1	1	4	2.83	0
(11) Has a premium look/design	2.83	3.33	2	2	2	2	3	2.83	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 534
q284_6) Top 2 Box Summary Table - Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	0	0	0	0	3	10	0
Base - Kayak Most Often (Wgtd)	7	4	0	0	0	0	3	10	0
Eff Base	7	4	0	0	0	0	3	10	0
(1) Has great taste	57.1	49.9	0	0	0	0	66.7	49.9	0
(2) Is a quality product	71.4	49.9	0	0	0	0	66.7	69.9	0
(3) Is a fresh product	71.4	49.9	0	0	0	0	66.7	59.9	0
(4) Is better than I expected for the price	71.4	49.9	0	0	0	0	66.7	70	0
(5) Is a cool brand to be seen with	57.1	49.9	0	0	0	0	66.7	40	0
(6) Has a good texture	57.1	49.9	0	0	0	0	66.7	49.9	0
(7) The packaging/label has a cool design/look	57.1	49.9	0	0	0	0	66.7	40	0
(8) Variety of tastes/flavors available	57.1	49.9	0	0	0	0	66.7	49.9	0
(9) Has a smooth flavor	85.8	75.1	0	0	0	0	66.7	80.1	0

(10) Has a flavor that lasts	71.4	49.9	0	0	0	0	66.7	59.9	0
(11) Has a premium look/design	57.1	49.9	0	0	0	0	66.7	49.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 535
q284_6) Bottom 2 Box Summary Table - Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	0	0	0	0	3	10	0
Base - Kayak Most Often (Wgtd)	7	4	0	0	0	0	3	10	0
Eff Base	7	4	0	0	0	0	3	10	0
(1) Has great taste	14.2	24.9	0	0	0	0	33.3	9.9	0
(2) Is a quality product	28.6	50.1	0	0	0	0	33.3	20	0
(3) Is a fresh product	14.2	24.9	0	0	0	0	33.3	9.9	0
(4) Is better than I expected for the price	14.2	24.9	0	0	0	0	33.3	9.9	0
(5) Is a cool brand to be seen with	14.2	24.9	0	0	0	0	33.3	30	0
(6) Has a good texture	14.2	24.9	0	0	0	0	33.3	20	0
(7) The packaging/label has a cool design/look	28.6	50.1	0	0	0	0	33.3	20	0
(8) Variety of tastes/flavors available	28.5	24.9	0	0	0	0	33.3	30	0
(9) Has a smooth flavor	14.2	24.9	0	0	0	0	33.3	9.9	0
(10) Has a flavor that lasts	28.6	50.1	0	0	0	0	33.3	30.1	0
(11) Has a premium look/design	28.6	50.1	0	0	0	0	33.3	30.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 536
q284_6) Mean Summary Table - Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	0	0	0	0	3	10	0
Base - Kayak Most Often (Wgtd)	7	4	0	0	0	0	3	10	0
Eff Base	7	4	0	0	0	0	3	10	0
(1) Has great taste	2.29	2.5	0	0	0	0	2	2.4	0
(2) Is a quality product	2.57	3	0	0	0	0	2.67	2.5	0
(3) Is a fresh product	2	2.75	0	0	0	0	2.67	2.1	0
(4) Is better than I expected for the price	2	2.5	0	0	0	0	2.67	2	0
(5) Is a cool brand to be seen with	2.29	2.5	0	0	0	0	2.33	2.8	0
(6) Has a good texture	2.43	2.75	0	0	0	0	2.33	2.6	0
(7) The packaging/label has a cool design/look	2.14	2.5	0	0	0	0	2	2.4	0
(8) Variety of tastes/flavors available	2.57	2.5	0	0	0	0	2.67	2.7	0
(9) Has a smooth flavor	1.86	2.25	0	0	0	0	2.33	2	0
(10) Has a flavor that lasts	2.43	3	0	0	0	0	2.67	2.6	0
(11) Has a premium look/design	2.57	3	0	0	0	0	2.33	2.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 537
q284_7) Top 2 Box Summary Table - Longhorn

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	1	13	0
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	1	13	0

Eff Base	10	7	2	2	2	1	1	13	0
(1) Has great taste	100	100	100	100	100	100	100	100	0
(2) Is a quality product	100	100	100	100	100	100	100	92.4	0
(3) Is a fresh product	90.1	100	100	100	100	100	100	92.4	0
(4) Is better than I expected for the price	100	100	100	100	100	100	100	100	0
(5) Is a cool brand to be seen with	80	85.8	100	100	100	100	100	77	0
(6) Has a good texture	100	100	100	100	100	100	100	100	0
(7) The packaging/label has a cool design/look	80	85.8	100	100	100	100	100	77	0
(8) Variety of tastes/flavors available	79.9	85.7	49.8	49.8	49.8	0	100	84.6	0
(9) Has a smooth flavor	90	85.7	49.8	49.8	49.8	0	100	92.3	0
(10) Has a flavor that lasts	100	100	100	100	100	100	100	100	0
(11) Has a premium look/design	80	85.8	100	100	100	100	100	77	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 538
q284_7) Bottom 2 Box Summary Table - Longhorn

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	1	13	0
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	1	13	0
Eff Base	10	7	2	2	2	1	1	13	0
(1) Has great taste	0	0	0	0	0	0	0	0	0
(2) Is a quality product	0	0	0	0	0	0	0	0	0
(3) Is a fresh product	0	0	0	0	0	0	0	0	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(5) Is a cool brand to be seen with	0	0	0	0	0	0	0	7.6	0
(6) Has a good texture	0	0	0	0	0	0	0	0	0
(7) The packaging/label has a cool design/look	10	14.2	0	0	0	0	0	7.7	0
(8) Variety of tastes/flavors available	10	0	0	0	0	0	0	7.7	0
(9) Has a smooth flavor	0	0	0	0	0	0	0	0	0
(10) Has a flavor that lasts	0	0	0	0	0	0	0	0	0
(11) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 539
q284_7) Mean Summary Table - Longhorn

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	1	13	0
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	1	13	0
Eff Base	10	7	2	2	2	1	1	13	0
(1) Has great taste	1.3	1.29	1.5	1.5	1.5	1	2	1.23	0
(2) Is a quality product	1.2	1.14	1.5	1.5	1.5	1	2	1.31	0
(3) Is a fresh product	1.5	1.29	1.5	1.5	1.5	2	1	1.46	0
(4) Is better than I expected for the price	1.4	1.14	1.5	1.5	1.5	2	1	1.38	0
(5) Is a cool brand to be seen with	1.8	1.71	2	2	2	2	2	1.84	0
(6) Has a good texture	1.3	1.14	1.5	1.5	1.5	2	1	1.31	0
(7) The packaging/label has a cool design/look	1.7	1.71	1.5	1.5	1.5	2	1	1.77	0
(8) Variety of tastes/flavors available	1.6	1.43	2.5	2.5	2.5	3	2	1.62	0
(9) Has a smooth flavor	1.4	1.43	2.5	2.5	2.5	3	2	1.39	0
(10) Has a flavor that lasts	1.1	1	1	1	1	1	1	1.15	0
(11) Has a premium look/design	1.6	1.43	1.5	1.5	1.5	2	1	1.61	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 543
q284_9) Top 2 Box Summary Table - Red Man

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	0	0	0	2	8	0
Base - Red Man Most Often (Wgtd)	5	1	1	0	0	0	2	8	0
Eff Base	5	1	1	0	0	0	2	8	0
(1) Has great taste	80	100	100	0	0	0	100	87.5	0
(2) Is a quality product	80	100	100	0	0	0	100	87.5	0
(3) Is a fresh product	80	100	100	0	0	0	100	75	0
(4) Is better than I expected for the price	80	100	100	0	0	0	100	87.5	0
(5) Is a cool brand to be seen with	80	100	100	0	0	0	100	62.4	0
(6) Has a good texture	80	100	100	0	0	0	100	75	0
(7) The packaging/label has a cool design/look	80	100	100	0	0	0	100	62.5	0
(8) Variety of tastes/flavors available	80	100	100	0	0	0	100	75	0
(9) Has a smooth flavor	80	100	100	0	0	0	100	75	0
(10) Has a flavor that lasts	80	100	100	0	0	0	100	87.5	0
(11) Has a premium look/design	80	100	100	0	0	0	100	62.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 544
q284_9) Bottom 2 Box Summary Table - Red Man

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	0	0	0	2	8	0
Base - Red Man Most Often (Wgtd)	5	1	1	0	0	0	2	8	0
Eff Base	5	1	1	0	0	0	2	8	0
(1) Has great taste	20	0	0	0	0	0	0	12.5	0
(2) Is a quality product	20	0	0	0	0	0	0	12.5	0
(3) Is a fresh product	20	0	0	0	0	0	0	25	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(5) Is a cool brand to be seen with	0	0	0	0	0	0	0	25.1	0
(6) Has a good texture	20	0	0	0	0	0	0	12.5	0
(7) The packaging/label has a cool design/look	20	0	0	0	0	0	0	12.5	0
(8) Variety of tastes/flavors available	20	0	0	0	0	0	0	12.5	0
(9) Has a smooth flavor	0	0	0	0	0	0	0	0	0
(10) Has a flavor that lasts	20	0	0	0	0	0	0	12.5	0
(11) Has a premium look/design	20	0	0	0	0	0	0	12.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 545
q284_9) Mean Summary Table - Red Man

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	0	0	0	2	8	0
Base - Red Man Most Often (Wgtd)	5	1	1	0	0	0	2	8	0
Eff Base	5	1	1	0	0	0	2	8	0
(1) Has great taste	1.8	1	1	0	0	0	1	1.62	0
(2) Is a quality product	1.6	1	1	0	0	0	1	1.5	0
(3) Is a fresh product	2.2	2	2	0	0	0	1.5	2.12	0
(4) Is better than I expected for the price	2	2	2	0	0	0	2	1.75	0
(5) Is a cool brand to be seen with	1.6	1	1	0	0	0	1.5	2.38	0
(6) Has a good texture	1.8	1	1	0	0	0	1.5	1.87	0
(7) The packaging/label has a cool design/look	1.8	1	1	0	0	0	1	2	0

(8) Variety of tastes/flavors available	2	1	1	0	0	0	1.5	2	0
(9) Has a smooth flavor	1.6	1	1	0	0	0	1	1.75	0
(10) Has a flavor that lasts	1.6	1	1	0	0	0	1	1.38	0
(11) Has a premium look/design	1.8	1	1	0	0	0	1	2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 546
q284_10) Top 2 Box Summary Table - Red Seal

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	0	0	0	0	0	9	0
Base - Red Seal Most Often (Wgtd)	8	4	0	0	0	0	0	9	0
Eff Base	8	4	0	0	0	0	0	9	0
(1) Has great taste	87.6	75.1	0	0	0	0	0	88.9	0
(2) Is a quality product	87.6	75.1	0	0	0	0	0	88.9	0
(3) Is a fresh product	87.6	75.1	0	0	0	0	0	88.9	0
(4) Is better than I expected for the price	75	50	0	0	0	0	0	77.8	0
(5) Is a cool brand to be seen with	62.5	75.1	0	0	0	0	0	55.5	0
(6) Has a good texture	75.1	75.1	0	0	0	0	0	77.8	0
(7) The packaging/label has a cool design/look	49.9	24.9	0	0	0	0	0	55.5	0
(8) Variety of tastes/flavors available	87.6	75.1	0	0	0	0	0	88.9	0
(9) Has a smooth flavor	50.1	50	0	0	0	0	0	55.7	0
(10) Has a flavor that lasts	75.1	75.1	0	0	0	0	0	77.8	0
(11) Has a premium look/design	62.6	75.1	0	0	0	0	0	66.8	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 547
q284_10) Bottom 2 Box Summary Table - Red Seal

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	0	0	0	0	0	9	0
Base - Red Seal Most Often (Wgtd)	8	4	0	0	0	0	0	9	0
Eff Base	8	4	0	0	0	0	0	9	0
(1) Has great taste	12.4	24.9	0	0	0	0	0	11.1	0
(2) Is a quality product	12.4	24.9	0	0	0	0	0	11.1	0
(3) Is a fresh product	12.4	24.9	0	0	0	0	0	11.1	0
(4) Is better than I expected for the price	12.4	24.9	0	0	0	0	0	11.1	0
(5) Is a cool brand to be seen with	25	24.9	0	0	0	0	0	22.2	0
(6) Has a good texture	12.4	24.9	0	0	0	0	0	11.1	0
(7) The packaging/label has a cool design/look	12.4	24.9	0	0	0	0	0	11.1	0
(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(9) Has a smooth flavor	12.4	24.9	0	0	0	0	0	11.1	0
(10) Has a flavor that lasts	12.4	24.9	0	0	0	0	0	11.1	0
(11) Has a premium look/design	24.9	24.9	0	0	0	0	0	22.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 548
q284_10) Mean Summary Table - Red Seal

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Red Seal Most Often (Unwtd)	8	4	0	0	0	0	0	9	0
Base - Red Seal Most Often (Wgtd)	8	4	0	0	0	0	0	9	0
Eff Base	8	4	0	0	0	0	0	9	0
(1) Has great taste	1.87	2	0	0	0	0	0	1.78	0
(2) Is a quality product	2	2.25	0	0	0	0	0	1.89	0
(3) Is a fresh product	1.75	2.5	0	0	0	0	0	1.67	0
(4) Is better than I expected for the price	1.87	2.75	0	0	0	0	0	1.78	0
(5) Is a cool brand to be seen with	2.63	2.5	0	0	0	0	0	2.67	0
(6) Has a good texture	2.25	2.5	0	0	0	0	0	2.11	0
(7) The packaging/label has a cool design/look	2.38	3	0	0	0	0	0	2.22	0
(8) Variety of tastes/flavors available	1.62	1.75	0	0	0	0	0	1.55	0
(9) Has a smooth flavor	2.37	2.5	0	0	0	0	0	2.22	0
(10) Has a flavor that lasts	1.87	2	0	0	0	0	0	1.78	0
(11) Has a premium look/design	2.37	2.24	0	0	0	0	0	2.22	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 552
q284_12) Top 2 Box Summary Table - Silver Creek

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	0	0	0	0	0	1	1	0
Base - Silver Creek Most Often (Wgtd)	1	0	0	0	0	0	1	1	0
Eff Base	1	0	0	0	0	0	1	1	0
(1) Has great taste	100	0	0	0	0	0	100	100	0
(2) Is a quality product	100	0	0	0	0	0	100	100	0
(3) Is a fresh product	100	0	0	0	0	0	100	100	0
(4) Is better than I expected for the price	100	0	0	0	0	0	100	100	0
(5) Is a cool brand to be seen with	100	0	0	0	0	0	100	100	0
(6) Has a good texture	100	0	0	0	0	0	100	100	0
(7) The packaging/label has a cool design/look	100	0	0	0	0	0	100	100	0
(8) Variety of tastes/flavors available	100	0	0	0	0	0	100	100	0
(9) Has a smooth flavor	100	0	0	0	0	0	100	100	0
(10) Has a flavor that lasts	100	0	0	0	0	0	100	100	0
(11) Has a premium look/design	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 553
q284_12) Bottom 2 Box Summary Table - Silver Creek

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	0	0	0	0	0	1	1	0
Base - Silver Creek Most Often (Wgtd)	1	0	0	0	0	0	1	1	0
Eff Base	1	0	0	0	0	0	1	1	0
(1) Has great taste	0	0	0	0	0	0	0	0	0
(2) Is a quality product	0	0	0	0	0	0	0	0	0
(3) Is a fresh product	0	0	0	0	0	0	0	0	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(5) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(6) Has a good texture	0	0	0	0	0	0	0	0	0
(7) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(9) Has a smooth flavor	0	0	0	0	0	0	0	0	0
(10) Has a flavor that lasts	0	0	0	0	0	0	0	0	0
(11) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 554
q284_12) Mean Summary Table - Silver Creek

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	0	0	0	0	0	1	1	0
Base - Silver Creek Most Often (Wgtd)	1	0	0	0	0	0	1	1	0
Eff Base	1	0	0	0	0	0	1	1	0
(1) Has great taste	2	0	0	0	0	0	2	2	0
(2) Is a quality product	2	0	0	0	0	0	2	2	0
(3) Is a fresh product	2	0	0	0	0	0	2	2	0
(4) Is better than I expected for the price	1	0	0	0	0	0	1	1	0
(5) Is a cool brand to be seen with	1	0	0	0	0	0	1	1	0
(6) Has a good texture	1	0	0	0	0	0	1	1	0
(7) The packaging/label has a cool design/look	1	0	0	0	0	0	1	1	0
(8) Variety of tastes/flavors available	2	0	0	0	0	0	2	2	0
(9) Has a smooth flavor	2	0	0	0	0	0	2	2	0
(10) Has a flavor that lasts	1	0	0	0	0	0	1	1	0
(11) Has a premium look/design	2	0	0	0	0	0	2	2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 555
q284_13) Top 2 Box Summary Table - Skoal

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	7	40	0
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	7	40	0
Eff Base	33	21	4	4	4	3	7	40	0
(1) Has great taste	69.7	76.2	100	100	100	100	57.1	70	0
(2) Is a quality product	69.7	71.4	100	100	100	100	71.4	67.5	0
(3) Is a fresh product	63.6	66.7	100	100	100	100	57.1	62.5	0
(4) Is better than I expected for the price	63.6	66.7	100	100	100	100	57.1	57.5	0
(5) Is a cool brand to be seen with	60.6	66.7	100	100	100	100	57.1	55	0
(6) Has a good texture	72.7	76.2	75	75	75	66.7	71.4	70	0
(7) The packaging/label has a cool design/look	60.6	61.9	100	100	100	100	57	57.5	0
(8) Variety of tastes/flavors available	60.6	61.9	50	50	50	33.3	42.9	60	0
(9) Has a smooth flavor	66.6	66.7	100	100	100	100	71.4	65	0
(10) Has a flavor that lasts	63.6	66.7	100	100	100	100	57.1	62.5	0
(11) Has a premium look/design	57.6	61.9	100	100	100	100	57.1	55	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 556
q284_13) Bottom 2 Box Summary Table - Skoal

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	7	40	0
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	7	40	0
Eff Base	33	21	4	4	4	3	7	40	0
(1) Has great taste	12.2	4.8	0	0	0	0	14.4	12.5	0
(2) Is a quality product	21.3	14.3	0	0	0	0	28.6	20	0
(3) Is a fresh product	18.2	9.5	0	0	0	0	14.4	15	0
(4) Is better than I expected for the price	15.2	4.8	0	0	0	0	28.6	15	0
(5) Is a cool brand to be seen with	18.2	9.5	0	0	0	0	28.6	17.5	0

(6) Has a good texture	15.2	4.8	0	0	0	0	14.4	17.5	0
(7) The packaging/label has a cool design/look	18.2	9.5	0	0	0	0	14.4	15	0
(8) Variety of tastes/flavors available	18.2	9.5	0	0	0	0	14.4	15	0
(9) Has a smooth flavor	18.2	9.5	0	0	0	0	14.4	17.5	0
(10) Has a flavor that lasts	18.2	9.5	0	0	0	0	42.9	15	0
(11) Has a premium look/design	15.2	0	0	0	0	0	28.6	15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 557
q284_13) Mean Summary Table - Skoal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	7	40	0
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	7	40	0
Eff Base	33	21	4	4	4	3	7	40	0
(1) Has great taste	2.15	2	1.5	1.5	1.5	1.67	2.14	2.15	0
(2) Is a quality product	2.09	2	1.5	1.5	1.5	1.67	2.14	2.13	0
(3) Is a fresh product	2.12	2	1.5	1.5	1.5	1.67	2.29	2.13	0
(4) Is better than I expected for the price	2.24	2.14	1.5	1.5	1.5	1.67	2.29	2.38	0
(5) Is a cool brand to be seen with	2.3	2.09	1.25	1.25	1.25	1.33	2.29	2.38	0
(6) Has a good texture	2.06	1.86	1.75	1.75	1.75	2	2	2.13	0
(7) The packaging/label has a cool design/look	2.18	2.1	1	1	1	1	2.15	2.23	0
(8) Variety of tastes/flavors available	2.3	2.19	2	2	2	2.33	2.43	2.28	0
(9) Has a smooth flavor	2.12	2.05	1.75	1.75	1.75	2	2.29	2.15	0
(10) Has a flavor that lasts	2.18	2.05	1.25	1.25	1.25	1.33	2.57	2.15	0
(11) Has a premium look/design	2.24	1.9	1.25	1.25	1.25	1.33	2.29	2.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 558
q284_14) Top 2 Box Summary Table - Swisher

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	0	0	0	0	0	1	3	0
Base - Swisher Most Often (Wgtd)	3	0	0	0	0	0	1	3	0
Eff Base	3	0	0	0	0	0	1	3	0
(1) Has great taste	66.6	0	0	0	0	0	100	66.6	0
(2) Is a quality product	100	0	0	0	0	0	100	100	0
(3) Is a fresh product	66.6	0	0	0	0	0	100	66.6	0
(4) Is better than I expected for the price	66.6	0	0	0	0	0	100	66.6	0
(5) Is a cool brand to be seen with	100	0	0	0	0	0	100	100	0
(6) Has a good texture	100	0	0	0	0	0	100	100	0
(7) The packaging/label has a cool design/look	100	0	0	0	0	0	100	100	0
(8) Variety of tastes/flavors available	100	0	0	0	0	0	100	100	0
(9) Has a smooth flavor	100	0	0	0	0	0	100	100	0
(10) Has a flavor that lasts	100	0	0	0	0	0	100	100	0
(11) Has a premium look/design	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 559
q284_14) Bottom 2 Box Summary Table - Swisher

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	0	0	0	0	0	1	3	0
Base - Swisher Most Often (Wgtd)	3	0	0	0	0	0	1	3	0
Eff Base	3	0	0	0	0	0	1	3	0
(1) Has great taste	0	0	0	0	0	0	0	0	0
(2) Is a quality product	0	0	0	0	0	0	0	0	0
(3) Is a fresh product	0	0	0	0	0	0	0	0	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(5) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(6) Has a good texture	0	0	0	0	0	0	0	0	0
(7) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(9) Has a smooth flavor	0	0	0	0	0	0	0	0	0
(10) Has a flavor that lasts	0	0	0	0	0	0	0	0	0
(11) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 560
q284_14) Mean Summary Table - Swisher

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	0	0	0	0	0	1	3	0
Base - Swisher Most Often (Wgtd)	3	0	0	0	0	0	1	3	0
Eff Base	3	0	0	0	0	0	1	3	0
(1) Has great taste	2	0	0	0	0	0	1	2	0
(2) Is a quality product	1.33	0	0	0	0	0	2	1.33	0
(3) Is a fresh product	1.67	0	0	0	0	0	1	1.67	0
(4) Is better than I expected for the price	2	0	0	0	0	0	2	2	0
(5) Is a cool brand to be seen with	1.67	0	0	0	0	0	2	1.67	0
(6) Has a good texture	1.67	0	0	0	0	0	2	1.67	0
(7) The packaging/label has a cool design/look	1.33	0	0	0	0	0	1	1.33	0
(8) Variety of tastes/flavors available	1.33	0	0	0	0	0	1	1.33	0
(9) Has a smooth flavor	1.67	0	0	0	0	0	2	1.67	0
(10) Has a flavor that lasts	1	0	0	0	0	0	1	1	0
(11) Has a premium look/design	1.33	0	0	0	0	0	1	1.33	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 561
q284_15) Top 2 Box Summary Table - Timber Wolf

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	2	5	0
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	2	5	0
Eff Base	4	3	1	1	1	1	2	5	0
(1) Has great taste	75.1	66.7	100	100	100	100	50.2	80	0
(2) Is a quality product	75.1	66.7	100	100	100	100	50.2	80	0
(3) Is a fresh product	75.1	66.7	100	100	100	100	50.2	80	0
(4) Is better than I expected for the price	50	66.7	100	100	100	100	0	60	0
(5) Is a cool brand to be seen with	75.1	66.7	100	100	100	100	50.2	60	0
(6) Has a good texture	50	66.7	100	100	100	100	0	60	0
(7) The packaging/label has a cool design/look	50	66.7	100	100	100	100	0	60	0
(8) Variety of tastes/flavors available	50	66.7	100	100	100	100	0	40	0
(9) Has a smooth flavor	75.1	66.7	100	100	100	100	50.2	80	0
(10) Has a flavor that lasts	50	66.7	100	100	100	100	0	60	0
(11) Has a premium look/design	50	66.7	100	100	100	100	0	60	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 562
q284_15) Bottom 2 Box Summary Table - Timber Wolf

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	2	5	0
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	2	5	0
Eff Base	4	3	1	1	1	1	2	5	0
(1) Has great taste	24.9	33.3	0	0	0	0	49.8	20	0
(2) Is a quality product	24.9	33.3	0	0	0	0	49.8	20	0
(3) Is a fresh product	24.9	33.3	0	0	0	0	49.8	20	0
(4) Is better than I expected for the price	24.9	33.3	0	0	0	0	49.8	20	0
(5) Is a cool brand to be seen with	24.9	33.3	0	0	0	0	49.8	20	0
(6) Has a good texture	24.9	33.3	0	0	0	0	49.8	20	0
(7) The packaging/label has a cool design/look	24.9	33.3	0	0	0	0	49.8	20	0
(8) Variety of tastes/flavors available	24.9	33.3	0	0	0	0	49.8	20	0
(9) Has a smooth flavor	24.9	33.3	0	0	0	0	49.8	20	0
(10) Has a flavor that lasts	24.9	33.3	0	0	0	0	49.8	20	0
(11) Has a premium look/design	24.9	33.3	0	0	0	0	49.8	20	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 563
q284_15) Mean Summary Table - Timber Wolf

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	2	5	0
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	2	5	0
Eff Base	4	3	1	1	1	1	2	5	0
(1) Has great taste	2.75	3	2	2	2	2	3.5	2.4	0
(2) Is a quality product	2.25	2.33	2	2	2	2	3	2	0
(3) Is a fresh product	2	2	1	1	1	1	3	1.8	0
(4) Is better than I expected for the price	2.25	2	1	1	1	1	3.5	2	0
(5) Is a cool brand to be seen with	2	2	1	1	1	1	3	2.2	0
(6) Has a good texture	2.25	2	1	1	1	1	3.5	2	0
(7) The packaging/label has a cool design/look	2.5	2.33	1	1	1	1	3.5	2.4	0
(8) Variety of tastes/flavors available	2.75	2.67	2	2	2	2	3.5	2.8	0
(9) Has a smooth flavor	2.5	2.67	1	1	1	1	3.5	2.2	0
(10) Has a flavor that lasts	2.5	2.33	1	1	1	1	3.5	2.2	0
(11) Has a premium look/design	2.75	2.67	2	2	2	2	3.5	2.6	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 564
q284_16) Top 2 Box Summary Table - Skoal Xtra

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	0	0	0	0	0	6	0
Base - Skoal Xtra Most Often (Wgtd)	4	1	0	0	0	0	0	6	0
Eff Base	4	1	0	0	0	0	0	6	0
(1) Has great taste	50.1	0	0	0	0	0	0	50	0
(2) Is a quality product	100	100	0	0	0	0	0	83.4	0
(3) Is a fresh product	75	0	0	0	0	0	0	66.7	0

(4) Is better than I expected for the price	100	100	0	0	0	0	0	83.4	0
(5) Is a cool brand to be seen with	24.9	0	0	0	0	0	0	16.6	0
(6) Has a good texture	50.1	0	0	0	0	0	0	50	0
(7) The packaging/label has a cool design/look	50.1	0	0	0	0	0	0	50	0
(8) Variety of tastes/flavors available	100	100	0	0	0	0	0	83.4	0
(9) Has a smooth flavor	75	100	0	0	0	0	0	66.7	0
(10) Has a flavor that lasts	50.1	0	0	0	0	0	0	50	0
(11) Has a premium look/design	75	100	0	0	0	0	0	66.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 565
q284_16) Bottom 2 Box Summary Table - Skoal Xtra

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	0	0	0	0	0	6	0
Base - Skoal Xtra Most Often (Wgtd)	4	1	0	0	0	0	0	6	0
Eff Base	4	1	0	0	0	0	0	6	0
(1) Has great taste	49.9	100	0	0	0	0	0	50	0
(2) Is a quality product	0	0	0	0	0	0	0	16.6	0
(3) Is a fresh product	25	100	0	0	0	0	0	33.3	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	16.6	0
(5) Is a cool brand to be seen with	25.1	0	0	0	0	0	0	50	0
(6) Has a good texture	25	0	0	0	0	0	0	33.3	0
(7) The packaging/label has a cool design/look	25	0	0	0	0	0	0	33.3	0
(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	16.6	0
(9) Has a smooth flavor	25	0	0	0	0	0	0	33.3	0
(10) Has a flavor that lasts	49.9	100	0	0	0	0	0	50	0
(11) Has a premium look/design	0	0	0	0	0	0	0	16.6	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 566
q284_16) Mean Summary Table - Skoal Xtra

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	0	0	0	0	0	6	0
Base - Skoal Xtra Most Often (Wgtd)	4	1	0	0	0	0	0	6	0
Eff Base	4	1	0	0	0	0	0	6	0
(1) Has great taste	2.75	4	0	0	0	0	0	3	0
(2) Is a quality product	1.5	2	0	0	0	0	0	2.17	0
(3) Is a fresh product	1.75	4	0	0	0	0	0	2.33	0
(4) Is better than I expected for the price	1.5	2	0	0	0	0	0	2	0
(5) Is a cool brand to be seen with	3	3	0	0	0	0	0	3.67	0
(6) Has a good texture	2.25	3	0	0	0	0	0	2.5	0
(7) The packaging/label has a cool design/look	2.25	3	0	0	0	0	0	2.5	0
(8) Variety of tastes/flavors available	1.5	2	0	0	0	0	0	2.17	0
(9) Has a smooth flavor	2	1	0	0	0	0	0	2.33	0
(10) Has a flavor that lasts	2.5	4	0	0	0	0	0	2.67	0
(11) Has a premium look/design	1.75	2	0	0	0	0	0	2.33	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 567
q284_17) Top 2 Box Summary Table - Kodiak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	0	0	0	0	6	0
Base - Kodiak Most Often (Wgtd)	5	3	1	0	0	0	0	6	0
Eff Base	5	3	1	0	0	0	0	6	0
(1) Has great taste	59.9	66.5	100	0	0	0	0	50	0
(2) Is a quality product	40.1	33.4	100	0	0	0	0	33.4	0
(3) Is a fresh product	40.1	33.4	100	0	0	0	0	33.4	0
(4) Is better than I expected for the price	40.1	33.4	100	0	0	0	0	33.4	0
(5) Is a cool brand to be seen with	59.9	66.5	100	0	0	0	0	50	0
(6) Has a good texture	40.1	33.4	100	0	0	0	0	33.4	0
(7) The packaging/label has a cool design/look	59.9	66.5	100	0	0	0	0	50	0
(8) Variety of tastes/flavors available	59.9	66.5	100	0	0	0	0	50	0
(9) Has a smooth flavor	59.9	66.5	100	0	0	0	0	50	0
(10) Has a flavor that lasts	40.1	33.4	100	0	0	0	0	33.4	0
(11) Has a premium look/design	59.9	66.5	100	0	0	0	0	50	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 568
q284_17) Bottom 2 Box Summary Table - Kodiak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	0	0	0	0	6	0
Base - Kodiak Most Often (Wgtd)	5	3	1	0	0	0	0	6	0
Eff Base	5	3	1	0	0	0	0	6	0
(1) Has great taste	40.1	33.5	0	0	0	0	0	50	0
(2) Is a quality product	40.1	33.5	0	0	0	0	0	50	0
(3) Is a fresh product	59.9	66.6	0	0	0	0	0	66.6	0
(4) Is better than I expected for the price	40.1	33.5	0	0	0	0	0	50	0
(5) Is a cool brand to be seen with	20.1	33.5	0	0	0	0	0	33.4	0
(6) Has a good texture	40.1	33.5	0	0	0	0	0	50	0
(7) The packaging/label has a cool design/look	40.1	33.5	0	0	0	0	0	50	0
(8) Variety of tastes/flavors available	40.1	33.5	0	0	0	0	0	50	0
(9) Has a smooth flavor	20.1	33.5	0	0	0	0	0	33.4	0
(10) Has a flavor that lasts	39.9	33.1	0	0	0	0	0	49.9	0
(11) Has a premium look/design	20	0	0	0	0	0	0	33.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 569
q284_17) Mean Summary Table - Kodiak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	0	0	0	0	6	0
Base - Kodiak Most Often (Wgtd)	5	3	1	0	0	0	0	6	0
Eff Base	5	3	1	0	0	0	0	6	0
(1) Has great taste	2.6	2	1	0	0	0	0	2.83	0
(2) Is a quality product	3	3	2	0	0	0	0	3.17	0
(3) Is a fresh product	2.8	3	1	0	0	0	0	3.16	0
(4) Is better than I expected for the price	2.6	2.67	1	0	0	0	0	2.83	0
(5) Is a cool brand to be seen with	2.2	2.34	1	0	0	0	0	2.5	0
(6) Has a good texture	2.8	2.67	1	0	0	0	0	3	0
(7) The packaging/label has a cool design/look	3	2.67	2	0	0	0	0	3.17	0
(8) Variety of tastes/flavors available	2.8	2.34	2	0	0	0	0	3	0
(9) Has a smooth flavor	2.6	3	2	0	0	0	0	2.83	0
(10) Has a flavor that lasts	3	3	2	0	0	0	0	3.16	0
(11) Has a premium look/design	2.6	2.33	2	0	0	0	0	2.83	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 570
q284_18) Top 2 Box Summary Table - Renegades

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	0	0	0	0	0	5	0
Base - Renegades Most Often (Wgtd)	5	1	0	0	0	0	0	5	0
Eff Base	5	1	0	0	0	0	0	5	0
(1) Has great taste	100	100	0	0	0	0	0	100	0
(2) Is a quality product	60	0	0	0	0	0	0	60	0
(3) Is a fresh product	60	0	0	0	0	0	0	60	0
(4) Is better than I expected for the price	80	100	0	0	0	0	0	80	0
(5) Is a cool brand to be seen with	60	0	0	0	0	0	0	60	0
(6) Has a good texture	100	100	0	0	0	0	0	100	0
(7) The packaging/label has a cool design/look	80	100	0	0	0	0	0	80	0
(8) Variety of tastes/flavors available	79.9	0	0	0	0	0	0	79.9	0
(9) Has a smooth flavor	39.9	0	0	0	0	0	0	39.9	0
(10) Has a flavor that lasts	80	100	0	0	0	0	0	80	0
(11) Has a premium look/design	60	0	0	0	0	0	0	60	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 571
q284_18) Bottom 2 Box Summary Table - Renegades

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	0	0	0	0	0	5	0
Base - Renegades Most Often (Wgtd)	5	1	0	0	0	0	0	5	0
Eff Base	5	1	0	0	0	0	0	5	0
(1) Has great taste	0	0	0	0	0	0	0	0	0
(2) Is a quality product	40	100	0	0	0	0	0	40	0
(3) Is a fresh product	0	0	0	0	0	0	0	0	0
(4) Is better than I expected for the price	20	0	0	0	0	0	0	20	0
(5) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(6) Has a good texture	0	0	0	0	0	0	0	0	0
(7) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(9) Has a smooth flavor	40	100	0	0	0	0	0	40	0
(10) Has a flavor that lasts	20	0	0	0	0	0	0	20	0
(11) Has a premium look/design	40	100	0	0	0	0	0	40	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 572
q284_18) Mean Summary Table - Renegades

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	0	0	0	0	0	5	0
Base - Renegades Most Often (Wgtd)	5	1	0	0	0	0	0	5	0
Eff Base	5	1	0	0	0	0	0	5	0
(1) Has great taste	1.6	2	0	0	0	0	0	1.6	0

(2) Is a quality product	2.2	4	0	0	0	0	0	2.2	0
(3) Is a fresh product	1.8	3	0	0	0	0	0	1.8	0
(4) Is better than I expected for the price	2.2	2	0	0	0	0	0	2.2	0
(5) Is a cool brand to be seen with	2	3	0	0	0	0	0	2	0
(6) Has a good texture	1.4	1	0	0	0	0	0	1.4	0
(7) The packaging/label has a cool design/look	1.6	2	0	0	0	0	0	1.6	0
(8) Variety of tastes/flavors available	1.8	3	0	0	0	0	0	1.8	0
(9) Has a smooth flavor	3	4	0	0	0	0	0	3	0
(10) Has a flavor that lasts	2	1	0	0	0	0	0	2	0
(11) Has a premium look/design	2.4	5	0	0	0	0	0	2.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 573
q284_31) Top 2 Box Summary Table - Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	0	3	0
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	0	3	0
Eff Base	2	2	1	1	1	1	0	3	0
(1) Has great taste	50	50	100	100	100	100	0	33.3	0
(2) Is a quality product	50	50	100	100	100	100	0	33.3	0
(3) Is a fresh product	100	100	100	100	100	100	0	66.7	0
(4) Is better than I expected for the price	100	100	100	100	100	100	0	66.7	0
(5) Is a cool brand to be seen with	50	50	100	100	100	100	0	66.7	0
(6) Has a good texture	50	50	100	100	100	100	0	33.3	0
(7) The packaging/label has a cool design/look	50	50	100	100	100	100	0	33.3	0
(8) Variety of tastes/flavors available	50	50	100	100	100	100	0	33.3	0
(9) Has a smooth flavor	50	50	100	100	100	100	0	33.3	0
(10) Has a flavor that lasts	50	50	100	100	100	100	0	33.3	0
(11) Has a premium look/design	50	50	100	100	100	100	0	33.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 574
q284_31) Bottom 2 Box Summary Table - Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	0	3	0
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	0	3	0
Eff Base	2	2	1	1	1	1	0	3	0
(1) Has great taste	0	0	0	0	0	0	0	33.3	0
(2) Is a quality product	50	50	0	0	0	0	0	66.7	0
(3) Is a fresh product	0	0	0	0	0	0	0	33.3	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	33.3	0
(5) Is a cool brand to be seen with	50	50	0	0	0	0	0	33.3	0
(6) Has a good texture	0	0	0	0	0	0	0	33.3	0
(7) The packaging/label has a cool design/look	50	50	0	0	0	0	0	66.7	0
(8) Variety of tastes/flavors available	50	50	0	0	0	0	0	66.7	0
(9) Has a smooth flavor	0	0	0	0	0	0	0	33.3	0
(10) Has a flavor that lasts	0	0	0	0	0	0	0	33.3	0
(11) Has a premium look/design	50	50	0	0	0	0	0	66.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 575
q284_31) Mean Summary Table - Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	0	3	0
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	0	3	0
Eff Base	2	2	1	1	1	1	0	3	0
(1) Has great taste	2.5	2.5	2	2	2	2	0	3.33	0
(2) Is a quality product	2.5	2.5	1	1	1	1	0	3.33	0
(3) Is a fresh product	1.5	1.5	1	1	1	1	0	2.67	0
(4) Is better than I expected for the price	1.5	1.5	1	1	1	1	0	2.67	0
(5) Is a cool brand to be seen with	3	3	1	1	1	1	0	2.33	0
(6) Has a good texture	2.5	2.5	2	2	2	2	0	3.33	0
(7) The packaging/label has a cool design/look	3	3	1	1	1	1	0	3.67	0
(8) Variety of tastes/flavors available	3	3	1	1	1	1	0	3.67	0
(9) Has a smooth flavor	2.5	2.5	2	2	2	2	0	3.33	0
(10) Has a flavor that lasts	2.5	2.5	2	2	2	2	0	3.33	0
(11) Has a premium look/design	3.5	3.5	2	2	2	2	0	4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 576
q284_19) Top 2 Box Summary Table - [Q270 OTHER]

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	0	0	0	0	0	0	2	0
Base - [Q270 OTHER] Most Often (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
(1) Has great taste	50	0	0	0	0	0	0	50	0
(2) Is a quality product	50	0	0	0	0	0	0	50	0
(3) Is a fresh product	50	0	0	0	0	0	0	50	0
(4) Is better than I expected for the price	50	0	0	0	0	0	0	50	0
(5) Is a cool brand to be seen with	50	0	0	0	0	0	0	50	0
(6) Has a good texture	50	0	0	0	0	0	0	50	0
(7) The packaging/label has a cool design/look	50	0	0	0	0	0	0	50	0
(8) Variety of tastes/flavors available	50	0	0	0	0	0	0	50	0
(9) Has a smooth flavor	50	0	0	0	0	0	0	50	0
(10) Has a flavor that lasts	50	0	0	0	0	0	0	50	0
(11) Has a premium look/design	50	0	0	0	0	0	0	50	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 577
q284_19) Bottom 2 Box Summary Table - [Q270 OTHER]

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	0	0	0	0	0	0	2	0
Base - [Q270 OTHER] Most Often (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
(1) Has great taste	50	0	0	0	0	0	0	50	0
(2) Is a quality product	50	0	0	0	0	0	0	50	0
(3) Is a fresh product	50	0	0	0	0	0	0	50	0
(4) Is better than I expected for the price	50	0	0	0	0	0	0	50	0
(5) Is a cool brand to be seen with	50	0	0	0	0	0	0	50	0
(6) Has a good texture	50	0	0	0	0	0	0	50	0
(7) The packaging/label has a cool design/look	50	0	0	0	0	0	0	50	0
(8) Variety of tastes/flavors available	50	0	0	0	0	0	0	50	0
(9) Has a smooth flavor	50	0	0	0	0	0	0	50	0

(10) Has a flavor that lasts	50	0	0	0	0	0	0	50	0
(11) Has a premium look/design	50	0	0	0	0	0	0	50	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 578
q284_19) Mean Summary Table - [Q270 OTHER]

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	0	0	0	0	0	0	2	0
Base - [Q270 OTHER] Most Often (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
(1) Has great taste	3.5	0	0	0	0	0	0	3.5	0
(2) Is a quality product	3.5	0	0	0	0	0	0	3.5	0
(3) Is a fresh product	3	0	0	0	0	0	0	3	0
(4) Is better than I expected for the price	3.5	0	0	0	0	0	0	3.5	0
(5) Is a cool brand to be seen with	3	0	0	0	0	0	0	3	0
(6) Has a good texture	3.5	0	0	0	0	0	0	3.5	0
(7) The packaging/label has a cool design/look	3	0	0	0	0	0	0	3	0
(8) Variety of tastes/flavors available	3.5	0	0	0	0	0	0	3.5	0
(9) Has a smooth flavor	3.5	0	0	0	0	0	0	3.5	0
(10) Has a flavor that lasts	3.5	0	0	0	0	0	0	3.5	0
(11) Has a premium look/design	3	0	0	0	0	0	0	3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 579
q284_20) Top 2 Box Summary Table - Copenhagen Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	0	0	0	0	2	14	0
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	0	0	0	0	2	14	0
Eff Base	9	5	0	0	0	0	2	14	0
(1) Has great taste	44.5	19.9	0	0	0	0	0	64.3	0
(2) Is a quality product	33.4	19.9	0	0	0	0	0	57.2	0
(3) Is a fresh product	33.4	0	0	0	0	0	0	57.2	0
(4) Is better than I expected for the price	33.4	0	0	0	0	0	0	35.8	0
(5) Is a cool brand to be seen with	44.5	19.9	0	0	0	0	0	42.8	0
(6) Has a good texture	33.4	0	0	0	0	0	0	42.9	0
(7) The packaging/label has a cool design/look	33.4	0	0	0	0	0	0	57.2	0
(8) Variety of tastes/flavors available	44.5	19.9	0	0	0	0	0	57.1	0
(9) Has a smooth flavor	33.4	19.9	0	0	0	0	0	57.2	0
(10) Has a flavor that lasts	33.4	0	0	0	0	0	0	50	0
(11) Has a premium look/design	33.4	19.9	0	0	0	0	0	42.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 580
q284_20) Bottom 2 Box Summary Table - Copenhagen Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	0	0	0	0	2	14	0
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	0	0	0	0	2	14	0

Eff Base	9	5	0	0	0	0	2	14	0
(1) Has great taste	44.4	60	0	0	0	0	100	28.5	0
(2) Is a quality product	55.5	60	0	0	0	0	100	35.7	0
(3) Is a fresh product	44.4	60	0	0	0	0	100	28.5	0
(4) Is better than I expected for the price	55.4	79.9	0	0	0	0	100	42.8	0
(5) Is a cool brand to be seen with	44.4	60	0	0	0	0	100	35.7	0
(6) Has a good texture	44.4	60	0	0	0	0	100	35.7	0
(7) The packaging/label has a cool design/look	44.4	60	0	0	0	0	100	28.5	0
(8) Variety of tastes/flavors available	44.4	60	0	0	0	0	100	28.5	0
(9) Has a smooth flavor	44.4	60	0	0	0	0	100	28.5	0
(10) Has a flavor that lasts	44.4	60	0	0	0	0	100	28.5	0
(11) Has a premium look/design	44.4	60	0	0	0	0	100	28.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 581
q284_20) Mean Summary Table - Copenhagen Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	0	0	0	0	2	14	0
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	0	0	0	0	2	14	0
Eff Base	9	5	0	0	0	0	2	14	0
(1) Has great taste	3.22	4	0	0	0	0	5	2.57	0
(2) Is a quality product	3.44	3.8	0	0	0	0	5	2.71	0
(3) Is a fresh product	3.33	4.2	0	0	0	0	5	2.64	0
(4) Is better than I expected for the price	3.55	4.4	0	0	0	0	5	3.28	0
(5) Is a cool brand to be seen with	2.89	3.6	0	0	0	0	5	2.86	0
(6) Has a good texture	3.33	4.2	0	0	0	0	5	3	0
(7) The packaging/label has a cool design/look	3.22	4	0	0	0	0	5	2.64	0
(8) Variety of tastes/flavors available	2.89	3.4	0	0	0	0	5	2.5	0
(9) Has a smooth flavor	3.33	4	0	0	0	0	5	2.64	0
(10) Has a flavor that lasts	3.22	4.2	0	0	0	0	5	2.71	0
(11) Has a premium look/design	3.22	3.8	0	0	0	0	5	2.78	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 582
q284_21) Top 2 Box Summary Table - Grizzly Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	3	17	0
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	3	17	0
Eff Base	17	9	3	3	2	1	3	17	0
(1) Has great taste	88.2	88.9	100	100	100	100	100	88.2	0
(2) Is a quality product	88.2	88.9	100	100	100	100	100	88.2	0
(3) Is a fresh product	76.5	66.8	66.6	66.6	50	0	66.8	76.5	0
(4) Is better than I expected for the price	76.5	77.8	66.6	66.6	50	0	66.8	76.5	0
(5) Is a cool brand to be seen with	82.4	77.8	66.7	66.7	100	100	100	82.4	0
(6) Has a good texture	76.5	66.8	66.6	66.6	50	0	66.8	76.5	0
(7) The packaging/label has a cool design/look	88.2	88.9	100	100	100	100	100	88.2	0
(8) Variety of tastes/flavors available	82.4	77.8	100	100	100	100	100	82.4	0
(9) Has a smooth flavor	82.4	77.8	66.7	66.7	100	100	100	82.4	0
(10) Has a flavor that lasts	76.5	66.7	33.3	33.3	50	0	66.8	76.5	0
(11) Has a premium look/design	82.4	77.8	66.6	66.6	50	0	66.8	82.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 583
q284_21) Bottom 2 Box Summary Table - Grizzly Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	3	17	0
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	3	17	0
Eff Base	17	9	3	3	2	1	3	17	0
(1) Has great taste	11.8	11.1	0	0	0	0	0	11.8	0
(2) Is a quality product	11.8	11.1	0	0	0	0	0	11.8	0
(3) Is a fresh product	11.8	11.1	0	0	0	0	0	11.8	0
(4) Is better than I expected for the price	11.8	11.1	0	0	0	0	0	11.8	0
(5) Is a cool brand to be seen with	17.6	22.2	33.3	33.3	0	0	0	17.6	0
(6) Has a good texture	11.8	11.1	0	0	0	0	0	11.8	0
(7) The packaging/label has a cool design/look	11.8	11.1	0	0	0	0	0	11.8	0
(8) Variety of tastes/flavors available	11.8	11.1	0	0	0	0	0	11.8	0
(9) Has a smooth flavor	11.8	11.1	0	0	0	0	0	11.8	0
(10) Has a flavor that lasts	17.6	22.2	33.4	33.4	50	100	33.2	17.6	0
(11) Has a premium look/design	11.8	11.1	0	0	0	0	0	11.8	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 584
q284_21) Mean Summary Table - Grizzly Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	3	17	0
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	3	17	0
Eff Base	17	9	3	3	2	1	3	17	0
(1) Has great taste	1.82	1.89	1.67	1.67	1.5	1	1.33	1.82	0
(2) Is a quality product	1.94	1.89	1.67	1.67	1.5	2	1.67	1.94	0
(3) Is a fresh product	1.94	2.22	2.33	2.33	2.5	3	2	1.94	0
(4) Is better than I expected for the price	2.12	2.22	2.33	2.33	2.5	3	2	2.12	0
(5) Is a cool brand to be seen with	2.06	2.22	2.67	2.67	1.5	2	1.33	2.06	0
(6) Has a good texture	2	2.11	2	2	2	3	2	2	0
(7) The packaging/label has a cool design/look	2	2	2	2	2	2	1.67	2	0
(8) Variety of tastes/flavors available	1.88	2	1.67	1.67	1.5	2	1.66	1.88	0
(9) Has a smooth flavor	1.88	2.11	2.33	2.33	2	2	1.66	1.88	0
(10) Has a flavor that lasts	1.82	2.11	2.67	2.67	2.5	4	2.66	1.82	0
(11) Has a premium look/design	1.82	1.89	2	2	2	3	2	1.82	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 585
q284_22) Top 2 Box Summary Table - Longhorn Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	0	0	0	0	0	3	0
Base - Longhorn Pouches Most Often (Wgtd)	3	2	0	0	0	0	0	3	0
Eff Base	3	2	0	0	0	0	0	3	0
(1) Has great taste	0	0	0	0	0	0	0	0	0
(2) Is a quality product	0	0	0	0	0	0	0	0	0
(3) Is a fresh product	0	0	0	0	0	0	0	0	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(5) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(6) Has a good texture	33.4	0	0	0	0	0	0	33.4	0
(7) The packaging/label has a cool design/look	33.4	0	0	0	0	0	0	33.4	0

(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(9) Has a smooth flavor	0	0	0	0	0	0	0	0	0
(10) Has a flavor that lasts	33.4	0	0	0	0	0	0	33.4	0
(11) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 586
q284_22) Bottom 2 Box Summary Table - Longhorn Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	0	0	0	0	0	3	0
Base - Longhorn Pouches Most Often (Wgtd)	3	2	0	0	0	0	0	3	0
Eff Base	3	2	0	0	0	0	0	3	0
(1) Has great taste	100	100	0	0	0	0	0	100	0
(2) Is a quality product	66.6	100	0	0	0	0	0	66.6	0
(3) Is a fresh product	66.6	100	0	0	0	0	0	66.6	0
(4) Is better than I expected for the price	33.4	50.1	0	0	0	0	0	33.4	0
(5) Is a cool brand to be seen with	100	100	0	0	0	0	0	100	0
(6) Has a good texture	66.6	100	0	0	0	0	0	66.6	0
(7) The packaging/label has a cool design/look	66.6	100	0	0	0	0	0	66.6	0
(8) Variety of tastes/flavors available	100	100	0	0	0	0	0	100	0
(9) Has a smooth flavor	66.6	100	0	0	0	0	0	66.6	0
(10) Has a flavor that lasts	66.6	100	0	0	0	0	0	66.6	0
(11) Has a premium look/design	66.6	100	0	0	0	0	0	66.6	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 587
q284_22) Mean Summary Table - Longhorn Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	0	0	0	0	0	3	0
Base - Longhorn Pouches Most Often (Wgtd)	3	2	0	0	0	0	0	3	0
Eff Base	3	2	0	0	0	0	0	3	0
(1) Has great taste	4	4	0	0	0	0	0	4	0
(2) Is a quality product	4	4.5	0	0	0	0	0	4	0
(3) Is a fresh product	3.67	4	0	0	0	0	0	3.67	0
(4) Is better than I expected for the price	3.33	3.5	0	0	0	0	0	3.33	0
(5) Is a cool brand to be seen with	4	4	0	0	0	0	0	4	0
(6) Has a good texture	3.33	4.5	0	0	0	0	0	3.33	0
(7) The packaging/label has a cool design/look	3.67	4.5	0	0	0	0	0	3.67	0
(8) Variety of tastes/flavors available	5	5	0	0	0	0	0	5	0
(9) Has a smooth flavor	4.33	5	0	0	0	0	0	4.33	0
(10) Has a flavor that lasts	3	4	0	0	0	0	0	3	0
(11) Has a premium look/design	4.33	5	0	0	0	0	0	4.33	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 591
q284_24) Top 2 Box Summary Table - Skoal Bandits

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	3	21	0
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	3	21	0
Eff Base	19	11	3	3	3	1	3	21	0
(1) Has great taste	84.2	81.8	100	100	100	100	66.7	80.9	0
(2) Is a quality product	84.2	90.9	100	100	100	100	66.7	76.2	0
(3) Is a fresh product	84.2	90.9	100	100	100	100	66.7	76.2	0
(4) Is better than I expected for the price	79	72.8	33.4	33.4	33.4	0	33.4	71.5	0
(5) Is a cool brand to be seen with	79	81.9	66.7	66.7	66.7	100	66.7	71.5	0
(6) Has a good texture	78.9	81.8	100	100	100	100	66.7	71.4	0
(7) The packaging/label has a cool design/look	79	81.9	66.7	66.7	66.7	100	66.7	71.5	0
(8) Variety of tastes/flavors available	89.5	81.8	100	100	100	100	66.7	85.7	0
(9) Has a smooth flavor	79	81.8	100	100	100	100	66.7	76.2	0
(10) Has a flavor that lasts	79	72.8	66.7	66.7	66.7	0	33.4	71.4	0
(11) Has a premium look/design	78.9	72.7	66.7	66.7	66.7	100	100	71.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 592
q284_24) Bottom 2 Box Summary Table - Skoal Bandits

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	3	21	0
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	3	21	0
Eff Base	19	11	3	3	3	1	3	21	0
(1) Has great taste	10.5	9.1	0	0	0	0	33.3	9.5	0
(2) Is a quality product	10.5	9.1	0	0	0	0	33.3	14.3	0
(3) Is a fresh product	10.5	0	0	0	0	0	0	14.3	0
(4) Is better than I expected for the price	10.5	9.1	0	0	0	0	33.3	9.5	0
(5) Is a cool brand to be seen with	5.2	9.1	0	0	0	0	33.3	14.3	0
(6) Has a good texture	5.2	9.1	0	0	0	0	33.3	9.5	0
(7) The packaging/label has a cool design/look	10.5	9.1	0	0	0	0	33.3	9.5	0
(8) Variety of tastes/flavors available	5.2	9.1	0	0	0	0	33.3	4.7	0
(9) Has a smooth flavor	10.5	18.2	0	0	0	0	33.3	9.5	0
(10) Has a flavor that lasts	5.3	0	0	0	0	0	0	9.5	0
(11) Has a premium look/design	5.2	0	0	0	0	0	0	9.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 593
q284_24) Mean Summary Table - Skoal Bandits

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	3	21	0
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	3	21	0
Eff Base	19	11	3	3	3	1	3	21	0
(1) Has great taste	1.74	1.64	1.33	1.33	1.33	2	2.33	1.81	0
(2) Is a quality product	1.53	1.36	1	1	1	1	2	1.71	0
(3) Is a fresh product	1.68	1.45	1.33	1.33	1.33	2	2	1.86	0
(4) Is better than I expected for the price	1.95	1.82	2.33	2.33	2.33	3	3	2.05	0
(5) Is a cool brand to be seen with	1.74	1.73	2	2	2	1	2.33	1.95	0
(6) Has a good texture	1.79	1.73	1	1	1	1	2.33	2	0
(7) The packaging/label has a cool design/look	1.95	1.82	1.67	1.67	1.67	1	2.33	2.05	0
(8) Variety of tastes/flavors available	1.47	1.64	1.33	1.33	1.33	2	2.66	1.57	0
(9) Has a smooth flavor	1.89	1.73	1	1	1	1	2	1.95	0
(10) Has a flavor that lasts	1.63	1.73	1.67	1.67	1.67	3	2.33	1.86	0
(11) Has a premium look/design	1.84	1.91	2.33	2.33	2.33	2	1.67	2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 594

q284_25) Top 2 Box Summary Table - Skoal Pouches (other than Bandits)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	0	0	0	0	6	9	0
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	0	0	0	0	6	9	0
Eff Base	8	6	0	0	0	0	6	9	0
(1) Has great taste	49.9	49.8	0	0	0	0	33.2	55.5	0
(2) Is a quality product	49.9	49.8	0	0	0	0	33.2	55.5	0
(3) Is a fresh product	49.9	49.8	0	0	0	0	33.2	55.5	0
(4) Is better than I expected for the price	49.9	49.8	0	0	0	0	33.2	55.5	0
(5) Is a cool brand to be seen with	50	49.9	0	0	0	0	49.9	55.6	0
(6) Has a good texture	49.9	49.8	0	0	0	0	33.2	55.5	0
(7) The packaging/label has a cool design/look	37.4	33.2	0	0	0	0	33.2	44.5	0
(8) Variety of tastes/flavors available	49.9	49.8	0	0	0	0	33.2	55.5	0
(9) Has a smooth flavor	49.9	49.8	0	0	0	0	33.2	55.5	0
(10) Has a flavor that lasts	49.9	49.8	0	0	0	0	33.2	55.5	0
(11) Has a premium look/design	37.4	33.2	0	0	0	0	33.2	44.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 595

q284_25) Bottom 2 Box Summary Table - Skoal Pouches (other than Bandits)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	0	0	0	0	6	9	0
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	0	0	0	0	6	9	0
Eff Base	8	6	0	0	0	0	6	9	0
(1) Has great taste	37.5	33.4	0	0	0	0	50	33.3	0
(2) Is a quality product	37.5	33.4	0	0	0	0	50	33.3	0
(3) Is a fresh product	37.5	33.4	0	0	0	0	50	33.3	0
(4) Is better than I expected for the price	25	16.7	0	0	0	0	33.4	22.2	0
(5) Is a cool brand to be seen with	37.5	33.3	0	0	0	0	33.4	33.3	0
(6) Has a good texture	25	16.7	0	0	0	0	33.4	22.2	0
(7) The packaging/label has a cool design/look	25	16.7	0	0	0	0	33.4	22.2	0
(8) Variety of tastes/flavors available	37.5	33.4	0	0	0	0	50	33.3	0
(9) Has a smooth flavor	37.5	33.4	0	0	0	0	50	33.3	0
(10) Has a flavor that lasts	37.5	33.4	0	0	0	0	50	33.3	0
(11) Has a premium look/design	37.5	33.4	0	0	0	0	50	33.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 596

q284_25) Mean Summary Table - Skoal Pouches (other than Bandits)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	0	0	0	0	6	9	0
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	0	0	0	0	6	9	0
Eff Base	8	6	0	0	0	0	6	9	0
(1) Has great taste	2.63	2.5	0	0	0	0	3.17	2.44	0
(2) Is a quality product	2.88	2.84	0	0	0	0	3.5	2.67	0
(3) Is a fresh product	2.63	2.5	0	0	0	0	3.17	2.44	0
(4) Is better than I expected for the price	2.38	2.17	0	0	0	0	2.84	2.22	0

(5) Is a cool brand to be seen with	2.63	2.5	0	0	0	0	2.5	2.44	0
(6) Has a good texture	2.38	2.17	0	0	0	0	2.84	2.22	0
(7) The packaging/label has a cool design/look	2.5	2.5	0	0	0	0	2.67	2.33	0
(8) Variety of tastes/flavors available	2.5	2.34	0	0	0	0	3	2.33	0
(9) Has a smooth flavor	2.63	2.5	0	0	0	0	3.17	2.44	0
(10) Has a flavor that lasts	2.5	2.34	0	0	0	0	3	2.33	0
(11) Has a premium look/design	2.88	2.84	0	0	0	0	3.17	2.67	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 597
q284_26) Top 2 Box Summary Table - Timber Wolf Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	0	0	0	0	0	4	0
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	0	0	0	0	0	4	0
Eff Base	3	1	0	0	0	0	0	4	0
(1) Has great taste	66.7	0	0	0	0	0	0	75	0
(2) Is a quality product	66.7	0	0	0	0	0	0	50	0
(3) Is a fresh product	66.7	0	0	0	0	0	0	75	0
(4) Is better than I expected for the price	100	100	0	0	0	0	0	100	0
(5) Is a cool brand to be seen with	66.7	0	0	0	0	0	0	50	0
(6) Has a good texture	100	100	0	0	0	0	0	100	0
(7) The packaging/label has a cool design/look	100	100	0	0	0	0	0	75	0
(8) Variety of tastes/flavors available	100	100	0	0	0	0	0	75	0
(9) Has a smooth flavor	66.7	0	0	0	0	0	0	75	0
(10) Has a flavor that lasts	100	100	0	0	0	0	0	100	0
(11) Has a premium look/design	100	100	0	0	0	0	0	75	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 598
q284_26) Bottom 2 Box Summary Table - Timber Wolf Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	0	0	0	0	0	4	0
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	0	0	0	0	0	4	0
Eff Base	3	1	0	0	0	0	0	4	0
(1) Has great taste	0	0	0	0	0	0	0	0	0
(2) Is a quality product	0	0	0	0	0	0	0	0	0
(3) Is a fresh product	0	0	0	0	0	0	0	0	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(5) Is a cool brand to be seen with	0	0	0	0	0	0	0	25	0
(6) Has a good texture	0	0	0	0	0	0	0	0	0
(7) The packaging/label has a cool design/look	0	0	0	0	0	0	0	25	0
(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	25	0
(9) Has a smooth flavor	0	0	0	0	0	0	0	0	0
(10) Has a flavor that lasts	0	0	0	0	0	0	0	0	0
(11) Has a premium look/design	0	0	0	0	0	0	0	25	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 599
q284_26) Mean Summary Table - Timber Wolf Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	0	0	0	0	0	4	0
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	0	0	0	0	0	4	0
Eff Base	3	1	0	0	0	0	0	4	0
(1) Has great taste	2	3	0	0	0	0	0	2	0
(2) Is a quality product	2	3	0	0	0	0	0	2.25	0
(3) Is a fresh product	1.67	3	0	0	0	0	0	1.75	0
(4) Is better than I expected for the price	1.67	2	0	0	0	0	0	1.5	0
(5) Is a cool brand to be seen with	2.33	3	0	0	0	0	0	3	0
(6) Has a good texture	1.67	2	0	0	0	0	0	1.5	0
(7) The packaging/label has a cool design/look	1	1	0	0	0	0	0	2	0
(8) Variety of tastes/flavors available	1.33	2	0	0	0	0	0	2.25	0
(9) Has a smooth flavor	2	3	0	0	0	0	0	2	0
(10) Has a flavor that lasts	1.67	2	0	0	0	0	0	1.5	0
(11) Has a premium look/design	1.67	2	0	0	0	0	0	2.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 600
q284_27) Top 2 Box Summary Table - Skoal Xtra Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	0	4	10	0
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	0	4	10	0
Eff Base	8	7	1	1	1	0	4	10	0
(1) Has great taste	62.5	71.5	100	100	100	0	100	70.1	0
(2) Is a quality product	50	57.2	100	100	100	0	100	60	0
(3) Is a fresh product	62.5	71.4	100	100	100	0	100	60.1	0
(4) Is better than I expected for the price	50	57.2	100	100	100	0	100	50.1	0
(5) Is a cool brand to be seen with	50	57.2	100	100	100	0	100	60	0
(6) Has a good texture	75.1	85.8	100	100	100	0	100	80.1	0
(7) The packaging/label has a cool design/look	62.5	71.4	100	100	100	0	100	70	0
(8) Variety of tastes/flavors available	50	57.2	100	100	100	0	100	50.1	0
(9) Has a smooth flavor	50	57.2	100	100	100	0	100	50.1	0
(10) Has a flavor that lasts	50	57.2	100	100	100	0	100	50.1	0
(11) Has a premium look/design	50	57.2	100	100	100	0	100	50.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 601
q284_27) Bottom 2 Box Summary Table - Skoal Xtra Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	0	4	10	0
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	0	4	10	0
Eff Base	8	7	1	1	1	0	4	10	0
(1) Has great taste	25	14.3	0	0	0	0	0	20	0
(2) Is a quality product	12.5	0	0	0	0	0	0	10	0
(3) Is a fresh product	25	14.3	0	0	0	0	0	29.9	0
(4) Is better than I expected for the price	24.9	14.2	0	0	0	0	0	19.9	0
(5) Is a cool brand to be seen with	12.5	0	0	0	0	0	0	10	0
(6) Has a good texture	24.9	14.2	0	0	0	0	0	19.9	0
(7) The packaging/label has a cool design/look	24.9	14.2	0	0	0	0	0	19.9	0
(8) Variety of tastes/flavors available	12.5	0	0	0	0	0	0	19.9	0
(9) Has a smooth flavor	12.5	0	0	0	0	0	0	10	0
(10) Has a flavor that lasts	12.5	0	0	0	0	0	0	10	0
(11) Has a premium look/design	50	42.8	0	0	0	0	0	49.9	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 602
q284_27) Mean Summary Table - Skoal Xtra Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	0	4	10	0
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	0	4	10	0
Eff Base	8	7	1	1	1	0	4	10	0
(1) Has great taste	2.37	2	1	1	1	0	1.25	2.2	0
(2) Is a quality product	2.37	2	1	1	1	0	1.25	2.1	0
(3) Is a fresh product	2.37	2.14	1	1	1	0	1.5	2.4	0
(4) Is better than I expected for the price	2.37	2.14	1	1	1	0	1.25	2.4	0
(5) Is a cool brand to be seen with	2.62	2.29	1	1	1	0	1.75	2.5	0
(6) Has a good texture	2.37	2	1	1	1	0	1.5	2.2	0
(7) The packaging/label has a cool design/look	2.37	2.14	1	1	1	0	1.5	2.2	0
(8) Variety of tastes/flavors available	2.25	2	1	1	1	0	1.25	2.5	0
(9) Has a smooth flavor	2.25	2	1	1	1	0	1.25	2.2	0
(10) Has a flavor that lasts	2.25	2	1	1	1	0	1.25	2.3	0
(11) Has a premium look/design	2.62	2.43	1	1	1	0	1.25	2.6	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 603
q284_28) Top 2 Box Summary Table - Kodiak Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	0	0	0	0	1	5	0
Base - Kodiak Pouches Most Often (Wgtd)	3	2	0	0	0	0	1	5	0
Eff Base	3	2	0	0	0	0	1	5	0
(1) Has great taste	33.5	50.2	0	0	0	0	0	40	0
(2) Is a quality product	66.8	50.2	0	0	0	0	0	60	0
(3) Is a fresh product	66.8	50.2	0	0	0	0	0	60	0
(4) Is better than I expected for the price	33.5	50.2	0	0	0	0	0	40	0
(5) Is a cool brand to be seen with	66.8	50.2	0	0	0	0	0	60	0
(6) Has a good texture	66.8	50.2	0	0	0	0	0	60	0
(7) The packaging/label has a cool design/look	0	0	0	0	0	0	0	19.9	0
(8) Variety of tastes/flavors available	66.8	50.2	0	0	0	0	0	60	0
(9) Has a smooth flavor	66.8	50.2	0	0	0	0	0	60	0
(10) Has a flavor that lasts	33.3	0	0	0	0	0	0	39.9	0
(11) Has a premium look/design	33.5	50.2	0	0	0	0	0	40	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 604
q284_28) Bottom 2 Box Summary Table - Kodiak Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	0	0	0	0	1	5	0
Base - Kodiak Pouches Most Often (Wgtd)	3	2	0	0	0	0	1	5	0
Eff Base	3	2	0	0	0	0	1	5	0
(1) Has great taste	0	0	0	0	0	0	0	0	0
(2) Is a quality product	0	0	0	0	0	0	0	20.1	0

(3) Is a fresh product	0	0	0	0	0	0	0	20.1	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	20.1	0
(5) Is a cool brand to be seen with	0	0	0	0	0	0	0	20.1	0
(6) Has a good texture	0	0	0	0	0	0	0	20.1	0
(7) The packaging/label has a cool design/look	0	0	0	0	0	0	0	20.1	0
(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	20.1	0
(9) Has a smooth flavor	33.2	49.8	0	0	0	0	100	40	0
(10) Has a flavor that lasts	33.2	49.8	0	0	0	0	100	40	0
(11) Has a premium look/design	33.2	49.8	0	0	0	0	100	40	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 605
q284_28) Mean Summary Table - Kodiak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	0	0	0	0	1	5	0
Base - Kodiak Pouches Most Often (Wgtd)	3	2	0	0	0	0	1	5	0
Eff Base	3	2	0	0	0	0	1	5	0
(1) Has great taste	2.33	2	0	0	0	0	3	2.2	0
(2) Is a quality product	2	2	0	0	0	0	3	2.4	0
(3) Is a fresh product	2.33	2.5	0	0	0	0	3	2.8	0
(4) Is better than I expected for the price	2.33	2	0	0	0	0	3	2.6	0
(5) Is a cool brand to be seen with	2	2	0	0	0	0	3	2.6	0
(6) Has a good texture	2.33	2.5	0	0	0	0	3	2.8	0
(7) The packaging/label has a cool design/look	3	3	0	0	0	0	3	2.8	0
(8) Variety of tastes/flavors available	2.33	2.5	0	0	0	0	3	2.4	0
(9) Has a smooth flavor	2.66	3	0	0	0	0	4	2.8	0
(10) Has a flavor that lasts	3	3.5	0	0	0	0	4	2.8	0
(11) Has a premium look/design	3	3	0	0	0	0	4	3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 606
q284_30) Top 2 Box Summary Table - Kayak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	0	0	0	0	1	7	0
Base - Kayak Pouches Most Often (Wgtd)	5	2	0	0	0	0	1	7	0
Eff Base	5	2	0	0	0	0	1	7	0
(1) Has great taste	20	50.1	0	0	0	0	0	14.3	0
(2) Is a quality product	39.9	100	0	0	0	0	0	28.5	0
(3) Is a fresh product	39.9	100	0	0	0	0	0	28.5	0
(4) Is better than I expected for the price	20	0	0	0	0	0	100	14.3	0
(5) Is a cool brand to be seen with	20	50.1	0	0	0	0	0	14.3	0
(6) Has a good texture	39.9	49.9	0	0	0	0	100	28.5	0
(7) The packaging/label has a cool design/look	40	50.1	0	0	0	0	100	28.6	0
(8) Variety of tastes/flavors available	20	50.1	0	0	0	0	0	14.3	0
(9) Has a smooth flavor	59.9	100	0	0	0	0	100	57.2	0
(10) Has a flavor that lasts	0	0	0	0	0	0	0	0	0
(11) Has a premium look/design	40	50.1	0	0	0	0	100	28.6	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 607
q284_30) Bottom 2 Box Summary Table - Kayak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	0	0	0	0	1	7	0
Base - Kayak Pouches Most Often (Wgtd)	5	2	0	0	0	0	1	7	0
Eff Base	5	2	0	0	0	0	1	7	0
(1) Has great taste	60.1	49.9	0	0	0	0	100	57.1	0
(2) Is a quality product	20.1	0	0	0	0	0	0	28.6	0
(3) Is a fresh product	40.1	0	0	0	0	0	0	57.2	0
(4) Is better than I expected for the price	40.1	49.9	0	0	0	0	0	42.9	0
(5) Is a cool brand to be seen with	20.1	0	0	0	0	0	0	43	0
(6) Has a good texture	40.1	0	0	0	0	0	0	42.8	0
(7) The packaging/label has a cool design/look	60	49.9	0	0	0	0	0	57.1	0
(8) Variety of tastes/flavors available	60.1	0	0	0	0	0	100	57.1	0
(9) Has a smooth flavor	40.1	0	0	0	0	0	0	42.8	0
(10) Has a flavor that lasts	40.2	0	0	0	0	0	100	57.3	0
(11) Has a premium look/design	20.1	0	0	0	0	0	0	28.6	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 608
q284_30) Mean Summary Table - Kayak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	0	0	0	0	1	7	0
Base - Kayak Pouches Most Often (Wgtd)	5	2	0	0	0	0	1	7	0
Eff Base	5	2	0	0	0	0	1	7	0
(1) Has great taste	3.4	3	0	0	0	0	4	3.57	0
(2) Is a quality product	2.8	2	0	0	0	0	3	3.14	0
(3) Is a fresh product	3.2	2	0	0	0	0	3	3.57	0
(4) Is better than I expected for the price	3	3.5	0	0	0	0	1	3.29	0
(5) Is a cool brand to be seen with	3.2	2.5	0	0	0	0	3	3.57	0
(6) Has a good texture	3	2.5	0	0	0	0	2	3.29	0
(7) The packaging/label has a cool design/look	3.4	3.5	0	0	0	0	2	3.57	0
(8) Variety of tastes/flavors available	3.6	2.5	0	0	0	0	4	3.71	0
(9) Has a smooth flavor	2.8	2	0	0	0	0	1	3	0
(10) Has a flavor that lasts	3.6	3	0	0	0	0	5	3.86	0
(11) Has a premium look/design	2.6	2	0	0	0	0	2	3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 612
q285) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Cougar	55.5	62	71.3	80	80	50	39.9	43.4	0
(2) Copenhagen	75.2	80.7	100	100	100	100	77.2	72.1	0
(3) Grizzly	61.8	65.6	71.3	90.8	89.9	83.2	69.2	58	0
(4) Hawken	54.5	54.8	42.7	39.9	39.9	0	46.7	39.7	0
(5) Husky	50	51.2	49.8	79.9	79.9	49.9	66.7	41.4	0
(6) Kayak	41.9	48.4	74.9	83.3	83.3	0	73.4	35.2	0
(7) Longhorn	54.2	65.2	58.2	69.9	77.7	59.8	68.7	45.6	0
(9) Red Man	46.6	60	61.5	55.5	62.5	40	47.3	41.1	0
(10) Red Seal	52.4	58.1	63.5	77.7	77.7	49.9	66.6	45.7	0
(12) Silver Creek	44.2	47.7	66.5	100	100	100	69.1	35.9	0
(13) Skoal	64.3	68.6	76.4	79.9	78.5	66.6	59.4	58	0
(14) Swisher	62.1	69.2	100	100	100	100	77.7	62.5	0
(15) Timber Wolf	53	58.7	69.1	90	100	100	77.8	43.4	0

(16) Skoal Xtra	58.2	67.3	81.7	88.9	88.9	75	63.1	56	0
(17) Kodiak	57.6	60	81.8	87.5	100	100	63.1	46.1	0
(18) Renegades	50.9	50	71.3	83.3	83.3	50	66.7	40.8	0
(31) Stoker's	58.6	62.5	100	100	100	100	66.7	57.4	0
(19) [Q270 OTHER]	49.8	0	0	0	0	0	0	49.8	0
(20) Copenhagen Pouches	63.4	67.3	83.3	87.5	85.7	100	71.4	58.5	0
(21) Grizzly Pouches	67	73.9	72.5	88.8	87.4	79.8	90	59.1	0
(22) Longhorn Pouches	59.1	59.2	62.5	66.7	72.7	66.7	66.7	52.3	0
(23) Renegades (Pouch)	66	75.9	74.9	83.3	83.3	66.7	92.3	62.7	0
(24) Skoal Bandits	60	70.7	76.9	75	81.8	80	75	52.3	0
(25) Skoal Pouches (other than Bandits)	63.1	75.5	85.7	90.9	100	100	73.9	54.5	0
(26) Timber Wolf Pouches	54.9	65.8	66.6	77.8	77.8	50	66.6	47.8	0
(27) Skoal Xtra Pouches	68.7	78.8	89.9	100	100	100	78.9	60.6	0
(28) Kodiak Pouches	56.1	60.6	74.9	83.3	80	0	66.6	50	0
(30) Kayak Pouches	57.9	59.9	88.8	100	100	100	61.1	51.8	0
(29) Other	33.2	0	0	0	0	0	0	24.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 613
q285_1) Now, please tell us your overall impression of each of the following brands below.
- Cougar

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Cougar (Unwtd)	63	29	7	5	5	2	15	92	0
Base - Aware of Cougar (Wgtd)	63	29	7	5	5	2	15	92	0
Eff Base	63	29	7	5	5	2	15	92	0
Top 2 Box (Net)	55.5	62	71.3	80	80	50	39.9	43.4	0
Extremely Favorable (1)	30.1	34.5	42.8	40	40	50	26.6	25	0
2	25.4	27.6	28.5	40	40	0	13.3	18.5	0
Somewhat Favorable (3)	15.9	10.4	28.7	20	20	50	13.3	19.6	0
Bottom 2 Box (Net)	28.6	27.6	0	0	0	0	46.7	37	0
4	15.9	17.2	0	0	0	0	33.4	19.6	0
Not at all Favorable (5)	12.7	10.3	0	0	0	0	13.4	17.4	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.56	2.41	1.86	1.8	1.8	2	2.94	2.86	0
Std. Dev.	1.4	1.4	0.9	0.84	0.84	0	1.49	1.44	0
Std. Err.	0.18	0.26	0.34	0.37	0.37	0	0.38	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 614
q285_2) Now, please tell us your overall impression of each of the following brands below.
- Copenhagen

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Copenhagen (Unwtd)	117	57	14	11	10	6	22	176	0
Base - Aware of Copenhagen (Wgtd)	117	57	14	11	10	6	22	176	0
Eff Base	117	57	14	11	10	6	22	176	0
Top 2 Box (Net)	75.2	80.7	100	100	100	100	77.2	72.1	0
Extremely Favorable (1)	46.1	49.1	64.2	63.5	69.9	66.5	59	43.2	0
2	29.1	31.6	35.8	36.5	30.1	33.5	18.2	29	0
Somewhat Favorable (3)	17.1	14	0	0	0	0	9.1	14.8	0
Bottom 2 Box (Net)	7.7	5.3	0	0	0	0	13.7	13.1	0
4	3.4	1.7	0	0	0	0	4.5	5.7	0
Not at all Favorable (5)	4.3	3.5	0	0	0	0	9.1	7.4	0
Total	100	100	100	100	100	100	100	100	0
Mean	1.91	1.79	1.36	1.36	1.3	1.33	1.87	2.05	0

Std. Dev.	1.08	1	0.5	0.5	0.48	0.52	1.32	1.22	0
Std. Err.	0.1	0.13	0.13	0.15	0.15	0.21	0.28	0.09	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 615
q285_3) Now, please tell us your overall impression of each of the following brands below.
- Grizzly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Grizzly (Unwtd)	118	64	14	11	10	6	26	169	0
Base - Aware of Grizzly (Wgtd)	118	64	14	11	10	6	26	169	0
Eff Base	118	64	14	11	10	6	26	169	0
Top 2 Box (Net)	61.8	65.6	71.3	90.8	89.9	83.2	69.2	58	0
Extremely Favorable (1)	31.3	34.4	28.5	36.3	30	33.3	30.7	30.8	0
2	30.5	31.2	42.8	54.5	60	49.9	38.5	27.2	0
Somewhat Favorable (3)	22.9	25	28.7	9.2	10.1	16.8	15.4	22.5	0
Bottom 2 Box (Net)	15.2	9.4	0	0	0	0	15.4	19.5	0
4	9.3	3.1	0	0	0	0	7.7	10.6	0
Not at all Favorable (5)	5.9	6.2	0	0	0	0	7.7	8.9	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.28	2.16	2	1.73	1.8	1.84	2.23	2.4	0
Std. Dev.	1.18	1.13	0.78	0.65	0.63	0.75	1.21	1.27	0
Std. Err.	0.11	0.14	0.21	0.2	0.2	0.31	0.24	0.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 616
q285_4) Now, please tell us your overall impression of each of the following brands below.
- Hawken

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Hawken (Unwtd)	55	31	7	5	5	2	15	83	0
Base - Aware of Hawken (Wgtd)	55	31	7	5	5	2	15	83	0
Eff Base	55	31	7	5	5	2	15	83	0
Top 2 Box (Net)	54.5	54.8	42.7	39.9	39.9	0	46.7	39.7	0
Extremely Favorable (1)	25.4	25.8	28.5	20	20	0	33.3	20.4	0
2	29.1	29.1	14.2	19.9	19.9	0	13.4	19.3	0
Somewhat Favorable (3)	18.2	22.6	57.3	60.1	60.1	100	33.3	22.9	0
Bottom 2 Box (Net)	27.3	22.6	0	0	0	0	20	37.4	0
4	14.6	12.9	0	0	0	0	13.3	18.1	0
Not at all Favorable (5)	12.8	9.7	0	0	0	0	6.7	19.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.6	2.52	2.29	2.4	2.4	3	2.47	2.97	0
Std. Dev.	1.36	1.29	0.95	0.89	0.89	0	1.3	1.41	0
Std. Err.	0.18	0.23	0.36	0.4	0.4	0	0.34	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 617
q285_5) Now, please tell us your overall impression of each of the following brands below.
- Husky

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Husky (Unwtd)		80	39	8	5	5	2	21	111	0
Base - Aware of Husky (Wgtd)		80	39	8	5	5	2	21	111	0
Eff Base		80	39	8	5	5	2	21	111	0
Top 2 Box (Net)		50	51.2	49.8	79.9	79.9	49.9	66.7	41.4	0
Extremely Favorable (1)		20	25.6	12.4	20	20	0	42.9	16.2	0
	2	30	25.6	37.4	60	60	49.9	23.8	25.2	0
Somewhat Favorable (3)		17.5	18	37.6	0	0	0	14.3	20.7	0
Bottom 2 Box (Net)		32.5	30.8	12.5	20.1	20.1	50.1	19	37.9	0
	4	16.3	17.9	0	0	0	0	9.5	18.9	0
Not at all Favorable (5)		16.3	12.8	12.5	20.1	20.1	50.1	9.5	18.9	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.79	2.67	2.63	2.4	2.4	3.5	2.19	2.99	0
Std. Dev.		1.38	1.38	1.19	1.52	1.52	0	1.36	1.37	0
Std. Err.		0.15	0.22	0.42	0.68	0.68	0	0.3	0.13	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 618
q285_6) Now, please tell us your overall impression of each of the following brands below.
- Kayak

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Kayak (Unwtd)		74	33	8	6	6	1	15	105	0
Base - Aware of Kayak (Wgtd)		74	33	8	6	6	1	15	105	0
Eff Base		74	33	8	6	6	1	15	105	0
Top 2 Box (Net)		41.9	48.4	74.9	83.3	83.3	0	73.4	35.2	0
Extremely Favorable (1)		22.9	33.3	62.5	66.7	66.7	0	40	20.9	0
	2	18.9	15.1	12.5	16.6	16.6	0	33.4	14.3	0
Somewhat Favorable (3)		29.8	21.3	12.6	0	0	0	6.7	30.5	0
Bottom 2 Box (Net)		28.4	30.3	12.5	16.7	16.7	100	20	34.3	0
	4	16.2	12.1	0	0	0	0	13.3	18.1	0
Not at all Favorable (5)		12.2	18.2	12.5	16.7	16.7	100	6.7	16.2	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.76	2.67	1.88	1.83	1.83	5	2.13	2.94	0
Std. Dev.		1.31	1.51	1.46	1.6	1.6	0	1.3	1.35	0
Std. Err.		0.15	0.26	0.52	0.65	0.65	0	0.34	0.13	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 619
q285_7) Now, please tell us your overall impression of each of the following brands below.
- Longhorn

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Longhorn (Unwtd)		94	46	12	10	9	5	16	138	0
Base - Aware of Longhorn (Wgtd)		94	46	12	10	9	5	16	138	0
Eff Base		94	46	12	10	9	5	16	138	0
Top 2 Box (Net)		54.2	65.2	58.2	69.9	77.7	59.8	68.7	45.6	0
Extremely Favorable (1)		31.9	41.3	25	30	33.3	20	43.7	26.8	0
	2	22.3	23.9	33.2	39.9	44.3	39.9	25	18.8	0
Somewhat Favorable (3)		27.7	21.8	41.8	30.1	22.3	40.2	18.7	29	0
Bottom 2 Box (Net)		18.1	13	0	0	0	0	12.5	25.4	0
	4	8.5	6.5	0	0	0	0	6.3	11.6	0
Not at all Favorable (5)		9.6	6.5	0	0	0	0	6.3	13.8	0

Total	100	100	100	100	100	100	100	100	0
Mean	2.42	2.13	2.17	2	1.89	2.2	2.06	2.67	0
Std. Dev.	1.28	1.22	0.84	0.82	0.78	0.84	1.24	1.35	0
Std. Err.	0.13	0.18	0.24	0.26	0.26	0.37	0.31	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 620
q285_9) Now, please tell us your overall impression of each of the following brands below.
- Red Man

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Red Man (Unwtd)	88	45	13	9	8	5	19	129	0
Base - Aware of Red Man (Wgtd)	88	45	13	9	8	5	19	129	0
Eff Base	88	45	13	9	8	5	19	129	0
Top 2 Box (Net)	46.6	60	61.5	55.5	62.5	40	47.3	41.1	0
Extremely Favorable (1)	27.3	31.1	38.4	33.3	37.5	40	31.5	23.3	0
2	19.3	28.9	23.1	22.2	25	0	15.8	17.8	0
Somewhat Favorable (3)	31.8	22.2	38.5	44.5	37.5	60	26.4	34.1	0
Bottom 2 Box (Net)	21.6	17.8	0	0	0	0	26.4	24.8	0
4	11.4	6.7	0	0	0	0	21.1	11.6	0
Not at all Favorable (5)	10.2	11.1	0	0	0	0	5.3	13.2	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.58	2.38	2	2.11	2	2.2	2.53	2.74	0
Std. Dev.	1.28	1.3	0.91	0.93	0.93	1.1	1.31	1.3	0
Std. Err.	0.14	0.19	0.25	0.31	0.33	0.49	0.3	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 621
q285_10) Now, please tell us your overall impression of each of the following brands below.
- Red Seal

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Red Seal (Unwtd)	82	43	11	9	9	4	18	116	0
Base - Aware of Red Seal (Wgtd)	82	43	11	9	9	4	18	116	0
Eff Base	82	43	11	9	9	4	18	116	0
Top 2 Box (Net)	52.4	58.1	63.5	77.7	77.7	49.9	66.6	45.7	0
Extremely Favorable (1)	30.5	27.9	27.2	33.3	33.3	25	38.8	25.9	0
2	21.9	30.2	36.3	44.4	44.4	25	27.8	19.8	0
Somewhat Favorable (3)	25.6	27.9	27.4	11.1	11.1	25	27.8	28.5	0
Bottom 2 Box (Net)	22	14	9.1	11.1	11.1	25.1	5.6	25.9	0
4	14.6	9.3	9.1	11.1	11.1	25.1	0	15.5	0
Not at all Favorable (5)	7.3	4.6	0	0	0	0	5.6	10.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.46	2.33	2.18	2	2	2.5	2.06	2.65	0
Std. Dev.	1.27	1.13	0.98	1	1	1.29	1.11	1.3	0
Std. Err.	0.14	0.17	0.3	0.33	0.33	0.65	0.26	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 622
q285_12) Now, please tell us your overall impression of each of the following brands below.
- Silver Creek

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Silver Creek (Unwtd)		52	23	6	4	4	1	13	78	0
Base - Aware of Silver Creek (Wgtd)		52	23	6	4	4	1	13	78	0
Eff Base		52	23	6	4	4	1	13	78	0
Top 2 Box (Net)		44.2	47.7	66.5	100	100	100	69.1	35.9	0
Extremely Favorable (1)		17.3	21.7	33.3	50	50	0	38.4	16.6	0
	2	26.9	26	33.2	50	50	100	30.7	19.2	0
Somewhat Favorable (3)		25	34.9	33.5	0	0	0	7.8	28.2	0
Bottom 2 Box (Net)		30.8	17.4	0	0	0	0	23.1	35.9	0
	4	23.1	8.7	0	0	0	0	15.4	23.1	0
Not at all Favorable (5)		7.7	8.7	0	0	0	0	7.7	12.9	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.77	2.57	2	1.5	1.5	2	2.23	2.96	0
Std. Dev.		1.21	1.2	0.9	0.58	0.58	0	1.36	1.27	0
Std. Err.		0.17	0.25	0.37	0.29	0.29	0	0.38	0.14	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 623
q285_13) Now, please tell us your overall impression of each of the following brands below.
- Skoal

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Skoal (Unwtd)		129	67	17	15	14	9	32	186	0
Base - Aware of Skoal (Wgtd)		129	67	17	15	14	9	32	186	0
Eff Base		129	67	17	15	14	9	32	186	0
Top 2 Box (Net)		64.3	68.6	76.4	79.9	78.5	66.6	59.4	58	0
Extremely Favorable (1)		39.5	46.2	47	53.3	57.1	44.4	40.6	35.5	0
	2	24.8	22.4	29.4	26.7	21.4	22.2	18.7	22.6	0
Somewhat Favorable (3)		21	23.9	23.6	20.1	21.5	33.4	25	21.5	0
Bottom 2 Box (Net)		14.7	7.5	0	0	0	0	15.6	20.4	0
	4	5.4	1.5	0	0	0	0	3.1	7.5	0
Not at all Favorable (5)		9.3	6	0	0	0	0	12.5	12.9	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.2	1.99	1.77	1.67	1.64	1.89	2.28	2.4	0
Std. Dev.		1.28	1.15	0.83	0.82	0.84	0.93	1.37	1.37	0
Std. Err.		0.11	0.14	0.2	0.21	0.23	0.31	0.24	0.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 624
q285_14) Now, please tell us your overall impression of each of the following brands below.
- Swisher

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Swisher (Unwtd)		29	13	5	5	5	2	9	32	0
Base - Aware of Swisher (Wgtd)		29	13	5	5	5	2	9	32	0
Eff Base		29	13	5	5	5	2	9	32	0
Top 2 Box (Net)		62.1	69.2	100	100	100	100	77.7	62.5	0
Extremely Favorable (1)		31	30.7	59.9	59.9	59.9	49.7	55.5	31.2	0
	2	31.1	38.5	40.1	40.1	40.1	50.3	22.3	31.3	0
Somewhat Favorable (3)		20.7	7.7	0	0	0	0	0	18.8	0
Bottom 2 Box (Net)		17.2	23.1	0	0	0	0	22.3	18.8	0

	4	13.8	23.1	0	0	0	0	22.3	12.5	0
Not at all Favorable (5)		3.4	0	0	0	0	0	0	6.2	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.28	2.23	1.4	1.4	1.4	1.5	1.89	2.31	0
Std. Dev.		1.16	1.17	0.55	0.55	0.55	0.71	1.27	1.23	0
Std. Err.		0.22	0.32	0.25	0.25	0.25	0.5	0.42	0.22	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 625
q285_15) Now, please tell us your overall impression of each of the following brands below.
- Timber Wolf

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Timber Wolf (Unwtd)	83	46	13	10	9	4	18	122	0
Base - Aware of Timber Wolf (Wgtd)	83	46	13	10	9	4	18	122	0
Eff Base	83	46	13	10	9	4	18	122	0
Top 2 Box (Net)	53	58.7	69.1	90	100	100	77.8	43.4	0
Extremely Favorable (1)	25.3	32.6	38.4	50	55.5	50	38.8	19.7	0
2	27.7	26.1	30.7	40	44.5	50	38.9	23.8	0
Somewhat Favorable (3)	25.3	26.1	30.9	10	0	0	16.7	29.5	0
Bottom 2 Box (Net)	21.7	15.2	0	0	0	0	5.6	27	0
4	12.1	8.7	0	0	0	0	0	13.9	0
Not at all Favorable (5)	9.6	6.5	0	0	0	0	5.6	13.1	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.53	2.3	1.92	1.6	1.44	1.5	1.95	2.77	0
Std. Dev.	1.26	1.21	0.86	0.7	0.53	0.58	1.06	1.28	0
Std. Err.	0.14	0.18	0.24	0.22	0.18	0.29	0.25	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 626
q285_16) Now, please tell us your overall impression of each of the following brands below.
- Skoal Xtra

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Skoal Xtra (Unwtd)	91	49	11	9	9	4	19	125	0
Base - Aware of Skoal Xtra (Wgtd)	91	49	11	9	9	4	19	125	0
Eff Base	91	49	11	9	9	4	19	125	0
Top 2 Box (Net)	58.2	67.3	81.7	88.9	88.9	75	63.1	56	0
Extremely Favorable (1)	29.6	36.7	45.4	55.6	55.6	75	31.5	28	0
2	28.6	30.6	36.4	33.3	33.3	0	31.6	28	0
Somewhat Favorable (3)	18.7	20.4	18.3	11.1	11.1	25	10.5	20.8	0
Bottom 2 Box (Net)	23.1	12.3	0	0	0	0	26.4	23.2	0
4	13.2	6.1	0	0	0	0	15.9	10.4	0
Not at all Favorable (5)	9.9	6.1	0	0	0	0	10.5	12.8	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.45	2.14	1.73	1.56	1.56	1.5	2.42	2.52	0
Std. Dev.	1.31	1.17	0.79	0.73	0.73	1	1.39	1.34	0
Std. Err.	0.14	0.17	0.24	0.24	0.24	0.5	0.32	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 627

q285_17) Now, please tell us your overall impression of each of the following brands below.
- Kodiak

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Kodiak (Unwtd)		92	45	11	8	7	2	19	141	0
Base - Aware of Kodiak (Wgtd)		92	45	11	8	7	2	19	141	0
Eff Base		92	45	11	8	7	2	19	141	0
Top 2 Box (Net)		57.6	60	81.8	87.5	100	100	63.1	46.1	0
Extremely Favorable (1)		30.4	40	45.4	50	57.1	100	31.5	22.7	0
	2	27.2	20	36.4	37.5	42.9	0	31.6	23.4	0
Somewhat Favorable (3)		26.1	26.7	18.2	12.5	0	0	15.8	26.2	0
Bottom 2 Box (Net)		16.3	13.3	0	0	0	0	21.1	27.7	0
	4	8.7	4.5	0	0	0	0	15.8	12.8	0
Not at all Favorable (5)		7.6	8.9	0	0	0	0	5.3	14.9	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.36	2.22	1.73	1.63	1.43	1	2.32	2.74	0
Std. Dev.		1.22	1.28	0.79	0.74	0.53	0	1.25	1.35	0
Std. Err.		0.13	0.19	0.24	0.26	0.2	0	0.29	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 628
q285_18) Now, please tell us your overall impression of each of the following brands below.
- Renegades

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Renegades (Unwtd)		51	26	7	6	6	2	12	71	0
Base - Aware of Renegades (Wgtd)		51	26	7	6	6	2	12	71	0
Eff Base		51	26	7	6	6	2	12	71	0
Top 2 Box (Net)		50.9	50	71.3	83.3	83.3	50	66.7	40.8	0
Extremely Favorable (1)		31.4	34.6	28.5	33.3	33.3	50	41.6	23.9	0
	2	19.6	15.4	42.8	50	50	0	25.1	16.9	0
Somewhat Favorable (3)		25.5	26.9	28.7	16.7	16.7	50	25	25.3	0
Bottom 2 Box (Net)		23.6	23.1	0	0	0	0	8.3	33.9	0
	4	11.8	15.4	0	0	0	0	8.3	19.8	0
Not at all Favorable (5)		11.8	7.7	0	0	0	0	0	14.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.53	2.46	2	1.83	1.83	2	2	2.83	0
Std. Dev.		1.36	1.33	0.82	0.75	0.75	0	1.04	1.37	0
Std. Err.		0.19	0.26	0.31	0.31	0.31	0	0.3	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 629
q285_31) Now, please tell us your overall impression of each of the following brands below.
- Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Stoker's (Unwtd)	41	24	7	7	7	2	9	54	0
Base - Aware of Stoker's (Wgtd)	41	24	7	7	7	2	9	54	0
Eff Base	41	24	7	7	7	2	9	54	0
Top 2 Box (Net)	58.6	62.5	100	100	100	100	66.7	57.4	0
Extremely Favorable (1)	26.8	25	71.5	71.5	71.5	100	33.4	29.6	0

	2	31.7	37.5	28.5	28.5	28.5	0	33.3	27.8	0
Somewhat Favorable (3)		17.1	20.8	0	0	0	0	22.3	18.5	0
Bottom 2 Box (Net)		24.4	16.7	0	0	0	0	11.1	24.1	0
	4	14.6	12.5	0	0	0	0	11.1	14.8	0
Not at all Favorable (5)		9.7	4.2	0	0	0	0	0	9.3	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.49	2.33	1.28	1.28	1.28	1	2.11	2.46	0
Std. Dev.		1.31	1.13	0.49	0.49	0.49	0	1.05	1.31	0
Std. Err.		0.2	0.23	0.18	0.18	0.18	0	0.35	0.18	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 630
q285_19) Now, please tell us your overall impression of each of the following brands below.
- [Q270 OTHER]

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of [Q270 OTHER] (Unwtd)		4	0	0	0	0	0	0	4	0
Base - Aware of [Q270 OTHER] (Wgtd)		4	0	0	0	0	0	0	4	0
Eff Base		4	0	0	0	0	0	0	4	0
Top 2 Box (Net)		49.8	0	0	0	0	0	0	49.8	0
Extremely Favorable (1)		24.9	0	0	0	0	0	0	24.9	0
	2	24.9	0	0	0	0	0	0	24.9	0
Somewhat Favorable (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		50.2	0	0	0	0	0	0	50.2	0
	4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)		50.2	0	0	0	0	0	0	50.2	0
Total		100	0	0	0	0	0	0	100	0
Mean		3.26	0	0	0	0	0	0	3.26	0
Std. Dev.		2.06	0	0	0	0	0	0	2.06	0
Std. Err.		1.03	0	0	0	0	0	0	1.03	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 631
q285_20) Now, please tell us your overall impression of each of the following brands below.
- Copenhagen Pouches

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Copenhagen Pouches (Unwtd)		101	52	12	8	7	3	21	135	0
Base - Aware of Copenhagen Pouches (Wgtd)		101	52	12	8	7	3	21	135	0
Eff Base		101	52	12	8	7	3	21	135	0
Top 2 Box (Net)		63.4	67.3	83.3	87.5	85.7	100	71.4	58.5	0
Extremely Favorable (1)		35.7	42.3	58.3	62.5	71.4	100	57.2	34.1	0
	2	27.7	25	24.9	24.9	14.2	0	14.3	24.4	0
Somewhat Favorable (3)		23.8	23.1	16.7	12.5	14.3	0	14.3	24.5	0
Bottom 2 Box (Net)		12.9	9.6	0	0	0	0	14.3	17	0
	4	4	1.9	0	0	0	0	4.8	5.9	0
Not at all Favorable (5)		8.9	7.7	0	0	0	0	9.5	11.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.23	2.08	1.58	1.5	1.43	1	1.95	2.36	0
Std. Dev.		1.23	1.2	0.79	0.76	0.79	0	1.36	1.31	0
Std. Err.		0.12	0.17	0.23	0.27	0.3	0	0.3	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 632
q285_21) Now, please tell us your overall impression of each of the following brands below.
- Grizzly Pouches

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Grizzly Pouches (Unwtd)		91	46	11	9	8	5	20	120	0
Base - Aware of Grizzly Pouches (Wgtd)		91	46	11	9	8	5	20	120	0
Eff Base		91	46	11	9	8	5	20	120	0
Top 2 Box (Net)		67	73.9	72.5	88.8	87.4	79.8	90	59.1	0
Extremely Favorable (1)		41.8	56.5	45.3	55.5	49.9	59.8	55	36.7	0
	2	25.2	17.4	27.2	33.3	37.5	20	34.9	22.5	0
Somewhat Favorable (3)		17.6	17.5	27.5	11.2	12.6	20.2	5.1	21.7	0
Bottom 2 Box (Net)		15.4	8.7	0	0	0	0	5	19.2	0
	4	9.9	8.7	0	0	0	0	5	10.8	0
Not at all Favorable (5)		5.5	0	0	0	0	0	0	8.3	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.12	1.78	1.82	1.56	1.63	1.6	1.6	2.32	0
Std. Dev.		1.22	1.03	0.87	0.73	0.75	0.9	0.82	1.3	0
Std. Err.		0.13	0.15	0.26	0.24	0.26	0.4	0.18	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 633
q285_22) Now, please tell us your overall impression of each of the following brands below.
- Longhorn Pouches

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Longhorn Pouches (Unwtd)		88	49	16	12	11	6	18	109	0
Base - Aware of Longhorn Pouches (Wgtd)		88	49	16	12	11	6	18	109	0
Eff Base		88	49	16	12	11	6	18	109	0
Top 2 Box (Net)		59.1	59.2	62.5	66.7	72.7	66.7	66.7	52.3	0
Extremely Favorable (1)		32.9	30.6	24.9	16.6	18.1	16.6	22.2	30.2	0
	2	26.1	28.6	37.5	50.1	54.6	50.1	44.5	22	0
Somewhat Favorable (3)		18.2	22.4	31.3	25	18.2	16.6	16.7	23.9	0
Bottom 2 Box (Net)		22.7	18.4	6.3	8.4	9.1	16.7	16.7	23.9	0
	4	13.6	16.3	6.3	8.4	9.1	16.7	16.7	11.9	0
Not at all Favorable (5)		9.1	2	0	0	0	0	0	11.9	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.4	2.31	2.19	2.25	2.18	2.33	2.28	2.53	0
Std. Dev.		1.32	1.14	0.91	0.87	0.87	1.03	1.02	1.35	0
Std. Err.		0.14	0.16	0.23	0.25	0.26	0.42	0.24	0.13	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 634
q285_23) Now, please tell us your overall impression of each of the following brands below.
- Renegades (Pouch)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Renegades (Pouch) (Unwtd)	47	29	8	6	6	3	13	59	0
Base - Aware of Renegades (Pouch) (Wgtd)	47	29	8	6	6	3	13	59	0
Eff Base	47	29	8	6	6	3	13	59	0

Top 2 Box (Net)		66	75.9	74.9	83.3	83.3	66.7	92.3	62.7	0
Extremely Favorable (1)		31.9	48.3	24.9	16.6	16.6	0	69.3	35.6	0
	2	34	27.6	50	66.7	66.7	66.7	23.1	27.1	0
Somewhat Favorable (3)		19.1	13.8	12.6	0	0	0	0	22.1	0
Bottom 2 Box (Net)		14.9	10.3	12.5	16.7	16.7	33.3	7.7	15.2	0
	4	12.8	6.9	0	0	0	0	7.7	13.6	0
Not at all Favorable (5)		2.1	3.4	12.5	16.7	16.7	33.3	0	1.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.19	1.9	2.25	2.33	2.33	3	1.46	2.19	0
Std. Dev.		1.1	1.11	1.28	1.37	1.37	1.73	0.88	1.12	0
Std. Err.		0.16	0.21	0.45	0.56	0.56	1	0.24	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 635
q285_24) Now, please tell us your overall impression of each of the following brands below.
- Skoal Bandits

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Skoal Bandits (Unwtd)		115	58	13	12	11	5	20	149	0
Base - Aware of Skoal Bandits (Wgtd)		115	58	13	12	11	5	20	149	0
Eff Base		115	58	13	12	11	5	20	149	0
Top 2 Box (Net)		60	70.7	76.9	75	81.8	80	75	52.3	0
Extremely Favorable (1)		27.8	34.5	7.7	8.3	9.1	0	40.1	23.5	0
	2	32.2	36.2	69.3	66.7	72.7	80	34.9	28.8	0
Somewhat Favorable (3)		20.9	15.5	15.4	16.7	9.1	0	15	22.8	0
Bottom 2 Box (Net)		19.1	13.8	7.7	8.3	9.1	20	10	24.8	0
	4	7.8	8.6	0	0	0	0	5	11.4	0
Not at all Favorable (5)		11.3	5.2	7.7	8.3	9.1	20	5	13.4	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.43	2.14	2.31	2.33	2.27	2.6	2	2.62	0
Std. Dev.		1.28	1.15	0.95	0.98	1.01	1.34	1.12	1.32	0
Std. Err.		0.12	0.15	0.26	0.28	0.3	0.6	0.25	0.11	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 636
q285_25) Now, please tell us your overall impression of each of the following brands below.
- Skoal Pouches (other than Bandits)

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Skoal Pouches (other than Bandits) (Unwtd)		95	53	14	11	10	5	23	123	0
Base - Aware of Skoal Pouches (other than Bandits) (Wgtd)		95	53	14	11	10	5	23	123	0
Eff Base		95	53	14	11	10	5	23	123	0
Top 2 Box (Net)		63.1	75.5	85.7	90.9	100	100	73.9	54.5	0
Extremely Favorable (1)		33.7	49.1	49.9	63.6	70	80	47.9	28.5	0
	2	29.5	26.4	35.7	27.3	30	20	26	26	0
Somewhat Favorable (3)		17.9	9.4	14.3	9.1	0	0	8.7	17.1	0
Bottom 2 Box (Net)		18.9	15.1	0	0	0	0	17.4	28.4	0
	4	6.3	5.7	0	0	0	0	13.1	11.4	0
Not at all Favorable (5)		12.6	9.4	0	0	0	0	4.3	17.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.35	2	1.64	1.45	1.3	1.2	2	2.63	0
Std. Dev.		1.34	1.3	0.75	0.69	0.48	0.45	1.24	1.44	0
Std. Err.		0.14	0.18	0.2	0.21	0.15	0.2	0.26	0.13	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 637
q285_26) Now, please tell us your overall impression of each of the following brands below.
- Timber Wolf Pouches

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Timber Wolf Pouches (Unwtd)		71	38	12	9	9	4	15	92	0
Base - Aware of Timber Wolf Pouches (Wgtd)		71	38	12	9	9	4	15	92	0
Eff Base		71	38	12	9	9	4	15	92	0
Top 2 Box (Net)		54.9	65.8	66.6	77.8	77.8	50	66.6	47.8	0
Extremely Favorable (1)		29.6	34.2	25	22.2	22.2	0	33.3	27.2	0
	2	25.4	31.6	41.6	55.6	55.6	50	33.3	20.6	0
Somewhat Favorable (3)		22.5	18.4	25.1	11.1	11.1	24.9	6.6	23.9	0
Bottom 2 Box (Net)		22.5	15.8	8.3	11.1	11.1	25.1	26.7	28.3	0
	4	18.3	15.8	8.3	11.1	11.1	25.1	26.7	21.7	0
Not at all Favorable (5)		4.2	0	0	0	0	0	0	6.5	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.42	2.16	2.17	2.11	2.11	2.75	2.27	2.6	0
Std. Dev.		1.22	1.08	0.94	0.93	0.93	0.96	1.22	1.28	0
Std. Err.		0.14	0.18	0.27	0.31	0.31	0.48	0.32	0.13	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 638
q285_27) Now, please tell us your overall impression of each of the following brands below.
- Skoal Xtra Pouches

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Skoal Xtra Pouches (Unwtd)		96	52	10	6	6	1	19	122	0
Base - Aware of Skoal Xtra Pouches (Wgtd)		96	52	10	6	6	1	19	122	0
Eff Base		96	52	10	6	6	1	19	122	0
Top 2 Box (Net)		68.7	78.8	89.9	100	100	100	78.9	60.6	0
Extremely Favorable (1)		39.6	46.1	39.9	50	50	100	52.6	34.4	0
	2	29.1	32.7	50	50	50	0	26.3	26.2	0
Somewhat Favorable (3)		13.6	9.6	10.1	0	0	0	5.3	17.2	0
Bottom 2 Box (Net)		17.7	11.5	0	0	0	0	15.8	22.1	0
	4	10.4	9.6	0	0	0	0	10.5	11.5	0
Not at all Favorable (5)		7.3	1.9	0	0	0	0	5.3	10.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.17	1.88	1.7	1.5	1.5	1	1.9	2.38	0
Std. Dev.		1.26	1.06	0.68	0.55	0.55	0	1.24	1.34	0
Std. Err.		0.13	0.15	0.21	0.22	0.22	0	0.29	0.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 639
q285_28) Now, please tell us your overall impression of each of the following brands below.
- Kodiak Pouches

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Kodiak Pouches (Unwtd)		66	33	8	6	5	0	15	84	0

Base - Aware of Kodiak Pouches (Wgtd)		66	33	8	6	5	0	15	84	0
Eff Base		66	33	8	6	5	0	15	84	0
Top 2 Box (Net)		56.1	60.6	74.9	83.3	80	0	66.6	50	0
Extremely Favorable (1)		21.2	24.3	24.9	33.3	40	0	26.7	20.3	0
	2	34.8	36.3	50	50	40	0	39.9	29.7	0
Somewhat Favorable (3)		27.3	30.3	25.1	16.7	20	0	20.1	29.8	0
Bottom 2 Box (Net)		16.7	9.1	0	0	0	0	13.3	20.3	0
	4	10.6	6.1	0	0	0	0	13.3	11.9	0
Not at all Favorable (5)		6.1	3	0	0	0	0	0	8.3	0
Total		100	100	100	100	100	0	100	100	0
Mean		2.45	2.27	2	1.83	1.8	0	2.2	2.58	0
Std. Dev.		1.13	1.01	0.76	0.75	0.84	0	1.01	1.18	0
Std. Err.		0.14	0.18	0.27	0.31	0.37	0	0.26	0.13	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 640
q285_30) Now, please tell us your overall impression of each of the following brands below.
- Kayak Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Kayak Pouches (Unwtd)	69	35	9	8	8	1	18	81	0
Base - Aware of Kayak Pouches (Wgtd)	69	35	9	8	8	1	18	81	0
Eff Base	69	35	9	8	8	1	18	81	0
Top 2 Box (Net)	57.9	59.9	88.8	100	100	100	61.1	51.8	0
Extremely Favorable (1)	24.6	31.4	33.3	37.5	37.5	100	27.8	23.5	0
2	33.3	28.5	55.5	62.5	62.5	0	33.4	28.3	0
Somewhat Favorable (3)	21.8	23	11.2	0	0	0	11.1	23.5	0
Bottom 2 Box (Net)	20.3	17.1	0	0	0	0	27.8	24.7	0
4	10.1	8.6	0	0	0	0	16.6	14.8	0
Not at all Favorable (5)	10.2	8.6	0	0	0	0	11.1	9.9	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.48	2.34	1.78	1.63	1.63	1	2.5	2.59	0
Std. Dev.	1.26	1.26	0.67	0.52	0.52	0	1.38	1.27	0
Std. Err.	0.15	0.21	0.22	0.18	0.18	0	0.33	0.14	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 641
q285_29) Now, please tell us your overall impression of each of the following brands below.
- Other

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Aware of Other (Unwtd)	3	0	0	0	0	0	0	4	0
Base - Aware of Other (Wgtd)	3	0	0	0	0	0	0	4	0
Eff Base	3	0	0	0	0	0	0	4	0
Top 2 Box (Net)	33.2	0	0	0	0	0	0	24.9	0
Extremely Favorable (1)	33.2	0	0	0	0	0	0	24.9	0
2	0	0	0	0	0	0	0	0	0
Somewhat Favorable (3)	33.6	0	0	0	0	0	0	25.2	0
Bottom 2 Box (Net)	33.2	0	0	0	0	0	0	49.9	0
4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)	33.2	0	0	0	0	0	0	49.9	0
Total	100	0	0	0	0	0	0	100	0
Mean	3	0	0	0	0	0	0	3.5	0
Std. Dev.	2	0	0	0	0	0	0	1.91	0
Std. Err.	1.15	0	0	0	0	0	0	0.96	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 642
q286) Which type of moist snuff do you typically use?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Fine cut	27.7	29.3	29.2	26.3	27.8	18.2	29.3	29.5	0
Long cut	37.5	30.1	37.5	36.9	38.9	45.5	24.1	38	0
Pouched moist snuff (e.g. Wolfpacks, Skoal Bandits)	28.5	33.3	29.1	31.5	27.8	27.2	37.9	27.2	0
Other	0	0	0	0	0	0	0	0.3	0
Don't know	6.4	7.3	4.2	5.3	5.6	9.1	8.6	4.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 643
q287_1) How long has [Q274] been the brand you use most often? - Cougar Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	0	0	0	0	1	6	0
Base - Cougar Most Often (Wgtd)	5	3	0	0	0	0	1	6	0
Eff Base	5	3	0	0	0	0	1	6	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	100	100	0
6 months up to 1 year	0	0	0	0	0	0	0	16.7	0
1 year	40	0	0	0	0	0	100	33.3	0
2 years	20	33.2	0	0	0	0	0	16.6	0
3 years	20.1	33.5	0	0	0	0	0	16.8	0
7 years	20	33.2	0	0	0	0	0	16.6	0
Total	100	100	0	0	0	0	100	100	0
Mean	2.8	4	0	0	0	0	1	2.46	0
Std. Dev.	2.49	2.64	0	0	0	0	0	2.38	0
Std. Err.	1.11	1.53	0	0	0	0	0	0.97	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 644
q287_2) How long has [Q274] been the brand you use most often? - Copenhagen Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	7	47	0
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	7	47	0
Eff Base	30	12	4	2	2	1	7	47	0
<1 Year - 9 Years (Net)	63.3	58.2	49.8	100	100	100	71.4	55.2	0
Less than 6 months	6.6	16.6	24.9	50	50	100	14.2	8.5	0
1 year	16.7	25	24.9	50	50	0	28.5	12.8	0
2 years	0	0	0	0	0	0	0	2.1	0
3 years	16.6	8.3	0	0	0	0	0	12.7	0
4 years	6.7	0	0	0	0	0	14.4	6.4	0

5 years	6.7	0	0	0	0	0	14.3	6.4	0
6 years	6.6	8.3	0	0	0	0	0	4.2	0
7 years	3.4	0	0	0	0	0	0	2.1	0
10- 19 Years (Net)	23.4	33.4	25	0	0	0	0	21.3	0
10 years	10	8.3	0	0	0	0	0	6.4	0
11 years	0	0	0	0	0	0	0	4.3	0
13 years	3.3	8.4	25	0	0	0	0	4.3	0
15 years	6.7	8.4	0	0	0	0	0	4.3	0
18 years	3.3	8.3	0	0	0	0	0	2.1	0
20 - 39 Years (Net)	13.4	8.4	25.2	0	0	0	28.6	19.2	0
21 years	0	0	0	0	0	0	14.2	2.1	0
25 years	3.3	0	0	0	0	0	14.4	4.3	0
26 years	0	0	0	0	0	0	0	2.1	0
28 years	0	0	0	0	0	0	0	2.1	0
29 years	6.7	8.4	25.2	0	0	0	0	4.3	0
31 years	3.3	0	0	0	0	0	0	2.1	0
37 years	0	0	0	0	0	0	0	2.1	0
40+ Years (Net)	0	0	0	0	0	0	0	4.3	0
39 years	0	0	0	0	0	0	0	2.1	0
40 years	0	0	0	0	0	0	0	2.1	0
Total	100	100	100	100	100	100	100	100	0
Mean	8.78	8.19	10.93	0.75	0.75	0.5	8.24	11.29	0
Std. Dev.	9.21	9.09	13.41	0	0	0	10.31	11.68	0
Std. Err.	1.68	2.63	6.7	0	0	0	3.9	1.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 645
q287_3) How long has [Q274] been the brand you use most often? - Grizzly Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	9	40	0
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	9	40	0
Eff Base	25	10	1	1	1	1	9	40	0
<1 Year - 9 Years (Net)	96	90	100	100	100	100	100	90	0
Less than 6 months	8	10	100	100	100	100	22.2	5	0
6 months up to 1 year	16	10	0	0	0	0	44.4	15	0
1 year	12	10	0	0	0	0	0	7.5	0
2 years	12	10.1	0	0	0	0	0	15	0
3 years	32	30	0	0	0	0	22.2	20	0
4 years	4	10	0	0	0	0	11.1	10	0
5 years	12	10	0	0	0	0	0	12.5	0
6 years	0	0	0	0	0	0	0	2.5	0
7 years	0	0	0	0	0	0	0	2.5	0
10- 19 Years (Net)	4	10	0	0	0	0	0	7.5	0
10 years	0	0	0	0	0	0	0	2.5	0
12 years	4	10	0	0	0	0	0	2.5	0
17 years	0	0	0	0	0	0	0	2.5	0
20 - 39 Years (Net)	0	0	0	0	0	0	0	2.5	0
20 years	0	0	0	0	0	0	0	2.5	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.72	3.43	0.5	0.5	0.5	0.5	1.56	3.94	0
Std. Dev.	2.41	3.34	0	0	0	0	1.37	4.21	0
Std. Err.	0.48	1.06	0	0	0	0	0.46	0.67	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 646
q287_4) How long has [Q274] been the brand you use most often? - Hawken Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	0	0	0	1	5	0
Base - Hawken Most Often (Wgtd)	5	3	1	0	0	0	1	5	0
Eff Base	5	3	1	0	0	0	1	5	0
<1 Year - 9 Years (Net)	100	100	100	0	0	0	100	100	0
Less than 6 months	19.9	33.3	0	0	0	0	100	19.9	0
1 year	40	33.3	100	0	0	0	0	40	0
3 years	40.1	33.4	0	0	0	0	0	40.1	0
Total	100	100	100	0	0	0	100	100	0
Mean	1.7	1.5	1	0	0	0	0.5	1.7	0
Std. Dev.	1.2	1.32	0	0	0	0	0	1.2	0
Std. Err.	0.54	0.76	0	0	0	0	0	0.54	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 647
q287_5) How long has [Q274] been the brand you use most often? - Husky Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	3	6	0
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	3	6	0
Eff Base	6	3	1	1	1	1	3	6	0
<1 Year - 9 Years (Net)	100	100	100	100	100	100	100	100	0
Less than 6 months	16.7	33.3	100	100	100	100	0	16.7	0
6 months up to 1 year	33.3	33.4	0	0	0	0	33.3	33.3	0
1 year	50	33.3	0	0	0	0	66.7	50	0
Total	100	100	100	100	100	100	100	100	0
Mean	0.83	0.75	0.5	0.5	0.5	0.5	0.92	0.83	0
Std. Dev.	0.2	0.25	0	0	0	0	0.14	0.2	0
Std. Err.	0.08	0.14	0	0	0	0	0.08	0.08	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 648
q287_6) How long has [Q274] been the brand you use most often? - Kayak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	0	0	0	0	3	10	0
Base - Kayak Most Often (Wgtd)	7	4	0	0	0	0	3	10	0
Eff Base	7	4	0	0	0	0	3	10	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	100	100	0
Less than 6 months	14.4	25.2	0	0	0	0	0	10.1	0
6 months up to 1 year	14.3	25.1	0	0	0	0	0	10	0
1 year	14.2	24.9	0	0	0	0	33.3	20	0
2 years	42.7	24.9	0	0	0	0	66.7	29.9	0
4 years	0	0	0	0	0	0	0	10	0
5 years	0	0	0	0	0	0	0	10	0
8 years	14.3	0	0	0	0	0	0	10	0
Total	100	100	0	0	0	0	100	100	0
Mean	2.32	1.06	0	0	0	0	1.67	2.62	0
Std. Dev.	2.59	0.66	0	0	0	0	0.58	2.38	0
Std. Err.	0.98	0.33	0	0	0	0	0.33	0.75	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 649

q287_7) How long has [Q274] been the brand you use most often? - Longhorn Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	1	13	0
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	1	13	0
Eff Base	10	7	2	2	2	1	1	13	0
<1 Year - 9 Years (Net)	59.9	57.1	100	100	100	100	100	61.5	0
6 months up to 1 year	10	14.3	0	0	0	0	0	7.7	0
2 years	20	28.6	100	100	100	100	100	15.4	0
3 years	29.9	14.2	0	0	0	0	0	23	0
7 years	0	0	0	0	0	0	0	15.3	0
10- 19 Years (Net)	40.1	42.9	0	0	0	0	0	38.5	0
10 years	20	14.3	0	0	0	0	0	15.4	0
13 years	10	14.3	0	0	0	0	0	7.7	0
15 years	10	14.3	0	0	0	0	0	7.7	0
17 years	0	0	0	0	0	0	0	7.7	0
Total	100	100	100	100	100	100	100	100	0
Mean	6.18	6.54	2	2	2	2	2	7.14	0
Std. Dev.	5.25	5.95	0	0	0	0	0	5.44	0
Std. Err.	1.66	2.25	0	0	0	0	0	1.51	0

#page

Swedish Match Tracker 2015

Weighted

M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 651

q287_9) How long has [Q274] been the brand you use most often? - Red Man Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	0	0	0	2	8	0
Base - Red Man Most Often (Wgtd)	5	1	1	0	0	0	2	8	0
Eff Base	5	1	1	0	0	0	2	8	0
<1 Year - 9 Years (Net)	80	100	100	0	0	0	100	74.9	0
Less than 6 months	39.9	0	0	0	0	0	49.9	24.9	0
6 months up to 1 year	20	100	100	0	0	0	50.1	25	0
1 year	20	0	0	0	0	0	0	25	0
10- 19 Years (Net)	20	0	0	0	0	0	0	12.5	0
11 years	20	0	0	0	0	0	0	12.5	0
20 - 39 Years (Net)	0	0	0	0	0	0	0	12.6	0
36 years	0	0	0	0	0	0	0	12.6	0
Total	100	100	100	0	0	0	100	100	0
Mean	2.75	0.75	0.75	0	0	0	0.63	6.47	0
Std. Dev.	4.62	0	0	0	0	0	0	12.51	0
Std. Err.	2.07	0	0	0	0	0	0	4.42	0

#page

Swedish Match Tracker 2015

Weighted

M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 652

q287_10) How long has [Q274] been the brand you use most often? - Red Seal Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	0	0	0	0	0	9	0

Base - Red Seal Most Often (Wgtd)	8	4	0	0	0	0	0	9	0
Eff Base	8	4	0	0	0	0	0	9	0
<1 Year - 9 Years (Net)	87.4	100	0	0	0	0	0	77.7	0
Less than 6 months	24.9	24.9	0	0	0	0	0	22.1	0
1 year	12.5	0	0	0	0	0	0	11.1	0
2 years	12.6	25.1	0	0	0	0	0	11.2	0
3 years	12.5	25	0	0	0	0	0	11.1	0
4 years	12.4	24.9	0	0	0	0	0	11.1	0
5 years	12.5	0	0	0	0	0	0	11.1	0
10- 19 Years (Net)	12.6	0	0	0	0	0	0	22.3	0
13 years	12.6	0	0	0	0	0	0	11.2	0
15 years	0	0	0	0	0	0	0	11.2	0
Total	100	100	0	0	0	0	0	100	0
Mean	3.63	2.37	0	0	0	0	0	4.9	0
Std. Dev.	4.14	1.49	0	0	0	0	0	5.42	0
Std. Err.	1.46	0.75	0	0	0	0	0	1.81	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 653
q287_12) How long has [Q274] been the brand you use most often? - Silver Creek Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	0	0	0	0	0	1	1	0
Base - Silver Creek Most Often (Wgtd)	1	0	0	0	0	0	1	1	0
Eff Base	1	0	0	0	0	0	1	1	0
<1 Year - 9 Years (Net)	100	0	0	0	0	0	100	100	0
6 months up to 1 year	100	0	0	0	0	0	100	100	0
Total	100	0	0	0	0	0	100	100	0
Mean	0.75	0	0	0	0	0	0.75	0.75	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 654
q287_13) How long has [Q274] been the brand you use most often? - Skoal Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	7	40	0
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	7	40	0
Eff Base	33	21	4	4	4	3	7	40	0
<1 Year - 9 Years (Net)	72.8	81	100	100	100	100	100	67.5	0
Less than 6 months	9.1	14.3	25	25	25	33.3	14.3	10	0
6 months up to 1 year	6.1	4.8	0	0	0	0	14.3	5	0
1 year	12.2	14.3	25	25	25	33.3	42.9	10	0
2 years	12.1	4.8	0	0	0	0	14.2	10	0
3 years	12.1	14.2	0	0	0	0	0	10	0
4 years	3	4.7	0	0	0	0	0	2.5	0
5 years	6.1	9.5	0	0	0	0	0	7.5	0
6 years	0	0	0	0	0	0	0	2.5	0
7 years	3	0	0	0	0	0	0	2.5	0
8 years	9.1	14.3	50.1	50.1	50.1	33.3	14.3	7.5	0
10- 19 Years (Net)	18.2	14.3	0	0	0	0	0	20	0
10 years	3	0	0	0	0	0	0	2.5	0
11 years	3	4.8	0	0	0	0	0	2.5	0
15 years	6.1	4.8	0	0	0	0	0	7.5	0
16 years	0	0	0	0	0	0	0	2.5	0
17 years	3	4.8	0	0	0	0	0	2.5	0
18 years	3	0	0	0	0	0	0	2.5	0

20 - 39 Years (Net)	9.1	4.7	0	0	0	0	0	12.5	0
20 years	3	4.7	0	0	0	0	0	2.5	0
30 years	3	0	0	0	0	0	0	2.5	0
33 years	3	0	0	0	0	0	0	2.5	0
35 years	0	0	0	0	0	0	0	5	0
Total	100	100	100	100	100	100	100	100	0
Mean	7.3	5.58	4.38	4.38	4.38	3.17	2.04	8.83	0
Std. Dev.	8.43	5.8	4.19	4.19	4.19	4.2	2.67	10	0
Std. Err.	1.47	1.27	2.1	2.1	2.1	2.42	1.01	1.58	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 655
q287_14) How long has [Q274] been the brand you use most often? - Swisher Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	0	0	0	0	0	1	3	0
Base - Swisher Most Often (Wgtd)	3	0	0	0	0	0	1	3	0
Eff Base	3	0	0	0	0	0	1	3	0
<1 Year - 9 Years (Net)	100	0	0	0	0	0	100	100	0
Less than 6 months	33.3	0	0	0	0	0	0	33.3	0
1 year	33.4	0	0	0	0	0	0	33.4	0
3 years	33.3	0	0	0	0	0	100	33.3	0
Total	100	0	0	0	0	0	100	100	0
Mean	1.5	0	0	0	0	0	3	1.5	0
Std. Dev.	1.32	0	0	0	0	0	0	1.32	0
Std. Err.	0.76	0	0	0	0	0	0	0.76	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 656
q287_15) How long has [Q274] been the brand you use most often? - Timber Wolf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	2	5	0
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	2	5	0
Eff Base	4	3	1	1	1	1	2	5	0
<1 Year - 9 Years (Net)	74.9	100	100	100	100	100	49.8	59.9	0
6 months up to 1 year	25	33.4	0	0	0	0	0	20	0
1 year	25	33.3	100	100	100	100	0	20	0
2 years	24.9	33.3	0	0	0	0	49.8	20	0
10- 19 Years (Net)	25.1	0	0	0	0	0	50.2	20.1	0
9 years	25.1	0	0	0	0	0	50.2	20.1	0
20 - 39 Years (Net)	0	0	0	0	0	0	0	20	0
20 years	0	0	0	0	0	0	0	20	0
Total	100	100	100	100	100	100	100	100	0
Mean	3.19	1.25	1	1	1	1	5.51	6.56	0
Std. Dev.	3.92	0.66	0	0	0	0	0	8.25	0
Std. Err.	1.96	0.38	0	0	0	0	0	3.69	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 657
q287_16) How long has [Q274] been the brand you use most often? - Skoal Xtra Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	0	0	0	0	0	6	0
Base - Skoal Xtra Most Often (Wgtd)	4	1	0	0	0	0	0	6	0
Eff Base	4	1	0	0	0	0	0	6	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	0	100	0
Less than 6 months	25	0	0	0	0	0	0	33.3	0
6 months up to 1 year	25	100	0	0	0	0	0	16.6	0
2 years	0	0	0	0	0	0	0	16.6	0
4 years	50.1	0	0	0	0	0	0	33.4	0
Total	100	100	0	0	0	0	0	100	0
Mean	2.31	0.75	0	0	0	0	0	1.96	0
Std. Dev.	1.95	0	0	0	0	0	0	1.68	0
Std. Err.	0.98	0	0	0	0	0	0	0.68	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 658
q287_17) How long has [Q274] been the brand you use most often? - Kodiak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	0	0	0	0	6	0
Base - Kodiak Most Often (Wgtd)	5	3	1	0	0	0	0	6	0
Eff Base	5	3	1	0	0	0	0	6	0
<1 Year - 9 Years (Net)	100	100	100	0	0	0	0	100	0
6 months up to 1 year	0	0	0	0	0	0	0	16.6	0
2 years	20	0	0	0	0	0	0	16.7	0
3 years	60.1	66.9	100	0	0	0	0	50.1	0
4 years	19.9	33.1	0	0	0	0	0	16.6	0
Total	100	100	100	0	0	0	0	100	0
Mean	3	3.33	3	0	0	0	0	2.62	0
Std. Dev.	0.71	0.58	0	0	0	0	0	1.11	0
Std. Err.	0.32	0.33	0	0	0	0	0	0.45	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 659
q287_18) How long has [Q274] been the brand you use most often? - Renegades Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	0	0	0	0	0	5	0
Base - Renegades Most Often (Wgtd)	5	1	0	0	0	0	0	5	0
Eff Base	5	1	0	0	0	0	0	5	0
<1 Year - 9 Years (Net)	80.1	100	0	0	0	0	0	80.1	0
Less than 6 months	20.1	100	0	0	0	0	0	20.1	0
6 months up to 1 year	40	0	0	0	0	0	0	40	0
6 years	20	0	0	0	0	0	0	20	0
10- 19 Years (Net)	19.9	0	0	0	0	0	0	19.9	0
11 years	19.9	0	0	0	0	0	0	19.9	0
Total	100	100	0	0	0	0	0	100	0
Mean	3.79	0.5	0	0	0	0	0	3.79	0
Std. Dev.	4.64	0	0	0	0	0	0	4.64	0
Std. Err.	2.07	0	0	0	0	0	0	2.07	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 660
q287_31) How long has [Q274] been the brand you use most often? - Stoker's Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	0	3	0
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	0	3	0
Eff Base	2	2	1	1	1	1	0	3	0
<1 Year - 9 Years (Net)	100	100	100	100	100	100	0	100	0
Less than 6 months	50	50	0	0	0	0	0	33.3	0
3 years	50	50	100	100	100	100	0	33.3	0
5 years	0	0	0	0	0	0	0	33.3	0
Total	100	100	100	100	100	100	0	100	0
Mean	1.75	1.75	3	3	3	3	0	2.83	0
Std. Dev.	0	0	0	0	0	0	0	2.25	0
Std. Err.	0	0	0	0	0	0	0	1.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 661
q287_19) How long has [Q274] been the brand you use most often? - [Q270 OTHER] Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	0	0	0	0	0	0	2	0
Base - [Q270 OTHER] Most Often (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
<1 Year - 9 Years (Net)	50	0	0	0	0	0	0	50	0
6 months up to 1 year	50	0	0	0	0	0	0	50	0
10- 19 Years (Net)	50	0	0	0	0	0	0	50	0
10 years	50	0	0	0	0	0	0	50	0
Total	100	0	0	0	0	0	0	100	0
Mean	5.38	0	0	0	0	0	0	5.38	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 662
q287_20) How long has [Q274] been the brand you use most often? - Copenhagen Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	0	0	0	0	2	14	0
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	0	0	0	0	2	14	0
Eff Base	9	5	0	0	0	0	2	14	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	100	85.7	0
Less than 6 months	22.2	39.9	0	0	0	0	0	14.2	0
6 months up to 1 year	11.1	0	0	0	0	0	49.9	7.1	0
1 year	11	19.9	0	0	0	0	0	14.2	0
2 years	11.1	0	0	0	0	0	0	14.3	0
3 years	0	0	0	0	0	0	0	7.1	0
4 years	11.1	0	0	0	0	0	0	7.1	0

5 years	33.5	40.2	0	0	0	0	50.1	21.5	0
10- 19 Years (Net)	0	0	0	0	0	0	0	14.3	0
12 years	0	0	0	0	0	0	0	7.2	0
17 years	0	0	0	0	0	0	0	7.1	0
Total	100	100	0	0	0	0	100	100	0
Mean	2.65	2.41	0	0	0	0	2.88	4.2	0
Std. Dev.	2.07	2.38	0	0	0	0	0	4.79	0
Std. Err.	0.69	1.07	0	0	0	0	0	1.28	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 663
q287_21) How long has [Q274] been the brand you use most often? - Grizzly Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	3	17	0
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	3	17	0
Eff Base	17	9	3	3	2	1	3	17	0
<1 Year - 9 Years (Net)	100	100	100	100	100	100	100	100	0
Less than 6 months	11.8	22.3	0	0	0	0	33.5	11.8	0
6 months up to 1 year	17.6	11.1	33.3	33.3	0	0	0	17.6	0
1 year	11.8	0	0	0	0	0	0	11.8	0
2 years	17.7	22.3	33.4	33.4	50	100	66.5	17.7	0
3 years	23.5	22.2	33.3	33.3	50	0	0	23.5	0
5 years	11.8	11.1	0	0	0	0	0	11.8	0
6 years	5.9	11.1	0	0	0	0	0	5.9	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.31	2.53	1.92	1.92	2.5	2	1.5	2.31	0
Std. Dev.	1.72	1.95	1.13	1.13	0	0	0.87	1.72	0
Std. Err.	0.42	0.65	0.65	0.65	0	0	0.5	0.42	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 664
q287_22) How long has [Q274] been the brand you use most often? - Longhorn Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	0	0	0	0	0	3	0
Base - Longhorn Pouches Most Often (Wgtd)	3	2	0	0	0	0	0	3	0
Eff Base	3	2	0	0	0	0	0	3	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	0	100	0
Less than 6 months	33.4	0	0	0	0	0	0	33.4	0
2 years	66.6	100	0	0	0	0	0	66.6	0
Total	100	100	0	0	0	0	0	100	0
Mean	1.5	2	0	0	0	0	0	1.5	0
Std. Dev.	0.87	0	0	0	0	0	0	0.87	0
Std. Err.	0.5	0	0	0	0	0	0	0.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 666
q287_24) How long has [Q274] been the brand you use most often? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	3	21	0
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	3	21	0
Eff Base	19	11	3	3	3	1	3	21	0
<1 Year - 9 Years (Net)	84.2	72.7	100	100	100	100	100	85.7	0
Less than 6 months	10.6	18.2	0	0	0	0	33.4	19.1	0
6 months up to 1 year	21	18.2	0	0	0	0	33.3	19	0
1 year	10.5	0	0	0	0	0	0	9.5	0
2 years	10.5	9.1	33.3	33.3	33.3	100	33.3	9.5	0
3 years	15.8	9.1	0	0	0	0	0	14.3	0
4 years	10.5	9.1	33.4	33.4	33.4	0	0	9.5	0
5 years	5.2	9.1	33.3	33.3	33.3	0	0	4.7	0
10- 19 Years (Net)	15.8	27.3	0	0	0	0	0	14.3	0
15 years	5.3	9.1	0	0	0	0	0	4.8	0
16 years	10.5	18.2	0	0	0	0	0	9.5	0
Total	100	100	100	100	100	100	100	100	0
Mean	4.16	5.78	3.67	3.67	3.67	2	1.08	3.81	0
Std. Dev.	5.3	6.53	1.53	1.53	1.53	0	0.8	5.15	0
Std. Err.	1.22	1.97	0.88	0.88	0.88	0	0.46	1.12	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 667
q287_25) How long has [Q274] been the brand you use most often? - Skoal Pouches (other than Bandits) Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	0	0	0	0	6	9	0
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	0	0	0	0	6	9	0
Eff Base	8	6	0	0	0	0	6	9	0
<1 Year - 9 Years (Net)	75	66.6	0	0	0	0	83.2	77.8	0
Less than 6 months	12.5	16.7	0	0	0	0	16.7	11.1	0
6 months up to 1 year	25	33.3	0	0	0	0	33.3	22.2	0
1 year	12.4	16.6	0	0	0	0	16.6	22.3	0
2 years	12.5	0	0	0	0	0	16.7	11.1	0
4 years	12.5	0	0	0	0	0	0	11.1	0
20 - 39 Years (Net)	25	33.4	0	0	0	0	16.8	22.2	0
20 years	25	33.4	0	0	0	0	16.8	22.2	0
Total	100	100	0	0	0	0	100	100	0
Mean	6.13	7.17	0	0	0	0	4.18	5.55	0
Std. Dev.	8.64	9.94	0	0	0	0	7.79	8.26	0
Std. Err.	3.05	4.06	0	0	0	0	3.18	2.75	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 668
q287_26) How long has [Q274] been the brand you use most often? - Timber Wolf Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	0	0	0	0	0	4	0
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	0	0	0	0	0	4	0
Eff Base	3	1	0	0	0	0	0	4	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	0	75	0
Less than 6 months	66.6	100	0	0	0	0	0	49.9	0
6 years	33.4	0	0	0	0	0	0	25.1	0
10- 19 Years (Net)	0	0	0	0	0	0	0	25	0

10 years	0	0	0	0	0	0	0	25	0
Total	100	100	0	0	0	0	0	100	0
Mean	2.34	0.5	0	0	0	0	0	4.26	0
Std. Dev.	3.18	0	0	0	0	0	0	4.63	0
Std. Err.	1.84	0	0	0	0	0	0	2.31	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 669
q287_27) How long has [Q274] been the brand you use most often? - Skoal Xtra Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	0	4	10	0
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	0	4	10	0
Eff Base	8	7	1	1	1	0	4	10	0
<1 Year - 9 Years (Net)	87.5	85.8	0	0	0	0	75.1	90	0
Less than 6 months	25	28.6	0	0	0	0	25	20	0
6 months up to 1 year	24.9	28.5	0	0	0	0	24.9	29.9	0
2 years	12.5	0	0	0	0	0	0	10	0
3 years	0	0	0	0	0	0	0	10.1	0
4 years	12.5	14.3	0	0	0	0	0	10	0
7 years	12.6	14.4	0	0	0	0	25.2	10.1	0
10- 19 Years (Net)	12.5	14.2	100	100	100	0	24.9	10	0
13 years	12.5	14.2	100	100	100	0	24.9	10	0
Total	100	100	100	100	100	0	100	100	0
Mean	3.56	3.79	13	13	13	0	5.31	3.23	0
Std. Dev.	4.44	4.75	0	0	0	0	5.94	4.01	0
Std. Err.	1.57	1.79	0	0	0	0	2.97	1.27	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 670
q287_28) How long has [Q274] been the brand you use most often? - Kodiak Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	0	0	0	0	1	5	0
Base - Kodiak Pouches Most Often (Wgtd)	3	2	0	0	0	0	1	5	0
Eff Base	3	2	0	0	0	0	1	5	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	100	100	0
Less than 6 months	66.8	50.2	0	0	0	0	0	40	0
3 years	0	0	0	0	0	0	0	20.1	0
4 years	33.2	49.8	0	0	0	0	100	19.9	0
6 years	0	0	0	0	0	0	0	19.9	0
Total	100	100	0	0	0	0	100	100	0
Mean	1.66	2.24	0	0	0	0	4	2.8	0
Std. Dev.	2.02	2.47	0	0	0	0	0	2.36	0
Std. Err.	1.17	1.75	0	0	0	0	0	1.06	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 671
q287_30) How long has [Q274] been the brand you use most often? - Kayak Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	0	0	0	0	1	7	0
Base - Kayak Pouches Most Often (Wgtd)	5	2	0	0	0	0	1	7	0
Eff Base	5	2	0	0	0	0	1	7	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	100	100	0
Less than 6 months	19.9	0	0	0	0	0	0	28.6	0
6 months up to 1 year	39.9	100	0	0	0	0	0	28.5	0
2 years	40.2	0	0	0	0	0	100	28.7	0
5 years	0	0	0	0	0	0	0	14.2	0
Total	100	100	0	0	0	0	100	100	0
Mean	1.2	0.75	0	0	0	0	2	1.64	0
Std. Dev.	0.74	0	0	0	0	0	0	1.62	0
Std. Err.	0.33	0	0	0	0	0	0	0.61	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 673

q289_1) What do you think is the best feature of [Q274]? - Cougar Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	0	0	0	0	1	6	0
Base - Cougar Most Often (Wgtd)	5	3	0	0	0	0	1	6	0
Eff Base	5	3	0	0	0	0	1	6	0
Flavor	19.9	0	0	0	0	0	100	16.6	0
Strength	20	0	0	0	0	0	0	16.7	0
Price	40.1	66.8	0	0	0	0	0	33.4	0
Quality	0	0	0	0	0	0	0	16.7	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	20	33.2	0	0	0	0	0	16.6	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 674

q290_1) What do you think is the worst feature of [Q274]? - Cougar Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often (Unwtd)	5	3	0	0	0	0	1	6	0
Base - Cougar Most Often (Wgtd)	5	3	0	0	0	0	1	6	0
Eff Base	5	3	0	0	0	0	1	6	0
Flavor	0	0	0	0	0	0	0	16.7	0
Strength	20	33.2	0	0	0	0	0	16.6	0
Price	20	0	0	0	0	0	0	16.7	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	40.1	33.5	0	0	0	0	100	33.4	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	20	33.2	0	0	0	0	0	16.6	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 675
q291_1) What in particular did you not like about the flavor of [Q274]? - Cougar Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often/ Flavor Is Worst Feature (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Cougar Most Often/ Flavor Is Worst Feature (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	100	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 676
q292_1) What in particular did you not like about the strength of [Q274]? - Cougar Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cougar Most Often/ Strength Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Cougar Most Often/ Strength Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Too strong for me	0	0	0	0	0	0	0	0	0
Too weak for me	100	100	0	0	0	0	0	100	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 678
q289_2) What do you think is the best feature of [Q274]? - Copenhagen Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	7	47	0
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	7	47	0
Eff Base	30	12	4	2	2	1	7	47	0
Flavor	50	50.1	25.2	0	0	0	57.3	44.7	0
Strength	3.3	0	0	0	0	0	0	4.3	0
Price	3.3	8.3	0	0	0	0	14.2	2.1	0
Quality	36.7	33.3	74.8	100	100	100	28.5	42.5	0
Heritage/Authenticity	3.3	8.3	0	0	0	0	0	4.3	0
Other	3.3	0	0	0	0	0	0	2.1	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 679
q290_2) What do you think is the worst feature of [Q274]? - Copenhagen Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often (Unwtd)	30	12	4	2	2	1	7	47	0
Base - Copenhagen Most Often (Wgtd)	30	12	4	2	2	1	7	47	0
Eff Base	30	12	4	2	2	1	7	47	0
Flavor	6.7	8.3	0	0	0	0	14.2	6.4	0
Strength	3.3	0	0	0	0	0	14.3	4.3	0
Price	30	16.6	24.9	50	50	100	43	34.1	0
Quality	10	16.7	0	0	0	0	14.3	8.5	0
Heritage/Authenticity	6.6	16.6	24.9	50	50	0	0	6.4	0
Other	0	0	0	0	0	0	0	2.1	0
No real weakness	43.3	41.8	50.2	0	0	0	14.2	38.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 680
q291_2) What in particular did you not like about the flavor of [Q274]? - Copenhagen Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often/ Flavor Is Worst Feature (Unwtd)	2	1	0	0	0	0	1	3	0
Base - Copenhagen Most Often/ Flavor Is Worst Feature (Wgtd)	2	1	0	0	0	0	1	3	0
Eff Base	2	1	0	0	0	0	1	3	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	49.9	100	0	0	0	0	100	33.3	0
Flavor is too strong	0	0	0	0	0	0	0	33.2	0
Flavor is too weak	50.1	0	0	0	0	0	0	33.5	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 681
q292_2) What in particular did you not like about the strength of [Q274]? - Copenhagen Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often/ Strength Is Worst Feature (Unwtd)	1	0	0	0	0	0	1	2	0
Base - Copenhagen Most Often/ Strength Is Worst Feature (Wgtd)	1	0	0	0	0	0	1	2	0
Eff Base	1	0	0	0	0	0	1	2	0
Too strong for me	0	0	0	0	0	0	100	50	0
Too weak for me	100	0	0	0	0	0	0	50	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 682
q293_2) What in particular did you not like about the quality of [Q274]? - Copenhagen Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Most Often/ Quality Is Worst Feature (Unwtd)	3	2	0	0	0	0	1	4	0
Base - Copenhagen Most Often/ Quality Is Worst Feature (Wgtd)	3	2	0	0	0	0	1	4	0
Eff Base	3	2	0	0	0	0	1	4	0
Poor quality tobacco	0	0	0	0	0	0	0	0	0
Dry/stale	66.7	100	0	0	0	0	0	50	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	33.3	0	0	0	0	0	100	50	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 683

q289_3) What do you think is the best feature of [Q274]? - Grizzly Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	9	40	0
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	9	40	0
Eff Base	25	10	1	1	1	1	9	40	0
Flavor	28	30	100	100	100	100	33.3	27.5	0
Strength	8	10	0	0	0	0	11.1	7.5	0
Price	24	10	0	0	0	0	11.1	27.5	0
Quality	24	20	0	0	0	0	33.3	20	0
Heritage/Authenticity	12	20	0	0	0	0	0	15	0
Other	0	0	0	0	0	0	0	0	0
None	4	10	0	0	0	0	11.1	2.5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 684

q290_3) What do you think is the worst feature of [Q274]? - Grizzly Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often (Unwtd)	25	10	1	1	1	1	9	40	0
Base - Grizzly Most Often (Wgtd)	25	10	1	1	1	1	9	40	0
Eff Base	25	10	1	1	1	1	9	40	0
Flavor	12	20	0	0	0	0	11.1	12.5	0
Strength	12	10	100	100	100	100	22.3	7.5	0
Price	24	40	0	0	0	0	11.1	20	0
Quality	8	20	0	0	0	0	11.1	10	0
Heritage/Authenticity	8	10	0	0	0	0	22.2	7.5	0
Other	0	0	0	0	0	0	0	2.5	0
No real weakness	36.1	0	0	0	0	0	22.2	40.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 685
q291_3) What in particular did you not like about the flavor of [Q274]? - Grizzly Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often/ Flavor Is Worst Feature (Unwtd)	3	2	0	0	0	0	1	5	0
Base - Grizzly Most Often/ Flavor Is Worst Feature (Wgtd)	3	2	0	0	0	0	1	5	0
Eff Base	3	2	0	0	0	0	1	5	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	100	100	0	0	0	0	100	100	0
Flavor is too strong	0	0	0	0	0	0	0	0	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 686
q292_3) What in particular did you not like about the strength of [Q274]? - Grizzly Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often/ Strength Is Worst Feature (Unwtd)	3	1	1	1	1	1	2	3	0
Base - Grizzly Most Often/ Strength Is Worst Feature (Wgtd)	3	1	1	1	1	1	2	3	0
Eff Base	3	1	1	1	1	1	2	3	0
Too strong for me	33.3	0	0	0	0	0	49.9	33.3	0
Too weak for me	66.7	100	100	100	100	100	50.1	66.7	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 687
q293_3) What in particular did you not like about the quality of [Q274]? - Grizzly Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Most Often/ Quality Is Worst Feature (Unwtd)	2	2	0	0	0	0	1	4	0
Base - Grizzly Most Often/ Quality Is Worst Feature (Wgtd)	2	2	0	0	0	0	1	4	0
Eff Base	2	2	0	0	0	0	1	4	0
Poor quality tobacco	0	0	0	0	0	0	0	50	0
Dry/stale	100	100	0	0	0	0	100	50	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 688

q289_4) What do you think is the best feature of [Q274]? - Hawken Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	0	0	0	1	5	0
Base - Hawken Most Often (Wgtd)	5	3	1	0	0	0	1	5	0
Eff Base	5	3	1	0	0	0	1	5	0
Flavor	19.9	33.3	0	0	0	0	100	19.9	0
Strength	40	33.3	100	0	0	0	0	40	0
Price	20	33.4	0	0	0	0	0	20	0
Quality	20	0	0	0	0	0	0	20	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 689

q290_4) What do you think is the worst feature of [Q274]? - Hawken Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often (Unwtd)	5	3	1	0	0	0	1	5	0
Base - Hawken Most Often (Wgtd)	5	3	1	0	0	0	1	5	0
Eff Base	5	3	1	0	0	0	1	5	0
Flavor	19.9	33.3	100	0	0	0	0	19.9	0
Strength	0	0	0	0	0	0	0	0	0
Price	20	0	0	0	0	0	0	20	0
Quality	20.1	0	0	0	0	0	0	20.1	0
Heritage/Authenticity	20	33.4	0	0	0	0	0	20	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	19.9	33.3	0	0	0	0	100	19.9	0
Total	100	100	100	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 690
q291_4) What in particular did you not like about the flavor of [Q274]? - Hawken Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	1	0	0	0	0	1	0
Base - Hawken Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	1	0	0	0	0	1	0
Eff Base	1	1	1	0	0	0	0	1	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	0	0
Flavor is too weak	100	100	100	0	0	0	0	100	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 692

q293_4) What in particular did you not like about the quality of [Q274]? - Hawken Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Hawken Most Often/ Quality Is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Hawken Most Often/ Quality Is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Poor quality tobacco	100	0	0	0	0	0	0	100	0
Dry/stale	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 693

q289_5) What do you think is the best feature of [Q274]? - Husky Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	3	6	0
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	3	6	0
Eff Base	6	3	1	1	1	1	3	6	0
Flavor	33.3	0	0	0	0	0	33.4	33.3	0
Strength	16.7	33.4	0	0	0	0	33.3	16.7	0
Price	33.3	33.3	0	0	0	0	33.3	33.3	0
Quality	16.7	33.3	100	100	100	100	0	16.7	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 694

q290_5) What do you think is the worst feature of [Q274]? - Husky Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often (Unwtd)	6	3	1	1	1	1	3	6	0
Base - Husky Most Often (Wgtd)	6	3	1	1	1	1	3	6	0
Eff Base	6	3	1	1	1	1	3	6	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	33.3	33.3	100	100	100	100	0	33.3	0
Price	50	33.4	0	0	0	0	66.7	50	0
Quality	16.7	33.3	0	0	0	0	33.3	16.7	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 696
q292_5) What in particular did you not like about the strength of [Q274]? - Husky Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often/ Strength Is Worst Feature (Unwtd)	2	1	1	1	1	1	0	2	0
Base - Husky Most Often/ Strength Is Worst Feature (Wgtd)	2	1	1	1	1	1	0	2	0
Eff Base	2	1	1	1	1	1	0	2	0
Too strong for me	100	100	100	100	100	100	0	100	0
Too weak for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 697
q293_5) What in particular did you not like about the quality of [Q274]? - Husky Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Husky Most Often/ Quality Is Worst Feature (Unwtd)	1	1	0	0	0	0	1	1	0
Base - Husky Most Often/ Quality Is Worst Feature (Wgtd)	1	1	0	0	0	0	1	1	0
Eff Base	1	1	0	0	0	0	1	1	0
Poor quality tobacco	100	100	0	0	0	0	100	100	0
Dry/stale	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 698

q289_6) What do you think is the best feature of [Q274]? - Kayak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	0	0	0	0	3	10	0
Base - Kayak Most Often (Wgtd)	7	4	0	0	0	0	3	10	0
Eff Base	7	4	0	0	0	0	3	10	0
Flavor	14.3	0	0	0	0	0	0	10	0
Strength	0	0	0	0	0	0	0	0	0
Price	57.1	74.9	0	0	0	0	66.6	70	0
Quality	28.6	25.1	0	0	0	0	33.4	20	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 699

q290_6) What do you think is the worst feature of [Q274]? - Kayak Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often (Unwtd)	7	4	0	0	0	0	3	10	0
Base - Kayak Most Often (Wgtd)	7	4	0	0	0	0	3	10	0
Eff Base	7	4	0	0	0	0	3	10	0
Flavor	14.3	25.1	0	0	0	0	0	10	0
Strength	28.6	0	0	0	0	0	0	40.1	0
Price	14.3	0	0	0	0	0	33.4	10	0
Quality	14.4	25.2	0	0	0	0	0	10.1	0
Heritage/Authenticity	14.2	24.9	0	0	0	0	33.3	9.9	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	14.2	24.9	0	0	0	0	33.3	19.9	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 700
q291_6) What in particular did you not like about the flavor of [Q274]? - Kayak Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Kayak Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	100	100	0	0	0	0	0	100	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 701
q292_6) What in particular did you not like about the strength of [Q274]? - Kayak Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often/ Strength Is Worst Feature (Unwtd)	2	0	0	0	0	0	0	4	0
Base - Kayak Most Often/ Strength Is Worst Feature (Wgtd)	2	0	0	0	0	0	0	4	0
Eff Base	2	0	0	0	0	0	0	4	0
Too strong for me	50.1	0	0	0	0	0	0	25	0
Too weak for me	49.9	0	0	0	0	0	0	75	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 702
q293_6) What in particular did you not like about the quality of [Q274]? - Kayak Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Most Often/ Quality Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Kayak Most Often/ Quality Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Poor quality tobacco	100	100	0	0	0	0	0	100	0
Dry/stale	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 703

q289_7) What do you think is the best feature of [Q274]? - Longhorn Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	1	13	0
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	1	13	0
Eff Base	10	7	2	2	2	1	1	13	0
Flavor	50	42.9	0	0	0	0	0	38.5	0
Strength	10	0	0	0	0	0	0	7.7	0
Price	10	14.2	0	0	0	0	0	30.7	0
Quality	30	42.9	100	100	100	100	100	23.1	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 704
q290_7) What do you think is the worst feature of [Q274]? - Longhorn Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often (Unwtd)	10	7	2	2	2	1	1	13	0
Base - Longhorn Most Often (Wgtd)	10	7	2	2	2	1	1	13	0
Eff Base	10	7	2	2	2	1	1	13	0
Flavor	10	14.3	0	0	0	0	0	7.7	0
Strength	9.9	0	0	0	0	0	0	7.6	0
Price	30	42.8	49.8	49.8	49.8	0	100	23.1	0
Quality	10	0	0	0	0	0	0	7.7	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	40	42.9	50.2	50.2	50.2	100	0	53.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 705
q291_7) What in particular did you not like about the flavor of [Q274]? -
Longhorn Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Longhorn Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	100	100	0	0	0	0	0	100	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 706
q292_7) What in particular did you not like about the strength of [Q274]? -
Longhorn Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often/ Strength Is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Longhorn Most Often/ Strength Is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Too strong for me	100	0	0	0	0	0	0	100	0
Too weak for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 707
q293_7) What in particular did you not like about the quality of [Q274]? -
Longhorn Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Most Often/ Quality Is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Longhorn Most Often/ Quality Is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Poor quality tobacco	0	0	0	0	0	0	0	0	0
Dry/stale	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 713

q289_9) What do you think is the best feature of [Q274]? - Red Man Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	0	0	0	2	8	0
Base - Red Man Most Often (Wgtd)	5	1	1	0	0	0	2	8	0
Eff Base	5	1	1	0	0	0	2	8	0
Flavor	20	0	0	0	0	0	0	25.1	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	40	100	100	0	0	0	100	24.9	0
Heritage/Authenticity	40	0	0	0	0	0	0	50	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 714

q290_9) What do you think is the worst feature of [Q274]? - Red Man Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	5	1	1	0	0	0	2	8	0
Base - Red Man Most Often (Wgtd)	5	1	1	0	0	0	2	8	0
Eff Base	5	1	1	0	0	0	2	8	0
Flavor	20	0	0	0	0	0	0	25	0
Strength	0	0	0	0	0	0	0	12.5	0
Price	40.1	100	100	0	0	0	50.1	25	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	40	0	0	0	0	0	49.9	37.5	0
Total	100	100	100	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 715
q291_9) What in particular did you not like about the flavor of [Q274]? - Red Man Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often/ Flavor Is Worst Feature (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Red Man Most Often/ Flavor Is Worst Feature (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
Dislike overall flavor	0	0	0	0	0	0	0	50	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	100	0	0	0	0	0	0	50	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 716

q292_9) What in particular did you not like about the strength of [Q274]? - Red Man Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often/ Strength Is Worst Feature (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Red Man Most Often/ Strength Is Worst Feature (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Too strong for me	0	0	0	0	0	0	0	100	0
Too weak for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page

Swedish Match Tracker 2015

Weighted

M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 718

q289_10) What do you think is the best feature of [Q274]? - Red Seal Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	0	0	0	0	0	9	0
Base - Red Seal Most Often (Wgtd)	8	4	0	0	0	0	0	9	0
Eff Base	8	4	0	0	0	0	0	9	0
Flavor	12.6	25.1	0	0	0	0	0	11.2	0
Strength	12.4	24.9	0	0	0	0	0	11.1	0
Price	25.1	0	0	0	0	0	0	22.3	0
Quality	37.4	50	0	0	0	0	0	44.4	0
Heritage/Authenticity	12.5	0	0	0	0	0	0	11.1	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page

Swedish Match Tracker 2015

Weighted

M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 719

q290_10) What do you think is the worst feature of [Q274]? - Red Seal Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often (Unwtd)	8	4	0	0	0	0	0	9	0
Base - Red Seal Most Often (Wgtd)	8	4	0	0	0	0	0	9	0
Eff Base	8	4	0	0	0	0	0	9	0
Flavor	62.4	49.9	0	0	0	0	0	55.4	0
Strength	0	0	0	0	0	0	0	0	0
Price	12.5	24.9	0	0	0	0	0	11.1	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	25.2	25.1	0	0	0	0	0	33.5	0
Total	100	100	0	0	0	0	0	100	0

#page

Swedish Match Tracker 2015

Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 720
q291_10) What in particular did you not like about the flavor of [Q274]? - Red Seal Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Seal Most Often/ Flavor Is Worst Feature (Unwtd)	5	2	0	0	0	0	0	5	0
Base - Red Seal Most Often/ Flavor Is Worst Feature (Wgtd)	5	2	0	0	0	0	0	5	0
Eff Base	5	2	0	0	0	0	0	5	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	40.1	50.1	0	0	0	0	0	40.1	0
Flavor is too strong	20	49.9	0	0	0	0	0	20	0
Flavor is too weak	39.9	0	0	0	0	0	0	39.9	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 723
q289_12) What do you think is the best feature of [Q274]? - Silver Creek Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	0	0	0	0	0	1	1	0
Base - Silver Creek Most Often (Wgtd)	1	0	0	0	0	0	1	1	0
Eff Base	1	0	0	0	0	0	1	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	100	0	0	0	0	0	100	100	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 724
q290_12) What do you think is the worst feature of [Q274]? - Silver Creek Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often (Unwtd)	1	0	0	0	0	0	1	1	0
Base - Silver Creek Most Often (Wgtd)	1	0	0	0	0	0	1	1	0
Eff Base	1	0	0	0	0	0	1	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	100	0	0	0	0	0	100	100	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 726
q292_12) What in particular did you not like about the strength of [Q274]? - Silver Creek Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Silver Creek Most Often/ Strength Is Worst Feature (Unwtd)	1	0	0	0	0	0	1	1	0
Base - Silver Creek Most Often/ Strength Is Worst Feature (Wgtd)	1	0	0	0	0	0	1	1	0
Eff Base	1	0	0	0	0	0	1	1	0
Too strong for me	0	0	0	0	0	0	0	0	0
Too weak for me	100	0	0	0	0	0	100	100	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 728

q289_13) What do you think is the best feature of [Q274]? - Skoal Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	7	40	0
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	7	40	0
Eff Base	33	21	4	4	4	3	7	40	0
Flavor	18.2	19.1	25	25	25	33.3	28.5	25	0
Strength	12.1	19	0	0	0	0	0	10	0
Price	6	4.8	0	0	0	0	0	5	0
Quality	51.5	42.8	50	50	50	66.7	28.6	47.5	0
Heritage/Authenticity	6.1	4.8	25.1	25.1	25.1	0	14.3	5	0
Other	0	0	0	0	0	0	0	0	0
None	6.1	9.5	0	0	0	0	28.6	7.5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 729

q290_13) What do you think is the worst feature of [Q274]? - Skoal Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often (Unwtd)	33	21	4	4	4	3	7	40	0
Base - Skoal Most Often (Wgtd)	33	21	4	4	4	3	7	40	0
Eff Base	33	21	4	4	4	3	7	40	0
Flavor	18.2	14.3	50.1	50.1	50.1	33.3	28.5	17.5	0
Strength	0	0	0	0	0	0	0	2.5	0
Price	27.3	14.3	49.9	49.9	49.9	66.7	28.7	30	0
Quality	12.1	14.3	0	0	0	0	14.2	10	0
Heritage/Authenticity	15.2	23.8	0	0	0	0	0	12.5	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	27.3	33.3	0	0	0	0	28.6	27.5	0

Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 730
q291_13) What in particular did you not like about the flavor of [Q274]? - Skoal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often/ Flavor Is Worst Feature (Unwtd)	6	3	2	2	2	1	2	7	0
Base - Skoal Most Often/ Flavor Is Worst Feature (Wgtd)	6	3	2	2	2	1	2	7	0
Eff Base	6	3	2	2	2	1	2	7	0
Dislike overall flavor	0	0	0	0	0	0	0	14.2	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	0	0
Flavor is too weak	83.2	100	100	100	100	100	100	71.4	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	16.8	0	0	0	0	0	0	14.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 731
q292_13) What in particular did you not like about the strength of [Q274]? - Skoal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often/ Strength Is Worst Feature (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Skoal Most Often/ Strength Is Worst Feature (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Too strong for me	0	0	0	0	0	0	0	100	0
Too weak for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 732
q293_13) What in particular did you not like about the quality of [Q274]? - Skoal Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Most Often/ Quality Is Worst Feature (Unwtd)	4	3	0	0	0	0	1	4	0
Base - Skoal Most Often/ Quality Is Worst Feature (Wgtd)	4	3	0	0	0	0	1	4	0
Eff Base	4	3	0	0	0	0	1	4	0
Poor quality tobacco	25.1	33.4	0	0	0	0	0	25.1	0
Dry/stale	74.9	66.6	0	0	0	0	100	74.9	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 733

q289_14) What do you think is the best feature of [Q274]? - Swisher Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	0	0	0	0	0	1	3	0
Base - Swisher Most Often (Wgtd)	3	0	0	0	0	0	1	3	0
Eff Base	3	0	0	0	0	0	1	3	0
Flavor	33.4	0	0	0	0	0	0	33.4	0
Strength	0	0	0	0	0	0	0	0	0
Price	33.3	0	0	0	0	0	0	33.3	0
Quality	33.3	0	0	0	0	0	100	33.3	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 734

q290_14) What do you think is the worst feature of [Q274]? - Swisher Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often (Unwtd)	3	0	0	0	0	0	1	3	0
Base - Swisher Most Often (Wgtd)	3	0	0	0	0	0	1	3	0
Eff Base	3	0	0	0	0	0	1	3	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	66.7	0	0	0	0	0	0	66.7	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	33.3	0	0	0	0	0	100	33.3	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 736
q292_14) What in particular did you not like about the strength of [Q274]? - Swisher Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Swisher Most Often/ Strength Is Worst Feature (Unwtd)	2	0	0	0	0	0	0	2	0
Base - Swisher Most Often/ Strength Is Worst Feature (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
Too strong for me	100	0	0	0	0	0	0	100	0
Too weak for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 738
q289_15) What do you think is the best feature of [Q274]? - Timber Wolf Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	2	5	0
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	2	5	0
Eff Base	4	3	1	1	1	1	2	5	0
Flavor	25	33.3	100	100	100	100	0	20	0
Strength	25	33.4	0	0	0	0	0	20	0
Price	0	0	0	0	0	0	0	20	0
Quality	25.1	0	0	0	0	0	50.2	20.1	0
Heritage/Authenticity	24.9	33.3	0	0	0	0	49.8	20	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 739
q290_15) What do you think is the worst feature of [Q274]? - Timber Wolf Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often (Unwtd)	4	3	1	1	1	1	2	5	0
Base - Timber Wolf Most Often (Wgtd)	4	3	1	1	1	1	2	5	0
Eff Base	4	3	1	1	1	1	2	5	0
Flavor	24.9	33.3	0	0	0	0	49.8	20	0
Strength	25	33.3	100	100	100	100	0	20	0
Price	25	33.4	0	0	0	0	0	20	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	25.1	0	0	0	0	0	50.2	40.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 740
q291_15) What in particular did you not like about the flavor of [Q274]? - Timber Wolf Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	0	0	0	0	1	1	0
Base - Timber Wolf Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	0	0	0	0	1	1	0
Eff Base	1	1	0	0	0	0	1	1	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	100	100	0	0	0	0	100	100	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0

Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 741
q292_15) What in particular did you not like about the strength of [Q274]? - Timber Wolf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Most Often/ Strength Is Worst Feature (Unwtd)	1	1	1	1	1	1	0	1	0
Base - Timber Wolf Most Often/ Strength Is Worst Feature (Wgtd)	1	1	1	1	1	1	0	1	0
Eff Base	1	1	1	1	1	1	0	1	0
Too strong for me	0	0	0	0	0	0	0	0	0
Too weak for me	100	100	100	100	100	100	0	100	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 743
q289_16) What do you think is the best feature of [Q274]? - Skoal Xtra Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	0	0	0	0	0	6	0
Base - Skoal Xtra Most Often (Wgtd)	4	1	0	0	0	0	0	6	0
Eff Base	4	1	0	0	0	0	0	6	0
Flavor	24.9	0	0	0	0	0	0	16.6	0
Strength	0	0	0	0	0	0	0	0	0
Price	25.1	0	0	0	0	0	0	33.4	0
Quality	25	100	0	0	0	0	0	33.3	0
Heritage/Authenticity	25	0	0	0	0	0	0	16.7	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 744
q290_16) What do you think is the worst feature of [Q274]? - Skoal Xtra Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often (Unwtd)	4	1	0	0	0	0	0	6	0
Base - Skoal Xtra Most Often (Wgtd)	4	1	0	0	0	0	0	6	0
Eff Base	4	1	0	0	0	0	0	6	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	25	0	0	0	0	0	0	16.7	0
Price	25	100	0	0	0	0	0	16.6	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	16.6	0

Other	0	0	0	0	0	0	0	0	0
No real weakness	50.1	0	0	0	0	0	0	50	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 746
q292_16) What in particular did you not like about the strength of [Q274]? - Skoal Xtra Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Most Often/ Strength Is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Skoal Xtra Most Often/ Strength Is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Too strong for me	0	0	0	0	0	0	0	0	0
Too weak for me	100	0	0	0	0	0	0	100	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 748

q289_17) What do you think is the best feature of [Q274]? - Kodiak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	0	0	0	0	6	0
Base - Kodiak Most Often (Wgtd)	5	3	1	0	0	0	0	6	0
Eff Base	5	3	1	0	0	0	0	6	0
Flavor	39.9	66.5	100	0	0	0	0	33.3	0
Strength	20	0	0	0	0	0	0	33.3	0
Price	20.1	33.5	0	0	0	0	0	16.7	0
Quality	20	0	0	0	0	0	0	16.7	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 749

q290_17) What do you think is the worst feature of [Q274]? - Kodiak Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often (Unwtd)	5	3	1	0	0	0	0	6	0
Base - Kodiak Most Often (Wgtd)	5	3	1	0	0	0	0	6	0
Eff Base	5	3	1	0	0	0	0	6	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	40.1	33.5	0	0	0	0	0	33.5	0
Price	39.9	33.1	0	0	0	0	0	33.2	0
Quality	20	33.4	100	0	0	0	0	16.7	0

Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	16.6	0
Total	100	100	100	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 751
q292_17) What in particular did you not like about the strength of [Q274]? - Kodiak Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often/ Strength Is Worst Feature (Unwtd)	2	1	0	0	0	0	0	2	0
Base - Kodiak Most Often/ Strength Is Worst Feature (Wgtd)	2	1	0	0	0	0	0	2	0
Eff Base	2	1	0	0	0	0	0	2	0
Too strong for me	49.9	0	0	0	0	0	0	49.9	0
Too weak for me	50.1	100	0	0	0	0	0	50.1	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 752
q293_17) What in particular did you not like about the quality of [Q274]? - Kodiak Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Most Often/ Quality Is Worst Feature (Unwtd)	1	1	1	0	0	0	0	1	0
Base - Kodiak Most Often/ Quality Is Worst Feature (Wgtd)	1	1	1	0	0	0	0	1	0
Eff Base	1	1	1	0	0	0	0	1	0
Poor quality tobacco	100	100	100	0	0	0	0	100	0
Dry/stale	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 753
q289_18) What do you think is the best feature of [Q274]? - Renegades Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	0	0	0	0	0	5	0
Base - Renegades Most Often (Wgtd)	5	1	0	0	0	0	0	5	0
Eff Base	5	1	0	0	0	0	0	5	0
Flavor	20	0	0	0	0	0	0	20	0
Strength	20	0	0	0	0	0	0	20	0
Price	0	0	0	0	0	0	0	0	0
Quality	39.9	0	0	0	0	0	0	39.9	0
Heritage/Authenticity	20.1	100	0	0	0	0	0	20.1	0
Other	0	0	0	0	0	0	0	0	0

None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 754
q290_18) What do you think is the worst feature of [Q274]? - Renegades Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often (Unwtd)	5	1	0	0	0	0	0	5	0
Base - Renegades Most Often (Wgtd)	5	1	0	0	0	0	0	5	0
Eff Base	5	1	0	0	0	0	0	5	0
Flavor	39.9	0	0	0	0	0	0	39.9	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	20	0	0	0	0	0	0	20	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	40.1	100	0	0	0	0	0	40.1	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 755
q291_18) What in particular did you not like about the flavor of [Q274]? - Renegades Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often/ Flavor Is Worst Feature (Unwtd)	2	0	0	0	0	0	0	2	0
Base - Renegades Most Often/ Flavor Is Worst Feature (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	0	0
Flavor is too weak	100	0	0	0	0	0	0	100	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 757
q293_18) What in particular did you not like about the quality of [Q274]? - Renegades Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Renegades Most Often/ Quality Is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Renegades Most Often/ Quality Is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Poor quality tobacco	0	0	0	0	0	0	0	0	0
Dry/stale	100	0	0	0	0	0	0	100	0
Other quality issues	0	0	0	0	0	0	0	0	0

Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 758

q289_31) What do you think is the best feature of [Q274]? - Stoker's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	0	3	0
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	0	3	0
Eff Base	2	2	1	1	1	1	0	3	0
Flavor	0	0	0	0	0	0	0	33.3	0
Strength	0	0	0	0	0	0	0	0	0
Price	50	50	0	0	0	0	0	33.3	0
Quality	50	50	100	100	100	100	0	33.3	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 759

q290_31) What do you think is the worst feature of [Q274]? - Stoker's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often (Unwtd)	2	2	1	1	1	1	0	3	0
Base - Stoker's Most Often (Wgtd)	2	2	1	1	1	1	0	3	0
Eff Base	2	2	1	1	1	1	0	3	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	50	50	100	100	100	100	0	33.3	0
Price	0	0	0	0	0	0	0	0	0
Quality	50	50	0	0	0	0	0	33.3	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	33.3	0
Total	100	100	100	100	100	100	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 761
q292_31) What in particular did you not like about the strength of [Q274]? - Stoker's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often/ Strength Is Worst Feature (Unwtd)	1	1	1	1	1	1	0	1	0
Base - Stoker's Most Often/ Strength Is Worst Feature (Wgtd)	1	1	1	1	1	1	0	1	0
Eff Base	1	1	1	1	1	1	0	1	0
Too strong for me	100	100	100	100	100	100	0	100	0
Too weak for me	0	0	0	0	0	0	0	0	0

Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 762
q293_31) What in particular did you not like about the quality of [Q274]? - Stoker's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Stoker's Most Often/ Quality Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Stoker's Most Often/ Quality Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Poor quality tobacco	100	100	0	0	0	0	0	100	0
Dry/stale	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 763
q289_19) What do you think is the best feature of [Q274]? - [Q270 OTHER] Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	0	0	0	0	0	0	2	0
Base - [Q270 OTHER] Most Often (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 764
q290_19) What do you think is the worst feature of [Q274]? - [Q270 OTHER] Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - [Q270 OTHER] Most Often (Unwtd)	2	0	0	0	0	0	0	2	0
Base - [Q270 OTHER] Most Often (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0

Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 768
q289_20) What do you think is the best feature of [Q274]? - Copenhagen Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	0	0	0	0	2	14	0
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	0	0	0	0	2	14	0
Eff Base	9	5	0	0	0	0	2	14	0
Flavor	44.5	40	0	0	0	0	0	42.9	0
Strength	0	0	0	0	0	0	0	0	0
Price	11.1	20.1	0	0	0	0	50.1	14.3	0
Quality	22.2	20	0	0	0	0	49.9	21.4	0
Heritage/Authenticity	11.1	0	0	0	0	0	0	7.1	0
Other	0	0	0	0	0	0	0	0	0
None	11.1	20	0	0	0	0	0	14.3	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 769
q290_20) What do you think is the worst feature of [Q274]? - Copenhagen Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often (Unwtd)	9	5	0	0	0	0	2	14	0
Base - Copenhagen Pouches Most Often (Wgtd)	9	5	0	0	0	0	2	14	0
Eff Base	9	5	0	0	0	0	2	14	0
Flavor	22.2	0	0	0	0	0	49.9	21.4	0
Strength	0	0	0	0	0	0	0	0	0
Price	22.2	40	0	0	0	0	0	21.4	0
Quality	33.5	20.1	0	0	0	0	50.1	21.5	0
Heritage/Authenticity	11.1	20	0	0	0	0	0	7.1	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	11.1	20	0	0	0	0	0	28.5	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 770
q291_20) What in particular did you not like about the flavor of [Q274]? - Copenhagen Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often/ Flavor Is Worst Feature (Unwtd)	2	0	0	0	0	0	1	3	0
Base - Copenhagen Pouches Most Often/ Flavor Is Worst Feature (Wgtd)	2	0	0	0	0	0	1	3	0

Eff Base	2	0	0	0	0	0	1	3	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	50	0	0	0	0	0	100	33.3	0
Flavor is too strong	50	0	0	0	0	0	0	33.3	0
Flavor is too weak	0	0	0	0	0	0	0	33.4	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 772
q293_20) What in particular did you not like about the quality of [Q274]? - Copenhagen Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Copenhagen Pouches Most Often/ Quality Is Worst Feature (Unwtd)	3	1	0	0	0	0	1	3	0
Base - Copenhagen Pouches Most Often/ Quality Is Worst Feature (Wgtd)	3	1	0	0	0	0	1	3	0
Eff Base	3	1	0	0	0	0	1	3	0
Poor quality tobacco	33.2	0	0	0	0	0	0	33.2	0
Dry/stale	66.8	100	0	0	0	0	100	66.8	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 773
q289_21) What do you think is the best feature of [Q274]? - Grizzly Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	3	17	0
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	3	17	0
Eff Base	17	9	3	3	2	1	3	17	0
Flavor	17.6	11	0	0	0	0	0	17.6	0
Strength	11.8	11.1	33.4	33.4	50	100	33.2	11.8	0
Price	23.5	22.2	0	0	0	0	0	23.5	0
Quality	35.3	33.3	33.3	33.3	0	0	33.3	35.3	0
Heritage/Authenticity	5.9	11.1	33.3	33.3	50	0	0	5.9	0
Other	0	0	0	0	0	0	0	0	0
None	5.9	11.2	0	0	0	0	33.5	5.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 774
q290_21) What do you think is the worst feature of [Q274]? - Grizzly Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Grizzly Pouches Most Often (Unwtd)	17	9	3	3	2	1	3	17	0
Base - Grizzly Pouches Most Often (Wgtd)	17	9	3	3	2	1	3	17	0
Eff Base	17	9	3	3	2	1	3	17	0
Flavor	11.8	22.2	0	0	0	0	33.3	11.8	0
Strength	23.6	11.1	33.3	33.3	50	0	0	23.6	0
Price	17.6	22.2	66.7	66.7	50	100	33.2	17.6	0
Quality	17.6	11.1	0	0	0	0	0	17.6	0
Heritage/Authenticity	11.7	11	0	0	0	0	0	11.7	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	17.7	22.3	0	0	0	0	33.5	17.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 775
q291_21) What in particular did you not like about the flavor of [Q274]? - Grizzly Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often/ Flavor Is Worst Feature (Unwtd)	2	2	0	0	0	0	1	2	0
Base - Grizzly Pouches Most Often/ Flavor Is Worst Feature (Wgtd)	2	2	0	0	0	0	1	2	0
Eff Base	2	2	0	0	0	0	1	2	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	50.2	50.2	0	0	0	0	100	50.2	0
Flavor is too strong	49.8	49.8	0	0	0	0	0	49.8	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 776
q292_21) What in particular did you not like about the strength of [Q274]? - Grizzly Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Grizzly Pouches Most Often/ Strength Is Worst Feature (Unwtd)	4	1	1	1	1	0	0	4	0
Base - Grizzly Pouches Most Often/ Strength Is Worst Feature (Wgtd)	4	1	1	1	1	0	0	4	0
Eff Base	4	1	1	1	1	0	0	4	0
Too strong for me	75.1	0	0	0	0	0	0	75.1	0
Too weak for me	24.9	100	100	100	100	0	0	24.9	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 777
q293_21) What in particular did you not like about the quality of [Q274]? - Grizzly Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Grizzly Pouches Most Often/ Quality Is Worst Feature (Unwtd)	3	1	0	0	0	0	0	3	0
Base - Grizzly Pouches Most Often/ Quality Is Worst Feature (Wgtd)	3	1	0	0	0	0	0	3	0
Eff Base	3	1	0	0	0	0	0	3	0
Poor quality tobacco	33.5	0	0	0	0	0	0	33.5	0
Dry/stale	33.2	0	0	0	0	0	0	33.2	0
Other quality issues	33.3	100	0	0	0	0	0	33.3	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 778
q289_22) What do you think is the best feature of [Q274]? - Longhorn Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	0	0	0	0	0	3	0
Base - Longhorn Pouches Most Often (Wgtd)	3	2	0	0	0	0	0	3	0
Eff Base	3	2	0	0	0	0	0	3	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	33.2	49.9	0	0	0	0	0	33.2	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	33.4	50.1	0	0	0	0	0	33.4	0
Other	0	0	0	0	0	0	0	0	0
None	33.4	0	0	0	0	0	0	33.4	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 779
q290_22) What do you think is the worst feature of [Q274]? - Longhorn Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often (Unwtd)	3	2	0	0	0	0	0	3	0
Base - Longhorn Pouches Most Often (Wgtd)	3	2	0	0	0	0	0	3	0
Eff Base	3	2	0	0	0	0	0	3	0
Flavor	33.2	49.9	0	0	0	0	0	33.2	0
Strength	33.4	50.1	0	0	0	0	0	33.4	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	33.4	0	0	0	0	0	0	33.4	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 780
q291_22) What in particular did you not like about the flavor of [Q274]? - Longhorn Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Longhorn Pouches Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Longhorn Pouches Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	100	100	0	0	0	0	0	100	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 781
q292_22) What in particular did you not like about the strength of [Q274]? - Longhorn Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Longhorn Pouches Most Often/ Strength Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Longhorn Pouches Most Often/ Strength Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Too strong for me	100	100	0	0	0	0	0	100	0
Too weak for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 788
q289_24) What do you think is the best feature of [Q274]? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	3	21	0
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	3	21	0
Eff Base	19	11	3	3	3	1	3	21	0
Flavor	52.7	54.6	66.7	66.7	66.7	0	33.4	52.4	0
Strength	5.2	9.1	0	0	0	0	33.3	4.7	0
Price	10.5	0	0	0	0	0	0	14.3	0
Quality	26.3	36.4	33.3	33.3	33.3	100	33.3	23.8	0
Heritage/Authenticity	5.2	0	0	0	0	0	0	4.7	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 789
q290_24) What do you think is the worst feature of [Q274]? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Skoal Bandits Most Often (Unwtd)	19	11	3	3	3	1	3	21	0
Base - Skoal Bandits Most Often (Wgtd)	19	11	3	3	3	1	3	21	0
Eff Base	19	11	3	3	3	1	3	21	0
Flavor	5.3	9.1	0	0	0	0	0	4.8	0
Strength	15.8	18.2	33.3	33.3	33.3	100	33.3	23.8	0
Price	31.6	9.1	0	0	0	0	33.4	28.6	0
Quality	21	27.2	66.7	66.7	66.7	0	0	19	0
Heritage/Authenticity	5.2	9.1	0	0	0	0	33.3	4.7	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	21.1	27.3	0	0	0	0	0	19.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 790
q291_24) What in particular did you not like about the flavor of [Q274]? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often/ Flavor Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Skoal Bandits Most Often/ Flavor Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	0	0
Flavor is too weak	100	100	0	0	0	0	0	100	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 791
q292_24) What in particular did you not like about the strength of [Q274]? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Bandits Most Often/ Strength Is Worst Feature (Unwtd)	3	2	1	1	1	1	1	5	0
Base - Skoal Bandits Most Often/ Strength Is Worst Feature (Wgtd)	3	2	1	1	1	1	1	5	0
Eff Base	3	2	1	1	1	1	1	5	0
Too strong for me	0	0	0	0	0	0	0	0	0
Too weak for me	100	100	100	100	100	100	100	100	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 792
q293_24) What in particular did you not like about the quality of [Q274]? - Skoal Bandits Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Skoal Bandits Most Often/ Quality Is Worst Feature (Unwtd)	4	3	2	2	2	0	0	4	0
Base - Skoal Bandits Most Often/ Quality Is Worst Feature (Wgtd)	4	3	2	2	2	0	0	4	0
Eff Base	4	3	2	2	2	0	0	4	0
Poor quality tobacco	0	0	0	0	0	0	0	0	0
Dry/stale	25	0	0	0	0	0	0	25	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	75	100	100	100	100	0	0	75	0
Total	100	100	100	100	100	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 793
q289_25) What do you think is the best feature of [Q274]? - Skoal Pouches (other than Bandits) Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	0	0	0	0	6	9	0
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	0	0	0	0	6	9	0
Eff Base	8	6	0	0	0	0	6	9	0
Flavor	25.1	33.4	0	0	0	0	33.4	33.5	0
Strength	12.4	16.6	0	0	0	0	16.6	11	0
Price	0	0	0	0	0	0	0	0	0
Quality	37.5	33.3	0	0	0	0	16.7	33.3	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	25	16.7	0	0	0	0	33.4	22.2	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 794
q290_25) What do you think is the worst feature of [Q274]? - Skoal Pouches (other than Bandits) Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often (Unwtd)	8	6	0	0	0	0	6	9	0
Base - Skoal Pouches (other than Bandits) Most Often (Wgtd)	8	6	0	0	0	0	6	9	0
Eff Base	8	6	0	0	0	0	6	9	0
Flavor	37.4	49.9	0	0	0	0	33.2	33.2	0
Strength	0	0	0	0	0	0	0	0	0
Price	12.5	0	0	0	0	0	0	11.1	0
Quality	12.5	16.6	0	0	0	0	16.6	22.3	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	37.6	33.5	0	0	0	0	50.1	33.4	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 795
q291_25) What in particular did you not like about the flavor of [Q274]? - Skoal Pouches (other than Bandits) Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often/ Flavor Is Worst Feature (Unwtd)	3	3	0	0	0	0	2	3	0
Base - Skoal Pouches (other than Bandits) Most Often/ Flavor Is Worst Feature (Wgtd)	3	3	0	0	0	0	2	3	0
Eff Base	3	3	0	0	0	0	2	3	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	33.5	33.5	0	0	0	0	50.2	33.5	0
Flavor is too weak	33.3	33.3	0	0	0	0	49.8	33.3	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	33.3	33.3	0	0	0	0	0	33.3	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 797
q293_25) What in particular did you not like about the quality of [Q274]? - Skoal Pouches (other than Bandits) Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Pouches (other than Bandits) Most Often/ Quality Is Worst Feature (Unwtd)	1	1	0	0	0	0	1	2	0
Base - Skoal Pouches (other than Bandits) Most Often/ Quality Is Worst Feature (Wgtd)	1	1	0	0	0	0	1	2	0
Eff Base	1	1	0	0	0	0	1	2	0
Poor quality tobacco	0	0	0	0	0	0	0	0	0
Dry/stale	100	100	0	0	0	0	100	100	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 798
q289_26) What do you think is the best feature of [Q274]? - Timber Wolf Pouches Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	0	0	0	0	0	4	0
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	0	0	0	0	0	4	0
Eff Base	3	1	0	0	0	0	0	4	0
Flavor	33.4	0	0	0	0	0	0	25.1	0
Strength	0	0	0	0	0	0	0	0	0
Price	66.6	100	0	0	0	0	0	74.9	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 799
q290_26) What do you think is the worst feature of [Q274]? - Timber Wolf Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often (Unwtd)	3	1	0	0	0	0	0	4	0
Base - Timber Wolf Pouches Most Often (Wgtd)	3	1	0	0	0	0	0	4	0
Eff Base	3	1	0	0	0	0	0	4	0
Flavor	33.2	0	0	0	0	0	0	24.9	0
Strength	0	0	0	0	0	0	0	25	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	66.8	100	0	0	0	0	0	50	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 800
q291_26) What in particular did you not like about the flavor of [Q274]? - Timber Wolf Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often/ Flavor Is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Timber Wolf Pouches Most Often/ Flavor Is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	100	0	0	0	0	0	0	100	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 801
q292_26) What in particular did you not like about the strength of [Q274]? - Timber Wolf Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Timber Wolf Pouches Most Often/ Strength Is Worst Feature (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Timber Wolf Pouches Most Often/ Strength Is Worst Feature (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Too strong for me	0	0	0	0	0	0	0	0	0
Too weak for me	0	0	0	0	0	0	0	100	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 803
q289_27) What do you think is the best feature of [Q274]? - Skoal Xtra Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	0	4	10	0
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	0	4	10	0
Eff Base	8	7	1	1	1	0	4	10	0
Flavor	62.4	57.1	100	100	100	0	49.9	60	0
Strength	0	0	0	0	0	0	0	9.9	0
Price	12.5	14.3	0	0	0	0	24.9	10	0
Quality	12.6	14.4	0	0	0	0	25.2	10.1	0
Heritage/Authenticity	12.5	14.3	0	0	0	0	0	10	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 804
q290_27) What do you think is the worst feature of [Q274]? - Skoal Xtra Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often (Unwtd)	8	7	1	1	1	0	4	10	0
Base - Skoal Xtra Pouches Most Often (Wgtd)	8	7	1	1	1	0	4	10	0
Eff Base	8	7	1	1	1	0	4	10	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	12.5	14.3	0	0	0	0	0	10	0
Price	25.1	28.6	100	100	100	0	50.1	20	0
Quality	37.5	28.6	0	0	0	0	24.9	30	0
Heritage/Authenticity	12.5	14.2	0	0	0	0	0	19.9	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	12.5	14.3	0	0	0	0	25	20.1	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 806
q292_27) What in particular did you not like about the strength of [Q274]? - Skoal Xtra Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often/ Strength Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Skoal Xtra Pouches Most Often/ Strength Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Too strong for me	100	100	0	0	0	0	0	100	0
Too weak for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 807
q293_27) What in particular did you not like about the quality of [Q274]? - Skoal Xtra Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Skoal Xtra Pouches Most Often/ Quality Is Worst Feature (Unwtd)	3	2	0	0	0	0	1	3	0
Base - Skoal Xtra Pouches Most Often/ Quality Is Worst Feature (Wgtd)	3	2	0	0	0	0	1	3	0
Eff Base	3	2	0	0	0	0	1	3	0
Poor quality tobacco	33.3	49.9	0	0	0	0	100	33.3	0
Dry/stale	66.7	50.1	0	0	0	0	0	66.7	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 808
q289_28) What do you think is the best feature of [Q274]? - Kodiak Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	0	0	0	0	1	5	0
Base - Kodiak Pouches Most Often (Wgtd)	3	2	0	0	0	0	1	5	0
Eff Base	3	2	0	0	0	0	1	5	0
Flavor	33.2	49.8	0	0	0	0	100	19.9	0
Strength	0	0	0	0	0	0	0	20.1	0
Price	33.5	50.2	0	0	0	0	0	20.1	0
Quality	0	0	0	0	0	0	0	19.9	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	33.3	0	0	0	0	0	0	19.9	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 809
q290_28) What do you think is the worst feature of [Q274]? - Kodiak Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often (Unwtd)	3	2	0	0	0	0	1	5	0
Base - Kodiak Pouches Most Often (Wgtd)	3	2	0	0	0	0	1	5	0
Eff Base	3	2	0	0	0	0	1	5	0
Flavor	0	0	0	0	0	0	0	40	0
Strength	0	0	0	0	0	0	0	0	0
Price	33.2	49.8	0	0	0	0	100	19.9	0
Quality	33.5	50.2	0	0	0	0	0	20.1	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	33.3	0	0	0	0	0	0	19.9	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 810
q291_28) What in particular did you not like about the flavor of [Q274]? - Kodiak Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often/ Flavor Is Worst Feature (Unwtd)	0	0	0	0	0	0	0	2	0
Base - Kodiak Pouches Most Often/ Flavor Is Worst Feature (Wgtd)	0	0	0	0	0	0	0	2	0
Eff Base	0	0	0	0	0	0	0	2	0
Dislike overall flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	50.2	0
Flavor is too weak	0	0	0	0	0	0	0	49.8	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 812
q293_28) What in particular did you not like about the quality of [Q274]? - Kodiak Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kodiak Pouches Most Often/ Quality Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Kodiak Pouches Most Often/ Quality Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Poor quality tobacco	100	100	0	0	0	0	0	100	0
Dry/stale	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 813
q289_30) What do you think is the best feature of [Q274]? - Kayak Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	0	0	0	0	1	7	0
Base - Kayak Pouches Most Often (Wgtd)	5	2	0	0	0	0	1	7	0
Eff Base	5	2	0	0	0	0	1	7	0
Flavor	20	50.1	0	0	0	0	0	28.5	0
Strength	0	0	0	0	0	0	0	0	0
Price	19.9	49.9	0	0	0	0	0	28.6	0
Quality	40.2	0	0	0	0	0	100	28.7	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	19.9	0	0	0	0	0	0	14.2	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 814
q290_30) What do you think is the worst feature of [Q274]? - Kayak Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often (Unwtd)	5	2	0	0	0	0	1	7	0
Base - Kayak Pouches Most Often (Wgtd)	5	2	0	0	0	0	1	7	0
Eff Base	5	2	0	0	0	0	1	7	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	19.9	49.9	0	0	0	0	0	28.6	0
Price	20.1	0	0	0	0	0	0	28.6	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	59.9	50.1	0	0	0	0	100	42.8	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 816
q292_30) What in particular did you not like about the strength of [Q274]? - Kayak Pouches Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Kayak Pouches Most Often/ Strength Is Worst Feature (Unwtd)	1	1	0	0	0	0	0	2	0
Base - Kayak Pouches Most Often/ Strength Is Worst Feature (Wgtd)	1	1	0	0	0	0	0	2	0
Eff Base	1	1	0	0	0	0	0	2	0
Too strong for me	100	100	0	0	0	0	0	100	0
Too weak for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 823
q294_1) What do you think is the best feature of each of the following moist snuff brands?
- Cougar

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Cougar/ Not Most Often (Unwtd)	3	3	1	1	1	0	1	4	0
Base - Currently Purchase Cougar/ Not Most Often (Wgtd)	3	3	1	1	1	0	1	4	0
Eff Base	3	3	1	1	1	0	1	4	0
Flavor	100	100	100	100	100	0	100	75.1	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	24.9	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 824
q294_2) What do you think is the best feature of each of the following moist snuff brands?
- Copenhagen

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Copenhagen/ Not Most Often (Unwtd)	8	5	1	1	1	0	2	10	0
Base - Currently Purchase Copenhagen/ Not Most Often (Wgtd)	8	5	1	1	1	0	2	10	0
Eff Base	8	5	1	1	1	0	2	10	0
Flavor	25	39.9	100	100	100	0	49.9	20	0
Strength	0	0	0	0	0	0	0	0	0
Value	12.6	20.1	0	0	0	0	0	10.1	0
Quality	37.4	39.9	0	0	0	0	50.1	40	0
Heritage/ Authenticity	25	0	0	0	0	0	0	30	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 825
q294_3) What do you think is the best feature of each of the following moist snuff brands?
- Grizzly

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Grizzly/ Not Most Often (Unwtd)	11	8	3	3	3	2	4	13	0
Base - Currently Purchase Grizzly/ Not Most Often (Wgtd)	11	8	3	3	3	2	4	13	0
Eff Base	11	8	3	3	3	2	4	13	0
Flavor	27.2	37.5	33.3	33.3	33.3	0	24.9	23	0
Strength	18.2	12.5	0	0	0	0	25	15.4	0
Value	45.5	37.5	33.3	33.3	33.3	50	25.1	38.5	0
Quality	0	0	0	0	0	0	25	15.4	0
Heritage/ Authenticity	9.1	12.5	33.4	33.4	33.4	50	0	7.7	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 826
q294_4) What do you think is the best feature of each of the following moist snuff brands?
- Hawken

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Hawken/ Not Most Often (Unwtd)	2	2	2	2	2	0	1	2	0
Base - Currently Purchase Hawken/ Not Most Often (Wgtd)	2	2	2	2	2	0	1	2	0
Eff Base	2	2	2	2	2	0	1	2	0
Flavor	49.9	49.9	49.9	49.9	49.9	0	100	49.9	0
Strength	50.1	50.1	50.1	50.1	50.1	0	0	50.1	0
Value	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0

Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 827
q294_5) What do you think is the best feature of each of the following moist snuff brands?
- Husky

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Husky/ Not Most Often (Unwtd)	2	2	1	1	1	0	1	2	0
Base - Currently Purchase Husky/ Not Most Often (Wgtd)	2	2	1	1	1	0	1	2	0
Eff Base	2	2	1	1	1	0	1	2	0
Flavor	49.8	49.8	100	100	100	0	100	49.8	0
Strength	0	0	0	0	0	0	0	0	0
Value	50.2	50.2	0	0	0	0	0	50.2	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 828
q294_6) What do you think is the best feature of each of the following moist snuff brands?
- Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kayak/ Not Most Often (Unwtd)	3	2	1	1	1	0	2	3	0
Base - Currently Purchase Kayak/ Not Most Often (Wgtd)	3	2	1	1	1	0	2	3	0
Eff Base	3	2	1	1	1	0	2	3	0
Flavor	66.7	100	100	100	100	0	100	66.7	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	0	0
Quality	33.3	0	0	0	0	0	0	33.3	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 829
q294_7) What do you think is the best feature of each of the following moist snuff brands?
- Longhorn

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Longhorn/ Not Most Often (Unwtd)	10	5	3	3	3	1	1	11	0
Base - Currently Purchase Longhorn/ Not Most Often (Wgtd)	10	5	3	3	3	1	1	11	0
Eff Base	10	5	3	3	3	1	1	11	0
Flavor	20	39.9	66.7	66.7	66.7	100	100	18.1	0
Strength	10	20.1	0	0	0	0	0	9.1	0

Value	50	0	0	0	0	0	0	54.5	0
Quality	20	40	33.3	33.3	33.3	0	0	18.2	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 830
q294_9) What do you think is the best feature of each of the following moist snuff brands?
- Red Man

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man/ Not Most Often (Unwtd)	5	4	2	2	2	1	2	5	0
Base - Currently Purchase Red Man/ Not Most Often (Wgtd)	5	4	2	2	2	1	2	5	0
Eff Base	5	4	2	2	2	1	2	5	0
Flavor	39.8	24.9	50	50	50	0	50	39.8	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	0	0
Quality	20.1	25.2	0	0	0	0	0	20.1	0
Heritage/ Authenticity	40	50	50	50	50	100	50	40	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 831
q294_10) What do you think is the best feature of each of the following moist snuff brands?
- Red Seal

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Seal/ Not Most Often (Unwtd)	4	3	1	1	1	0	1	4	0
Base - Currently Purchase Red Seal/ Not Most Often (Wgtd)	4	3	1	1	1	0	1	4	0
Eff Base	4	3	1	1	1	0	1	4	0
Flavor	75	66.5	100	100	100	0	100	75	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	0	0
Quality	25	33.5	0	0	0	0	0	25	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 832
q294_12) What do you think is the best feature of each of the following moist snuff brands?
- Silver Creek

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Silver Creek/ Not Most Often (Unwtd)	2	2	1	1	1	0	2	2	0

Base - Currently Purchase Silver Creek/ Not Most Often (Wgtd)	2	2	1	1	1	0	2	2	0
Eff Base	2	2	1	1	1	0	2	2	0
Flavor	100	100	100	100	100	0	100	100	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 833
q294_13) What do you think is the best feature of each of the following moist snuff brands?
- Skoal

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal/ Not Most Often (Unwtd)	7	3	1	1	1	0	3	9	0
Base - Currently Purchase Skoal/ Not Most Often (Wgtd)	7	3	1	1	1	0	3	9	0
Eff Base	7	3	1	1	1	0	3	9	0
Flavor	28.5	66.6	100	100	100	0	66.8	44.5	0
Strength	14.4	0	0	0	0	0	0	11.2	0
Value	14.4	0	0	0	0	0	0	11.2	0
Quality	42.7	33.4	0	0	0	0	33.2	33.2	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 834
q294_14) What do you think is the best feature of each of the following moist snuff brands?
- Swisher

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Swisher/ Not Most Often (Unwtd)	2	1	1	1	1	0	1	3	0
Base - Currently Purchase Swisher/ Not Most Often (Wgtd)	2	1	1	1	1	0	1	3	0
Eff Base	2	1	1	1	1	0	1	3	0
Flavor	49.9	100	100	100	100	0	100	33.3	0
Strength	50.1	0	0	0	0	0	0	33.5	0
Value	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	33.2	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 835
q294_15) What do you think is the best feature of each of the following moist snuff brands?
- Timber Wolf

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Timber Wolf/ Not Most Often (Unwtd)	5	4	1	1	1	0	2	5	0
Base - Currently Purchase Timber Wolf/ Not Most Often (Wgtd)	5	4	1	1	1	0	2	5	0
Eff Base	5	4	1	1	1	0	2	5	0
Flavor	39.9	49.9	100	100	100	0	50	39.9	0
Strength	0	0	0	0	0	0	0	0	0
Value	39.9	24.9	0	0	0	0	50	39.9	0
Quality	20.1	25.2	0	0	0	0	0	20.1	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 836
q294_16) What do you think is the best feature of each of the following moist snuff brands?
- Skoal Xtra

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Xtra/ Not Most Often (Unwtd)	6	4	1	1	1	0	3	6	0
Base - Currently Purchase Skoal Xtra/ Not Most Often (Wgtd)	6	4	1	1	1	0	3	6	0
Eff Base	6	4	1	1	1	0	3	6	0
Flavor	49.9	49.9	100	100	100	0	33.2	49.9	0
Strength	0	0	0	0	0	0	0	0	0
Value	33.4	25.1	0	0	0	0	33.4	33.4	0
Quality	16.7	25	0	0	0	0	33.4	16.7	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 837
q294_17) What do you think is the best feature of each of the following moist snuff brands?
- Kodiak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kodiak/ Not Most Often (Unwtd)	4	4	1	1	1	0	2	4	0
Base - Currently Purchase Kodiak/ Not Most Often (Wgtd)	4	4	1	1	1	0	2	4	0
Eff Base	4	4	1	1	1	0	2	4	0
Flavor	50	50	100	100	100	0	50	50	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	50	50	0	0	0	0	50	50	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 838
q294_18) What do you think is the best feature of each of the following moist snuff brands?

- Renegades

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Renegades/ Not Most Often (Unwtd)	2	2	2	2	2	0	1	2	0
Base - Currently Purchase Renegades/ Not Most Often (Wgtd)	2	2	2	2	2	0	1	2	0
Eff Base	2	2	2	2	2	0	1	2	0
Flavor	49.9	49.9	49.9	49.9	49.9	0	100	49.9	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	50.1	50.1	50.1	50.1	50.1	0	0	50.1	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 840
q294_31) What do you think is the best feature of each of the following moist snuff brands?
- Stoker's

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Stoker's/ Not Most Often (Unwtd)	2	2	1	1	1	0	2	3	0
Base - Currently Purchase Stoker's/ Not Most Often (Wgtd)	2	2	1	1	1	0	2	3	0
Eff Base	2	2	1	1	1	0	2	3	0
Flavor	100	100	100	100	100	0	100	100	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 841
q294_20) What do you think is the best feature of each of the following moist snuff brands?
- Copenhagen Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Copenhagen Pouches/ Not Most Often (Unwtd)	7	7	2	2	2	1	3	7	0
Base - Currently Purchase Copenhagen Pouches/ Not Most Often (Wgtd)	7	7	2	2	2	1	3	7	0
Eff Base	7	7	2	2	2	1	3	7	0
Flavor	42.7	42.7	100	100	100	100	66.5	42.7	0
Strength	0	0	0	0	0	0	0	0	0
Value	28.7	28.7	0	0	0	0	0	28.7	0
Quality	14.2	14.2	0	0	0	0	0	14.2	0
Heritage/ Authenticity	14.4	14.4	0	0	0	0	33.5	14.4	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 842
q294_21) What do you think is the best feature of each of the following moist snuff brands?
- Grizzly Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Grizzly Pouches/ Not Most Often (Unwtd)	4	2	2	2	2	1	1	4	0
Base - Currently Purchase Grizzly Pouches/ Not Most Often (Wgtd)	4	2	2	2	2	1	1	4	0
Eff Base	4	2	2	2	2	1	1	4	0
Flavor	24.9	50	50	50	50	0	100	24.9	0
Strength	49.8	50	50	50	50	100	0	49.8	0
Value	25.3	0	0	0	0	0	0	25.3	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 843
q294_22) What do you think is the best feature of each of the following moist snuff brands?
- Longhorn Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Longhorn Pouches/ Not Most Often (Unwtd)	5	4	1	1	1	0	1	5	0
Base - Currently Purchase Longhorn Pouches/ Not Most Often (Wgtd)	5	4	1	1	1	0	1	5	0
Eff Base	5	4	1	1	1	0	1	5	0
Flavor	60.1	75	100	100	100	0	100	60.1	0
Strength	0	0	0	0	0	0	0	0	0
Value	20	25	0	0	0	0	0	20	0
Quality	19.9	0	0	0	0	0	0	19.9	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 844
q294_23) What do you think is the best feature of each of the following moist snuff brands?
- Renegades (Pouch)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Renegades (Pouch)/ Not Most Often (Unwtd)	1	1	1	1	1	0	1	1	0
Base - Currently Purchase Renegades (Pouch)/ Not Most Often (Wgtd)	1	1	1	1	1	0	1	1	0
Eff Base	1	1	1	1	1	0	1	1	0
Flavor	100	100	100	100	100	0	100	100	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 845
q294_24) What do you think is the best feature of each of the following moist snuff brands?
- Skoal Bandits

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Bandits/ Not Most Often (Unwtd)	7	5	1	1	1	0	3	7	0
Base - Currently Purchase Skoal Bandits/ Not Most Often (Wgtd)	7	5	1	1	1	0	3	7	0
Eff Base	7	5	1	1	1	0	3	7	0
Flavor	28.4	39.8	100	100	100	0	33.2	28.4	0
Strength	14.3	0	0	0	0	0	0	14.3	0
Value	14.3	0	0	0	0	0	0	14.3	0
Quality	14.3	20	0	0	0	0	33.4	14.3	0
Heritage/ Authenticity	28.7	40.2	0	0	0	0	33.5	28.7	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 846
q294_25) What do you think is the best feature of each of the following moist snuff brands?
- Skoal Pouches (other than Bandits)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Pouches (other than Bandits)/ Not Most Often (Unwtd)	5	3	2	2	2	1	1	5	0
Base - Currently Purchase Skoal Pouches (other than Bandits)/ Not Most Often (Wgtd)	5	3	2	2	2	1	1	5	0
Eff Base	5	3	2	2	2	1	1	5	0
Flavor	60.1	100	100	100	100	100	100	60.1	0
Strength	0	0	0	0	0	0	0	0	0
Value	20	0	0	0	0	0	0	20	0
Quality	19.9	0	0	0	0	0	0	19.9	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 847
q294_26) What do you think is the best feature of each of the following moist snuff brands?
- Timber Wolf Pouches

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Timber Wolf Pouches/ Not Most Often (Unwtd)	4	3	2	2	2	0	1	4	0
Base - Currently Purchase Timber Wolf Pouches/ Not Most Often (Wgtd)	4	3	2	2	2	0	1	4	0
Eff Base	4	3	2	2	2	0	1	4	0

Flavor	49.9	66.7	49.9	49.9	49.9	0	100	49.9	0
Strength	25.1	0	0	0	0	0	0	25.1	0
Value	25	33.3	50.1	50.1	50.1	0	0	25	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 848
q294_27) What do you think is the best feature of each of the following moist snuff brands?
- Skoal Xtra Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Xtra Pouches/ Not Most Often (Unwtd)	2	2	0	0	0	0	1	2	0
Base - Currently Purchase Skoal Xtra Pouches/ Not Most Often (Wgtd)	2	2	0	0	0	0	1	2	0
Eff Base	2	2	0	0	0	0	1	2	0
Flavor	49.9	49.9	0	0	0	0	0	49.9	0
Strength	0	0	0	0	0	0	0	0	0
Value	50.1	50.1	0	0	0	0	100	50.1	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 849
q294_28) What do you think is the best feature of each of the following moist snuff brands?
- Kodiak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kodiak Pouches/ Not Most Often (Unwtd)	5	4	2	2	2	0	1	5	0
Base - Currently Purchase Kodiak Pouches/ Not Most Often (Wgtd)	5	4	2	2	2	0	1	5	0
Eff Base	5	4	2	2	2	0	1	5	0
Flavor	39.9	49.9	50	50	50	0	100	39.9	0
Strength	0	0	0	0	0	0	0	0	0
Value	20.1	0	0	0	0	0	0	20.1	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	19.9	25	50	50	50	0	0	19.9	0
Other	20.1	25.1	0	0	0	0	0	20.1	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 850
q294_30) What do you think is the best feature of each of the following moist snuff brands?
- Kayak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Currently Purchase Kayak Pouches/ Not Most Often (Unwtd)	2	1	1	1	1	0	1	2	0
Base - Currently Purchase Kayak Pouches/ Not Most Often (Wgtd)	2	1	1	1	1	0	1	2	0
Eff Base	2	1	1	1	1	0	1	2	0
Flavor	100	100	100	100	100	0	100	100	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 852
q295_1) What do you think is the worst feature of each of the following moist snuff brands?
- Cougar

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Cougar/ Not Most Often (Unwtd)	3	3	1	1	1	0	1	4	0
Base - Currently Purchase Cougar/ Not Most Often (Wgtd)	3	3	1	1	1	0	1	4	0
Eff Base	3	3	1	1	1	0	1	4	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	24.9	0
Value	33.2	33.2	100	100	100	0	100	24.9	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	66.8	66.8	0	0	0	0	0	50.2	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 853
q295_2) What do you think is the worst feature of each of the following moist snuff brands?
- Copenhagen

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Copenhagen/ Not Most Often (Unwtd)	8	5	1	1	1	0	2	10	0
Base - Currently Purchase Copenhagen/ Not Most Often (Wgtd)	8	5	1	1	1	0	2	10	0
Eff Base	8	5	1	1	1	0	2	10	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	12.5	20	0	0	0	0	50.1	10	0
Value	37.4	19.9	100	100	100	0	49.9	40	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	12.5	0	0	0	0	0	0	10	0
Nothing	37.6	60.1	0	0	0	0	0	40	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 854
q295_3) What do you think is the worst feature of each of the following moist snuff brands?

- Grizzly

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Grizzly/ Not Most Often (Unwtd)	11	8	3	3	3	2	4	13	0
Base - Currently Purchase Grizzly/ Not Most Often (Wgtd)	11	8	3	3	3	2	4	13	0
Eff Base	11	8	3	3	3	2	4	13	0
Flavor	9.1	12.6	0	0	0	0	25.1	7.7	0
Strength	9.1	0	0	0	0	0	25	15.4	0
Value	18.2	25	66.7	66.7	66.7	50	24.9	15.4	0
Quality	18.2	12.5	0	0	0	0	0	15.4	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	9.1	12.5	0	0	0	0	0	7.7	0
Nothing	36.3	37.5	33.3	33.3	33.3	50	25	38.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 855
q295_4) What do you think is the worst feature of each of the following moist snuff brands?
- Hawken

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Hawken/ Not Most Often (Unwtd)	2	2	2	2	2	0	1	2	0
Base - Currently Purchase Hawken/ Not Most Often (Wgtd)	2	2	2	2	2	0	1	2	0
Eff Base	2	2	2	2	2	0	1	2	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	49.9	49.9	49.9	49.9	49.9	0	100	49.9	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	50.1	50.1	50.1	50.1	50.1	0	0	50.1	0
Other	0	0	0	0	0	0	0	0	0
Nothing	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 856
q295_5) What do you think is the worst feature of each of the following moist snuff brands?
- Husky

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Husky/ Not Most Often (Unwtd)	2	2	1	1	1	0	1	2	0
Base - Currently Purchase Husky/ Not Most Often (Wgtd)	2	2	1	1	1	0	1	2	0
Eff Base	2	2	1	1	1	0	1	2	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	49.8	49.8	100	100	100	0	100	49.8	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	50.2	50.2	0	0	0	0	0	50.2	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 857
q295_6) What do you think is the worst feature of each of the following moist snuff brands?
- Kayak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kayak/ Not Most Often (Unwtd)	3	2	1	1	1	0	2	3	0
Base - Currently Purchase Kayak/ Not Most Often (Wgtd)	3	2	1	1	1	0	2	3	0
Eff Base	3	2	1	1	1	0	2	3	0
Flavor	33.3	0	0	0	0	0	0	33.3	0
Strength	0	0	0	0	0	0	0	0	0
Value	33.3	49.9	100	100	100	0	49.9	33.3	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	33.4	50.1	0	0	0	0	50.1	33.4	0
Other	0	0	0	0	0	0	0	0	0
Nothing	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 858
q295_7) What do you think is the worst feature of each of the following moist snuff brands?
- Longhorn

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Longhorn/ Not Most Often (Unwtd)	10	5	3	3	3	1	1	11	0
Base - Currently Purchase Longhorn/ Not Most Often (Wgtd)	10	5	3	3	3	1	1	11	0
Eff Base	10	5	3	3	3	1	1	11	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	10	0	0	0	0	0	0	18.1	0
Value	10	19.9	33.3	33.3	33.3	0	100	9.1	0
Quality	30	0	0	0	0	0	0	27.3	0
Heritage/ Authenticity	30	60	66.7	66.7	66.7	100	0	27.3	0
Other	0	0	0	0	0	0	0	0	0
Nothing	20	20.1	0	0	0	0	0	18.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 859
q295_9) What do you think is the worst feature of each of the following moist snuff brands?
- Red Man

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man/ Not Most Often (Unwtd)	5	4	2	2	2	1	2	5	0
Base - Currently Purchase Red Man/ Not Most Often (Wgtd)	5	4	2	2	2	1	2	5	0
Eff Base	5	4	2	2	2	1	2	5	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	19.9	24.9	50	50	50	0	50	19.9	0

Quality	19.9	24.9	50	50	50	100	50	19.9	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	19.9	0	0	0	0	0	0	19.9	0
Nothing	40.2	50.2	0	0	0	0	0	40.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 860
q295_10) What do you think is the worst feature of each of the following moist snuff brands?
- Red Seal

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Seal/ Not Most Often (Unwtd)	4	3	1	1	1	0	1	4	0
Base - Currently Purchase Red Seal/ Not Most Often (Wgtd)	4	3	1	1	1	0	1	4	0
Eff Base	4	3	1	1	1	0	1	4	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	50	33.2	100	100	100	0	100	50	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	50	66.8	0	0	0	0	0	50	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 861
q295_12) What do you think is the worst feature of each of the following moist snuff brands?
- Silver Creek

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Silver Creek/ Not Most Often (Unwtd)	2	2	1	1	1	0	2	2	0
Base - Currently Purchase Silver Creek/ Not Most Often (Wgtd)	2	2	1	1	1	0	2	2	0
Eff Base	2	2	1	1	1	0	2	2	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	50	50	100	100	100	0	50	50	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	50	50	0	0	0	0	50	50	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 862
q295_13) What do you think is the worst feature of each of the following moist snuff brands?
- Skoal

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Currently Purchase Skoal/ Not Most Often (Unwtd)	7	3	1	1	1	0	3	9	0
Base - Currently Purchase Skoal/ Not Most Often (Wgtd)	7	3	1	1	1	0	3	9	0
Eff Base	7	3	1	1	1	0	3	9	0
Flavor	14.4	0	0	0	0	0	0	11.2	0
Strength	28.4	0	0	0	0	0	0	22.1	0
Value	28.5	66.6	100	100	100	0	66.4	22.2	0
Quality	14.4	0	0	0	0	0	33.6	22.4	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	14.3	33.4	0	0	0	0	0	22.2	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 863
q295_14) What do you think is the worst feature of each of the following moist snuff brands?
- Swisher

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Swisher/ Not Most Often (Unwtd)	2	1	1	1	1	0	1	3	0
Base - Currently Purchase Swisher/ Not Most Often (Wgtd)	2	1	1	1	1	0	1	3	0
Eff Base	2	1	1	1	1	0	1	3	0
Flavor	50.1	0	0	0	0	0	0	33.5	0
Strength	0	0	0	0	0	0	0	33.2	0
Value	49.9	100	100	100	100	0	100	33.3	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 864
q295_15) What do you think is the worst feature of each of the following moist snuff brands?
- Timber Wolf

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Timber Wolf/ Not Most Often (Unwtd)	5	4	1	1	1	0	2	5	0
Base - Currently Purchase Timber Wolf/ Not Most Often (Wgtd)	5	4	1	1	1	0	2	5	0
Eff Base	5	4	1	1	1	0	2	5	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	19.9	24.9	100	100	100	0	50	19.9	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	80.1	75.1	0	0	0	0	50	80.1	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 865

q295_16) What do you think is the worst feature of each of the following moist snuff brands?
- Skoal Xtra

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Xtra/ Not Most Often (Unwtd)	6	4	1	1	1	0	3	6	0
Base - Currently Purchase Skoal Xtra/ Not Most Often (Wgtd)	6	4	1	1	1	0	3	6	0
Eff Base	6	4	1	1	1	0	3	6	0
Flavor	16.7	25.1	0	0	0	0	33.4	16.7	0
Strength	16.7	25	0	0	0	0	33.4	16.7	0
Value	16.6	24.9	100	100	100	0	33.2	16.6	0
Quality	16.7	0	0	0	0	0	0	16.7	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	33.3	25	0	0	0	0	0	33.3	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 866
q295_17) What do you think is the worst feature of each of the following moist snuff brands?
- Kodiak

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kodiak/ Not Most Often (Unwtd)	4	4	1	1	1	0	2	4	0
Base - Currently Purchase Kodiak/ Not Most Often (Wgtd)	4	4	1	1	1	0	2	4	0
Eff Base	4	4	1	1	1	0	2	4	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	24.9	24.9	100	100	100	0	50	24.9	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	75.1	75.1	0	0	0	0	50	75.1	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 867
q295_18) What do you think is the worst feature of each of the following moist snuff brands?
- Renegades

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Renegades/ Not Most Often (Unwtd)	2	2	2	2	2	0	1	2	0
Base - Currently Purchase Renegades/ Not Most Often (Wgtd)	2	2	2	2	2	0	1	2	0
Eff Base	2	2	2	2	2	0	1	2	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	49.9	49.9	49.9	49.9	49.9	0	100	49.9	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	50.1	50.1	50.1	50.1	50.1	0	0	50.1	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 869
q295_31) What do you think is the worst feature of each of the following moist snuff brands?
- Stoker's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Stoker's/ Not Most Often (Unwtd)	2	2	1	1	1	0	2	3	0
Base - Currently Purchase Stoker's/ Not Most Often (Wgtd)	2	2	1	1	1	0	2	3	0
Eff Base	2	2	1	1	1	0	2	3	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	50	50	100	100	100	0	50	33.2	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	50	50	0	0	0	0	50	66.8	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 870
q295_20) What do you think is the worst feature of each of the following moist snuff brands?
- Copenhagen Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Copenhagen Pouches/ Not Most Often (Unwtd)	7	7	2	2	2	1	3	7	0
Base - Currently Purchase Copenhagen Pouches/ Not Most Often (Wgtd)	7	7	2	2	2	1	3	7	0
Eff Base	7	7	2	2	2	1	3	7	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	14.2	14.2	50	50	50	0	33.2	14.2	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	85.8	85.8	50	50	50	100	66.8	85.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 871
q295_21) What do you think is the worst feature of each of the following moist snuff brands?
- Grizzly Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Grizzly Pouches/ Not Most Often (Unwtd)	4	2	2	2	2	1	1	4	0
Base - Currently Purchase Grizzly Pouches/ Not Most Often (Wgtd)	4	2	2	2	2	1	1	4	0
Eff Base	4	2	2	2	2	1	1	4	0

Flavor	25.3	0	0	0	0	0	0	25.3	0
Strength	0	0	0	0	0	0	0	0	0
Value	24.9	50	50	50	50	0	100	24.9	0
Quality	24.9	0	0	0	0	0	0	24.9	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	24.9	50	50	50	50	100	0	24.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 872
q295_22) What do you think is the worst feature of each of the following moist snuff brands?
- Longhorn Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Longhorn Pouches/ Not Most Often (Unwtd)	5	4	1	1	1	0	1	5	0
Base - Currently Purchase Longhorn Pouches/ Not Most Often (Wgtd)	5	4	1	1	1	0	1	5	0
Eff Base	5	4	1	1	1	0	1	5	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	39.9	49.9	100	100	100	0	100	39.9	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	19.9	0	0	0	0	0	0	19.9	0
Other	0	0	0	0	0	0	0	0	0
Nothing	40.2	50.1	0	0	0	0	0	40.2	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 873
q295_23) What do you think is the worst feature of each of the following moist snuff brands?
- Renegades (Pouch)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Renegades (Pouch)/ Not Most Often (Unwtd)	1	1	1	1	1	0	1	1	0
Base - Currently Purchase Renegades (Pouch)/ Not Most Often (Wgtd)	1	1	1	1	1	0	1	1	0
Eff Base	1	1	1	1	1	0	1	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	100	100	100	100	100	0	100	100	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 874
q295_24) What do you think is the worst feature of each of the following moist snuff brands?
- Skoal Bandits

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Bandits/ Not Most Often (Unwtd)	7	5	1	1	1	0	3	7	0
Base - Currently Purchase Skoal Bandits/ Not Most Often (Wgtd)	7	5	1	1	1	0	3	7	0
Eff Base	7	5	1	1	1	0	3	7	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	42.8	39.9	100	100	100	0	66.5	42.8	0
Quality	14.3	0	0	0	0	0	0	14.3	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	42.9	60.1	0	0	0	0	33.5	42.9	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 875
q295_25) What do you think is the worst feature of each of the following moist snuff brands?
- Skoal Pouches (other than Bandits)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Pouches (other than Bandits)/ Not Most Often (Unwtd)	5	3	2	2	2	1	1	5	0
Base - Currently Purchase Skoal Pouches (other than Bandits)/ Not Most Often (Wgtd)	5	3	2	2	2	1	1	5	0
Eff Base	5	3	2	2	2	1	1	5	0
Flavor	20	0	0	0	0	0	0	20	0
Strength	0	0	0	0	0	0	0	0	0
Value	39.9	33.3	50	50	50	0	100	39.9	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	40.1	66.7	50	50	50	100	0	40.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 876
q295_26) What do you think is the worst feature of each of the following moist snuff brands?
- Timber Wolf Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Timber Wolf Pouches/ Not Most Often (Unwtd)	4	3	2	2	2	0	1	4	0
Base - Currently Purchase Timber Wolf Pouches/ Not Most Often (Wgtd)	4	3	2	2	2	0	1	4	0
Eff Base	4	3	2	2	2	0	1	4	0
Flavor	25.1	0	0	0	0	0	0	25.1	0
Strength	0	0	0	0	0	0	0	0	0
Value	24.9	33.3	49.9	49.9	49.9	0	100	24.9	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	25	33.3	50.1	50.1	50.1	0	0	25	0
Other	0	0	0	0	0	0	0	0	0
Nothing	25	33.4	0	0	0	0	0	25	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 877
q295_27) What do you think is the worst feature of each of the following moist snuff brands?
- Skoal Xtra Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Skoal Xtra Pouches/ Not Most Often (Unwtd)	2	2	0	0	0	0	1	2	0
Base - Currently Purchase Skoal Xtra Pouches/ Not Most Often (Wgtd)	2	2	0	0	0	0	1	2	0
Eff Base	2	2	0	0	0	0	1	2	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	50.1	50.1	0	0	0	0	100	50.1	0
Other	0	0	0	0	0	0	0	0	0
Nothing	49.9	49.9	0	0	0	0	0	49.9	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 878
q295_28) What do you think is the worst feature of each of the following moist snuff brands?
- Kodiak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kodiak Pouches/ Not Most Often (Unwtd)	5	4	2	2	2	0	1	5	0
Base - Currently Purchase Kodiak Pouches/ Not Most Often (Wgtd)	5	4	2	2	2	0	1	5	0
Eff Base	5	4	2	2	2	0	1	5	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	19.9	24.9	50	50	50	0	100	19.9	0
Quality	40.1	25	50	50	50	0	0	40.1	0
Heritage/ Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Nothing	40	50.1	0	0	0	0	0	40	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 879
q295_30) What do you think is the worst feature of each of the following moist snuff brands?
- Kayak Pouches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Kayak Pouches/ Not Most Often (Unwtd)	2	1	1	1	1	0	1	2	0
Base - Currently Purchase Kayak Pouches/ Not Most Often (Wgtd)	2	1	1	1	1	0	1	2	0
Eff Base	2	1	1	1	1	0	1	2	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Value	49.9	100	100	100	100	0	100	49.9	0

Quality	0	0	0	0	0	0	0	0	0
Heritage/ Authenticity	50.1	0	0	0	0	0	0	50.1	0
Other	0	0	0	0	0	0	0	0	0
Nothing	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 881
q296) Assuming that your preferred moist snuff is out of stock when you arrive at the store, what would you do?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Go to another store so that I can get the moist snuff brand/flavor I want	30.2	29.3	25	26.3	27.8	27.2	22.4	30.2	0
Buy another type of the same moist snuff brand (i.e. Skoal Long Cut instead of Skoal Fine Cut)	15.7	18.7	16.7	15.8	16.7	18.2	17.2	16.1	0
Buy another flavor of the same moist snuff brand (i.e. Skoal Long Cut Straight instead of Skoal Long Cut Wintergreen)	18.3	20.3	20.9	15.8	16.7	18.2	24.1	18	0
Buy a different moist snuff brand of the same type (i.e. Timber Wolf Wintergreen instead of Skoal Wintergreen)	23.8	18.7	25	31.6	27.8	27.2	20.7	23.6	0
I would not buy any moist snuff at all on that occasion	11.9	13	12.5	10.5	11.1	9.1	15.5	12.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 882
q297.1_1) What percent of the time do you buy the following types of moist snuff containers?
- Single cans

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	169	89	19	14	13	8	41	220	0
Base - Uses Moist Snuff (Wgtd)	169	89	19	14	13	8	41	220	0
Eff Base	169	89	19	14	13	8	41	220	0
0	5.3	5.6	10.6	0	0	0	2.4	5.9	0
1%+ (Net)	94.7	94.4	89.4	100	100	100	97.6	94.1	0
1-9	1.8	3.4	0	0	0	0	0	1.8	0
10-19	3	3.4	5.2	7.1	7.7	0	0	4.1	0
20-29	12.4	11.2	15.8	21.4	23.1	25	17.1	10.5	0
30-39	16.6	14.6	10.5	7.1	7.7	12.5	19.5	15.4	0
40-49	8.3	11.2	10.5	7.1	7.7	12.5	12.2	6.8	0
50-59	16.5	17.9	15.8	21.5	23.1	12.5	14.6	15.9	0
60-69	2.4	1.1	0	0	0	0	4.9	2.3	0
70-79	5.3	6.7	10.5	14.3	15.4	25	7.3	5.9	0
80-89	5.3	4.5	5.3	7.2	7.8	12.6	4.9	5	0
90-100	23.1	20.2	15.8	14.3	7.7	0	17.1	26.4	0
101+	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0
Mean	52.47	50.45	47.11	51.81	48.11	49.42	52.19	54.31	0
Std. Dev.	31.75	31.59	32.26	28.85	26.34	21.96	27.99	32.9	0
Std. Err.	2.44	3.35	7.4	7.71	7.3	7.76	4.37	2.22	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 883
q297.1_2) What percent of the time do you buy the following types of moist snuff containers?
- By the roll (5 or 10 cans)

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	169	89	19	14	13	8	41	220	0
Base - Uses Moist Snuff (Wgtd)	169	89	19	14	13	8	41	220	0
Eff Base	169	89	19	14	13	8	41	220	0
0	21.3	19.1	15.8	14.3	7.7	0	14.6	23.2	0
1%+ (Net)	78.7	80.9	84.2	85.7	92.3	100	85.4	76.8	0
1-9	1.8	2.3	0	0	0	0	2.5	4.1	0
10-19	8.3	5.6	5.3	7.2	7.7	12.5	9.8	6.8	0
20-29	23.1	24.7	21.1	28.6	30.8	50.1	26.8	20.4	0
30-39	18.3	15.7	21	28.6	30.8	12.5	24.4	17.3	0
40-49	7.7	11.2	15.8	7.1	7.7	12.5	9.7	7.3	0
50-59	8.9	9	5.3	7.1	7.7	12.5	9.8	8.6	0
60-69	1.2	1.1	0	0	0	0	0	1.4	0
70-79	0.6	0	0	0	0	0	0	0.9	0
80-89	1.2	1.1	0	0	0	0	0	1.4	0
90-100	7.7	10.1	15.8	7.1	7.7	0	2.4	8.6	0
101+	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0
Mean	29.18	31.96	36.17	28.91	31.13	28.1	26.4	29.31	0
Std. Dev.	26.33	27.95	30.75	22.78	22.07	13.86	19.18	27.9	0
Std. Err.	2.03	2.96	7.05	6.09	6.12	4.9	3	1.88	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 884
q297.1_3) What percent of the time do you buy the following types of moist snuff containers?
- Tub containers

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	169	89	19	14	13	8	41	220	0
Base - Uses Moist Snuff (Wgtd)	169	89	19	14	13	8	41	220	0
Eff Base	169	89	19	14	13	8	41	220	0
0	42	41.6	42.2	35.7	30.8	25.1	26.8	49.1	0
1%+ (Net)	58	58.4	57.8	64.3	69.2	74.9	73.2	50.9	0
1-9	3	0	0	0	0	0	4.9	3.2	0
10-19	5.9	9	10.5	7.1	7.7	12.5	4.9	5.5	0
20-29	15.4	16.8	21.1	28.6	30.8	25	21.9	11.8	0
30-39	17.2	18	10.5	7.1	7.7	12.5	24.4	14.5	0
40-49	5.9	5.6	0	0	0	0	4.9	5.9	0
50-59	7.1	6.7	15.8	21.4	23.1	25	12.2	6.4	0
60-69	1.8	1.1	0	0	0	0	0	1.4	0
70-79	0.6	1.1	0	0	0	0	0	0.9	0
80-89	0	0	0	0	0	0	0	0.5	0
90-100	1.2	0	0	0	0	0	0	0.9	0
101+	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0
Mean	18.35	17.59	16.72	19.28	20.76	22.48	21.41	16.38	0
Std. Dev.	20.43	18.22	18.26	19.4	19.35	19.82	16.99	20.65	0
Std. Err.	1.57	1.93	4.19	5.18	5.37	7.01	2.65	1.39	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 885

q298) How many cans of moist snuff do you usually buy at a time for personal use?

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)		235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)		235	123	24	19	18	11	58	305	0
Eff Base		235	123	24	19	18	11	58	305	0
	1	24.7	27.6	16.6	15.8	11.1	9.1	29.3	27.9	0
	2	24.3	20.3	20.9	21.1	22.2	27.3	32.7	24.6	0
	3	11.9	11.4	4.2	5.3	5.6	9.1	5.2	9.5	0
	4	9.8	12.2	29.2	26.4	27.8	27.3	13.8	7.9	0
	5	15.7	13	8.3	10.5	11.1	0	5.2	15.4	0
6+ (Net)		13.6	15.5	20.8	21	22.2	27.2	13.8	14.8	0
	6	3.4	5.7	12.5	15.8	16.7	27.2	6.9	2.9	0
	7	1.7	0.8	0	0	0	0	1.7	1.6	0
	8	0.8	0	0	0	0	0	0	0.7	0
	9	0	0	0	0	0	0	0	0.3	0
	10	4.3	5.7	4.2	0	0	0	1.7	4.9	0
	11	0.4	0	0	0	0	0	0	0.3	0
	12	0.8	0	0	0	0	0	0	1	0
	14	0	0	0	0	0	0	0	0.3	0
	15	1.3	2.4	4.2	5.3	5.5	0	1.7	1.3	0
	18	0.4	0.8	0	0	0	0	1.7	0.3	0
	20	0.4	0	0	0	0	0	0	1	0
Total		100	100	100	100	100	100	100	100	0
Mean		3.59	3.64	4.08	4.05	4.22	3.64	3.19	3.66	0
Std. Dev.		3.09	3.22	3.15	3.15	3.15	1.8	3.17	3.43	0
Std. Err.		0.2	0.29	0.64	0.72	0.74	0.54	0.42	0.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 886
q299) And, on average, about how much do you spend on moist snuff per week for personal use?

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)		235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)		235	123	24	19	18	11	58	305	0
Eff Base		235	123	24	19	18	11	58	305	0
	9-Jan	18.3	13.8	16.7	10.5	5.5	0	15.5	22	0
	19-Oct	17.9	20.3	12.5	15.8	16.7	27.2	15.5	20	0
20-29		15.3	19.5	0	0	0	0	15.5	16.4	0
30-39		10.6	9.7	4.2	5.3	5.5	9.1	8.6	9.5	0
40-49		5.5	6.5	16.7	15.8	16.7	9.2	3.4	4.6	0
50-59		11.1	8.1	25	26.3	27.8	18.1	10.3	9.8	0
60+		21.3	22	25	26.3	27.8	36.4	31	17.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		35.57	35.54	42.8	44.7	46.96	47.47	40.56	32.23	0
Std. Dev.		30.21	29.36	26.38	26.04	24.8	27.69	31.18	30.26	0
Std. Err.		1.97	2.65	5.39	5.97	5.85	8.35	4.09	1.73	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 887
q300) At what kind of stores do you typically buy your moist snuff?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Convenience store/gas station	36.6	35	29.2	31.6	27.8	27.3	25.9	38.7	0
Supermarket (e.g. Kroger, A&P, Food Lion, etc.)	22.1	26	41.7	47.4	50	54.6	25.9	20.3	0
Discount tobacco store/smoke shop	18.7	21.2	33.4	31.6	33.3	27.3	13.8	21	0
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	18.3	20.3	20.8	26.3	27.8	36.4	22.4	15.4	0
Discount store (K-Mart, Wal-Mart, etc.)	17	18.7	29.1	36.8	38.9	27.3	20.7	17.1	0
Small grocery store	17	17.9	25	26.3	27.8	27.3	20.7	15.4	0
Liquor store	14.9	16.3	16.7	21.1	22.2	27.3	17.2	13.1	0
Tobacconist (high end tobacco shop)	14.9	16.3	25	21.1	22.2	18.2	19	12.1	0
Drug store	14.4	17.1	20.8	26.3	27.7	18.2	17.2	11.8	0
Internet	13.6	14.6	29.1	36.8	38.8	27.2	15.5	11.1	0
Restaurant	11.1	14.6	37.5	42.1	44.5	45.5	17.2	8.8	0
Bar	9.3	12.2	16.7	21.1	22.3	18.3	8.6	8.5	0
Military store	6.4	5.7	8.3	10.5	11.1	9.1	8.6	5.2	0
Hunting/fishing supply store	6.4	5.7	4.2	5.3	5.5	0	6.9	6.5	0
Other	0	0	0	0	0	0	0	0	0
Don't know/no answer	0.8	0	0	0	0	0	0	0.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 888
q301) At what kind of store do you most often buy moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Convenience store/gas station	28.1	26	20.8	21	16.7	18.2	15.6	29.8	0
Drug store	8.5	9.7	4.2	5.3	5.5	9.1	8.6	6.5	0
Discount store (K-Mart, Wal-Mart, etc.)	8.1	8.1	8.3	10.5	11.1	0	10.4	9.2	0
Tobacconist (high end tobacco shop)	7.2	8.1	8.3	0	0	0	12.1	5.6	0
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	7.2	8.9	12.5	15.8	16.7	27.2	10.3	6.6	0
Discount tobacco store/smoke shop	6.8	4.1	8.4	5.3	5.5	0	1.7	9.9	0
Supermarket (e.g. Kroger, A and P, Food Lion, etc.)	6.8	9.8	16.7	21.1	22.3	36.4	10.3	7.5	0
Small grocery store	6	5.7	4.2	5.3	5.6	0	8.6	5.6	0
Liquor store	5.5	4.9	4.2	5.3	5.6	9.1	8.6	5.6	0
Bar	4.2	4.9	0	0	0	0	3.4	4.3	0
Internet	3	2.4	4.2	5.3	5.5	0	1.7	2.3	0
Restaurant	3	4.1	8.3	5.3	5.5	0	6.9	2.3	0
Military store	2.1	1.6	0	0	0	0	1.7	1.6	0
Hunting/fishing supply store	2.1	1.6	0	0	0	0	0	2.3	0
Other	1.3	0	0	0	0	0	0	1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 889
q302) What is the main reason for buying moist snuff from the [Q301]? - IN
TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
The store has good prices for moist snuff	26.4	25.2	29.2	36.9	38.9	36.4	24.1	29.8	0
The store has a good moist snuff assortment	17.9	23.6	25	21.1	22.2	27.3	27.6	15.4	0
The store has fresh moist snuff	17	16.3	16.7	10.5	11.1	9.1	17.2	15.4	0

The store is the most convenient	31.5	26	25	26.3	22.2	18.2	20.7	33.8	0
Other reason	0.4	0.8	0	0	0	0	0	0.3	0
Don't know	6.8	8.1	4.2	5.3	5.6	9.1	10.4	5.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 890
q302_1) What is the main reason for buying moist snuff from the [Q301]? - Supermarket

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Supermarket (Unwtd)	16	12	4	4	4	4	6	23	0
Base - Buys Most Often at Supermarket (Wgtd)	16	12	4	4	4	4	6	23	0
Eff Base	16	12	4	4	4	4	6	23	0
The store has good prices for moist snuff	31.3	41.7	50.1	50.1	50.1	50.1	49.9	34.8	0
The store has a good moist snuff assortment	25	25	25	25	25	25	16.7	21.7	0
The store has fresh moist snuff	12.5	16.7	24.9	24.9	24.9	24.9	16.7	8.7	0
The store is the most convenient	18.7	16.7	0	0	0	0	0	26	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	12.5	0	0	0	0	0	16.7	8.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 891
q302_2) What is the main reason for buying moist snuff from the [Q301]? - Small grocery store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Small grocery store (Unwtd)	14	7	1	1	1	0	5	17	0
Base - Buys Most Often at Small grocery store (Wgtd)	14	7	1	1	1	0	5	17	0
Eff Base	14	7	1	1	1	0	5	17	0
The store has good prices for moist snuff	14.3	0	0	0	0	0	0	11.8	0
The store has a good moist snuff assortment	28.5	28.6	0	0	0	0	59.9	23.5	0
The store has fresh moist snuff	42.9	57.2	100	100	100	0	40.1	41.2	0
The store is the most convenient	14.3	14.2	0	0	0	0	0	23.5	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 892
q302_3) What is the main reason for buying moist snuff from the [Q301]? - Convenience store/gas station

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Convenience store/gas station (Unwtd)	66	32	5	4	3	2	9	91	0
Base - Buys Most Often at Convenience store/gas station (Wgtd)	66	32	5	4	3	2	9	91	0
Eff Base	66	32	5	4	3	2	9	91	0
The store has good prices for moist snuff	24.2	25	20	25	33.3	49.9	11.1	26.3	0
The store has a good moist snuff assortment	10.7	15.7	0	0	0	0	22.3	8.8	0

The store has fresh moist snuff	9.1	12.5	0	0	0	0	22.3	9.9	0
The store is the most convenient	51.5	40.6	80	75	66.7	50.1	33.2	51.7	0
Other reason	1.5	3.1	0	0	0	0	0	1.1	0
Don't know	3	3.1	0	0	0	0	11.2	2.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 893
q302_4) What is the main reason for buying moist snuff from the [Q301]? - Drug store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Drug store (Unwtd)	20	12	1	1	1	1	5	20	0
Base - Buys Most Often at Drug store (Wgtd)	20	12	1	1	1	1	5	20	0
Eff Base	20	12	1	1	1	1	5	20	0
The store has good prices for moist snuff	25	33.2	0	0	0	0	19.9	25	0
The store has a good moist snuff assortment	20.1	25.1	0	0	0	0	60.1	20.1	0
The store has fresh moist snuff	20	16.7	0	0	0	0	20	20	0
The store is the most convenient	30	25	100	100	100	100	0	30	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	5	0	0	0	0	0	0	5	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 894
q302_5) What is the main reason for buying moist snuff from the [Q301]? - Tobacconist

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Tobacconist (Unwtd)	17	10	2	0	0	0	7	17	0
Base - Buys Most Often at Tobacconist (Wgtd)	17	10	2	0	0	0	7	17	0
Eff Base	17	10	2	0	0	0	7	17	0
The store has good prices for moist snuff	11.8	10	0	0	0	0	28.6	11.8	0
The store has a good moist snuff assortment	17.7	20	49.9	0	0	0	43	17.7	0
The store has fresh moist snuff	47	30	50.1	0	0	0	14.2	47	0
The store is the most convenient	17.7	30	0	0	0	0	0	17.7	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	5.9	10	0	0	0	0	14.3	5.9	0
Total	100	100	100	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 895
q302_6) What is the main reason for buying moist snuff from the [Q301]? - Discount store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Discount store (Unwtd)	19	10	2	2	2	0	6	28	0
Base - Buys Most Often at Discount store (Wgtd)	19	10	2	2	2	0	6	28	0
Eff Base	19	10	2	2	2	0	6	28	0
The store has good prices for moist snuff	47.5	50	50.1	50.1	50.1	0	33.3	53.7	0

The store has a good moist snuff assortment	21	19.9	49.9	49.9	49.9	0	16.6	14.2	0
The store has fresh moist snuff	0	0	0	0	0	0	0	0	0
The store is the most convenient	31.5	30	0	0	0	0	50.1	32.1	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 896
q302_7) What is the main reason for buying moist snuff from the [Q301]? - Discount tobacco store/smoke shop

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Discount tobacco store/smoke shop (Unwtd)	16	5	2	1	1	0	1	30	0
Base - Buys Most Often at Discount tobacco store/smoke shop (Wgtd)	16	5	2	1	1	0	1	30	0
Eff Base	16	5	2	1	1	0	1	30	0
The store has good prices for moist snuff	43.7	19.8	49.7	100	100	0	100	46.6	0
The store has a good moist snuff assortment	0	0	0	0	0	0	0	3.4	0
The store has fresh moist snuff	18.8	60.1	50.3	0	0	0	0	13.3	0
The store is the most convenient	37.5	20.1	0	0	0	0	0	36.7	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 897

q302_8) What is the main reason for buying moist snuff from the [Q301]? - Bar

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Bar (Unwtd)	10	6	0	0	0	0	2	13	0
Base - Buys Most Often at Bar (Wgtd)	10	6	0	0	0	0	2	13	0
Eff Base	10	6	0	0	0	0	2	13	0
The store has good prices for moist snuff	30	33.3	0	0	0	0	50	30.7	0
The store has a good moist snuff assortment	10	16.7	0	0	0	0	0	7.7	0
The store has fresh moist snuff	29.9	0	0	0	0	0	50	30.7	0
The store is the most convenient	20.1	33.4	0	0	0	0	0	23.2	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	10	16.6	0	0	0	0	0	7.7	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 898
q302_9) What is the main reason for buying moist snuff from the [Q301]? - Restaurant

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Restaurant (Unwtd)	7	5	2	1	1	0	4	7	0
Base - Buys Most Often at Restaurant (Wgtd)	7	5	2	1	1	0	4	7	0
Eff Base	7	5	2	1	1	0	4	7	0

The store has good prices for moist snuff	0	0	0	0	0	0	0	0	0
The store has a good moist snuff assortment	28.6	20	50	0	0	0	0	28.6	0
The store has fresh moist snuff	28.5	39.9	0	0	0	0	49.9	28.5	0
The store is the most convenient	28.6	20	50	100	100	0	25	28.6	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	14.4	20.1	0	0	0	0	25.1	14.4	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 899
q302_10) What is the main reason for buying moist snuff from the [Q301]? - Hunting/fishing supply store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Hunting/fishing supply store (Unwtd)	5	2	0	0	0	0	0	7	0
Base - Buys Most Often at Hunting/fishing supply store (Wgtd)	5	2	0	0	0	0	0	7	0
Eff Base	5	2	0	0	0	0	0	7	0
The store has good prices for moist snuff	40	50	0	0	0	0	0	28.5	0
The store has a good moist snuff assortment	40	50	0	0	0	0	0	42.8	0
The store has fresh moist snuff	20	0	0	0	0	0	0	14.3	0
The store is the most convenient	0	0	0	0	0	0	0	14.4	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 900
q302_11) What is the main reason for buying moist snuff from the [Q301]? - Liquor store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Liquor store (Unwtd)	13	6	1	1	1	1	5	17	0
Base - Buys Most Often at Liquor store (Wgtd)	13	6	1	1	1	1	5	17	0
Eff Base	13	6	1	1	1	1	5	17	0
The store has good prices for moist snuff	7.7	0	0	0	0	0	0	17.7	0
The store has a good moist snuff assortment	38.4	83.4	100	100	100	100	39.9	29.4	0
The store has fresh moist snuff	23.1	0	0	0	0	0	0	23.5	0
The store is the most convenient	23.1	0	0	0	0	0	60.1	23.5	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	7.7	16.6	0	0	0	0	0	5.9	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 901
q302_12) What is the main reason for buying moist snuff from the [Q301]? - Military store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Military store (Unwtd)	5	2	0	0	0	0	1	5	0
Base - Buys Most Often at Military store (Wgtd)	5	2	0	0	0	0	1	5	0

Eff Base	5	2	0	0	0	0	1	5	0
The store has good prices for moist snuff	40.1	50	0	0	0	0	100	40.1	0
The store has a good moist snuff assortment	20	50	0	0	0	0	0	20	0
The store has fresh moist snuff	19.9	0	0	0	0	0	0	19.9	0
The store is the most convenient	20	0	0	0	0	0	0	20	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 902
q302_13) What is the main reason for buying moist snuff from the [Q301]? - Wholesale outlet

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Wholesale outlet (Unwtd)	17	11	3	3	3	3	6	20	0
Base - Buys Most Often at Wholesale outlet (Wgtd)	17	11	3	3	3	3	6	20	0
Eff Base	17	11	3	3	3	3	6	20	0
The store has good prices for moist snuff	23.6	9.1	33.4	33.4	33.4	33.4	33.4	30.1	0
The store has a good moist snuff assortment	23.5	27.3	33.3	33.3	33.3	33.3	16.6	25	0
The store has fresh moist snuff	5.9	0	0	0	0	0	0	5	0
The store is the most convenient	23.5	27.3	0	0	0	0	16.7	20	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	23.5	36.4	33.3	33.3	33.3	33.3	33.3	20	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 903
q302_14) What is the main reason for buying moist snuff from the [Q301]? - Internet

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Internet (Unwtd)	7	3	1	1	1	0	1	7	0
Base - Buys Most Often at Internet (Wgtd)	7	3	1	1	1	0	1	7	0
Eff Base	7	3	1	1	1	0	1	7	0
The store has good prices for moist snuff	57.1	66.6	100	100	100	0	0	57.1	0
The store has a good moist snuff assortment	14.3	0	0	0	0	0	0	14.3	0
The store has fresh moist snuff	0	0	0	0	0	0	0	0	0
The store is the most convenient	14.3	0	0	0	0	0	100	14.3	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	14.4	33.4	0	0	0	0	0	14.4	0
Total	100	100	100	100	100	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 904
q302_15) What is the main reason for buying moist snuff from the [Q301]? - Other

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Buys Most Often at Other (Unwtd)	3	0	0	0	0	0	0	3	0

Base - Buys Most Often at Other (Wgtd)	3	0	0	0	0	0	0	3	0
Eff Base	3	0	0	0	0	0	0	3	0
The store has good prices for moist snuff	0	0	0	0	0	0	0	0	0
The store has a good moist snuff assortment	0	0	0	0	0	0	0	0	0
The store has fresh moist snuff	0	0	0	0	0	0	0	0	0
The store is the most convenient	33.5	0	0	0	0	0	0	33.5	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	66.5	0	0	0	0	0	0	66.5	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 905
q303) When you go to a store and purchase moist snuff, is that the primary reason for your shopping trip, or is moist snuff usually a secondary purchase?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Moist snuff is the primary reason for me to shop at a store	72.8	70	79.2	79	77.8	81.8	65.5	71.2	0
Moist snuff is usually a secondary purchase	27.2	30	20.8	21	22.2	18.2	34.5	28.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 906
q304) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
(1) Believe that brands which give promotional offers are selling either an inferior quality or old product	56.6	56.9	66.6	68.4	72.2	63.6	62.1	49.5	0
(2) Buy whatever is the lowest price	51	51.2	62.5	63.2	66.7	72.7	60.3	43.9	0
(3) Buy only your regular brand	69.4	66.7	66.7	63.2	61.1	45.5	63.8	71.5	0
(4) Switch brands for variety	52.8	52.1	62.5	68.4	72.2	63.6	58.6	46.9	0
(5) Have a consistent list of moist snuff brands that you choose from depending on the situation	68.9	69.1	79.2	79	83.3	81.8	67.3	65.6	0
(6) Look for special offers, prices, or promotions on brands (other than your most often brand)	61.3	61	62.5	68.4	72.2	63.7	63.8	56.1	0
(7) Know what you are going to buy when you go into the store	71.1	69.1	79.2	78.9	77.8	72.7	67.2	72.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 907
q304_1) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Believe that brands which give promotional offers are selling either an inferior quality or old product

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Uses Moist Snuff (Unwtd)		235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)		235	123	24	19	18	11	58	305	0
Eff Base		235	123	24	19	18	11	58	305	0
Top 2 Box (Net)		56.6	56.9	66.6	68.4	72.2	63.6	62.1	49.5	0
Agree Completely (1)		31.1	30.9	33.3	31.6	33.3	9.1	41.4	26.9	0
	2	25.5	26	33.3	36.9	38.9	54.5	20.7	22.6	0
Agree Somewhat (3)		15.3	16.3	12.5	15.8	16.6	18.2	15.5	16.4	0
Bottom 2 Box (Net)		28.1	26.8	20.9	15.8	11.1	18.2	22.4	34.1	0
	4	14.9	14.6	4.2	5.3	0	0	19	17	0
Disagree Completely (5)		13.2	12.2	16.7	10.5	11.1	18.2	3.5	17.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.54	2.51	2.38	2.26	2.17	2.64	2.22	2.75	0
Std. Dev.		1.4	1.38	1.44	1.28	1.25	1.29	1.27	1.45	0
Std. Err.		0.09	0.12	0.29	0.29	0.29	0.39	0.17	0.08	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 908
q304_2) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Buy whatever is the lowest price

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)		235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)		235	123	24	19	18	11	58	305	0
Eff Base		235	123	24	19	18	11	58	305	0
Top 2 Box (Net)		51	51.2	62.5	63.2	66.7	72.7	60.3	43.9	0
Agree Completely (1)		26	30.1	25	26.3	27.8	18.2	32.8	22	0
	2	25.1	21.1	37.5	36.9	38.9	54.5	27.6	22	0
Agree Somewhat (3)		15.3	16.3	8.3	10.5	11.1	9.1	17.2	17.7	0
Bottom 2 Box (Net)		33.6	32.5	29.2	26.3	22.2	18.2	22.4	38.4	0
	4	17.4	16.3	8.3	10.5	11.1	9.1	12.1	18	0
Disagree Completely (5)		16.2	16.3	20.9	15.8	11.1	9.1	10.4	20.4	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.73	2.68	2.63	2.53	2.39	2.36	2.4	2.93	0
Std. Dev.		1.43	1.46	1.5	1.43	1.33	1.21	1.34	1.45	0
Std. Err.		0.09	0.13	0.31	0.33	0.31	0.36	0.18	0.08	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 909
q304_3) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Buy only your regular brand

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)		235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)		235	123	24	19	18	11	58	305	0
Eff Base		235	123	24	19	18	11	58	305	0
Top 2 Box (Net)		69.4	66.7	66.7	63.2	61.1	45.5	63.8	71.5	0
Agree Completely (1)		42.1	43.9	54.2	47.4	50	36.3	41.4	44.9	0
	2	27.3	22.8	12.5	15.8	11.2	9.2	22.4	26.6	0
Agree Somewhat (3)		14.9	17.1	16.6	21	22.2	27.2	19	14.1	0
Bottom 2 Box (Net)		15.7	16.2	16.7	15.8	16.7	27.3	17.3	14.4	0
	4	9.4	8.1	8.3	10.5	11.1	18.2	10.4	9.2	0
Disagree Completely (5)		6.4	8.1	8.3	5.3	5.5	9.1	6.9	5.2	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.11	2.14	2.04	2.11	2.11	2.55	2.19	2.03	0
Std. Dev.		1.23	1.29	1.37	1.29	1.32	1.44	1.28	1.2	0

Std. Err.	0.08	0.12	0.28	0.3	0.31	0.43	0.17	0.07	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 910
q304_4) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Switch brands for variety

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Top 2 Box (Net)	52.8	52.1	62.5	68.4	72.2	63.6	58.6	46.9	0
Agree Completely (1)	28.9	34.1	45.8	47.3	50	36.3	36.2	24.9	0
2	23.9	17.9	16.7	21.1	22.3	27.3	22.4	22	0
Agree Somewhat (3)	20.8	25.2	29.2	26.3	27.8	36.4	17.3	18	0
Bottom 2 Box (Net)	26.4	22.8	8.4	5.3	0	0	24.1	35.1	0
4	14	11.4	0	0	0	0	13.8	17.7	0
Disagree Completely (5)	12.3	11.4	8.4	5.3	0	0	10.3	17.4	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.57	2.48	2.09	1.95	1.78	2	2.4	2.81	0
Std. Dev.	1.36	1.36	1.25	1.13	0.88	0.89	1.38	1.43	0
Std. Err.	0.09	0.12	0.25	0.26	0.21	0.27	0.18	0.08	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 911
q304_5) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Have a consistent list of moist snuff brands that you choose from depending on the situation

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)	235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)	235	123	24	19	18	11	58	305	0
Eff Base	235	123	24	19	18	11	58	305	0
Top 2 Box (Net)	68.9	69.1	79.2	79	83.3	81.8	67.3	65.6	0
Agree Completely (1)	40.4	41.5	54.2	52.7	55.6	54.6	37.9	37.7	0
2	28.5	27.7	25	26.3	27.8	27.2	29.3	27.9	0
Agree Somewhat (3)	12.3	13.8	8.3	10.5	11.1	9.1	12.1	14.1	0
Bottom 2 Box (Net)	18.7	17	12.5	10.5	5.5	9.1	20.7	20.3	0
4	9.3	7.3	8.3	5.3	0	0	12	8.8	0
Disagree Completely (5)	9.4	9.7	4.2	5.3	5.5	9.1	8.6	11.5	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.19	2.16	1.83	1.84	1.72	1.82	2.24	2.28	0
Std. Dev.	1.31	1.31	1.17	1.17	1.07	1.25	1.32	1.35	0
Std. Err.	0.09	0.12	0.24	0.27	0.25	0.38	0.17	0.08	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 912
q304_6) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Look for special offers, prices, or promotions on brands (other than your most often brand)

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)		235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)		235	123	24	19	18	11	58	305	0
Eff Base		235	123	24	19	18	11	58	305	0
Top 2 Box (Net)		61.3	61	62.5	68.4	72.2	63.7	63.8	56.1	0
Agree Completely (1)		31.9	38.2	37.4	42.1	44.4	36.3	32.8	28.5	0
	2	29.4	22.8	25	26.4	27.8	27.3	31	27.5	0
Agree Somewhat (3)		17	17.1	20.8	21	22.2	27.2	17.3	17.4	0
Bottom 2 Box (Net)		21.7	22	16.7	10.5	5.6	9.1	19	26.6	0
	4	11.5	11.4	8.3	10.5	5.6	9.1	13.8	13.1	0
Disagree Completely (5)		10.2	10.6	8.4	0	0	0	5.2	13.5	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.39	2.33	2.25	2	1.89	2.09	2.28	2.55	0
Std. Dev.		1.31	1.37	1.3	1.05	0.96	1.04	1.21	1.38	0
Std. Err.		0.09	0.12	0.26	0.24	0.23	0.31	0.16	0.08	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 913
q304_7) Thinking about when you purchase moist snuff, how much do you agree or disagree with the following statements?
- Know what you are going to buy when you go into the store

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Uses Moist Snuff (Unwtd)		235	123	24	19	18	11	58	305	0
Base - Uses Moist Snuff (Wgtd)		235	123	24	19	18	11	58	305	0
Eff Base		235	123	24	19	18	11	58	305	0
Top 2 Box (Net)		71.1	69.1	79.2	78.9	77.8	72.7	67.2	72.2	0
Agree Completely (1)		44.7	44.7	58.3	57.9	55.5	45.4	37.9	47.9	0
	2	26.4	24.4	20.8	21.1	22.3	27.3	29.3	24.3	0
Agree Somewhat (3)		16.6	18.7	16.7	15.8	16.6	18.2	22.4	16.4	0
Bottom 2 Box (Net)		12.3	12.2	4.2	5.3	5.6	9.1	10.3	11.5	0
	4	6.8	7.3	4.2	5.3	5.6	9.1	8.6	6.6	0
Disagree Completely (5)		5.5	4.9	0	0	0	0	1.7	4.9	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.02	2.03	1.67	1.68	1.72	1.91	2.07	1.96	0
Std. Dev.		1.18	1.17	0.92	0.95	0.96	1.04	1.06	1.16	0
Std. Err.		0.08	0.11	0.19	0.22	0.23	0.31	0.14	0.07	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 914
q308) You indicated that you have formerly used moist snuff. The following questions in this section will ask you about your
past moist snuff usage. To quit means not using moist snuff for at least three months, except for temporary slip of a day
or two. How many times have you quit using moist snuff?

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Former Moist Snuff (Unwtd)		393	44	8	6	5	5	43	358	304
Base - Former Moist Snuff (Wgtd)		393	44	8	6	5	5	43	358	304
Eff Base		393	44	8	6	5	5	43	358	304
	0	13.5	22.7	25	33.3	40	40	11.6	14.8	9.2
	1	52.9	31.8	25	33.4	20	20	41.9	46.9	72.4
	2	15.8	18.2	12.4	16.6	20	20	20.9	19	7.9
	3	8.4	13.6	12.5	16.7	20	20	4.7	8.7	5.9

4	1.8	0	0	0	0	0	0	2.5	0.3
5	3.3	9.1	12.6	0	0	0	11.6	3.4	2.6
6+ (Net)	4.3	4.6	12.5	0	0	0	9.3	4.7	1.6
6	0.3	0	0	0	0	0	0	0.3	0.7
7	1	2.3	0	0	0	0	4.7	0.8	0.3
8	0.3	2.3	12.5	0	0	0	0	0.3	0
10	1	0	0	0	0	0	2.3	0.8	0.3
11-20	1.5	0	0	0	0	0	0	2	0
21-30	0.3	0	0	0	0	0	2.3	0.6	0.3
Total	100	100	100	100	100	100	100	100	100
Mean	1.86	1.89	2.5	1.17	1.2	1.2	2.7	2.03	1.37
Std. Dev.	2.74	1.91	2.78	1.17	1.3	1.3	4.11	3.17	1.69
Std. Err.	0.14	0.29	0.98	0.48	0.58	0.58	0.63	0.17	0.1

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 915
q310) How old were you the first and last time you quit using moist snuff? - First Time

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	38	305	276
Eff Base	340	34	6	4	3	3	38	305	276
Less than 18 years	20.6	8.8	16.7	25.1	0	0	15.8	19	28.3
18 - 24 Years (Net)	42.6	38.2	16.6	25	33.3	33.3	36.8	43.6	42
18 years	9.7	2.9	0	0	0	0	13.1	10.8	10.9
19 years	8.2	5.9	0	0	0	0	7.9	8.2	6.5
20 years	6.2	11.7	0	0	0	0	2.6	5.2	6.9
21 years	7.3	5.9	0	0	0	0	10.5	8.2	4.3
22 years	5	2.9	0	0	0	0	0	4.6	5.1
23 years	3.2	5.9	16.6	25	33.3	33.3	0	3.3	4.7
24 years	2.9	2.9	0	0	0	0	2.6	3.3	3.6
25 - 34 Years (Net)	21.2	35.3	50	50	66.7	66.7	28.9	22.6	15.6
25 years	2.9	3	0	0	0	0	7.9	2.9	4
26 years	3.5	2.9	0	0	0	0	5.2	3.9	1.5
27 years	1.2	0	0	0	0	0	0	0.3	1.8
28 years	2.6	11.8	16.8	0	0	0	5.3	2.6	2.2
29 years	0.9	0	0	0	0	0	0	0.7	1.1
30 years	5	11.8	16.7	25	33.4	33.4	5.2	6.2	2.2
31 years	1.2	0	0	0	0	0	2.6	1.6	0.4
32 years	2.3	5.9	16.6	24.9	33.3	33.3	2.6	2.3	1.1
33 years	0.3	0	0	0	0	0	0	1.6	0.4
34 years	1.2	0	0	0	0	0	0	0.3	1.1
35 - 49 Years (Net)	12.1	17.7	16.7	0	0	0	15.8	12.8	10.9
35 years	2.4	0	0	0	0	0	2.6	3	1.5
36 years	1.8	5.9	0	0	0	0	5.3	1.6	1.1
37 years	0.3	0	0	0	0	0	0	0.3	0
38 years	1.2	2.9	0	0	0	0	2.6	1.3	0.4
39 years	0.9	0	0	0	0	0	0	0	1.1
40 years	1.2	0	0	0	0	0	2.6	1.6	1.8
41 years	0.6	5.9	16.7	0	0	0	0	1	0
42 years	0.9	0	0	0	0	0	0	0.7	1.1
43 years	0.9	2.9	0	0	0	0	0	1	0.4
44 years	0	0	0	0	0	0	0	0	0.7
45 years	0.9	0	0	0	0	0	0	0.7	1.8
46 years	0.9	0	0	0	0	0	2.6	1	0.4
48 years	0	0	0	0	0	0	0	0.7	0.4
49 years	0.3	0	0	0	0	0	0	0	0.4
50+ Years (Net)	3.5	0	0	0	0	0	2.6	2	3.3
50 years	1.2	0	0	0	0	0	0	1	0.7
51 years	0.9	0	0	0	0	0	0	0.3	0.7
52 years	0.3	0	0	0	0	0	2.6	0.3	0
55 years	0.3	0	0	0	0	0	0	0	0.4
56 years	0.3	0	0	0	0	0	0	0	0.4
58 years	0	0	0	0	0	0	0	0	0.4
59 years	0	0	0	0	0	0	0	0.3	0

60+ years	0.6	0	0	0	0	0	0	0	0.7
Total	100	100	100	100	100	100	100	100	100
Mean	24.67	26.47	28.33	25.24	28.33	28.33	25.27	24.49	23.71
Std. Dev.	9.42	7.64	8.45	7.28	4.73	4.73	8.99	8.7	9.72
Std. Err.	0.51	1.31	3.45	3.64	2.73	2.73	1.46	0.5	0.59

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 916
q311) How old were you the first and last time you quit using moist snuff? - Last Time

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	38	305	276
Eff Base	340	34	6	4	3	3	38	305	276
Less than 18 years	15	5.9	16.7	25.1	0	0	10.5	13.8	22.5
18 - 24 Years (Net)	34.1	32.3	0	0	0	0	28.9	33.4	37.3
18 years	5.6	2.9	0	0	0	0	7.9	5.6	8
19 years	5.9	2.9	0	0	0	0	2.6	4.6	6.5
20 years	3.8	5.9	0	0	0	0	2.6	3.6	6.2
21 years	6.8	5.9	0	0	0	0	5.3	7.9	3.6
22 years	4.7	3	0	0	0	0	0	3.3	5.4
23 years	4.7	8.8	0	0	0	0	10.5	5.9	4.7
24 years	2.6	2.9	0	0	0	0	0	2.6	2.9
25 - 34 Years (Net)	28.2	41.2	66.7	74.9	100	100	28.9	30.2	20.7
25 years	2.6	0	0	0	0	0	2.6	1.3	4
26 years	3.8	8.8	0	0	0	0	2.6	4.6	1.8
27 years	1.8	2.9	16.6	25	33.3	33.3	0	1.6	1.4
28 years	2.1	2.9	0	0	0	0	2.6	2	2.2
29 years	2.1	0	0	0	0	0	2.6	2	1.5
30 years	6.2	11.8	16.7	25	33.4	33.4	5.2	8.5	2.9
31 years	2.4	2.9	0	0	0	0	5.3	2.9	1.1
32 years	3.5	5.9	16.6	24.9	33.3	33.3	0	2.6	2.5
33 years	2.1	3	16.8	0	0	0	5.3	3.3	1.5
34 years	1.8	3	0	0	0	0	2.6	1.3	1.8
35 - 49 Years (Net)	17.4	17.7	16.7	0	0	0	23.7	19.7	14.9
35 years	3	0	0	0	0	0	5.3	4.3	1.1
36 years	1.8	0	0	0	0	0	2.6	1.6	1.8
37 years	0.9	3	0	0	0	0	2.6	1	0
38 years	1.5	5.9	0	0	0	0	2.6	2	0.4
39 years	2.1	0	0	0	0	0	0	1.3	1.8
40 years	1.5	0	0	0	0	0	5.3	1.6	3.3
41 years	0.3	3	0	0	0	0	0	0.7	0
42 years	0.9	0	0	0	0	0	0	0.3	1.5
43 years	1.8	5.9	16.7	0	0	0	0	2.6	0.4
44 years	0.6	0	0	0	0	0	0	1	0.7
45 years	0.9	0	0	0	0	0	0	0.7	1.8
46 years	1.5	0	0	0	0	0	5.3	2	0.4
48 years	0.6	0	0	0	0	0	0	0.7	1.1
49 years	0.3	0	0	0	0	0	0	0	0.7
50+ Years (Net)	5.3	2.9	0	0	0	0	7.9	2.9	4.7
50 years	0.9	2.9	0	0	0	0	0	1	0.4
51 years	0.9	0	0	0	0	0	0	0.3	0.7
52 years	0.9	0	0	0	0	0	5.3	0.7	0.4
54 years	0	0	0	0	0	0	0	0	0.4
55 years	0.6	0	0	0	0	0	0	0	0.7
56 years	0.6	0	0	0	0	0	0	0	0.7
57 years	0.3	0	0	0	0	0	0	0.3	0
58 years	0	0	0	0	0	0	0	0	0.4
59 years	0.3	0	0	0	0	0	0	0.3	0.4
60+ years	0.9	0	0	0	0	0	2.6	0.3	0.7
Total	100	100	100	100	100	100	100	100	100
Mean	27.61	28.56	30.17	26.24	29.67	29.67	30	27.52	25.97
Std. Dev.	10.5	8.4	8.8	7.14	2.52	2.52	11.36	9.59	10.86
Std. Err.	0.57	1.44	3.59	3.57	1.45	1.45	1.84	0.55	0.65

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 917
q312) Approximately how long did you use moist snuff before quitting? If you had used moist snuff for several periods, and
quit in between, we ask you to please state the total time you had used moist snuff. For example if you dipped for 5 years,
quit for 1 year, dipped for 2 more years and then quit - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	38	305	276
Eff Base	340	34	6	4	3	3	38	305	276
<1 Year - 9 Years (Net)	88.8	100	100	100	100	100	89.5	90.5	86.6
Less than 1 year	37.1	20.6	33.4	24.9	33.3	33.3	34.3	37.7	47.5
1 year	10.9	23.5	16.7	25	33.4	33.4	13.1	12.1	8.7
2 years	11.2	8.8	0	0	0	0	15.8	12.5	9
3 years	10	5.9	0	0	0	0	7.9	7.2	8.7
4 years	4.7	11.8	16.6	25	33.3	33.3	5.3	5.9	3.3
5 years	4.7	5.9	16.7	25.1	0	0	2.6	5.2	3.3
6 years	3.8	14.7	16.7	0	0	0	2.6	4.3	0.4
7 years	3.5	8.8	0	0	0	0	7.9	2.6	2.9
8 years	1.2	0	0	0	0	0	0	1.6	1.1
9 years	1.8	0	0	0	0	0	0	1.3	1.8
10 - 19 Years (Net)	6.5	0	0	0	0	0	5.3	6.6	6.5
10 years	3.2	0	0	0	0	0	5.3	2.9	3.3
11 years	0.6	0	0	0	0	0	0	0.7	0.4
12 years	0.3	0	0	0	0	0	0	1	0.4
13 years	0.6	0	0	0	0	0	0	0	0.7
14 years	0.3	0	0	0	0	0	0	0	0.4
15 years	1.2	0	0	0	0	0	0	1	0.7
17 years	0.3	0	0	0	0	0	0	0.3	0.7
18 years	0	0	0	0	0	0	0	0.7	0
20 - 39 Years (Net)	4.1	0	0	0	0	0	5.2	2.6	6.2
20 years	1.5	0	0	0	0	0	0	0.3	2.9
22 years	0	0	0	0	0	0	0	0.3	0.4
25 years	0.6	0	0	0	0	0	0	0.3	1.4
28 years	0.6	0	0	0	0	0	2.6	0.7	0
30 years	0.9	0	0	0	0	0	0	0.3	0.7
32 years	0	0	0	0	0	0	0	0	0.4
35 years	0.3	0	0	0	0	0	0	0.3	0
38 years	0	0	0	0	0	0	0	0	0.4
39 years	0.3	0	0	0	0	0	2.6	0.3	0
40+ Years (Net)	0.6	0	0	0	0	0	0	0.3	0.7
43 years	0.3	0	0	0	0	0	0	0	0.4
50 years	0	0	0	0	0	0	0	0.3	0
59 years	0.3	0	0	0	0	0	0	0	0.4
Total	100	100	100	100	100	100	100	100	100
Mean	4.13	2.96	2.83	2.63	1.83	1.83	4.19	3.68	4.18
Std. Dev.	6.87	2.36	2.46	2.21	1.89	1.89	7.59	5.99	7.49
Std. Err.	0.37	0.4	1.01	1.11	1.09	1.09	1.23	0.34	0.45

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 918
q313) At the time you quit using moist snuff, approximately how many cans of moist snuff did you use in a typical week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	38	305	276
Eff Base	340	34	6	4	3	3	38	305	276
Less than half a can	31.8	14.7	16.7	25	33.4	33.4	21.1	26.2	44.9
More than half, but less than 1 can	8.8	8.8	0	0	0	0	7.9	9.2	9.1
1 can	19.4	14.7	16.7	25.1	0	0	26.3	20.3	18.5
2 cans	15.9	17.6	0	0	0	0	7.9	17.1	15.6
3 cans	9.1	8.8	0	0	0	0	7.9	11.5	5.4
4 cans	4.4	8.8	33.4	25	33.3	33.3	7.9	4.6	1.4
5 cans	3.2	11.8	0	0	0	0	7.9	3.6	0.7
6 cans	1.5	11.7	16.7	0	0	0	2.6	2.3	0.4
7 cans	2.9	0	0	0	0	0	7.9	2.3	2.9
8 cans	0.9	0	0	0	0	0	0	1	0
9 cans	0.3	0	0	0	0	0	2.6	0.3	0.4
10+ (Net)	1.8	2.9	16.6	24.9	33.3	33.3	0	1.6	0.7
10 cans	0.9	0	0	0	0	0	0	0.3	0.7
11 cans	0	0	0	0	0	0	0	0	0
12 cans	0.3	0	0	0	0	0	0	0.3	0
13 cans	0.3	2.9	16.6	24.9	33.3	33.3	0	0.3	0
14 cans	0.3	0	0	0	0	0	0	0.3	0
15 cans	0	0	0	0	0	0	0	0	0
16 cans	0	0	0	0	0	0	0	0	0
17 cans	0	0	0	0	0	0	0	0	0
18 cans	0	0	0	0	0	0	0	0	0
19 cans	0	0	0	0	0	0	0	0	0
20 cans	0	0	0	0	0	0	0	0	0
21+ cans	0	0	0	0	0	0	0	0.3	0
Total	100	100	100	100	100	100	100	100	100
Mean	1.86	2.9	4.7	4.55	5.74	5.74	2.43	2.03	1.26
Std. Dev.	2.22	2.66	4.58	5.85	6.55	6.55	2.41	2.47	1.66
Std. Err.	0.12	0.46	1.87	2.93	3.78	3.78	0.39	0.14	0.1

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 919
q314) How long ago did you quit using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	38	305	276
Eff Base	340	34	6	4	3	3	38	305	276
Less than 3 months ago	6.5	17.6	33.3	25	33.4	33.4	10.5	7.2	1.8
Between 3 and 6 months ago	7.9	17.6	16.8	0	0	0	10.5	9.8	1.5
Between 7 and 12 months ago	10.6	23.6	16.6	25	33.3	33.3	5.3	12.8	4.7
1-2 years ago	14.1	17.6	16.6	24.9	33.3	33.3	21	11.8	9.1
3-4 years ago	8.8	5.9	0	0	0	0	7.9	10.2	3.6
6-10 years ago	15.3	8.8	0	0	0	0	15.8	15.4	11.9
More than 10 years ago	36.8	8.8	16.7	25.1	0	0	29	32.8	67.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 920
q315) Before finally quitting, had you ever tried to quit dipping before?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	38	305	276
Eff Base	340	34	6	4	3	3	38	305	276
No, I quit only this one time	65.3	47.1	33.3	50.1	33.4	33.4	57.9	63.3	77.2

Yes, one time previous to this time quitting	23.2	38.2	16.7	0	0	0	21	26.6	14.1
Yes, more than one time previous to this time quitting	11.5	14.7	50	49.9	66.6	66.6	21.1	10.2	8.7
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 921
q316) How many times, before finally quitting, had you tried to quit where you stopped using moist snuff or drastically cut
down on your dipping for at least a week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit More Than Once (Unwtd)	39	5	3	2	2	2	8	31	24
Base - Tried to Quit More Than Once (Wgtd)	39	5	3	2	2	2	8	31	24
Eff Base	39	5	3	2	2	2	8	31	24
I attempted to quit two times previous to finally quitting	46.1	60	33.2	50	50	50	37.6	41.9	49.9
I attempted to quit three times previous to finally quitting	28.2	40	66.8	50	50	50	37.5	35.5	12.6
I attempted to quit four or more times previous to finally quitting	25.6	0	0	0	0	0	24.9	22.6	37.5
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 922
q317) Did you return to moist snuff after the first time you quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quit Moist Snuff Previously (Unwtd)	118	18	4	2	2	2	16	112	63
Base - Quit Moist Snuff Previously (Wgtd)	118	18	4	2	2	2	16	112	63
Eff Base	118	18	4	2	2	2	16	112	63
I went back to using moist snuff	75.4	72.2	100	100	100	100	87.5	76.8	68.2
I did not go back to using moist snuff	24.6	27.8	0	0	0	0	12.5	23.2	31.8
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 923
q318) From the point when you quit moist snuff the first time, how many months passed before you returned to using moist snuff?

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using Moist Snuff (Unwtd)		89	13	4	2	2	2	14	86	43
Base - Went Back to Using Moist Snuff (Wgtd)		89	13	4	2	2	2	14	86	43
Eff Base		89	13	4	2	2	2	14	86	43
6 or Less (Net)		74.2	61.6	50.2	0	0	0	85.7	61.7	79
Less than 1		7.9	0	0	0	0	0	7.1	5.8	11.6
	1	9	7.7	0	0	0	0	14.3	8.1	9.3
	2	10.1	23.1	25.2	0	0	0	7.2	10.5	9.3
	3	14.6	7.7	0	0	0	0	28.6	16.3	11.6
	4	11.3	0	0	0	0	0	21.4	7	14
	5	6.7	7.7	0	0	0	0	0	4.7	4.6
	6	14.6	15.4	25	0	0	0	7.2	9.3	18.6
7-11 (Net)		13.5	30.7	24.9	50	50	50	0	19.7	0
	7	4.5	15.4	24.9	50	50	50	0	4.6	0

8	3.4	7.7	0	0	0	0	0	4.6	0
9	3.4	7.7	0	0	0	0	0	3.5	0
10	2.2	0	0	0	0	0	0	5.8	0
11	0	0	0	0	0	0	0	1.2	0
12-23 (Net)	6.7	7.7	24.9	50	50	50	14.3	12.8	11.6
12	1.1	0	0	0	0	0	0	4.7	2.3
13	2.2	7.7	24.9	50	50	50	7.1	2.3	0
14	0	0	0	0	0	0	7.1	0	2.3
15	1.1	0	0	0	0	0	0	1.2	0
16	0	0	0	0	0	0	0	1.2	0
17	1.1	0	0	0	0	0	0	0	4.7
18	1.1	0	0	0	0	0	0	2.3	0
21	0	0	0	0	0	0	0	1.2	0
23	0	0	0	0	0	0	0	0	2.3
24+	5.6	0	0	0	0	0	0	5.8	9.3
Total	100	100	100	100	100	100	100	100	100
Mean	6	5.46	6.98	10	10	10	4.39	6.99	6.96
Std. Dev.	6.1	3.45	4.55	0	0	0	4.12	6.53	7.85
Std. Err.	0.65	0.96	2.27	0	0	0	1.1	0.7	1.2

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 924
q319) How long were you able to quit using moist snuff the last time you attempted to quit (your most recent attempt to quit)?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	38	305	276
Eff Base	340	34	6	4	3	3	38	305	276
1 week or less	13.2	20.6	16.7	25	33.4	33.4	13.1	13.4	10.5
More than 1 week, but less than 1 month	10.6	26.4	33.3	25	33.3	33.3	5.3	11.5	3.6
1-3 months	12.1	14.7	16.8	0	0	0	18.4	13.4	6.2
4-6 months	8.5	14.7	0	0	0	0	21.1	10.2	3.3
7 months to 1 year	3.2	2.9	0	0	0	0	0	3.6	3.3
1-2 years	5.6	2.9	16.6	24.9	33.3	33.3	2.6	5.2	5.1
More than 2 years	46.8	17.6	16.7	25.1	0	0	39.5	42.6	68.1
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 925
q320) Did you return to moist snuff after the last time you quit?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	38	305	276
Eff Base	340	34	6	4	3	3	38	305	276
I went back to using moist snuff	23.5	41.2	66.7	49.9	66.6	66.6	39.5	25.9	7.2
I did not go back to using moist snuff	76.5	58.8	33.3	50.1	33.4	33.4	60.5	74.1	92.8
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 926
q321) How many months passed before you returned to moist snuff, after the last time you quit?

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Went Back to Using Moist Snuff (Unwtd)		80	14	4	2	2	2	15	79	20
Base - Went Back to Using Moist Snuff (Wgtd)		80	14	4	2	2	2	15	79	20
Eff Base		80	14	4	2	2	2	15	79	20
6 or Less (Net)		81.3	78.7	50.2	0	0	0	73.3	78.5	85
Less than 1		8.8	7.2	0	0	0	0	6.7	6.3	15
	1	5	14.2	0	0	0	0	20	7.6	5
	2	22.5	28.6	50.2	0	0	0	20	22.8	25
	3	16.2	0	0	0	0	0	0	19	10
	4	10	14.3	0	0	0	0	6.7	5.1	20
	5	11.2	14.3	0	0	0	0	6.6	10.1	5
	6	7.5	0	0	0	0	0	13.3	7.6	5
7-11 (Net)		8.7	14.2	24.9	50	50	50	13.3	12.7	5
	7	5	7.1	0	0	0	0	6.7	5.1	0
	8	3.7	7.1	24.9	50	50	50	0	3.8	0
	9	0	0	0	0	0	0	0	1.3	0
	10	0	0	0	0	0	0	6.7	2.5	5
	11	0	0	0	0	0	0	0	0	0
12-23 (Net)		6.3	7.1	24.9	50	50	50	13.3	5.1	10.1
	12	1.3	0	0	0	0	0	6.7	1.3	5
	13	0	0	0	0	0	0	0	0	0
	14	1.2	7.1	24.9	50	50	50	0	1.3	0
	15	2.5	0	0	0	0	0	0	1.3	5
	16	1.3	0	0	0	0	0	6.7	1.3	0
	17	0	0	0	0	0	0	0	0	0
	18	0	0	0	0	0	0	0	0	0
	19	0	0	0	0	0	0	0	0	0
	20	0	0	0	0	0	0	0	0	0
	21	0	0	0	0	0	0	0	0	0
	22	0	0	0	0	0	0	0	0	0
	23	0	0	0	0	0	0	0	0	0
24+		3.7	0	0	0	0	0	0	3.8	0
Total		100	100	100	100	100	100	100	100	100
Mean		4.97	4.1	6.48	11	11	11	5.03	5.03	4.13
Std. Dev.		5.34	3.64	5.74	0	0	0	4.61	5.32	3.94
Std. Err.		0.6	0.97	2.87	0	0	0	1.19	0.6	0.88

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 927
q322) When you restarted using moist snuff after you tried to quit moist snuff the last time, how old were you?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit At Least Once (Unwtd)	118	18	4	2	2	2	16	112	63
Base - Tried to Quit At Least Once (Wgtd)	118	18	4	2	2	2	16	112	63
Eff Base	118	18	4	2	2	2	16	112	63
Less than 18 years	5.9	0	0	0	0	0	0	1.8	12.7
18 - 24 Years (Net)	42.4	38.8	24.9	50	50	50	37.5	43.7	36.5
18 years	3.4	0	0	0	0	0	0	1.8	4.8
19 years	4.2	5.5	0	0	0	0	0	6.3	3.2
20 years	7.6	5.6	0	0	0	0	6.2	7.1	4.7
21 years	6.8	0	0	0	0	0	12.5	4.5	9.5
22 years	8.5	16.7	24.9	50	50	50	6.3	9.8	3.2
23 years	5.9	5.5	0	0	0	0	12.5	8	6.3
24 years	5.9	5.5	0	0	0	0	0	6.3	4.8
25 - 34 Years (Net)	35.6	38.9	50.1	50	50	50	31.3	33.9	31.8
25 years	4.2	5.5	0	0	0	0	6.2	2.7	7.9
26 years	8.5	5.6	0	0	0	0	0	4.5	9.6
27 years	1.7	0	0	0	0	0	0	1.8	3.2
28 years	4.2	11.1	0	0	0	0	0	3.6	3.2
29 years	2.5	0	0	0	0	0	0	2.7	0

30 years	7.6	0	0	0	0	0	12.4	9.8	4.8
31 years	1.7	0	0	0	0	0	0	3.6	0
32 years	2.5	5.5	24.9	50	50	50	0	2.7	0
33 years	0.9	5.6	25.2	0	0	0	6.3	0.9	1.6
34 years	1.7	5.6	0	0	0	0	6.3	1.8	1.6
35 - 49 Years (Net)	11	16.7	25	0	0	0	18.8	16.1	15.9
35 years	0.8	0	0	0	0	0	0	1.8	4.8
37 years	0	0	0	0	0	0	0	0	1.6
38 years	2.5	11.1	0	0	0	0	0	2.7	0
39 years	1.7	0	0	0	0	0	6.3	2.7	3.2
40 years	1.7	5.6	25	0	0	0	6.3	1.8	1.6
41 years	0	0	0	0	0	0	0	0	1.6
42 years	1.7	0	0	0	0	0	0	2.7	1.6
43 years	0	0	0	0	0	0	0	0.9	0
44 years	0.8	0	0	0	0	0	0	0	1.6
45 years	0	0	0	0	0	0	0	1.8	0
47 years	0.8	0	0	0	0	0	6.2	0.9	0
49 years	0.8	0	0	0	0	0	0	0.9	0
50+ Years (Net)	5.1	5.5	0	0	0	0	12.5	4.5	3.2
50 years	0.8	5.5	0	0	0	0	0	0.9	0
51 years	0.8	0	0	0	0	0	6.3	0.9	0
52 years	0	0	0	0	0	0	0	0.9	0
56 years	0.8	0	0	0	0	0	0	0	1.6
57 years	0.8	0	0	0	0	0	0	0.9	0
60+ years	1.7	0	0	0	0	0	6.2	0.9	1.6
Total	100	100	100	100	100	100	100	100	100
Mean	27.46	29.12	31.76	27	27	27	32.56	28.57	26.46
Std. Dev.	9.67	8.36	7.4	0	0	0	12.39	9.3	9.4
Std. Err.	0.89	1.97	3.7	0	0	0	3.1	0.88	1.18

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 928
q323) How long were you able to quit using moist snuff the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried Quitting More Than Once Previously (Unwtd)	39	5	3	2	2	2	8	31	24
Base - Tried Quitting More Than Once Previously (Wgtd)	39	5	3	2	2	2	8	31	24
Eff Base	39	5	3	2	2	2	8	31	24
1 week or less	10.2	0	0	0	0	0	0	6.4	20.8
More than 1 week, but less than 1 month	7.7	0	0	0	0	0	12.4	6.4	12.5
1-3 months	30.8	40	33.2	50	50	50	25.1	32.3	20.8
4-6 months	20.5	20.1	33.6	0	0	0	50.1	16.2	16.7
7 months to 1 year	5.1	0	0	0	0	0	0	9.7	4.2
1-2 years	12.8	19.9	33.2	50	50	50	0	12.9	12.6
More than 2 years	12.8	19.9	0	0	0	0	12.4	16.1	12.5
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 929
q324) Did you use any aids/substitutes (if any) for using moist snuff when you quit using moist snuff?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	38	305	276
Eff Base	340	34	6	4	3	3	38	305	276

Cigarettes	26.2	26.5	49.9	49.9	66.6	66.6	47.4	36.4	10.5
Snus	7.1	20.6	33.2	49.9	66.6	66.6	10.5	7.9	1.1
Loose leaf chewing tobacco	5.6	17.6	33.2	49.9	66.6	66.6	7.9	6.2	1.8
Other tobacco products	6.8	17.6	49.9	75	66.6	66.6	13.2	8.5	2.5
NRT (Net)	20.3	29.4	50	24.9	33.3	33.3	39.4	22.3	8.7
Nicotine patches	9.7	14.7	33.4	24.9	33.3	33.3	21.1	11.8	3.6
Nicotine chewing gum	14.1	20.6	33.5	0	0	0	26.3	14.8	6.1
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	0.9	0	0	0	0	0	2.6	1	0.4
Other aids/substitutes than above	1.5	0	0	0	0	0	2.6	1	1.1
I attempted to quit smoking without aids/substitutes	52.9	23.5	16.7	25	33.4	33.4	21.1	43	78.6

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 930
q325) What would you consider as your primary substitute after you quit using moist snuff?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	30	174	59
Eff Base	160	26	5	3	2	2	30	174	59
Cigarettes	49.4	30.8	59.8	66.6	100	100	53.4	55.7	45.8
Snus	7.5	15.4	0	0	0	0	3.3	6.9	3.4
Loose leaf chewing tobacco	4.4	11.5	0	0	0	0	0	3.4	3.4
Other tobacco products	8.1	15.4	20	33.4	0	0	6.7	6.3	11.9
NRT (Net)	27.5	26.9	20.1	0	0	0	33.3	25.9	30.5
Nicotine patches	8.7	7.7	20.1	0	0	0	13.4	9.2	10.2
Nicotine chewing gum	17.5	19.2	0	0	0	0	20	14.9	20.3
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	1.3	0	0	0	0	0	0	1.7	0
Other aids/substitutes than above	3.1	0	0	0	0	0	3.3	1.7	5.1
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 931
q326) Do you continue to use any of the aids/substitutes (if any) after you quit using moist snuff?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	30	174	59
Eff Base	160	26	5	3	2	2	30	174	59
Cigarettes	43.7	26.9	59.8	66.6	100	100	50	53.4	27.1
Snus	9.4	19.2	0	0	0	0	3.3	8.1	3.4
Loose leaf chewing tobacco	3.7	7.7	19.9	33.3	50	50	3.3	5.2	0
Other tobacco products	7.5	15.4	59.9	100	100	100	10	6.9	6.8
NRT (Net)	23.1	23.1	20.1	0	0	0	40	22.4	18.6
Nicotine patches	11.2	15.4	20.1	0	0	0	23.3	10.9	6.8
Nicotine chewing gum	15	11.5	0	0	0	0	26.6	13.8	13.6
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	0	0	0	0	0	0	0	0.6	0
Other aids/substitutes than above	2.5	0	0	0	0	0	3.3	1.7	3.4
No, I do not continue to use any aids/substitutes	20.6	26.9	0	0	0	0	0	13.8	42.4

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 932

q327) What was the total length of time you used moist snuff aids/substitutes while and/or after quitting moist snuff?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	30	174	59
Eff Base	160	26	5	3	2	2	30	174	59
1 week or less	14.4	19.2	20	0	0	0	13.3	12.6	13.6
More than 1 week, but less than 1 month	14.4	7.7	0	0	0	0	6.7	13.2	10.2
1-3 months	16.9	19.2	0	0	0	0	13.3	18.4	17
4-6 months	19.4	30.8	40.1	33.3	50	50	23.3	21.9	8.5
7 months to 1 year	8.1	3.8	0	0	0	0	13.3	6.9	10.1
1-2 years	6.9	7.7	19.9	33.3	50	50	0	6.3	15.3
More than 2 years	20	11.5	20	33.4	0	0	30	20.7	25.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 933
q328) How helpful/hindering was using [Q325] in helping you quit using moist snuff? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	30	174	59
Eff Base	160	26	5	3	2	2	30	174	59
Top 2 Box (Net)	77.5	84.6	80	66.6	100	100	96.7	81	67.8
Extremely helpful with quitting moist snuff (1)	33.1	30.7	39.9	66.6	100	100	53.4	37.9	32.2
Somewhat helpful with quitting moist snuff (2)	44.4	53.9	40.1	0	0	0	43.3	43.1	35.6
Neither helpful nor hindering with quitting moist snuff (3)	16.2	11.5	20	33.4	0	0	3.3	14.9	23.7
Bottom 2 Box (Net)	6.3	3.8	0	0	0	0	0	4	8.5
Somewhat hindering with quitting moist snuff (4)	3.7	0	0	0	0	0	0	3.4	3.4
Extremely hindering with quitting moist snuff (5)	2.5	3.8	0	0	0	0	0	0.6	5.1
Total	100	100	100	100	100	100	100	100	100
Mean	1.98	1.92	1.8	1.67	1	1	1.5	1.86	2.14
Std. Dev.	0.94	0.89	0.84	1.16	0	0	0.57	0.84	1.07
Std. Err.	0.07	0.17	0.37	0.67	0	0	0.1	0.06	0.14

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 934
q328_1) How helpful/hindering was using Cigarettes in helping you quit using moist snuff? - Cigarettes

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	79	8	3	2	2	2	16	97	27
Base - Attempted to Quit With Cigarettes (Wgtd)	79	8	3	2	2	2	16	97	27
Eff Base	79	8	3	2	2	2	16	97	27
Top 2 Box (Net)	77.2	100	100	100	100	100	93.8	81.5	63
Extremely helpful with quitting moist snuff (1)	38	50	66.6	100	100	100	56.3	43.3	37
Somewhat helpful with quitting moist snuff (2)	39.2	50	33.4	0	0	0	37.5	38.1	25.9
Neither helpful nor hindering with quitting moist snuff (3)	15.1	0	0	0	0	0	6.2	13.4	25.9
Bottom 2 Box (Net)	7.6	0	0	0	0	0	0	5.1	11.2
Somewhat hindering with quitting moist snuff (4)	5.1	0	0	0	0	0	0	5.1	3.7
Extremely hindering with quitting moist snuff (5)	2.6	0	0	0	0	0	0	0	7.5
Total	100	100	100	100	100	100	100	100	100

Mean	1.95	1.5	1.33	1	1	1	1.5	1.8	2.19
Std. Dev.	0.99	0.53	0.58	0	0	0	0.63	0.86	1.21
Std. Err.	0.11	0.19	0.33	0	0	0	0.16	0.09	0.23

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 935
q328_2) How helpful/hindering was using Snus in helping you quit using moist snuff? - Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Snus (Unwtd)	12	4	0	0	0	0	1	12	2
Base - Attempted to Quit With Snus (Wgtd)	12	4	0	0	0	0	1	12	2
Eff Base	12	4	0	0	0	0	1	12	2
Top 2 Box (Net)	100	100	0	0	0	0	100	100	100
Extremely helpful with quitting moist snuff (1)	41.7	49.9	0	0	0	0	100	41.7	50.1
Somewhat helpful with quitting moist snuff (2)	58.3	50.1	0	0	0	0	0	58.3	49.9
Neither helpful nor hindering with quitting moist snuff (3)	0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	0
Somewhat hindering with quitting moist snuff (4)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting moist snuff (5)	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	100
Mean	1.58	1.5	0	0	0	0	1	1.58	1.5
Std. Dev.	0.51	0.58	0	0	0	0	0	0.51	0.71
Std. Err.	0.15	0.29	0	0	0	0	0	0.15	0.5

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 936
q328_3) How helpful/hindering was using Loose leaf chewing tobacco in helping you quit using moist snuff? - Loose leaf chewing tobacco

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Loose leaf chewing tobacco (Unwtd)	7	3	0	0	0	0	0	6	2
Base - Attempted to Quit With Loose leaf chewing tobacco (Wgtd)	7	3	0	0	0	0	0	6	2
Eff Base	7	3	0	0	0	0	0	6	2
Top 2 Box (Net)	57.1	66.5	0	0	0	0	0	83.2	0
Extremely helpful with quitting moist snuff (1)	0	0	0	0	0	0	0	16.7	0
Somewhat helpful with quitting moist snuff (2)	57.1	66.5	0	0	0	0	0	66.6	0
Neither helpful nor hindering with quitting moist snuff (3)	28.6	33.5	0	0	0	0	0	16.8	50
Bottom 2 Box (Net)	14.3	0	0	0	0	0	0	0	50
Somewhat hindering with quitting moist snuff (4)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting moist snuff (5)	14.3	0	0	0	0	0	0	0	50
Total	100	100	0	0	0	0	0	100	100
Mean	2.71	2.33	0	0	0	0	0	2	4
Std. Dev.	1.11	0.58	0	0	0	0	0	0.63	0
Std. Err.	0.42	0.33	0	0	0	0	0	0.26	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 937
q328_4) How helpful/hindering was using Other tobacco products in helping you quit using moist snuff? - Other tobacco products

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other tobacco products (Unwtd)	13	4	1	1	0	0	2	11	7
Base - Attempted to Quit With Other tobacco products (Wgtd)	13	4	1	1	0	0	2	11	7
Eff Base	13	4	1	1	0	0	2	11	7
Top 2 Box (Net)	53.8	25	0	0	0	0	100	45.4	57.1
Extremely helpful with quitting moist snuff (1)	23.1	25	0	0	0	0	100	36.4	0
Somewhat helpful with quitting moist snuff (2)	30.7	0	0	0	0	0	0	9.1	57.1
Neither helpful nor hindering with quitting moist snuff (3)	38.5	50	100	100	0	0	0	45.5	42.9
Bottom 2 Box (Net)	7.7	25	0	0	0	0	0	9.1	0
Somewhat hindering with quitting moist snuff (4)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting moist snuff (5)	7.7	25	0	0	0	0	0	9.1	0
Total	100	100	100	100	0	0	100	100	100
Mean	2.39	3	3	3	0	0	1	2.36	2.43
Std. Dev.	1.12	1.63	0	0	0	0	0	1.29	0.53
Std. Err.	0.31	0.82	0	0	0	0	0	0.39	0.2

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 938
q328_5) How helpful/hindering was using Nicotine patches in helping you quit using moist snuff? - Nicotine patches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine patches (Unwtd)	14	2	1	0	0	0	4	16	6
Base - Attempted to Quit With Nicotine patches (Wgtd)	14	2	1	0	0	0	4	16	6
Eff Base	14	2	1	0	0	0	4	16	6
Top 2 Box (Net)	78.6	100	100	0	0	0	100	87.5	66.7
Extremely helpful with quitting moist snuff (1)	28.5	0	0	0	0	0	25	31.2	33.4
Somewhat helpful with quitting moist snuff (2)	50.1	100	100	0	0	0	75	56.3	33.3
Neither helpful nor hindering with quitting moist snuff (3)	7.1	0	0	0	0	0	0	6.2	16.6
Bottom 2 Box (Net)	14.3	0	0	0	0	0	0	6.2	16.7
Somewhat hindering with quitting moist snuff (4)	14.3	0	0	0	0	0	0	6.2	16.7
Extremely hindering with quitting moist snuff (5)	0	0	0	0	0	0	0	0	0
Total	100	100	100	0	0	0	100	100	100
Mean	2.07	2	2	0	0	0	1.75	1.88	2.17
Std. Dev.	1	0	0	0	0	0	0.5	0.81	1.17
Std. Err.	0.27	0	0	0	0	0	0.25	0.2	0.48

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 939
q328_6) How helpful/hindering was using Nicotine chewing gum in helping you quit using moist snuff? - Nicotine chewing gum

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine chewing gum (Unwtd)	28	5	0	0	0	0	6	26	12
Base - Attempted to Quit With Nicotine chewing gum (Wgtd)	28	5	0	0	0	0	6	26	12
Eff Base	28	5	0	0	0	0	6	26	12
Top 2 Box (Net)	85.7	100	0	0	0	0	100	88.5	83.3
Extremely helpful with quitting moist snuff (1)	25	19.9	0	0	0	0	33.3	23.1	33.3
Somewhat helpful with quitting moist snuff (2)	60.8	80.1	0	0	0	0	66.7	65.4	50.1
Neither helpful nor hindering with quitting moist snuff (3)	14.3	0	0	0	0	0	0	11.5	16.7
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	0
Somewhat hindering with quitting moist snuff (4)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting moist snuff (5)	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	100
Mean	1.89	1.8	0	0	0	0	1.67	1.88	1.83
Std. Dev.	0.63	0.45	0	0	0	0	0.52	0.59	0.72
Std. Err.	0.12	0.2	0	0	0	0	0.21	0.12	0.21

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 940
q328_7) How helpful/hindering was using Other Nicotine Replacement Therapy Products in helping you quit using moist snuff? - Other Nicotine Replacement Therapy Products

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Unwtd)	2	0	0	0	0	0	0	3	0
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Wgtd)	2	0	0	0	0	0	0	3	0
Eff Base	2	0	0	0	0	0	0	3	0
Top 2 Box (Net)	0	0	0	0	0	0	0	0	0
Extremely helpful with quitting moist snuff (1)	0	0	0	0	0	0	0	0	0
Somewhat helpful with quitting moist snuff (2)	0	0	0	0	0	0	0	0	0
Neither helpful nor hindering with quitting moist snuff (3)	100	0	0	0	0	0	0	100	0
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	0
Somewhat hindering with quitting moist snuff (4)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting moist snuff (5)	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0
Mean	3	0	0	0	0	0	0	3	0
Std. Dev.	0	0	0	0	0	0	0	0	0
Std. Err.	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 941

q328_8) How helpful/hindering was using Other aids/substitutes than above in helping you quit using moist snuff? - Other aids/substitutes than above

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other aids/substitutes than above (Unwtd)	5	0	0	0	0	0	1	3	3
Base - Attempted to Quit With Other aids/substitutes than above (Wgtd)	5	0	0	0	0	0	1	3	3
Eff Base	5	0	0	0	0	0	1	3	3
Top 2 Box (Net)	100	0	0	0	0	0	100	100	100
Extremely helpful with quitting moist snuff (1)	79.9	0	0	0	0	0	100	100	66.6
Somewhat helpful with quitting moist snuff (2)	20.1	0	0	0	0	0	0	0	33.4
Neither helpful nor hindering with quitting moist snuff (3)	0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	0
Somewhat hindering with quitting moist snuff (4)	0	0	0	0	0	0	0	0	0
Extremely hindering with quitting moist snuff (5)	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	100
Mean	1.2	0	0	0	0	0	1	1	1.33
Std. Dev.	0.45	0	0	0	0	0	0	0	0.58
Std. Err.	0.2	0	0	0	0	0	0	0	0.33

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 942
q329) Do you think you would've been able to quit using moist snuff without using [Q325] as an aide to quit dipping?
- IN TOTAL

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	30	174	59
Eff Base	160	26	5	3	2	2	30	174	59
Yes	66.2	65.4	79.9	100	100	100	56.6	64.4	66.1
No	33.8	34.6	20.1	0	0	0	43.4	35.6	33.9
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 943
q329_1) Do you think you would've been able to quit using moist snuff without using Cigarettes as an aide to quit dipping?
- Cigarettes

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Cigarettes (Unwtd)	79	8	3	2	2	2	16	97	27
Base - Attempted to Quit With Cigarettes (Wgtd)	79	8	3	2	2	2	16	97	27
Eff Base	79	8	3	2	2	2	16	97	27
Yes	62	74.9	100	100	100	100	50	58.7	74.1
No	38	25.1	0	0	0	0	50	41.3	25.9
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 944
q329_2) Do you think you would've been able to quit using moist snuff without using Snus as an aide to quit dipping?
- Snus

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Snus (Unwtd)	12	4	0	0	0	0	1	12	2
Base - Attempted to Quit With Snus (Wgtd)	12	4	0	0	0	0	1	12	2
Eff Base	12	4	0	0	0	0	1	12	2
Yes	75	100	0	0	0	0	100	75	50.1
No	25	0	0	0	0	0	0	25	49.9
Total	100	100	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 945
q329_3) Do you think you would've been able to quit using moist snuff without using Loose leaf chewing tobacco as an aide to quit dipping?
- Loose leaf chewing tobacco

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Loose leaf chewing tobacco (Unwtd)	7	3	0	0	0	0	0	6	2
Base - Attempted to Quit With Loose leaf chewing tobacco (Wgtd)	7	3	0	0	0	0	0	6	2
Eff Base	7	3	0	0	0	0	0	6	2

Yes	71.3	33.3	0	0	0	0	0	49.9	100
No	28.7	66.7	0	0	0	0	0	50.1	0
Total	100	100	0	0	0	0	0	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 946
q329_4) Do you think you would've been able to quit using moist snuff without using Other tobacco products as an aide to quit dipping?
- Other tobacco products

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other tobacco products (Unwtd)	13	4	1	1	0	0	2	11	7
Base - Attempted to Quit With Other tobacco products (Wgtd)	13	4	1	1	0	0	2	11	7
Eff Base	13	4	1	1	0	0	2	11	7
Yes	61.5	75.1	100	100	0	0	100	72.7	42.8
No	38.5	24.9	0	0	0	0	0	27.3	57.2
Total	100	100	100	100	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 947
q329_5) Do you think you would've been able to quit using moist snuff without using Nicotine patches as an aide to quit dipping?
- Nicotine patches

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine patches (Unwtd)	14	2	1	0	0	0	4	16	6
Base - Attempted to Quit With Nicotine patches (Wgtd)	14	2	1	0	0	0	4	16	6
Eff Base	14	2	1	0	0	0	4	16	6
Yes	71.4	0	0	0	0	0	24.9	68.7	66.6
No	28.6	100	100	0	0	0	75.1	31.3	33.4
Total	100	100	100	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 948
q329_6) Do you think you would've been able to quit using moist snuff without using Nicotine chewing gum as an aide to quit dipping?
- Nicotine chewing gum

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Nicotine chewing gum (Unwtd)	28	5	0	0	0	0	6	26	12
Base - Attempted to Quit With Nicotine chewing gum (Wgtd)	28	5	0	0	0	0	6	26	12
Eff Base	28	5	0	0	0	0	6	26	12
Yes	67.8	60	0	0	0	0	66.6	69.2	58.2
No	32.2	40	0	0	0	0	33.4	30.8	41.8
Total	100	100	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 949

q329_7) Do you think you would've been able to quit using moist snuff without using Other Nicotine Replacement Therapy Products as an aide to quit dipping?
- Other Nicotine Replacement Therapy Products

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Unwtd)	2	0	0	0	0	0	0	3	0
Base - Attempted to Quit With Other Nicotine Replacement Therapy Products (Wgtd)	2	0	0	0	0	0	0	3	0
Eff Base	2	0	0	0	0	0	0	3	0
Yes	100	0	0	0	0	0	0	100	0
No	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 950

q329_8) Do you think you would've been able to quit using moist snuff without using Other aids/substitutes than above as an aide to quit dipping?
- Other aids/substitutes than above

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Other aids/substitutes than above (Unwtd)	5	0	0	0	0	0	1	3	3
Base - Attempted to Quit With Other aids/substitutes than above (Wgtd)	5	0	0	0	0	0	1	3	3
Eff Base	5	0	0	0	0	0	1	3	3
Yes	79.9	0	0	0	0	0	100	100	66.6
No	20.1	0	0	0	0	0	0	0	33.4
Total	100	0	0	0	0	0	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 951
q330) Which of brand of moist snuff did you use most often before you quit using moist snuff? That is, which brand was your
main brand?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Attempted to Quit With Aids (Unwtd)	160	26	5	3	2	2	30	174	59
Base - Attempted to Quit With Aids (Wgtd)	160	26	5	3	2	2	30	174	59
Eff Base	160	26	5	3	2	2	30	174	59
Cougar	1.3	3.9	0	0	0	0	0	1.2	1.7
Copenhagen	16.2	19.2	0	0	0	0	6.7	13.8	25.4
Grizzly	3.1	3.8	20	33.4	0	0	3.3	4	3.4
Hawken	2.5	3.8	0	0	0	0	3.3	1.7	1.7
Husky	3.1	3.9	0	0	0	0	0	3.5	0
Kayak	3.1	7.7	20.1	0	0	0	3.4	4	0
Longhorn	3.7	0	0	0	0	0	3.3	3.4	0
Red Man	2.5	0	0	0	0	0	0	2.3	1.7
Red Seal	1.9	0	0	0	0	0	6.7	2.9	1.7
Rooster	0	0	0	0	0	0	0	0	0
Silver Creek	0.6	0	0	0	0	0	0	1.7	0

Skoal	18.1	11.5	0	0	0	0	36.7	19.6	20.4
Swisher	1.2	3.8	19.9	33.3	50	50	0	2.9	0
Timber Wolf	0.6	0	0	0	0	0	0	0.6	0
Copenhagen Pouches	6.3	7.7	20	0	0	0	6.6	4	8.5
Grizzly Pouches	5	7.7	0	0	0	0	3.3	4	3.4
Longhorn Pouches	3.1	3.8	0	0	0	0	0	2.3	1.7
Renegades (Pouch)	1.9	3.8	19.9	33.3	50	50	0	1.7	1.7
Stoker's	0	0	0	0	0	0	0	0	0
Skoal Bandits	5	0	0	0	0	0	0	4	5.1
Skoal Pouches (other than Bandits)	3.1	3.9	0	0	0	0	10	4	5.1
Timber Wolf Pouches	1.9	3.8	0	0	0	0	3.3	1.7	0
Skoal Xtra	0	0	0	0	0	0	0	1.7	0
Kodiak	5.6	7.7	0	0	0	0	6.7	6.3	5.1
Skoal Xtra Pouches	1.2	0	0	0	0	0	0	0	3.4
Kodiak Pouches	4.4	0	0	0	0	0	3.4	2.9	3.4
Renegades	1.2	3.8	0	0	0	0	0	0.6	1.7
Kayak Pouches	0	0	0	0	0	0	0	0	0
Stoker's	1.2	0	0	0	0	0	3.3	1.7	1.7
Other	0.6	0	0	0	0	0	0	0.6	1.7
Don't know/no answer	1.2	0	0	0	0	0	0	2.9	1.7
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 952
q331) Please tell us your main motivations(s) for quitting moist snuff.

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - True Former Moist Snuff (Unwtd)	340	34	6	4	3	3	38	305	276
Base - True Former Moist Snuff (Wgtd)	340	34	6	4	3	3	38	305	276
Eff Base	340	34	6	4	3	3	38	305	276
Price/Value (Net)	3.5	0	0	0	0	0	2.6	3.3	4.7
Price/expensive	3.2	0	0	0	0	0	2.6	3.3	4
To save money	0	0	0	0	0	0	0	0	0.4
Other mentions of price/value	0.3	0	0	0	0	0	0	0	0.4
Taste/Style (Net)	3.8	0	0	0	0	0	2.6	3.3	4.7
Dislike taste/style	3.8	0	0	0	0	0	2.6	3.3	4.7
Health Concerns (Net)	45.6	53	50.1	25	33.4	33.4	55.3	39.4	47.8
Cancer (Subnet)	6.2	8.8	0	0	0	0	10.5	5.6	6.2
Cancer/cancer concerns (Unspecified)	4.1	5.9	0	0	0	0	5.3	3.6	4
Fear of/have experienced dental/oral cancer	1.5	2.9	0	0	0	0	5.2	1.3	1.5
Other mentions of cancer	0.6	0	0	0	0	0	0	0.7	0.7
Respiratory (Subnet)	0.3	0	0	0	0	0	0	0.3	0.7
Shortness of breath/difficulty breathing	0.3	0	0	0	0	0	0	0.3	0
Other mentions of respiratory concerns/diseases	0	0	0	0	0	0	0	0	0.7
Other Specific Conditions (Subnet)	8.2	5.9	0	0	0	0	7.9	7.2	10.9
Made me feel sick/not feel well (Unspecified)	0.6	0	0	0	0	0	2.6	1	1.8
Dislike coughing/phlegm	0.3	2.9	0	0	0	0	0	0.3	0.4
Fear of/have experienced dental/oral diseases	6.5	2.9	0	0	0	0	5.2	5.9	7.2
Fear of/have experienced heart disease	0.3	0	0	0	0	0	0	0	0.4
Other mentions of other specific conditions	0.6	0	0	0	0	0	0	0	1.1
Other Health Concerns (Subnet)	31.5	38.3	50.1	25	33.4	33.4	36.9	26.9	31.5
Health/it's not healthy/trying to be/stay healthy (Unspecified)	30.3	38.3	50.1	25	33.4	33.4	34.2	26.2	29.3
Fear I will die/not live long	0.9	0	0	0	0	0	2.6	0.7	1.8
I am pregnant/want to become pregnant	0.3	0	0	0	0	0	0	0	0.4
Influences (Net)	5.9	2.9	0	0	0	0	10.5	6.6	6.5
Influenced by family/loved ones/children	5.3	2.9	0	0	0	0	10.5	6.6	4.7
Influenced by religious believes	0.3	0	0	0	0	0	0	0	0.7
Other mentions of influences	0.3	0	0	0	0	0	0	0	1.1
Miscellaneous	37.4	23.5	33.3	50	33.3	33.3	31.6	39.7	43.5
Bad habit/addicting	2.3	0	0	0	0	0	5.2	2.9	5.8
Dislike smell/odor	1.2	2.9	0	0	0	0	0	1	0.4
Interfered with lifestyle	1.8	2.9	0	0	0	0	0	2.6	2.5
It's dirty/messy	10.6	8.8	0	0	0	0	7.9	12.5	9.4
No interest/wasn't enjoying it/needed to quit	15.9	5.9	16.6	25	33.3	33.3	13.2	13.8	20.3
Prefer other products	2.9	0	0	0	0	0	0	3.9	2.5
Was an occasional user/not addicted	1.5	2.9	16.7	25.1	0	0	0	1	3.6

Misc. mentions of appearance	1.8	0	0	0	0	0	2.6	2	1.1
Other mentions	1.2	0	0	0	0	0	2.6	2.3	0.7
Don't know	0.3	0	0	0	0	0	0	1	0.4
Nothing	10.6	23.5	16.6	24.9	33.3	33.3	10.5	11.8	1.8

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 953
q335) You indicated that you currently or formerly used Nicotine Replacement Therapy Products. The following questions in this section will ask you about your current and past Nicotine Replacement Therapy Products usage. How long have you used or previously used Nicotine Replacement Therapy Products (nicotine patches, -chewing gum, -pills, -inhaler or similar)?If you have used Nicotine Replacement Therapy Products for several periods, and quit in between, we ask you to please state the total time you have used them. For example if you used Nicotine Replacement Therapy Products for 5 years, quit for 1 year, and have used them for the past 2 years

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	279	149	130
Eff Base	49	12	1	1	1	1	279	149	130
Less than 1 month	10.2	8.4	0	0	0	0	9.7	9.4	10
1-3 months	8.2	0	0	0	0	0	11.1	11.4	10.8
3-5 months	12.2	0	0	0	0	0	14.3	12.7	16.2
6-12 months	16.3	24.9	100	100	100	100	16.8	18.1	15.4
1 year	18.3	24.9	0	0	0	0	16.1	18.1	13.8
2 years	8.2	8.4	0	0	0	0	10	10.1	10
3 years	8.2	8.4	0	0	0	0	8.6	8.1	9.2
4 years	4.1	8.4	0	0	0	0	3.2	3.4	3.1
5+ Years (Net)	14.3	16.6	0	0	0	0	10	8.7	11.5
5 years	0	0	0	0	0	0	2.9	2.7	3.1
6 years	4.1	0	0	0	0	0	1.4	1.3	1.5
7 years	2	0	0	0	0	0	1.1	0.7	1.5
8 years	0	0	0	0	0	0	0	0	0
9 years	2	8.3	0	0	0	0	1.8	1.3	2.3
10+ years	6.1	8.4	0	0	0	0	2.9	2.7	3.1
Total	100	100	100	100	100	100	100	100	100
Mean	2.21	2.88	0.5	0.5	0.5	0.5	1.72	1.62	1.83
Std. Dev.	3.2	3.79	0	0	0	0	2.52	2.4	2.65
Std. Err.	0.46	1.09	0	0	0	0	0.15	0.2	0.23

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 954
q336) What brands have you EVER used in the past?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	279	149	130
Eff Base	49	12	1	1	1	1	279	149	130
Nicorette	49	41.7	0	0	0	0	49.8	55.1	43.8
Nicotrol	32.6	33.3	100	100	100	100	22.6	16.8	29.2
Chantix	30.6	50	100	100	100	100	25.8	30.8	20
Nicoderm	30.6	24.9	100	100	100	100	39.1	39.6	38.5
Generic nicotine gum	20.5	33.4	100	100	100	100	25.5	22.8	28.5
Habitrol	16.3	0	0	0	0	0	9	5.4	13.1
Zyban	12.3	16.7	0	0	0	0	11.5	10.7	12.3

Generic nicotine lozenges	12.2	8.3	0	0	0	0	11.8	13.4	10
Generic nicotine patches	8.2	0	0	0	0	0	15.4	13.5	17.7
Nicabate	6.1	16.7	100	100	100	100	6.8	3.4	10.8
Commit	6.1	8.4	0	0	0	0	7.9	5.4	10.8
E-cigarette	2	0	0	0	0	0	2.2	2	2.3
Other	4.1	0	0	0	0	0	3.2	4	2.3
Don't know/no answer	0	0	0	0	0	0	0.7	0.7	0.8

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 955
q337) What brand do/did you use most often?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	279	149	130
Eff Base	49	12	1	1	1	1	279	149	130
Nicorette	34.7	25	0	0	0	0	27.6	32.9	21.5
Chantix	16.4	41.7	100	100	100	100	13.3	16.8	9.2
Nicotrol	14.3	16.6	0	0	0	0	7.9	6	10
Nicoderm	10.2	8.3	0	0	0	0	17.2	18.1	16.2
Habitrol	8.1	0	0	0	0	0	3.6	2.7	4.6
Generic nicotine lozenges	6.1	0	0	0	0	0	3.9	4	3.8
Generic nicotine gum	4.1	8.4	0	0	0	0	10	8.1	12.3
Generic nicotine patches	2	0	0	0	0	0	5.4	4	6.9
Commit	0	0	0	0	0	0	1.8	0	3.8
Zyban	0	0	0	0	0	0	3.6	2	5.4
Nicabate	0	0	0	0	0	0	0.4	0	0.8
E-cigarette	0	0	0	0	0	0	0	0	0
Other	4.1	0	0	0	0	0	5.4	5.4	5.4
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 956
q338) What form(s) of Nicotine Replacement Therapy Products have you EVER used?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	279	149	130
Eff Base	49	12	1	1	1	1	279	149	130
Gum	69.4	58.3	0	0	0	0	63.8	68.4	58.4
Patch	57.2	58.3	0	0	0	0	57.7	60.4	54.6
Pills	22.4	16.6	100	100	100	100	26.2	20.8	32.3
Nicotine inhaler	20.4	25	0	0	0	0	23.6	18.8	29.2
E-cigarette	6.1	0	0	0	0	0	3.9	4	3.8
Lozenges	0	0	0	0	0	0	1.1	0.7	1.5
Other	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 957
q339) What form of Nicotine Replacement Therapy Products do you/did you most prefer using?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	279	149	130
Eff Base	49	12	1	1	1	1	279	149	130
Gum	47	50	0	0	0	0	41.6	42.9	40
Patch	26.5	33.4	0	0	0	0	30.5	33.6	27
Nicotine inhaler	12.2	8.3	0	0	0	0	14.7	11.4	18.4
Pills	8.1	8.3	100	100	100	100	8.2	7.4	9.2
Lozenges	0	0	0	0	0	0	0	0	0
Other	6.1	0	0	0	0	0	5	4.7	5.4
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 958
q340) Were you using Nicotine Replacement Therapy Products to assist with quitting a tobacco product?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - NRT (Unwtd)	49	12	1	1	1	1	279	149	130
Base - NRT (Wgtd)	49	12	1	1	1	1	279	149	130
Eff Base	49	12	1	1	1	1	279	149	130
Yes	87.8	100	100	100	100	100	86	87.3	84.6
No	12.2	0	0	0	0	0	14	12.7	15.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 959
q341) What tobacco products were you using when you started using Nicotine Replacement Therapy Products?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT to Assist Quitting (Unwtd)	43	12	1	1	1	1	240	130	110
Base - Used NRT to Assist Quitting (Wgtd)	43	12	1	1	1	1	240	130	110
Eff Base	43	12	1	1	1	1	240	130	110
Cigarettes	79	75	100	100	100	100	77.1	86.9	65.4
Snus	27.9	66.7	0	0	0	0	16.2	9.2	24.5
Moist snuff	13.9	16.6	0	0	0	0	11.7	5.4	19.1
Pipe Tobacco	11.6	8.3	0	0	0	0	5.4	3.8	7.3
Cigars	9.3	8.4	0	0	0	0	18.3	10.8	27.3
Loose leaf chewing tobacco	9.3	8.3	0	0	0	0	6.2	3.8	9.1
Cigarillos	6.9	16.6	0	0	0	0	15	10.7	20
Other tobacco products	0	0	0	0	0	0	0	0	0
None of the above	4.7	0	0	0	0	0	4.2	4.6	3.6

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 960
q342) What effect did using the nicotine replacement product have on your tobacco consumption?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT to Assist Quitting (Unwtd)	41	12	1	1	1	1	230	124	106
Base - Used NRT to Assist Quitting (Wgtd)	41	12	1	1	1	1	230	124	106
Eff Base	41	12	1	1	1	1	230	124	106
I was able to quit using tobacco completely	41.5	41.7	0	0	0	0	31.7	21.8	43.4
My tobacco usage decreased dramatically	26.8	16.6	0	0	0	0	35.6	38.7	32.1
My tobacco usage decreased somewhat	26.9	25.1	0	0	0	0	27	32.3	20.8
My tobacco usage stayed about the same	4.9	16.6	100	100	100	100	5.7	7.3	3.8
My tobacco usage increased	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 961
q343) Did you continue to use a nicotine replacement product after you quit using tobacco (ongoing)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used NRT to Assist Quitting (Unwtd)	41	12	1	1	1	1	230	124	106
Base - Used NRT to Assist Quitting (Wgtd)	41	12	1	1	1	1	230	124	106
Eff Base	41	12	1	1	1	1	230	124	106
Yes	78	75	100	100	100	100	76.1	66.1	87.7
No	22	25	0	0	0	0	23.9	33.9	12.3
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 962
q344) How long after quitting did you continue to use a nicotine replacement product?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Continued Using NRT After Quitting (Unwtd)	32	9	1	1	1	1	175	82	93
Base - Continued Using NRT After Quitting (Wgtd)	32	9	1	1	1	1	175	82	93
Eff Base	32	9	1	1	1	1	175	82	93
Less than 1 month	15.6	11.1	0	0	0	0	17.7	21.9	14
1-3 months	40.6	55.6	0	0	0	0	34.9	30.5	38.7
3-5 months	25	22.1	100	100	100	100	21.7	18.3	24.7
6-12 months	12.5	11.2	0	0	0	0	8.6	14.6	3.2
1 year or more	6.2	0	0	0	0	0	17.1	14.7	19.3
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 963
q345) Do you currently use a nicotine replacement product?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Used NRT to Assist Quitting (Unwtd)	43	12	1	1	1	1	240	130	110
Base - Used NRT to Assist Quitting (Wgtd)	43	12	1	1	1	1	240	130	110
Eff Base	43	12	1	1	1	1	240	130	110
Yes	62.8	66.6	100	100	100	100	72.1	65.4	80
No	37.2	33.4	0	0	0	0	27.9	34.6	20
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 964
q346) Do you plan on completely stopping your usage of your nicotine replacement product at some point?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use NRT (Unwtd)	27	8	1	1	1	1	173	85	88
Base - Currently Use NRT (Wgtd)	27	8	1	1	1	1	173	85	88
Eff Base	27	8	1	1	1	1	173	85	88
Yes	81.5	74.9	100	100	100	100	79.8	83.5	76.1
No	18.5	25.1	0	0	0	0	20.2	16.5	23.9
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 965
q347) How long do you think you will use your nicotine replacement product (in total) before stopping usage completely?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Use NRT (Unwtd)	27	8	1	1	1	1	173	85	88
Base - Currently Use NRT (Wgtd)	27	8	1	1	1	1	173	85	88
Eff Base	27	8	1	1	1	1	173	85	88
Less than 1 month	3.7	0	0	0	0	0	10.4	10.6	10.2
1-3 months	44.4	37.3	0	0	0	0	34.1	37.6	30.7
3-5 months	22.2	25	0	0	0	0	20.2	15.3	25
6-12 months	18.6	25.2	0	0	0	0	16.8	22.4	11.3
1 year or more	11.1	12.5	100	100	100	100	18.5	14.1	22.7
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 966
q348) Do you think you will eventually be able to quit using tobacco?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Usage Changed (Unwtd)	24	7	1	1	1	1	157	97	60
Base - Usage Changed (Wgtd)	24	7	1	1	1	1	157	97	60
Eff Base	24	7	1	1	1	1	157	97	60
Yes	87.5	85.6	100	100	100	100	86.6	86.6	86.6
No	12.5	14.4	0	0	0	0	13.4	13.4	13.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 967
q351) You indicated that you are a current user of cigarillos. The following questions in this section will ask you about your
cigarillo usage. How long have you been smoking cigarillos? If you have used cigarillos for several periods, and quit in
between, we ask you to please state the total time you have used cigarillos. For example if you used cigarillos for 5 years,
quit for 1 year, and have used cigarillos for the past 2 years - please indicate 7 years.

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Unwtd)	106	26	6	5	4	2	24	397	0
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	24	397	0
Eff Base	106	26	6	5	4	2	24	397	0
<1 Year - 9 Years (Net)	80.2	73	66.5	79.9	74.9	100	87.5	79.6	0
Less than 1 year	9.4	7.7	0	0	0	0	16.7	12.9	0
1 year	7.5	3.8	0	0	0	0	12.5	9.6	0
2 years	9.4	7.7	33.2	39.9	49.9	100	12.5	11.1	0
3 years	9.4	11.5	16.6	20	25	0	8.3	10.3	0
4 years	9.4	3.8	0	0	0	0	4.2	8.3	0
5 years	14.2	11.5	0	0	0	0	20.8	11.3	0
6 years	4.7	15.4	16.7	20	0	0	4.1	4	0
7 years	9.4	3.8	0	0	0	0	4.2	7	0
8 years	3.8	7.7	0	0	0	0	4.2	3.3	0
9 years	2.8	0	0	0	0	0	0	1.8	0
10 - 19 Years (Net)	18	27	33.5	20.1	25.1	0	12.5	16.1	0
10 years	7.6	15.4	16.8	0	0	0	12.5	7.1	0
11 years	0	0	0	0	0	0	0	0.5	0
12 years	1	3.9	0	0	0	0	0	1.5	0
13 years	1.9	0	0	0	0	0	0	0.8	0
14 years	0.9	3.9	16.7	20.1	25.1	0	0	0.5	0
15 years	2.8	0	0	0	0	0	0	3	0
16 years	0.9	3.8	0	0	0	0	0	0.8	0
17 years	0	0	0	0	0	0	0	0.5	0
18 years	2.8	0	0	0	0	0	0	1.5	0
20 - 39 Years (Net)	1.9	0	0	0	0	0	0	3.3	0
20 years	0.9	0	0	0	0	0	0	1.3	0
22 years	0	0	0	0	0	0	0	0.3	0
25 years	0	0	0	0	0	0	0	0.3	0
28 years	0	0	0	0	0	0	0	0.3	0
29 years	0.9	0	0	0	0	0	0	0.3	0
32 years	0	0	0	0	0	0	0	0.3	0
34 years	0	0	0	0	0	0	0	0.3	0
35 years	0	0	0	0	0	0	0	0.3	0
39 years	0	0	0	0	0	0	0	0.3	0
40+ Years (Net)	0	0	0	0	0	0	0	1	0
40 years	0	0	0	0	0	0	0	0.5	0
45 years	0	0	0	0	0	0	0	0.3	0
50 years	0	0	0	0	0	0	0	0.3	0
Total	100	100	100	100	100	100	100	100	0
Mean	5.98	6.28	6.18	5.41	5.27	2	4.04	6.1	0
Std. Dev.	5.06	4.11	4.92	5.09	5.86	0	3.18	6.93	0
Std. Err.	0.49	0.81	2.01	2.28	2.93	0	0.65	0.35	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 968
q352) What brand of cigarillos do you smoke most often?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Cigarillos (Unwtd)	106	26	6	5	4	2	24	397	0
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	24	397	0
Eff Base	106	26	6	5	4	2	24	397	0
Swisher Sweets	20.8	7.7	16.8	0	0	0	12.5	24	0
Black and Mild	17	34.6	50	60	75.1	50	29.2	23.4	0
White Owl	15.1	19.2	16.6	19.9	24.9	50	8.3	13.3	0
Winchester	13.2	15.4	0	0	0	0	0	5.8	0
Backwoods	10.4	3.9	0	0	0	0	12.5	7.5	0
Optimo	8.5	11.6	16.7	20	0	0	8.3	4.8	0
Al Capone	8.5	0	0	0	0	0	12.5	4.5	0
Marlboro	0.9	0	0	0	0	0	0	1.3	0
Dutch Master	0.9	0	0	0	0	0	4.2	1	0
Clippers	0	0	0	0	0	0	0	0.3	0
Cheyenne	0	0	0	0	0	0	4.2	0.8	0
Phillies	0	0	0	0	0	0	0	1.3	0
Smoker's Choice	0	0	0	0	0	0	0	0.3	0
Garcia y Vega	0	0	0	0	0	0	0	0.5	0
Other	2.8	0	0	0	0	0	8.4	10.1	0
Don't know/no answer	1.9	7.7	0	0	0	0	0	1.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 969
q353) How many cigarillos do you smoke?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Unwtd)	106	26	6	5	4	2	24	397	0
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	24	397	0
Eff Base	106	26	6	5	4	2	24	397	0
Some/a few per year	8.5	3.8	16.6	20	25	0	4.2	8.1	0
Less than one a month	16.1	19.2	0	0	0	0	12.5	9.8	0
Some/a few a month	23.6	38.5	33.4	19.9	24.9	50	25	23.4	0
Some/a few a week	27.3	19.2	16.6	20	25	50	33.3	29.5	0
1-5 per day	15.1	15.4	16.7	20	0	0	20.8	16.9	0
6-10 per day	4.7	0	0	0	0	0	4.2	6.3	0
More than 10 a day	4.7	3.9	16.7	20.1	25.1	0	0	6.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 970
q354) At what kind of store do you usually buy your cigarillos?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigarillos (Unwtd)	106	26	6	5	4	2	24	397	0
Base - Cigarillos (Wgtd)	106	26	6	5	4	2	24	397	0
Eff Base	106	26	6	5	4	2	24	397	0
Convenience store/gas station	30.2	23.1	33.4	20	25	0	24.9	38.8	0
Discount tobacco store/smoke shop	13.2	7.7	0	0	0	0	16.7	15.4	0
Drug store	11.3	19.2	16.6	19.9	24.9	50	20.8	7.8	0
Discount store (K-Mart, Wal-Mart, etc.)	7.6	0	0	0	0	0	4.2	7.6	0
Supermarket (e.g. Kroger, A and P, Food Lion, etc.)	7.5	7.7	16.7	20	0	0	8.3	5.8	0
Small grocery store	5.7	11.6	33.3	40.1	50.1	50	0	5	0
Liquor store	5.7	0	0	0	0	0	12.6	7.1	0
Tobacconist (high end tobacco shop)	4.7	7.7	0	0	0	0	4.2	4.3	0
Hunting/fishing supply store	3.8	7.7	0	0	0	0	4.2	1.3	0
Bar	3.8	3.9	0	0	0	0	0	1.8	0
Wholesale outlet (i.e. Costco, Sam's Club, BJ's, etc.)	3.8	7.7	0	0	0	0	4.2	2	0
Internet	1.9	0	0	0	0	0	0	1.8	0

Restaurant	0	0	0	0	0	0	0	0.3	0
Military store	0	0	0	0	0	0	0	0.3	0
Other	0	0	0	0	0	0	0	0.3	0
Don't know/no answer	1	3.9	0	0	0	0	0	0.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 971
q357) You indicated that you are a current user of cigars. The following questions in this section will ask you about your
cigar usage. How long have you been smoking cigars? If you have used cigars for several periods, and quit in between, we
ask you to please state the total time you have used cigars. For example if you used cigars for 5 years, quit for 1 year, and
have used cigars for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Unwtd)	164	26	5	4	4	4	26	520	0
Base - Cigars (Wgtd)	164	26	5	4	4	4	26	520	0
Eff Base	164	26	5	4	4	4	26	520	0
<1 Year - 9 Years (Net)	71.9	69.2	40	50	50	50	73	67.1	0
Less than 1 year	7.3	7.7	19.9	24.9	24.9	24.9	7.7	10.4	0
1 year	5.5	7.7	20.1	25.1	25.1	25.1	7.7	5.4	0
2 years	7.3	0	0	0	0	0	19.2	10	0
3 years	14	11.5	0	0	0	0	7.7	9.2	0
4 years	6.7	3.8	0	0	0	0	3.8	6.7	0
5 years	7.3	11.5	0	0	0	0	11.5	7.3	0
6 years	7.9	7.7	0	0	0	0	0	6.2	0
7 years	11	19.3	0	0	0	0	7.7	7.3	0
8 years	2.4	0	0	0	0	0	3.8	2.7	0
9 years	2.4	0	0	0	0	0	3.9	1.9	0
10 - 19 Years (Net)	19.5	23.1	60	50	50	50	23.1	22.1	0
10 years	8.5	11.6	20	25	25	25	15.4	9.8	0
11 years	3	7.7	40	25	25	25	7.7	1.5	0
12 years	1.2	0	0	0	0	0	0	2.1	0
13 years	0	0	0	0	0	0	0	0.4	0
14 years	0.6	3.8	0	0	0	0	0	0.6	0
15 years	1.8	0	0	0	0	0	0	3.9	0
16 years	0.6	0	0	0	0	0	0	1.3	0
17 years	1.2	0	0	0	0	0	0	1.2	0
18 years	2.5	0	0	0	0	0	0	1.4	0
20 - 39 Years (Net)	7.3	7.7	0	0	0	0	3.9	9	0
20 years	3.1	3.8	0	0	0	0	3.9	4.2	0
21 years	0	0	0	0	0	0	0	0.2	0
22 years	0	0	0	0	0	0	0	0.4	0
24 years	0	0	0	0	0	0	0	0.4	0
25 years	0.6	0	0	0	0	0	0	0.8	0
26 years	0.6	0	0	0	0	0	0	0.4	0
30 years	1.2	0	0	0	0	0	0	1.7	0
34 years	0.6	3.8	0	0	0	0	0	0.4	0
35 years	1.2	0	0	0	0	0	0	0.6	0
40+ Years (Net)	1.2	0	0	0	0	0	0	1.7	0
40 years	0	0	0	0	0	0	0	0.8	0
45 years	0	0	0	0	0	0	0	0.2	0
50 years	1.2	0	0	0	0	0	0	0.6	0
51 years	0	0	0	0	0	0	0	0.2	0
Total	100	100	100	100	100	100	100	100	0
Mean	7.93	7.62	6.7	5.62	5.62	5.62	5.81	8.24	0
Std. Dev.	8.36	7	5.45	5.65	5.65	5.65	4.65	8.59	0
Std. Err.	0.65	1.37	2.44	2.82	2.82	2.82	0.91	0.38	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 972
q358) What brand of cigars do you smoke most often?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Unwtd)	164	26	5	4	4	4	26	520	0
Base - Cigars (Wgtd)	164	26	5	4	4	4	26	520	0
Eff Base	164	26	5	4	4	4	26	520	0
Black and Mild	21.4	34.7	40	25	25	25	23.1	22.9	0
Swisher Sweets	17.1	15.4	0	0	0	0	15.4	15.6	0
White Owl	14.6	23.1	20.1	25.1	25.1	25.1	11.5	11.5	0
Winchester	12.8	11.5	40	49.9	49.9	49.9	15.4	11.4	0
Backwoods	7.9	7.7	0	0	0	0	11.5	6.3	0
Al Capone	6.7	3.8	0	0	0	0	11.6	5.2	0
Optimo	4.3	3.9	0	0	0	0	0	3.8	0
Montecristo	1.2	0	0	0	0	0	0	1	0
Phillies	1.2	0	0	0	0	0	0	0.8	0
Cohiba	0.6	0	0	0	0	0	0	0.6	0
305s	0.6	0	0	0	0	0	0	0.6	0
Padron	0.6	0	0	0	0	0	0	0.2	0
Romeo and Juliet	0	0	0	0	0	0	0	0.2	0
Hand-rolled/hand-made	0	0	0	0	0	0	0	0.6	0
Dutch Masters	0	0	0	0	0	0	3.8	1.2	0
Cheyenne	0	0	0	0	0	0	0	0	0
Arturo Fuente	0	0	0	0	0	0	0	0.2	0
Other	9.2	0	0	0	0	0	7.7	17.1	0
Don't know/no answer	1.8	0	0	0	0	0	0	1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 973
q359) How many cigars do you smoke?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Unwtd)	164	26	5	4	4	4	26	520	0
Base - Cigars (Wgtd)	164	26	5	4	4	4	26	520	0
Eff Base	164	26	5	4	4	4	26	520	0
Some/a few per year	12.2	3.9	0	0	0	0	3.9	11.4	0
Less than one a month	9.8	7.7	19.9	24.9	24.9	24.9	15.4	10.6	0
Some/a few a month	25.6	23.1	0	0	0	0	23	25.4	0
Some/a few a week	29.3	34.6	0	0	0	0	23.1	27.3	0
1-5 per day	14	19.3	60	50	50	50	27	17.1	0
6-10 per day	4.3	3.8	0	0	0	0	7.7	4	0
More than 10 a day	4.9	7.7	20.1	25.1	25.1	25.1	0	4.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 974
q360) At what kind of store do you usually buy your cigars?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Cigars (Unwtd)	164	26	5	4	4	4	26	520	0
Base - Cigars (Wgtd)	164	26	5	4	4	4	26	520	0
Eff Base	164	26	5	4	4	4	26	520	0
Tobacconist (high end tobacco shop)	15.3	7.7	20.1	25.1	25.1	25.1	15.4	14.2	0

Convenience store/gas station	14.6	15.4	20	25	25	25	19.2	23.3	0
Discount store (K-Mart, Wal-Mart, etc.)	14	15.4	0	0	0	0	7.8	8.5	0
Discount tobacco store/smoke shop	13.4	3.9	0	0	0	0	15.4	14	0
Small grocery store	6.7	7.7	0	0	0	0	0	6.5	0
Internet	6.7	0	0	0	0	0	0	7.3	0
Supermarket (e.g. Kroger, A and P, Food Lion, etc.)	6.7	7.7	0	0	0	0	3.8	6.5	0
Drug store	6.1	15.4	20	0	0	0	19.2	4.4	0
Liquor store	4.9	15.4	20	25	25	25	3.9	6	0
Wholesale outlet (i.e. Costco, Sam's Club, BJ's, etc.)	4.3	7.7	19.9	24.9	24.9	24.9	11.5	2.5	0
Bar	3	0	0	0	0	0	0	2.9	0
Restaurant	1.8	0	0	0	0	0	0	0.8	0
Military store	1.2	0	0	0	0	0	0	0.8	0
Hunting/fishing supply store	0.6	3.8	0	0	0	0	0	0.8	0
Other	0.6	0	0	0	0	0	3.8	0.8	0
Don't know/No answer	0	0	0	0	0	0	0	0.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 975
q363) You indicated that you are a current user of pipes. The following questions in this section will ask you about your pipe
usage. How long have you been smoking pipe tobacco? If you have smoked a pipe for several periods, and quit in between,
we ask you to please state the total time you have smoked pipe tobacco. For example if you smoked a pipe for 5 years, quit for

1 year, and have smoked a pipe for the past 2 years - please indicate 7 years.

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Unwtd)	59	17	4	4	4	4	6	162	0
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	6	162	0
Eff Base	59	17	4	4	4	4	6	162	0
<1 Year - 9 Years (Net)	84.7	94.1	100	100	100	100	83.2	75.9	0
Less than 1 year	20.3	23.6	25.1	25.1	25.1	25.1	16.6	24.1	0
1 year	8.5	17.6	0	0	0	0	16.6	8	0
2 years	6.8	11.7	24.9	24.9	24.9	24.9	0	8	0
3 years	17	11.8	25.1	25.1	25.1	25.1	33.4	11.7	0
4 years	13.6	11.8	0	0	0	0	16.6	7.4	0
5 years	6.8	5.9	0	0	0	0	0	7.4	0
6 years	3.4	11.8	25	25	25	25	0	2.5	0
7 years	1.7	0	0	0	0	0	0	3.1	0
8 years	6.8	0	0	0	0	0	0	3.7	0
10 - 19 Years (Net)	5.1	5.9	0	0	0	0	16.8	9.3	0
10 years	3.4	5.9	0	0	0	0	0	3.1	0
11 years	0	0	0	0	0	0	16.8	1.2	0
13 years	1.7	0	0	0	0	0	0	1.2	0
14 years	0	0	0	0	0	0	0	0.6	0
15 years	0	0	0	0	0	0	0	1.2	0
16 years	0	0	0	0	0	0	0	1.2	0
18 years	0	0	0	0	0	0	0	0.6	0
20 - 39 Years (Net)	5.1	0	0	0	0	0	0	9.9	0
20 years	1.7	0	0	0	0	0	0	2.5	0
21 years	0	0	0	0	0	0	0	0.6	0
23 years	0	0	0	0	0	0	0	0.6	0
25 years	1.7	0	0	0	0	0	0	1.9	0
30 years	0	0	0	0	0	0	0	2.5	0
32 years	0	0	0	0	0	0	0	0.6	0
35 years	1.7	0	0	0	0	0	0	0.6	0
38 years	0	0	0	0	0	0	0	0.6	0
40+ Years (Net)	5.1	0	0	0	0	0	0	4.9	0
40 years	1.7	0	0	0	0	0	0	1.2	0
42 years	0	0	0	0	0	0	0	0.6	0
47 years	0	0	0	0	0	0	0	1.2	0
50 years	3.4	0	0	0	0	0	0	1.2	0
52 years	0	0	0	0	0	0	0	0.6	0
Total	100	100	100	100	100	100	100	100	0

Mean	6.86	2.94	2.87	2.87	2.87	2.87	3.76	8.11	0
Std. Dev.	11.11	2.65	2.32	2.32	2.32	2.32	3.8	11.75	0
Std. Err.	1.45	0.64	1.16	1.16	1.16	1.16	1.55	0.92	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 976
q365) What brand of pipe tobacco do you smoke most often?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Unwtd)	59	17	4	4	4	4	6	162	0
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	6	162	0
Eff Base	59	17	4	4	4	4	6	162	0
Black & Mild	40.6	47	49.8	49.8	49.8	49.8	83.2	41.3	0
Prince Albert	28.8	35.3	25.1	25.1	25.1	25.1	16.8	24.1	0
Borkum Riff	15.3	11.8	25.1	25.1	25.1	25.1	0	9.9	0
Good Stuff	1.7	0	0	0	0	0	0	1.9	0
Captain Black	1.7	0	0	0	0	0	0	2.5	0
Cherokee	0	0	0	0	0	0	0	0	0
Largo	0	0	0	0	0	0	0	0	0
Smokin' Joe	0	0	0	0	0	0	0	0	0
Gambler	0	0	0	0	0	0	0	1.9	0
Golden Harvest	0	0	0	0	0	0	0	0	0
OHM	0	0	0	0	0	0	0	1.2	0
Smoker's Pride	0	0	0	0	0	0	0	1.2	0
Sparrow	0	0	0	0	0	0	0	0.6	0
Tin Star	0	0	0	0	0	0	0	1.2	0
Other	11.9	5.9	0	0	0	0	0	14.2	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 977
q366) How much pipe tobacco do you use?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Unwtd)	59	17	4	4	4	4	6	162	0
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	6	162	0
Eff Base	59	17	4	4	4	4	6	162	0
Less than one package a month	25.4	17.6	25	25	25	25	16.8	30.2	0
About 1 package a month	27.1	17.7	0	0	0	0	33.2	29	0
2-3 packages a month	23.7	29.5	0	0	0	0	16.8	22.2	0
About 1 package a week	20.3	29.4	50	50	50	50	33.2	11.1	0
About 1.5 packages a week	1.7	5.9	25.1	25.1	25.1	25.1	0	3.7	0
2 packages or more a week	1.7	0	0	0	0	0	0	3.7	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.08	2.53	3.63	3.63	3.63	3.63	2.16	2.03	0
Std. Dev.	1.77	1.62	2.29	2.29	2.29	2.29	1.57	2.11	0
Std. Err.	0.23	0.39	1.14	1.14	1.14	1.14	0.64	0.17	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 978
q367) Where do you buy your pipe tobacco most often?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Pipe Tobacco (Unwtd)	59	17	4	4	4	4	6	162	0
Base - Pipe Tobacco (Wgtd)	59	17	4	4	4	4	6	162	0
Eff Base	59	17	4	4	4	4	6	162	0
Discount tobacco store/smoke shop	13.6	17.7	25.1	25.1	25.1	25.1	16.6	16.7	0
Convenience store/gas station	13.6	11.8	25	25	25	25	0	14.8	0
Supermarket (e.g. Kroger, A and P, Food Lion, etc.)	13.5	23.5	0	0	0	0	0	8.6	0
Tobacconist (high end tobacco shop)	10.2	11.8	0	0	0	0	0	17.3	0
Discount store (K-Mart, Wal-Mart, etc.)	10.2	5.9	25.1	25.1	25.1	25.1	50	8.6	0
Internet	8.5	5.9	0	0	0	0	0	8	0
Small grocery store	6.8	5.9	0	0	0	0	33.4	7.4	0
Bar	6.8	0	0	0	0	0	0	3.7	0
Drug store	6.8	11.8	0	0	0	0	0	2.5	0
Restaurant	3.4	0	0	0	0	0	0	2.5	0
Liquor store	3.4	5.9	24.9	24.9	24.9	24.9	0	6.8	0
Military store	1.7	0	0	0	0	0	0	1.2	0
Hunting/fishing supply store	1.7	0	0	0	0	0	0	0.6	0
Wholesale outlet (i.e. Costco, Sam's Club, BJ's, etc.)	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	1.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 979
q370) You indicated that you are a current user of chewing tobacco. The following questions in this section will ask you about your chewing tobacco usage. Approximately, how long have you used chewing tobacco? If you have used chewing tobacco for several periods, and quit in between, we ask you to please state the total time you have used chewing tobacco. For example if you used chewing tobacco for 5 years, quit for 1 year, and have used chewing tobacco for the past 2 years - please indicate 7 years.

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
<1 Year - 9 Years (Net)	80.4	81.8	49.9	0	0	0	100	81.7	0
Less than 1 year	19.5	27.3	0	0	0	0	42.8	25.3	0
1 year	6.5	0	0	0	0	0	14.3	5.6	0
2 years	13	27.3	0	0	0	0	0	12.7	0
3 years	4.4	0	0	0	0	0	0	4.2	0
4 years	13	18.2	49.9	0	0	0	0	12.7	0
5 years	4.3	0	0	0	0	0	0	4.2	0
6 years	4.4	0	0	0	0	0	14.3	5.6	0
7 years	13	9	0	0	0	0	28.6	9.9	0
9 years	2.2	0	0	0	0	0	0	1.4	0
10 - 19 Years (Net)	17.4	9.1	50.1	100	100	100	0	15.5	0
10 years	6.5	0	0	0	0	0	0	5.6	0
12 years	2.2	0	0	0	0	0	0	1.4	0
13 years	4.4	0	0	0	0	0	0	2.8	0
14 years	2.2	0	0	0	0	0	0	1.4	0
16 years	0	0	0	0	0	0	0	1.4	0
17 years	2.2	9.1	50.1	100	100	100	0	2.8	0
20 - 39 Years (Net)	2.2	9.1	0	0	0	0	0	1.4	0
30 years	2.2	9.1	0	0	0	0	0	1.4	0
40+ Years (Net)	0	0	0	0	0	0	0	1.4	0
50 years	0	0	0	0	0	0	0	1.4	0
Total	100	100	100	100	100	100	100	100	0
Mean	5.47	6.32	10.51	17	17	17	3.21	5.57	0
Std. Dev.	5.64	9.18	9.19	0	0	0	3.25	7.53	0
Std. Err.	0.83	2.77	6.5	0	0	0	1.23	0.89	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 980

q371) About how many chewing tobacco pouches do you use in total per week?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Less than one pouch a week	23.9	9	0	0	0	0	28.6	29.5	0
1-2 pouches a week	39.1	45.5	49.9	0	0	0	28.5	35.2	0
3-4 pouches a week	17.4	27.2	0	0	0	0	14.3	22.5	0
5-6 pouches a week	10.9	0	0	0	0	0	28.6	7	0
7 pouches or more a week	8.7	18.3	50.1	100	100	100	0	5.7	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.7	3.32	5.25	9	9	9	2.64	2.36	0
Std. Dev.	2.51	2.99	5.3	0	0	0	2.19	2.2	0
Std. Err.	0.37	0.9	3.75	0	0	0	0.83	0.26	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 981
q372) About how many chewing tobacco pouches did you use in total per week 1 year ago?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Been Using Chewing Tobacco 1+ Years (Unwtd)	37	8	2	1	1	1	4	53	0
Base - Has Been Using Chewing Tobacco 1+ Years (Wgtd)	37	8	2	1	1	1	4	53	0
Eff Base	37	8	2	1	1	1	4	53	0
Less than one pouch a week	18.9	12.4	0	0	0	0	24.9	22.6	0
1-2 pouches a week	43.3	50	49.9	0	0	0	25	35.9	0
3-4 pouches a week	24.3	12.5	0	0	0	0	25	26.4	0
5-6 pouches a week	5.4	0	0	0	0	0	25	9.4	0
7 pouches or more a week	8.1	25.1	50.1	100	100	100	0	5.7	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.62	3.51	5.25	9	9	9	2.75	2.61	0
Std. Dev.	2.34	3.5	5.3	0	0	0	2.22	2.2	0
Std. Err.	0.39	1.24	3.75	0	0	0	1.11	0.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 982

q373) How soon after getting up in the morning do you have your first chew?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Within 5 minutes	10.9	9.1	0	0	0	0	0	12.7	0
6-30 minutes	47.8	54.4	49.9	0	0	0	71.4	40.9	0
31-60 minutes	10.9	9.1	0	0	0	0	0	14.1	0

More than 60 minutes	30.5	27.4	50.1	100	100	100	28.6	32.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 983
q374) Have you ever tried to quit using chewing tobacco?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Yes, one time	50	45.4	100	100	100	100	42.9	46.5	0
Yes, more than one time (on several occasions)	23.9	18.1	0	0	0	0	28.5	28.1	0
No, I have never tried to quit	26.1	36.4	0	0	0	0	28.6	25.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 984
q375) How many times have you tried to quit where you stopped chewing or drastically cut down on your chewing tobacco usage for
at least a week?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit More Than Once (Unwtd)	11	2	0	0	0	0	2	20	0
Base - Tried to Quit More Than Once (Wgtd)	11	2	0	0	0	0	2	20	0
Eff Base	11	2	0	0	0	0	2	20	0
Twice	9.1	0	0	0	0	0	0	30	0
Three times	81.8	100	0	0	0	0	100	65	0
Four or more times	9.1	0	0	0	0	0	0	5	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 985
q376) How long were you able to quit chewing the last time you attempted to quit (your most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	34	7	2	1	1	1	5	53	0
Base - Tried to Quit (Wgtd)	34	7	2	1	1	1	5	53	0
Eff Base	34	7	2	1	1	1	5	53	0
1 week or less	23.5	14.3	0	0	0	0	0	18.9	0
More than 1 week, but less than 1 month	20.6	14.3	49.9	0	0	0	40.1	18.9	0
1-3 months	26.5	57.2	50.1	100	100	100	39.9	24.5	0
4-6 months	8.8	14.2	0	0	0	0	0	15.1	0
7 months to 1 year	8.8	0	0	0	0	0	20	7.6	0
1-2 years	0	0	0	0	0	0	0	1.9	0
More than 2 years	11.8	0	0	0	0	0	0	13.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 986
q377) How long were you able to quit chewing the time previous to the last time you attempted to quit (your second most recent attempt to quit)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit More Than Once (Unwtd)	11	2	0	0	0	0	2	20	0
Base - Tried to Quit More Than Once (Wgtd)	11	2	0	0	0	0	2	20	0
Eff Base	11	2	0	0	0	0	2	20	0
1 week or less	9.1	0	0	0	0	0	0	5	0
More than 1 week, but less than 1 month	36.5	0	0	0	0	0	50.1	35.1	0
1-3 months	27.3	50.1	0	0	0	0	49.9	40	0
4-6 months	27.2	49.9	0	0	0	0	0	15	0
7 months to 1 year	0	0	0	0	0	0	0	5	0
1-2 years	0	0	0	0	0	0	0	0	0
More than 2 years	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 987

q378) How long ago was it that you last tried to quit using chewing tobacco?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	34	7	2	1	1	1	5	53	0
Base - Tried to Quit (Wgtd)	34	7	2	1	1	1	5	53	0
Eff Base	34	7	2	1	1	1	5	53	0
Less than 1 month	14.7	28.5	0	0	0	0	0	13.2	0
1-3 months	35.3	42.9	49.9	0	0	0	20	28.3	0
4-6 months	26.4	14.3	0	0	0	0	60	24.5	0
7 months to less than 1 year	11.7	14.3	50.1	100	100	100	0	15.1	0
1-2 years	2.9	0	0	0	0	0	20	5.7	0
3-5 years	2.9	0	0	0	0	0	0	1.9	0
More than 5 years	5.9	0	0	0	0	0	0	11.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 988
q379) Did you use any aids/substitutes (if any) for chewing tobacco when trying to quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit (Unwtd)	34	7	2	1	1	1	5	53	0
Base - Tried to Quit (Wgtd)	34	7	2	1	1	1	5	53	0
Eff Base	34	7	2	1	1	1	5	53	0
NRT (Net)	61.8	85.7	50.1	100	100	100	60.1	58.5	0
Nicotine patches	35.3	42.9	50.1	100	100	100	20	34	0
Nicotine chewing gum	29.4	42.8	0	0	0	0	20	26.4	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	8.8	14.3	0	0	0	0	20	9.4	0
Moist Snuff	32.3	42.8	0	0	0	0	39.9	20.8	0

Cigarettes	32.3	28.6	50.1	100	100	100	59.9	26.4	0
Snus	26.5	42.8	49.9	0	0	0	0	18.9	0
Other tobacco products	17.7	14.3	50.1	100	100	100	40.1	15.1	0
Other aids/substitutes than above	0	0	0	0	0	0	0	3.8	0
I attempted to quit chewing without aids/substitutes	23.5	0	0	0	0	0	20	26.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 989
q380) Do you continue to use any of the substitutes when you started chewing again, after attempting to quit?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Tried to Quit With Substitutes (Unwtd)	26	7	2	1	1	1	4	39	0
Base - Tried to Quit With Substitutes (Wgtd)	26	7	2	1	1	1	4	39	0
Eff Base	26	7	2	1	1	1	4	39	0
Cigs/ Snus/ Moist Snuff/ Other Tobacco (Net)	61.5	71.5	100	100	100	100	74.9	48.7	0
Moist Snuff	26.9	28.6	0	0	0	0	49.9	18	0
Cigarettes	26.9	14.3	0	0	0	0	74.9	25.6	0
Snus	19.3	28.6	49.9	0	0	0	0	12.9	0
Other tobacco products	15.4	14.3	50.1	100	100	100	25.1	10.3	0
NRT (Net)	50	57.1	50.1	100	100	100	25.1	51.3	0
Nicotine patches	30.7	28.6	50.1	100	100	100	25.1	33.3	0
Nicotine chewing gum	23.1	28.5	0	0	0	0	0	18	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	3.8	14.3	0	0	0	0	0	5.1	0
Other aids/substitutes than above	0	0	0	0	0	0	0	5.1	0
I do not continue to use any of the above	3.8	0	0	0	0	0	0	7.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 990
q381) Do you use chewing tobacco less now that you use an additional tobacco product(s)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Continued to Use Smokable Tobacco Products (Unwtd)	16	5	2	1	1	1	3	19	0
Base - Continued to Use Smokable Tobacco Products (Wgtd)	16	5	2	1	1	1	3	19	0
Eff Base	16	5	2	1	1	1	3	19	0
Yes, I use chewing tobacco less than I used to	50	60	100	100	100	100	33.4	57.9	0
No, I use chewing tobacco about the same amount as I used to	43.7	40	0	0	0	0	66.6	36.9	0
No, I use chewing tobacco more than I used to	6.3	0	0	0	0	0	0	5.3	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 991
q382) How much less chewing tobacco do you consume since using an additional tobacco product(s)?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Use Chewing Tobacco Less Than Used To (Unwtd)	8	3	2	1	1	1	1	11	0
Base - Use Chewing Tobacco Less Than Used To (Wgtd)	8	3	2	1	1	1	1	11	0
Eff Base	8	3	2	1	1	1	1	11	0

I now chew about one fourth of what I used to	87.5	66.6	49.9	0	0	0	100	90.9	0
I now chew about half of what I used to	12.5	33.4	50.1	100	100	100	0	9.1	0
I now chew about three fourths of what I used to	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 992
q383) Now that you continue to use another tobacco product in addition to chewing tobacco, how does this affect your total
tobacco consumption? Do you believe that your total tobacco consumption...?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Continued to Use Smokable Tobacco Products (Unwtd)	16	5	2	1	1	1	3	19	0
Base - Continued to Use Smokable Tobacco Products (Wgtd)	16	5	2	1	1	1	3	19	0
Eff Base	16	5	2	1	1	1	3	19	0
Has decreased	37.5	60	50.1	100	100	100	33.2	42.1	0
Has stayed about the same	43.8	20	0	0	0	0	33.4	36.9	0
Has increased	18.7	20	49.9	0	0	0	33.4	21	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 993
q384) If you look 6 months ahead, do you think you will change your chewing tobacco consumption?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Yes, I will increase my chewing tobacco consumption	34.8	27.2	50.1	100	100	100	14.3	26.8	0
Yes, I will decrease my chewing tobacco consumption	30.4	45.5	49.9	0	0	0	42.8	36.6	0
Yes, I will totally quit using chewing tobacco	6.5	0	0	0	0	0	28.6	9.8	0
No, my chewing tobacco consumption will stay about the same	28.3	27.3	0	0	0	0	14.3	26.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 994
q385) Do you use more, less or about the same amount of chewing tobacco as you did 6 months ago?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
I use chewing tobacco less today compared to 6 months ago	45.7	54.5	100	100	100	100	57.2	50.7	0
I use chewing tobacco about the same today as 6 months ago	30.4	36.3	0	0	0	0	28.5	31	0
I use chewing tobacco more today compared to 6 months ago	23.9	9.1	0	0	0	0	14.3	18.3	0
Total	100	100	100	100	100	100	100	100	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 995
q386) If you were to quit chewing (or quit again), which (if any) of the following products do you think you would use on a
temporary basis instead of chewing tobacco? (i.e. you would use them only to assist in quitting, then cease usage).

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
NRT (Net)	50	81.8	100	100	100	100	71.5	43.7	0
Nicotine chewing gum	30.4	54.5	100	100	100	100	0	25.4	0
Nicotine patches	26.1	36.4	0	0	0	0	28.6	22.6	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	8.7	18.2	50.1	100	100	100	42.8	7	0
Cigarettes	28.3	18.2	0	0	0	0	14.3	22.6	0
Moist Snuff	28.3	18.2	0	0	0	0	28.5	21.1	0
Snus	23.9	27.3	50.1	100	100	100	14.3	19.7	0
Other tobacco products	23.9	36.3	49.9	0	0	0	42.9	19.7	0
Other aids/substitutes than above	0	0	0	0	0	0	0	5.6	0
None of the above	26	9.1	0	0	0	0	0	26.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 996
q387) If you were to quit chewing (or quit again), which (if any) of the following products do you think you would use on an
ongoing basis instead of chewing tobacco? (i.e. you would use these even after quitting chewing).

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
NRT (Net)	54.4	81.8	100	100	100	100	57.1	46.5	0
Nicotine patches	39.1	54.6	50.1	100	100	100	42.8	32.4	0
Nicotine chewing gum	32.7	36.4	0	0	0	0	28.6	25.4	0
Other Nicotine Replacement Therapy Products (i.e. pills, inhaler)	4.3	18.2	49.9	0	0	0	0	4.2	0
Moist Snuff	23.9	18.2	50.1	100	100	100	28.6	21.1	0
Cigarettes	17.4	9.1	0	0	0	0	14.3	18.3	0
Snus	15.2	0	0	0	0	0	0	12.7	0
Other tobacco products	15.2	27.3	50.1	100	100	100	28.6	11.3	0
Other aids/substitutes than above	2.2	0	0	0	0	0	14.3	5.6	0
None of the above	26	9.1	0	0	0	0	0	25.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 997
q388) When you think about brands of chewing tobacco, which one brand first comes to mind?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Levi-Garrett	2.2	0	0	0	0	0	0	1.4	0
Red man (Net)	8.7	0	0	0	0	0	14.3	15.5	0
Red Man	8.7	0	0	0	0	0	14.3	15.5	0
Taylor's Pride	2.2	0	0	0	0	0	0	1.4	0
Camel	2.2	9.1	0	0	0	0	0	1.4	0
Copenhagen	13.1	27.3	0	0	0	0	14.3	8.5	0
Grizzly	0	0	0	0	0	0	0	2.8	0
Kodiak	2.2	0	0	0	0	0	0	1.4	0
Marlboro	6.5	0	0	0	0	0	0	8.5	0
Skoal	13	27.3	49.9	0	0	0	14.3	14.1	0
Other	13	0	0	0	0	0	42.9	11.3	0
Don't know/no answer	36.9	36.3	50.1	100	100	100	14.2	33.8	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 998
q389) What other brands of chewing tobacco can you think of?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Beechnut	4.3	0	0	0	0	0	0	4.2	0
Mail Pouch	0	0	0	0	0	0	0	2.8	0
Red man (Net)	6.5	0	0	0	0	0	0	7	0
Red Man	6.5	0	0	0	0	0	0	7	0
Stoker's	2.2	9.1	0	0	0	0	0	1.4	0
Camel	0	0	0	0	0	0	0	1.4	0
Copenhagen	10.9	18.2	49.9	0	0	0	14.3	8.5	0
Grizzly	0	0	0	0	0	0	0	1.4	0
Marlboro	6.5	9.1	0	0	0	0	0	5.6	0
Skoal	8.7	18.2	0	0	0	0	14.3	9.9	0
Other	17.4	0	0	0	0	0	14.3	15.5	0
Don't know/no answer	43.5	45.4	50.1	100	100	100	57.1	42.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 999
q388/q389) Total Unaided Chewing Tobacco Awareness

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Beechnut	4.3	0	0	0	0	0	0	4.2	0
Levi-Garrett	2.2	0	0	0	0	0	0	1.4	0
Mail Pouch	0	0	0	0	0	0	0	2.8	0
Red man (Net)	15.2	0	0	0	0	0	14.3	22.5	0
Red Man	15.2	0	0	0	0	0	14.3	22.5	0
Stoker's	2.2	9.1	0	0	0	0	0	1.4	0
Taylor's Pride	2.2	0	0	0	0	0	0	1.4	0
Camel	2.2	9.1	0	0	0	0	0	2.8	0
Copenhagen	24	45.5	49.9	0	0	0	28.6	16.9	0
Grizzly	0	0	0	0	0	0	0	4.2	0
Kodiak	2.2	0	0	0	0	0	0	1.4	0
Marlboro	10.9	9.1	0	0	0	0	0	12.7	0
Skoal	21.7	45.5	49.9	0	0	0	28.6	23.9	0

Other	26.1	0	0	0	0	0	42.9	23.9	0
Don't know/no answer	50	45.4	50.1	100	100	100	57.1	49.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1000
q390) Which of the following brands of loose leaf loose leaf chewing tobacco have you heard of?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Red Man (Net)	54.3	45.5	49.9	0	0	0	71.5	57.7	0
Red Man	32.6	36.3	49.9	0	0	0	28.6	38	0
Red Man Golden Blend	30.4	9.1	0	0	0	0	42.9	33.8	0
Red Man Regular	28.3	9.1	0	0	0	0	14.3	29.6	0
Red Man Select	15.2	18.2	49.9	0	0	0	0	22.5	0
Red Man Silver Blend	13	0	0	0	0	0	0	15.5	0
Beechnut	34.8	18.2	0	0	0	0	57.1	31	0
Levi-Garrett	28.2	18.1	0	0	0	0	0	21.1	0
Levi Extra	23.9	27.3	0	0	0	0	14.2	19.7	0
Big Mountain	21.7	27.3	50.1	100	100	100	14.2	22.5	0
H.B. Scott's	17.4	18.2	50.1	100	100	100	14.3	11.3	0
Granger Select	17.4	0	0	0	0	0	0	14.1	0
Durango	17.4	9.1	0	0	0	0	14.3	15.5	0
Mail Pouch Select	17.4	18.2	100	100	100	100	28.6	12.7	0
Havana Blossom	17.4	45.4	49.9	0	0	0	0	12.7	0
Morgan's	15.2	45.4	0	0	0	0	0	14.1	0
Bowie	15.2	27.2	0	0	0	0	0	14.1	0
Stoker's	15.2	9.1	0	0	0	0	14.3	11.3	0
Red Horse	13.1	9.1	0	0	0	0	28.6	9.9	0
J.D.'s Blend	13.1	9.1	0	0	0	0	14.3	12.7	0
Southern Pride	13	9.1	0	0	0	0	14.3	11.3	0
Taylor's Pride	13	9	0	0	0	0	28.6	8.5	0
Starr	10.9	18.2	0	0	0	0	0	11.3	0
Work Horse	10.9	9.1	0	0	0	0	14.3	8.5	0
Chattanooga loose leaf chewing tobacco	8.7	0	0	0	0	0	0	7.1	0
Red Leaf	8.7	18.2	0	0	0	0	0	14.1	0
Trophy	8.7	9.1	0	0	0	0	0	5.6	0
Mail Pouch	6.5	0	0	0	0	0	0	7.1	0
Union Standard	6.5	0	0	0	0	0	14.3	4.2	0
Pay Car	6.5	0	0	0	0	0	0	7	0
Lancaster	6.5	9.1	49.9	0	0	0	14.3	9.8	0
Other	0	0	0	0	0	0	0	0	0
Don't know/no answer	2.2	0	0	0	0	0	0	1.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1001
q388/q389/q390) Total Unaided/Aided Chewing Tobacco Awareness

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Beechnut	34.8	18.2	0	0	0	0	57.1	31	0
Big Mountain	21.7	27.3	50.1	100	100	100	14.2	22.5	0
Bowie	15.2	27.2	0	0	0	0	0	14.1	0
Chattanooga loose leaf chewing tobacco	8.7	0	0	0	0	0	0	7.1	0

Durango	17.4	9.1	0	0	0	0	14.3	15.5	0
Granger Select	17.4	0	0	0	0	0	0	14.1	0
Havana Blossom	17.4	45.4	49.9	0	0	0	0	12.7	0
H.B. Scott's	17.4	18.2	50.1	100	100	100	14.3	11.3	0
J.D.'s Blend	13.1	9.1	0	0	0	0	14.3	12.7	0
Lancaster	6.5	9.1	49.9	0	0	0	14.3	9.8	0
Levi-Garrett	28.2	18.1	0	0	0	0	0	21.1	0
Levi Extra	23.9	27.3	0	0	0	0	14.2	19.7	0
Mail Pouch	6.5	0	0	0	0	0	0	7.1	0
Mail Pouch Select	17.4	18.2	100	100	100	100	28.6	12.7	0
Morgan's	15.2	45.4	0	0	0	0	0	14.1	0
Pay Car	6.5	0	0	0	0	0	0	7	0
Red Horse	13.1	9.1	0	0	0	0	28.6	9.9	0
Red Leaf	8.7	18.2	0	0	0	0	0	14.1	0
Red man (Net)	54.3	45.5	49.9	0	0	0	71.5	57.7	0
Red Man	34.7	36.3	49.9	0	0	0	42.9	40.8	0
Red Man Regular	28.3	9.1	0	0	0	0	14.3	29.6	0
Red Man Golden Blend	30.4	9.1	0	0	0	0	42.9	33.8	0
Red Man Select	15.2	18.2	49.9	0	0	0	0	22.5	0
Red Man Silver Blend	13	0	0	0	0	0	0	15.5	0
Southern Pride	13	9.1	0	0	0	0	14.3	11.3	0
Starr	10.9	18.2	0	0	0	0	0	11.3	0
Stoker's	15.2	9.1	0	0	0	0	14.3	11.3	0
Taylor's Pride	15.2	9	0	0	0	0	28.6	9.9	0
Trophy	8.7	9.1	0	0	0	0	0	5.6	0
Union Standard	6.5	0	0	0	0	0	14.3	4.2	0
Work Horse	10.9	9.1	0	0	0	0	14.3	8.5	0
Camel	2.2	9.1	0	0	0	0	0	2.8	0
Copenhagen	24	45.5	49.9	0	0	0	28.6	16.9	0
Grizzly	0	0	0	0	0	0	0	4.2	0
Kodiak	2.2	0	0	0	0	0	0	1.4	0
Marlboro	10.9	9.1	0	0	0	0	0	12.7	0
Skoal	21.7	45.5	49.9	0	0	0	28.6	23.9	0
Other	26.1	0	0	0	0	0	42.9	23.9	0
Don't know/no answer	50	45.4	50.1	100	100	100	57.1	49.3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1002
q391) Which brands of chewing tobacco have you EVER tried?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Red Man (Net)	34.8	18.2	49.9	0	0	0	57.2	42.2	0
Red Man Golden Blend	19.5	0	0	0	0	0	42.9	19.7	0
Red Man Regular	17.4	9.1	0	0	0	0	14.3	19.7	0
Red Man	17.4	18.2	49.9	0	0	0	0	25.3	0
Red Man Select	10.9	9.1	0	0	0	0	0	9.8	0
Red Man Silver Blend	4.3	0	0	0	0	0	0	4.2	0
Beechnut	23.9	9.1	0	0	0	0	28.6	21.1	0
Levi-Garrett	17.3	18.1	0	0	0	0	0	11.2	0
Big Mountain	13	18.2	0	0	0	0	14.2	15.5	0
Bowie	8.7	18.2	0	0	0	0	0	8.5	0
Granger Select	8.7	0	0	0	0	0	0	7	0
Red Leaf	8.7	18.2	0	0	0	0	0	8.5	0
Havana Blossom	8.7	18.1	0	0	0	0	0	5.6	0
Stoker's	8.7	0	0	0	0	0	14.3	7	0
Morgan's	6.5	18.2	0	0	0	0	0	7	0
H.B. Scott's	6.5	9.1	50.1	100	100	100	0	4.2	0
Mail Pouch	6.5	0	0	0	0	0	0	7.1	0
Levi Extra	6.5	9.1	0	0	0	0	0	5.6	0
Southern Pride	6.5	0	0	0	0	0	0	5.6	0
Durango	6.5	9.1	0	0	0	0	0	4.2	0
Lancaster	6.5	9.1	49.9	0	0	0	14.3	8.4	0
Mail Pouch Select	6.5	0	0	0	0	0	14.3	4.2	0

J.D.'s Blend	4.4	0	0	0	0	0	0	4.2	0
Starr	2.2	0	0	0	0	0	0	1.4	0
Taylor's Pride	2.2	0	0	0	0	0	14.3	1.4	0
Work Horse	2.2	0	0	0	0	0	0	2.8	0
Trophy	2.2	0	0	0	0	0	0	1.4	0
Red Horse	0	0	0	0	0	0	0	0	0
Chattanooga loose leaf chewing tobacco	0	0	0	0	0	0	0	1.4	0
Union Standard	0	0	0	0	0	0	0	0	0
Pay Car	0	0	0	0	0	0	0	0	0
Other	2.2	0	0	0	0	0	0	1.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1003

q392) Which of those brands have you EVER purchased on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Red Man (Net)	28.2	9.1	0	0	0	0	57.2	32.4	0
Red Man Golden Blend	10.9	0	0	0	0	0	42.9	8.4	0
Red Man	10.8	9.1	0	0	0	0	0	14.1	0
Red Man Regular	8.7	9.1	0	0	0	0	14.3	11.3	0
Red Man Select	6.5	9.1	0	0	0	0	0	5.6	0
Red Man Silver Blend	0	0	0	0	0	0	0	0	0
Beechnut	19.6	9.1	0	0	0	0	28.6	16.9	0
Levi-Garrett	13	18.1	0	0	0	0	0	8.4	0
Big Mountain	10.9	9.1	0	0	0	0	14.2	11.3	0
Bowie	8.7	18.2	0	0	0	0	0	8.5	0
Morgan's	6.5	18.2	0	0	0	0	0	7	0
H.B. Scott's	6.5	9.1	50.1	100	100	100	0	4.2	0
Southern Pride	6.5	0	0	0	0	0	0	4.2	0
Havana Blossom	6.5	9.1	0	0	0	0	0	4.2	0
Granger Select	6.5	0	0	0	0	0	0	5.6	0
Levi Extra	4.4	9.1	0	0	0	0	0	2.8	0
Lancaster	4.3	9.1	49.9	0	0	0	14.3	5.6	0
Durango	4.3	9.1	0	0	0	0	0	2.8	0
Red Leaf	2.2	9.1	0	0	0	0	0	4.2	0
J.D.'s Blend	2.2	0	0	0	0	0	0	2.8	0
Mail Pouch	2.2	0	0	0	0	0	0	2.8	0
Trophy	2.2	0	0	0	0	0	0	1.4	0
Mail Pouch Select	0	0	0	0	0	0	0	0	0
Chattanooga loose leaf chewing tobacco	0	0	0	0	0	0	0	1.4	0
Pay Car	0	0	0	0	0	0	0	0	0
Starr	0	0	0	0	0	0	0	0	0
Stoker's	0	0	0	0	0	0	0	0	0
Taylor's Pride	0	0	0	0	0	0	0	0	0
Red Horse	0	0	0	0	0	0	0	0	0
Union Standard	0	0	0	0	0	0	0	0	0
Work Horse	0	0	0	0	0	0	0	1.4	0
Other	2.2	0	0	0	0	0	0	1.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1004
q393) Which brands of chewing tobacco do you CURRENTLY purchase on a regular basis?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Red Man (Net)	26.1	9.1	0	0	0	0	42.9	31	0
Red Man Golden Blend	10.9	0	0	0	0	0	42.9	8.4	0
Red Man	8.7	0	0	0	0	0	0	11.3	0
Red Man Regular	4.4	9.1	0	0	0	0	0	8.5	0
Red Man Select	2.2	0	0	0	0	0	0	2.8	0
Red Man Silver Blend	0	0	0	0	0	0	0	0	0
Beechnut	17.4	9.1	0	0	0	0	28.6	15.5	0
Big Mountain	10.9	9.1	0	0	0	0	14.2	9.9	0
Levi-Garrett	8.7	9	0	0	0	0	0	5.6	0
Bowie	6.5	9.1	0	0	0	0	0	7	0
H.B. Scott's	6.5	9.1	50.1	100	100	100	0	4.2	0
Morgan's	4.4	18.2	0	0	0	0	0	4.2	0
Havana Blossom	4.4	0	0	0	0	0	0	2.8	0
Durango	4.3	9.1	0	0	0	0	0	2.8	0
Red Leaf	2.2	9.1	0	0	0	0	0	4.2	0
Lancaster	2.2	9.1	49.9	0	0	0	14.3	2.8	0
Mail Pouch	2.2	0	0	0	0	0	0	2.8	0
Southern Pride	2.2	0	0	0	0	0	0	1.4	0
Granger Select	2.2	0	0	0	0	0	0	2.8	0
Trophy	2.2	0	0	0	0	0	0	1.4	0
Pay Car	0	0	0	0	0	0	0	0	0
Red Horse	0	0	0	0	0	0	0	0	0
Levi Extra	0	0	0	0	0	0	0	0	0
Chattanooga loose leaf chewing tobacco	0	0	0	0	0	0	0	1.4	0
Mail Pouch Select	0	0	0	0	0	0	0	0	0
Starr	0	0	0	0	0	0	0	0	0
Stoker's	0	0	0	0	0	0	0	0	0
Taylor's Pride	0	0	0	0	0	0	0	0	0
J.D.'s Blend	0	0	0	0	0	0	0	1.4	0
Union Standard	0	0	0	0	0	0	0	0	0
Work Horse	0	0	0	0	0	0	0	1.4	0
Other	2.2	0	0	0	0	0	0	1.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1005
q394) What one brand of chewing tobacco do you purchase most often? That is, which brand is your main brand?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Red Man (Net)	23.9	9.1	0	0	0	0	42.9	29.6	0
Red Man Golden Blend	8.7	0	0	0	0	0	42.9	7	0
Red Man	8.7	0	0	0	0	0	0	11.3	0
Red Man Regular	4.4	9.1	0	0	0	0	0	8.5	0
Red Man Select	2.2	0	0	0	0	0	0	2.8	0
Red Man Silver Blend	0	0	0	0	0	0	0	0	0
Beechnut	17.4	9.1	0	0	0	0	28.6	15.5	0
Big Mountain	10.9	9.1	0	0	0	0	14.2	8.5	0
Levi-Garrett	8.7	9	0	0	0	0	0	5.6	0
Bowie	6.5	9.1	0	0	0	0	0	7	0
Morgan's	4.4	18.2	0	0	0	0	0	4.2	0
H.B. Scott's	4.4	9.1	50.1	100	100	100	0	2.8	0
Havana Blossom	4.4	0	0	0	0	0	0	2.8	0
Durango	4.3	9.1	0	0	0	0	0	2.8	0
Red Leaf	2.2	9.1	0	0	0	0	0	4.2	0
Lancaster	2.2	9.1	49.9	0	0	0	14.3	2.8	0
Mail Pouch	2.2	0	0	0	0	0	0	2.8	0
Southern Pride	2.2	0	0	0	0	0	0	1.4	0
Granger Select	2.2	0	0	0	0	0	0	2.8	0
Trophy	2.2	0	0	0	0	0	0	1.4	0

Pay Car	0	0	0	0	0	0	0	0	0
Red Horse	0	0	0	0	0	0	0	0	0
Levi Extra	0	0	0	0	0	0	0	0	0
Chattanooga loose leaf chewing tobacco	0	0	0	0	0	0	0	1.4	0
Mail Pouch Select	0	0	0	0	0	0	0	0	0
Starr	0	0	0	0	0	0	0	0	0
Stoker's	0	0	0	0	0	0	0	0	0
Taylor's Pride	0	0	0	0	0	0	0	0	0
J.D.'s Blend	0	0	0	0	0	0	0	1.4	0
Union Standard	0	0	0	0	0	0	0	0	0
Work Horse	0	0	0	0	0	0	0	1.4	0
Other	2.2	0	0	0	0	0	0	1.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1006
q395) You said that you currently purchase [Q394] chewing tobacco most often.
Which one brand, if any, did
you purchase most often PRIOR to this brand?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Previous Most Often Brand (Unwtd)	13	3	0	0	0	0	1	16	0
Base - Has Previous Most Often Brand (Wgtd)	13	3	0	0	0	0	1	16	0
Eff Base	13	3	0	0	0	0	1	16	0
Beechnut	0	0	0	0	0	0	0	0	0
Big Mountain	0	0	0	0	0	0	0	6.3	0
Bowie	7.7	33.3	0	0	0	0	0	6.2	0
Chattanooga loose leaf chewing tobacco	0	0	0	0	0	0	0	0	0
Durango	0	0	0	0	0	0	0	0	0
Granger Select	15.4	0	0	0	0	0	0	12.5	0
Havana Blossom	7.7	33.3	0	0	0	0	0	6.2	0
H.B. Scott's	0	0	0	0	0	0	0	0	0
J.D.'s Blend	7.7	0	0	0	0	0	0	6.3	0
Lancaster	7.7	0	0	0	0	0	0	12.5	0
Levi-Garrett	0	0	0	0	0	0	0	0	0
Levi Extra	7.8	0	0	0	0	0	0	6.3	0
Mail Pouch	0	0	0	0	0	0	0	0	0
Mail Pouch Select	0	0	0	0	0	0	0	0	0
Morgan's	7.7	0	0	0	0	0	0	12.5	0
Pay Car	0	0	0	0	0	0	0	0	0
Red Horse	0	0	0	0	0	0	0	0	0
Red Leaf	0	0	0	0	0	0	0	0	0
Red Man (Net)	15.4	33.4	0	0	0	0	100	12.5	0
Red Man	7.7	33.4	0	0	0	0	0	6.3	0
Red Man Regular	7.7	0	0	0	0	0	100	6.3	0
Red Man Golden Blend	0	0	0	0	0	0	0	0	0
Red Man Select	0	0	0	0	0	0	0	0	0
Red Man Silver Blend	0	0	0	0	0	0	0	0	0
Southern Pride	7.7	0	0	0	0	0	0	6.3	0
Starr	0	0	0	0	0	0	0	0	0
Stoker's	0	0	0	0	0	0	0	0	0
Taylor's Pride	0	0	0	0	0	0	0	0	0
Trophy	0	0	0	0	0	0	0	0	0
Union Standard	0	0	0	0	0	0	0	0	0
Work Horse	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
[Q394] has always been my brand	15.3	0	0	0	0	0	0	12.5	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1007

q396) As a consumer you regularly make many choices between different brands. Thinking about chewing tobacco, how
important is the brand name when you make a purchase?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Top 2 Box (Net)	43.5	45.4	100	100	100	100	71.4	46.5	0
Care very much (1)	26.1	27.3	100	100	100	100	28.6	25.3	0
2	17.4	18.2	0	0	0	0	42.8	21.1	0
Care Somewhat (3)	30.5	36.4	0	0	0	0	0	24	0
Bottom 2 Box (Net)	26.1	18.1	0	0	0	0	28.6	29.6	0
4	17.4	18.1	0	0	0	0	28.6	19.7	0
Do not care at all (5)	8.7	0	0	0	0	0	0	9.8	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.65	2.45	1	1	1	1	2.29	2.68	0
Std. Dev.	1.29	1.13	0	0	0	0	1.25	1.32	0
Std. Err.	0.19	0.34	0	0	0	0	0.47	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1008
q397) Top 2 Box Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Beechnut	62.5	0	0	0	0	0	100	45.5	0
(2) Big Mountain	70	33.3	0	0	0	0	100	62.5	0
(3) Bowie	42.8	33.3	0	0	0	0	0	39.9	0
(4) Chattanooga loose leaf chewing tobacco	74.9	0	0	0	0	0	0	59.9	0
(5) Durango	75	0	0	0	0	0	100	72.7	0
(6) Granger Select	75	0	0	0	0	0	0	70	0
(7) Havana Blossom	37.6	40.1	100	0	0	0	0	44.5	0
(8) H.B. Scott's	50	0	0	0	0	0	100	50	0
(9) J.D.'s Blend	100	100	0	0	0	0	100	88.9	0
(10) Lancaster	66.8	100	100	0	0	0	0	57.1	0
(11) Levi-Garrett	46.2	49.9	0	0	0	0	0	40.1	0
(12) Levi Extra	45.5	66.7	0	0	0	0	100	42.9	0
(13) Mail Pouch	66.5	0	0	0	0	0	0	79.9	0
(14) Mail Pouch Select	50	49.9	49.9	0	0	0	100	55.6	0
(15) Morgan's	57.2	60	0	0	0	0	0	60	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1009
q397_1) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Beechnut

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Beechnut (Unwtd)	16	2	0	0	0	0	4	22	0
Base - Ever Heard of Beechnut (Wgtd)	16	2	0	0	0	0	4	22	0
Eff Base	16	2	0	0	0	0	4	22	0
Top 2 Box (Net)	62.5	0	0	0	0	0	100	45.5	0
Definitely would purchase (1)	37.6	0	0	0	0	0	75.1	27.3	0
2	25	0	0	0	0	0	24.9	18.2	0

Possibly would purchase (3)		12.5	0	0	0	0	0	0	22.7	0
Bottom 2 Box (Net)		25	100	0	0	0	0	0	31.8	0
	4	25	100	0	0	0	0	0	31.8	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	100	100	0
Mean		2.25	4	0	0	0	0	1.25	2.59	0
Std. Dev.		1.24	0	0	0	0	0	0.5	1.22	0
Std. Err.		0.31	0	0	0	0	0	0.25	0.26	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1010
q397_2) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Big Mountain

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Big Mountain (Unwtd)		10	3	1	1	1	1	1	16	0
Base - Ever Heard of Big Mountain (Wgtd)		10	3	1	1	1	1	1	16	0
Eff Base		10	3	1	1	1	1	1	16	0
Top 2 Box (Net)		70	33.3	0	0	0	0	100	62.5	0
Definitely would purchase (1)		30	33.3	0	0	0	0	0	18.8	0
	2	40	0	0	0	0	0	100	43.7	0
Possibly would purchase (3)		10	0	0	0	0	0	0	18.8	0
Bottom 2 Box (Net)		20	66.7	100	100	100	100	0	18.8	0
	4	20	66.7	100	100	100	100	0	18.8	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.2	3	4	4	4	4	2	2.38	0
Std. Dev.		1.14	1.73	0	0	0	0	0	1.03	0
Std. Err.		0.36	1	0	0	0	0	0	0.26	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1011
q397_3) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Bowie

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Bowie (Unwtd)		7	3	0	0	0	0	0	10	0
Base - Ever Heard of Bowie (Wgtd)		7	3	0	0	0	0	0	10	0
Eff Base		7	3	0	0	0	0	0	10	0
Top 2 Box (Net)		42.8	33.3	0	0	0	0	0	39.9	0
Definitely would purchase (1)		14.3	0	0	0	0	0	0	20	0
	2	28.5	33.3	0	0	0	0	0	20	0
Possibly would purchase (3)		14.4	0	0	0	0	0	0	20	0
Bottom 2 Box (Net)		42.8	66.7	0	0	0	0	0	40	0
	4	42.8	66.7	0	0	0	0	0	30	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	10	0
Total		100	100	0	0	0	0	0	100	0
Mean		2.86	3.33	0	0	0	0	0	2.9	0
Std. Dev.		1.21	1.16	0	0	0	0	0	1.37	0
Std. Err.		0.46	0.67	0	0	0	0	0	0.43	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1012
q397_4) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Chattanooga loose leaf chewing tobacco

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Chattanooga loose leaf chewing tobacco (Unwtd)		4	0	0	0	0	0	0	5	0
Base - Ever Heard of Chattanooga loose leaf chewing tobacco (Wgtd)		4	0	0	0	0	0	0	5	0
Eff Base		4	0	0	0	0	0	0	5	0
Top 2 Box (Net)		74.9	0	0	0	0	0	0	59.9	0
Definitely would purchase (1)		24.9	0	0	0	0	0	0	19.9	0
	2	50	0	0	0	0	0	0	40	0
Possibly would purchase (3)		25.1	0	0	0	0	0	0	20.1	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	20	0
	4	0	0	0	0	0	0	0	0	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	20	0
Total		100	0	0	0	0	0	0	100	0
Mean		2	0	0	0	0	0	0	2.6	0
Std. Dev.		0.82	0	0	0	0	0	0	1.51	0
Std. Err.		0.41	0	0	0	0	0	0	0.68	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1013
q397_5) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Durango

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Durango (Unwtd)		8	1	0	0	0	0	1	11	0
Base - Ever Heard of Durango (Wgtd)		8	1	0	0	0	0	1	11	0
Eff Base		8	1	0	0	0	0	1	11	0
Top 2 Box (Net)		75	0	0	0	0	0	100	72.7	0
Definitely would purchase (1)		37.5	0	0	0	0	0	100	45.5	0
	2	37.5	0	0	0	0	0	0	27.3	0
Possibly would purchase (3)		25	100	0	0	0	0	0	18.2	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	9.1	0
	4	0	0	0	0	0	0	0	9.1	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	100	100	0
Mean		1.87	3	0	0	0	0	1	1.91	0
Std. Dev.		0.83	0	0	0	0	0	0	1.04	0
Std. Err.		0.3	0	0	0	0	0	0	0.31	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1014
q397_6) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Granger Select

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Granger Select (Unwtd)	8	0	0	0	0	0	0	10	0
Base - Ever Heard of Granger Select (Wgtd)	8	0	0	0	0	0	0	10	0
Eff Base	8	0	0	0	0	0	0	10	0
Top 2 Box (Net)	75	0	0	0	0	0	0	70	0

Definitely would purchase (1)		50.1	0	0	0	0	0	0	40.1	0
	2	24.9	0	0	0	0	0	0	29.9	0
Possibly would purchase (3)		0	0	0	0	0	0	0	10	0
Bottom 2 Box (Net)		25	0	0	0	0	0	0	20	0
	4	12.5	0	0	0	0	0	0	10	0
Definitely would not purchase (5)		12.4	0	0	0	0	0	0	10	0
Total		100	0	0	0	0	0	0	100	0
Mean		2.12	0	0	0	0	0	0	2.2	0
Std. Dev.		1.55	0	0	0	0	0	0	1.4	0
Std. Err.		0.55	0	0	0	0	0	0	0.44	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1015
q397_7) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Havana Blossom

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Havana Blossom (Unwtd)		8	5	1	0	0	0	0	9	0
Base - Ever Heard of Havana Blossom (Wgtd)		8	5	1	0	0	0	0	9	0
Eff Base		8	5	1	0	0	0	0	9	0
Top 2 Box (Net)		37.6	40.1	100	0	0	0	0	44.5	0
Definitely would purchase (1)		0	0	0	0	0	0	0	11.1	0
	2	37.6	40.1	100	0	0	0	0	33.4	0
Possibly would purchase (3)		37.5	20	0	0	0	0	0	33.3	0
Bottom 2 Box (Net)		25	39.9	0	0	0	0	0	22.2	0
	4	25	39.9	0	0	0	0	0	22.2	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0
Total		100	100	100	0	0	0	0	100	0
Mean		2.87	3	2	0	0	0	0	2.67	0
Std. Dev.		0.83	1	0	0	0	0	0	1	0
Std. Err.		0.3	0.45	0	0	0	0	0	0.33	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1016
q397_8) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- H.B. Scott's

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of H.B. Scott's (Unwtd)		8	2	1	1	1	1	1	8	0
Base - Ever Heard of H.B. Scott's (Wgtd)		8	2	1	1	1	1	1	8	0
Eff Base		8	2	1	1	1	1	1	8	0
Top 2 Box (Net)		50	0	0	0	0	0	100	50	0
Definitely would purchase (1)		37.5	0	0	0	0	0	100	37.5	0
	2	12.5	0	0	0	0	0	0	12.5	0
Possibly would purchase (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		50	100	100	100	100	100	0	50	0
	4	37.5	49.9	0	0	0	0	0	37.5	0
Definitely would not purchase (5)		12.5	50.1	100	100	100	100	0	12.5	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.75	4.5	5	5	5	5	1	2.75	0
Std. Dev.		1.67	0.71	0	0	0	0	0	1.67	0
Std. Err.		0.59	0.5	0	0	0	0	0	0.59	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 1017
q397_9) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- J.D.'s Blend

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of J.D.'s Blend (Unwtd)		6	1	0	0	0	0	1	9	0
Base - Ever Heard of J.D.'s Blend (Wgtd)		6	1	0	0	0	0	1	9	0
Eff Base		6	1	0	0	0	0	1	9	0
Top 2 Box (Net)		100	100	0	0	0	0	100	88.9	0
Definitely would purchase (1)		66.6	100	0	0	0	0	100	44.5	0
	2	33.4	0	0	0	0	0	0	44.4	0
Possibly would purchase (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	11.1	0
	4	0	0	0	0	0	0	0	0	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	11.1	0
Total		100	100	0	0	0	0	100	100	0
Mean		1.33	1	0	0	0	0	1	1.89	0
Std. Dev.		0.52	0	0	0	0	0	0	1.27	0
Std. Err.		0.21	0	0	0	0	0	0	0.42	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1018
q397_10) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Lancaster

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Lancaster (Unwtd)		3	1	1	0	0	0	1	7	0
Base - Ever Heard of Lancaster (Wgtd)		3	1	1	0	0	0	1	7	0
Eff Base		3	1	1	0	0	0	1	7	0
Top 2 Box (Net)		66.8	100	100	0	0	0	0	57.1	0
Definitely would purchase (1)		66.8	100	100	0	0	0	0	28.6	0
	2	0	0	0	0	0	0	0	28.5	0
Possibly would purchase (3)		33.2	0	0	0	0	0	0	28.6	0
Bottom 2 Box (Net)		0	0	0	0	0	0	100	14.3	0
	4	0	0	0	0	0	0	0	0	0
Definitely would not purchase (5)		0	0	0	0	0	0	100	14.3	0
Total		100	100	100	0	0	0	100	100	0
Mean		1.66	1	1	0	0	0	5	2.43	0
Std. Dev.		1.15	0	0	0	0	0	0	1.4	0
Std. Err.		0.67	0	0	0	0	0	0	0.53	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1019
q397_11) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Levi-Garrett

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Levi-Garrett (Unwtd)	13	2	0	0	0	0	0	15	0
Base - Ever Heard of Levi-Garrett (Wgtd)	13	2	0	0	0	0	0	15	0

Eff Base		13	2	0	0	0	0	0	15	0
Top 2 Box (Net)		46.2	49.9	0	0	0	0	0	40.1	0
Definitely would purchase (1)		7.7	0	0	0	0	0	0	6.7	0
	2	38.5	49.9	0	0	0	0	0	33.4	0
Possibly would purchase (3)		46.1	50.1	0	0	0	0	0	40	0
Bottom 2 Box (Net)		7.7	0	0	0	0	0	0	20	0
	4	7.7	0	0	0	0	0	0	6.6	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	13.3	0
Total		100	100	0	0	0	0	0	100	0
Mean		2.54	2.5	0	0	0	0	0	2.87	0
Std. Dev.		0.78	0	0	0	0	0	0	1.13	0
Std. Err.		0.22	0	0	0	0	0	0	0.29	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1020
q397_12) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Levi Extra

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Levi Extra (Unwtd)		11	3	0	0	0	0	1	14	0
Base - Ever Heard of Levi Extra (Wgtd)		11	3	0	0	0	0	1	14	0
Eff Base		11	3	0	0	0	0	1	14	0
Top 2 Box (Net)		45.5	66.7	0	0	0	0	100	42.9	0
Definitely would purchase (1)		36.4	66.7	0	0	0	0	100	35.7	0
	2	9.2	0	0	0	0	0	0	7.2	0
Possibly would purchase (3)		27.2	0	0	0	0	0	0	28.5	0
Bottom 2 Box (Net)		27.2	33.3	0	0	0	0	0	28.5	0
	4	27.2	33.3	0	0	0	0	0	28.5	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	100	100	0
Mean		2.45	2	0	0	0	0	1	2.5	0
Std. Dev.		1.29	1.73	0	0	0	0	0	1.29	0
Std. Err.		0.39	1	0	0	0	0	0	0.34	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1021
q397_13) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Mail Pouch

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Mail Pouch (Unwtd)		3	0	0	0	0	0	0	5	0
Base - Ever Heard of Mail Pouch (Wgtd)		3	0	0	0	0	0	0	5	0
Eff Base		3	0	0	0	0	0	0	5	0
Top 2 Box (Net)		66.5	0	0	0	0	0	0	79.9	0
Definitely would purchase (1)		33.2	0	0	0	0	0	0	39.9	0
	2	33.2	0	0	0	0	0	0	40	0
Possibly would purchase (3)		33.5	0	0	0	0	0	0	20.1	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	0	0
	4	0	0	0	0	0	0	0	0	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0
Total		100	0	0	0	0	0	0	100	0
Mean		2	0	0	0	0	0	0	1.8	0
Std. Dev.		1	0	0	0	0	0	0	0.84	0
Std. Err.		0.58	0	0	0	0	0	0	0.37	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1022
q397_14) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Mail Pouch Select

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Mail Pouch Select (Unwtd)	8	2	2	1	1	1	2	9	0
Base - Ever Heard of Mail Pouch Select (Wgtd)	8	2	2	1	1	1	2	9	0
Eff Base	8	2	2	1	1	1	2	9	0
Top 2 Box (Net)	50	49.9	49.9	0	0	0	100	55.6	0
Definitely would purchase (1)	12.5	49.9	49.9	0	0	0	0	22.2	0
2	37.5	0	0	0	0	0	100	33.4	0
Possibly would purchase (3)	0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)	50	50.1	50.1	100	100	100	0	44.4	0
4	25.1	50.1	50.1	100	100	100	0	22.3	0
Definitely would not purchase (5)	24.9	0	0	0	0	0	0	22.1	0
Total	100	100	100	100	100	100	100	100	0
Mean	3.12	2.5	2.5	4	4	4	2	2.89	0
Std. Dev.	1.55	2.12	2.12	0	0	0	0	1.61	0
Std. Err.	0.55	1.5	1.5	0	0	0	0	0.54	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1023
q397_15) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Morgan's

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Morgan's (Unwtd)	7	5	0	0	0	0	0	10	0
Base - Ever Heard of Morgan's (Wgtd)	7	5	0	0	0	0	0	10	0
Eff Base	7	5	0	0	0	0	0	10	0
Top 2 Box (Net)	57.2	60	0	0	0	0	0	60	0
Definitely would purchase (1)	14.3	20.1	0	0	0	0	0	30	0
2	42.8	39.9	0	0	0	0	0	30	0
Possibly would purchase (3)	28.6	20	0	0	0	0	0	20	0
Bottom 2 Box (Net)	14.3	20	0	0	0	0	0	20	0
4	14.3	20	0	0	0	0	0	10	0
Definitely would not purchase (5)	0	0	0	0	0	0	0	10	0
Total	100	100	0	0	0	0	0	100	0
Mean	2.43	2.4	0	0	0	0	0	2.4	0
Std. Dev.	0.98	1.14	0	0	0	0	0	1.35	0
Std. Err.	0.37	0.51	0	0	0	0	0	0.43	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1024
q398) Top 2 Box Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(16) Pay Car	66.8	0	0	0	0	0	0	60	0
(17) Red Horse	66.6	0	0	0	0	0	100	57.1	0

(18) Red Leaf	75.1	100	0	0	0	0	0	80	0
(19) Red Man	53.3	50	100	0	0	0	100	55.5	0
(20) Red Man Regular	53.9	0	0	0	0	0	100	57.2	0
(21) Red Man Golden Blend	57.2	100	0	0	0	0	66.7	58.3	0
(22) Red Man Select	42.9	50	100	0	0	0	0	43.7	0
(23) Red Man Silver Blend	49.9	0	0	0	0	0	0	54.5	0
(24) Southern Pride	50	0	0	0	0	0	100	50	0
(25) Starr	40.1	0	0	0	0	0	0	25	0
(26) Stoker's	57.1	100	0	0	0	0	100	62.5	0
(27) Taylor's Pride	100	100	0	0	0	0	100	100	0
(28) Trophy	75	100	0	0	0	0	0	75	0
(29) Union Standard	33.3	0	0	0	0	0	100	33.3	0
(30) Work Horse	60.1	100	0	0	0	0	100	66.7	0
(31) Other	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1025
q398_16) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Pay Car

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Pay Car (Unwtd)		3	0	0	0	0	0	0	5	0
Base - Ever Heard of Pay Car (Wgtd)		3	0	0	0	0	0	0	5	0
Eff Base		3	0	0	0	0	0	0	5	0
Top 2 Box (Net)		66.8	0	0	0	0	0	0	60	0
Definitely would purchase (1)		66.8	0	0	0	0	0	0	60	0
	2	0	0	0	0	0	0	0	0	0
Possibly would purchase (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		33.2	0	0	0	0	0	0	40	0
	4	33.2	0	0	0	0	0	0	20	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	20	0
Total		100	0	0	0	0	0	0	100	0
Mean		2	0	0	0	0	0	0	2.4	0
Std. Dev.		1.73	0	0	0	0	0	0	1.95	0
Std. Err.		1	0	0	0	0	0	0	0.87	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1026
q398_17) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Horse

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Horse (Unwtd)		6	1	0	0	0	0	2	7	0
Base - Ever Heard of Red Horse (Wgtd)		6	1	0	0	0	0	2	7	0
Eff Base		6	1	0	0	0	0	2	7	0
Top 2 Box (Net)		66.6	0	0	0	0	0	100	57.1	0
Definitely would purchase (1)		16.7	0	0	0	0	0	50.1	14.3	0
	2	49.9	0	0	0	0	0	49.9	42.8	0
Possibly would purchase (3)		16.8	0	0	0	0	0	0	28.6	0
Bottom 2 Box (Net)		16.6	100	0	0	0	0	0	14.3	0
	4	16.6	100	0	0	0	0	0	14.3	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	100	100	0
Mean		2.33	4	0	0	0	0	1.5	2.43	0
Std. Dev.		1.03	0	0	0	0	0	0	0.98	0
Std. Err.		0.42	0	0	0	0	0	0	0.37	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1027
q398_18) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Leaf

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Leaf (Unwtd)		4	2	0	0	0	0	0	10	0
Base - Ever Heard of Red Leaf (Wgtd)		4	2	0	0	0	0	0	10	0
Eff Base		4	2	0	0	0	0	0	10	0
Top 2 Box (Net)		75.1	100	0	0	0	0	0	80	0
Definitely would purchase (1)		75.1	100	0	0	0	0	0	50.1	0
	2	0	0	0	0	0	0	0	29.9	0
Possibly would purchase (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		24.9	0	0	0	0	0	0	20	0
	4	0	0	0	0	0	0	0	0	0
Definitely would not purchase (5)		24.9	0	0	0	0	0	0	20	0
Total		100	100	0	0	0	0	0	100	0
Mean		2	1	0	0	0	0	0	2.1	0
Std. Dev.		2	0	0	0	0	0	0	1.59	0
Std. Err.		1	0	0	0	0	0	0	0.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1028
q398_19) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Man

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man (Unwtd)		15	4	1	0	0	0	2	27	0
Base - Ever Heard of Red Man (Wgtd)		15	4	1	0	0	0	2	27	0
Eff Base		15	4	1	0	0	0	2	27	0
Top 2 Box (Net)		53.3	50	100	0	0	0	100	55.5	0
Definitely would purchase (1)		33.3	25	100	0	0	0	100	37	0
	2	20	25	0	0	0	0	0	18.5	0
Possibly would purchase (3)		20	50	0	0	0	0	0	22.3	0
Bottom 2 Box (Net)		26.6	0	0	0	0	0	0	22.2	0
	4	13.3	0	0	0	0	0	0	7.4	0
Definitely would not purchase (5)		13.3	0	0	0	0	0	0	14.8	0
Total		100	100	100	0	0	0	100	100	0
Mean		2.53	2.25	1	0	0	0	1	2.45	0
Std. Dev.		1.46	0.96	0	0	0	0	0	1.45	0
Std. Err.		0.38	0.48	0	0	0	0	0	0.28	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1029
q398_20) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Man Regular

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Regular (Unwtd)		13	1	0	0	0	0	1	21	0
Base - Ever Heard of Red Man Regular (Wgtd)		13	1	0	0	0	0	1	21	0
Eff Base		13	1	0	0	0	0	1	21	0
Top 2 Box (Net)		53.9	0	0	0	0	0	100	57.2	0
Definitely would purchase (1)		38.5	0	0	0	0	0	100	42.9	0
	2	15.4	0	0	0	0	0	0	14.3	0
Possibly would purchase (3)		23.1	100	0	0	0	0	0	19	0
Bottom 2 Box (Net)		23.1	0	0	0	0	0	0	23.8	0
	4	15.4	0	0	0	0	0	0	9.5	0
Definitely would not purchase (5)		7.7	0	0	0	0	0	0	14.3	0
Total		100	100	0	0	0	0	100	100	0
Mean		2.38	3	0	0	0	0	1	2.38	0
Std. Dev.		1.39	0	0	0	0	0	0	1.5	0
Std. Err.		0.38	0	0	0	0	0	0	0.33	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1030
q398_21) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Man Golden Blend

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Golden Blend (Unwtd)		14	1	0	0	0	0	3	24	0
Base - Ever Heard of Red Man Golden Blend (Wgtd)		14	1	0	0	0	0	3	24	0
Eff Base		14	1	0	0	0	0	3	24	0
Top 2 Box (Net)		57.2	100	0	0	0	0	66.7	58.3	0
Definitely would purchase (1)		28.6	100	0	0	0	0	33.4	33.4	0
	2	28.5	0	0	0	0	0	33.3	25	0
Possibly would purchase (3)		14.3	0	0	0	0	0	0	16.7	0
Bottom 2 Box (Net)		28.5	0	0	0	0	0	33.3	25	0
	4	21.4	0	0	0	0	0	33.3	12.5	0
Definitely would not purchase (5)		7.1	0	0	0	0	0	0	12.5	0
Total		100	100	0	0	0	0	100	100	0
Mean		2.5	1	0	0	0	0	2.33	2.46	0
Std. Dev.		1.34	0	0	0	0	0	1.53	1.41	0
Std. Err.		0.36	0	0	0	0	0	0.88	0.29	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1031
q398_22) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Man Select

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Select (Unwtd)		7	2	1	0	0	0	0	16	0
Base - Ever Heard of Red Man Select (Wgtd)		7	2	1	0	0	0	0	16	0
Eff Base		7	2	1	0	0	0	0	16	0
Top 2 Box (Net)		42.9	50	100	0	0	0	0	43.7	0
Definitely would purchase (1)		28.5	50	100	0	0	0	0	24.9	0
	2	14.3	0	0	0	0	0	0	18.8	0
Possibly would purchase (3)		28.6	50	0	0	0	0	0	25	0
Bottom 2 Box (Net)		28.5	0	0	0	0	0	0	31.3	0
	4	14.3	0	0	0	0	0	0	12.5	0
Definitely would not purchase (5)		14.3	0	0	0	0	0	0	18.8	0
Total		100	100	100	0	0	0	0	100	0
Mean		2.71	2	1	0	0	0	0	2.81	0

Std. Dev.	1.5	1.41	0	0	0	0	0	1.47	0
Std. Err.	0.57	1	0	0	0	0	0	0.37	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1032
q398_23) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Red Man Silver Blend

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Silver Blend (Unwtd)		6	0	0	0	0	0	0	11	0
Base - Ever Heard of Red Man Silver Blend (Wgtd)		6	0	0	0	0	0	0	11	0
Eff Base		6	0	0	0	0	0	0	11	0
Top 2 Box (Net)		49.9	0	0	0	0	0	0	54.5	0
Definitely would purchase (1)		33.2	0	0	0	0	0	0	36.3	0
	2	16.7	0	0	0	0	0	0	18.2	0
Possibly would purchase (3)		16.7	0	0	0	0	0	0	9.1	0
Bottom 2 Box (Net)		33.3	0	0	0	0	0	0	36.4	0
	4	16.7	0	0	0	0	0	0	9.1	0
Definitely would not purchase (5)		16.7	0	0	0	0	0	0	27.3	0
Total		100	0	0	0	0	0	0	100	0
Mean		2.67	0	0	0	0	0	0	2.73	0
Std. Dev.		1.63	0	0	0	0	0	0	1.74	0
Std. Err.		0.67	0	0	0	0	0	0	0.52	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1033
q398_24) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Southern Pride

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Southern Pride (Unwtd)		6	1	0	0	0	0	1	8	0
Base - Ever Heard of Southern Pride (Wgtd)		6	1	0	0	0	0	1	8	0
Eff Base		6	1	0	0	0	0	1	8	0
Top 2 Box (Net)		50	0	0	0	0	0	100	50	0
Definitely would purchase (1)		33.4	0	0	0	0	0	100	25.1	0
	2	16.6	0	0	0	0	0	0	25	0
Possibly would purchase (3)		33.3	0	0	0	0	0	0	37.5	0
Bottom 2 Box (Net)		16.7	100	0	0	0	0	0	12.5	0
	4	16.7	100	0	0	0	0	0	12.5	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	100	100	0
Mean		2.33	4	0	0	0	0	1	2.37	0
Std. Dev.		1.21	0	0	0	0	0	0	1.06	0
Std. Err.		0.49	0	0	0	0	0	0	0.38	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1034
q398_25) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Starr

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Starr (Unwtd)		5	2	0	0	0	0	0	8	0
Base - Ever Heard of Starr (Wgtd)		5	2	0	0	0	0	0	8	0
Eff Base		5	2	0	0	0	0	0	8	0
Top 2 Box (Net)		40.1	0	0	0	0	0	0	25	0
Definitely would purchase (1)		0	0	0	0	0	0	0	0	0
	2	40.1	0	0	0	0	0	0	25	0
Possibly would purchase (3)		20	50	0	0	0	0	0	50	0
Bottom 2 Box (Net)		40	50	0	0	0	0	0	25	0
	4	40	50	0	0	0	0	0	25	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	0	100	0
Mean		3	3.5	0	0	0	0	0	3	0
Std. Dev.		1	0	0	0	0	0	0	0.76	0
Std. Err.		0.45	0	0	0	0	0	0	0.27	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1035
q398_26) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Stoker's

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Stoker's (Unwtd)		7	1	0	0	0	0	1	8	0
Base - Ever Heard of Stoker's (Wgtd)		7	1	0	0	0	0	1	8	0
Eff Base		7	1	0	0	0	0	1	8	0
Top 2 Box (Net)		57.1	100	0	0	0	0	100	62.5	0
Definitely would purchase (1)		14.3	0	0	0	0	0	100	12.5	0
	2	42.8	100	0	0	0	0	0	50	0
Possibly would purchase (3)		14.3	0	0	0	0	0	0	12.5	0
Bottom 2 Box (Net)		28.6	0	0	0	0	0	0	25	0
	4	14.3	0	0	0	0	0	0	12.5	0
Definitely would not purchase (5)		14.3	0	0	0	0	0	0	12.5	0
Total		100	100	0	0	0	0	100	100	0
Mean		2.71	2	0	0	0	0	1	2.62	0
Std. Dev.		1.38	0	0	0	0	0	0	1.3	0
Std. Err.		0.52	0	0	0	0	0	0	0.46	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1036
q398_27) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Taylor's Pride

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Taylor's Pride (Unwtd)		6	1	0	0	0	0	2	6	0
Base - Ever Heard of Taylor's Pride (Wgtd)		6	1	0	0	0	0	2	6	0
Eff Base		6	1	0	0	0	0	2	6	0
Top 2 Box (Net)		100	100	0	0	0	0	100	100	0
Definitely would purchase (1)		0	0	0	0	0	0	0	0	0
	2	100	100	0	0	0	0	100	100	0
Possibly would purchase (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	0	0
	4	0	0	0	0	0	0	0	0	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0

Total	100	100	0	0	0	0	100	100	0
Mean	2	2	0	0	0	0	2	2	0
Std. Dev.	0	0	0	0	0	0	0	0	0
Std. Err.	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1037
q398_28) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Trophy

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Trophy (Unwtd)		4	1	0	0	0	0	0	4	0
Base - Ever Heard of Trophy (Wgtd)		4	1	0	0	0	0	0	4	0
Eff Base		4	1	0	0	0	0	0	4	0
Top 2 Box (Net)		75	100	0	0	0	0	0	75	0
Definitely would purchase (1)		25	0	0	0	0	0	0	25	0
	2	50.1	100	0	0	0	0	0	50.1	0
Possibly would purchase (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		25	0	0	0	0	0	0	25	0
	4	0	0	0	0	0	0	0	0	0
Definitely would not purchase (5)		25	0	0	0	0	0	0	25	0
Total		100	100	0	0	0	0	0	100	0
Mean		2.5	2	0	0	0	0	0	2.5	0
Std. Dev.		1.73	0	0	0	0	0	0	1.73	0
Std. Err.		0.87	0	0	0	0	0	0	0.87	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1038
q398_29) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Union Standard

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Union Standard (Unwtd)		3	0	0	0	0	0	1	3	0
Base - Ever Heard of Union Standard (Wgtd)		3	0	0	0	0	0	1	3	0
Eff Base		3	0	0	0	0	0	1	3	0
Top 2 Box (Net)		33.3	0	0	0	0	0	100	33.3	0
Definitely would purchase (1)		33.3	0	0	0	0	0	100	33.3	0
	2	0	0	0	0	0	0	0	0	0
Possibly would purchase (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		66.7	0	0	0	0	0	0	66.7	0
	4	66.7	0	0	0	0	0	0	66.7	0
Definitely would not purchase (5)		0	0	0	0	0	0	0	0	0
Total		100	0	0	0	0	0	100	100	0
Mean		3	0	0	0	0	0	1	3	0
Std. Dev.		1.73	0	0	0	0	0	0	1.73	0
Std. Err.		1	0	0	0	0	0	0	1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1039
q398_30) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Work Horse

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Work Horse (Unwtd)	5	1	0	0	0	0	1	6	0
Base - Ever Heard of Work Horse (Wgtd)	5	1	0	0	0	0	1	6	0
Eff Base	5	1	0	0	0	0	1	6	0
Top 2 Box (Net)	60.1	100	0	0	0	0	100	66.7	0
Definitely would purchase (1)	40.1	100	0	0	0	0	0	50	0
2	20	0	0	0	0	0	100	16.7	0
Possibly would purchase (3)	20	0	0	0	0	0	0	16.7	0
Bottom 2 Box (Net)	19.9	0	0	0	0	0	0	16.6	0
4	0	0	0	0	0	0	0	0	0
Definitely would not purchase (5)	19.9	0	0	0	0	0	0	16.6	0
Total	100	100	0	0	0	0	100	100	0
Mean	2.4	1	0	0	0	0	2	2.16	0
Std. Dev.	1.67	0	0	0	0	0	0	1.6	0
Std. Err.	0.75	0	0	0	0	0	0	0.65	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1040
q398_31) How likely are you to buy the following loose leaf chewing tobacco brands within the next 3 months.
- Other

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Other (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Ever Heard of Other (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Top 2 Box (Net)	0	0	0	0	0	0	0	0	0
Definitely would purchase (1)	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0
Possibly would purchase (3)	0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)	100	0	0	0	0	0	0	100	0
4	0	0	0	0	0	0	0	0	0
Definitely would not purchase (5)	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0
Mean	5	0	0	0	0	0	0	5	0
Std. Dev.	0	0	0	0	0	0	0	0	0
Std. Err.	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1041

q399) Regardless of price, what brand of chewing tobacco do you most prefer?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Red Man (Net)	17.4	9.1	0	0	0	0	28.6	23.9	0
Red Man	8.7	0	0	0	0	0	0	11.3	0
Red Man Golden Blend	6.5	0	0	0	0	0	28.6	5.6	0
Red Man Regular	2.2	9.1	0	0	0	0	0	5.6	0
Red Man Select	0	0	0	0	0	0	0	1.4	0
Red Man Silver Blend	0	0	0	0	0	0	0	0	0

Beechnut	8.7	9.1	0	0	0	0	14.3	9.9	0
Bowie	8.7	18.2	0	0	0	0	0	7.1	0
Durango	8.7	9.1	0	0	0	0	0	5.6	0
H.B. Scott's	6.5	9.1	50.1	100	100	100	0	4.2	0
Big Mountain	6.5	0	0	0	0	0	14.2	4.2	0
Havana Blossom	6.5	9.1	0	0	0	0	0	4.2	0
Granger Select	6.5	0	0	0	0	0	0	5.6	0
Levi-Garrett	6.5	9	0	0	0	0	0	4.2	0
Mail Pouch Select	4.3	9.1	49.9	0	0	0	14.3	2.8	0
Red Leaf	2.2	9.1	0	0	0	0	0	4.2	0
Starr	2.2	0	0	0	0	0	0	1.4	0
Levi Extra	2.2	9.1	0	0	0	0	0	1.4	0
J.D.'s Blend	2.2	0	0	0	0	0	0	4.2	0
Southern Pride	2.2	0	0	0	0	0	0	1.4	0
Red Horse	2.2	0	0	0	0	0	14.3	1.4	0
Trophy	2.2	0	0	0	0	0	0	1.4	0
Lancaster	2.2	0	0	0	0	0	14.3	2.8	0
Morgan's	0	0	0	0	0	0	0	2.8	0
Pay Car	0	0	0	0	0	0	0	0	0
Mail Pouch	0	0	0	0	0	0	0	2.8	0
Stoker's	0	0	0	0	0	0	0	0	0
Taylor's Pride	0	0	0	0	0	0	0	0	0
Chattanooga loose leaf chewing tobacco	0	0	0	0	0	0	0	1.4	0
Union Standard	0	0	0	0	0	0	0	0	0
Work Horse	0	0	0	0	0	0	0	1.4	0
Other	2.2	0	0	0	0	0	0	1.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1042
q400) Mean Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Beechnut	4.62	9	0	0	0	0	3	4.63	0
(2) Big Mountain	7.61	2	0	0	0	0	2	5.87	0
(3) Bowie	3	3	0	0	0	0	0	3	0
(4) Chattanooga loose leaf chewing tobacco	0	0	0	0	0	0	0	4	0
(5) Durango	4	2	0	0	0	0	0	4	0
(6) Granger Select	2	0	0	0	0	0	0	16.97	0
(7) Havana Blossom	2.5	0	0	0	0	0	0	2.5	0
(8) H.B. Scott's	13	22	22	22	22	22	0	13	0
(9) J.D.'s Blend	0	0	0	0	0	0	0	1	0
(10) Lancaster	6	6	6	0	0	0	0	3	0
(11) Levi-Garrett	7.49	2	0	0	0	0	0	7.49	0
(12) Levi Extra	0	0	0	0	0	0	0	0	0
(13) Mail Pouch	3	0	0	0	0	0	0	2.5	0
(14) Mail Pouch Select	0	0	0	0	0	0	0	0	0
(15) Morgan's	3	3	0	0	0	0	0	2.66	0
(16) Pay Car	0	0	0	0	0	0	0	0	0
(17) Red Horse	0	0	0	0	0	0	0	0	0
(18) Red Leaf	8	8	0	0	0	0	0	4.02	0
(19) Red Man	1	0	0	0	0	0	0	1.37	0
(20) Red Man Regular	4	3	0	0	0	0	0	3	0
(21) Red Man Golden Blend	2	0	0	0	0	0	2	1.83	0
(22) Red Man Select	2	0	0	0	0	0	0	1.5	0
(23) Red Man Silver Blend	0	0	0	0	0	0	0	0	0
(24) Southern Pride	1	0	0	0	0	0	0	1	0
(25) Starr	0	0	0	0	0	0	0	0	0
(26) Stoker's	0	0	0	0	0	0	0	0	0
(27) Taylor's Pride	0	0	0	0	0	0	0	0	0
(28) Trophy	1	0	0	0	0	0	0	1	0
(29) Union Standard	0	0	0	0	0	0	0	0	0
(30) Work Horse	0	0	0	0	0	0	0	4	0
(31) Other	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1043
q400_1) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Beechnut

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Beechnut (Unwtd)		8	1	0	0	0	0	2	11	0
Base - Currently Purchase Beechnut (Wgtd)		8	1	0	0	0	0	2	11	0
Eff Base		8	1	0	0	0	0	2	11	0
	1	0	0	0	0	0	0	0	18.2	0
	2	25	0	0	0	0	0	50	18.2	0
	3	25.1	0	0	0	0	0	0	18.3	0
	4	24.9	0	0	0	0	0	50	18.1	0
	9	12.5	100	0	0	0	0	0	9.1	0
	19-Oct	12.5	0	0	0	0	0	0	18.1	0
Total		100	100	0	0	0	0	100	100	0
Mean		4.62	9	0	0	0	0	3	4.63	0
Std. Dev.		3.11	0	0	0	0	0	1.41	3.85	0
Std. Err.		1.1	0	0	0	0	0	1	1.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1044
q400_2) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Big Mountain

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Big Mountain (Unwtd)		5	1	0	0	0	0	1	7	0
Base - Currently Purchase Big Mountain (Wgtd)		5	1	0	0	0	0	1	7	0
Eff Base		5	1	0	0	0	0	1	7	0
	1	0	0	0	0	0	0	0	14.2	0
	2	59.9	100	0	0	0	0	100	57.1	0
	7	20	0	0	0	0	0	0	14.3	0
20-29		20	0	0	0	0	0	0	14.3	0
Total		100	100	0	0	0	0	100	100	0
Mean		7.61	2	0	0	0	0	2	5.87	0
Std. Dev.		9.97	0	0	0	0	0	0	8.68	0
Std. Err.		4.46	0	0	0	0	0	0	3.28	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1045
q400_3) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Bowie

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Bowie (Unwtd)	3	1	0	0	0	0	0	5	0

Base - Currently Purchase Bowie (Wgtd)		3	1	0	0	0	0	0	5	0
Eff Base		3	1	0	0	0	0	0	5	0
	2	33.3	0	0	0	0	0	0	39.9	0
	3	33.2	100	0	0	0	0	0	20	0
	4	33.4	0	0	0	0	0	0	40.1	0
Total		100	100	0	0	0	0	0	100	0
Mean		3	3	0	0	0	0	0	3	0
Std. Dev.		1	0	0	0	0	0	0	1	0
Std. Err.		0.58	0	0	0	0	0	0	0.45	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1046
q400_4) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Chattanooga loose leaf chewing tobacco

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Chattanooga loose leaf chewing tobacco (Unwtd)		0	0	0	0	0	0	0	1	0
Base - Currently Purchase Chattanooga loose leaf chewing tobacco (Wgtd)		0	0	0	0	0	0	0	1	0
Eff Base		0	0	0	0	0	0	0	1	0
	4	0	0	0	0	0	0	0	100	0
Total		0	0	0	0	0	0	0	100	0
Mean		0	0	0	0	0	0	0	4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1047
q400_5) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Durango

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Durango (Unwtd)		2	1	0	0	0	0	0	2	0
Base - Currently Purchase Durango (Wgtd)		2	1	0	0	0	0	0	2	0
Eff Base		2	1	0	0	0	0	0	2	0
	2	50	100	0	0	0	0	0	50	0
	6	50	0	0	0	0	0	0	50	0
Total		100	100	0	0	0	0	0	100	0
Mean		4	2	0	0	0	0	0	4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1048
q400_6) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Granger Select

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Currently Purchase Granger Select (Unwtd)		1	0	0	0	0	0	0	2	0
Base - Currently Purchase Granger Select (Wgtd)		1	0	0	0	0	0	0	2	0
Eff Base		1	0	0	0	0	0	0	2	0
	2	100	0	0	0	0	0	0	50.1	0
30-39		0	0	0	0	0	0	0	49.9	0
Total		100	0	0	0	0	0	0	100	0
Mean		2	0	0	0	0	0	0	16.97	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1049
q400_7) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Havana Blossom

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Havana Blossom (Unwtd)	2	0	0	0	0	0	0	2	0
Base - Currently Purchase Havana Blossom (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
1	49.9	0	0	0	0	0	0	49.9	0
4	50.1	0	0	0	0	0	0	50.1	0
Total	100	0	0	0	0	0	0	100	0
Mean	2.5	0	0	0	0	0	0	2.5	0
Std. Dev.	2.12	0	0	0	0	0	0	2.12	0
Std. Err.	1.5	0	0	0	0	0	0	1.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1050
q400_8) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- H.B. Scott's

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase H.B. Scott's (Unwtd)	3	1	1	1	1	1	0	3	0
Base - Currently Purchase H.B. Scott's (Wgtd)	3	1	1	1	1	1	0	3	0
Eff Base	3	1	1	1	1	1	0	3	0
5	33.3	0	0	0	0	0	0	33.3	0
19-Oct	33.3	0	0	0	0	0	0	33.3	0
20-29	33.3	100	100	100	100	100	0	33.3	0
Total	100	100	100	100	100	100	0	100	0
Mean	13	22	22	22	22	22	0	13	0
Std. Dev.	8.54	0	0	0	0	0	0	8.54	0
Std. Err.	4.93	0	0	0	0	0	0	4.93	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1051
q400_9) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- J.D.'s Blend

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase J.D.'s Blend (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Currently Purchase J.D.'s Blend (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
1	0	0	0	0	0	0	0	100	0
Total	0	0	0	0	0	0	0	100	0
Mean	0	0	0	0	0	0	0	1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1052
q400_10) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Lancaster

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Lancaster (Unwtd)	1	1	1	0	0	0	1	2	0
Base - Currently Purchase Lancaster (Wgtd)	1	1	1	0	0	0	1	2	0
Eff Base	1	1	1	0	0	0	1	2	0
0	0	0	0	0	0	0	100	50	0
6	100	100	100	0	0	0	0	50	0
Total	100	100	100	0	0	0	100	100	0
Mean	6	6	6	0	0	0	0	3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1053
q400_11) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Levi-Garrett

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Levi-Garrett (Unwtd)	4	1	0	0	0	0	0	4	0
Base - Currently Purchase Levi-Garrett (Wgtd)	4	1	0	0	0	0	0	4	0
Eff Base	4	1	0	0	0	0	0	4	0
2	50	100	0	0	0	0	0	50	0
6	25	0	0	0	0	0	0	25	0
20-29	24.9	0	0	0	0	0	0	24.9	0
Total	100	100	0	0	0	0	0	100	0
Mean	7.49	2	0	0	0	0	0	7.49	0
Std. Dev.	8.54	0	0	0	0	0	0	8.54	0
Std. Err.	4.27	0	0	0	0	0	0	4.27	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1055
q400_13) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Mail Pouch

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Mail Pouch (Unwtd)		1	0	0	0	0	0	0	2	0
Base - Currently Purchase Mail Pouch (Wgtd)		1	0	0	0	0	0	0	2	0
Eff Base		1	0	0	0	0	0	0	2	0
	2	0	0	0	0	0	0	0	50.1	0
	3	100	0	0	0	0	0	0	49.9	0
Total		100	0	0	0	0	0	0	100	0
Mean		3	0	0	0	0	0	0	2.5	0
Std. Dev.		0	0	0	0	0	0	0	0.71	0
Std. Err.		0	0	0	0	0	0	0	0.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1057
q400_15) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Morgan's

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Morgan's (Unwtd)		2	2	0	0	0	0	0	3	0
Base - Currently Purchase Morgan's (Wgtd)		2	2	0	0	0	0	0	3	0
Eff Base		2	2	0	0	0	0	0	3	0
	1	50.1	50.1	0	0	0	0	0	33.5	0
	2	0	0	0	0	0	0	0	33.2	0
	5	49.9	49.9	0	0	0	0	0	33.3	0
Total		100	100	0	0	0	0	0	100	0
Mean		3	3	0	0	0	0	0	2.66	0
Std. Dev.		2.82	2.82	0	0	0	0	0	2.08	0
Std. Err.		2	2	0	0	0	0	0	1.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1060
q400_18) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Red Leaf

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Leaf (Unwtd)		1	1	0	0	0	0	0	3	0
Base - Currently Purchase Red Leaf (Wgtd)		1	1	0	0	0	0	0	3	0
Eff Base		1	1	0	0	0	0	0	3	0
	1	0	0	0	0	0	0	0	33.1	0
	3	0	0	0	0	0	0	0	33.3	0
	8	100	100	0	0	0	0	0	33.6	0
Total		100	100	0	0	0	0	0	100	0
Mean		8	8	0	0	0	0	0	4.02	0
Std. Dev.		0	0	0	0	0	0	0	3.61	0
Std. Err.		0	0	0	0	0	0	0	2.08	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1061

q400_19) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Red Man

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man (Unwtd)		4	0	0	0	0	0	0	8	0
Base - Currently Purchase Red Man (Wgtd)		4	0	0	0	0	0	0	8	0
Eff Base		4	0	0	0	0	0	0	8	0
	0	25.1	0	0	0	0	0	0	25.1	0
	1	50	0	0	0	0	0	0	25	0
	2	24.9	0	0	0	0	0	0	37.4	0
	3	0	0	0	0	0	0	0	12.5	0
Total		100	0	0	0	0	0	0	100	0
Mean		1	0	0	0	0	0	0	1.37	0
Std. Dev.		0.82	0	0	0	0	0	0	1.06	0
Std. Err.		0.41	0	0	0	0	0	0	0.38	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1062
q400_20) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Red Man Regular

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man Regular (Unwtd)		2	1	0	0	0	0	0	6	0
Base - Currently Purchase Red Man Regular (Wgtd)		2	1	0	0	0	0	0	6	0
Eff Base		2	1	0	0	0	0	0	6	0
	1	0	0	0	0	0	0	0	33.2	0
	3	49.9	100	0	0	0	0	0	16.6	0
	4	0	0	0	0	0	0	0	33.4	0
	5	50.1	0	0	0	0	0	0	16.7	0
Total		100	100	0	0	0	0	0	100	0
Mean		4	3	0	0	0	0	0	3	0
Std. Dev.		1.41	0	0	0	0	0	0	1.67	0
Std. Err.		1	0	0	0	0	0	0	0.68	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1063
q400_21) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Red Man Golden Blend

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man Golden Blend (Unwtd)		5	0	0	0	0	0	3	6	0
Base - Currently Purchase Red Man Golden Blend (Wgtd)		5	0	0	0	0	0	3	6	0
Eff Base		5	0	0	0	0	0	3	6	0
	1	40	0	0	0	0	0	33.3	50	0
	2	20	0	0	0	0	0	33.3	16.7	0
	3	40	0	0	0	0	0	33.4	33.3	0
Total		100	0	0	0	0	0	100	100	0
Mean		2	0	0	0	0	0	2	1.83	0

Std. Dev.	1	0	0	0	0	0	1	0.98	0
Std. Err.	0.45	0	0	0	0	0	0.58	0.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1064
q400_22) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Red Man Select

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man Select (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Currently Purchase Red Man Select (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
1	0	0	0	0	0	0	0	49.9	0
2	100	0	0	0	0	0	0	50.1	0
Total	100	0	0	0	0	0	0	100	0
Mean	2	0	0	0	0	0	0	1.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1066
q400_24) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Southern Pride

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Southern Pride (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Currently Purchase Southern Pride (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
1	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0
Mean	1	0	0	0	0	0	0	1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1070
q400_28) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Trophy

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Trophy (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Currently Purchase Trophy (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
1	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0
Mean	1	0	0	0	0	0	0	1	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1072
q400_30) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Work Horse

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Work Horse (Unwtd)		0	0	0	0	0	0	0	1	0
Base - Currently Purchase Work Horse (Wgtd)		0	0	0	0	0	0	0	1	0
Eff Base		0	0	0	0	0	0	0	1	0
	4	0	0	0	0	0	0	0	100	0
Total		0	0	0	0	0	0	0	100	0
Mean		0	0	0	0	0	0	0	4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1073
q400_31) Thinking about the brands you use regularly, how many pouches of chewing tobacco do you normally use of the
following brands in a week?
- Other

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Other (Unwtd)		1	0	0	0	0	0	0	1	0
Base - Currently Purchase Other (Wgtd)		1	0	0	0	0	0	0	1	0
Eff Base		1	0	0	0	0	0	0	1	0
	0	100	0	0	0	0	0	0	100	0
Total		100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1074
q401) Top 2 Box Summary Table - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
(1) Has great taste	67.4	72.7	49.9	0	0	0	57.1	70.4	0
(2) Is a quality product	63.1	45.5	0	0	0	0	57.1	63.4	0
(3) Is a fresh product	52.2	45.5	49.9	0	0	0	71.4	57.8	0
(4) Is better than I expected for the price	52.2	54.6	49.9	0	0	0	57.1	52.1	0
(5) Is a cool brand to be seen with	54.4	54.6	49.9	0	0	0	57.1	57.8	0
(6) Has a good texture	63.1	45.5	49.9	0	0	0	57.1	62	0
(7) The packaging/label has a cool design/look	60.9	63.7	49.9	0	0	0	57.1	62	0
(8) Variety of tastes/flavors available	58.7	63.7	0	0	0	0	57.1	60.6	0
(9) Smooth flavor	60.9	45.5	49.9	0	0	0	71.4	60.6	0
(10) Flavor that lasts	69.6	54.6	49.9	0	0	0	71.4	66.2	0
(11) Has a premium look/design	58.7	54.6	49.9	0	0	0	71.4	60.6	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1075
q401) Bottom 2 Box Summary Table - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
(1) Has great taste	23.9	27.3	50.1	100	100	100	42.9	21.1	0
(2) Is a quality product	17.4	27.2	0	0	0	0	28.6	21.1	0
(3) Is a fresh product	21.7	27.3	50.1	100	100	100	28.6	21.1	0
(4) Is better than I expected for the price	21.7	36.3	50.1	100	100	100	28.6	23.9	0
(5) Is a cool brand to be seen with	21.7	36.3	50.1	100	100	100	42.9	22.5	0
(6) Has a good texture	19.5	27.3	50.1	100	100	100	28.6	18.3	0
(7) The packaging/label has a cool design/look	17.4	27.3	50.1	100	100	100	28.6	21.1	0
(8) Variety of tastes/flavors available	15.2	18.1	0	0	0	0	14.3	15.5	0
(9) Smooth flavor	17.4	36.3	50.1	100	100	100	28.6	15.5	0
(10) Flavor that lasts	13	18.1	0	0	0	0	28.6	14.1	0
(11) Has a premium look/design	13	18.1	0	0	0	0	14.3	16.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1076
q401) Mean Summary Table - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
(1) Has great taste	2.37	2.45	3.5	5	5	5	3	2.23	0
(2) Is a quality product	2.22	2.64	3	3	3	3	2.57	2.24	0
(3) Is a fresh product	2.5	2.73	3	4	4	4	2.57	2.37	0
(4) Is better than I expected for the price	2.46	2.64	2.5	4	4	4	2.86	2.56	0
(5) Is a cool brand to be seen with	2.5	2.73	3.5	5	5	5	2.72	2.48	0
(6) Has a good texture	2.22	2.64	3.5	5	5	5	2.43	2.2	0
(7) The packaging/label has a cool design/look	2.33	2.45	3	5	5	5	2.86	2.32	0
(8) Variety of tastes/flavors available	2.28	2.36	3	3	3	3	2.43	2.24	0
(9) Smooth flavor	2.24	2.82	3	4	4	4	2.29	2.21	0
(10) Flavor that lasts	2.13	2.18	2	3	3	3	2.43	2.15	0
(11) Has a premium look/design	2.24	2.27	2	3	3	3	2.29	2.28	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1077
q401_1) Top 2 Box Summary Table - Beechnut Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	0	0	0	0	2	11	0
Base - Beechnut Most Often (Wgtd)	8	1	0	0	0	0	2	11	0
Eff Base	8	1	0	0	0	0	2	11	0
(1) Has great taste	100	100	0	0	0	0	100	81.9	0
(1) Is a quality product	100	100	0	0	0	0	100	81.9	0
(1) Is a fresh product	75.1	0	0	0	0	0	100	72.8	0
(1) Is better than I expected for the price	75	100	0	0	0	0	100	63.7	0

(1) Is a cool brand to be seen with	87.6	100	0	0	0	0	100	72.8	0
(1) Has a good texture	75	0	0	0	0	0	100	63.7	0
(1) The packaging/label has a cool design/look	87.5	100	0	0	0	0	100	72.8	0
(1) Variety of tastes/flavors available	87.5	100	0	0	0	0	100	72.8	0
(1) Smooth flavor	75	0	0	0	0	0	100	63.7	0
(1) Flavor that lasts	75	100	0	0	0	0	100	63.7	0
(1) Has a premium look/design	100	100	0	0	0	0	100	81.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1078
q401_1) Bottom 2 Box Summary Table - Beechnut Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	0	0	0	0	2	11	0
Base - Beechnut Most Often (Wgtd)	8	1	0	0	0	0	2	11	0
Eff Base	8	1	0	0	0	0	2	11	0
(1) Has great taste	0	0	0	0	0	0	0	9.1	0
(1) Is a quality product	0	0	0	0	0	0	0	18.1	0
(1) Is a fresh product	0	0	0	0	0	0	0	0	0
(1) Is better than I expected for the price	0	0	0	0	0	0	0	18.1	0
(1) Is a cool brand to be seen with	0	0	0	0	0	0	0	18.1	0
(1) Has a good texture	0	0	0	0	0	0	0	0	0
(1) The packaging/label has a cool design/look	0	0	0	0	0	0	0	18.1	0
(1) Variety of tastes/flavors available	0	0	0	0	0	0	0	9.1	0
(1) Smooth flavor	0	0	0	0	0	0	0	9.1	0
(1) Flavor that lasts	0	0	0	0	0	0	0	0	0
(1) Has a premium look/design	0	0	0	0	0	0	0	18.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1079
q401_1) Mean Summary Table - Beechnut Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	0	0	0	0	2	11	0
Base - Beechnut Most Often (Wgtd)	8	1	0	0	0	0	2	11	0
Eff Base	8	1	0	0	0	0	2	11	0
(1) Has great taste	1.5	1	0	0	0	0	1.5	1.82	0
(1) Is a quality product	1.5	2	0	0	0	0	1.5	1.91	0
(1) Is a fresh product	1.87	3	0	0	0	0	1.5	1.91	0
(1) Is better than I expected for the price	2.12	2	0	0	0	0	2	2.45	0
(1) Is a cool brand to be seen with	1.5	1	0	0	0	0	1	2	0
(1) Has a good texture	1.75	3	0	0	0	0	1	1.91	0
(1) The packaging/label has a cool design/look	1.38	1	0	0	0	0	1.5	1.91	0
(1) Variety of tastes/flavors available	1.5	2	0	0	0	0	1.5	1.82	0
(1) Smooth flavor	1.62	3	0	0	0	0	1	1.91	0
(1) Flavor that lasts	1.87	1	0	0	0	0	1.5	2	0
(1) Has a premium look/design	1.5	2	0	0	0	0	1.5	1.91	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1080
q401_2) Top 2 Box Summary Table - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	0	0	0	0	1	6	0
Base - Big Mountain Most Often (Wgtd)	5	1	0	0	0	0	1	6	0
Eff Base	5	1	0	0	0	0	1	6	0
(2) Has great taste	80	100	0	0	0	0	100	83.3	0
(2) Is a quality product	80	100	0	0	0	0	100	83.3	0
(2) Is a fresh product	60	0	0	0	0	0	100	66.6	0
(2) Is better than I expected for the price	100	100	0	0	0	0	100	100	0
(2) Is a cool brand to be seen with	80	100	0	0	0	0	100	83.3	0
(2) Has a good texture	100	100	0	0	0	0	100	100	0
(2) The packaging/label has a cool design/look	100	100	0	0	0	0	100	100	0
(2) Variety of tastes/flavors available	80	100	0	0	0	0	100	83.3	0
(2) Smooth flavor	100	100	0	0	0	0	100	100	0
(2) Flavor that lasts	100	100	0	0	0	0	100	100	0
(2) Has a premium look/design	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1081
q401_2) Bottom 2 Box Summary Table - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	0	0	0	0	1	6	0
Base - Big Mountain Most Often (Wgtd)	5	1	0	0	0	0	1	6	0
Eff Base	5	1	0	0	0	0	1	6	0
(2) Has great taste	20	0	0	0	0	0	0	16.7	0
(2) Is a quality product	0	0	0	0	0	0	0	0	0
(2) Is a fresh product	0	0	0	0	0	0	0	0	0
(2) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(2) Is a cool brand to be seen with	20	0	0	0	0	0	0	16.7	0
(2) Has a good texture	0	0	0	0	0	0	0	0	0
(2) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(2) Variety of tastes/flavors available	20	0	0	0	0	0	0	16.7	0
(2) Smooth flavor	0	0	0	0	0	0	0	0	0
(2) Flavor that lasts	0	0	0	0	0	0	0	0	0
(2) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1082
q401_2) Mean Summary Table - Big Mountain Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	0	0	0	0	1	6	0
Base - Big Mountain Most Often (Wgtd)	5	1	0	0	0	0	1	6	0
Eff Base	5	1	0	0	0	0	1	6	0
(2) Has great taste	2.4	2	0	0	0	0	2	2.17	0
(2) Is a quality product	1.4	1	0	0	0	0	1	1.33	0
(2) Is a fresh product	2.4	3	0	0	0	0	2	2.33	0
(2) Is better than I expected for the price	1.4	1	0	0	0	0	2	1.5	0
(2) Is a cool brand to be seen with	2.2	2	0	0	0	0	1	2.17	0
(2) Has a good texture	1.6	2	0	0	0	0	1	1.5	0
(2) The packaging/label has a cool design/look	1.8	2	0	0	0	0	2	1.67	0
(2) Variety of tastes/flavors available	2	1	0	0	0	0	2	1.83	0
(2) Smooth flavor	1.8	2	0	0	0	0	2	1.67	0
(2) Flavor that lasts	1.4	1	0	0	0	0	1	1.5	0
(2) Has a premium look/design	1.8	2	0	0	0	0	2	1.83	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1083
q401_3) Top 2 Box Summary Table - Bowie Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	0	0	0	0	0	5	0
Base - Bowie Most Often (Wgtd)	3	1	0	0	0	0	0	5	0
Eff Base	3	1	0	0	0	0	0	5	0
(3) Has great taste	33.3	0	0	0	0	0	0	39.9	0
(3) Is a quality product	33.3	0	0	0	0	0	0	39.9	0
(3) Is a fresh product	33.3	0	0	0	0	0	0	39.9	0
(3) Is better than I expected for the price	33.3	0	0	0	0	0	0	39.9	0
(3) Is a cool brand to be seen with	33.3	0	0	0	0	0	0	39.9	0
(3) Has a good texture	33.3	0	0	0	0	0	0	39.9	0
(3) The packaging/label has a cool design/look	66.8	0	0	0	0	0	0	60	0
(3) Variety of tastes/flavors available	66.8	0	0	0	0	0	0	60	0
(3) Smooth flavor	33.3	0	0	0	0	0	0	39.9	0
(3) Flavor that lasts	66.8	0	0	0	0	0	0	40.1	0
(3) Has a premium look/design	33.3	0	0	0	0	0	0	39.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1084
q401_3) Bottom 2 Box Summary Table - Bowie Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	0	0	0	0	0	5	0
Base - Bowie Most Often (Wgtd)	3	1	0	0	0	0	0	5	0
Eff Base	3	1	0	0	0	0	0	5	0
(3) Has great taste	66.7	100	0	0	0	0	0	60.1	0
(3) Is a quality product	33.2	100	0	0	0	0	0	40	0
(3) Is a fresh product	33.2	100	0	0	0	0	0	20	0
(3) Is better than I expected for the price	66.7	100	0	0	0	0	0	60.1	0
(3) Is a cool brand to be seen with	33.2	100	0	0	0	0	0	40	0
(3) Has a good texture	66.7	100	0	0	0	0	0	60.1	0
(3) The packaging/label has a cool design/look	33.2	100	0	0	0	0	0	40	0
(3) Variety of tastes/flavors available	33.2	100	0	0	0	0	0	20	0
(3) Smooth flavor	33.2	100	0	0	0	0	0	20	0
(3) Flavor that lasts	33.2	100	0	0	0	0	0	40	0
(3) Has a premium look/design	33.2	100	0	0	0	0	0	40	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1085
q401_3) Mean Summary Table - Bowie Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	0	0	0	0	0	5	0
Base - Bowie Most Often (Wgtd)	3	1	0	0	0	0	0	5	0
Eff Base	3	1	0	0	0	0	0	5	0
(3) Has great taste	3.33	4	0	0	0	0	0	3.2	0
(3) Is a quality product	2.67	4	0	0	0	0	0	2.6	0

(3) Is a fresh product	2.67	4	0	0	0	0	0	2.4	0
(3) Is better than I expected for the price	3	4	0	0	0	0	0	2.8	0
(3) Is a cool brand to be seen with	2.67	4	0	0	0	0	0	2.6	0
(3) Has a good texture	3	4	0	0	0	0	0	3	0
(3) The packaging/label has a cool design/look	2.33	4	0	0	0	0	0	2.6	0
(3) Variety of tastes/flavors available	2	4	0	0	0	0	0	2.2	0
(3) Smooth flavor	2.67	4	0	0	0	0	0	2.4	0
(3) Flavor that lasts	2.33	4	0	0	0	0	0	2.8	0
(3) Has a premium look/design	2.67	4	0	0	0	0	0	3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1086
q401_4) Top 2 Box Summary Table - Chattanooga loose leaf chewing tobacco
Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
(4) Has great taste	0	0	0	0	0	0	0	100	0
(4) Is a quality product	0	0	0	0	0	0	0	100	0
(4) Is a fresh product	0	0	0	0	0	0	0	100	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(4) Is a cool brand to be seen with	0	0	0	0	0	0	0	100	0
(4) Has a good texture	0	0	0	0	0	0	0	100	0
(4) The packaging/label has a cool design/look	0	0	0	0	0	0	0	100	0
(4) Variety of tastes/flavors available	0	0	0	0	0	0	0	100	0
(4) Smooth flavor	0	0	0	0	0	0	0	100	0
(4) Flavor that lasts	0	0	0	0	0	0	0	100	0
(4) Has a premium look/design	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1087
q401_4) Bottom 2 Box Summary Table - Chattanooga loose leaf chewing tobacco
Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
(4) Has great taste	0	0	0	0	0	0	0	0	0
(4) Is a quality product	0	0	0	0	0	0	0	0	0
(4) Is a fresh product	0	0	0	0	0	0	0	0	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(4) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(4) Has a good texture	0	0	0	0	0	0	0	0	0
(4) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(4) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(4) Smooth flavor	0	0	0	0	0	0	0	0	0
(4) Flavor that lasts	0	0	0	0	0	0	0	0	0
(4) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1088

q401_4) Mean Summary Table - Chattanooga loose leaf chewing tobacco Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
(4) Has great taste	0	0	0	0	0	0	0	1	0
(4) Is a quality product	0	0	0	0	0	0	0	1	0
(4) Is a fresh product	0	0	0	0	0	0	0	2	0
(4) Is better than I expected for the price	0	0	0	0	0	0	0	3	0
(4) Is a cool brand to be seen with	0	0	0	0	0	0	0	2	0
(4) Has a good texture	0	0	0	0	0	0	0	1	0
(4) The packaging/label has a cool design/look	0	0	0	0	0	0	0	2	0
(4) Variety of tastes/flavors available	0	0	0	0	0	0	0	1	0
(4) Smooth flavor	0	0	0	0	0	0	0	1	0
(4) Flavor that lasts	0	0	0	0	0	0	0	1	0
(4) Has a premium look/design	0	0	0	0	0	0	0	2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1089
q401_5) Top 2 Box Summary Table - Durango Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	0	0	0	0	0	2	0
Base - Durango Most Often (Wgtd)	2	1	0	0	0	0	0	2	0
Eff Base	2	1	0	0	0	0	0	2	0
(5) Has great taste	0	0	0	0	0	0	0	0	0
(5) Is a quality product	50	0	0	0	0	0	0	50	0
(5) Is a fresh product	0	0	0	0	0	0	0	0	0
(5) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(5) Is a cool brand to be seen with	50	0	0	0	0	0	0	50	0
(5) Has a good texture	50	0	0	0	0	0	0	50	0
(5) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(5) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(5) Smooth flavor	0	0	0	0	0	0	0	0	0
(5) Flavor that lasts	50	0	0	0	0	0	0	50	0
(5) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1090
q401_5) Bottom 2 Box Summary Table - Durango Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	0	0	0	0	0	2	0
Base - Durango Most Often (Wgtd)	2	1	0	0	0	0	0	2	0
Eff Base	2	1	0	0	0	0	0	2	0
(5) Has great taste	50	100	0	0	0	0	0	50	0
(5) Is a quality product	50	100	0	0	0	0	0	50	0
(5) Is a fresh product	100	100	0	0	0	0	0	100	0
(5) Is better than I expected for the price	100	100	0	0	0	0	0	100	0
(5) Is a cool brand to be seen with	50	100	0	0	0	0	0	50	0
(5) Has a good texture	50	100	0	0	0	0	0	50	0
(5) The packaging/label has a cool design/look	50	100	0	0	0	0	0	50	0

(5) Variety of tastes/flavors available	50	100	0	0	0	0	0	50	0
(5) Smooth flavor	50	100	0	0	0	0	0	50	0
(5) Flavor that lasts	50	100	0	0	0	0	0	50	0
(5) Has a premium look/design	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1091
q401_5) Mean Summary Table - Durango Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	0	0	0	0	0	2	0
Base - Durango Most Often (Wgtd)	2	1	0	0	0	0	0	2	0
Eff Base	2	1	0	0	0	0	0	2	0
(5) Has great taste	4	5	0	0	0	0	0	4	0
(5) Is a quality product	2.5	4	0	0	0	0	0	2.5	0
(5) Is a fresh product	4.5	5	0	0	0	0	0	4.5	0
(5) Is better than I expected for the price	4.5	5	0	0	0	0	0	4.5	0
(5) Is a cool brand to be seen with	3	4	0	0	0	0	0	3	0
(5) Has a good texture	3	4	0	0	0	0	0	3	0
(5) The packaging/label has a cool design/look	3.5	4	0	0	0	0	0	3.5	0
(5) Variety of tastes/flavors available	3.5	4	0	0	0	0	0	3.5	0
(5) Smooth flavor	4	5	0	0	0	0	0	4	0
(5) Flavor that lasts	3.5	5	0	0	0	0	0	3.5	0
(5) Has a premium look/design	4.5	4	0	0	0	0	0	4.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1092
q401_6) Top 2 Box Summary Table - Granger Select Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Granger Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
(6) Has great taste	100	0	0	0	0	0	0	100	0
(6) Is a quality product	100	0	0	0	0	0	0	100	0
(6) Is a fresh product	100	0	0	0	0	0	0	50.1	0
(6) Is better than I expected for the price	100	0	0	0	0	0	0	50.1	0
(6) Is a cool brand to be seen with	100	0	0	0	0	0	0	100	0
(6) Has a good texture	100	0	0	0	0	0	0	50.1	0
(6) The packaging/label has a cool design/look	100	0	0	0	0	0	0	50.1	0
(6) Variety of tastes/flavors available	100	0	0	0	0	0	0	50.1	0
(6) Smooth flavor	100	0	0	0	0	0	0	50.1	0
(6) Flavor that lasts	100	0	0	0	0	0	0	100	0
(6) Has a premium look/design	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1093
q401_6) Bottom 2 Box Summary Table - Granger Select Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Granger Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Granger Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
(6) Has great taste	0	0	0	0	0	0	0	0	0
(6) Is a quality product	0	0	0	0	0	0	0	0	0
(6) Is a fresh product	0	0	0	0	0	0	0	0	0
(6) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(6) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(6) Has a good texture	0	0	0	0	0	0	0	0	0
(6) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(6) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(6) Smooth flavor	0	0	0	0	0	0	0	0	0
(6) Flavor that lasts	0	0	0	0	0	0	0	0	0
(6) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1094
q401_6) Mean Summary Table - Granger Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Granger Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
(6) Has great taste	2	0	0	0	0	0	0	1.5	0
(6) Is a quality product	2	0	0	0	0	0	0	2	0
(6) Is a fresh product	2	0	0	0	0	0	0	2.5	0
(6) Is better than I expected for the price	1	0	0	0	0	0	0	2	0
(6) Is a cool brand to be seen with	1	0	0	0	0	0	0	1	0
(6) Has a good texture	1	0	0	0	0	0	0	2	0
(6) The packaging/label has a cool design/look	1	0	0	0	0	0	0	2	0
(6) Variety of tastes/flavors available	1	0	0	0	0	0	0	2	0
(6) Smooth flavor	1	0	0	0	0	0	0	2	0
(6) Flavor that lasts	2	0	0	0	0	0	0	1.5	0
(6) Has a premium look/design	1	0	0	0	0	0	0	1.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1095
q401_7) Top 2 Box Summary Table - Havana Blossom Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often (Unwtd)	2	0	0	0	0	0	0	2	0
Base - Havana Blossom Most Often (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
(7) Has great taste	50.1	0	0	0	0	0	0	50.1	0
(7) Is a quality product	100	0	0	0	0	0	0	100	0
(7) Is a fresh product	0	0	0	0	0	0	0	0	0
(7) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(7) Is a cool brand to be seen with	49.9	0	0	0	0	0	0	49.9	0
(7) Has a good texture	49.9	0	0	0	0	0	0	49.9	0
(7) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(7) Variety of tastes/flavors available	49.9	0	0	0	0	0	0	49.9	0
(7) Smooth flavor	100	0	0	0	0	0	0	100	0
(7) Flavor that lasts	100	0	0	0	0	0	0	100	0
(7) Has a premium look/design	49.9	0	0	0	0	0	0	49.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 1096

q401_7) Bottom 2 Box Summary Table - Havana Blossom Most Often

	Q1/Q2 2016									
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former	
Base - Havana Blossom Most Often (Unwtd)	2	0	0	0	0	0	0	2	0	
Base - Havana Blossom Most Often (Wgtd)	2	0	0	0	0	0	0	2	0	
Eff Base	2	0	0	0	0	0	0	2	0	
(7) Has great taste	0	0	0	0	0	0	0	0	0	
(7) Is a quality product	0	0	0	0	0	0	0	0	0	
(7) Is a fresh product	0	0	0	0	0	0	0	0	0	
(7) Is better than I expected for the price	0	0	0	0	0	0	0	0	0	
(7) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0	
(7) Has a good texture	0	0	0	0	0	0	0	0	0	
(7) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0	
(7) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0	
(7) Smooth flavor	0	0	0	0	0	0	0	0	0	
(7) Flavor that lasts	0	0	0	0	0	0	0	0	0	
(7) Has a premium look/design	0	0	0	0	0	0	0	0	0	

#page

Swedish Match Tracker 2015

Weighted

M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 1097

q401_7) Mean Summary Table - Havana Blossom Most Often

	Q1/Q2 2016									
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former	
Base - Havana Blossom Most Often (Unwtd)	2	0	0	0	0	0	0	2	0	
Base - Havana Blossom Most Often (Wgtd)	2	0	0	0	0	0	0	2	0	
Eff Base	2	0	0	0	0	0	0	2	0	
(7) Has great taste	2	0	0	0	0	0	0	2	0	
(7) Is a quality product	2	0	0	0	0	0	0	2	0	
(7) Is a fresh product	3	0	0	0	0	0	0	3	0	
(7) Is better than I expected for the price	3	0	0	0	0	0	0	3	0	
(7) Is a cool brand to be seen with	2.5	0	0	0	0	0	0	2.5	0	
(7) Has a good texture	2.5	0	0	0	0	0	0	2.5	0	
(7) The packaging/label has a cool design/look	3	0	0	0	0	0	0	3	0	
(7) Variety of tastes/flavors available	2.5	0	0	0	0	0	0	2.5	0	
(7) Smooth flavor	2	0	0	0	0	0	0	2	0	
(7) Flavor that lasts	2	0	0	0	0	0	0	2	0	
(7) Has a premium look/design	2.5	0	0	0	0	0	0	2.5	0	

#page

Swedish Match Tracker 2015

Weighted

M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 1098

q401_8) Top 2 Box Summary Table - H.B. Scott's Most Often

	Q1/Q2 2016									
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former	
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	0	2	0	
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	0	2	0	
Eff Base	2	1	1	1	1	1	0	2	0	
(8) Has great taste	50	0	0	0	0	0	0	50	0	
(8) Is a quality product	50	0	0	0	0	0	0	50	0	
(8) Is a fresh product	50	0	0	0	0	0	0	50	0	
(8) Is better than I expected for the price	50	0	0	0	0	0	0	50	0	
(8) Is a cool brand to be seen with	50	0	0	0	0	0	0	50	0	

(8) Has a good texture	50	0	0	0	0	0	0	50	0
(8) The packaging/label has a cool design/look	50	0	0	0	0	0	0	50	0
(8) Variety of tastes/flavors available	50	0	0	0	0	0	0	50	0
(8) Smooth flavor	50	0	0	0	0	0	0	50	0
(8) Flavor that lasts	50	0	0	0	0	0	0	50	0
(8) Has a premium look/design	50	0	0	0	0	0	0	50	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1099
q401_8) Bottom 2 Box Summary Table - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	0	2	0
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	0	2	0
Eff Base	2	1	1	1	1	1	0	2	0
(8) Has great taste	50	100	100	100	100	100	0	50	0
(8) Is a quality product	0	0	0	0	0	0	0	0	0
(8) Is a fresh product	50	100	100	100	100	100	0	50	0
(8) Is better than I expected for the price	50	100	100	100	100	100	0	50	0
(8) Is a cool brand to be seen with	50	100	100	100	100	100	0	50	0
(8) Has a good texture	50	100	100	100	100	100	0	50	0
(8) The packaging/label has a cool design/look	50	100	100	100	100	100	0	50	0
(8) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(8) Smooth flavor	50	100	100	100	100	100	0	50	0
(8) Flavor that lasts	0	0	0	0	0	0	0	0	0
(8) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1100
q401_8) Mean Summary Table - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	0	2	0
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	0	2	0
Eff Base	2	1	1	1	1	1	0	2	0
(8) Has great taste	3	5	5	5	5	5	0	3	0
(8) Is a quality product	2	3	3	3	3	3	0	2	0
(8) Is a fresh product	2.5	4	4	4	4	4	0	2.5	0
(8) Is better than I expected for the price	2.5	4	4	4	4	4	0	2.5	0
(8) Is a cool brand to be seen with	3.5	5	5	5	5	5	0	3.5	0
(8) Has a good texture	3	5	5	5	5	5	0	3	0
(8) The packaging/label has a cool design/look	3.5	5	5	5	5	5	0	3.5	0
(8) Variety of tastes/flavors available	2.5	3	3	3	3	3	0	2.5	0
(8) Smooth flavor	2.5	4	4	4	4	4	0	2.5	0
(8) Flavor that lasts	2	3	3	3	3	3	0	2	0
(8) Has a premium look/design	2	3	3	3	3	3	0	2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1101
q401_9) Top 2 Box Summary Table - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - J.D.'s Blend Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
(9) Has great taste	0	0	0	0	0	0	0	100	0
(9) Is a quality product	0	0	0	0	0	0	0	0	0
(9) Is a fresh product	0	0	0	0	0	0	0	0	0
(9) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(9) Is a cool brand to be seen with	0	0	0	0	0	0	0	100	0
(9) Has a good texture	0	0	0	0	0	0	0	0	0
(9) The packaging/label has a cool design/look	0	0	0	0	0	0	0	100	0
(9) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(9) Smooth flavor	0	0	0	0	0	0	0	100	0
(9) Flavor that lasts	0	0	0	0	0	0	0	100	0
(9) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1102
q401_9) Bottom 2 Box Summary Table - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - J.D.'s Blend Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
(9) Has great taste	0	0	0	0	0	0	0	0	0
(9) Is a quality product	0	0	0	0	0	0	0	0	0
(9) Is a fresh product	0	0	0	0	0	0	0	100	0
(9) Is better than I expected for the price	0	0	0	0	0	0	0	100	0
(9) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(9) Has a good texture	0	0	0	0	0	0	0	100	0
(9) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(9) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(9) Smooth flavor	0	0	0	0	0	0	0	0	0
(9) Flavor that lasts	0	0	0	0	0	0	0	0	0
(9) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1103
q401_9) Mean Summary Table - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - J.D.'s Blend Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
(9) Has great taste	0	0	0	0	0	0	0	1	0
(9) Is a quality product	0	0	0	0	0	0	0	3	0
(9) Is a fresh product	0	0	0	0	0	0	0	4	0
(9) Is better than I expected for the price	0	0	0	0	0	0	0	5	0
(9) Is a cool brand to be seen with	0	0	0	0	0	0	0	2	0
(9) Has a good texture	0	0	0	0	0	0	0	4	0
(9) The packaging/label has a cool design/look	0	0	0	0	0	0	0	2	0
(9) Variety of tastes/flavors available	0	0	0	0	0	0	0	3	0
(9) Smooth flavor	0	0	0	0	0	0	0	2	0
(9) Flavor that lasts	0	0	0	0	0	0	0	1	0
(9) Has a premium look/design	0	0	0	0	0	0	0	3	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1104
q401_10) Top 2 Box Summary Table - Lancaster Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	0	0	0	1	2	0
Base - Lancaster Most Often (Wgtd)	1	1	1	0	0	0	1	2	0
Eff Base	1	1	1	0	0	0	1	2	0
(10) Has great taste	100	100	100	0	0	0	0	50	0
(10) Is a quality product	0	0	0	0	0	0	0	0	0
(10) Is a fresh product	100	100	100	0	0	0	0	50	0
(10) Is better than I expected for the price	100	100	100	0	0	0	0	50	0
(10) Is a cool brand to be seen with	100	100	100	0	0	0	0	50	0
(10) Has a good texture	100	100	100	0	0	0	0	50	0
(10) The packaging/label has a cool design/look	100	100	100	0	0	0	0	50	0
(10) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(10) Smooth flavor	100	100	100	0	0	0	0	50	0
(10) Flavor that lasts	100	100	100	0	0	0	0	50	0
(10) Has a premium look/design	100	100	100	0	0	0	0	50	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1105
q401_10) Bottom 2 Box Summary Table - Lancaster Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	0	0	0	1	2	0
Base - Lancaster Most Often (Wgtd)	1	1	1	0	0	0	1	2	0
Eff Base	1	1	1	0	0	0	1	2	0
(10) Has great taste	0	0	0	0	0	0	100	50	0
(10) Is a quality product	0	0	0	0	0	0	100	50	0
(10) Is a fresh product	0	0	0	0	0	0	100	50	0
(10) Is better than I expected for the price	0	0	0	0	0	0	100	50	0
(10) Is a cool brand to be seen with	0	0	0	0	0	0	100	50	0
(10) Has a good texture	0	0	0	0	0	0	100	50	0
(10) The packaging/label has a cool design/look	0	0	0	0	0	0	100	50	0
(10) Variety of tastes/flavors available	0	0	0	0	0	0	100	50	0
(10) Smooth flavor	0	0	0	0	0	0	100	50	0
(10) Flavor that lasts	0	0	0	0	0	0	100	50	0
(10) Has a premium look/design	0	0	0	0	0	0	100	50	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1106
q401_10) Mean Summary Table - Lancaster Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	0	0	0	1	2	0
Base - Lancaster Most Often (Wgtd)	1	1	1	0	0	0	1	2	0
Eff Base	1	1	1	0	0	0	1	2	0
(10) Has great taste	2	2	2	0	0	0	5	3.5	0
(10) Is a quality product	3	3	3	0	0	0	5	4	0
(10) Is a fresh product	2	2	2	0	0	0	5	3.5	0

(10) Is better than I expected for the price	1	1	1	0	0	0	5	3	0
(10) Is a cool brand to be seen with	2	2	2	0	0	0	5	3.5	0
(10) Has a good texture	2	2	2	0	0	0	5	3.5	0
(10) The packaging/label has a cool design/look	1	1	1	0	0	0	5	3	0
(10) Variety of tastes/flavors available	3	3	3	0	0	0	5	4	0
(10) Smooth flavor	2	2	2	0	0	0	5	3.5	0
(10) Flavor that lasts	1	1	1	0	0	0	5	3	0
(10) Has a premium look/design	1	1	1	0	0	0	5	3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1107
q401_11) Top 2 Box Summary Table - Levi-Garrett Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	0	0	0	0	0	4	0
Base - Levi-Garrett Most Often (Wgtd)	4	1	0	0	0	0	0	4	0
Eff Base	4	1	0	0	0	0	0	4	0
(11) Has great taste	75.1	100	0	0	0	0	0	75.1	0
(11) Is a quality product	75.1	100	0	0	0	0	0	75.1	0
(11) Is a fresh product	75.1	100	0	0	0	0	0	75.1	0
(11) Is better than I expected for the price	75.1	100	0	0	0	0	0	75.1	0
(11) Is a cool brand to be seen with	50	100	0	0	0	0	0	50	0
(11) Has a good texture	75.1	100	0	0	0	0	0	75.1	0
(11) The packaging/label has a cool design/look	50	100	0	0	0	0	0	50	0
(11) Variety of tastes/flavors available	50	100	0	0	0	0	0	50	0
(11) Smooth flavor	75.1	100	0	0	0	0	0	75.1	0
(11) Flavor that lasts	75.1	100	0	0	0	0	0	75.1	0
(11) Has a premium look/design	50	100	0	0	0	0	0	50	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1108
q401_11) Bottom 2 Box Summary Table - Levi-Garrett Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	0	0	0	0	0	4	0
Base - Levi-Garrett Most Often (Wgtd)	4	1	0	0	0	0	0	4	0
Eff Base	4	1	0	0	0	0	0	4	0
(11) Has great taste	0	0	0	0	0	0	0	0	0
(11) Is a quality product	24.9	0	0	0	0	0	0	24.9	0
(11) Is a fresh product	24.9	0	0	0	0	0	0	24.9	0
(11) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(11) Is a cool brand to be seen with	24.9	0	0	0	0	0	0	24.9	0
(11) Has a good texture	24.9	0	0	0	0	0	0	24.9	0
(11) The packaging/label has a cool design/look	24.9	0	0	0	0	0	0	24.9	0
(11) Variety of tastes/flavors available	24.9	0	0	0	0	0	0	24.9	0
(11) Smooth flavor	0	0	0	0	0	0	0	0	0
(11) Flavor that lasts	24.9	0	0	0	0	0	0	24.9	0
(11) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1109
q401_11) Mean Summary Table - Levi-Garrett Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	0	0	0	0	0	4	0
Base - Levi-Garrett Most Often (Wgtd)	4	1	0	0	0	0	0	4	0
Eff Base	4	1	0	0	0	0	0	4	0
(11) Has great taste	1.5	1	0	0	0	0	0	1.5	0
(11) Is a quality product	2.25	2	0	0	0	0	0	2.25	0
(11) Is a fresh product	1.75	1	0	0	0	0	0	1.75	0
(11) Is better than I expected for the price	1.75	2	0	0	0	0	0	1.75	0
(11) Is a cool brand to be seen with	2.5	2	0	0	0	0	0	2.5	0
(11) Has a good texture	1.75	1	0	0	0	0	0	1.75	0
(11) The packaging/label has a cool design/look	2.5	2	0	0	0	0	0	2.5	0
(11) Variety of tastes/flavors available	2.5	2	0	0	0	0	0	2.5	0
(11) Smooth flavor	1.5	1	0	0	0	0	0	1.5	0
(11) Flavor that lasts	1.75	1	0	0	0	0	0	1.75	0
(11) Has a premium look/design	2	1	0	0	0	0	0	2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1113
q401_13) Top 2 Box Summary Table - Mail Pouch Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Mail Pouch Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
(13) Has great taste	100	0	0	0	0	0	0	100	0
(13) Is a quality product	100	0	0	0	0	0	0	100	0
(13) Is a fresh product	0	0	0	0	0	0	0	50.1	0
(13) Is better than I expected for the price	100	0	0	0	0	0	0	100	0
(13) Is a cool brand to be seen with	100	0	0	0	0	0	0	49.9	0
(13) Has a good texture	100	0	0	0	0	0	0	100	0
(13) The packaging/label has a cool design/look	100	0	0	0	0	0	0	49.9	0
(13) Variety of tastes/flavors available	100	0	0	0	0	0	0	49.9	0
(13) Smooth flavor	100	0	0	0	0	0	0	100	0
(13) Flavor that lasts	100	0	0	0	0	0	0	49.9	0
(13) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1114
q401_13) Bottom 2 Box Summary Table - Mail Pouch Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Mail Pouch Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
(13) Has great taste	0	0	0	0	0	0	0	0	0
(13) Is a quality product	0	0	0	0	0	0	0	0	0
(13) Is a fresh product	0	0	0	0	0	0	0	0	0
(13) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(13) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(13) Has a good texture	0	0	0	0	0	0	0	0	0
(13) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(13) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(13) Smooth flavor	0	0	0	0	0	0	0	0	0
(13) Flavor that lasts	0	0	0	0	0	0	0	0	0
(13) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1115
q401_13) Mean Summary Table - Mail Pouch Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Mail Pouch Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
(13) Has great taste	2	0	0	0	0	0	0	2	0
(13) Is a quality product	2	0	0	0	0	0	0	2	0
(13) Is a fresh product	3	0	0	0	0	0	0	2.5	0
(13) Is better than I expected for the price	1	0	0	0	0	0	0	1.5	0
(13) Is a cool brand to be seen with	2	0	0	0	0	0	0	2.5	0
(13) Has a good texture	1	0	0	0	0	0	0	1.5	0
(13) The packaging/label has a cool design/look	2	0	0	0	0	0	0	2.5	0
(13) Variety of tastes/flavors available	2	0	0	0	0	0	0	2.5	0
(13) Smooth flavor	1	0	0	0	0	0	0	1.5	0
(13) Flavor that lasts	2	0	0	0	0	0	0	2.5	0
(13) Has a premium look/design	3	0	0	0	0	0	0	3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1119
q401_15) Top 2 Box Summary Table - Morgan's Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	0	0	0	0	0	3	0
Base - Morgan's Most Often (Wgtd)	2	2	0	0	0	0	0	3	0
Eff Base	2	2	0	0	0	0	0	3	0
(15) Has great taste	100	100	0	0	0	0	0	100	0
(15) Is a quality product	50.1	50.1	0	0	0	0	0	66.7	0
(15) Is a fresh product	50.1	50.1	0	0	0	0	0	66.7	0
(15) Is better than I expected for the price	50.1	50.1	0	0	0	0	0	66.7	0
(15) Is a cool brand to be seen with	50.1	50.1	0	0	0	0	0	66.7	0
(15) Has a good texture	50.1	50.1	0	0	0	0	0	66.7	0
(15) The packaging/label has a cool design/look	100	100	0	0	0	0	0	100	0
(15) Variety of tastes/flavors available	100	100	0	0	0	0	0	100	0
(15) Smooth flavor	50.1	50.1	0	0	0	0	0	33.5	0
(15) Flavor that lasts	50.1	50.1	0	0	0	0	0	66.7	0
(15) Has a premium look/design	50.1	50.1	0	0	0	0	0	66.7	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1120
q401_15) Bottom 2 Box Summary Table - Morgan's Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	0	0	0	0	0	3	0
Base - Morgan's Most Often (Wgtd)	2	2	0	0	0	0	0	3	0
Eff Base	2	2	0	0	0	0	0	3	0
(15) Has great taste	0	0	0	0	0	0	0	0	0

(15) Is a quality product	49.9	49.9	0	0	0	0	0	33.3	0
(15) Is a fresh product	0	0	0	0	0	0	0	0	0
(15) Is better than I expected for the price	49.9	49.9	0	0	0	0	0	33.3	0
(15) Is a cool brand to be seen with	49.9	49.9	0	0	0	0	0	33.3	0
(15) Has a good texture	0	0	0	0	0	0	0	0	0
(15) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(15) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(15) Smooth flavor	49.9	49.9	0	0	0	0	0	33.3	0
(15) Flavor that lasts	0	0	0	0	0	0	0	0	0
(15) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1121
q401_15) Mean Summary Table - Morgan's Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	0	0	0	0	0	3	0
Base - Morgan's Most Often (Wgtd)	2	2	0	0	0	0	0	3	0
Eff Base	2	2	0	0	0	0	0	3	0
(15) Has great taste	2	2	0	0	0	0	0	2	0
(15) Is a quality product	3	3	0	0	0	0	0	2.67	0
(15) Is a fresh product	2.5	2.5	0	0	0	0	0	2	0
(15) Is better than I expected for the price	3	3	0	0	0	0	0	2.67	0
(15) Is a cool brand to be seen with	3	3	0	0	0	0	0	2.33	0
(15) Has a good texture	2	2	0	0	0	0	0	1.67	0
(15) The packaging/label has a cool design/look	2	2	0	0	0	0	0	1.67	0
(15) Variety of tastes/flavors available	2	2	0	0	0	0	0	1.67	0
(15) Smooth flavor	3	3	0	0	0	0	0	3	0
(15) Flavor that lasts	2	2	0	0	0	0	0	1.67	0
(15) Has a premium look/design	2	2	0	0	0	0	0	1.67	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1128
q401_18) Top 2 Box Summary Table - Red Leaf Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	0	0	0	0	0	3	0
Base - Red Leaf Most Often (Wgtd)	1	1	0	0	0	0	0	3	0
Eff Base	1	1	0	0	0	0	0	3	0
(18) Has great taste	100	100	0	0	0	0	0	66.9	0
(18) Is a quality product	100	100	0	0	0	0	0	66.9	0
(18) Is a fresh product	100	100	0	0	0	0	0	66.9	0
(18) Is better than I expected for the price	100	100	0	0	0	0	0	66.9	0
(18) Is a cool brand to be seen with	100	100	0	0	0	0	0	66.9	0
(18) Has a good texture	100	100	0	0	0	0	0	66.9	0
(18) The packaging/label has a cool design/look	100	100	0	0	0	0	0	66.9	0
(18) Variety of tastes/flavors available	100	100	0	0	0	0	0	66.9	0
(18) Smooth flavor	100	100	0	0	0	0	0	66.9	0
(18) Flavor that lasts	100	100	0	0	0	0	0	66.9	0
(18) Has a premium look/design	100	100	0	0	0	0	0	66.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1129
q401_18) Bottom 2 Box Summary Table - Red Leaf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	0	0	0	0	0	3	0
Base - Red Leaf Most Often (Wgtd)	1	1	0	0	0	0	0	3	0
Eff Base	1	1	0	0	0	0	0	3	0
(18) Has great taste	0	0	0	0	0	0	0	33.1	0
(18) Is a quality product	0	0	0	0	0	0	0	33.1	0
(18) Is a fresh product	0	0	0	0	0	0	0	33.1	0
(18) Is better than I expected for the price	0	0	0	0	0	0	0	33.1	0
(18) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(18) Has a good texture	0	0	0	0	0	0	0	33.1	0
(18) The packaging/label has a cool design/look	0	0	0	0	0	0	0	33.1	0
(18) Variety of tastes/flavors available	0	0	0	0	0	0	0	33.1	0
(18) Smooth flavor	0	0	0	0	0	0	0	33.1	0
(18) Flavor that lasts	0	0	0	0	0	0	0	33.1	0
(18) Has a premium look/design	0	0	0	0	0	0	0	33.1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1130
q401_18) Mean Summary Table - Red Leaf Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	0	0	0	0	0	3	0
Base - Red Leaf Most Often (Wgtd)	1	1	0	0	0	0	0	3	0
Eff Base	1	1	0	0	0	0	0	3	0
(18) Has great taste	1	1	0	0	0	0	0	2.32	0
(18) Is a quality product	1	1	0	0	0	0	0	2.66	0
(18) Is a fresh product	1	1	0	0	0	0	0	2.66	0
(18) Is better than I expected for the price	1	1	0	0	0	0	0	2.66	0
(18) Is a cool brand to be seen with	1	1	0	0	0	0	0	1.66	0
(18) Has a good texture	1	1	0	0	0	0	0	2.66	0
(18) The packaging/label has a cool design/look	1	1	0	0	0	0	0	1.99	0
(18) Variety of tastes/flavors available	1	1	0	0	0	0	0	2.32	0
(18) Smooth flavor	1	1	0	0	0	0	0	2.66	0
(18) Flavor that lasts	1	1	0	0	0	0	0	2.66	0
(18) Has a premium look/design	1	1	0	0	0	0	0	2.33	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1131
q401_19) Top 2 Box Summary Table - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	0	0	0	0	0	0	8	0
Base - Red Man Most Often (Wgtd)	4	0	0	0	0	0	0	8	0
Eff Base	4	0	0	0	0	0	0	8	0
(19) Has great taste	49.9	0	0	0	0	0	0	62.4	0
(19) Is a quality product	49.9	0	0	0	0	0	0	50	0
(19) Is a fresh product	49.9	0	0	0	0	0	0	50	0
(19) Is better than I expected for the price	24.9	0	0	0	0	0	0	37.4	0
(19) Is a cool brand to be seen with	24.9	0	0	0	0	0	0	37.4	0
(19) Has a good texture	49.9	0	0	0	0	0	0	50	0
(19) The packaging/label has a cool design/look	49.9	0	0	0	0	0	0	62.4	0
(19) Variety of tastes/flavors available	24.9	0	0	0	0	0	0	49.9	0
(19) Smooth flavor	49.9	0	0	0	0	0	0	50	0

(19) Flavor that lasts	49.9	0	0	0	0	0	0	50	0
(19) Has a premium look/design	24.9	0	0	0	0	0	0	37.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1132
q401_19) Bottom 2 Box Summary Table - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	0	0	0	0	0	0	8	0
Base - Red Man Most Often (Wgtd)	4	0	0	0	0	0	0	8	0
Eff Base	4	0	0	0	0	0	0	8	0
(19) Has great taste	50.1	0	0	0	0	0	0	25	0
(19) Is a quality product	50.1	0	0	0	0	0	0	50	0
(19) Is a fresh product	25	0	0	0	0	0	0	37.5	0
(19) Is better than I expected for the price	25	0	0	0	0	0	0	25	0
(19) Is a cool brand to be seen with	25	0	0	0	0	0	0	25	0
(19) Has a good texture	25	0	0	0	0	0	0	12.5	0
(19) The packaging/label has a cool design/look	50.1	0	0	0	0	0	0	37.6	0
(19) Variety of tastes/flavors available	50.1	0	0	0	0	0	0	37.6	0
(19) Smooth flavor	50.1	0	0	0	0	0	0	25	0
(19) Flavor that lasts	25	0	0	0	0	0	0	25	0
(19) Has a premium look/design	25	0	0	0	0	0	0	25	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1133
q401_19) Mean Summary Table - Red Man Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	0	0	0	0	0	0	8	0
Base - Red Man Most Often (Wgtd)	4	0	0	0	0	0	0	8	0
Eff Base	4	0	0	0	0	0	0	8	0
(19) Has great taste	2.5	0	0	0	0	0	0	2.13	0
(19) Is a quality product	2.75	0	0	0	0	0	0	2.63	0
(19) Is a fresh product	2.75	0	0	0	0	0	0	2.63	0
(19) Is better than I expected for the price	3	0	0	0	0	0	0	3	0
(19) Is a cool brand to be seen with	2.75	0	0	0	0	0	0	2.88	0
(19) Has a good texture	2.5	0	0	0	0	0	0	2.25	0
(19) The packaging/label has a cool design/look	2.75	0	0	0	0	0	0	2.38	0
(19) Variety of tastes/flavors available	3	0	0	0	0	0	0	2.63	0
(19) Smooth flavor	3	0	0	0	0	0	0	2.5	0
(19) Flavor that lasts	2.5	0	0	0	0	0	0	2.5	0
(19) Has a premium look/design	2.75	0	0	0	0	0	0	2.63	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1134
q401_20) Top 2 Box Summary Table - Red Man Regular Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	0	0	0	0	0	6	0
Base - Red Man Regular Most Often (Wgtd)	2	1	0	0	0	0	0	6	0

Eff Base	2	1	0	0	0	0	0	6	0
(20) Has great taste	100	100	0	0	0	0	0	100	0
(20) Is a quality product	50.1	0	0	0	0	0	0	83.4	0
(20) Is a fresh product	100	100	0	0	0	0	0	100	0
(20) Is better than I expected for the price	50.1	0	0	0	0	0	0	83.4	0
(20) Is a cool brand to be seen with	50.1	0	0	0	0	0	0	66.7	0
(20) Has a good texture	50.1	0	0	0	0	0	0	83.4	0
(20) The packaging/label has a cool design/look	50.1	0	0	0	0	0	0	66.7	0
(20) Variety of tastes/flavors available	100	100	0	0	0	0	0	100	0
(20) Smooth flavor	50.1	0	0	0	0	0	0	83.4	0
(20) Flavor that lasts	50.1	0	0	0	0	0	0	66.6	0
(20) Has a premium look/design	50.1	0	0	0	0	0	0	83.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1135
q401_20) Bottom 2 Box Summary Table - Red Man Regular Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	0	0	0	0	0	6	0
Base - Red Man Regular Most Often (Wgtd)	2	1	0	0	0	0	0	6	0
Eff Base	2	1	0	0	0	0	0	6	0
(20) Has great taste	0	0	0	0	0	0	0	0	0
(20) Is a quality product	0	0	0	0	0	0	0	0	0
(20) Is a fresh product	0	0	0	0	0	0	0	0	0
(20) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(20) Is a cool brand to be seen with	0	0	0	0	0	0	0	16.6	0
(20) Has a good texture	0	0	0	0	0	0	0	0	0
(20) The packaging/label has a cool design/look	0	0	0	0	0	0	0	16.6	0
(20) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(20) Smooth flavor	0	0	0	0	0	0	0	0	0
(20) Flavor that lasts	0	0	0	0	0	0	0	0	0
(20) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1136
q401_20) Mean Summary Table - Red Man Regular Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	0	0	0	0	0	6	0
Base - Red Man Regular Most Often (Wgtd)	2	1	0	0	0	0	0	6	0
Eff Base	2	1	0	0	0	0	0	6	0
(20) Has great taste	1.5	2	0	0	0	0	0	1.33	0
(20) Is a quality product	2.5	3	0	0	0	0	0	1.67	0
(20) Is a fresh product	1.5	2	0	0	0	0	0	1.17	0
(20) Is better than I expected for the price	2.5	3	0	0	0	0	0	1.83	0
(20) Is a cool brand to be seen with	2.5	3	0	0	0	0	0	2.33	0
(20) Has a good texture	2.5	3	0	0	0	0	0	1.5	0
(20) The packaging/label has a cool design/look	2	3	0	0	0	0	0	2	0
(20) Variety of tastes/flavors available	2	2	0	0	0	0	0	1.5	0
(20) Smooth flavor	2	3	0	0	0	0	0	1.33	0
(20) Flavor that lasts	2.5	3	0	0	0	0	0	1.84	0
(20) Has a premium look/design	2	3	0	0	0	0	0	1.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1137
q401_21) Top 2 Box Summary Table - Red Man Golden Blend Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	0	0	0	0	0	3	5	0
Base - Red Man Golden Blend Most Often (Wgtd)	4	0	0	0	0	0	3	5	0
Eff Base	4	0	0	0	0	0	3	5	0
(21) Has great taste	50	0	0	0	0	0	33.3	60	0
(21) Is a quality product	25	0	0	0	0	0	33.3	20	0
(21) Is a fresh product	50	0	0	0	0	0	66.6	60	0
(21) Is better than I expected for the price	25	0	0	0	0	0	33.3	20	0
(21) Is a cool brand to be seen with	25	0	0	0	0	0	33.3	40	0
(21) Has a good texture	50	0	0	0	0	0	33.3	40	0
(21) The packaging/label has a cool design/look	25	0	0	0	0	0	33.3	40	0
(21) Variety of tastes/flavors available	50	0	0	0	0	0	33.3	60	0
(21) Smooth flavor	50	0	0	0	0	0	66.6	40	0
(21) Flavor that lasts	74.9	0	0	0	0	0	66.6	79.9	0
(21) Has a premium look/design	50	0	0	0	0	0	66.6	60	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1138

q401_21) Bottom 2 Box Summary Table - Red Man Golden Blend Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	0	0	0	0	0	3	5	0
Base - Red Man Golden Blend Most Often (Wgtd)	4	0	0	0	0	0	3	5	0
Eff Base	4	0	0	0	0	0	3	5	0
(21) Has great taste	50	0	0	0	0	0	66.7	40	0
(21) Is a quality product	25.1	0	0	0	0	0	33.4	20.1	0
(21) Is a fresh product	50	0	0	0	0	0	33.4	40	0
(21) Is better than I expected for the price	25.1	0	0	0	0	0	33.4	20.1	0
(21) Is a cool brand to be seen with	75	0	0	0	0	0	66.7	60	0
(21) Has a good texture	25	0	0	0	0	0	33.3	20	0
(21) The packaging/label has a cool design/look	25.1	0	0	0	0	0	33.4	20.1	0
(21) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(21) Smooth flavor	50	0	0	0	0	0	33.4	40	0
(21) Flavor that lasts	25.1	0	0	0	0	0	33.4	20.1	0
(21) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1139
q401_21) Mean Summary Table - Red Man Golden Blend Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	0	0	0	0	0	3	5	0
Base - Red Man Golden Blend Most Often (Wgtd)	4	0	0	0	0	0	3	5	0
Eff Base	4	0	0	0	0	0	3	5	0
(21) Has great taste	3.25	0	0	0	0	0	3.67	3	0
(21) Is a quality product	3	0	0	0	0	0	3	3	0
(21) Is a fresh product	3	0	0	0	0	0	2.67	2.6	0
(21) Is better than I expected for the price	3	0	0	0	0	0	3	3	0
(21) Is a cool brand to be seen with	4	0	0	0	0	0	3.67	3.6	0
(21) Has a good texture	2.75	0	0	0	0	0	3	2.8	0

(21) The packaging/label has a cool design/look	3.25	0	0	0	0	0	3.33	3	0
(21) Variety of tastes/flavors available	2.25	0	0	0	0	0	2.33	2.2	0
(21) Smooth flavor	2.75	0	0	0	0	0	2.33	2.8	0
(21) Flavor that lasts	2.5	0	0	0	0	0	2.67	2.4	0
(21) Has a premium look/design	2.25	0	0	0	0	0	2	2.2	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1140
q401_22) Top 2 Box Summary Table - Red Man Select Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Red Man Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
(22) Has great taste	100	0	0	0	0	0	0	100	0
(22) Is a quality product	100	0	0	0	0	0	0	100	0
(22) Is a fresh product	0	0	0	0	0	0	0	49.9	0
(22) Is better than I expected for the price	0	0	0	0	0	0	0	49.9	0
(22) Is a cool brand to be seen with	0	0	0	0	0	0	0	49.9	0
(22) Has a good texture	100	0	0	0	0	0	0	100	0
(22) The packaging/label has a cool design/look	100	0	0	0	0	0	0	100	0
(22) Variety of tastes/flavors available	0	0	0	0	0	0	0	49.9	0
(22) Smooth flavor	0	0	0	0	0	0	0	49.9	0
(22) Flavor that lasts	100	0	0	0	0	0	0	100	0
(22) Has a premium look/design	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1141
q401_22) Bottom 2 Box Summary Table - Red Man Select Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Red Man Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
(22) Has great taste	0	0	0	0	0	0	0	0	0
(22) Is a quality product	0	0	0	0	0	0	0	0	0
(22) Is a fresh product	0	0	0	0	0	0	0	0	0
(22) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(22) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(22) Has a good texture	0	0	0	0	0	0	0	0	0
(22) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(22) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(22) Smooth flavor	0	0	0	0	0	0	0	0	0
(22) Flavor that lasts	0	0	0	0	0	0	0	0	0
(22) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1142
q401_22) Mean Summary Table - Red Man Select Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Red Man Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Red Man Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
(22) Has great taste	2	0	0	0	0	0	0	1.5	0
(22) Is a quality product	1	0	0	0	0	0	0	1	0
(22) Is a fresh product	3	0	0	0	0	0	0	2	0
(22) Is better than I expected for the price	3	0	0	0	0	0	0	2	0
(22) Is a cool brand to be seen with	3	0	0	0	0	0	0	2	0
(22) Has a good texture	1	0	0	0	0	0	0	1	0
(22) The packaging/label has a cool design/look	2	0	0	0	0	0	0	1.5	0
(22) Variety of tastes/flavors available	3	0	0	0	0	0	0	2	0
(22) Smooth flavor	3	0	0	0	0	0	0	2	0
(22) Flavor that lasts	2	0	0	0	0	0	0	1.5	0
(22) Has a premium look/design	2	0	0	0	0	0	0	1.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1146
q401_24) Top 2 Box Summary Table - Southern Pride Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Southern Pride Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
(24) Has great taste	0	0	0	0	0	0	0	0	0
(24) Is a quality product	0	0	0	0	0	0	0	0	0
(24) Is a fresh product	0	0	0	0	0	0	0	0	0
(24) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(24) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(24) Has a good texture	0	0	0	0	0	0	0	0	0
(24) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(24) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(24) Smooth flavor	0	0	0	0	0	0	0	0	0
(24) Flavor that lasts	0	0	0	0	0	0	0	0	0
(24) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1147
q401_24) Bottom 2 Box Summary Table - Southern Pride Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Southern Pride Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
(24) Has great taste	0	0	0	0	0	0	0	0	0
(24) Is a quality product	0	0	0	0	0	0	0	0	0
(24) Is a fresh product	0	0	0	0	0	0	0	0	0
(24) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(24) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(24) Has a good texture	0	0	0	0	0	0	0	0	0
(24) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(24) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(24) Smooth flavor	0	0	0	0	0	0	0	0	0
(24) Flavor that lasts	0	0	0	0	0	0	0	0	0
(24) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1148
q401_24) Mean Summary Table - Southern Pride Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Southern Pride Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
(24) Has great taste	3	0	0	0	0	0	0	3	0
(24) Is a quality product	3	0	0	0	0	0	0	3	0
(24) Is a fresh product	3	0	0	0	0	0	0	3	0
(24) Is better than I expected for the price	3	0	0	0	0	0	0	3	0
(24) Is a cool brand to be seen with	3	0	0	0	0	0	0	3	0
(24) Has a good texture	3	0	0	0	0	0	0	3	0
(24) The packaging/label has a cool design/look	3	0	0	0	0	0	0	3	0
(24) Variety of tastes/flavors available	3	0	0	0	0	0	0	3	0
(24) Smooth flavor	3	0	0	0	0	0	0	3	0
(24) Flavor that lasts	3	0	0	0	0	0	0	3	0
(24) Has a premium look/design	3	0	0	0	0	0	0	3	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1158
q401_28) Top 2 Box Summary Table - Trophy Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Trophy Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
(28) Has great taste	0	0	0	0	0	0	0	0	0
(28) Is a quality product	0	0	0	0	0	0	0	0	0
(28) Is a fresh product	0	0	0	0	0	0	0	0	0
(28) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(28) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(28) Has a good texture	0	0	0	0	0	0	0	0	0
(28) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(28) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(28) Smooth flavor	0	0	0	0	0	0	0	0	0
(28) Flavor that lasts	0	0	0	0	0	0	0	0	0
(28) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1159
q401_28) Bottom 2 Box Summary Table - Trophy Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Trophy Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
(28) Has great taste	100	0	0	0	0	0	0	100	0
(28) Is a quality product	100	0	0	0	0	0	0	100	0
(28) Is a fresh product	100	0	0	0	0	0	0	100	0
(28) Is better than I expected for the price	100	0	0	0	0	0	0	100	0

(28) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(28) Has a good texture	100	0	0	0	0	0	0	100	0
(28) The packaging/label has a cool design/look	100	0	0	0	0	0	0	100	0
(28) Variety of tastes/flavors available	100	0	0	0	0	0	0	100	0
(28) Smooth flavor	0	0	0	0	0	0	0	0	0
(28) Flavor that lasts	100	0	0	0	0	0	0	100	0
(28) Has a premium look/design	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1160
q401_28) Mean Summary Table - Trophy Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Trophy Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
(28) Has great taste	5	0	0	0	0	0	0	5	0
(28) Is a quality product	4	0	0	0	0	0	0	4	0
(28) Is a fresh product	4	0	0	0	0	0	0	4	0
(28) Is better than I expected for the price	4	0	0	0	0	0	0	4	0
(28) Is a cool brand to be seen with	3	0	0	0	0	0	0	3	0
(28) Has a good texture	4	0	0	0	0	0	0	4	0
(28) The packaging/label has a cool design/look	5	0	0	0	0	0	0	5	0
(28) Variety of tastes/flavors available	5	0	0	0	0	0	0	5	0
(28) Smooth flavor	3	0	0	0	0	0	0	3	0
(28) Flavor that lasts	4	0	0	0	0	0	0	4	0
(28) Has a premium look/design	5	0	0	0	0	0	0	5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1164
q401_30) Top 2 Box Summary Table - Work Horse Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Work Horse Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
(30) Has great taste	0	0	0	0	0	0	0	100	0
(30) Is a quality product	0	0	0	0	0	0	0	100	0
(30) Is a fresh product	0	0	0	0	0	0	0	100	0
(30) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(30) Is a cool brand to be seen with	0	0	0	0	0	0	0	100	0
(30) Has a good texture	0	0	0	0	0	0	0	100	0
(30) The packaging/label has a cool design/look	0	0	0	0	0	0	0	100	0
(30) Variety of tastes/flavors available	0	0	0	0	0	0	0	100	0
(30) Smooth flavor	0	0	0	0	0	0	0	100	0
(30) Flavor that lasts	0	0	0	0	0	0	0	100	0
(30) Has a premium look/design	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1165
q401_30) Bottom 2 Box Summary Table - Work Horse Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Work Horse Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
(30) Has great taste	0	0	0	0	0	0	0	0	0
(30) Is a quality product	0	0	0	0	0	0	0	0	0
(30) Is a fresh product	0	0	0	0	0	0	0	0	0
(30) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(30) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(30) Has a good texture	0	0	0	0	0	0	0	0	0
(30) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(30) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(30) Smooth flavor	0	0	0	0	0	0	0	0	0
(30) Flavor that lasts	0	0	0	0	0	0	0	0	0
(30) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1166
q401_30) Mean Summary Table - Work Horse Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Work Horse Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
(30) Has great taste	0	0	0	0	0	0	0	1	0
(30) Is a quality product	0	0	0	0	0	0	0	1	0
(30) Is a fresh product	0	0	0	0	0	0	0	1	0
(30) Is better than I expected for the price	0	0	0	0	0	0	0	3	0
(30) Is a cool brand to be seen with	0	0	0	0	0	0	0	2	0
(30) Has a good texture	0	0	0	0	0	0	0	1	0
(30) The packaging/label has a cool design/look	0	0	0	0	0	0	0	1	0
(30) Variety of tastes/flavors available	0	0	0	0	0	0	0	1	0
(30) Smooth flavor	0	0	0	0	0	0	0	2	0
(30) Flavor that lasts	0	0	0	0	0	0	0	1	0
(30) Has a premium look/design	0	0	0	0	0	0	0	1	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1167
q401_31) Top 2 Box Summary Table - Other Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Other Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
(31) Has great taste	0	0	0	0	0	0	0	0	0
(31) Is a quality product	0	0	0	0	0	0	0	0	0
(31) Is a fresh product	0	0	0	0	0	0	0	0	0
(31) Is better than I expected for the price	0	0	0	0	0	0	0	0	0
(31) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(31) Has a good texture	0	0	0	0	0	0	0	0	0
(31) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(31) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(31) Smooth flavor	0	0	0	0	0	0	0	0	0
(31) Flavor that lasts	0	0	0	0	0	0	0	0	0
(31) Has a premium look/design	0	0	0	0	0	0	0	0	0

#page

Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1168
q401_31) Bottom 2 Box Summary Table - Other Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Other Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
(31) Has great taste	100	0	0	0	0	0	0	100	0
(31) Is a quality product	0	0	0	0	0	0	0	0	0
(31) Is a fresh product	100	0	0	0	0	0	0	100	0
(31) Is better than I expected for the price	100	0	0	0	0	0	0	100	0
(31) Is a cool brand to be seen with	0	0	0	0	0	0	0	0	0
(31) Has a good texture	100	0	0	0	0	0	0	100	0
(31) The packaging/label has a cool design/look	0	0	0	0	0	0	0	0	0
(31) Variety of tastes/flavors available	0	0	0	0	0	0	0	0	0
(31) Smooth flavor	0	0	0	0	0	0	0	0	0
(31) Flavor that lasts	0	0	0	0	0	0	0	0	0
(31) Has a premium look/design	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1169
q401_31) Mean Summary Table - Other Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Other Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
(31) Has great taste	4	0	0	0	0	0	0	4	0
(31) Is a quality product	3	0	0	0	0	0	0	3	0
(31) Is a fresh product	4	0	0	0	0	0	0	4	0
(31) Is better than I expected for the price	4	0	0	0	0	0	0	4	0
(31) Is a cool brand to be seen with	3	0	0	0	0	0	0	3	0
(31) Has a good texture	4	0	0	0	0	0	0	4	0
(31) The packaging/label has a cool design/look	3	0	0	0	0	0	0	3	0
(31) Variety of tastes/flavors available	3	0	0	0	0	0	0	3	0
(31) Smooth flavor	3	0	0	0	0	0	0	3	0
(31) Flavor that lasts	3	0	0	0	0	0	0	3	0
(31) Has a premium look/design	4	0	0	0	0	0	0	4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1170
q402) Top 2 Box Summary Table

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
(1) Beechnut	68.8	50	0	0	0	0	100	54.6	0
(2) Big Mountain	80	33.3	0	0	0	0	100	62.5	0
(3) Bowie	57.1	33.3	0	0	0	0	0	60	0
(4) Chattanooga loose leaf chewing tobacco	100	0	0	0	0	0	0	100	0
(5) Durango	50	0	0	0	0	0	100	54.5	0

(6) Granger Select	87.6	0	0	0	0	0	0	90	0
(7) Havana Blossom	37.6	40.1	100	0	0	0	0	33.4	0
(8) H.B. Scott's	62.5	0	0	0	0	0	100	62.5	0
(9) J.D.'s Blend	83.3	100	0	0	0	0	100	66.7	0
(10) Lancaster	66.8	100	100	0	0	0	0	71.5	0
(11) Levi-Garrett	46.2	49.9	0	0	0	0	0	46.7	0
(12) Levi Extra	54.6	33.5	0	0	0	0	100	57.2	0
(13) Mail Pouch	100	0	0	0	0	0	0	100	0
(14) Mail Pouch Select	50	49.9	49.9	0	0	0	100	55.6	0
(15) Morgan's	57.2	60	0	0	0	0	0	70	0
(16) Pay Car	66.8	0	0	0	0	0	0	60	0
(17) Red Horse	66.8	0	0	0	0	0	50.1	71.5	0
(18) Red Leaf	75.1	100	0	0	0	0	0	70	0
(19) Red Man	60	50	100	0	0	0	100	59.2	0
(20) Red Man Regular	46.2	0	0	0	0	0	100	52.4	0
(21) Red Man Golden Blend	50	100	0	0	0	0	33.3	58.3	0
(22) Red Man Select	57.1	50	100	0	0	0	0	50	0
(23) Red Man Silver Blend	83.3	0	0	0	0	0	0	72.7	0
(24) Southern Pride	33.3	0	0	0	0	0	100	49.9	0
(25) Starr	40	0	0	0	0	0	0	37.6	0
(26) Stoker's	85.7	100	0	0	0	0	100	87.5	0
(27) Taylor's Pride	66.6	100	0	0	0	0	50.1	66.6	0
(28) Trophy	75	100	0	0	0	0	0	75	0
(29) Union Standard	66.7	0	0	0	0	0	100	66.7	0
(30) Work Horse	60.1	100	0	0	0	0	100	66.7	0
(31) Other	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1171
q402_1) Now, please tell us your overall impression of each of the following brands below.
- Beechnut

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Beechnut (Unwtd)		16	2	0	0	0	0	4	22	0
Base - Ever Heard of Beechnut (Wgtd)		16	2	0	0	0	0	4	22	0
Eff Base		16	2	0	0	0	0	4	22	0
Top 2 Box (Net)		68.8	50	0	0	0	0	100	54.6	0
Extremely Favorable (1)		43.8	0	0	0	0	0	75	36.4	0
	2	25	50	0	0	0	0	25	18.2	0
Somewhat Favorable (3)		12.5	0	0	0	0	0	0	13.6	0
Bottom 2 Box (Net)		18.7	50	0	0	0	0	0	31.8	0
	4	18.7	50	0	0	0	0	0	22.7	0
Not at all Favorable (5)		0	0	0	0	0	0	0	9.1	0
Total		100	100	0	0	0	0	100	100	0
Mean		2.06	3	0	0	0	0	1.25	2.5	0
Std. Dev.		1.18	0	0	0	0	0	0.5	1.44	0
Std. Err.		0.3	0	0	0	0	0	0.25	0.31	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1172
q402_2) Now, please tell us your overall impression of each of the following brands below.
- Big Mountain

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Big Mountain (Unwtd)	10	3	1	1	1	1	1	16	0
Base - Ever Heard of Big Mountain (Wgtd)	10	3	1	1	1	1	1	16	0

Eff Base		10	3	1	1	1	1	1	16	0
Top 2 Box (Net)		80	33.3	0	0	0	0	100	62.5	0
Extremely Favorable (1)		50.1	0	0	0	0	0	0	31.3	0
	2	29.9	33.3	0	0	0	0	100	31.2	0
Somewhat Favorable (3)		0	0	0	0	0	0	0	18.7	0
Bottom 2 Box (Net)		20	66.7	100	100	100	100	0	18.8	0
	4	10	33.3	0	0	0	0	0	12.5	0
Not at all Favorable (5)		10	33.4	100	100	100	100	0	6.3	0
Total		100	100	100	100	100	100	100	100	0
Mean		2	3.67	5	5	5	5	2	2.31	0
Std. Dev.		1.42	1.53	0	0	0	0	0	1.25	0
Std. Err.		0.45	0.88	0	0	0	0	0	0.31	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1173
q402_3) Now, please tell us your overall impression of each of the following brands below.
- Bowie

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Bowie (Unwtd)		7	3	0	0	0	0	0	10	0
Base - Ever Heard of Bowie (Wgtd)		7	3	0	0	0	0	0	10	0
Eff Base		7	3	0	0	0	0	0	10	0
Top 2 Box (Net)		57.1	33.3	0	0	0	0	0	60	0
Extremely Favorable (1)		14.3	0	0	0	0	0	0	20	0
	2	42.8	33.3	0	0	0	0	0	40	0
Somewhat Favorable (3)		14.4	0	0	0	0	0	0	10.1	0
Bottom 2 Box (Net)		28.5	66.7	0	0	0	0	0	30	0
	4	28.5	66.7	0	0	0	0	0	30	0
Not at all Favorable (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	0	100	0
Mean		2.57	3.33	0	0	0	0	0	2.5	0
Std. Dev.		1.13	1.16	0	0	0	0	0	1.18	0
Std. Err.		0.43	0.67	0	0	0	0	0	0.37	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1174
q402_4) Now, please tell us your overall impression of each of the following brands below.
- Chattanooga loose leaf chewing tobacco

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Chattanooga loose leaf chewing tobacco (Unwtd)		4	0	0	0	0	0	0	5	0
Base - Ever Heard of Chattanooga loose leaf chewing tobacco (Wgtd)		4	0	0	0	0	0	0	5	0
Eff Base		4	0	0	0	0	0	0	5	0
Top 2 Box (Net)		100	0	0	0	0	0	0	100	0
Extremely Favorable (1)		25.1	0	0	0	0	0	0	40.1	0
	2	74.9	0	0	0	0	0	0	59.9	0
Somewhat Favorable (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	0	0
	4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)		0	0	0	0	0	0	0	0	0
Total		100	0	0	0	0	0	0	100	0
Mean		1.75	0	0	0	0	0	0	1.6	0
Std. Dev.		0.5	0	0	0	0	0	0	0.55	0
Std. Err.		0.25	0	0	0	0	0	0	0.24	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1175
q402_5) Now, please tell us your overall impression of each of the following brands below.
- Durango

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Durango (Unwtd)	8	1	0	0	0	0	1	11	0
Base - Ever Heard of Durango (Wgtd)	8	1	0	0	0	0	1	11	0
Eff Base	8	1	0	0	0	0	1	11	0
Top 2 Box (Net)	50	0	0	0	0	0	100	54.5	0
Extremely Favorable (1)	25.1	0	0	0	0	0	0	36.4	0
2	24.9	0	0	0	0	0	100	18.2	0
Somewhat Favorable (3)	37.5	100	0	0	0	0	0	36.4	0
Bottom 2 Box (Net)	12.5	0	0	0	0	0	0	9.1	0
4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)	12.5	0	0	0	0	0	0	9.1	0
Total	100	100	0	0	0	0	100	100	0
Mean	2.5	3	0	0	0	0	2	2.27	0
Std. Dev.	1.31	0	0	0	0	0	0	1.27	0
Std. Err.	0.46	0	0	0	0	0	0	0.38	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1176
q402_6) Now, please tell us your overall impression of each of the following brands below.
- Granger Select

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Granger Select (Unwtd)	8	0	0	0	0	0	0	10	0
Base - Ever Heard of Granger Select (Wgtd)	8	0	0	0	0	0	0	10	0
Eff Base	8	0	0	0	0	0	0	10	0
Top 2 Box (Net)	87.6	0	0	0	0	0	0	90	0
Extremely Favorable (1)	62.6	0	0	0	0	0	0	50.1	0
2	25	0	0	0	0	0	0	40	0
Somewhat Favorable (3)	0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)	12.4	0	0	0	0	0	0	10	0
4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)	12.4	0	0	0	0	0	0	10	0
Total	100	0	0	0	0	0	0	100	0
Mean	1.75	0	0	0	0	0	0	1.8	0
Std. Dev.	1.39	0	0	0	0	0	0	1.23	0
Std. Err.	0.49	0	0	0	0	0	0	0.39	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1177
q402_7) Now, please tell us your overall impression of each of the following brands below.
- Havana Blossom

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Ever Heard of Havana Blossom (Unwtd)		8	5	1	0	0	0	0	9	0
Base - Ever Heard of Havana Blossom (Wgtd)		8	5	1	0	0	0	0	9	0
Eff Base		8	5	1	0	0	0	0	9	0
Top 2 Box (Net)		37.6	40.1	100	0	0	0	0	33.4	0
Extremely Favorable (1)		37.6	40.1	100	0	0	0	0	33.4	0
	2	0	0	0	0	0	0	0	0	0
Somewhat Favorable (3)		12.5	0	0	0	0	0	0	22.2	0
Bottom 2 Box (Net)		49.9	59.9	0	0	0	0	0	44.4	0
	4	49.9	59.9	0	0	0	0	0	44.4	0
Not at all Favorable (5)		0	0	0	0	0	0	0	0	0
Total		100	100	100	0	0	0	0	100	0
Mean		2.75	2.8	1	0	0	0	0	2.78	0
Std. Dev.		1.49	1.64	0	0	0	0	0	1.39	0
Std. Err.		0.53	0.74	0	0	0	0	0	0.46	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1178
q402_8) Now, please tell us your overall impression of each of the following brands below.
- H.B. Scott's

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of H.B. Scott's (Unwtd)	8	2	1	1	1	1	1	8	0
Base - Ever Heard of H.B. Scott's (Wgtd)	8	2	1	1	1	1	1	8	0
Eff Base	8	2	1	1	1	1	1	8	0
Top 2 Box (Net)	62.5	0	0	0	0	0	100	62.5	0
Extremely Favorable (1)	37.5	0	0	0	0	0	100	37.5	0
2	25	0	0	0	0	0	0	25	0
Somewhat Favorable (3)	12.5	0	0	0	0	0	0	12.5	0
Bottom 2 Box (Net)	25	100	100	100	100	100	0	25	0
4	25	100	100	100	100	100	0	25	0
Not at all Favorable (5)	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	0
Mean	2.25	4	4	4	4	4	1	2.25	0
Std. Dev.	1.28	0	0	0	0	0	0	1.28	0
Std. Err.	0.45	0	0	0	0	0	0	0.45	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1179
q402_9) Now, please tell us your overall impression of each of the following brands below.
- J.D.'s Blend

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of J.D.'s Blend (Unwtd)	6	1	0	0	0	0	1	9	0
Base - Ever Heard of J.D.'s Blend (Wgtd)	6	1	0	0	0	0	1	9	0
Eff Base	6	1	0	0	0	0	1	9	0
Top 2 Box (Net)	83.3	100	0	0	0	0	100	66.7	0
Extremely Favorable (1)	33.4	0	0	0	0	0	0	33.3	0
2	50	100	0	0	0	0	100	33.3	0
Somewhat Favorable (3)	16.7	0	0	0	0	0	0	22.2	0
Bottom 2 Box (Net)	0	0	0	0	0	0	0	11.1	0
4	0	0	0	0	0	0	0	11.1	0
Not at all Favorable (5)	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0
Mean	1.83	2	0	0	0	0	2	2.11	0
Std. Dev.	0.75	0	0	0	0	0	0	1.05	0
Std. Err.	0.31	0	0	0	0	0	0	0.35	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1180
q402_10) Now, please tell us your overall impression of each of the following brands below.
- Lancaster

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Lancaster (Unwtd)	3	1	1	0	0	0	1	7	0
Base - Ever Heard of Lancaster (Wgtd)	3	1	1	0	0	0	1	7	0
Eff Base	3	1	1	0	0	0	1	7	0
Top 2 Box (Net)	66.8	100	100	0	0	0	0	71.5	0
Extremely Favorable (1)	33.3	0	0	0	0	0	0	28.6	0
2	33.4	100	100	0	0	0	0	42.9	0
Somewhat Favorable (3)	33.2	0	0	0	0	0	0	14.2	0
Bottom 2 Box (Net)	0	0	0	0	0	0	100	14.3	0
4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)	0	0	0	0	0	0	100	14.3	0
Total	100	100	100	0	0	0	100	100	0
Mean	2	2	2	0	0	0	5	2.29	0
Std. Dev.	1	0	0	0	0	0	0	1.38	0
Std. Err.	0.58	0	0	0	0	0	0	0.52	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1181
q402_11) Now, please tell us your overall impression of each of the following brands below.
- Levi-Garrett

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Levi-Garrett (Unwtd)	13	2	0	0	0	0	0	15	0
Base - Ever Heard of Levi-Garrett (Wgtd)	13	2	0	0	0	0	0	15	0
Eff Base	13	2	0	0	0	0	0	15	0
Top 2 Box (Net)	46.2	49.9	0	0	0	0	0	46.7	0
Extremely Favorable (1)	30.8	49.9	0	0	0	0	0	26.7	0
2	15.4	0	0	0	0	0	0	20	0
Somewhat Favorable (3)	46.1	50.1	0	0	0	0	0	40	0
Bottom 2 Box (Net)	7.7	0	0	0	0	0	0	13.3	0
4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)	7.7	0	0	0	0	0	0	13.3	0
Total	100	100	0	0	0	0	0	100	0
Mean	2.38	2	0	0	0	0	0	2.53	0
Std. Dev.	1.19	0	0	0	0	0	0	1.3	0
Std. Err.	0.33	0	0	0	0	0	0	0.34	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1182
q402_12) Now, please tell us your overall impression of each of the following brands below.
- Levi Extra

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Levi Extra (Unwtd)		11	3	0	0	0	0	1	14	0
Base - Ever Heard of Levi Extra (Wgtd)		11	3	0	0	0	0	1	14	0
Eff Base		11	3	0	0	0	0	1	14	0
Top 2 Box (Net)		54.6	33.5	0	0	0	0	100	57.2	0
Extremely Favorable (1)		18.2	33.5	0	0	0	0	0	14.3	0
	2	36.4	0	0	0	0	0	100	42.9	0
Somewhat Favorable (3)		27.2	33.2	0	0	0	0	0	28.5	0
Bottom 2 Box (Net)		18.1	33.3	0	0	0	0	0	14.3	0
	4	18.1	33.3	0	0	0	0	0	14.3	0
Not at all Favorable (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	100	100	0
Mean		2.45	2.66	0	0	0	0	2	2.43	0
Std. Dev.		1.04	1.53	0	0	0	0	0	0.94	0
Std. Err.		0.31	0.88	0	0	0	0	0	0.25	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1183
q402_13) Now, please tell us your overall impression of each of the following brands below.
- Mail Pouch

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Mail Pouch (Unwtd)		3	0	0	0	0	0	0	5	0
Base - Ever Heard of Mail Pouch (Wgtd)		3	0	0	0	0	0	0	5	0
Eff Base		3	0	0	0	0	0	0	5	0
Top 2 Box (Net)		100	0	0	0	0	0	0	100	0
Extremely Favorable (1)		66.8	0	0	0	0	0	0	60	0
	2	33.2	0	0	0	0	0	0	40	0
Somewhat Favorable (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	0	0
	4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)		0	0	0	0	0	0	0	0	0
Total		100	0	0	0	0	0	0	100	0
Mean		1.33	0	0	0	0	0	0	1.4	0
Std. Dev.		0.58	0	0	0	0	0	0	0.55	0
Std. Err.		0.33	0	0	0	0	0	0	0.24	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1184
q402_14) Now, please tell us your overall impression of each of the following brands below.
- Mail Pouch Select

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Mail Pouch Select (Unwtd)		8	2	2	1	1	1	2	9	0
Base - Ever Heard of Mail Pouch Select (Wgtd)		8	2	2	1	1	1	2	9	0
Eff Base		8	2	2	1	1	1	2	9	0
Top 2 Box (Net)		50	49.9	49.9	0	0	0	100	55.6	0
Extremely Favorable (1)		25	49.9	49.9	0	0	0	50.1	33.3	0
	2	25	0	0	0	0	0	49.9	22.2	0
Somewhat Favorable (3)		12.4	0	0	0	0	0	0	11.1	0
Bottom 2 Box (Net)		37.5	50.1	50.1	100	100	100	0	33.4	0
	4	25	50.1	50.1	100	100	100	0	22.2	0
Not at all Favorable (5)		12.5	0	0	0	0	0	0	11.1	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.75	2.5	2.5	4	4	4	1.5	2.56	0

Std. Dev.	1.49	2.12	2.12	0	0	0	0.71	1.51	0
Std. Err.	0.53	1.5	1.5	0	0	0	0.5	0.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1185
q402_15) Now, please tell us your overall impression of each of the following brands below.
- Morgan's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Morgan's (Unwtd)	7	5	0	0	0	0	0	10	0
Base - Ever Heard of Morgan's (Wgtd)	7	5	0	0	0	0	0	10	0
Eff Base	7	5	0	0	0	0	0	10	0
Top 2 Box (Net)	57.2	60	0	0	0	0	0	70	0
Extremely Favorable (1)	14.3	20.1	0	0	0	0	0	30	0
2	42.8	39.9	0	0	0	0	0	40	0
Somewhat Favorable (3)	14.2	20	0	0	0	0	0	10	0
Bottom 2 Box (Net)	28.6	20	0	0	0	0	0	20	0
4	14.3	20	0	0	0	0	0	10	0
Not at all Favorable (5)	14.3	0	0	0	0	0	0	10	0
Total	100	100	0	0	0	0	0	100	0
Mean	2.71	2.4	0	0	0	0	0	2.3	0
Std. Dev.	1.38	1.14	0	0	0	0	0	1.34	0
Std. Err.	0.52	0.51	0	0	0	0	0	0.42	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1186
q402_16) Now, please tell us your overall impression of each of the following brands below.
- Pay Car

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Pay Car (Unwtd)	3	0	0	0	0	0	0	5	0
Base - Ever Heard of Pay Car (Wgtd)	3	0	0	0	0	0	0	5	0
Eff Base	3	0	0	0	0	0	0	5	0
Top 2 Box (Net)	66.8	0	0	0	0	0	0	60	0
Extremely Favorable (1)	66.8	0	0	0	0	0	0	60	0
2	0	0	0	0	0	0	0	0	0
Somewhat Favorable (3)	0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)	33.2	0	0	0	0	0	0	40	0
4	0	0	0	0	0	0	0	20	0
Not at all Favorable (5)	33.2	0	0	0	0	0	0	20	0
Total	100	0	0	0	0	0	0	100	0
Mean	2.33	0	0	0	0	0	0	2.4	0
Std. Dev.	2.31	0	0	0	0	0	0	1.95	0
Std. Err.	1.33	0	0	0	0	0	0	0.87	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1187
q402_17) Now, please tell us your overall impression of each of the following brands below.
- Red Horse

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Horse (Unwtd)		6	1	0	0	0	0	2	7	0
Base - Ever Heard of Red Horse (Wgtd)		6	1	0	0	0	0	2	7	0
Eff Base		6	1	0	0	0	0	2	7	0
Top 2 Box (Net)		66.8	0	0	0	0	0	50.1	71.5	0
Extremely Favorable (1)		33.3	0	0	0	0	0	0	28.6	0
	2	33.4	0	0	0	0	0	50.1	42.9	0
Somewhat Favorable (3)		33.2	100	0	0	0	0	49.9	28.5	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	0	0
	4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	100	100	0
Mean		2	3	0	0	0	0	2.5	2	0
Std. Dev.		0.89	0	0	0	0	0	0	0.82	0
Std. Err.		0.36	0	0	0	0	0	0	0.31	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1188
q402_18) Now, please tell us your overall impression of each of the following brands below.
- Red Leaf

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Leaf (Unwtd)		4	2	0	0	0	0	0	10	0
Base - Ever Heard of Red Leaf (Wgtd)		4	2	0	0	0	0	0	10	0
Eff Base		4	2	0	0	0	0	0	10	0
Top 2 Box (Net)		75.1	100	0	0	0	0	0	70	0
Extremely Favorable (1)		50.2	50.2	0	0	0	0	0	30.1	0
	2	24.9	49.8	0	0	0	0	0	39.9	0
Somewhat Favorable (3)		24.9	0	0	0	0	0	0	20	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	10	0
	4	0	0	0	0	0	0	0	10	0
Not at all Favorable (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	0	100	0
Mean		1.75	1.5	0	0	0	0	0	2.1	0
Std. Dev.		0.96	0.71	0	0	0	0	0	0.99	0
Std. Err.		0.48	0.5	0	0	0	0	0	0.31	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1189
q402_19) Now, please tell us your overall impression of each of the following brands below.
- Red Man

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man (Unwtd)		15	4	1	0	0	0	2	27	0
Base - Ever Heard of Red Man (Wgtd)		15	4	1	0	0	0	2	27	0
Eff Base		15	4	1	0	0	0	2	27	0
Top 2 Box (Net)		60	50	100	0	0	0	100	59.2	0
Extremely Favorable (1)		26.6	25	0	0	0	0	0	37	0
	2	33.4	25	100	0	0	0	100	22.3	0
Somewhat Favorable (3)		20	50	0	0	0	0	0	26	0
Bottom 2 Box (Net)		20	0	0	0	0	0	0	14.8	0
	4	13.3	0	0	0	0	0	0	11.1	0
Not at all Favorable (5)		6.7	0	0	0	0	0	0	3.7	0

Total	100	100	100	0	0	0	100	100	0
Mean	2.4	2.25	2	0	0	0	2	2.22	0
Std. Dev.	1.24	0.96	0	0	0	0	0	1.19	0
Std. Err.	0.32	0.48	0	0	0	0	0	0.23	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1190
q402_20) Now, please tell us your overall impression of each of the following brands below.
- Red Man Regular

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Regular (Unwtd)	13	1	0	0	0	0	1	21	0
Base - Ever Heard of Red Man Regular (Wgtd)	13	1	0	0	0	0	1	21	0
Eff Base	13	1	0	0	0	0	1	21	0
Top 2 Box (Net)	46.2	0	0	0	0	0	100	52.4	0
Extremely Favorable (1)	23.1	0	0	0	0	0	0	38.1	0
2	23.1	0	0	0	0	0	100	14.3	0
Somewhat Favorable (3)	23.1	100	0	0	0	0	0	14.3	0
Bottom 2 Box (Net)	30.8	0	0	0	0	0	0	33.3	0
4	23.1	0	0	0	0	0	0	28.6	0
Not at all Favorable (5)	7.7	0	0	0	0	0	0	4.8	0
Total	100	100	0	0	0	0	100	100	0
Mean	2.69	3	0	0	0	0	2	2.48	0
Std. Dev.	1.32	0	0	0	0	0	0	1.4	0
Std. Err.	0.37	0	0	0	0	0	0	0.31	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1191
q402_21) Now, please tell us your overall impression of each of the following brands below.
- Red Man Golden Blend

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Golden Blend (Unwtd)	14	1	0	0	0	0	3	24	0
Base - Ever Heard of Red Man Golden Blend (Wgtd)	14	1	0	0	0	0	3	24	0
Eff Base	14	1	0	0	0	0	3	24	0
Top 2 Box (Net)	50	100	0	0	0	0	33.3	58.3	0
Extremely Favorable (1)	14.3	0	0	0	0	0	0	20.8	0
2	35.7	100	0	0	0	0	33.3	37.5	0
Somewhat Favorable (3)	14.3	0	0	0	0	0	0	12.5	0
Bottom 2 Box (Net)	35.7	0	0	0	0	0	66.7	29.1	0
4	28.6	0	0	0	0	0	66.7	20.8	0
Not at all Favorable (5)	7.1	0	0	0	0	0	0	8.3	0
Total	100	100	0	0	0	0	100	100	0
Mean	2.78	2	0	0	0	0	3.33	2.58	0
Std. Dev.	1.25	0	0	0	0	0	1.15	1.28	0
Std. Err.	0.33	0	0	0	0	0	0.67	0.26	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1192
q402_22) Now, please tell us your overall impression of each of the following brands below.
- Red Man Select

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Select (Unwtd)		7	2	1	0	0	0	0	16	0
Base - Ever Heard of Red Man Select (Wgtd)		7	2	1	0	0	0	0	16	0
Eff Base		7	2	1	0	0	0	0	16	0
Top 2 Box (Net)		57.1	50	100	0	0	0	0	50	0
Extremely Favorable (1)		14.3	50	100	0	0	0	0	25	0
	2	42.8	0	0	0	0	0	0	25	0
Somewhat Favorable (3)		42.9	50	0	0	0	0	0	37.5	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	12.5	0
	4	0	0	0	0	0	0	0	6.2	0
Not at all Favorable (5)		0	0	0	0	0	0	0	6.3	0
Total		100	100	100	0	0	0	0	100	0
Mean		2.29	2	1	0	0	0	0	2.44	0
Std. Dev.		0.76	1.41	0	0	0	0	0	1.15	0
Std. Err.		0.29	1	0	0	0	0	0	0.29	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1193
q402_23) Now, please tell us your overall impression of each of the following brands below.
- Red Man Silver Blend

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Red Man Silver Blend (Unwtd)		6	0	0	0	0	0	0	11	0
Base - Ever Heard of Red Man Silver Blend (Wgtd)		6	0	0	0	0	0	0	11	0
Eff Base		6	0	0	0	0	0	0	11	0
Top 2 Box (Net)		83.3	0	0	0	0	0	0	72.7	0
Extremely Favorable (1)		16.7	0	0	0	0	0	0	27.3	0
	2	66.6	0	0	0	0	0	0	45.4	0
Somewhat Favorable (3)		0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)		16.7	0	0	0	0	0	0	27.3	0
	4	16.7	0	0	0	0	0	0	18.2	0
Not at all Favorable (5)		0	0	0	0	0	0	0	9.1	0
Total		100	0	0	0	0	0	0	100	0
Mean		2.17	0	0	0	0	0	0	2.36	0
Std. Dev.		0.98	0	0	0	0	0	0	1.36	0
Std. Err.		0.4	0	0	0	0	0	0	0.41	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1194
q402_24) Now, please tell us your overall impression of each of the following brands below.
- Southern Pride

		Q1/Q2 2016								
		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Southern Pride (Unwtd)		6	1	0	0	0	0	1	8	0
Base - Ever Heard of Southern Pride (Wgtd)		6	1	0	0	0	0	1	8	0
Eff Base		6	1	0	0	0	0	1	8	0
Top 2 Box (Net)		33.3	0	0	0	0	0	100	49.9	0
Extremely Favorable (1)		0	0	0	0	0	0	0	12.5	0
	2	33.3	0	0	0	0	0	100	37.4	0
Somewhat Favorable (3)		50	100	0	0	0	0	0	37.5	0
Bottom 2 Box (Net)		16.7	0	0	0	0	0	0	12.6	0

4	16.7	0	0	0	0	0	0	12.6	0
Not at all Favorable (5)	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0
Mean	2.83	3	0	0	0	0	2	2.5	0
Std. Dev.	0.75	0	0	0	0	0	0	0.93	0
Std. Err.	0.31	0	0	0	0	0	0	0.33	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1195
q402_25) Now, please tell us your overall impression of each of the following brands below.
- Starr

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Starr (Unwtd)	5	2	0	0	0	0	0	8	0
Base - Ever Heard of Starr (Wgtd)	5	2	0	0	0	0	0	8	0
Eff Base	5	2	0	0	0	0	0	8	0
Top 2 Box (Net)	40	0	0	0	0	0	0	37.6	0
Extremely Favorable (1)	0	0	0	0	0	0	0	0	0
2	40	0	0	0	0	0	0	37.6	0
Somewhat Favorable (3)	0	0	0	0	0	0	0	24.9	0
Bottom 2 Box (Net)	60	100	0	0	0	0	0	37.5	0
4	60	100	0	0	0	0	0	37.5	0
Not at all Favorable (5)	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0
Mean	3.2	4	0	0	0	0	0	3	0
Std. Dev.	1.1	0	0	0	0	0	0	0.93	0
Std. Err.	0.49	0	0	0	0	0	0	0.33	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1196
q402_26) Now, please tell us your overall impression of each of the following brands below.
- Stoker's

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Stoker's (Unwtd)	7	1	0	0	0	0	1	8	0
Base - Ever Heard of Stoker's (Wgtd)	7	1	0	0	0	0	1	8	0
Eff Base	7	1	0	0	0	0	1	8	0
Top 2 Box (Net)	85.7	100	0	0	0	0	100	87.5	0
Extremely Favorable (1)	71.5	100	0	0	0	0	100	62.6	0
2	14.2	0	0	0	0	0	0	24.9	0
Somewhat Favorable (3)	0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)	14.3	0	0	0	0	0	0	12.5	0
4	14.3	0	0	0	0	0	0	12.5	0
Not at all Favorable (5)	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0
Mean	1.57	1	0	0	0	0	1	1.62	0
Std. Dev.	1.13	0	0	0	0	0	0	1.06	0
Std. Err.	0.43	0	0	0	0	0	0	0.37	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1197

q402_27) Now, please tell us your overall impression of each of the following brands below.
- Taylor's Pride

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Taylor's Pride (Unwtd)		6	1	0	0	0	0	2	6	0
Base - Ever Heard of Taylor's Pride (Wgtd)		6	1	0	0	0	0	2	6	0
Eff Base		6	1	0	0	0	0	2	6	0
Top 2 Box (Net)		66.6	100	0	0	0	0	50.1	66.6	0
Extremely Favorable (1)		66.6	100	0	0	0	0	50.1	66.6	0
	2	0	0	0	0	0	0	0	0	0
Somewhat Favorable (3)		16.6	0	0	0	0	0	49.9	16.6	0
Bottom 2 Box (Net)		16.8	0	0	0	0	0	0	16.8	0
	4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)		16.8	0	0	0	0	0	0	16.8	0
Total		100	100	0	0	0	0	100	100	0
Mean		2	1	0	0	0	0	2	2	0
Std. Dev.		1.68	0	0	0	0	0	1.41	1.68	0
Std. Err.		0.68	0	0	0	0	0	1	0.68	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1198
q402_28) Now, please tell us your overall impression of each of the following brands below.
- Trophy

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Trophy (Unwtd)		4	1	0	0	0	0	0	4	0
Base - Ever Heard of Trophy (Wgtd)		4	1	0	0	0	0	0	4	0
Eff Base		4	1	0	0	0	0	0	4	0
Top 2 Box (Net)		75	100	0	0	0	0	0	75	0
Extremely Favorable (1)		75	100	0	0	0	0	0	75	0
	2	0	0	0	0	0	0	0	0	0
Somewhat Favorable (3)		25	0	0	0	0	0	0	25	0
Bottom 2 Box (Net)		0	0	0	0	0	0	0	0	0
	4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)		0	0	0	0	0	0	0	0	0
Total		100	100	0	0	0	0	0	100	0
Mean		1.5	1	0	0	0	0	0	1.5	0
Std. Dev.		1	0	0	0	0	0	0	1	0
Std. Err.		0.5	0	0	0	0	0	0	0.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1199
q402_29) Now, please tell us your overall impression of each of the following brands below.
- Union Standard

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Union Standard (Unwtd)	3	0	0	0	0	0	1	3	0
Base - Ever Heard of Union Standard (Wgtd)	3	0	0	0	0	0	1	3	0
Eff Base	3	0	0	0	0	0	1	3	0
Top 2 Box (Net)	66.7	0	0	0	0	0	100	66.7	0
Extremely Favorable (1)	33.3	0	0	0	0	0	0	33.3	0

2	33.3	0	0	0	0	0	100	33.3	0
Somewhat Favorable (3)	33.3	0	0	0	0	0	0	33.3	0
Bottom 2 Box (Net)	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0
Mean	2	0	0	0	0	0	2	2	0
Std. Dev.	1	0	0	0	0	0	0	1	0
Std. Err.	0.58	0	0	0	0	0	0	0.58	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1200
q402_30) Now, please tell us your overall impression of each of the following brands below.
- Work Horse

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Work Horse (Unwtd)	5	1	0	0	0	0	1	6	0
Base - Ever Heard of Work Horse (Wgtd)	5	1	0	0	0	0	1	6	0
Eff Base	5	1	0	0	0	0	1	6	0
Top 2 Box (Net)	60.1	100	0	0	0	0	100	66.7	0
Extremely Favorable (1)	20	0	0	0	0	0	0	33.3	0
2	40.1	100	0	0	0	0	100	33.4	0
Somewhat Favorable (3)	20	0	0	0	0	0	0	16.7	0
Bottom 2 Box (Net)	19.9	0	0	0	0	0	0	16.6	0
4	19.9	0	0	0	0	0	0	16.6	0
Not at all Favorable (5)	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0
Mean	2.4	2	0	0	0	0	2	2.17	0
Std. Dev.	1.14	0	0	0	0	0	0	1.17	0
Std. Err.	0.51	0	0	0	0	0	0	0.48	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1201
q402_31) Now, please tell us your overall impression of each of the following brands below.
- Other

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Ever Heard of Other (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Ever Heard of Other (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Top 2 Box (Net)	0	0	0	0	0	0	0	0	0
Extremely Favorable (1)	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0
Somewhat Favorable (3)	0	0	0	0	0	0	0	0	0
Bottom 2 Box (Net)	100	0	0	0	0	0	0	100	0
4	0	0	0	0	0	0	0	0	0
Not at all Favorable (5)	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0
Mean	5	0	0	0	0	0	0	5	0
Std. Dev.	0	0	0	0	0	0	0	0	0
Std. Err.	0	0	0	0	0	0	0	0	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1202

q403) How long has [Q394] been the brand you use most often? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
<1 Year - 9 Years (Net)	87	81.8	49.9	0	0	0	100	88.7	0
Less than 6 months	13	9.1	0	0	0	0	28.5	18.3	0
6 months up to 1 year	13.1	18.2	0	0	0	0	14.3	12.7	0
1 year	8.7	18.2	0	0	0	0	14.3	8.4	0
2 years	19.6	9.1	0	0	0	0	14.3	19.7	0
3 years	4.3	0	0	0	0	0	0	4.2	0
4 years	6.5	9.1	0	0	0	0	0	7	0
5 years	4.4	0	0	0	0	0	14.3	7	0
6 years	8.7	9	0	0	0	0	0	5.6	0
7 years	6.5	9.1	49.9	0	0	0	0	4.2	0
8 years	2.2	0	0	0	0	0	14.3	1.4	0
10- 19 Years (Net)	13	18.2	50.1	100	100	100	0	11.3	0
9 years	2.2	0	0	0	0	0	0	1.4	0
10 years	2.2	0	0	0	0	0	0	1.4	0
11 years	2.2	0	0	0	0	0	0	1.4	0
12 years	2.2	0	0	0	0	0	0	1.4	0
14 years	0	0	0	0	0	0	0	1.4	0
17 years	2.2	9.1	0	0	0	0	0	2.8	0
18 years	2.2	9.1	50.1	100	100	100	0	1.4	0
Total	100	100	100	100	100	100	100	100	0
Mean	4.08	5.27	12.51	18	18	18	2.54	3.69	0
Std. Dev.	4.24	6.45	7.77	0	0	0	2.89	4.2	0
Std. Err.	0.63	1.94	5.5	0	0	0	1.09	0.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1203
q403_1) How long has Beechnut been the brand you use most often? - Beechnut Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	0	0	0	0	2	11	0
Base - Beechnut Most Often (Wgtd)	8	1	0	0	0	0	2	11	0
Eff Base	8	1	0	0	0	0	2	11	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	100	90.9	0
Less than 6 months	12.5	100	0	0	0	0	0	9.1	0
6 months up to 1 year	12.6	0	0	0	0	0	0	18.3	0
1 year	12.5	0	0	0	0	0	50	9.1	0
2 years	12.5	0	0	0	0	0	0	9.1	0
4 years	12.4	0	0	0	0	0	0	9	0
5 years	25	0	0	0	0	0	50	27.3	0
6 years	12.5	0	0	0	0	0	0	9.1	0
10- 19 Years (Net)	0	0	0	0	0	0	0	9.1	0
14 years	0	0	0	0	0	0	0	9.1	0
Total	100	100	0	0	0	0	100	100	0
Mean	3.03	0.5	0	0	0	0	3	4	0
Std. Dev.	2.21	0	0	0	0	0	2.83	3.91	0
Std. Err.	0.78	0	0	0	0	0	2	1.18	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1204
q403_2) How long has Big Mountain been the brand you use most often? - Big Mountain Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	0	0	0	0	1	6	0
Base - Big Mountain Most Often (Wgtd)	5	1	0	0	0	0	1	6	0
Eff Base	5	1	0	0	0	0	1	6	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	100	100	0
Less than 6 months	19.9	0	0	0	0	0	100	16.6	0
1 year	0	0	0	0	0	0	0	16.6	0
2 years	40	100	0	0	0	0	0	33.4	0
4 years	20	0	0	0	0	0	0	16.7	0
6 years	20	0	0	0	0	0	0	16.7	0
Total	100	100	0	0	0	0	100	100	0
Mean	2.9	2	0	0	0	0	0.5	2.59	0
Std. Dev.	2.13	0	0	0	0	0	0	2.06	0
Std. Err.	0.95	0	0	0	0	0	0	0.84	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1205
q403_3) How long has Bowie been the brand you use most often? - Bowie Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	0	0	0	0	0	5	0
Base - Bowie Most Often (Wgtd)	3	1	0	0	0	0	0	5	0
Eff Base	3	1	0	0	0	0	0	5	0
<1 Year - 9 Years (Net)	66.6	100	0	0	0	0	0	79.9	0
6 months up to 1 year	33.2	100	0	0	0	0	0	40	0
3 years	33.3	0	0	0	0	0	0	39.9	0
10- 19 Years (Net)	33.4	0	0	0	0	0	0	20.1	0
11 years	33.4	0	0	0	0	0	0	20.1	0
Total	100	100	0	0	0	0	0	100	0
Mean	4.93	0.75	0	0	0	0	0	3.71	0
Std. Dev.	5.39	0	0	0	0	0	0	4.24	0
Std. Err.	3.11	0	0	0	0	0	0	1.9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1206

q403_4) How long has Chattanooga loose leaf chewing tobacco been the brand you use most often? - Chattanooga loose leaf chewing tobacco Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
<1 Year - 9 Years (Net)	0	0	0	0	0	0	0	100	0
Less than 6 months	0	0	0	0	0	0	0	100	0
Total	0	0	0	0	0	0	0	100	0
Mean	0	0	0	0	0	0	0	0.5	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1207
q403_5) How long has Durango been the brand you use most often? - Durango Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	0	0	0	0	0	2	0
Base - Durango Most Often (Wgtd)	2	1	0	0	0	0	0	2	0
Eff Base	2	1	0	0	0	0	0	2	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	0	100	0
6 months up to 1 year	50	0	0	0	0	0	0	50	0
1 year	50	100	0	0	0	0	0	50	0
Total	100	100	0	0	0	0	0	100	0
Mean	0.88	1	0	0	0	0	0	0.88	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1208
q403_6) How long has Granger Select been the brand you use most often? - Granger Select Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Granger Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
<1 Year - 9 Years (Net)	100	0	0	0	0	0	0	100	0
2 years	0	0	0	0	0	0	0	49.9	0
3 years	100	0	0	0	0	0	0	50.1	0
Total	100	0	0	0	0	0	0	100	0
Mean	3	0	0	0	0	0	0	2.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1209
q403_7) How long has Havana Blossom been the brand you use most often? - Havana Blossom Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often (Unwtd)	2	0	0	0	0	0	0	2	0
Base - Havana Blossom Most Often (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
<1 Year - 9 Years (Net)	100	0	0	0	0	0	0	100	0
Less than 6 months	50.1	0	0	0	0	0	0	50.1	0
2 years	49.9	0	0	0	0	0	0	49.9	0
Total	100	0	0	0	0	0	0	100	0
Mean	1.25	0	0	0	0	0	0	1.25	0
Std. Dev.	1.06	0	0	0	0	0	0	1.06	0
Std. Err.	0.75	0	0	0	0	0	0	0.75	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1210
q403_8) How long has H.B. Scott's been the brand you use most often? - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	0	2	0
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	0	2	0
Eff Base	2	1	1	1	1	1	0	2	0
<1 Year - 9 Years (Net)	50	0	0	0	0	0	0	50	0
6 months up to 1 year	50	0	0	0	0	0	0	50	0
10- 19 Years (Net)	50	100	100	100	100	100	0	50	0
18 years	50	100	100	100	100	100	0	50	0
Total	100	100	100	100	100	100	0	100	0
Mean	9.38	18	18	18	18	18	0	9.38	0
Std. Dev.	12.18	0	0	0	0	0	0	12.18	0
Std. Err.	8.61	0	0	0	0	0	0	8.61	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1211
q403_9) How long has J.D.'s Blend been the brand you use most often? - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - J.D.'s Blend Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
<1 Year - 9 Years (Net)	0	0	0	0	0	0	0	100	0
4 years	0	0	0	0	0	0	0	100	0
Total	0	0	0	0	0	0	0	100	0
Mean	0	0	0	0	0	0	0	4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1212
q403_10) How long has Lancaster been the brand you use most often? - Lancaster Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	0	0	0	1	2	0
Base - Lancaster Most Often (Wgtd)	1	1	1	0	0	0	1	2	0
Eff Base	1	1	1	0	0	0	1	2	0
<1 Year - 9 Years (Net)	100	100	100	0	0	0	100	100	0
Less than 6 months	0	0	0	0	0	0	100	50	0
7 years	100	100	100	0	0	0	0	50	0
Total	100	100	100	0	0	0	100	100	0
Mean	7	7	7	0	0	0	0.5	3.75	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1213

q403_11) How long has Levi-Garrett been the brand you use most often? - Levi-Garrett Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	0	0	0	0	0	4	0
Base - Levi-Garrett Most Often (Wgtd)	4	1	0	0	0	0	0	4	0
Eff Base	4	1	0	0	0	0	0	4	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	0	100	0
1 year	24.9	0	0	0	0	0	0	24.9	0
2 years	25.1	0	0	0	0	0	0	25.1	0
6 years	25	100	0	0	0	0	0	25	0
7 years	25	0	0	0	0	0	0	25	0
Total	100	100	0	0	0	0	0	100	0
Mean	4	6	0	0	0	0	0	4	0
Std. Dev.	2.94	0	0	0	0	0	0	2.94	0
Std. Err.	1.47	0	0	0	0	0	0	1.47	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1215
q403_13) How long has Mail Pouch been the brand you use most often? - Mail Pouch Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Mail Pouch Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
<1 Year - 9 Years (Net)	100	0	0	0	0	0	0	100	0
2 years	100	0	0	0	0	0	0	49.9	0
5 years	0	0	0	0	0	0	0	50.1	0
Total	100	0	0	0	0	0	0	100	0
Mean	2	0	0	0	0	0	0	3.5	0
Std. Dev.	0	0	0	0	0	0	0	2.12	0
Std. Err.	0	0	0	0	0	0	0	1.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1217
q403_15) How long has Morgan's been the brand you use most often? - Morgan's Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	0	0	0	0	0	3	0
Base - Morgan's Most Often (Wgtd)	2	2	0	0	0	0	0	3	0
Eff Base	2	2	0	0	0	0	0	3	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	0	100	0
6 months up to 1 year	49.9	49.9	0	0	0	0	0	33.3	0
1 year	50.1	50.1	0	0	0	0	0	66.7	0
Total	100	100	0	0	0	0	0	100	0
Mean	0.88	0.88	0	0	0	0	0	0.92	0
Std. Dev.	0.18	0.18	0	0	0	0	0	0.14	0
Std. Err.	0.12	0.12	0	0	0	0	0	0.08	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 1220
q403_18) How long has Red Leaf been the brand you use most often? - Red Leaf Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	0	0	0	0	0	3	0
Base - Red Leaf Most Often (Wgtd)	1	1	0	0	0	0	0	3	0
Eff Base	1	1	0	0	0	0	0	3	0
<1 Year - 9 Years (Net)	100	100	0	0	0	0	0	100	0
Less than 6 months	0	0	0	0	0	0	0	33.1	0
4 years	100	100	0	0	0	0	0	66.9	0
Total	100	100	0	0	0	0	0	100	0
Mean	4	4	0	0	0	0	0	2.84	0
Std. Dev.	0	0	0	0	0	0	0	2.02	0
Std. Err.	0	0	0	0	0	0	0	1.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 1221
q403_19) How long has Red Man been the brand you use most often? - Red Man Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	0	0	0	0	0	0	8	0
Base - Red Man Most Often (Wgtd)	4	0	0	0	0	0	0	8	0
Eff Base	4	0	0	0	0	0	0	8	0
<1 Year - 9 Years (Net)	50	0	0	0	0	0	0	62.5	0
Less than 6 months	25	0	0	0	0	0	0	50	0
2 years	25	0	0	0	0	0	0	12.5	0
10- 19 Years (Net)	50	0	0	0	0	0	0	37.5	0
10 years	25.1	0	0	0	0	0	0	12.5	0
12 years	24.9	0	0	0	0	0	0	12.4	0
17 years	0	0	0	0	0	0	0	12.5	0
Total	100	0	0	0	0	0	0	100	0
Mean	6.12	0	0	0	0	0	0	5.37	0
Std. Dev.	5.72	0	0	0	0	0	0	6.62	0
Std. Err.	2.86	0	0	0	0	0	0	2.34	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 1222
q403_20) How long has Red Man Regular been the brand you use most often? - Red Man Regular Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	0	0	0	0	0	6	0
Base - Red Man Regular Most Often (Wgtd)	2	1	0	0	0	0	0	6	0
Eff Base	2	1	0	0	0	0	0	6	0
<1 Year - 9 Years (Net)	50.1	0	0	0	0	0	0	83.4	0
6 months up to 1 year	0	0	0	0	0	0	0	16.8	0
2 years	0	0	0	0	0	0	0	49.8	0
7 years	50.1	0	0	0	0	0	0	16.7	0
10- 19 Years (Net)	49.9	100	0	0	0	0	0	16.6	0
17 years	49.9	100	0	0	0	0	0	16.6	0

Total	100	100	0	0	0	0	0	100	0
Mean	11.99	17	0	0	0	0	0	5.12	0
Std. Dev.	7.06	0	0	0	0	0	0	6.21	0
Std. Err.	4.99	0	0	0	0	0	0	2.54	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1223
q403_21) How long has Red Man Golden Blend been the brand you use most often? - Red Man Golden Blend Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	0	0	0	0	0	3	5	0
Base - Red Man Golden Blend Most Often (Wgtd)	4	0	0	0	0	0	3	5	0
Eff Base	4	0	0	0	0	0	3	5	0
<1 Year - 9 Years (Net)	100	0	0	0	0	0	100	100	0
Less than 6 months	0	0	0	0	0	0	0	20	0
6 months up to 1 year	25.1	0	0	0	0	0	33.4	20.1	0
2 years	49.9	0	0	0	0	0	33.3	40	0
8 years	25	0	0	0	0	0	33.3	20	0
Total	100	0	0	0	0	0	100	100	0
Mean	3.19	0	0	0	0	0	3.58	2.65	0
Std. Dev.	3.26	0	0	0	0	0	3.88	3.07	0
Std. Err.	1.63	0	0	0	0	0	2.24	1.37	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1224
q403_22) How long has Red Man Select been the brand you use most often? - Red Man Select Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Red Man Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
<1 Year - 9 Years (Net)	100	0	0	0	0	0	0	100	0
2 years	0	0	0	0	0	0	0	49.9	0
6 years	100	0	0	0	0	0	0	50.1	0
Total	100	0	0	0	0	0	0	100	0
Mean	6	0	0	0	0	0	0	4.01	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1226
q403_24) How long has Southern Pride been the brand you use most often? - Southern Pride Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Southern Pride Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
<1 Year - 9 Years (Net)	100	0	0	0	0	0	0	100	0
Less than 6 months	100	0	0	0	0	0	0	100	0

Total	100	0	0	0	0	0	0	100	0
Mean	0.5	0	0	0	0	0	0	0.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1230
q403_28) How long has Trophy been the brand you use most often? - Trophy Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Trophy Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
10- 19 Years (Net)	100	0	0	0	0	0	0	100	0
9 years	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0
Mean	9	0	0	0	0	0	0	9	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1232
q403_30) How long has Work Horse been the brand you use most often? - Work Horse Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Work Horse Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
<1 Year - 9 Years (Net)	0	0	0	0	0	0	0	100	0
5 years	0	0	0	0	0	0	0	100	0
Total	0	0	0	0	0	0	0	100	0
Mean	0	0	0	0	0	0	0	5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1233
q403_31) How long has Other been the brand you use most often? - Other Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Other Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
<1 Year - 9 Years (Net)	100	0	0	0	0	0	0	100	0
Less than 6 months	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0
Mean	0.5	0	0	0	0	0	0	0.5	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1234
q404) What do you think is the best feature of [Q394]? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Quality	37	45.5	0	0	0	0	57.1	32.4	0
Price	17.4	18.1	0	0	0	0	14.3	19.7	0
Strength	15.3	9.1	50.1	100	100	100	14.3	14.1	0
Flavor	15.2	27.2	49.9	0	0	0	0	21.1	0
Heritage/Authenticity	6.5	0	0	0	0	0	0	5.6	0
Other	2.2	0	0	0	0	0	0	1.4	0
None	6.5	0	0	0	0	0	14.3	5.6	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1235
q405) What do you think is the worst feature of [Q394]? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Price	30.4	36.4	100	100	100	100	28.5	29.6	0
Flavor	17.4	9.1	0	0	0	0	28.6	15.5	0
Strength	13	18.1	0	0	0	0	0	9.9	0
Heritage/Authenticity	10.9	0	0	0	0	0	14.3	11.3	0
Quality	10.9	18.1	0	0	0	0	14.3	11.3	0
Other	0	0	0	0	0	0	0	1.4	0
No real weakness	17.4	18.2	0	0	0	0	14.3	21.1	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1236

q406) What in particular did you not like about the flavor of [Q394]? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Flavor is Worst Feature (Unwtd)	8	1	0	0	0	0	2	11	0
Base - Flavor is Worst Feature (Wgtd)	8	1	0	0	0	0	2	11	0
Eff Base	8	1	0	0	0	0	2	11	0
Flavor is too weak	37.6	100	0	0	0	0	0	27.3	0
Flavor doesn't last long enough	25	0	0	0	0	0	50.1	18.2	0
Flavor is too strong	25	0	0	0	0	0	0	36.4	0
Dislike flavor	12.5	0	0	0	0	0	49.9	18.1	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1237
q407) What in particular did you not like about the strength of [Q394]? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Strength is Worst Feature (Unwtd)	6	2	0	0	0	0	0	7	0
Base - Strength is Worst Feature (Wgtd)	6	2	0	0	0	0	0	7	0
Eff Base	6	2	0	0	0	0	0	7	0
Too weak for me	83.3	100	0	0	0	0	0	85.7	0
Too strong for me	16.7	0	0	0	0	0	0	14.3	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1238

q408) What in particular did you not like about the quality of [Q394]? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Quality is Worst Feature (Unwtd)	5	2	0	0	0	0	1	8	0
Base - Quality is Worst Feature (Wgtd)	5	2	0	0	0	0	1	8	0
Eff Base	5	2	0	0	0	0	1	8	0
Poor quality tobacco	80	100	0	0	0	0	0	75	0
Dry/stale	20	0	0	0	0	0	100	25	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1239

q404_1) What do you think is the best feature of [Q394]? - Beechnut Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	0	0	0	0	2	11	0
Base - Beechnut Most Often (Wgtd)	8	1	0	0	0	0	2	11	0
Eff Base	8	1	0	0	0	0	2	11	0
Quality	50	100	0	0	0	0	50	45.5	0
Strength	37.6	0	0	0	0	0	50	36.4	0
Flavor	12.4	0	0	0	0	0	0	9	0
Price	0	0	0	0	0	0	0	9.1	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1240
q405_1) What do you think is the worst feature of [Q394]? - Beechnut Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often (Unwtd)	8	1	0	0	0	0	2	11	0
Base - Beechnut Most Often (Wgtd)	8	1	0	0	0	0	2	11	0
Eff Base	8	1	0	0	0	0	2	11	0
Heritage/Authenticity	37.6	0	0	0	0	0	0	27.4	0
Flavor	25	0	0	0	0	0	50	27.3	0
Quality	12.5	0	0	0	0	0	50	9.1	0
Strength	12.5	100	0	0	0	0	0	9.1	0
Price	12.4	0	0	0	0	0	0	18.1	0
Other	0	0	0	0	0	0	0	9.1	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1241
q406_1) What in particular did you not like about the flavor of [Q394]? - Beechnut Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often/ Flavor is Worst Feature (Unwtd)	2	0	0	0	0	0	1	3	0
Base - Beechnut Most Often/ Flavor is Worst Feature (Wgtd)	2	0	0	0	0	0	1	3	0
Eff Base	2	0	0	0	0	0	1	3	0
Flavor doesn't last long enough	50	0	0	0	0	0	100	33.3	0
Flavor is too weak	50	0	0	0	0	0	0	33.3	0
Flavor is too strong	0	0	0	0	0	0	0	33.4	0
Dislike flavor	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1242
q407_1) What in particular did you not like about the strength of [Q394]? - Beechnut Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often/ Strength is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Beechnut Most Often/ Strength is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Too weak for me	100	100	0	0	0	0	0	100	0
Too strong for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1243
q408_1) What in particular did you not like about the quality of [Q394]? - Beechnut Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Beechnut Most Often/ Quality is Worst Feature (Unwtd)	1	0	0	0	0	0	1	1	0
Base - Beechnut Most Often/ Quality is Worst Feature (Wgtd)	1	0	0	0	0	0	1	1	0
Eff Base	1	0	0	0	0	0	1	1	0
Dry/stale	100	0	0	0	0	0	100	100	0
Poor quality tobacco	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1244
q404_2) What do you think is the best feature of [Q394]? - Big Mountain Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	0	0	0	0	1	6	0
Base - Big Mountain Most Often (Wgtd)	5	1	0	0	0	0	1	6	0
Eff Base	5	1	0	0	0	0	1	6	0
Price	40.1	0	0	0	0	0	0	33.4	0
Heritage/Authenticity	20.1	0	0	0	0	0	0	16.7	0
Flavor	20	100	0	0	0	0	0	16.6	0
Quality	19.9	0	0	0	0	0	100	33.2	0
Strength	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1245
q405_2) What do you think is the worst feature of [Q394]? - Big Mountain Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often (Unwtd)	5	1	0	0	0	0	1	6	0
Base - Big Mountain Most Often (Wgtd)	5	1	0	0	0	0	1	6	0
Eff Base	5	1	0	0	0	0	1	6	0
Price	39.9	100	0	0	0	0	100	33.2	0
Flavor	20.1	0	0	0	0	0	0	16.7	0
Strength	20	0	0	0	0	0	0	16.7	0
Quality	20	0	0	0	0	0	0	16.7	0
Heritage/Authenticity	0	0	0	0	0	0	0	16.6	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1246
q406_2) What in particular did you not like about the flavor of [Q394]? - Big Mountain Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often/ Flavor is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Big Mountain Most Often/ Flavor is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Flavor is too weak	100	0	0	0	0	0	0	100	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	0	0
Dislike flavor	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1247
q407_2) What in particular did you not like about the strength of [Q394]? - Big Mountain Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often/ Strength is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Big Mountain Most Often/ Strength is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Too weak for me	100	0	0	0	0	0	0	100	0
Too strong for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1248
q408_2) What in particular did you not like about the quality of [Q394]? - Big Mountain Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Big Mountain Most Often/ Quality is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Big Mountain Most Often/ Quality is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Poor quality tobacco	100	0	0	0	0	0	0	100	0
Dry/stale	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1249

q404_3) What do you think is the best feature of [Q394]? - Bowie Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Bowie Most Often (Unwtd)	3	1	0	0	0	0	0	5	0
Base - Bowie Most Often (Wgtd)	3	1	0	0	0	0	0	5	0
Eff Base	3	1	0	0	0	0	0	5	0
Strength	33.4	0	0	0	0	0	0	20.1	0
Quality	33.3	0	0	0	0	0	0	40.1	0
Flavor	33.2	100	0	0	0	0	0	20	0
Price	0	0	0	0	0	0	0	19.9	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1250

q405_3) What do you think is the worst feature of [Q394]? - Bowie Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often (Unwtd)	3	1	0	0	0	0	0	5	0
Base - Bowie Most Often (Wgtd)	3	1	0	0	0	0	0	5	0
Eff Base	3	1	0	0	0	0	0	5	0
Quality	66.7	100	0	0	0	0	0	40.1	0
Strength	0	0	0	0	0	0	0	20	0
Price	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	19.9	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	33.3	0	0	0	0	0	0	20	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1251
q406_3) What in particular did you not like about the flavor of [Q394]? - Bowie Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often/ Flavor is Worst Feature (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Bowie Most Often/ Flavor is Worst Feature (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Dislike flavor	0	0	0	0	0	0	0	100	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	0	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1252
q407_3) What in particular did you not like about the strength of [Q394]? - Bowie Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often/ Strength is Worst Feature (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Bowie Most Often/ Strength is Worst Feature (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Too strong for me	0	0	0	0	0	0	0	0	0
Too weak for me	0	0	0	0	0	0	0	100	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1253
q408_3) What in particular did you not like about the quality of [Q394]? - Bowie Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Bowie Most Often/ Quality is Worst Feature (Unwtd)	2	1	0	0	0	0	0	2	0
Base - Bowie Most Often/ Quality is Worst Feature (Wgtd)	2	1	0	0	0	0	0	2	0
Eff Base	2	1	0	0	0	0	0	2	0
Poor quality tobacco	100	100	0	0	0	0	0	100	0
Dry/stale	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1254
q404_4) What do you think is the best feature of [Q394]? - Chattanooga loose leaf chewing tobacco Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Flavor	0	0	0	0	0	0	0	100	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1255
q405_4) What do you think is the worst feature of [Q394]? - Chattanooga loose leaf chewing tobacco Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chattanooga loose leaf chewing tobacco Most Often (Unwtd)	0	0	0	0	0	0	0	1	0

Base - Chattanooga loose leaf chewing tobacco Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	100	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1259

q404_5) What do you think is the best feature of [Q394]? - Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	0	0	0	0	0	2	0
Base - Durango Most Often (Wgtd)	2	1	0	0	0	0	0	2	0
Eff Base	2	1	0	0	0	0	0	2	0
Price	100	100	0	0	0	0	0	100	0
Strength	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1260

q405_5) What do you think is the worst feature of [Q394]? - Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often (Unwtd)	2	1	0	0	0	0	0	2	0
Base - Durango Most Often (Wgtd)	2	1	0	0	0	0	0	2	0
Eff Base	2	1	0	0	0	0	0	2	0
Quality	50	100	0	0	0	0	0	50	0
Strength	50	0	0	0	0	0	0	50	0
Price	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1262
q407_5) What in particular did you not like about the strength of [Q394]? -
Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often/ Strength is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Durango Most Often/ Strength is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Too weak for me	100	0	0	0	0	0	0	100	0
Too strong for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1263
q408_5) What in particular did you not like about the quality of [Q394]? - Durango Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Durango Most Often/ Quality is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Durango Most Often/ Quality is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Poor quality tobacco	100	100	0	0	0	0	0	100	0
Dry/stale	0	0	0	0	0	0	0	0	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1264
q404_6) What do you think is the best feature of [Q394]? - Granger Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Granger Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
Quality	100	0	0	0	0	0	0	50.1	0
Strength	0	0	0	0	0	0	0	49.9	0
Price	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1265
q405_6) What do you think is the worst feature of [Q394]? - Granger Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Granger Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Granger Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
Flavor	100	0	0	0	0	0	0	50.1	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	49.9	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1266
q406_6) What in particular did you not like about the flavor of [Q394]? - Granger Select Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Granger Select Most Often/ Flavor is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Granger Select Most Often/ Flavor is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Flavor is too strong	100	0	0	0	0	0	0	100	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Dislike flavor	0	0	0	0	0	0	0	0	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1269
q404_7) What do you think is the best feature of [Q394]? - Havana Blossom Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often (Unwtd)	2	0	0	0	0	0	0	2	0
Base - Havana Blossom Most Often (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
Price	49.9	0	0	0	0	0	0	49.9	0
Strength	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	50.1	0	0	0	0	0	0	50.1	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1270
q405_7) What do you think is the worst feature of [Q394]? - Havana Blossom Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often (Unwtd)	2	0	0	0	0	0	0	2	0
Base - Havana Blossom Most Often (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
Strength	49.9	0	0	0	0	0	0	49.9	0
Flavor	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	50.1	0	0	0	0	0	0	50.1	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1272
q407_7) What in particular did you not like about the strength of [Q394]? - Havana Blossom Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Havana Blossom Most Often/ Strength is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Havana Blossom Most Often/ Strength is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Too weak for me	100	0	0	0	0	0	0	100	0
Too strong for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1274
q404_8) What do you think is the best feature of [Q394]? - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	0	2	0
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	0	2	0
Eff Base	2	1	1	1	1	1	0	2	0
Strength	50	100	100	100	100	100	0	50	0
Heritage/Authenticity	50	0	0	0	0	0	0	50	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1275
q405_8) What do you think is the worst feature of [Q394]? - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often (Unwtd)	2	1	1	1	1	1	0	2	0
Base - H.B. Scott's Most Often (Wgtd)	2	1	1	1	1	1	0	2	0
Eff Base	2	1	1	1	1	1	0	2	0
Price	50	100	100	100	100	100	0	50	0
Flavor	50	0	0	0	0	0	0	50	0
Strength	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1276
q406_8) What in particular did you not like about the flavor of [Q394]? - H.B. Scott's Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - H.B. Scott's Most Often/ Flavor is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - H.B. Scott's Most Often/ Flavor is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Flavor is too strong	100	0	0	0	0	0	0	100	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Dislike flavor	0	0	0	0	0	0	0	0	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1279
q404_9) What do you think is the best feature of [Q394]? - J.D.'s Blend Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - J.D.'s Blend Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	100	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1280
q405_9) What do you think is the worst feature of [Q394]? - J.D.'s Blend Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - J.D.'s Blend Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - J.D.'s Blend Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	100	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1284
q404_10) What do you think is the best feature of [Q394]? - Lancaster Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	0	0	0	1	2	0
Base - Lancaster Most Often (Wgtd)	1	1	1	0	0	0	1	2	0
Eff Base	1	1	1	0	0	0	1	2	0
Flavor	100	100	100	0	0	0	0	50	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	100	50	0
Total	100	100	100	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1285
q405_10) What do you think is the worst feature of [Q394]? - Lancaster Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Lancaster Most Often (Unwtd)	1	1	1	0	0	0	1	2	0
Base - Lancaster Most Often (Wgtd)	1	1	1	0	0	0	1	2	0
Eff Base	1	1	1	0	0	0	1	2	0
Price	100	100	100	0	0	0	0	50	0
Strength	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	100	50	0
Total	100	100	100	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1289

q404_11) What do you think is the best feature of [Q394]? - Levi-Garrett Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	0	0	0	0	0	4	0
Base - Levi-Garrett Most Often (Wgtd)	4	1	0	0	0	0	0	4	0
Eff Base	4	1	0	0	0	0	0	4	0
Quality	50	0	0	0	0	0	0	50	0
Strength	25.1	0	0	0	0	0	0	25.1	0
Price	25	100	0	0	0	0	0	25	0
Flavor	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1290
q405_11) What do you think is the worst feature of [Q394]? - Levi-Garrett Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often (Unwtd)	4	1	0	0	0	0	0	4	0
Base - Levi-Garrett Most Often (Wgtd)	4	1	0	0	0	0	0	4	0
Eff Base	4	1	0	0	0	0	0	4	0
Price	50	0	0	0	0	0	0	50	0
Strength	25	100	0	0	0	0	0	25	0
Flavor	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	25	0	0	0	0	0	0	25	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1292
q407_11) What in particular did you not like about the strength of [Q394]? - Levi-Garrett Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Levi-Garrett Most Often/ Strength is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Levi-Garrett Most Often/ Strength is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Too weak for me	100	100	0	0	0	0	0	100	0
Too strong for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1299

q404_13) What do you think is the best feature of [Q394]? - Mail Pouch Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Mail Pouch Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
Heritage/Authenticity	100	0	0	0	0	0	0	49.9	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	50.1	0
Flavor	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1300

q405_13) What do you think is the worst feature of [Q394]? - Mail Pouch Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Mail Pouch Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
Strength	100	0	0	0	0	0	0	49.9	0
Flavor	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	50.1	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1302

q407_13) What in particular did you not like about the strength of [Q394]? - Mail Pouch Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Mail Pouch Most Often/ Strength is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Mail Pouch Most Often/ Strength is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Too strong for me	100	0	0	0	0	0	0	100	0
Too weak for me	0	0	0	0	0	0	0	0	0
Other strength weaknesses	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1309

q404_15) What do you think is the best feature of [Q394]? - Morgan's Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	0	0	0	0	0	3	0
Base - Morgan's Most Often (Wgtd)	2	2	0	0	0	0	0	3	0
Eff Base	2	2	0	0	0	0	0	3	0
Quality	100	100	0	0	0	0	0	66.8	0
Strength	0	0	0	0	0	0	0	33.2	0
Price	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1310
q405_15) What do you think is the worst feature of [Q394]? - Morgan's Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often (Unwtd)	2	2	0	0	0	0	0	3	0
Base - Morgan's Most Often (Wgtd)	2	2	0	0	0	0	0	3	0
Eff Base	2	2	0	0	0	0	0	3	0
Flavor	50.1	50.1	0	0	0	0	0	33.5	0
Price	49.9	49.9	0	0	0	0	0	66.5	0
Strength	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1311
q406_15) What in particular did you not like about the flavor of [Q394]? - Morgan's Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Morgan's Most Often/ Flavor is Worst Feature (Unwtd)	1	1	0	0	0	0	0	1	0
Base - Morgan's Most Often/ Flavor is Worst Feature (Wgtd)	1	1	0	0	0	0	0	1	0
Eff Base	1	1	0	0	0	0	0	1	0
Flavor is too weak	100	100	0	0	0	0	0	100	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	0	0
Dislike flavor	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1324

q404_18) What do you think is the best feature of [Q394]? - Red Leaf Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	0	0	0	0	0	3	0
Base - Red Leaf Most Often (Wgtd)	1	1	0	0	0	0	0	3	0
Eff Base	1	1	0	0	0	0	0	3	0
Quality	100	100	0	0	0	0	0	33.6	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	66.4	0
Flavor	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1325
q405_18) What do you think is the worst feature of [Q394]? - Red Leaf Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often (Unwtd)	1	1	0	0	0	0	0	3	0
Base - Red Leaf Most Often (Wgtd)	1	1	0	0	0	0	0	3	0
Eff Base	1	1	0	0	0	0	0	3	0
Flavor	0	0	0	0	0	0	0	33.3	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	100	100	0	0	0	0	0	66.7	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1326
q406_18) What in particular did you not like about the flavor of [Q394]? - Red Leaf Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Leaf Most Often/ Flavor is Worst Feature (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Red Leaf Most Often/ Flavor is Worst Feature (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Dislike flavor	0	0	0	0	0	0	0	0	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	100	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted

M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1329

q404_19) What do you think is the best feature of [Q394]? - Red Man Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	0	0	0	0	0	0	8	0
Base - Red Man Most Often (Wgtd)	4	0	0	0	0	0	0	8	0
Eff Base	4	0	0	0	0	0	0	8	0
Flavor	50	0	0	0	0	0	0	37.5	0
Quality	24.9	0	0	0	0	0	0	25	0
Price	0	0	0	0	0	0	0	25	0
Strength	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	25.1	0	0	0	0	0	0	12.5	0
None	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1330
q405_19) What do you think is the worst feature of [Q394]? - Red Man Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often (Unwtd)	4	0	0	0	0	0	0	8	0
Base - Red Man Most Often (Wgtd)	4	0	0	0	0	0	0	8	0
Eff Base	4	0	0	0	0	0	0	8	0
Price	75	0	0	0	0	0	0	50	0
Strength	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	37.5	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	25	0	0	0	0	0	0	12.5	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1333
q408_19) What in particular did you not like about the quality of [Q394]? - Red Man Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Most Often/ Quality is Worst Feature (Unwtd)	0	0	0	0	0	0	0	3	0
Base - Red Man Most Often/ Quality is Worst Feature (Wgtd)	0	0	0	0	0	0	0	3	0
Eff Base	0	0	0	0	0	0	0	3	0
Poor quality tobacco	0	0	0	0	0	0	0	66.7	0
Dry/stale	0	0	0	0	0	0	0	33.3	0
Other quality issues	0	0	0	0	0	0	0	0	0
Don't know/no answer	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015

Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1334
q404_20) What do you think is the best feature of [Q394]? - Red Man Regular Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	0	0	0	0	0	6	0
Base - Red Man Regular Most Often (Wgtd)	2	1	0	0	0	0	0	6	0
Eff Base	2	1	0	0	0	0	0	6	0
Quality	100	100	0	0	0	0	0	33.4	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	66.6	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1335
q405_20) What do you think is the worst feature of [Q394]? - Red Man Regular Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Regular Most Often (Unwtd)	2	1	0	0	0	0	0	6	0
Base - Red Man Regular Most Often (Wgtd)	2	1	0	0	0	0	0	6	0
Eff Base	2	1	0	0	0	0	0	6	0
Price	50.1	0	0	0	0	0	0	33.5	0
Strength	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	49.9	100	0	0	0	0	0	66.5	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1339
q404_21) What do you think is the best feature of [Q394]? - Red Man Golden Blend Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	0	0	0	0	0	3	5	0
Base - Red Man Golden Blend Most Often (Wgtd)	4	0	0	0	0	0	3	5	0
Eff Base	4	0	0	0	0	0	3	5	0
Quality	50.1	0	0	0	0	0	66.7	40	0
Strength	25	0	0	0	0	0	0	20	0
Price	25	0	0	0	0	0	33.3	20	0
Flavor	0	0	0	0	0	0	0	20	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0

None	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1340
q405_21) What do you think is the worst feature of [Q394]? - Red Man Golden Blend Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often (Unwtd)	4	0	0	0	0	0	3	5	0
Base - Red Man Golden Blend Most Often (Wgtd)	4	0	0	0	0	0	3	5	0
Eff Base	4	0	0	0	0	0	3	5	0
Price	50	0	0	0	0	0	33.4	40	0
Heritage/Authenticity	25	0	0	0	0	0	33.3	20	0
Flavor	25	0	0	0	0	0	33.3	20	0
Quality	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	20	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1341
q406_21) What in particular did you not like about the flavor of [Q394]? - Red Man Golden Blend Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Golden Blend Most Often/ Flavor is Worst Feature (Unwtd)	1	0	0	0	0	0	1	1	0
Base - Red Man Golden Blend Most Often/ Flavor is Worst Feature (Wgtd)	1	0	0	0	0	0	1	1	0
Eff Base	1	0	0	0	0	0	1	1	0
Dislike flavor	100	0	0	0	0	0	100	100	0
Flavor doesn't last long enough	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	0	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1344
q404_22) What do you think is the best feature of [Q394]? - Red Man Select Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Red Man Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
Price	100	0	0	0	0	0	0	50.1	0
Strength	0	0	0	0	0	0	0	0	0

Flavor	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	49.9	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1345
q405_22) What do you think is the worst feature of [Q394]? - Red Man Select Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Red Man Select Most Often (Wgtd)	1	0	0	0	0	0	0	2	0
Eff Base	1	0	0	0	0	0	0	2	0
Flavor	100	0	0	0	0	0	0	50.1	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	49.9	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1346
q406_22) What in particular did you not like about the flavor of [Q394]? - Red Man Select Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Red Man Select Most Often/ Flavor is Worst Feature (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Red Man Select Most Often/ Flavor is Worst Feature (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Flavor doesn't last long enough	100	0	0	0	0	0	0	100	0
Dislike flavor	0	0	0	0	0	0	0	0	0
Flavor is too strong	0	0	0	0	0	0	0	0	0
Flavor is too weak	0	0	0	0	0	0	0	0	0
Other flavor weaknesses	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1354
q404_24) What do you think is the best feature of [Q394]? - Southern Pride Most Often

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Southern Pride Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0

Flavor	100	0	0	0	0	0	0	100	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1355
q405_24) What do you think is the worst feature of [Q394]? - Southern Pride
Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Southern Pride Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Southern Pride Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Heritage/Authenticity	100	0	0	0	0	0	0	100	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Flavor	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1374

q404_28) What do you think is the best feature of [Q394]? - Trophy Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Trophy Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Trophy Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1375

q405_28) What do you think is the worst feature of [Q394]? - Trophy Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Trophy Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Trophy Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1384
q404_30) What do you think is the best feature of [Q394]? - Work Horse Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Work Horse Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Flavor	0	0	0	0	0	0	0	100	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1385
q405_30) What do you think is the worst feature of [Q394]? - Work Horse Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Work Horse Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Work Horse Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	100	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	0	0	0	0	0	0	0	0	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1389

q404_31) What do you think is the best feature of [Q394]? - Other Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Other Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
None	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1390

q405_31) What do you think is the worst feature of [Q394]? - Other Most Often

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Other Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Other Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Flavor	0	0	0	0	0	0	0	0	0
Strength	0	0	0	0	0	0	0	0	0
Price	0	0	0	0	0	0	0	0	0
Quality	0	0	0	0	0	0	0	0	0
Heritage/Authenticity	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
No real weakness	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1395
q409_2) What do you think is the best feature for each of the following chewing tobacco brands?
- Big Mountain

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Big Mountain/ Not Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Currently Purchase Big Mountain/ Not Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Value	0	0	0	0	0	0	0	100	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16
Table 1401
q409_8) What do you think is the best feature for each of the following chewing tobacco brands?
- H.B. Scott's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase H.B. Scott's/ Not Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Currently Purchase H.B. Scott's/ Not Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Value	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1414
q409_21) What do you think is the best feature for each of the following chewing tobacco brands?
- Red Man Golden Blend

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man Golden Blend/ Not Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Currently Purchase Red Man Golden Blend/ Not Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Quality	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1426
q410_2) What do you think is the worst feature for each of the following chewing tobacco brands?
- Big Mountain

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Big Mountain/ Not Most Often (Unwtd)	0	0	0	0	0	0	0	1	0
Base - Currently Purchase Big Mountain/ Not Most Often (Wgtd)	0	0	0	0	0	0	0	1	0
Eff Base	0	0	0	0	0	0	0	1	0
Other	0	0	0	0	0	0	0	100	0
Total	0	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1432
q410_8) What do you think is the worst feature for each of the following chewing tobacco brands?
- H.B. Scott's

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase H.B. Scott's/ Not Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Currently Purchase H.B. Scott's/ Not Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Quality	100	0	0	0	0	0	0	100	0

Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1445
q410_21) What do you think is the worst feature for each of the following chewing tobacco brands?
- Red Man Golden Blend

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Currently Purchase Red Man Golden Blend/ Not Most Often (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Currently Purchase Red Man Golden Blend/ Not Most Often (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
Value	100	0	0	0	0	0	0	100	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1456
q411) Assuming that both your main brand/flavor and your secondary brand/flavor is out of stock when you arrive at the store,
what would you do?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Go to another store so that I get the chewing tobacco brand/flavor I want	23.9	27.3	49.9	0	0	0	42.8	25.3	0
Buy another type of the same chewing tobacco brand (i.e. Red Man instead of Red Man Select)	37	54.6	0	0	0	0	28.6	35.2	0
Buy a different chewing tobacco brand of the same type (i.e. Mail Pouch instead of Red Man)	26.1	18.2	50.1	100	100	100	0	26.8	0
I would not buy any chewing tobacco at all on that occasion	13	0	0	0	0	0	28.6	12.7	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1457
q412) How many pouches of chewing tobacco do you usually buy at a time for personal use?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
1	28.2	9.1	0	0	0	0	57.1	31	0
2	28.3	54.5	0	0	0	0	14.3	31	0
3	10.9	0	0	0	0	0	14.3	8.5	0
4	8.7	9.1	49.9	0	0	0	0	7	0
5	6.5	9.1	0	0	0	0	0	4.2	0
6+ (Net)	17.4	18.2	50.1	100	100	100	14.3	18.3	0

6	10.9	0	0	0	0	0	14.3	8.5	0
10	2.2	0	0	0	0	0	0	1.4	0
11-20	2.2	9.1	0	0	0	0	0	5.6	0
21-30	2.2	9.1	50.1	100	100	100	0	2.8	0
Total	100	100	100	100	100	100	100	100	0
Mean	3.63	5.82	13.01	22	22	22	2.15	3.79	0
Std. Dev.	4.24	7.6	12.72	0	0	0	1.87	4.7	0
Std. Err.	0.62	2.29	8.99	0	0	0	0.71	0.56	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1458
q413) And, on average, about how much do you spend on chewing tobacco per week for personal use?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
$1 - $9	19.5	9.1	0	0	0	0	0	18.3	0
$10 - $19	19.6	27.3	49.9	0	0	0	28.5	19.7	0
$20 - $29	8.7	27.3	50.1	100	100	100	14.3	9.9	0
$30 - $39	13	0	0	0	0	0	42.9	9.9	0
$40 - $49	10.9	27.2	0	0	0	0	0	8.4	0
$50 - $59	4.4	0	0	0	0	0	0	11.3	0
$60+	23.9	9.1	0	0	0	0	14.3	22.6	0
Total	100	100	100	100	100	100	100	100	0
Mean	35.81	29.89	17.51	25	25	25	31.02	37.14	0
Std. Dev.	30.21	24.37	10.6	0	0	0	23.57	30.07	0
Std. Err.	4.45	7.35	7.5	0	0	0	8.91	3.57	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1459
q414) At what kind of stores do you typically buy your chewing tobacco?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Convenience store/gas station	28.3	27.4	50.1	100	100	100	0	28.2	0
Supermarket (e.g. Kroger, A&P, Food Lion, etc.)	28.3	36.3	49.9	0	0	0	28.5	26.7	0
Small grocery store	21.8	18.2	0	0	0	0	0	18.3	0
Tobacconist (high end tobacco shop)	19.6	9.1	0	0	0	0	14.3	15.5	0
Liquor store	19.6	9.1	0	0	0	0	14.3	19.7	0
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	19.5	27.3	49.9	0	0	0	14.3	16.9	0
Bar	19.5	27.2	0	0	0	0	42.8	12.7	0
Discount tobacco store/smoke shop	17.4	0	0	0	0	0	42.8	16.9	0
Discount store (K-Mart, Wal-Mart, etc.)	15.2	18.2	49.9	0	0	0	14.3	16.9	0
Restaurant	13	9	0	0	0	0	0	8.5	0
Internet	13	9.1	0	0	0	0	14.3	8.5	0
Drug store	13	18.1	0	0	0	0	0	11.3	0
Hunting/fishing supply store	8.7	9.1	0	0	0	0	0	7	0
Military store	8.7	9	0	0	0	0	14.3	8.4	0
Other	0	0	0	0	0	0	0	0	0
Don't know/no answer	2.2	0	0	0	0	0	0	1.4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research

Study Number 5160290

20-Sep-16

Table 1460
q415) At what kind of store do you most often buy chewing tobacco?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Convenience store/gas station	21.7	27.4	50.1	100	100	100	0	24	0
Supermarket (e.g. Kroger, A and P, Food Lion, etc.)	13	27.2	0	0	0	0	14.2	14.1	0
Discount tobacco store/smoke shop	8.7	0	0	0	0	0	28.6	8.5	0
Bar	8.7	9.1	0	0	0	0	28.6	5.6	0
Liquor store	6.5	0	0	0	0	0	14.3	8.5	0
Small grocery store	6.5	0	0	0	0	0	0	8.4	0
Drug store	6.5	9	0	0	0	0	0	5.6	0
Wholesale outlet (Costco, Sam's Club, BJ's, etc.)	6.5	9.1	0	0	0	0	0	4.2	0
Restaurant	4.4	0	0	0	0	0	0	2.8	0
Internet	4.3	9.1	0	0	0	0	0	2.8	0
Discount store (K-Mart, Wal-Mart, etc.)	4.3	9.1	49.9	0	0	0	0	4.2	0
Tobacconist (high end tobacco shop)	2.2	0	0	0	0	0	0	4.2	0
Hunting/fishing supply store	2.2	0	0	0	0	0	0	2.8	0
Military store	2.2	0	0	0	0	0	14.3	2.8	0
Other	2.2	0	0	0	0	0	0	1.4	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1461
q416) What is the main reason for buying chewing tobacco from [Q415]? - IN TOTAL

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
The store has good prices for chewing tobacco	21.7	0	0	0	0	0	42.9	18.3	0
The store has a good chewing tobacco assortment	17.4	36.3	100	100	100	100	0	19.7	0
The store has fresh chewing tobacco	32.6	27.2	0	0	0	0	42.9	28.1	0
The store is the most convenient	21.8	27.4	0	0	0	0	14.3	29.6	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	6.5	9.1	0	0	0	0	0	4.2	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1462
q416_1) What is the main reason for buying chewing tobacco from [Q415]? - Supermarket

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Supermarket (Unwtd)	6	3	0	0	0	0	1	10	0
Base - Most Often Buys at Supermarket (Wgtd)	6	3	0	0	0	0	1	10	0
Eff Base	6	3	0	0	0	0	1	10	0
The store has good prices for chewing tobacco	16.7	0	0	0	0	0	0	40	0
The store has a good chewing tobacco assortment	16.7	33.4	0	0	0	0	0	10	0

The store has fresh chewing tobacco	49.9	33.3	0	0	0	0	100	30	0
The store is the most convenient	16.6	33.3	0	0	0	0	0	20	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1463
q416_2) What is the main reason for buying chewing tobacco from [Q415]? -
Small grocery store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Small grocery store (Unwtd)	3	0	0	0	0	0	0	6	0
Base - Most Often Buys at Small grocery store (Wgtd)	3	0	0	0	0	0	0	6	0
Eff Base	3	0	0	0	0	0	0	6	0
The store has good prices for chewing tobacco	33.4	0	0	0	0	0	0	16.7	0
The store has a good chewing tobacco assortment	0	0	0	0	0	0	0	33.3	0
The store has fresh chewing tobacco	33.3	0	0	0	0	0	0	33.3	0
The store is the most convenient	33.3	0	0	0	0	0	0	16.7	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1464
q416_3) What is the main reason for buying chewing tobacco from [Q415]? -
Convenience store/gas station

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Convenience store/gas station (Unwtd)	10	3	1	1	1	1	0	17	0
Base - Most Often Buys at Convenience store/gas station (Wgtd)	10	3	1	1	1	1	0	17	0
Eff Base	10	3	1	1	1	1	0	17	0
The store has good prices for chewing tobacco	9.9	0	0	0	0	0	0	5.8	0
The store has a good chewing tobacco assortment	10	33.3	100	100	100	100	0	17.7	0
The store has fresh chewing tobacco	20	0	0	0	0	0	0	11.8	0
The store is the most convenient	60	66.7	0	0	0	0	0	64.7	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1465
q416_4) What is the main reason for buying chewing tobacco from [Q415]? -
Drug store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Drug store (Unwtd)	3	1	0	0	0	0	0	4	0
Base - Most Often Buys at Drug store (Wgtd)	3	1	0	0	0	0	0	4	0
Eff Base	3	1	0	0	0	0	0	4	0
The store has good prices for chewing tobacco	0	0	0	0	0	0	0	0	0

The store has a good chewing tobacco assortment	0	0	0	0	0	0	0	0	0
The store has fresh chewing tobacco	33.2	100	0	0	0	0	0	49.9	0
The store is the most convenient	33.5	0	0	0	0	0	0	25.1	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	33.3	0	0	0	0	0	0	25	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1466
q416_5) What is the main reason for buying chewing tobacco from [Q415]? - Tobacconist

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Tobacconist (Unwtd)	1	0	0	0	0	0	0	3	0
Base - Most Often Buys at Tobacconist (Wgtd)	1	0	0	0	0	0	0	3	0
Eff Base	1	0	0	0	0	0	0	3	0
The store has good prices for chewing tobacco	0	0	0	0	0	0	0	0	0
The store has a good chewing tobacco assortment	100	0	0	0	0	0	0	33.6	0
The store has fresh chewing tobacco	0	0	0	0	0	0	0	33.2	0
The store is the most convenient	0	0	0	0	0	0	0	33.2	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1467
q416_6) What is the main reason for buying chewing tobacco from [Q415]? - Discount store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Discount store (Unwtd)	2	1	1	0	0	0	0	3	0
Base - Most Often Buys at Discount store (Wgtd)	2	1	1	0	0	0	0	3	0
Eff Base	2	1	1	0	0	0	0	3	0
The store has good prices for chewing tobacco	0	0	0	0	0	0	0	0	0
The store has a good chewing tobacco assortment	100	100	100	0	0	0	0	66.7	0
The store has fresh chewing tobacco	0	0	0	0	0	0	0	0	0
The store is the most convenient	0	0	0	0	0	0	0	33.3	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	100	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1468
q416_7) What is the main reason for buying chewing tobacco from [Q415]? - Discount tobacco store/smoke shop

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Discount tobacco store/smoke shop (Unwtd)	4	0	0	0	0	0	2	6	0
Base - Most Often Buys at Discount tobacco store/smoke shop (Wgtd)	4	0	0	0	0	0	2	6	0
Eff Base	4	0	0	0	0	0	2	6	0

The store has good prices for chewing tobacco	25	0	0	0	0	0	50	16.7	0
The store has a good chewing tobacco assortment	25	0	0	0	0	0	0	16.7	0
The store has fresh chewing tobacco	50	0	0	0	0	0	50	33.4	0
The store is the most convenient	0	0	0	0	0	0	0	33.3	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1469

q416_8) What is the main reason for buying chewing tobacco from [Q415]? - Bar

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Bar (Unwtd)	4	1	0	0	0	0	2	4	0
Base - Most Often Buys at Bar (Wgtd)	4	1	0	0	0	0	2	4	0
Eff Base	4	1	0	0	0	0	2	4	0
The store has good prices for chewing tobacco	25	0	0	0	0	0	49.9	25	0
The store has a good chewing tobacco assortment	0	0	0	0	0	0	0	0	0
The store has fresh chewing tobacco	75	100	0	0	0	0	50.1	75	0
The store is the most convenient	0	0	0	0	0	0	0	0	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1470
q416_9) What is the main reason for buying chewing tobacco from [Q415]? - Restaurant

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Restaurant (Unwtd)	2	0	0	0	0	0	0	2	0
Base - Most Often Buys at Restaurant (Wgtd)	2	0	0	0	0	0	0	2	0
Eff Base	2	0	0	0	0	0	0	2	0
The store has good prices for chewing tobacco	49.9	0	0	0	0	0	0	49.9	0
The store has a good chewing tobacco assortment	50.1	0	0	0	0	0	0	50.1	0
The store has fresh chewing tobacco	0	0	0	0	0	0	0	0	0
The store is the most convenient	0	0	0	0	0	0	0	0	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1471
q416_10) What is the main reason for buying chewing tobacco from [Q415]? - Hunting/fishing supply store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Hunting/fishing supply store (Unwtd)	1	0	0	0	0	0	0	2	0
Base - Most Often Buys at Hunting/fishing supply store (Wgtd)	1	0	0	0	0	0	0	2	0

Eff Base	1	0	0	0	0	0	0	2	0
The store has good prices for chewing tobacco	0	0	0	0	0	0	0	0	0
The store has a good chewing tobacco assortment	0	0	0	0	0	0	0	50	0
The store has fresh chewing tobacco	100	0	0	0	0	0	0	50	0
The store is the most convenient	0	0	0	0	0	0	0	0	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1472
q416_11) What is the main reason for buying chewing tobacco from [Q415]? - Liquor store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Liquor store (Unwtd)	3	0	0	0	0	0	1	6	0
Base - Most Often Buys at Liquor store (Wgtd)	3	0	0	0	0	0	1	6	0
Eff Base	3	0	0	0	0	0	1	6	0
The store has good prices for chewing tobacco	33.4	0	0	0	0	0	0	16.7	0
The store has a good chewing tobacco assortment	0	0	0	0	0	0	0	16.6	0
The store has fresh chewing tobacco	33.3	0	0	0	0	0	0	33.4	0
The store is the most convenient	0	0	0	0	0	0	100	16.6	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	33.3	0	0	0	0	0	0	16.7	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1473
q416_12) What is the main reason for buying chewing tobacco from [Q415]? - Military store

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Military store (Unwtd)	1	0	0	0	0	0	1	2	0
Base - Most Often Buys at Military store (Wgtd)	1	0	0	0	0	0	1	2	0
Eff Base	1	0	0	0	0	0	1	2	0
The store has good prices for chewing tobacco	100	0	0	0	0	0	100	50.1	0
The store has a good chewing tobacco assortment	0	0	0	0	0	0	0	0	0
The store has fresh chewing tobacco	0	0	0	0	0	0	0	49.9	0
The store is the most convenient	0	0	0	0	0	0	0	0	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1474
q416_13) What is the main reason for buying chewing tobacco from [Q415]? - Wholesale outlet

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Wholesale outlet (Unwtd)	3	1	0	0	0	0	0	3	0

Base - Most Often Buys at Wholesale outlet (Wgtd)	3	1	0	0	0	0	0	3	0
Eff Base	3	1	0	0	0	0	0	3	0
The store has good prices for chewing tobacco	33.3	0	0	0	0	0	0	33.3	0
The store has a good chewing tobacco assortment	0	0	0	0	0	0	0	0	0
The store has fresh chewing tobacco	33.3	0	0	0	0	0	0	33.3	0
The store is the most convenient	0	0	0	0	0	0	0	0	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	33.5	100	0	0	0	0	0	33.5	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1475
q416_14) What is the main reason for buying chewing tobacco from [Q415]? - Internet

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Internet (Unwtd)	2	1	0	0	0	0	0	2	0
Base - Most Often Buys at Internet (Wgtd)	2	1	0	0	0	0	0	2	0
Eff Base	2	1	0	0	0	0	0	2	0
The store has good prices for chewing tobacco	0	0	0	0	0	0	0	0	0
The store has a good chewing tobacco assortment	49.8	100	0	0	0	0	0	49.8	0
The store has fresh chewing tobacco	0	0	0	0	0	0	0	0	0
The store is the most convenient	50.2	0	0	0	0	0	0	50.2	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	100	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1476
q416_15) What is the main reason for buying chewing tobacco from [Q415]? - Other

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Most Often Buys at Other (Unwtd)	1	0	0	0	0	0	0	1	0
Base - Most Often Buys at Other (Wgtd)	1	0	0	0	0	0	0	1	0
Eff Base	1	0	0	0	0	0	0	1	0
The store has good prices for chewing tobacco	100	0	0	0	0	0	0	100	0
The store has a good chewing tobacco assortment	0	0	0	0	0	0	0	0	0
The store has fresh chewing tobacco	0	0	0	0	0	0	0	0	0
The store is the most convenient	0	0	0	0	0	0	0	0	0
Other reason	0	0	0	0	0	0	0	0	0
Don't know	0	0	0	0	0	0	0	0	0
Total	100	0	0	0	0	0	0	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1477
q417) When you go to a store and purchase chewing tobacco is that the primary reason for your shopping trip, or is chewing
tobacco usually a secondary purchase?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former

Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
Chewing tobacco is the primary reason for me to shop at a store	67.4	63.6	100	100	100	100	57.2	66.2	0
Chewing tobacco is usually a secondary purchase	32.6	36.4	0	0	0	0	42.8	33.8	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1478
q418) Top 2 Box Summary Table

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)	46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)	46	11	2	1	1	1	7	71	0
Eff Base	46	11	2	1	1	1	7	71	0
(1) Believe that brands which give promotional offers are selling either an inferior quality or old product	45.7	54.6	49.9	0	0	0	57.1	46.5	0
(2) Buy whatever is the lowest price	45.7	36.3	49.9	0	0	0	71.4	46.5	0
(3) Buy only your regular brand	60.9	63.7	49.9	0	0	0	85.7	63.4	0
(4) Switch brands for variety	56.6	45.4	49.9	0	0	0	57.1	45.1	0
(5) Have a consistent list of chewing tobacco brands that you choose from depending on the situation	63.1	45.5	49.9	0	0	0	71.4	60.6	0
(6) Look for special offers, prices, or promotions on brands (other than your most often brand)	58.7	45.4	49.9	0	0	0	85.7	59.2	0
(7) Know what you are going to buy when you go into the store	63.1	63.7	49.9	0	0	0	71.4	64.8	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1479
q418_1) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Believe that brands which give promotional offers are selling either an inferior quality or old product

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)		46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)		46	11	2	1	1	1	7	71	0
Eff Base		46	11	2	1	1	1	7	71	0
Top 2 Box (Net)		45.7	54.6	49.9	0	0	0	57.1	46.5	0
Agree Completely (1)		23.9	36.3	49.9	0	0	0	14.3	29.6	0
	2	21.8	18.2	0	0	0	0	42.8	16.9	0
Agree Somewhat (3)		28.3	9.1	0	0	0	0	14.3	26.8	0
Bottom 2 Box (Net)		26	36.3	50.1	100	100	100	28.6	26.7	0
	4	15.2	18.2	50.1	100	100	100	28.6	16.9	0
Disagree Completely (5)		10.8	18.1	0	0	0	0	0	9.8	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.67	2.64	2.5	4	4	4	2.57	2.6	0
Std. Dev.		1.3	1.63	2.12	0	0	0	1.13	1.34	0
Std. Err.		0.19	0.49	1.5	0	0	0	0.43	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1480
q418_2) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?

- Buy whatever is the lowest price

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)		46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)		46	11	2	1	1	1	7	71	0
Eff Base		46	11	2	1	1	1	7	71	0
Top 2 Box (Net)		45.7	36.3	49.9	0	0	0	71.4	46.5	0
Agree Completely (1)		23.9	18.1	0	0	0	0	42.8	21.1	0
	2	21.8	18.2	49.9	0	0	0	28.6	25.4	0
Agree Somewhat (3)		19.6	9.1	0	0	0	0	14.3	18.3	0
Bottom 2 Box (Net)		34.8	54.6	50.1	100	100	100	14.3	35.2	0
	4	34.8	54.6	50.1	100	100	100	14.3	25.4	0
Disagree Completely (5)		0	0	0	0	0	0	0	9.8	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.65	3	3	4	4	4	2	2.77	0
Std. Dev.		1.2	1.26	1.41	0	0	0	1.15	1.31	0
Std. Err.		0.18	0.38	1	0	0	0	0.44	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1481
q418_3) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Buy only your regular brand

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)		46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)		46	11	2	1	1	1	7	71	0
Eff Base		46	11	2	1	1	1	7	71	0
Top 2 Box (Net)		60.9	63.7	49.9	0	0	0	85.7	63.4	0
Agree Completely (1)		37	54.5	49.9	0	0	0	28.6	40.8	0
	2	23.9	9.1	0	0	0	0	57.1	22.5	0
Agree Somewhat (3)		17.4	9.1	0	0	0	0	0	16.9	0
Bottom 2 Box (Net)		21.7	27.3	50.1	100	100	100	14.3	19.7	0
	4	17.4	18.1	0	0	0	0	14.3	15.5	0
Disagree Completely (5)		4.3	9.1	50.1	100	100	100	0	4.2	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.28	2.18	3	5	5	5	2	2.2	0
Std. Dev.		1.26	1.54	2.83	0	0	0	1	1.25	0
Std. Err.		0.19	0.46	2	0	0	0	0.38	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1482
q418_4) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Switch brands for variety

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)		46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)		46	11	2	1	1	1	7	71	0
Eff Base		46	11	2	1	1	1	7	71	0
Top 2 Box (Net)		56.6	45.4	49.9	0	0	0	57.1	45.1	0
Agree Completely (1)		30.4	27.2	49.9	0	0	0	14.2	25.3	0
	2	26.2	18.2	0	0	0	0	42.9	19.8	0
Agree Somewhat (3)		23.9	18.2	0	0	0	0	42.9	28.2	0

Bottom 2 Box (Net)		19.5	36.3	50.1	100	100	100	0	26.7	0
	4	15.2	27.3	50.1	100	100	100	0	14.1	0
Disagree Completely (5)		4.4	9.1	0	0	0	0	0	12.7	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.37	2.73	2.5	4	4	4	2.29	2.69	0
Std. Dev.		1.2	1.42	2.12	0	0	0	0.76	1.34	0
Std. Err.		0.18	0.43	1.5	0	0	0	0.29	0.16	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1483
q418_5) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Have a consistent list of chewing tobacco brands that you choose from depending on the situation

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)		46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)		46	11	2	1	1	1	7	71	0
Eff Base		46	11	2	1	1	1	7	71	0
Top 2 Box (Net)		63.1	45.5	49.9	0	0	0	71.4	60.6	0
Agree Completely (1)		41.3	9.1	0	0	0	0	57.1	40.8	0
	2	21.7	36.3	49.9	0	0	0	14.3	19.7	0
Agree Somewhat (3)		21.7	36.3	50.1	100	100	100	0	19.7	0
Bottom 2 Box (Net)		15.2	18.2	0	0	0	0	28.6	19.7	0
	4	13	9.1	0	0	0	0	28.6	15.5	0
Disagree Completely (5)		2.2	9.1	0	0	0	0	0	4.2	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.13	2.73	2.5	3	3	3	2	2.22	0
Std. Dev.		1.17	1.1	0.71	0	0	0	1.41	1.26	0
Std. Err.		0.17	0.33	0.5	0	0	0	0.53	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1484
q418_6) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Look for special offers, prices, or promotions on brands (other than your most often brand)

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)		46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)		46	11	2	1	1	1	7	71	0
Eff Base		46	11	2	1	1	1	7	71	0
Top 2 Box (Net)		58.7	45.4	49.9	0	0	0	85.7	59.2	0
Agree Completely (1)		19.6	9.1	49.9	0	0	0	28.6	22.5	0
	2	39.1	36.3	0	0	0	0	57.1	36.6	0
Agree Somewhat (3)		10.9	9.1	0	0	0	0	0	12.7	0
Bottom 2 Box (Net)		30.4	45.4	50.1	100	100	100	14.3	28.1	0
	4	21.7	27.2	0	0	0	0	14.3	18.3	0
Disagree Completely (5)		8.7	18.2	50.1	100	100	100	0	9.8	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.61	3.09	3	5	5	5	2	2.56	0
Std. Dev.		1.27	1.37	2.83	0	0	0	1	1.29	0
Std. Err.		0.19	0.41	2	0	0	0	0.38	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1485
q418_7) Thinking about when you purchase chewing tobacco, how much do you agree or disagree with the following statements?
- Know what you are going to buy when you go into the store

Q1/Q2 2016

		Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Chewing Tobacco (Unwtd)		46	11	2	1	1	1	7	71	0
Base - Chewing Tobacco (Wgtd)		46	11	2	1	1	1	7	71	0
Eff Base		46	11	2	1	1	1	7	71	0
Top 2 Box (Net)		63.1	63.7	49.9	0	0	0	71.4	64.8	0
Agree Completely (1)		26.1	45.5	49.9	0	0	0	42.8	36.6	0
	2	37	18.1	0	0	0	0	28.6	28.2	0
Agree Somewhat (3)		17.4	18.1	0	0	0	0	14.3	15.5	0
Bottom 2 Box (Net)		19.5	18.2	50.1	100	100	100	14.3	19.7	0
	4	17.4	18.2	50.1	100	100	100	0	14.1	0
Disagree Completely (5)		2.2	0	0	0	0	0	14.3	5.6	0
Total		100	100	100	100	100	100	100	100	0
Mean		2.33	2.09	2.5	4	4	4	2.14	2.24	0
Std. Dev.		1.12	1.22	2.12	0	0	0	1.46	1.25	0
Std. Err.		0.16	0.37	1.5	0	0	0	0.55	0.15	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1486
q420) Have you ever used tobacco or nicotine regularly, which means at least once a week, for at least one month, counting all
forms of tobacco and nicotine you have ever used?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	2557
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	2557
Eff Base	996	255	51	41	38	28	362	3028	2557
Yes, I have used tobacco or nicotine at least once a week	81.2	76.1	80.4	80.5	79	82.1	83.4	88	73.4
No, I have never used tobacco or nicotine at least one a week	13.1	13.3	11.8	12.2	13.1	10.7	13.5	8.5	23.2
Unsure	5.6	10.6	7.8	7.3	7.9	7.1	3	3.6	3.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1487
q421) Have you ever used more than one type of tobacco at the same period in your life?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	2557
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	2557
Eff Base	996	255	51	41	38	28	362	3028	2557
Yes	64.9	63.5	64.7	58.5	55.2	57.1	55	42.3	31.6
No	35.1	36.5	35.3	41.5	44.8	42.9	45	57.7	68.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1488
q422) When you were using more than one type of tobacco, did you ever try to quit all tobacco at the same time?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Used More Than One Tobacco Product at a Time (Unwtd)	646	162	33	24	21	16	199	1280	807
Base - Used More Than One Tobacco Product at a Time (Wgtd)	646	162	33	24	21	16	199	1280	807
Eff Base	646	162	33	24	21	16	199	1280	807
Yes	54.2	58.6	63.6	62.5	71.5	68.8	72.9	47.4	62.2
No	45.8	41.4	36.4	37.5	28.5	31.2	27.1	52.6	37.8
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1489
q423) Thinking of all the social networking sites you have created a profile on and continue to use, how many total connections
(friends, family, coworkers, etc.) do you have in your network?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Social Network Online Profile (Unwtd)	949	251	51	41	38	28	349	2762	2120
Base - Has Social Network Online Profile (Wgtd)	949	251	51	41	38	28	349	2763	2120
Eff Base	949	251	51	41	38	28	349	2762	2120
Less than 50	22.4	17.5	15.7	17.1	15.8	17.9	17.5	27	30.3
51-150	22	17.9	17.6	17	18.4	10.7	23.8	23.6	24.7
151-300	25	31.9	33.4	34.2	34.2	42.9	29.2	21.7	19.3
301-450	13	17.5	13.7	12.2	13.1	17.8	14.9	11.4	10.1
451-600	5.9	5.2	5.9	4.9	5.3	3.6	6.3	5.8	5.2
600+	11.7	10	13.7	14.6	13.2	7.1	8.3	10.5	10.4
Total	100	100	100	100	100	100	100	100	100

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1490
q424) Have you ever posted a comment, status update, online link or any other content on a social networking site that mentions
[Snus/Moist Snuff] brand or product?

	Q1/Q2 2016								
	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Social Network Online Profile/ Uses Snus/ Moist Snuff (Unwtd)	362	251	51	41	38	28	76	427	0
Base - Has Social Network Online Profile/ Uses Snus/ Moist Snuff (Wgtd)	362	251	51	41	38	28	76	427	0
Eff Base	362	251	51	41	38	28	76	427	0
Yes	38.9	36.6	37.2	41.4	44.7	39.2	35.5	36	0
No	61.1	63.4	62.8	58.6	55.3	60.8	64.5	64	0
Total	100	100	100	100	100	100	100	100	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1491
q425) If a [Snus/Moist Snuff] brand provided a special deal or content (news article, video, image, etc.) you thought

your online network of friends, family and coworkers would be interested in, how likely would you be to post it to a social network site for them to view?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Social Network Online Profile/ Uses Snus/ Moist Snuff (Unwtd)	362	251	51	41	38	28	76	427	0
Base - Has Social Network Online Profile/ Uses Snus/ Moist Snuff (Wgtd)	362	251	51	41	38	28	76	427	0
Eff Base	362	251	51	41	38	28	76	427	0
Top 2 Box (Net)	60.8	62.6	56.9	51.2	52.6	50	71	58.1	0
Very likely (5)	30.9	32.7	43.1	43.9	44.7	39.2	44.7	29.7	0
Somewhat likely (4)	29.8	29.9	13.8	7.3	7.9	10.7	26.3	28.3	0
Neither likely nor unlikely (3)	20.2	20.7	25.5	29.3	31.6	32.2	14.5	19.4	0
Bottom 2 Box (Net)	19.1	16.7	17.6	19.5	15.8	17.8	14.5	22.5	0
Somewhat unlikely (2)	4.7	3.6	2	2.4	2.6	3.6	5.3	5.4	0
Very unlikely (1)	14.4	13.1	15.7	17.1	13.1	14.3	9.2	17.1	0
Total	100	100	100	100	100	100	100	100	0
Mean	3.58	3.65	3.67	3.59	3.68	3.57	3.92	3.48	0
Std. Dev.	1.35	1.32	1.45	1.5	1.42	1.42	1.28	1.41	0
Std. Err.	0.07	0.08	0.2	0.23	0.23	0.27	0.15	0.07	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1492
q426) In the past 12 months, which of the following sports or activities have you participated in/attended in person?

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Has Social Network Online Profile (Unwtd)	949	251	51	41	38	28	349	2762	2120
Base - Has Social Network Online Profile (Wgtd)	949	251	51	41	38	28	349	2763	2120
Eff Base	949	251	51	41	38	28	349	2762	2120
Golf	20.2	25.1	27.4	24.4	23.6	10.7	18.1	13	10.2
Tennis	13.6	17.1	25.5	26.8	28.9	17.8	18.6	9.5	6
Hunting	15.6	20.3	27.5	29.3	29	28.6	13.5	9.9	5.6
Fishing	31	31.1	35.3	29.2	28.9	21.4	24.4	26.4	18.1
Basketball	24.5	26.7	25.5	24.4	23.7	21.5	22.6	19.2	9.9
Baseball/Softball	20.2	20.3	25.5	26.8	28.9	25	16.3	13.7	12.8
Football	22.3	23.5	27.4	26.8	28.9	21.5	20.3	16	11.1
Soccer	18	22.3	21.6	22	23.7	25	18.9	11.6	6.9
Exercising (weights, running, bicycling)	40	34.6	37.2	34.1	34.2	35.7	37.5	36.5	48.6
Seeing movies	43.1	35.9	49	46.4	44.7	35.7	41.8	45.1	52.6
Boating/Sailing	11.3	13.2	15.7	12.2	13.2	10.8	10.9	8.5	8.5
Hiking	22.5	20.3	17.7	17.1	15.8	7.1	24.4	17.8	22.3
Camping	26.1	25.5	25.5	31.7	34.2	28.6	27.2	20.9	15.7
Racing Cars, trucks, motorcycles, etc	8.7	10.4	7.8	4.9	5.3	0	8.9	5.7	3.3
Reading	37	24.7	29.4	29.3	23.7	25	34.1	41.5	55.8
Working on cars as a hobby	12.5	13.9	15.7	14.6	15.8	10.7	12.6	8.6	6
Attending live sporting events	24.5	21.9	19.6	19.5	18.4	14.3	20.1	21.8	24.4
Playing video games	41.3	36.7	43.1	43.9	42.1	42.8	43	39.6	35.2
Gambling/poker/casinos	22.6	18.7	15.7	17	18.4	17.8	19.5	21.3	21
Do-it-yourself home improvements	30.3	25.5	21.6	17.1	15.8	10.7	31.3	32.4	35.4
Gardening/Landscaping as a hobby	22.3	17.1	21.6	24.4	23.7	17.9	24.9	25.2	31.6
Skiing/Snowboarding	8	12	7.8	7.3	7.9	7.1	8.9	5	3.6
None of the above	9.2	10.8	3.9	4.9	5.3	7.1	10.9	12.5	11.4

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290
20-Sep-16

Table 1493
Share of Tobacco Products (without Chew)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Total CPW	4431.2	1938.2	464.7	394.4	382.6	279.4	1257.8	12836.3	0
Snus CPW	10.7	24.4	25.1	24.9	24.7	23.2	9.4	3.7	0
Cigarette CPW	66.2	46.9	48.8	49.1	48.8	52	70.7	85.9	0
Total Moist Snuff CPW	23.1	28.6	26.1	26	26.5	24.8	19.9	10.4	0
Loose Moist Snuff CPW	13.4	16.1	14.9	15	15.5	14.8	9.6	6.4	0
Pouch Moist Snuff CPW	9.6	12.5	11.2	11	11.1	10	10.4	4	0

#page
Swedish Match Tracker 2015
Weighted
M/A/R/C Research
Study Number 5160290

20-Sep-16

Table 1494
Share of Tobacco Products (with Chew added)

Q1/Q2 2016

	Snus (ever used)	Snus (current use)	General (ever tried)	General (ever purch reg basis)	General (curr purch reg basis)	General (use most often)	NRT	Tob User (excl NRT)	Non-user/ Former
Base - Total Respondents (Unwtd)	996	255	51	41	38	28	362	3028	9467
Base - Total Respondents (Wgtd)	996	255	51	41	38	28	362	3028	9467
Eff Base	996	255	51	41	38	28	362	3028	9467
Total CPW	4555.3	1974.8	475.2	403.4	391.7	288.5	1276.3	13003.9	0
Snus CPW	10.4	24	24.5	24.4	24.2	22.5	9.2	3.6	0
Cigarette CPW	64.4	46.1	47.7	48	47.6	50.4	69.6	84.8	0
Total Moist Snuff CPW	22.4	28.1	25.6	25.4	25.9	24	19.7	10.3	0
Loose Moist Snuff CPW	13.1	15.8	14.6	14.7	15.1	14.3	9.4	6.3	0
Pouch Moist Snuff CPW	9.4	12.3	11	10.7	10.8	9.7	10.2	3.9	0
Chew CPW	2.7	1.9	2.2	2.2	2.3	3.1	1.4	1.3	0

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A longitudinal, naturalistic study of U.S. smokers' trial and adoption of snus

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HIGHLIGHTS

- Most US smokers with low quit intention tried snus when offered it for free
- After 3 4 months, most of these smokers stopped regular snus use
- Frequency and quantity of snus use among current users were consistently low
- Male gender and initial expectations about snus use predicted snus use outcomes

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ABSTRACT

To refine public health policy amidst a changing landscape of tobacco products in the United States, it is first necessary to describe fully the nature of smokers' alternative product use. Little research addresses smokers' snus use, and most studies are limited by small samples, cross sectional designs, and crude outcome measurement. This study sample includes 626 adult US smokers who denied intention to quit in the next month and were randomized to receive free snus during a 6 week sampling period, after which no snus was provided. Participants were then followed for one year. Outcome data were collected via phone. Participants (mean age: 48.7 years) were predominately female, White non Hispanic. Eighty four percent reported trial of snus. Eleven percent reported purchase (i.e., adoption). Current use declined from 47.1% at the end of the sampling period to 6.5% at the end of follow up. Frequency and quantity of snus use among current users was low. Among snus users, 79.3% said it functioned as an alternative to smoking and 58.4% said it provided a means of coping with smoking restrictions; options not mutually exclusive. In logistic regressions, men were more likely to report trial (odds ratio [OR] = 2.33, $p < 0.01$) and adoption (OR = 1.84, $p < 0.05$) than women. Baseline expectations about the nature of snus use also predicted snus outcomes (OR = 1.28 1.78, $p < 0.05$). Smokers showed willingness to try snus, but product interest waned over time. Snus as currently marketed is unlikely to play a prominent role in US tobacco control efforts.

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1. Introduction

Conventional smokeless tobacco (chew tobacco and snuff) use has historically been low among United States (US) adults (Bhattacharyya, 2012; Fix et al., 2014; Mumford, Levy, Gitchell, & Blackman, 2006). Data from the 2000 2010 National Health Interview Surveys, for example, indicate only 1 2% of US adults are "regular" smokeless tobacco users (Bhattacharyya, 2012). Recently, however, the tobacco industry's investment in smokeless tobacco increased (Federal Trade Commission, 2011; Mejia & Ling, 2010; Richardson, Ganz, Stalgaitis, Abrams, & Vallone, 2014), likely in response to an expansion of smoke free legislation and a shift in social norms that stigmatizes smoking (Bayer & Stuber, 2006). Options for smokeless tobacco products changed with the introduction of low nitrosamine smokeless tobacco (LNST) products such as snus, an oral, spitless, pouched, and flavored tobacco. Comparative carcinogenic profiles suggest snus is

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less harmful than conventional tobacco products (Hatsukami, Lemmonds, Zhang, et al., 2004; Stepanov, Jensen, Hatsukami, & Hecht, 2008), including cigarettes (Lee, 2011; Levy et al., 2006; O'Connor, 2012), but it still carries health risks. The introduction of snus to the US tobacco market has not yet changed the nationwide prevalence of smokeless tobacco use (Agaku et al., 2014; Bhattacharyya, 2012; Biener et al., 2016; Boyle, Saint Claire, Kinney, D'Silva, & Carusi, 2012; Choi & Forster, 2013; Fix et al., 2014; Lee, Hebert, Nonnemaker, & Kim, 2014; Maher, Bushore, Rohde, Dent, & Peterson, 2012; Soneji, Sargent, & Tanski, 2016; Zhu et al., 2013, 2009), but there may exist subgroups of the population who are more receptive to snus than others.

Tobacco industry internal documents, marketing strategies, and advertisements all pinpoint current smokers as the intended consumer of snus (Bahreinifar, Sheon, & Ling, 2013; Mejia & Ling, 2010; Rogers, Biener, & Clark, 2010; Timberlake, Pechmann, Tran, & Au, 2011). Smokers might have interest in snus due to the: 1) perception that snus is less harmful than cigarettes (Biener & Bogen, 2009; Choi, Fabian, Mottey, Corbett, & Forster, 2012; Lund, 2012), 2) desire to circumvent smoking restrictions and temporarily mitigate nicotine withdrawal (Bahreinifar et al., 2013; Biener et al., 2016; Wray, Jupka, Berman, Zellin, & Vijayakumar, 2012), and/or 3) intention to use snus as a means of smoking reduction or cessation (Biener et al., 2016; Choi et al., 2012; Lund, 2012). Thus, snus use could function as an alternative to smoking, a complement to smoking, or both. Indeed, one of the more reliable predictors of snus (and other LNST) use is smoking status: current and former smokers are more likely to report snus use than never smokers (Biener et al., 2016; Choi & Forster, 2013; Zhu et al., 2013).

Very few population based studies of snus use among US adult smokers exist (Biener et al., 2016; Boyle et al., 2012; Lee et al., 2014; Rath, Villanti, Abrams, & Vallone, 2012). Prior work primarily aims to determine the pervasiveness of "dual use," and results indicate a 30 day point prevalence of snus use occurs in 3–10% of current smokers (Biener et al., 2016; Boyle et al., 2012). This literature offers insights into smokers' willingness to try snus, but is constrained by limited outcome measurement and the fact that most studies are cross-sectional. This report aims to advance the current literature via a detailed description of snus uptake during a longitudinal study with adult US smokers who denied intention to stop smoking in the near future.

2. Material and methods

2.1. Study overview

Adult smokers ($N = 1236$) throughout the US who denied intention to quit in the next 30 days were recruited into a clinical trial and randomized to receive or not receive free snus during a 6-week sampling period (clinicaltrials.gov: NCT01509586). After this period, participants were advised to quit all tobacco use and then followed for one year. This report focuses on the snus group ($n = 626$). The tobacco industry did not support this study in any way. Study procedures began after approval from the Medical University of South Carolina's institutional review board.

2.2. Eligibility criteria

Participants met these criteria based on their self-report: 1) age ≥ 19 years; 2) English speaking; 3) residency in the contiguous US; 4) not currently pregnant, breastfeeding, or planning to become pregnant in the near future; 5) no cardiovascular event in the past six months; 6) no smokeless tobacco use in the past six months; 7) daily smoker of ≥10 cigarettes per day; 8) no smoking cessation medication use in the past three months; 9) no quit attempt lasting >1 week in the past six months; and 10) low motivation to quit smoking, operationalized as ≤7 on a 0 to 10 contemplation ladder (Biener & Abrams, 1991) and no stated intention to quit in the next 30 days based on stage of change assessment (Prochaska & Velicer, 1997). The tobacco-specific eligibility criteria ensured recruitment of regular smokers who were "unmotivated" to quit and relatively snus-naïve.

2.3. Snus

Snus participants were offered Camel Snus (Reynolds American, Inc.), a spitless, pouched moist snuff, available in either Winterchill or Robust, both 2.5–2.8 mg nicotine per pouch (Hatsukami et al., 2015; Stepanov et al., 2012). Early testing suggested Camel Snus offers greater nicotine delivery and withdrawal/craving relief than other LNST (Hatsukami et al., 2011; Stepanov et al., 2012, 2008). Twice during the sampling period, participants were offered free samples of Camel Snus. For those who accepted this offer, up to 20 tins (300 total pouches) were mailed over four shipments.

2.4. Procedures

Knowledge Networks, which maintains national market research panels, emailed a study invitation to potential participants that contained a link to a brief study description. Interested individuals then completed an online eligibility screener. A more complete study description was provided to eligible individuals, with mention of a "new, potentially safer tobacco product" and assurances that study participation required neither use of this product nor smoking cessation. Names and contact information for eligible, interested individuals were forwarded to study staff. Enrollment in this study (November 2011–August 2013) was formalized upon attainment of written informed consent and completion of a baseline assessment via a combination of mail questionnaire and phone interview.

Participants learned their group assignment during the initial call. Snus participants received information about Camel Snus, including 1) how to use it; 2) reasons for its classification as a LNST product; and 3) cautions about product safety. Between Week 0 (post-baseline assessment) and Week 6 (after which snus was no longer offered), participants received three equally spaced calls. At each call, emphasis was placed on self-determination of snus use. After the 6-week sampling period, participants were given brief advice to quit all tobacco use and their state Quitline's contact information; this occurred at the Week 6 call only. Six additional calls spanned the 1-year follow-up period. Of the 5634 scheduled calls (626 * 9), 85.7% were completed. Participants were reimbursed for each complete assessment (US $130 maximum).

2.5. Measures

2.5.1. Baseline

This assessment included questions about participants' demographic and tobacco use history, including the *Heaviness of Smoking Index* as a measure of nicotine dependence (Heatherton, Kozlowski, Frecker, Rickert, & Robinson, 1989). Participants also rated their concern about the personal health effects of smoking ("very or somewhat" versus "only slightly or not"), motivation to quit smoking next month (0 = very definitely no to 10 = very definitely yes), and confidence about quitting smoking next month (0 = not at all confident to 10 = extremely confident). Perceived personal harm from LNST (exclusive of electronic cigarettes) was measured on a 0 = not at all harmful to 10 = very much harmful scale. Finally, expectations about the likelihood of using LNST for various purposes (e.g., reduce smoking) were measured on a 0 = not at all likely to 3 = very likely scale.

2.5.2. Tobacco use outcomes

At each follow-up assessment (Week 0 to 58), participants provided information via timeline follow-back procedures. Frequency (number of days) and quantity (number of units per day) of use in the past week was measured separately for cigarettes and snus, allowing determination of current users based on 7-day point prevalence. Additionally, participants were asked about the occurrence of any snus use since the last

assessment, allowing determination of continuous abstinence. Any purchase of snus since the last assessment was also ascertained. Any report of snus use triggered questions as to whether or not snus was used 1) as an alternative to smoking, i.e., a participant could smoke, but chose not to and/or 2) as a means of coping with smoking restrictions.

2.6. Statistical analysis

Descriptive statistics were used to describe participants and all study variables. No missing data were imputed to avoid assumptions regarding the occurrence of snus use. Consequently, the effective sample size varies across analyses. Binary snus outcomes include: 1) any use, 2) any frequent use (use on 6 7 days in a given week), and 3) any purchase, all based on the entire study period. Independent samples t tests and chi square tests were conducted to identify potential predictors of snus outcomes. All baseline variables were considered as predictors, and all predictors demonstrating a significant ($p < 0.05$) univariate relationship with a given outcome were entered simultaneously into a multivariate binomial logistic regression model for that outcome.

3. Results

3.1. Participants

Table A shows the demographic characteristics and tobacco use history of snus participants ($n = 626$). This predominantly female, White non Hispanic group had a mean of 48.7 years of age. Roughly half were in a relationship, received more than a high school education, and were employed. Participants had a longstanding history of daily smoking and moderate nicotine dependence. Most had a history of making a quit attempt, but few had done so in the past year. Home smoking restrictions were common. Most participants endorsed concern about the effects of smoking on their health. By design, both motivation to quit and confidence about quitting were low. Finally, participants were generally familiar with LNST, though use of these products was rare.

Table A
Participants' demographic and tobacco use history at baseline ($n = 626$).

Variable	Percent	*M* (*SD*)
Demographic		
Age, years		48.7 (12.5)
Male	30.0	
White non-Hispanic	85.5	
Married or partnered	47.2	
Post-high school education	46.8	
Employed full- or part-time	41.8	
Tobacco use history		
Nicotine dependence, heaviness of smoking index		3.5 (1.2)
Age at onset of daily smoking, years		16.9 (3.7)
Cigarettes per day in a typical week		20.1 (8.7)
24-hour smoking quit attempt, lifetime	77.2	
24-hour smoking quit attempt, past year	9.3	
Smoking restrictions in home	44.7	
Somewhat/very concerned about personal harm from smoking	73.7	
Motivation to quit smoking[a]		1.4 (2.3)
Confidence about quitting smoking[b]		2.6 (3.1)
Heard of any LNST products	76.0	
Use of any LNST products, lifetime	6.9	
Perceived personal harm from LNST[c]		5.7 (2.8)
Likelihood of LNST use to reduce smoking[d]		1.6 (1.1)
Likelihood of LNST use to quit smoking[d]		1.3 (1.1)
Likelihood of LNST use to cope with smoking restrictions[d]		1.6 (1.2)

[a] 0 to 10 scale where 0 = *very definitely no* and 10 = *very definitely yes.*
[b] 0 to 10 scale where 0 = *not at all confident* and 10 = *extremely confident.*
[c] 0 to 10 scale where 0 = *not at all harmful* and 10 = *very much harmful.*
[d] 0 to 3 scale where 0 = *not at all likely* and 3 = *very likely.*

3.2. Snus use: trial, amount, and adoption

Eighty four percent of participants reported at least one occasion of snus use (i.e., trial) on the basis of completer analyses ($n = 366$ with complete data through Week 58). Across the entire study, 20.9% of participants reported at least one occasion of frequent snus use. Both the percentage of current users and frequent users declined between Week 6 (47.1% and 17.6%, respectively) and Week 58 (6.5% and 1.9%, respectively). The percentage of never, past, or current users at select weeks is shown in Fig. A.

The frequency and quantity of snus use among current users appeared stable across time. Average amount of use at select time points is based on the report of current users only: Week 6 ($n = 265$), Week 10 ($n = 175$), Week 32 ($n = 49$), and Week 58 ($n = 22$). Days of use in the past week (M ± SD) was as follows for Week 6, 10, 32, and 58: 4.0 ± 2.4, 4.3 ± 2.4, 3.8 ± 2.3, and 3.2 ± 2.2, respectively. Amount of use on using days in the past week (M ± SD) was as follows for Week 6, 10, 32, and 58: 2.9 ± 2.1, 2.8 ± 1.7, 2.5 ± 1.0, and 2.2 ± 1.2, respectively.

Adoption of snus, defined as purchase, occurred in 11.0% ($n = 69/626$) of participants, a figure that rises to 13.1% ($n = 69/525$) if based on those who tried snus. Repeat purchase was low: 4.5% ($n = 28/626$) among all snus participants, 5.3% ($n = 28/525$) among those who tried snus, and 40.6% ($n = 28/69$) among those who made an initial purchase.

3.3. Purpose of snus use

Among participants who reported current snus use and answered follow up questions about its purpose ($n = 469$ 474), 79.3% ($n = 372/469$) said snus use functioned at least once as an alternative to smoking and 58.4% ($n = 277/474$) said it functioned at least once as a method of coping with smoking restrictions. Roughly half of these respondents endorsed snus use for both purposes (45.2%; $n = 210/465$) while a minority denied snus use for either purpose (7.1%, $n = 33/465$). Among those who used snus for a singular purpose ($n = 222/465$), it was more likely to be used as an alternative to smoking (71.6%, $n = 159/222$) than as a means of coping with smoking restrictions (28.4%, $n = 63/222$).

3.4. Prediction of snus outcomes

In univariate analyses, ten of 21 variables emerged as significant predictors of ≥1 snus outcomes (data not shown). Consequently, the binary logistic regression models for snus trial, frequent use, and adoption included a combination of 10 predictors (Table B). Consistent predictors across outcomes were gender and certain expectations about LNST use. First, male gender increased the odds of trial (odds ratio [OR] = 2.33), frequent use (OR = 2.58), and adoption (OR = 1.84). Second, a higher perceived likelihood of using LNST to reduce smoking increased the odds of trial (OR = 1.78) and frequent use (OR = 1.45). Finally, a higher perceived likelihood of LNST use to cope with smoking restrictions increased the odds of frequent use (OR = 1.28).

3.5. Dual use of snus and cigarettes

In most cases, participants' snus use was concurrent with continued smoking. Fig. B shows the prevalence of dual use, defined as a positive 7 day point prevalence of snus and cigarette use, throughout the study. Snus use without smoking occurred in <1.0% ($n = 1$) of participants. Far more common was dual use (4.2 47.5% across time) or smoking in isolation (51.7 87.3% across time), with dual use decreasing over time.

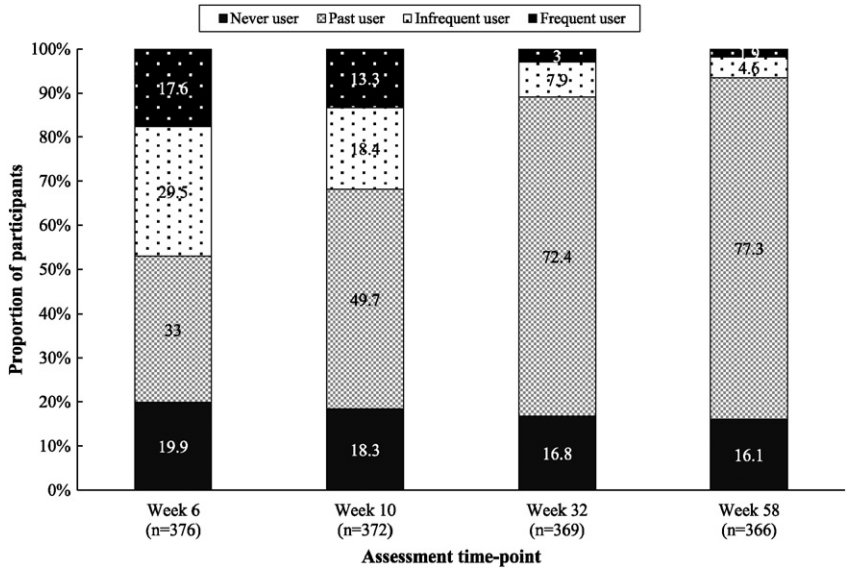

Fig. A. Participants' snus use status over time ($n = 366–376$). *Note.* Snus use categories are defined as follows: 1) Never user: no snus use at any point throughout the entire study, 2) Past user: snus use on at least one occasion, but no use during the 7 days prior to the assessment, 3) Current infrequent user: snus use on 1–5 of the 7 days prior to the assessment, and 4) Current frequent user: snus use on 6–7 of the 7 days prior to the assessment. Categories are based on completer analysis, i.e., participants with no missing snus data at any time-point.

4. Discussion

The tobacco industry uses direct mail marketing (i.e., advertisements, coupons, promotional products, and offers for free samples) to encourage smokers' experimentation with snus (Bahreinifar et al., 2013; Biener et al., 2016; Brock, Schillo, & Moilanen, 2015). To create a naturalistic setting in which to observe snus trial and adoption among a nationwide sample of "unmotivated" adult smokers in the US, this study mimicked the tobacco industry's direct to consumer approach by delivering snus samples via mail. Snus was provided free of charge for ad libitum use, and there was minimal tobacco cessation treatment delivery. This novel methodological approach to the study of alternative tobacco products optimizes the ecological validity of study findings, as it created a situation in which snus use was neither contrived nor mandated as part of study participation. This longitudinal study describes in detail the nature of snus uptake among a large group of US smokers, and it represents a necessary first step toward refinement of tobacco control policy amidst a changing landscape of tobacco products.

Participants showed willingness to try snus, but their interest in this product waned significantly over time. The prevalence of current users changed from 47.1% at the end of the 6 week sampling period to 6.5% a year later, an 86.2% reduction. Frequent use, which was prevalent in 20.9% of participants, mainly occurred in the early months of the study. Furthermore, amount of snus use was low throughout the study. Interpretation of these data, though, must account for the fact that dual use of cigarettes and snus was the norm. Most US population based reports of snus use describe cross sectional studies and categorize participants as "never," "former," or "current" users and/or categorize frequency of use as "every day," "some days," "rarely," or "not at all" (Agaku et al., 2014; Biener et al., 2016; Boyle et al., 2012; Choi & Forster, 2013; Lee et al., 2014; Rath, Villanti, Abrams, & Vallone, 2012; Soneji et al., 2016), making it difficult to compare our findings with prior studies. Two other US sampling studies (n's < 200) provide some help in this regard, as both found an average snus use of approximately 3 pouches/day during a 5 7 day period of concomitant smoking (Krautter, Chen, & Borgerding, 2015; O'Connor et al., 2011). The

Table B
Logistic regression models of snus trial and adoption.*, **, a, b, c, d.

	Snus outcome[a]		
	Trial (i.e., any use)	Any frequent Use (i.e., 6–7 days/week)	Adoption (i.e., any purchase)
Variable	OR (95% CI)	OR (95% CI)	OR (95% CI)
Age, years (10-year increments)		1.28 (1.06–1.56)**	
Male (referent: female)[a]	2.33 (1.27–4.29)**	2.58 (1.60–4.17)**	1.84 (1.07–3.14)*
24-hour smoking quit attempt, past year (referent: no quit attempt)[a]		1.51 (0.73–3.15)	
Motivation to quit smoking (3-unit increments)[b]		1.18 (0.88–1.60)	
Heard of any LNST products (referent: no recognition)[a]			2.64 (1.20–5.78)*
Use of any LNST products, lifetime (referent: never user)[a]		1.77 (0.76–4.10)	
Perceived personal harm from LNST (3-unit increments)[c]	0.83 (0.64–1.09)	0.89 (0.69–1.15)	
Likelihood of LNST use to reduce smoking (1-unit increment)[d]	1.78 (1.24–2.55)**	1.45 (1.06–1.99)*	1.30 (0.88–1.93)
Likelihood of LNST use to quit smoking (1-unit increment)[d]	0.81 (0.58–1.11)	1.02 (0.77–1.36)	1.13 (0.81–1.57)
Likelihood of LNST use to cope with smoking restrictions (1-unit increment)[d]	1.08 (0.84–1.39)	1.28 (1.01–1.64)*	1.26 (0.94–1.69)

* $p < 0.05$.
** $p < 0.01$.
[a] 0 = absence of the behavior/attribute and 1 = presence of the behavior/attribute.
[b] 0 to 10 *scale where* 0 = very definitely no and 10 = very definitely yes.
[c] 0 to 10 scale where 0 = not at all harmful and 10 = very much harmful.
[d] 0 to 3 scale where 0 = not at all likely and 3 = very likely; OR = odds ratio; CI = confidence interval.

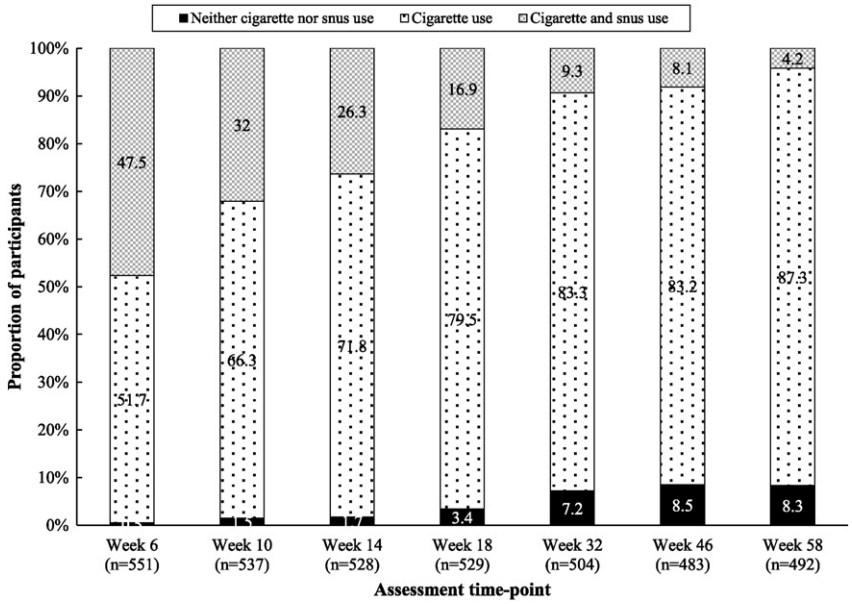

Fig. B. Participants' 7-day point prevalence of cigarette and/or snus use by time ($n = 492–551$). *Note.* Snus use alone occurred in <1% of participants at each assessment, so those data are not depicted.

quantity of snus use reported here is consistent with these studies. Nonetheless, future studies need to replicate these findings, and would be strengthened by technological approaches that allow fine grained, real time tobacco use assessment (Dallery, Kurti, & Martner, 2015).

This study adds to the LNST literature by exploring adoption of snus use as a new, potentially long term tobacco use behavior. Many health behavior change models and applications consider adoption of a new behavior as a function of time (e.g., maintenance of X behavior six months post intervention) (Hughes, Keely, & Naud, 2004; Prochaska & Velicer, 1997; Williams, Niemiec, Patrick, Ryan, & Deci, 2009; Ziegelmann, Lippke, & Schwarzer, 2006), but it was operationalized here in strictly behavioral terms. Due to the nature of the eligibility criteria and no knowledge of a pouch to cigarette conversion rate, full/partial substitution was ruled out as the criterion for adoption. This led us to define adoption as purchase, consistent with marketing and business models (Gourville, 2003). With 11.0% of participants reporting purchase, we report a low rate of adoption, with one caveat: snus was possibly over supplied. For current users at any given time, frequency of use was basically every other day and amount of use was 2 3 pouches per using day. These data, in combination with a reduction in the prevalence of current users over time, suggest the amount of snus we made available probably exceeded participants' needs (see O'Connor et al., 2011 for a similar result). Consequently, our criterion for adoption has its shortcomings.

Most advertisements highlight snus' utility in situations where smoking is prohibited (indirectly marketing dual use of cigarettes and snus) (Timberlake et al., 2011), but some promote switching from cigarettes to snus (indirectly marketing snus as a means of smoking cessation) ("Camel Snus [advertisement], 2011"). As advertised, many participants said snus served multiple purposes, including as a means of coping with smoking restrictions and an alternative to smoking. The latter purpose does not necessarily reflect intent to switch products, but it does support smokers' willingness to try snus as a temporary replacement for the far more established behavior of smoking (O'Connor et al., 2011). Baseline expectations about snus use for a specific purpose predicted trial and frequent use in this study, supporting the theoretical link between intention and behavior (Ajzen, 1991; Rogers, 1983; Triandis, 1977). The intention behind snus use is important, especially since another randomized clinical trial with "unmotivated" smokers found change in smoking dependent upon the prescribed nature of snus use during a 2 week sampling period (Burris, Carpenter, Wahlquist, Cummings, & Gray, 2014). Specifically, individuals instructed to use snus as a means of coping with smoking restrictions reported a reduction in cigarettes per day that was far lower than that reported by those instructed to use snus as a means of smoking reduction (Burris, Carpenter, Wahlquist, Cummings, & Gray, 2014). Furthermore, among smokers who report readiness to quit, snus use shows some efficacy for smoking cessation in randomized clinical trials (Fagerstrom, Rutqvist, & Hughes, 2012; Hatsukami et al., 2015; Joksić, Spasojević Tišma, Antić, Nilsson, & Rutqvist, 2011; Tønnesen, Mikkelsen, & Bremann, 2008). Consequently, if the tobacco control community chooses to advocate for snus as a means of harm reduction a topic which is still up for debate (Hatsukami, Ebbert, Feuer, Stepanov, & Hecht, 2007; Hatsukami, Lemmonds, & Tomar, 2004; Levy et al., 2006; O'Connor, 2012; Tomar, 2007) then messaging around the purpose of snus use must be clear.

The aforementioned study findings must be considered in light of study limitations. First, a single snus product was offered. At the outset of this study, Camel Snus was one of the most aggressively marketed and widely available LNST products in the US (Bahreinifar et al., 2013; Delnevo et al., 2014; Rogers et al., 2010), and laboratory studies suggested consumers preferred it over other LNST products (Hatsukami et al., 2011; Stepanov et al., 2012, 2008). While Camel Snus was selected for this study because it appeared to be the most appealing LNST product to smokers, it is possible features of this product influenced study outcomes. Second, the study population consisted of smokers who reported little to no interest in smoking cessation. This was due to concern about the ethical implications of providing tobacco to treatment seeking smokers along with the desire to capture snus use among the group of smokers who are most widely represented in the US/Canadian population (i.e., smokers without intention to quit in the near future) (Centers for Disease Control and Prevention, 2011; Cunningham, Kushnir, & McCambridge, 2016; Wewers, Stillman, Hartman, & Shopland, 2003). Nonetheless, some research shows snus use is positively associated with indicators of motivation to quit smoking, including a recent quit attempt (Kalkhoran, Grana, Neilands, & Ling, 2015; Schauer, Pederson, & Malarcher, 2016; Zhu et al., 2013). Given this, the generalizability of this study is limited to "unmotivated" smokers, a group one might expect to have a lower likelihood of snus use than

smokers who are ready to quit smoking and view snus as a quit aid. Finally, White, non Hispanics and females are both over represented in this US sample (United States Census Bureau, 2015).

4.1. Conclusions

This study found that when "unmotivated" smokers are offered free snus for a finite period of time, most will try it, but only a fraction will become regular snus users, and most of these individuals will stop snus use altogether after a few months. The removal of any start up costs for snus use, including cost for the product itself and cost related to travel to obtain said product, helped ensure study outcomes were not a function of access. Consequently, there likely exist aspects of the product, the consumer, and/or the environment that limit snus uptake in this population. The results of surveys, focus groups, and lab studies point toward dislike of the taste, oral sensation, and packaging of snus (Bahreinifar et al., 2013; Biener et al., 2016), in addition to dissatisfaction with nicotine delivery and suppression of withdrawal/craving (Blank & Eissenberg, 2010; Hatsukami et al., 2015), as reasons for smokers' discontinuation of snus use. Additionally, some smokers' perception of themselves as a "smoker" and not a "snuser" or "dual user" may reduce the likelihood of regular snus use (Bahreinifar et al., 2013). Finally, the initial appeal of snus (and its inherent smokeless quality) may subside as tobacco control shifts from smoke free legislation to tobacco free legislation. Taken together, the current evidence indicates that snus as currently marketed is unlikely to play a prominent role either positive or negative in tobacco control efforts in the US.

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Contributors

Carpenter was the principal investigator and took the lead in study design. Burris led data analysis and interpretation for this study in addition to being principally responsible for writing this manuscript. All authors contributed to the preparation of this manuscript, including editing, and approved the final manuscript.

Conflict of interest

Alberg, Burris, Carpenter, Garrett-Mayer, Gray, and Wahlquist have no conflict of interest to declare. Cummings has received grant funding from Pfizer, Inc. to study the impact of hospital-based tobacco cessation treatment. Cummings also receives funding as an expert witness in litigation filed against the tobacco industry.

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Bacterial Populations Associated with Smokeless Tobacco Products

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ABSTRACT

There are an estimated 8-million users of smokeless tobacco products (STPs) in the United States, yet limited data on microbial populations within these products exist. To better understand the potential microbiological risks associated with STP use, a study was conducted to provide a baseline microbiological profile of STPs**.** A total of 90 samples, representing 15 common STPs, were purchased in Little Rock, AR, and Washington, DC, metropolitan areas in November 2012, March 2013, and July 2013. Bacterial populations were evaluated using culture, pyrosequencing and denaturing gradient gel electrophoresis (DGGE). Moist snuff products exhibited higher levels of bacteria (average 1.05 x 10^6 CFU/g STP) and diversity of bacterial populations than snus (average 8.33 x 10^1 CFU/g STP) and some chewing tobacco products (average 2.54 x 10^5 CFU/g STP). The most common species identified by culturing were *Bacillus pumilus, B. licheniformis, B. safensis* and *B. subtilis*, followed by members of the genera *Oceanobacillus, Staphylococcus* and *Tetragenococcus.* Pyrosequence analyses of the 16S rRNA genes identified the genera *Tetragenococcus, Carnobacterium, Lactobacillus, Geobacillus, Bacillus,* and *Staphylococcus* as the predominant taxa. Several species identified are of possible concern due to their potential to cause opportunistic infections and reported abilities to reduce nitrates to nitrites, which may be an important step in the formation of carcinogenic tobacco-specific N'-nitrosamines. This study provides a microbiological baseline to help fill knowledge gaps associated with microbiological risks of STPs and to inform potential regulations regarding manufacture and testing of STPs.

IMPORTANCE:

It is estimated that there 8-million users of smokeless tobacco products (STPs) in the United States, however there are limited data on microbial populations that exist within these products. The current study was undertaken to better understand the potential microbiological risks associated with STP use and provide a baseline microbiological profile of STPs. Several bacterial species were identified that are of possible concern due to their potential to cause opportunistic infections. In addition some species have abilities to reduce nitrates to nitrites, which may be an important step in the formation of carcinogenic tobacco-specific N'-

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55 nitrosamines. Overall, this study provides a microbiological baseline to help fill knowledge
56 gaps related to the microbiological risks of STPs and to inform potential regulations regarding
57 manufacture and testing of STPs.
58
59 **INTRODUCTION:**
60 The use of tobacco products is a major health concern throughout the world. It is
61 estimated that 3.5% of US adults and 6.1% of high school students are users of smokeless
62 tobacco products (STPs) (1, 2). As with many consumer products, there is the potential for the
63 presence of microorganisms in tobacco products that may be of human health concern (3).
64 Very limited data on the microbial populations present in STPs are available and the data that
65 are publicly available are mostly more than 20 years old (4). Tobacco processing and STP
66 manufacturing methods can greatly affect the microbial content of STPs (5). Thus, there is a
67 strong need to gain an understanding of the types and numbers of microorganisms that may be
68 present in commercially available STPs for the protection of public health.
69 Smokeless tobacco products have been considered by some consumers to be a "less
70 risky" alternative to smoking cigarettes (6), even though the use of STPs has been linked with
71 an increased risk for the development of oral, pancreatic and esophageal cancers. There are
72 multiple types of STPs sold in the United States, including snuff, snus, chewing tobacco, and
73 some forms of dissolvable tobacco (6, 7). Snuff is a finely ground tobacco product that is sold as
74 loose, moist or dry, or packaged in a pouch (Figure 1). Moist snuff represents over 75% of the
75 STP market share in the United States (8). Loose snuff users typically place a pinch (dip) of the
76 tobacco product between their gum and lip, where the tobacco compounds are absorbed
77 through the oral mucosa. Loose leaf chewing tobacco, which has a much larger particle (cut)
78 size, is also placed between the gum and lip and the users of both types of products typically
79 spit out saliva that is generated during tobacco usage. In contrast, snus, which is typically a
80 very fine, dry tobacco purchased in a pouch, does not induce the need to spit. Other STPs
81 include newer dissolvable products derived from tobacco, such as orbs, strips and sticks, which
82 are ingested during use (6). As the name implies, STPs are consumed without smoking
83 (heating), which could lead to greater potential for the consumer to be exposed to viable

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84 microorganisms or their toxic metabolites during use, if the product is contaminated or the
85 manufacturing process fails to reduce the microorganisms commonly found in tobacco to lower
86 levels.

87 Few studies have been undertaken to address the types or quantities of microorganisms
88 and their byproducts (e.g., proteins, lipids, DNA and cell walls) in tobacco products. The studies
89 that have been undertaken are primarily focused on cigarette products and were mostly done
90 before the 1990s (9). More recent studies that have focused on cigarettes using modern
91 molecular methods have reported the detection of a wide diversity of bacterial genera,
92 including Gram-positive organisms (*Bacillus, Clostridium, Enterococcus* and *Staphylococcus*) and
93 Gram-negative organisms (*Acinetobacter, Burkholderia, Campylobacter, Klebsiella* and
94 *Pseudomonas*) (3). Many of these genera include species that have been associated with
95 human diseases and may be present in STPs. A case report and follow-up study from the 1950s
96 indicated that snuff was the likely source of *Pseudomonas aeruginosa* in a patient who
97 developed chronic bronchitis (10). In the follow-up investigation into the source of the *P.*
98 *aeruginosa*, the medical team sampled multiple previously unopened packages of snuff and
99 found a wide range of potential bacterial pathogens, including *Staphylococcus aureus, S.*
100 *epidermidis, Bacillus subtilis, Proteus vulgaris* and *P. aeruginosa* (10). In 2002, Rubinstein and
101 Pedersen isolated five different *Bacillus* species from chewing tobacco sold in the US (11). Two
102 of the species detected, *B. licheniformis* and *B. pumilus*, have been associated with pulmonary
103 inflammation and opportunistic infections. Culture supernatants from these bacilli caused
104 tissue edema and dysfunction when inoculated into the oral cavity of hamsters (11). *B. pumilus*
105 and *B. subtilis* have also been identified as causative agents in spice-associated outbreaks and
106 may produce a mild toxin after growing to a large population in a food that can result in illness
107 (12, 13).

108 Many of the previous microbial characterization studies looked at relatively small
109 sample sets, primarily from cigarettes, and did not analyze the types or quantities of
110 microorganisms in STPs. Thus, there are data gaps in understanding the microorganisms
111 present in the STPs, which are potentially important to public health for the prevention of
112 infectious diseases (9). Therefore, the goal of this study was to conduct a microbiological

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survey of STPs, which should help to fill scientific knowledge gaps associated with microbiological risks of currently marketed STPs that are important during FDA's tobacco product reviews and help to create a microbiological baseline for science-based regulation of tobacco product manufacturing and testing.

MATERIALS AND METHODS:

Sample Collection

Fifteen smokeless tobacco products (STPs) were purchased from retail locations in the Little Rock, AR and Washington, DC, metropolitan areas in November 2012, March 2013 and July 2013. The same brands and products were collected at each time and location (Table 1). For each of the 90 total product samples collected, information on the manufacturer, lot, purchase location, date of purchase, and sell-by date (if available) were recorded. The STPs were purchased and placed unopened in zip top bags; the Little Rock, AR, samples were hand carried and those from Washington, DC, were shipped by a common carrier to the laboratory in Jefferson, AR to conduct the experimental analyses. The unopened packages were stored at room temperature, as they were in the retail setting, until processing. Prior to sampling, the STP packages were placed under ultraviolet light in a biological safety cabinet for at least 30 minutes to decontaminate the exterior packaging and minimize potential contamination by exterior microorganisms. The date when the package was initially opened for sample analyses was considered day 1.

Sample Characterization

Moisture Content. The tobacco products were tested for pH and moisture content after appropriate equilibration at room temperature. The moisture content was determined using the Karl Fischer Coulometric Titration method with samples prepared as described by ISO 6488 (14). Samples were prepared by adding a 0.5 g sample of the tobacco product to 25 ml of methanol in a desiccated Erlenmeyer flask and the flask was sealed with Parafilm M®and shaken for 30 min at room temperature. After shaking, the tobacco samples were left at room temperature for 24 hours to allow for moisture extraction from the samples. A 1.0 g aliquot

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142 was transferred to a Karl Fischer titration apparatus for sample analysis and the water content
143 (mg water/g sample) was calculated. Each of the samples was analyzed a minimum of two
144 times.
145 ***pH Determination.*** The pH was determined by weighing 1.0 g of tobacco and adding it to a 50-
146 mL polypropylene container with 10 mL of deionized distilled water. The samples were stirred
147 and the pH of the solution measured over a 15-min time interval to get a stable pH value.
148 ***Particle Size Determination.*** The particle size was evaluated for each product during the first
149 sampling period by measuring the length and width to the nearest mm. A total of 100
150 individual particles were measured; their dimensions recorded; and the mode particle size
151 range was determined for each product. In the second and third sampling periods, the
152 products were compared to the results of the first period to verify that the products had the
153 same particle sizes.
154 ***Microbial Loads.*** A 0.1 g tobacco sample was weighed out aseptically and placed in a sterile
155 tube, to which 10 ml of sterile water was added. The samples were thoroughly mixed by
156 vortexing. Total aerobic plate counts were determined for each product during the second and
157 third samplings by spreading 100 µl of serially diluted tobacco suspension onto sheep's blood
158 agar (SBA) plates and incubating the plates overnight at 37°C. After incubation, the colonies
159 that grew on the plates were counted. For each sample, the suspensions were plated in
160 triplicate and the numbers of aerobic bacteria present in the samples were determined by
161 multiplying the number of organisms counted times the dilution factor. To assess the
162 differences in microbial loads associated with different products, data from the four samples
163 analyzed for each product were combined and assessed using the Kruskal-Wallis One Way
164 Analysis of Variance on Ranks approach using the SigmaPlot program (version 13.0, Systat
165 Software, Inc. Chicago, IL). Significant difference between the microbial loads of products was
166 defined as $p<0.05$.
167 ***Sample Recovery Experiments.*** To determine whether there were likely inhibitory substances
168 or product conditions in tobacco products that limited the ability of microorganisms to grow,
169 three representative STP types (Brand C Wintergreen Moist Snuff, Brand H Chewing Tobacco
170 and Brand F Snus Mint) were evaluated by bacterial seeding and recovery experiments. With

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171 the exception of a subset of Brand F Snus Mint samples, the STP samples were autoclaved to kill
172 the resident microbial populations and inoculated with sterile phosphate buffered saline (PBS)
173 or approximately 10^3 colony forming units (CFU)/ml of *S. aureus, P. aeruginosa* or *B. subtilis* as
174 described previously (15). After a two-hour incubation, 3 ml of PBS was added to the STPs and
175 100 µl aliquots were plated on tryptic soy agar plates and incubated overnight at 37°C. The
176 following day the plates were counted and results compared to those of the other STP samples
177 and the initial cell suspensions that were diluted and plated. For each experiment, the samples
178 were plated in triplicate and the experiments repeated at least twice. The recovery efficiency
179 was calculated by dividing the average number of organisms recovered from the samples
180 divided by the average CFU counted for the initial inoculum. To assess the differences in
181 recovery, the Kruskal-Wallis One Way Analysis of Variance on Ranks approach was employed
182 using SigmaPlot. Significant difference was defined as $p<0.05$.
183
184 **Detection of Culturable Bacteria**
185 ***Culturing.*** The viable and culturable bacteria were identified by growth on three different
186 media. Culturing of bacteria was done on the day of initial sampling (day 1) and subsequently
187 on days 3, 5, 8, and 15. Between samplings, the STPs were stored at 25°C in ambient conditions.
188 For culturing, 100-µl aliquots of the tobacco suspension (prepared as described above) were
189 transferred to: a) SBA, b) mannitol salt agar (MSA), and c) MacConkey agar plates (MAC). For
190 the initial sampling, the plates were incubated at 25, 37, and 42°C and observed for growth (11).
191 Because there were no distinguishable differences of colonies growing at the different
192 temperatures, the 37°C incubation temperature was used for subsequent cultures. Visually
193 unique bacterial colonies were selected and described; representative colonies were sub-
194 cultured, identified (as described below), and archived in BHI broth with 20% glycerol at -80°C
195 for long term storage.
196 ***Bacterial Identification.*** Bacterial colonies were picked from the subculture plates and added to
197 sterile water in PCR tubes or 96-well plates and thoroughly mixed. The suspensions were
198 heated to 99°C for 10 min to lyse the bacterial cells and liberate the DNA template for
199 amplification and sequencing of the 16S rRNA gene. For the 16S rDNA analyses, the template

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200 DNA was combined with 2X PCR Mastermix (Promega, Madison, WI) and PCR primers 91E (5'-
201 GGAATTCAAAKGAATTGACGGGGGC-3') and 13B (5'-CGGGATCCCAGGCCCGGGAACGTATTCAC-3')
202 to amplify a 440-bp fragment of the 16S rDNA using a PCR protocol with an initial denaturation
203 at 95°C, followed by 40 cycles of 1 min at 94°C, 1 min at 55°C and 2 min at 72°C with a final 5
204 min extension at 72°C (16). The PCR products were separated by agarose gel electrophoresis (2%
205 E-gel, Life Technologies, Grand Island, NY) to verify the presence of a product, purified by
206 membrane filtration and prepared for DNA sequencing with BigDye Terminators (Applied
207 Biosystems, Foster City, CA). The amplified products were sent to the core sequencing facility
208 at the University of Arkansas for Medical Sciences (UAMS) for sequencing using the BigDye
209 chemistry on an ABI 3130XL sequencer (Applied Biosystems). The resultant sequences were
210 visually inspected and submitted to GenBank to identify the bacterial genus and, in most cases,
211 species (17).
212
213 **Identification and Specific Bacterial Numbers Present in the STPs**
214 ***Sample Preparation.*** An approximately 0.4 g sample of each tobacco product was collected and
215 the bacterial DNA was extracted using the UltraClean Soil DNA Isolation Kit (MoBio Laboratories,
216 Carlsbad, CA) according to the manufacturer's instructions. The DNA was quantified using an
217 ND-1000 spectrophotometer (NanoDrop Technologies, Wilmington, DE) and used as a template
218 for PCR reactions to amplify the V1/V2 and V6 variable regions of the 16S rRNA genes. To
219 amplify the V1/V2 16S rRNA region**,** PCR reactions were prepared with the purified DNA, PCR
220 master mix and associated primers presented in Table 2.
221 To amplify the V1/V2, one set of primers was used that contain 454-specific adaptors
222 (Roche/454 LifeSciences; Bradford, CT), linker nucleotides (underlined in Table 2), a unique STP-
223 specific 6-base barcode (Xs, in the reverse primer), and the specific V1/V2 bacterial primers
224 (bolded). The PCR reactions were carried out as previously described (18). The PCR reactions
225 were quantified using a PicoGreen assay (Invitrogen, Carlsbad, CA) and the reaction products
226 pooled in equimolar amounts of PCR products for 454 LifeSciences Titanium sequencing at the
227 David H. Murdock Research Institute (Kannapolis, NC).

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228 To amplify the V6 regions, PCR reactions were carried out using the multiplex sets of
229 primers described by Huber et al. (2007). The sets include 5 forward and 4 reverse primers
230 containing 454-specific adaptors, linker nucleotides (underlined in Table 2), a unique 6 base
231 barcode (Xs, in the forward primers), and the specific V6 bacterial primers (bolded). The PCR
232 reactions were carried out as previously described (19). The PCR reactions were quantified,
233 pooled and sequenced as described above for the V1/V2 region.
234 Following the sequencing runs, the DNA sequence data were checked for quality and
235 the pooled sequence runs were then sorted based on their unique barcode and primer
236 sequences using the Newbler program (Roche/454 LifeSciences). The sorted sequence
237 flowgram files were submitted to the MG-RAST sequence analysis pipeline (Argonne National
238 Laboratory, Argonne, IL) and converted to FASTQ format. The taxonomic identifications were
239 done using MG-RAST's Best Hit Classification algorithm to compare sequences to the
240 GreenGenes databases to determine the number of sequences corresponding to specific
241 operational taxonomic units (OTU) for each of the STPs (20, 21). The resultant OTU data
242 (numbers of sequence reads per OTU) were exported to Microsoft Excel to determine the
243 relative percentages of the different taxa present in each sample. Sample populations were
244 evaluated in MG-RAST, rarefaction curves were generated and subsequent alpha diversity
245 (Shannon diversity) calculated to evaluate the population composition of each sample (20, 21).
246 Prinicipal Coordinate Analysis (PCoA) was carried out in MG-RAST and phylogenetic analysis
247 using the Euclidean distance (BioNumerics; Applied Maths, Austin, TX) were used to evaluate
248 population differences between the samples at the Class level.
249 ***Denaturing Gradient Gel Electrophoresis (DGGE).*** DGGE was used to evaluate potential
250 changes in the bacterial population in the STPs over the sampling period. Total bacterial DNA
251 was isolated from each tobacco sample, using the UltraClean Soil DNA Isolation Kit, and the
252 DNA concentration was quantified using an ND-1000 spectrophotometer as described above.
253 Isolated DNA was stored at -80°C to facilitate normalization of DNA concentrations across all
254 samples (days 1, 3, 5, 8 and 15) for a particular STP. For each of the DNA samples for a product,
255 the DNA concentrations were normalized and subjected to PCR using a common master mix.
256 PCR primers (GC-clamp-340F [5'-TCCTACGGGAGGCAGCAG - 3'] and 518R [5'-

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257 ATTACCGCGGCTGCTGG- 3']) were used to amplify the V3 region of the 16S rRNA gene as
258 previously described (22, 23). The DNA concentrations of the PCR reaction products were
259 normalized and 500 ng of each sample from a particular tobacco product were separated on a
260 single gel using denaturing conditions of Muyzer et al. (1993) as modified by Martin et al.
261 (2007). This approach, including each of the time point samples from each tobacco product on
262 a single gel, allowed detection of potential changes in the microbial populations over the
263 sampling period (24, 25). The DGGE gels were stained using GelStar™ Nucleic Acid Gel Stain
264 (Lonza, Basel, Switzerland) and digitally photographed. Banding patterns were compared to
265 identify changes in band position and intensity, which indicate population changes.
266

267 **RESULTS:**

268 **Tobacco Characterization**

269 A total of 90 individual tobacco samples representing 15 different smokeless tobacco
270 products were tested. These sample groups have been named AR1, DC1, AR2, DC2, AR3 and
271 DC3 (AR for Arkansas or DC for Washington, DC, and the number for the sampling period:
272 November 2012 (1), March 2013 (2) and July 2013 (3); Table 1).

273 ***Moisture.*** The moisture levels were relatively consistent across the study for the same
274 products, with the exception of the DC1 samples, which were significantly higher than the other
275 sample sets and those previously reported in the literature (26, 27). Based on troubleshooting
276 and additional testing, a problem with one of the reagents was identified and the reagent
277 replaced for subsequent testing, therefore the DC1 samples were not included in the average
278 results (Table 3). Overall, the moist snuff products, including both loose and pouch types had
279 the highest moisture content, followed by the snus and the chewing tobacco. The moist snuff
280 products on average had moisture contents between 522 and 583 mg water/g of tobacco. The
281 snus products averaged between 269 and 315 mg water/g of product and the chewing tobacco
282 between 252 and 271 mg water/g of product.

283 ***pH.*** There were also some differences among the product types in the pH of the
284 products (Table 2), with moist snuff having higher pH levels (pH 7.4-8.2) and the chewing
285 tobacco samples among the lowest (pH 5.5-6.0). The snus samples were more variable, with the

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286 Brand E Snus Mellow having an average pH of 7.6, while the Brand F Snus Mint (pH 5.9) and
287 Brand B Snus Mint (pH 6.4) had considerably lower average pH values.

288 ***Particle Sizes.*** To determine the product sizes of the individual fragments, 100 individual
289 particles were measured and placed into size categories (ranging from ≤1 x ≤1 mm to >2 x >8
290 mm) based on the length and width due to challenges in measuring some of the smallest
291 fragments accurately. The mode (most commonly detected) particle sizes were determined for
292 each product (Table 3). Figure 1 shows a representative of each type of product sampled. The
293 chewing tobacco had by far the largest particles (>2 x >8 mm), followed by the loose moist snuff
294 (modes ranging from ≤1 x 2 mm to 1 x >8 mm), and the pouched moist snuff and snus had the
295 smallest particle sizes (modes from ≤1 x ≤1 mm to ≤1 x 2 mm) (Table 3). The pouches provide a
296 means to keep the very fine particle sizes contained for the user.

297 ***Microbial Loads.*** The results of the initial sampling period indicated that there were
298 differences in the diversity and number of microorganisms in the different smokeless tobacco
299 samples. Therefore, total aerobic plate counts were carried out for each sample during the
300 second and third sampling periods to determine the number of CFU of bacteria per gram of
301 product. The moist snuff products had the highest microbial loads (Table 4), followed by some
302 of the chewing tobacco samples (the Brand G products had significantly higher loads than the
303 Brand H samples; $p<0.05$), and the lowest loads were in the snus samples. Two of the products
304 (Brand E Snus Mellow and Brand F Snus Mint) did not have any growth during the aerobic plate
305 count studies and the third product (Brand B Snus Mint) had only a single colony on one
306 sampling. Table 4 shows the mean number of CFUs/g of product across the four sample sets
307 tested. In general, the moist snuff samples averaged around 10^6 CFU/g, which was
308 considerably higher than the other products, with the exception of the Brand G Chewing
309 Tobacco, which averaged approximately 7 x 10^5 CFU/g. All of the moist snuff samples and all
310 but Brand H chewing tobacco had significantly higher microbial loads ($p<0.05$) than Brand B
311 Snus Mint, which was the only snus sample with microbial growth.

312 ***Sample Recovery Experiments.*** Initial experiments were conducted to determine
313 whether there were likely inhibitory substances or product conditions that limited the ability of
314 microorganisms to grow in some of the samples. Three sample types that had different

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315 bacterial loads in the earlier portions of the study, including moist snuff (Brand C Wintergreen)
316 with high levels, chewing tobacco (Brand H Chewing Tobacco) with intermediate levels, and
317 snus (Brand F Snus Mint) with low levels were evaluated. The samples were autoclaved, with
318 the exception of a subset of snus samples that had a low background of microorganisms, and
319 were included to see if autoclaving affected growth. Overall, when the products were seeded
320 with *S. aureus*, there was significantly higher recovery of organisms from the moist snuff
321 samples (62%) than the other samples (<5%; $p<0.05$). The lowest recovery was from the
322 chewing tobacco samples, where the average recovery was approximately 1.1%; however, the
323 difference was not significantly lower than the recovery from snus samples. There appeared to
324 be a slightly higher recovery from the non-autoclaved sample of snus than the autoclaved
325 sample (4.9% vs. 1.4%); however, this may be due to the background microflora of the product
326 (there were low levels of growth in some of the non-autoclaved samples). The recoveries of *P.*
327 *aeruginosa* were much lower in general, with the highest average percent recovery from moist
328 snuff (3.8%), and the average recovery from each of the samples less than 1.0%. Likewise, the
329 recoveries of *B. subtilis* were low, with the highest average recovery of 1.2% for the moist snuff
330 sample and the lowest at 0.4% for the chewing tobacco. The observed differences in recoveries
331 of *P. aeruginosa* and *B. subtilis* from the various products did not reach the level of significance.
332

333 **Detection of Culturable Bacteria**

334 The containers of STPs were sampled over a 15-day period during each set of
335 experiments. Over 2,500 different bacterial colonies that appeared to have unique
336 morphologies on the individual sample plates (individual STP extract spread on each plate)
337 were selected. At most sampling periods, the moist snuff samples had higher numbers and
338 apparent diversity of bacterial colonies than the snus and some chewing tobacco samples.
339 Table 5 shows which samples were positive for bacterial growth and the numbers of colonies
340 selected on the different culture media, sampling days and periods. There was no growth
341 observed on any of the MacConkey agar plates, indicating the likely absence of Gram-negative
342 enteric bacteria. On a majority of sampling days, no bacteria were grown from most snus
343 samples. This intermittent positivity is likely due to a low level of bacterial content or unequal

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distribution of organisms, such that there were not always bacteria in the suspensions that were plated. Additionally, there did not appear to be an increase in the number of positive samples in the snus products over the sampling period, indicating that there was likely no active growth of the bacteria in the products. The chewing tobacco samples were more variable, with Brand G products having a higher percentage of positive samples than Brand H. These findings mirror the microbial load studies described above.

To identify the bacterial organisms cultured, 16S rRNA gene sequencing indicated that over 90% of bacteria isolated belonged to the genus *Bacillus*. The most common species identified (in order of frequency) were *B. pumilus, B. licheniformis, B. safensis* and *B. subtilis*. Of the non-*Bacillus* species, *Oceanobacillus, Staphylococcus* (including *S. epidermidis* and *S. hominis*) and *Tetragenococcus* were the most common genera (Supplemental Table S1). The *Oceanobacillus* strains were most commonly isolated from the chewing tobacco samples, whereas most of the staphylococci were isolated from the snus samples.

Detection of Total Bacterial Populations

16S rRNA gene sequencing was done to determine the populations of bacteria, including uncultured bacteria, associated with the STPs. Sequences of approximately 330 bases were obtained from the V1/V2 region, which in most cases allowed classification of taxa down to the genus level; however, for comparison among the samples, the populations were evaluated at the class level (Figure 2 and Supplemental Figure S1). Across all three sampling periods the average number of sequencing reads per sample per run was 20,966; however, sample DC1-5 (Brand C Wintergreen) did not provide adequate sequence data to analyze efficiently (26 reads). The predominant class in most of the samples was the Bacilli, while some of the others had a higher proportion of Gammaproteobacteria. The alpha (Shannon) diversity of the samples ranged from 1.80 (removing sample DC1-5, with very low sequence coverage) to 19.07 (Supplemental Table S2). There was little similarity of alpha diversity value calculated across the same product types. Likewise, when the results from the samples were compared to one another using PCoA and phylogenetic analyses, the samples from the same types of products generally did not cluster together; however, several of the samples from the third sample

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373 period appeared to form separate groupings (Supplemental Figures S2 and S3). When those
374 samples with a high proportion of Bacilli were further examined, the predominant bacterial
375 DNA sequences identified were from the genera *Tetragenococcus, Carnobacterium,*
376 *Lactobacillus, Geobacillus, Bacillus,* and *Staphylococcus.* Some of these genera were also
377 cultured from the STP samples; however, others were not detected by culturing under aerobic
378 conditions. Thus, during the third sampling period, a set of tobacco suspensions plated on
379 brain-heart infusion (BHI) agar were incubated anaerobically to determine whether there were
380 differences in bacterial species isolated. The organisms that grew were sequenced and
381 determined to be members of the genus *Bacillus* and matched the aerobic culture results (data
382 not shown). The data for the V1/V2 sequencing are publically available through the MG-RAST
383 program (http://metagenomics.anl.gov) deposited as project 10176 and the accession numbers
384 4573000.3-4573089.3 and 4574738.8 (Supplemental Table S2).
385 The analyzed V6 region fragment is smaller in size, typically around 80 bases in size.
386 There was an average of 19,552 sequence reads per sample sequenced; however, two samples
387 (DC2-8 [Brand A Pouches] and DC3-1 [Brand A Straight]) did not provide adequate sequence
388 data to analyze efficiently (20 and 45 reads, respectively). As with the V1/V2 sampling, the
389 predominant classes identified were the Bacilli and Gammaproteobacteria; however, a
390 relatively high proportion of the sequences could not be fully discriminated at the class level
391 and were listed as unclassified bacteria or unclassified Firmicutes (the phylum including the
392 class Bacilli) (Figure 3 and Supplemental Figure S4). The most commonly identified genera from
393 the V6 analyses and comparison to the Greengenes database were *Bacillus, Aeribacillus,*
394 *Geobacillus, Tetragenococcus, Corynebacterium, Halomonas, Staphylococcus,* and
395 *Anoxybacillus.* The alpha (Shannon) diversity of the samples ranged from 1.37 to 21.27
396 (Supplemental Table S2). When compared to the results from the V1/V2 analyses, there was
397 little consistency in the alpha diversity detected; such that samples with comparatively low
398 diversity with the V1/V2 had higher levels detected from the V6 region, and vice versa. As with
399 the V1/V2 results, PCoA and phylogenetic analysis showed little clustering based on product
400 type or sampling period (Supplemental Figures S5 and S6). The data for the V6 sequencing are

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401 publicly available through the MG-RAST program (http://metagenomics.anl.gov) deposited as
402 project 10910 and the accession numbers 4582827.3-4582916.3 (See Supplemental Table S2).
403
404 **Evaluation of Bacterial Population Changes in Open Product**
405 The comparison of DGGE profiles of total bacteria isolated indicated that the bacterial
406 populations in some of the open product samples varied during the sampling periods
407 (Supplemental Figure S7). Overall, at least 21 of the 90 (23.3%) individual samples analyzed
408 displayed changes in the banding profiles of the samples, indicative of population changes. In
409 all but five instances, the products with the apparent bacterial population changes had
410 variability in more than a single sampling batch. The only samples that did not display any
411 population changes in any of the samples during the sampling periods were the three snus
412 products (Supplemental Table S3).
413
414 **DISCUSSION:**
415 This project was undertaken to gain a better understanding of the microbial populations
416 that may be present in STPs. Microbial populations in STPs are an important consideration for
417 the protection of public health and for FDA as it develops new regulations under section 906 of
418 the Federal Food, Drug, and Cosmetic Act. A potential risk for STP users is that the products
419 could carry pathogenic or opportunistic microorganisms that may result in the development of
420 an infectious disease. This is a concern, in part, because STPs are typically held for extended
421 periods of time in close contact with the oral mucosa. Another potential risk associated with
422 microbial contamination is the development of microbial metabolic byproducts that may be
423 harmful to consumers, such as microbial toxins and carcinogens. Thus, the goals of the present
424 study were to determine the types and numbers of microorganisms present in the STPs to
425 create a microbiological baseline for STPs and to lay the foundation for further studies to
426 evaluate the potential microbial risks of smokeless tobacco use.
427 The major objectives of the study were to identify the bacterial microorganisms that are
428 present in a convenience sample of STPs available to consumers in two geographically distinct
429 locations and to determine the impact of temporal changes on the microbial communities

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430 present in STPs. Fifteen different products representing four major types of STPs were analyzed
431 over the study period. A potential limitation of the study is that for each type of product, a
432 small cross section of the available products were tested; however, efforts were made to
433 include a variety of products and manufacturers to minimize this potential concern. For
434 example, the moist snuff samples, which have the highest market share of users, had the
435 highest number of products sampled. The most common bacteria identified among the STPs in
436 the culture-based experiments were members of the genus *Bacillus* (Supplemental Table S1).
437 These organisms are able to form endospores, which resist drying, high temperature, and other
438 factors that inhibit the growth and reproduction of vegetative microorganisms. The species of
439 *Bacillus* that we detected are also fairly common in the environment and are not often
440 associated with acute illness in humans; however, *B. licheniformis* and *B. pumilus* are potential
441 causes of pulmonary inflammation and opportunistic infections (11). In addition, *B. pumilus*
442 and *B. subtilis* have been identified as causative agents in spice-associated outbreaks and may
443 produce a mild toxin after growing to a large population that may result in illness (12, 13).
444 Another potential concern regarding the bacilli is that some of the *Bacillus* species, including *B.*
445 *pumilus, B. licheniformis* and *B. subtilis*, are able to reduce nitrates to nitrites (28). Nitrites are
446 important precursors for the nitrosation of nicotine to form the carcinogenic tobacco-specific
447 N'-nitrosamines (TSNAs) (29, 30). The presence of these microorganisms in the STPs suggests
448 the possibility for TSNA formation after packaging. This phenomenon would be consistent with
449 earlier studies that found that the levels of TSNAs in certain STPs stored at ambient conditions
450 increased over time (31, 32).
451 Strains of *S. epidermidis* and *S. hominis* also are able to reduce nitrate and present
452 potential health concerns as opportunistic pathogens, especially for immunocompromised
453 users. Both staphylococci have been reported to cause bacterial endocarditis (heart valve
454 infection), which arises due to transmission to the heart via the bloodstream (33). STP users
455 often have problems with gingivitis and other oral health issues, which may allow bacterial
456 entry into the bloodstream (34). However, to our knowledge no studies have yet shown a
457 causal link between STP use and bacterial endocarditis.

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458 *Tetragenococcus* and *Oceanobacillus* are members of the families Enterococcaceae and
459 Bacillaceae, respectively, and some species are associated with fermented foods. Thus, it is
460 possible that these organisms may be present in the production of the different tobacco
461 products. *Oceanobacillus* was most often detected in the chewing tobacco samples.
462 Interestingly, some of the better characterized *Oceanobacillus* isolates in the literature are
463 identified as being more alkaliphilic (35) and yet the chewing tobacco samples had the lowest
464 pH levels.
465 A potential concern with the experimental results was the lack of positive cultures from
466 the snus samples. The other STP types had relatively high microbial loads, thus experiments
467 were conducted to determine whether there were inhibitory substances or product conditions
468 that limited the ability of microorganisms to grow in the snus samples. In the seeding and
469 recovery experiment, both the snus and chewing tobacco appeared to be inhibitory towards
470 bacterial growth. These findings suggest that this may be the results of the lower pH or
471 moisture content in the snus and chewing tobacco samples or the presence of antimicrobial
472 compounds in these products. For example, nicotine has been shown to impact the growth of
473 certain bacteria associated with dental caries (36, 37) .
474 When the pyrosequencing results from the V1/V2 region of the 16S rRNA genes in the
475 total DNA isolated from many STPs were compared to the culturing results, there were
476 instances of incongruence. While members of the genera *Tetragenococcus, Geobacillus,*
477 *Bacillus and Staphylococcus* were among the top identified taxa by both sequencing of the
478 V1/V2 region and culturing (Figure 2 and Supplemental Figure S1), other genera including
479 *Carnobacterium, Lactobacillus* and *Corynebacterium* were common among the sequences but
480 not detected by culture. There are multiple possibilities for these differences between the
481 pyrosequencing and culture results, including non-optimal culturing conditions or amplification
482 of DNA from non-viable organisms. For example, many lactobacilli are facultative anaerobes or
483 microaerophiles, and may not grow efficiently under the aerobic culture conditions used for
484 isolation and culture. When culture plates from STP samples were incubated under anaerobic
485 conditions, the bacteria that grew were the same *Bacillus* species that were detected with the
486 standard aerobic culturing methods. The probable explanation for the discrepant results is that

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487 the STPs had fairly high loads of lactobacilli, which may have grown during the fermentation
488 process in the production of the finished STP, but were killed during further processing. In this
489 case, their DNA could remain in the product and be amplified in the initial steps of the
490 sequencing experiments. In future experiments, it may be preferential to initially isolate
491 bacterial RNA, which is much less stable than DNA and therefore may provide a more positive
492 correlation with viability status, and use it as the starting material for sequencing (38). This
493 approach would minimize the carryover detection of dead organisms and maintain the
494 population ratios of organisms in the sample. An alternative approach would be to include a
495 short enrichment step with the samples before bacterial isolation and DNA extraction. This
496 approach would minimize the impact of the dead organisms and potentially activate *Bacillus*
497 spores making DNA extraction more efficient, but unfortunately would likely distort the ratios
498 of bacterial populations.

499 The V6 pyrosequencing results in general were similar to those of the V1/V2 analyses,
500 however a greater proportion of sequences were "unclassified" at each of the taxonomic levels
501 using both Ribosomal Database Project (RDP) and GreenGenes comparisons. These ambiguous
502 results were likely due to the short sequence length that was amplified, sequenced and
503 searched. The V6 region was only about 80 base pairs in size. This target worked well for
504 intestinal bacteria (19), where the datasets are likely much richer; however, some of the
505 microorganisms in STPs may not be well represented in the sequence database, thus preventing
506 specific matches and leading to the higher degree of "unclassified" samples. When
507 representative sequence reads from the unclassified bacteria category were submitted for
508 BLAST searching, the highest scoring matches returned were generally to the lactobacilli, which
509 is consistent with the V1/V2 findings. As with the V1/V2 results, among the most commonly
510 identified genera were *Bacillus, Geobacillus, Tetragenococcus, Corynebacterium, Halomonas,*
511 and *Staphylococcus* (Figure 3 and Supplemental Figure S4).

512 Interestingly the V6 sequencing results provided added resolution for the
513 *Proteobacteria,* especially the Alpha-, Beta- and Deltaproteobacteria in the samples. This result
514 was likely the result of the PCR primer sets used to amplify the products. The V6 region
515 approach used five forward and four reverse primers that included several degenerate bases

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516 that likely allowed for a more efficient amplification of a wider array of DNA templates present
517 in the tobacco samples. The V1/V2 approach used a single pair of primers, which likely
518 impacted the efficiency of amplification of some taxa. These observations are consistent with
519 the generally higher alpha diversity calculations for the V6 sequences than for the V1/V2
520 samples (average Shannon Diversity of 9.85 vs. 7.00, respectively).

521 The ability to amplify enough DNA templates for sequencing was difficult in several
522 samples, even though there was ample DNA template based on the DNA concentrations and
523 the results of the DGGE experiments. Because the DGGE primers were outside the region of
524 the V1/V2 primers, for the third sampling, the DNA template was initially amplified with the 27F
525 forward primer and the 518R DGGE primer followed by amplification with the V1/V2 primers
526 (27F and 338R) and the resultant sequence results were more robust. These results included an
527 increased amplification of the Proteobacteria that were poorly amplified using the V1/V2
528 primers, but detected in the V6 sequences. Related to these findings, the alpha diversity
529 results were higher for several of the samples from the third sampling period. Sixteen of the 30
530 samples with the highest Shannon Diversity among the V1/V2 samples were from the third
531 sampling period (Supplemental Table S2). Additionally, the result of this amplification change
532 can likely be observed in both the PCoA and phylogenetic analyses, whereby several samples of
533 the third sampling (AR3 and DC3 samples) were separated from many of the samples of
534 sampling 1 and 2 (Supplemental Figures S2 and S3). This divergence is likely attributable to the
535 amplification of increased proportions of the Proteobacteria, Actinobacteria and Clostridia,
536 which can be observed in the bottom cluster of Supplemental Figure S3.

537 Several genera identified by sequence analyses from the various STPs have been
538 identified as part of the oral microbiome. Among suspected periodontal pathogens, some STPs
539 were positive for sequences representing the genera *Eubacterium*, *Prevotella* and
540 *Porphyromonas* (39), although in relatively low numbers and in a limited number of samples.
541 Other genera identified by pyrosequencing, including *Lactobacillus* and *Actinomyces,* have been
542 suggested to play roles in dental caries pathogenesis (40). The lactobacilli sequences were
543 among the most commonly identified among the V1/V2 sequences, but were at a much lower
544 proportion among the V6 sequences. This finding may be due to the increased ability of the

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545 V1/V2 sequencing to map to specific sequences in the datasets, which is likely due to their
546 larger fragment size. Overall, many of the taxa detected in the STP samples have been
547 reported as part of the normal microbiota of the oral cavity, including many of the members of
548 *Firmicutes, Proteobacteria* and *Actinobacteria* (41). The STP samples had much lower
549 proportions of *Bacteroides* and *Fusobacterium* than have been reported as part of the normal
550 oral microbiota (40, 42).
551 There did not appear to be significant changes in the bacterial populations over the
552 sampling periods. Similar numbers of distinct colonies (Table 5 and Supplemental Table S1)
553 were detected across the sampling period and the morphologies detected were consistent.
554 When the isolates were sequenced, similar species were identified across the sampling days.
555 With DGGE, about 21 of 90 samples appeared to have different patterns across the sampling
556 periods; often bands present on earlier days (e.g., 1 and 3) gradually diminished over the
557 sampling period. These results could reflect the degradation of DNA from dead microorganisms
558 present in the samples, such as those detected with the pyrosequencing studies. More work
559 will need to be done to verify this hypothesis. Based on the culture findings and the DGGE
560 results, the bacterial populations appeared to be fairly consistent during the sampling periods.
561 In summary, the moisture and pH levels that we detected in the STP samples are
562 consistent with data reported elsewhere for similar products (26, 27). The moist snuff samples
563 had the highest levels of bacterial contamination (both in diversity and number of organisms),
564 which may coincide with their more neutral pH and higher moisture levels. The snus samples
565 and some of the chewing tobacco samples harbored significantly fewer bacteria than the moist
566 snuff samples, potentially indicating that the relatively high levels of bacteria in moist snuff may
567 warrant greater attention in future studies. The study findings provide baseline data on the
568 microbial content of STPs, which is important to assess the potential risks to the users, aid in
569 the assessment of manufacturing processes and assist FDA in establishing regulations. The fact
570 that many of the bacterial species identified have the ability to reduce nitrate to nitrite and
571 thus potentially contribute to the production of highly carcinogenic TSNAs also warrants further
572 attention in future studies.
573

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Figure Legends:

Figure 1. Types of smokeless tobacco products evaluated in the study: A) loose moist snuff, B) moist snuff in pouches, C) snus, and D) chewing tobacco.

Figure 2: Cumulative pyrosequencing results for the V1/V2 region of the 16S rRNA analysis of each of the different types of smokeless tobacco samples analyzed. The bar graph indicates the percent of sequences detected that belonged to a particular bacterial class. The classes of organisms and color schemes are presented on the right side of the figure. The DNA sequences identified as chloroplasts have been removed due to their likely plant origin, rather than microbial populations.

Figure 3: Cumulative pyrosequencing results for the V6 region of the 16S rRNA analysis of each of the different types of smokeless tobacco samples analyzed. The bar graph indicates the percent of sequences detected that belonged to a particular bacterial class. The classes of organisms and color schemes are presented on the right side of the figure. The DNA sequences identified as chloroplasts have been removed due to their likely plant origin, rather than microbial populations.

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Table 1. Smokeless tobacco products included in the study.

Loose Moist Snuff
- Brand A Straight
- Brand A Wintergreen
- Brand B Straight
- Brand B Wintergreen
- Brand C Wintergreen
- Brand D Straight

Snuff Pouches
- Brand B Pouches
- Brand A Pouches
- Brand B Mint Pouches

Snus
- Brand E Snus Mellow
- Brand F Snus Mint
- Brand B Snus Mint

Chewing Tobacco
- Brand G Chewing Tobacco
- Brand H Chewing Tobacco
- Brand G Golden Blend Chewing Tobacco

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Table 2. PCR and 454 sequencing primers for pyrosequencing

Primer	Sequence (5'→3')	Direction
V1/V2 Region Primers		
27F	CCTATCCCCTGTGTGCCTTGGCAGTCTCAG**TCAGAGTTTGATCCTGGCTCAG**	Forward
338R	CCATCTCATCCCTGCGTGTCTCCGACTCAGXXXXXX**CATGCTGCCTCCCGTAGGAGT**	Reverse
V6 Region Primers		
967F-PP	CCATCTCATCCCTGCGTGTCTCCGACTCAGXXXXXX**CNACGCGAAGAACCTTANC**	Forward
967F-UC1	CCATCTCATCCCTGCGTGTCTCCGACTCAGXXXXXX**CAACGCGAAAAACCTTACC**	Forward
967F-UC2	CCATCTCATCCCTGCGTGTCTCCGACTCAGXXXXXX**CAACGCGCAGAACCTTACC**	Forward
967F-UC3	CCATCTCATCCCTGCGTGTCTCCGACTCAGXXXXXX**ATACGCGARGAACCTTACC**	Forward
967F-AQ	CCATCTCATCCCTGCGTGTCTCCGACTCAGXXXXXX**CTAACCGANGAACCTYACC**	Forward
1046R	CCTATCCCCTGTGTGCCTTGGCAGTCTCAG**CGACAGCCATGCANCACCT**	Reverse
1046R-PP	CCTATCCCCTGTGTGCCTTGGCAGTCTCAG**CGACAACCATGCANCACCT**	Reverse
1046R-AQ1	CCTATCCCCTGTGTGCCTTGGCAGTCTCAG**CGACGGCCATGCANCACCT**	Reverse
1046R-AQ2	CCTATCCCCTGTGTGCCTTGGCAGTCTCAG**CGACGACCATGCANCACCT**	Reverse

Note: the primers contained 454-specific adaptors (26 bases at the beginning of each primer), linker nucleotides (underlined), an STP sample specific 6-base barcode (Xs, in either the reverse or forward primers), and the specific 16S rRNA bacterial primers (bolded).

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Table 3: Average initial characterization results of smokeless tobacco products used in the study

	Moisture mg/g (average)		pH (steady state)		Particle Size mm (mode)	
Product	**AR***	**DC***	**AR**	**DC**	**AR**	**DC**
Brand A Straight	561	542	7.7	7.8	≤1 x 2	≤1 x 2
Brand A Wintergreen	538	576	7.8	7.6	1 x 4	1 x 6
Brand B Straight	550	633	7.4	7.4	1 x 4	1 x 6
Brand B Wintergreen	537	564	7.4	7.4	1 x 6	1 x 4
Brand C Wintergreen	561	507	8.1	8.2	1 x 4	1 x 4/ 1 x >8
Brand D Straight	566	458	7.9	7.6	1 x 4	≤1 x 2
Brand B Pouches	550	596	7.6	7.6	≤1 x ≤1	≤1 x ≤1
Brand A Pouches	557	527	7.8	7.8	≤1 x 2	≤1 x 2
Brand B Mint Pouches	527	558	7.6	7.8	≤1 x ≤1	≤1 x ≤1
Brand E Snus Mellow	320	308	7.5	7.6	≤1 x 2	≤1 x 2
Brand F Snus Mint	261	282	6.0	5.8	≤1 x ≤1	≤1 x ≤1
Brand B Snus Mint	258	306	6.1	6.6	≤1 x ≤1	≤1 x ≤1
Brand G Chewing Tobacco	258	244	5.9	6.0	>2 x >8	>2 x >8
Brand H Chewing Tobacco	242	277	5.5	5.6	>2 x >8	>2 x >8
Brand G Golden Blend Chewing Tobacco	255	295	5.9	5.9	>2 x >8	>2 x >8

*AR and DC indicate that the samples were purchased in the Little Rock, AR and Washington, DC metro areas, respectively

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Table 4: Mean total aerobic plate counts for the smokeless tobacco products used in the study

Product	Bacterial Count CFU/g (Sheep's Blood Agar)			
	AR2*	DC2	AR3	DC3
Brand A Straight	$8.20x10^5$	$4\ 00x10^6$	$1.80x10^5$	$8.10x10^5$
Brand A Wintergreen	$2.00x10^6$	$1\ 05x10^6$	$9.20x10^5$	$7.00x10^5$
Brand B Straight	$1.47x10^6$	$1.14x10^6$	$1.23x10^6$	$7.30x10^5$
Brand B Wintergreen	$8.00x10^5$	$9\ 90x10^5$	$1.32x10^6$	$7.00x10^5$
Brand C Wintergreen	$2.70x10^6$	$1.40x10^6$	$1.35x10^6$	$3.00x10^6$
Brand D Straight	$4.20x10^5$	$1\ 57x10^5$	$1.53x10^6$	$2.90x10^5$
Brand B Pouches	$1.95x10^5$	$4\ 80x10^5$	$4.10x10^5$	$4.00x10^5$
Brand A Pouches	$2.30x10^5$	$1\ 90x10^5$	$1.01x10^6$	$8.50x10^5$
Brand B Mint Pouches	$4.80x10^4$	$5.10x10^4$	$1.67x10^5$	$4.00x10^6$
Brand E Snus Mellow	ND**	ND	ND	ND
Brand F Snus Mint	ND	ND	ND	ND
Brand B Snus Mint	ND	ND	$1.00x10^3$	ND
Brand G Chewing Tobacco	$7.20x10^5$	$3\ 90x10^4$	$1.37x10^6$	$6.60x10^5$
Brand H Chewing Tobacco	$1.00x10^3$	$1\ 00x10^3$	$1.00x10^3$	ND
Brand G Golden Blend Chewing Tobacco	$4.40x10^4$	$4\ 00x10^4$	$6.50x10^4$	$1.09x10^5$

*AR2 and DC2 indicate that the samples were purchased in the Little Rock, AR and Washington, DC metro areas, during the 2nd sampling period
**None detected

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Table 5: Number of apparently distinct bacterial colonies detected in the samples.

	Sheep's Blood Agar																													
	AR1					DC1					AR2					DC2					AR3					DC3				
Product / Day	1	3	5	8	15	1	3	5	8	15	1	3	5	8	15	1	3	5	8	15	1	3	5	8	15	1	3	5	8	15
Brand A Straight	4	3	4	4	6	4	4	5	5	6	9	5	7	7	4	6	6	7	4	4	6	6	6	5	6	5	5	5	5	6
Brand A Wintergreen	6	4	3	4	5	6	7	6	4	6	7	7	7	8	6	5	7	6	5	6	4	5	4	5	3	7	4	5	5	4
Brand B Straight	5	5	4	4	6	4	5	5	5	7	6	6	7	5	6	6	5	6	3	4	4	4	4	4	5	6	6	6	7	6
Brand B Wintergreen	7	5	4	0	5	3	5	5	5	8	9	7	7	6	4	7	6	4	4	5	5	5	6	3	3	4	5	4	4	5
Brand C Wintergreen	6	5	4	5	4	4	4	5	4	4	5	6	6	7	6	6	7	6	4	5	3	4	5	3	5	5	6	4	5	4
Brand D Straight	6	5	6	7	6	5	4	5	7	7	7	7	5	8	5	6	6	5	6	5	5	4	4	6	8	6	5	5	5	6
Brand B Pouches	3	4	2	3	5	3	4	3	6	4	7	8	6	5	5	7	5	5	2	4	6	5	5	3	3	6	6	5	5	5
Brand A Pouches	5	1	4	3	6	3	4	2	0	2	7	6	4	5	4	7	7	5	4	5	3	4	3	4	5	3	4	5	3	4
Brand B Mint Pouches	5	3	3	3	4	4	5	5	6	6	8	6	6	4	4	5	5	5	1	4	7	4	5	4	3	2	4	5	4	0
Brand E Snus Mellow	0	0	0	0	2	0	0	1	0	0	0	2	3	1	1	0	0	0	0	0	0	5	0	0	0	0	0	0	1	0
Brand F Snus Mint	0	0	0	4	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Brand B Snus Mint	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	0
Brand G Chewing Tobacco	3	3	2	6	3	3	5	7	6	6	6	6	6	7	4	6	5	4	4	3	3	3	7	4	5	4	3	1	5	4
Brand H Chewing Tobacco	3	0	2	0	2	1	0	0	0	0	2	2	1	2	0	1	1	3	4	1	0	0	0	0	0	0	2	0	1	2
Brand G Golden Blend Chewing Tobacco	4	3	4	6	0	4	7	7	5	5	8	5	8	6	4	5	6	4	4	5	4	4	4	4	3	4	5	4	5	4

	Mannitol Salt Agar																													
	AR1					DC1					AR2					DC2					AR3					DC3				
Product / Day	1	3	5	8	15	1	3	5	8	15	1	3	5	8	15	1	3	5	8	15	1	3	5	8	15	1	3	5	8	15
Brand A Straight	2	2	2	3	2	5	2	3	3	3	3	3	3	4	3	3	2	3	3	4	3	3	3	3	2	3	3	3	3	2
Brand A Wintergreen	0	2	3	3	3	4	4	2	3	2	4	3	4	4	6	5	2	3	2	2	3	3	3	3	4	3	3	4	4	4
Brand B Straight	3	3	3	4	5	2	4	4	3	4	4	3	3	2	3	3	3	4	2	3	3	3	4	3	4	3	3	4	3	4
Brand B Wintergreen	1	2	2	3	3	3	3	2	2	5	4	3	4	4	5	3	3	2	3	4	3	2	3	2	3	3	3	3	3	2
Brand C Wintergreen	0	3	3	3	3	4	2	3	3	4	3	3	3	3	5	3	3	3	2	3	3	3	3	3	3	3	3	4	3	3
Brand D Straight	0	4	3	4	2	2	3	4	3	4	2	4	4	3	1	3	3	3	3	3	2	2	3	2	2	1	2	2	3	2
Brand B Pouches	1	0	2	3	2	3	6	3	2	2	4	4	3	4	2	2	1	2	3	2	3	2	4	2	2	3	2	2	3	3
Brand A Pouches	1	2	1	3	3	2	3	2	2	2	3	3	2	3	2	4	2	2	3	3	3	2	2	3	3	2	2	3	3	3
Brand B Mint Pouches	1	1	2	1	2	2	4	3	2	3	3	2	2	2	1	2	2	2	2	2	2	3	4	2	2	3	3	2	3	0
Brand E Snus Mellow	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0
Brand F Snus Mint	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
Brand B Snus Mint	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Brand G Chewing Tobacco	1	1	2	2	2	3	3	4	3	3	3	3	2	2	3	3	3	2	2	3	0	2	3	4	3	2	2	3	2	3
Brand H Chewing Tobacco	4	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	1	1	0	0	0	2
Brand G Golden Blend Chewing Tobacco	1	0	2	1	2	2	3	3	3	3	3	2	3	3	0	2	3	2	2	3	0	1	1	1	2	2	2	2	2	0

note intensity of the color correlates to higher number of apparently unique colonies

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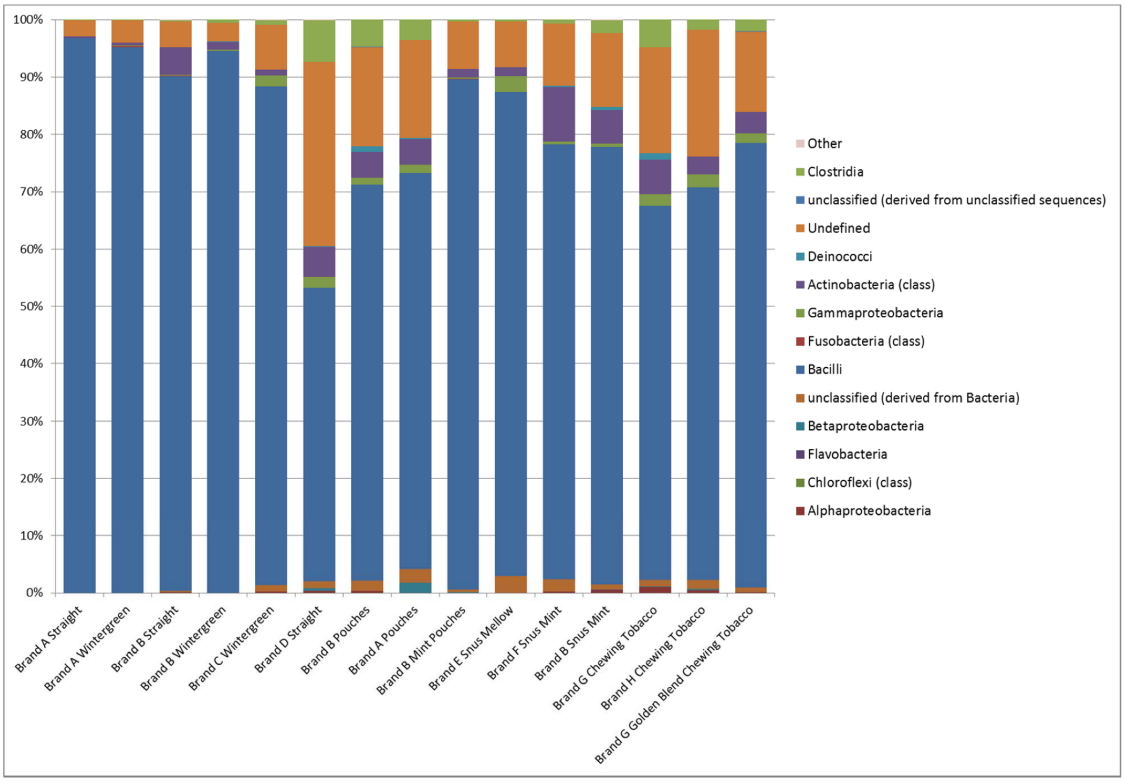

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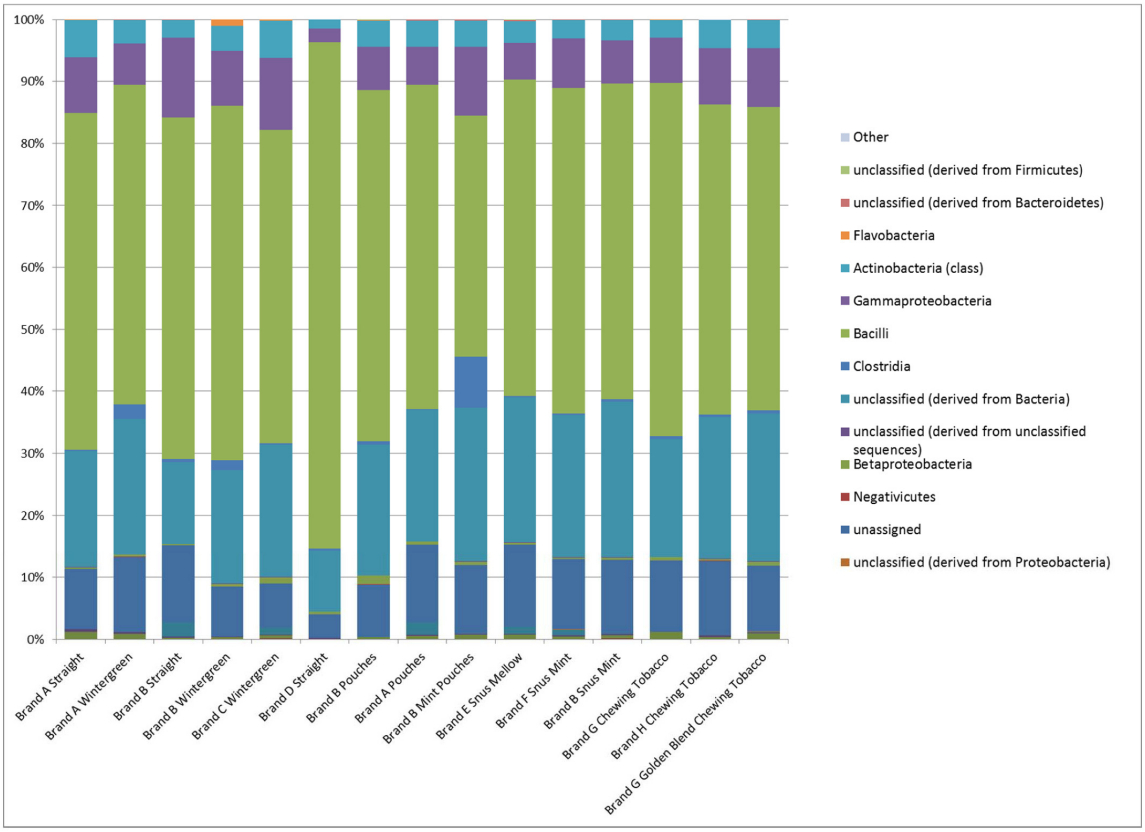

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Comprehensive review of epidemiological and animal studies on the potential carcinogenic effects of nicotine per se

Hans-Juergen Haussmann & Marc W. Fariss

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REVIEW ARTICLE

Comprehensive review of epidemiological and animal studies on the potential carcinogenic effects of nicotine *per se*

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ABSTRACT

The effects of long-term use of nicotine *per se* on cancer risk, in the absence of tobacco extract or smoke, are not clearly understood. This review evaluates the strength of published scientific evidence, in both epidemiological and animal studies, for the potential carcinogenic effects of nicotine *per se*; that is to act as a complete carcinogen or as a modulator of carcinogenesis. For human studies, there appears to be inadequate evidence for an association between nicotine exposure and the presence of or lack of a carcinogenic effect due to the limited information available. In animal studies, limited evidence suggests an association between long-term nicotine exposure and a *lack* of a complete carcinogenic effect. Conclusive studies using current bioassay guidelines, however, are missing. In studies using chemical/physical carcinogens or transgenic models, there appears to be inadequate evidence for an association between nicotine exposure and the presence of or lack of a modulating (stimulating) effect on carcinogenesis. This is primarily due to the large number of conflicting studies. In contrast, a majority of studies provides sufficient evidence for an association between nicotine exposure and enhanced carcinogenesis of cancer cells inoculated in mice. This modulating effect was especially prominent in immunocompromized mice. Overall, taking the human and animal studies into consideration, there appears to be inadequate evidence to conclude that nicotine *per se* does or does not cause or modulate carcinogenesis in humans. This conclusion is in agreement with the recent US Surgeon General's 2014 report on the health consequences of nicotine exposure.

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Bioassay; cancer; carcinogenesis; cotinine; epidemiology; nicotine; toxicokinetics; xenograft

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Table of contents

Introduction ... 2
Methods ... 4
Study question ... 4
Literature search ... 5
Inclusion/exclusion criteria ... 5
Critical assessment of relevance and quality of studies 6
Strength of evidence evaluation and classification ... 7
Evidence from human studies ... 9
Epidemiological studies with nicotine replacement therapy (NRT) use ... 9
Conclusion on human studies ... 9
Evidence from animal studies ... 9
Comparative toxicokinetics ... 9
Potential of nicotine to cause cancer in animals ... 10
Inhalation exposure ... 11
Oral administration ... 11
Subcutaneous administration ... 12
Low-adequacy score studies ... 13
Discussion of aggregate evidence ... 13
High-adequacy score studies ... 13
Low-adequacy score studies ... 13
Comparative evaluation by dose ... 14
Summary of the evidence ... 14
Conclusion ... 15
Potential of nicotine to modulate carcinogenesis ... 15
Cancer induction by physical, chemical and transgenic means ... 16
Oral administration ... 16
Low-adequacy score studies ... 17
Discussion of aggregate evidence ... 17
High-adequacy score studies ... 17
Low-adequacy score studies ... 18
Summary of the evidence ... 18
Conclusion ... 18
Cancer xenograft studies ... 19
Oral administration ... 19
Subcutaneous administration ... 20
Low-adequacy score studies ... 20
Discussion of aggregate evidence ... 21
High-adequacy score studies ... 21
Low-adequacy score studies ... 21

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Summary of the evidence ... 21
Conclusion ... 21
Discussion of cancer-modulating activity studies ... 21
General insufficiency of available information 22
Segregation of studies by type of tumor initiation ... 22
Segregation of studies by route of administration ... 22
Comparative evaluation by dose or dose rate 22
Nicotine biomonitoring ... 23
Applicability of the two-stage model of carcinogenesis ... 24
Impact of immune competence ... 24
Overall conclusion ... 25
Studies with nicotine metabolites ... 25
Oral administration ... 25
Dermal application ... 26
Low-adequacy score studies ... 26
Discussion of aggregate evidence ... 26
High-adequacy score studies ... 26
Low-adequacy score studies ... 27
Summary of the evidence ... 27
Conclusion ... 27
Limitations of the current review ... 27
Knowledge gaps ... 27
Overall conclusions ... 28
Acknowledgements ... 29
Declaration of interest ... 29
References ... 29

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Introduction

Nicotine delivery systems (Shahab et al. 2013; Benowitz 2014) continue to evolve for nicotine replacement therapy (NRT) products and for electronic nicotine delivery systems (ENDS, e-cigarettes). As a result, millions of people are exposed to nicotine *per se* on a daily basis resulting in blood nicotine levels of approximately 5–40 ng/ml (Table 1). These products are often touted as "clean" nicotine delivery products as they contain pharmaceutical-grade nicotine as the only added active ingredient and do not contain tobacco (Schneider et al. 2001; Benowitz 2014; Flora et al. 2016). The recommended duration of use for approved NRT products is 8–12 weeks depending on the product type (US Food and Drug Administration 2013). The FDA, however, recently proposed the possibility of a 6-month extension of NRT use with healthcare provider consultation (US Food and Drug Administration 2013; Fucito et al. 2014). It seems that uncertainty regarding the potential adverse health effects (including cancer risk) of long-term use of nicotine *per se* may be, in part, responsible for the modest increase in the proposed duration of NRT use (Shields 2011; Grando 2014).

Table 1. Plasma and urinary concentrations of nicotine and cotinine in users of nicotine delivery systems (with comparison to conventional cigarettes).

	Blood concentration range (ng/ml)		Urinary concentration range (ng/ml)	
Nicotine containing product	Nicotine	Cotinine	Nicotine	Cotinine
NRT				
Dermal patch	6 28*,†,‡,¶	161 170‡		
	7 25¶	80 300¶		300 1300¶
Sublingual tablet	7 30*,†			
Nasal spray	3 20*,†	170 ± 95§		
Gum	7 43*,†			900‖
Inhaler	2 40*,†			
Lozenge	35†			900‖
ENDS	9 24#,**,††,‡‡	99 156¶¶	604 1250§§	1420 2480§§
Conventional cigarette	10 50*	184 ± 106‖‖	1191 ± 1145‖‖	1149 ± 736‖‖

*From Schneider et al. (2001) (review article).
†From Shiffman et al. (2005) (review article; maximum concentrations).
‡From Gourlay and Benowitz (1996) (after 4 6 h of patch application).
¶From Lawson et al. (1998a, 1998b) (approximate values for 11 mg to 44 mg patch users).
§From Benowitz et al. (1997) (mean ± SD).
‖From Kotlyar et al. (2011) (approximate values, 4 mg lozenges or gums).
#From Ramoa et al. (2015).
**From Lopez et al. (2015).
††From D'Ruiz et al. (2015) (after 90 min of *ad libitum* use).
‡‡From Dawkins and Corcoran (2014) (*ad libitum*).
¶¶From Pacifici et al. (2015) (switched to e cigarette for 1 8 months).
§§From Hecht et al. (2015) (95% confidence interval).
‖‖From Roethig et al. (2009) (population estimates; urine data previously unpublished; mean ± SD).

At present, nicotine is not considered a human carcinogen as noted in numerous statements from authoritative bodies (Table 2). For example, the latest report of the US Surgeon General concluded that "the evidence is inadequate to infer the presence or absence of a causal relationship between exposure to nicotine and risk for cancer" (US Department of Health and Human Services 2014, p. 8). In addition, the Tobacco Advisory Group of the UK Royal College of Physicians stated that there is no direct evidence that NRT is carcinogenic (UK Royal College of Physicians 2007). NRT product warning label statements (health-related) provide authoritative bodies with the opportunity to communicate their concern about the potential harmful effects of these products. For NRT products, the labels do not warn about potential cancer risks (US Food and Drug Administration 2015). Numerous review/opinion publications also suggest that the scientific evidence (animal and human) does not support a carcinogenic effect for long-term nicotine exposure (Benowitz 2011; Cardinale et al. 2012; Hecht 2012a, 2012b International Agency for Research on Cancer 2012, p. 134; Warren & Singh 2013; Schaal & Chellappan 2014; Sanner &

Table 2. Statements by authoritative bodies on the potential carcinogenic effect of nicotine *per se*.

Authoritative body	Authoritative statement	Attributing statement
WHO FCTC*		• Not a carcinogen, but may function as a tumor promoter
IARC†	(No full assessment)	• Not generally considered to be a carcinogen • Biological effects through receptor binding • Likely enhances carcinogenicity
FDA‡	(HPHC list)	• Not listed as a carcinogen
US Surgeon General¶	"The evidence is inadequate to infer the presence or absence of a causal relationship between exposure to nicotine and risk for cancer."	• Insufficient data to conclude that nicotine causes or contributes to cancer in humans • No support from animal studies for the hypothesis that nicotine is a complete carcinogen • Tumor promoter in some experimental models
US Surgeon General§		• Mechanistic data supporting a role of nicotine in stimulating carcinogenesis
UK RCP‖		• No direct evidence for carcinogenicity of NRTs

HPHC: harmful and potentially harmful constituents; IARC: International Agency for Research on Cancer; NRT: nicotine replacement therapy product; US FDA: US Food and Drug Administration; UK RCP: Royal College of Physicians; WHO FCTC: World Health Organization Framework Convention on Tobacco Control.
*From WHO Framework Convention on Tobacco Control (2014).
†From International Agency for Research on Cancer (2012).
‡From US Food and Drug Administration (2012).
¶From US Department of Health and Human Services (2014).
§From US Department of Health and Human Services (2010).
‖From UK Royal College of Physicians (2007).

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Grimsrud 2015). A comprehensive evaluation of the published scientific literature on this topic (animal and human studies), however, is missing.

Carcinogenesis is a multi-staged process which operationally involves three stages: initiation, promotion and progression (Klaunig 2013). A complete carcinogen is a chemical that induces tumors, by itself, usually with initiating, promoting, and progressing properties. Genotoxicity is a required property of initiators. The available data on a genotoxic potential of nicotine are conflicting and have not been critically reviewed. Genotoxicity was not observed for nicotine or its four major metabolites at concentrations of up to 1 mg/ml in the *Salmonella* reverse mutation assay and in a sister chromatid exchange assay in Chinese hamster ovary cells (Doolittle et al. 1995). However, in recent *in vitro* genotoxicity studies examining strand-breaking activity assessed by the Comet assay, chromosome aberration or micronucleus formation, nicotine was found to be active in a concentration range between 160 ng/ml and 650 µg/ml (Argentin & Cicchetti 2004; Ginzkey et al. 2012; 2013; Bavarva et al. 2014; Ginzkey et al. 2014a, 2014b). This range is beyond the systemic nicotine levels achieved by using NRT products (Table 1), but at local sites of entry, such as at respiratory tract or oral epithelia, nicotine concentrations may indeed be higher than systemic concentrations (Jarvis et al. 1984). Genotoxic effects at systemically relevant nicotine concentrations (16 ng/ml) were reported in a few studies, such as in a cytokinesis-blocked micronucleus assay (Kleinsasser et al. 2005) and in a chromosomal aberration assay (Demirhan et al. 2011). Overall, definitive studies to determine the genotoxic potential of nicotine in users of nicotine delivery systems are missing.

Concern has been raised by authoritative bodies that nicotine might act as a promoter and/or progressor of an initiated carcinogenic process (Table 2). From a mechanistic standpoint, there is considerable evidence that nicotine exposure can affect many of the cellular processes that are considered important for the promotion or progression of the carcinogenic process. Numerous reviews have been published summarizing these mechanistic findings (Improgo et al. 2011; Cardinale et al. 2012; Jensen et al. 2012; Lee & Cooke 2012; Russo et al. 2012; Schuller 2012; Chu et al. 2013; Warren & Singh 2013; Grando 2014; Niu & Lu 2014; Schaal & Chellappan 2014; Schuller 2014). For example, nicotine has been reported to stimulate cell proliferation, inhibit apoptosis, induce cell migration and invasion, induce angiogenesis and inhibit immune functions. Such effects were often observed *in vitro* at systemically and/or locally relevant nicotine concentrations. In particular, the role of nAChRs in triggering intracellular signaling pathways that influence the carcinogenic process have been emphasized (Grando 2014).

Nicotine *per se* is a unique active ingredient for a consumer product in that the majority of nicotine's effects are mediated by binding and activating nicotinic acetylcholine receptors (nAChRs) in a wide variety of neuronal (central and peripheral nervous system) and non-neuronal tissue. Consequently, nicotine exposure affects numerous systems, including neurologic, neuromuscular, cardiovascular, respiratory, immunological and gastrointestinal. The presence of different types of nAChRs, receptor upregulation and receptor desensitization influences these complex physiological effects. Numerous studies in experimental animals demonstrate that nicotine exposure results in a dramatic increase in both nAChR numbers and receptor desensitization in the

brain resulting in tolerance to the central effects of nicotine (Marks et al. 1985; Renda & Nashmi 2014). In contrast, little is known about the response of peripheral nAChRs in regard to receptor upregulation and desensitization following nicotine exposure (Lam et al. 2016). Similarly, many types of cancer cells express a wide variety of nAChRs (Improgo et al. 2013), but few studies have characterized the effect of nicotine on receptor numbers and desensitization (Brown et al. 2013).

Based on the mechanistic studies, a case for biological plausibility has been proposed for a potential role of nicotine in carcinogenesis. Therefore, it seems appropriate for the present review to critically evaluate the strength of published scientific evidence, in both human and animal studies, for potential carcinogenic effects of nicotine *per se*. The potential of nicotine *per se* to act as a complete carcinogen or as a modulator of an initiated carcinogenic process are assessed in this review. Toxicokinetic considerations relevant for this evaluation are also briefly summarized. Mechanistic data on the potential carcinogenic effects of nicotine *per se*, however, will not be evaluated, as numerous mechanistic studies have recently been reviewed (see above). Finally, the words nicotine *per se* and nicotine are used synonymously in this review.

Methods

For the present review, evaluations of relevant published literature were carried out according to processes described in the sections below, which were adapted or modified from a wide variety of published frameworks (Hill 1965; International Agency for Research on Cancer 2007; Organisation for Economic Co-operation and Development 2009; Rhomberg et al. 2011; Goodman et al. 2013; Rhomberg et al. 2013; Prueitt et al. 2014; Willhite et al. 2014). These frameworks, including our own, have similar processes such as defining the study question, gathering relevant studies using inclusion and exclusion criteria, evaluating studies for quality, consistency and relevance, integrating evidence on related topics to draw conclusions and using these conclusions to determine a strength of evidence classification (Rhomberg et al. 2013).

Study question

The present review was conducted to answer the question: What is the potential carcinogenic effect of nicotine *per se*, at levels found in users of nicotine delivery systems? In this review, nicotine delivery systems refer to products that contain nicotine as the only added active ingredient, that contain pharmaceutical grade nicotine and do not contain tobacco. Due to the large number of *in vitro* and *in vivo* studies on this topic (Figure 1), we chose to limit our answer to this question using published human and animal studies. *In vitro* studies and mechanistic data will not be critically evaluated in the present review. Thus, the objective of this review is to critically evaluate the strength of published scientific evidence, in both human and animal studies, for the potential carcinogenic effects of nicotine

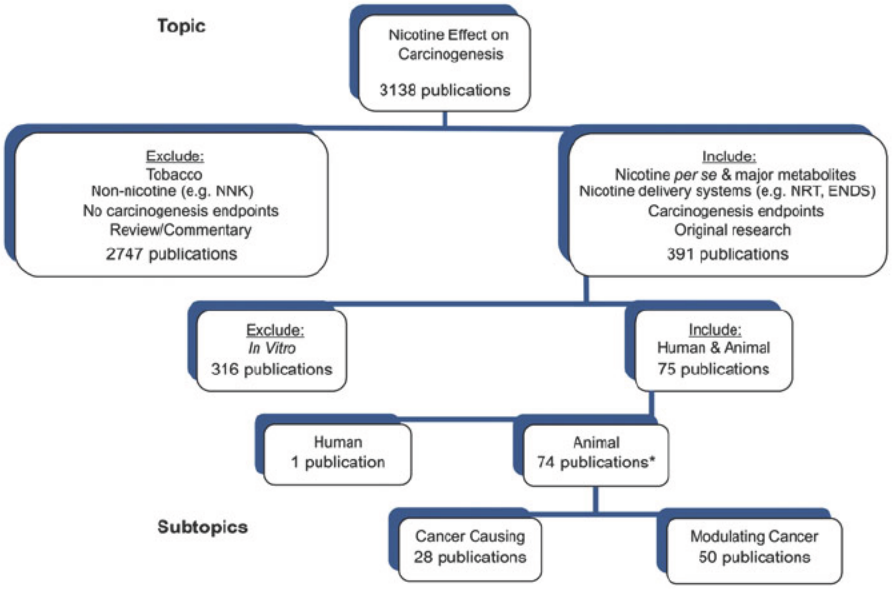

Figure 1. Overview of findings from literature searches and criteria used for the inclusion and exclusion of publications for critical evaluation. *The total number is only 74 because several publications include both complete and modulating cancer studies.

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per se. In animal studies, the potential of nicotine to act as a complete carcinogen or as a modulator (stimulator) of carcinogenesis is evaluated. The goal for study evaluations is not to provide a yes or no answer to the question but to generate knowledge, communicate uncertainty about conclusions and enable an informed discussion about knowledge gaps and possible actions to be taken.

Literature search

An updated search of the relevant scientific literature was performed the final week of October 2015 in the Medline and Embase databases primarily relying on their hierarchical controlled-vocabulary thesauri. The concept of cancer (including carcinogenesis) was covered by selecting all records indexed to the most general cancer term, ''Neoplasms'' (''Neoplasm'' in Embase), or to any of its narrower terms; 683 total Medline terms and 1002 in Embase. The cancer set was combined by Boolean AND with items indexed to either "Nicotine" or "Cotinine." In Embase, allowance also was made for items indexed to either "Nicotine N Oxide" or ''Nicotine N' Oxide." No such inclusion was necessary in Medline, since that database maps the oxides to "Nicotine," modified by an "analogs & derivatives" sub-heading.

Since Medline makes titles and abstracts available before being fully indexed, a strategy such as the above must be supplemented by a "free-text" approach to pick up the mostly newer unindexed records. Thus, the ''In-Process," "Epub Ahead of Print" and ''PubMed-Not-Medline" file segments were queried for either of nicotine or cotinine and any of cancer?, carcino?, tumor?, tumor?, cocarcinogen?, neoplas?, oncogenic or oncogenesis (where? represents zero or more characters).

Using the above search methodology, 3138 database records were identified. One of the authors (MWF) read the title and abstract (as available) for each of these records and applied the inclusion and exclusion criteria (as detailed in the Section ''Inclusion/exclusion criteria'') to identify relevant studies for evaluation. This search strategy in combination with using secondary sources from publications and reviews (as described in the next paragraph) resulted in the identification of one publication for human studies and 75 publications for animal studies to be critically assessed and evaluated (Figure 1).

In addition to the process described above, one of the authors (H. J. H.) identified recent reviews that addressed the potential of nicotine to act as a carcinogen or as a modulator of carcinogenesis (Benowitz 2011; Improgo et al. 2011; Lee et al. 2011; Singh et al. 2011; Cardinale et al. 2012; Jensen et al. 2012; Schuller 2012; Hecht 2012a; Warren & Singh 2013; Grando 2014; Schaal & Chellappan 2014; Schuller 2014). These reviews as well as original studies were found with PubMed searches performed in January 2015, using keywords "nicotine AND cancer," and "nicotine AND carcinogen*". Relatively old but relevant *in vivo* studies on nicotine and its metabolites were also discovered by checking earlier reviews (Larson et al. 1961; Schievelbein 1962; Levy & Martin 1989). All these reviews and original research publications were used as secondary sources to identify relevant published studies.

Inclusion/exclusion criteria

The articles identified as potentially eligible for inclusion in the present review were examined and confirmed as in scope by one of the authors (H. J. H.) based on inclusion/exclusion criteria described in detail below and illustrated in Figure 1. In many cases, a single publication contained data from several relevant studies. For example, a single publication could contain results from using various strains of animals, various routes of nicotine administration or various kinds of cancer cells in xenograft experiments. The relevant studies present in a single publication are referred to as sub-studies. As a result, the 74 publications identified using animals contained 112 relevant animal studies or sub-studies (33 cancer causing and 79 modulating cancer). Thus, in the present review, 113 (sub-)studies (including one human study) were critically assessed for relevance and quality as well as evaluated for strength of evidence in categories such as human studies and animal studies including complete carcinogenesis and modulating carcinogenesis.

Studies included for evaluation are those in which nicotine, free base or salts, or the major metabolites of nicotine, cotinine or nicotine-*N'*-oxide (NNO), are administered. The half-life of nicotine is relatively short, especially in rodents, while the half-life of some of nicotine's metabolites, such as cotinine and NNO, are longer (Matta et al. 2007). Therefore, it seems plausible that, findings that appear to be related to nicotine may instead result from one or more of its metabolites. Accordingly, studies that investigate the potential carcinogenicity of cotinine or NNO exposure were identified and are included in the current review.

Studies in which nicotine delivery systems are used for exposure are included. As previously mentioned, nicotine delivery systems refer to products that contain nicotine as the only added active ingredient, that contain pharmaceutical grade nicotine and do not contain tobacco. Examples would include the NRT products listed in Table 1 as well as ENDS such as e-

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cigarettes. Accordingly, studies investigating the potential carcinogenicity of NRT products in humans and animals were identified and are included in the current review. In contrast, no relevant studies using ENDS were identified or evaluated.

Studies that use any product that contains tobacco for nicotine exposure are excluded. Epidemiological studies on Swedish snus (a smokeless tobacco) are often used as an indirect measure of the potential carcinogenic effect of long-term nicotine use in humans (Benowitz 2011). However, for this review, exposure to nicotine *per se* and snus are not considered equivalent. They differ in that a snus user is exposed not only to nicotine extracted from this tobacco product but also exposed to compounds that may mask a potential carcinogenic effect of nicotine (Hecht et al. 1986; Hoffmann et al. 1987; Prokopczyk et al. 1987).

Pesticide products that contain nicotine in combination with other tobacco alkaloids or contain nicotine of unknown purity are excluded. Studies that investigate the use of non-nicotine compounds or products are also excluded. Examples would include tobacco-specific nitrosamines such as 4-(methylnitrosamino)-1-(3-pyridyl)-1-butanone (NNK) or *N*-nitrosonornicotine (NNN), and tobacco alkaloids other than nicotine.

Studies that describe the use of carcinogenesis endpoints or the possibility of detecting such are included. Examples of such endpoints include cancer diagnosis (human studies), gross pathology assessment, tissue histopathology analysis, tumor-related characteristics such as tumor size or volume, vascularization or metastasis. Studies identified in the literature search that do not include such endpoints are excluded from evaluation. Common non-carcinogenesis endpoints observed include those found in studies investigating metabolism, dependence and receptor activity (nAChRs).

Studies that are described in publications that are reviews, commentaries or opinions are not evaluated in this review. Only publications describing original research studies in some detail are included in this review.

Studies that are not conducted in humans or animals (e.g., *in vitro*) are excluded from evaluation in this review. Seventy-four relevant animal publications (whose studies met the inclusion criteria above) are assigned to one of the two subtopic categories, cancer causing or modulating cancer (Figure 1). Cancer causing studies are those that investigate whether nicotine acts as a complete carcinogen. In these studies, carcinogenesis is followed in animals during long-term exposure to nicotine alone. The second subtopic category of animal studies comprises those evaluating the modulating (stimulating) effect of nicotine on carcinogenesis induced by other sources. Relevant modulating carcinogenesis studies are placed in one of the two subcategories depending on the source of carcinogenesis. These are a chemical, physical or transgenic source or the implantation of cancer cells (xenograft source).

Critical assessment of relevance and quality of studies

The *in vivo* studies reviewed differ in various aspects of study design, conduct and reporting. Thus, it is challenging to compare studies as well as to determine the strength of evidence for each of the studies that have passed the inclusion criteria in order to evaluate the potential carcinogenicity of nicotine. To facilitate this evaluation, certain criteria, based on current international guidelines for carcinogenicity testing (Organisation for Economic Co-operation and Development 2009), were used for judging relevance and quality of studies. Both criteria were combined to derive a score for the adequacy of a study for the purpose of this evaluation. Five design criteria on study relevance, including route of administration, group size, dose response, daily dose, duration of exposure as well as quality were scored separately as plus (+) or minus (−) and documented in the supplementary material (Supplementary Tables 1–3). If information was lacking, the study was assigned a minus score. Alternative approaches to judge study relevance and quality have been published. For instance, the Klimisch scores (Klimisch et al. 1997) were not considered discriminative enough for the current evaluation. This approach relies heavily on generally accepted international guidelines

Table 3. Adequacy evaluation criteria for individual animal studies on the potential carcinogenicity of nicotine.

Category	Adequate study parameters
Route of administration	Inhalation, oral, dermal
Group size	50 per sex (100 of single sex)
Dose response	Three (or two) dose levels
Daily dose (average)	Eliciting signs of toxicity, or $\geq$1 mg/(kg × d)
Duration of exposure	$\geq$18 months (complete carcinogen studies) Any duration (modulating carcinogenesis studies)
Quality (subjective)	e.g., Nicotine biomonitoring, body weight data

Notes:
(1) Adequacy criteria for group size, dose response, and study duration were derived from the carcinogenicity study design guidance provided by the Organisation for Economic Co operation and Development (2009). Other adequacy criteria were subjectively set by the authors.
(2) Adequacy was scored with plus (+) or minus ( ). If information was lacking, minus ( ) was also applied.
(3) Plus (+) scores of a study were totaled for an overall adequacy score. The maximum plus (+) score is 6 (studies on complete carcinogenesis) or 5 (modulating studies), with >2(+) representing a high adequacy score and $\leq$2(+) representing a low adequacy score.

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and/or Good Laboratory Practice and few studies in our review were conducted approaching such guidelines.

Our adequacy evaluation criteria are listed in Table 3 and briefly explained as the following: adequate routes of administration were those that corresponded to the use of nicotine delivery systems in humans, i.e., inhalation, dermal and oral (Organisation for Economic Co-operation and Development 2009).

For the first category of studies, group sizes of approximately 100 or more (or 50 per sex) were considered adequate (Organisation for Economic Co-operation and Development 2009). Optimally, a dose–response relationship on the basis of at least three dose groups should be targeted (Organisation for Economic Co-operation and Development 2009), but each attempt to have more than one dose group was honored as adequate.

Average daily doses were calculated or estimated as a common denominator. Because this calculation is imprecise in view of the rapid nicotine metabolism in most laboratory animals, the actual dosing regimen was also provided in the Supplementary material, which lists the various studies in detail (Supplementary Tables 1–3). The highest dose level in the carcinogenicity studies should be selected to elicit some evidence of toxicity (Organisation for Economic Co-operation and Development 2009). Thus, any sign of nicotine-related toxicity, such as body weight or survival effects, was honored as indicative of a sufficiently high dosing and considered adequate. There might have been very acute and transient toxic reactions to nicotine injection, which were also honored here, although the same average daily dose given continuously, e.g., via the drinking water, might have avoided such toxic response. Another criterion of adequacy related to dosing or exposure was the assumption that the experimental nicotine exposure relative to body weight was similar or higher than in a user of nicotine delivery systems. For NRT, it is recommended that nicotine gum users consume no more than 24 units containing 4 mg nicotine each per day, while for nicotine inhaler users, not more than 16 units containing 10 mg nicotine each per day is recommended and sublingual tablet users can use up to 24 units containing 2 mg of nicotine each (Schneider et al. 2001). Thus, the upper limit of exposure to nicotine from NRTs can be estimated to be approximately 1 mg/(kg $\times$ d). Doses at this level or above were also considered adequate. The assessment of nicotine doses from experimental studies is hampered by the fact that quite often it was not stated whether doses were given in terms of pure nicotine or any salt and whether a racemic mixture or the pharmacologically active *S*(−)-enantiomer was used. If not stated otherwise, the data are interpreted as pure (−)-nicotine, which may lead to erroneous overestimates of nicotine doses of up to six-fold.

Study durations of $\geq$18 months were honored as adequate according to guidelines for assessing complete carcinogenesis (lower range of acceptable study durations selected for inclusion of studies with susceptible spontaneous or transgenic strains; Organisation for Economic Co-operation and Development 2009). For cancer-modulating studies, study duration was not a useful adequacy criterion. In many of these studies, the initial inducer of carcinogenicity was administered in a way that led to rapid tumor development. Therefore, animals in these studies were exposed to nicotine for relatively short periods of time, if these time periods were considered sufficient to induce cancer by the initial treatment alone. Because cancer growth was apparently easily observed in most of these studies, as a consequence of the initial treatment, any duration of nicotine exposure was honored as adequate for modulating carcinogenesis studies.

A final score was given based on a subjective evaluation of study quality. This included the availability of body weight or nicotine biomonitoring data, which were thought to at least improve the comparison of studies with similar design.

In order to achieve a comprehensive overview, no study was excluded from evaluation because it failed a certain study adequacy criterion. Rather, all studies that passed the inclusion criteria were evaluated. For assessing the strength of evidence for the studies evaluated, an overall adequacy score was determined by totaling the individual plus values for each individual sub-study. This approach gave all adequacy criteria the same weight. However, for practical reasons, only studies (or parts thereof, i.e., sub-studies) with high-adequacy scoring (with an overall score $>$2) were discussed in detail in the main body of the review, while narratives regarding studies or sub-studies with low-adequacy scoring (with an overall score $\leq$2) were placed in the Supplementary material (Supplementary Table 4). Scoring results were also used to roughly divide studies into two categories or tiers in other assessments (Goodman et al. 2014), but ranking of studies was avoided. Here, the overall results of studies with low-adequacy score were compared with those observed in high-adequacy score studies within the same subsection, to detect potential biases when stratifying by study adequacy.

Strength of evidence evaluation and classification

The evaluation and the integration of scientific evidence as well as strength of evidence classification (for human,

animal, complete carcinogen, modulating carcinogenesis studies) are a matter of facilitated professional judgment, reflecting conclusions derived from evaluating relevant studies individually and collectively. The term "facilitated" refers to professional judgment that is guided by key factors or criteria for drawing conclusions from scientific studies (Rhomberg et al. 2013). The use of such criteria is described below. Key factors or criteria considered in the present review for evaluating and integrating scientific evidence were adapted from numerous sources and are described in brief below (Hill 1965; Goodman et al. 2013; Rhomberg et al. 2013). Criteria for evaluation and integrating evidence include consideration of the reproducibility, reliability and strength of the observed carcinogenic response, the presence of a dose (exposure)-carcinogenic response relationship, the timing (temporal relationship) and specificity of the carcinogenic response following nicotine exposure, and the dose and route of administration that is relevant to human nicotine exposure (nicotine delivery systems).

The framework described above uses an approach adapted from Bradford Hill and US Environmental Protection Agency (Hill 1965; Rhomberg et al. 2013). This approach was modified taking into account that conclusions in the present review did not consider mechanism of action data (biological plausibility) and limited information is available for long-term nicotine exposure in humans (lack of coherence). Therefore, it is important to remember that the strength of evidence conclusions and classifications in this review are a generalization. That is, we recognize the inherent difficulty in applying specific animal study results to arrive at conclusions for a more general study question (Rhomberg et al. 2013).

A thorough discussion of the strengths and weaknesses (based on the above criteria) of the relevant studies for each topic is provided in this review. Using our adequacy scoring system, less ideal studies (low-adequacy score) were not rejected outright but were summarized briefly as a narrative for each topic area (a more detailed evaluation of each study is found in the Supplementary material). The conclusions from the low-adequacy scored studies were then compared with the more detailed narrative and conclusions from the high-adequacy scored studies, again for each topic. Finally, the reasoning for the overall strength of evidence conclusion and classification was discussed in the present review for each topic (human, animal, cancer causing and cancer modulating studies).

The strength of evidence classifications used in the present review were adapted and modified from the Evaluation of Carcinogenic Risks outlined by the International Agency for Research on Cancer (IARC) (International Agency for Research on Cancer 2007). A major modification to the IARC strength of evidence assessment is the separation of the IARC classification "evidence suggesting lack of carcinogenicity" into two classifications: "limited evidence suggesting a lack of effect" and "sufficient evidence of a lack of effect." With this revised classification in place, the strength of evidence conclusions are balanced. A conclusion and classification can be neutral (inadequate evidence) or can be deemed limited or sufficient in both directions, for a carcinogenic effect or for a lack of a carcinogenic effect. Strength of evidence classifications used for evaluating human and animal studies were as follows:

- *Sufficient evidence*: Conclusive or highly suggestive studies are available for an association between nicotine exposure and either a lack of carcinogenic effect or a carcinogenic effect.
- *Limited evidence:* The evidence from available studies is indicative of an association between nicotine exposure and either a lack of carcinogenic effect or a carcinogenic effect. Conclusive studies are missing.
- *Inadequate evidence*: The available studies are of insufficient quality or consistency to permit a conclusion regarding an association between exposure to nicotine and carcinogenesis. Only conflicting or incomplete evidence is available.

We believe that one strength of the classification system described above is that it provides a balanced and symmetrical distribution for strength of evidence conclusions. On both sides of a neutral conclusion (inadequate evidence), there exists the same possible classification (sufficient or limited evidence) for either a carcinogenic effect or the lack of an effect. Similarly, Rhomberg et al. (2011) supported a "two-pan balance" system for determining the weight of evidence as a more satisfactory means of drawing conclusions from an array of observations. These investigators suggested that many classification systems use "a single scale showing how much evidence in accord with a conclusion can be accumulated." We believe that the IARC (International Agency for Research on Cancer 2007) and equipoise (Goodman et al. 2013) classification systems suffer from this limitation. Both systems favor observations demonstrating a positive effect, with only one availability category for a lack of an effect (sufficient evidence). Obviously, providing sufficient evidence for a lack of an effect is very difficult to accomplish especially in light of the fact that negative findings often go unpublished. Another strength is our classification system (sufficient, limited, and inadequate evidence) provides a clear

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communication that is easily understood, both from an overall conclusion point of view as well as the reasoning behind the message. Other frameworks using an equipoise classification system (e.g., equipoise and above or below equipoise), for example, are not easily understood.

As previously mentioned, a limitation of our strength of evidence conclusions is the absence of mechanistic data as well as little information in humans. Thus, our classification system is not meant to determine conclusions for a causal relationship between nicotine exposure and carcinogenesis.

Evidence from human studies

Epidemiological and clinical studies on the cancer risk associated with using nicotine delivery systems were identified and reviewed. One NRT study was identified as relevant and was critically evaluated. No other cancer-related studies with users of other nicotine delivery products (such as ENDS) were found.

Epidemiological studies with nicotine replacement therapy (NRT) use

The Lung Health Study investigated the cancer risk from using NRT products. This study prospectively investigated surveillance data on 3320 intervention participants who were enrolled in this study for 5 years and then followed up for 7.5 years (Murray et al. 2009). Nicotine gum use and smoking were determined by self-reporting, although the nicotine exposure from gum use may have been quite accurate as it was supplied for free to the participants of the study for the full 5 years. Most participants used either NRT or cigarettes, rather than using both concurrently. Using Cox proportional hazard regression analysis, the NRT alone was not a significant predictor of lung cancer [hazard ratio (HR) 1.02, 95% confidence intervals 0.95–1.09], while continued smoking was predictive [HR 1.08 (1.01–1.16)]. Neither NRT use nor continued smoking was significant predictors for all cancers and for gastrointestinal cancers in particular (including oral cancer). Survival from any diagnosis of cancer was the same between users of NRT and non-users. Most importantly, survival without any diagnosis of lung cancer was significantly higher for those participants below the median cigarette exposure during the study compared to those above the median level (determined in pack-years). There are a number of serious limitations regarding the interpretation of this study that were identified by the authors. First, the 5-year study duration and the follow-up period of 7.5 years are not considered long enough for lung cancer to develop. In addition, the total number of lung cancer cases in the study (morbidity and mortality) was only 75. Finally, the daily nicotine exposure in the NRT user group was approximately 2 mg (average of 2 gums per day with 2 mg nicotine per gum, assuming 50% extraction). Considering an appreciable first-pass effect upon oral nicotine exposure (see Section "Comparative toxicokinetics"), the estimated nicotine exposure in this study is approximately one order of magnitude below that observed for users of nicotine delivery products (Table 1).

In summary, this study provided no evidence for an effect of NRT use on cancers of the lung, the gastrointestinal tract or overall. This one study provides inadequate evidence for an association between nicotine exposure and the presence of or lack of a modulating effect on carcinogenesis following smoking cessation.

Conclusion on human studies

There is only one epidemiological study on the long-term use of NRT after smoking cessation, and this study provided no evidence for an effect of NRT use on cancers of the lung, gastrointestinal tract, or overall. This study, however, was relatively short given the reported 20–30 year latency period for lung cancer. Longer-term prospective epidemiological studies are required to support the hypothesis that nicotine does not cause cancer by itself or stimulate carcinogenesis. This would include surveillance studies after smokers switched to NRTs or ENDS as well as studies on users of these products without prior use of conventional tobacco products. Overall, for human studies (NRT use), there appears to be inadequate evidence for an association between nicotine exposure and the presence of or lack of a carcinogenic effect due to a limited number of studies.

Evidence from animal studies

Comparative toxicokinetics

Because there is little information from studies in humans, laboratory animal studies are important in evaluating the carcinogenic potential of nicotine, at levels found in users of nicotine delivery systems. The kinetics of nicotine absorption, distribution and metabolism are relevant for its pharmacological action (Benowitz et al. 2009), but also must be considered for the evaluation of its toxic activity, e.g., when comparing different routes of administration in various species and when extrapolating to the human nicotine user.

The time course for systemic nicotine distribution is fastest after inhalation (within seconds), intermediate for

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oral uptake and relatively delayed after dermal exposure (lag time of 1 h) (Benowitz et al. 2009). Once absorbed, nicotine is widely distributed in the body. As a consequence of the first-pass effect, only 30% of orally administered nicotine can reach systemic circulation (Matta et al. 2007). After inhalation or intravenous (i.v.) exposure, however, the first-pass effect of hepatic metabolism is avoided. The plasma half-life of nicotine in humans is approximately 2 h (Hukkanen et al. 2005). At an experimental dose of 1 mg/kg in rats and mice, half-lives of 0.75–1.6 h (Kyerematen et al. 1988; Schepers et al. 1993; Matta et al. 2007) and 6–9 min (Petersen et al. 1984; Siu & Tyndale 2007) were reported, respectively. These differences in elimination half-lives mirror differences in the rates and also patterns of nicotine metabolism among species. Thus, the route and mode of administration (e.g., injection versus continuous exposure) and the choice of species used for a study will determine differences in local and systemic exposures of nicotine and its metabolites that may lead to toxic and carcinogenic effects. Animal studies for the investigation of the potential carcinogenicity of nicotine were, therefore, sorted according to the route of administration used in the various studies reviewed herein.

Several nicotine metabolites have longer half-lives than the parent compound, such as cotinine in human smokers (16 h, Benowitz et al. 2009), rats (3 h, Schepers et al. 1993) and mice (25–50 min, Siu & Tyndale 2007), and have, therefore, been monitored as surrogates for nicotine exposure.

Figure 2 provides a schematic overview of the average range of levels for nicotine doses in users of nicotine delivery systems and the respective nicotine and cotinine levels in blood (based on the values from Table 1). These data can be used to compare nicotine exposures in animal studies based on doses relative to body weight or on blood and urine levels, as available (Figure 2).

For instance, to achieve the same systemic nicotine concentration, higher nicotine doses relative to body weight have to be administered to rodents (especially mice) in comparison to humans. At drinking water doses of 20 mg/(kg × d) or higher, blood nicotine and cotinine levels can be achieved in mice similar to those in users of nicotine delivery systems (Table 1).

In animals, to maintain a nicotine blood level throughout the day that mimics the diurnal changes commonly seen in users of NRT or ENDS, inhalation or the oral administration of nicotine via the drinking water or the diet appear most suitable.

Potential of nicotine to cause cancer in animals

Studies aimed at evaluating the carcinogenic potential of nicotine can be divided into two categories: studies or study parts (sub-studies) with exposure to nicotine alone and studies or sub-studies with exposure to nicotine in combination with other exposures. The intention of reviewing the first category of studies is to evaluate the potential of nicotine to cause cancer, i.e., whether nicotine acts as a complete carcinogen. The intention of reviewing the latter category of studies is to evaluate the modulating effect of nicotine on the carcinogenic

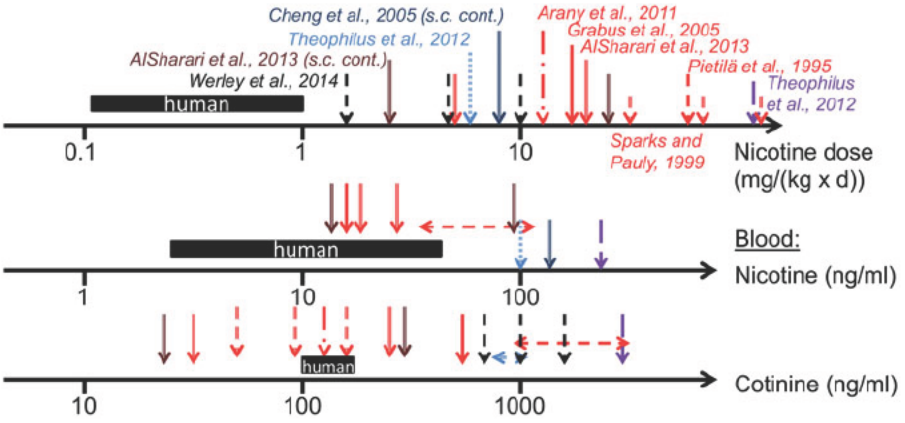

Figure 2. Overview of nicotine biomonitoring data in mouse and rat studies (various shaped arrows). Data referring to human exposure and blood nicotine levels are presented as a black bar indicating the range of data presented in Table 1 (users of nicotine delivery systems). For species comparison, mouse data are shown from studies with oral administration via the drinking water (red color: Pietilä et al. 1995; Sparks & Pauly 1999; Grabus et al. 2005; Arany et al. 2011; AlSharari et al. 2013), s.c. osmotic minipump (brown color: AlSharari et al. 2013) and feeding (violet color: Theophilus et al. 2012). Rat data are shown from nicotine inhalation (black color: Werley et al. 2014), continuous s.c. administration via minipump (dark blue color: Cheng et al. 2005), and feeding (blue color: Theophilus et al. 2012).

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Table 4. Reported findings of relevant studies for evaluating the potential of nicotine to act as a complete carcinogen.

Route/adequacy scoring	Number of (sub)studies	Positive*	Negative*	Labs†
Inhalation				
Total	1	0	1	1
High score	1	0	1	1
Low score	0	0	0	0
Oral				
Total	7	0	7	5
High score	5	0	5	5
Low score	2	0	2	2
Dermal				
Total	1	0	1	1
High score	0	0	0	0
Low score	1	0	1	1
Other‡				
Total	14	2	3	12
High score	1	0	1	1
Low score	13	2	2	11

To facilitate comparisons, the (sub)studies were grouped into high and low adequacy scoring studies with overall scores subjectively set to >2 and ≤2, respectively.

*As judged by the authors of the respective studies, where "positive" indicates stimulating carcinogenesis and "negative" indicates a lack of carcinogenic effect.

†Number of different laboratories contributing studies.

‡The two positive studies (both s.c.) were those with the longest exposure period. Many shorter but still chronic studies in this category were not planned as carcinogenicity studies and were, therefore, often not judged by the respective authors as positive or negative for carcinogenesis. This resulted in a total number of studies that was higher than the sum of studies reported as positive or negative by the authors.

potency of these other exposures (Section "Potential of nicotine to modulate carcinogenesis").

In the first category, several animal species were exposed to nicotine using different routes of administration in studies published over the past 100 years. A summary of reported conclusions from all reviewed studies on the potential of nicotine to act as a complete carcinogen is given in Table 4. A more detailed description of high-adequacy score studies is provided in the section below. A description of low-adequacy score studies as well as a more detailed overview of each study evaluated in this category is provided in the supplementary material (Supplementary Tables 4 and 1, respectively). At the end of the current section, both high and low-adequacy score studies are discussed in aggregate, and a conclusion on this part of the review is provided.

Inhalation exposure

Waldum et al. (1996) conducted a 24-month inhalation study in Sprague–Dawley rats with nicotine exposure for 20 h/d, 5 d/week at a reported nicotine concentration of 0.5 mg/m^3. A nicotine dose of 0.4 mg/(kg × d) can be estimated on the basis of an average body weight of 300 g/rat, a standard respiratory minute volume of 0.2 l (estimated according to Alexander et al. 2008) and assuming full retention of the inhaled nicotine (Feng et al. 2007). No food was available during the whole-body nicotine exposure. Plasma nicotine levels were found to exceed the range found in users of nicotine delivery products (Table 1) by several folds. In this study, the determination of blood nicotine levels seems to be appropriate for comparison to users of nicotine delivery systems due to the long daily nicotine exposure, which probably resulted in a relatively stable steady-state concentration. The body weight of the nicotine-exposed rats was approximately 5% lower than that of the sham-exposed rats (Waldum et al. 1996) indicative of an effective nicotine exposure level. There was only one dose level, but this dose level was in an effective range. From the initial animals in the nicotine and sham control groups (68 and 34 rats, respectively), several were used for regular necropsies during the study. Thus, only 22 and 7 rats, respectively, were available for the final necropsy, which included examination of the brain, lungs, gastrointestinal tract, liver, kidneys and ovaries for tumors. For the rats undergoing necropsy during the course of the study, 36% and 24% of the nicotine and control groups, respectively, had tumors, such as age-related mammary tumors, which were found in both groups. Historical control data from this laboratory are not available, but mammary fibroadenomas in female Sprague–Dawley rats are spontaneous tumors frequently observed at the end of cancer studies (Dinse et al. 2010). Some tumor types were only found in nicotine-exposed rats, i.e., tumors of the anterior pituitary gland (8% incidence), ovary (5%) and skin (2%). In addition, two metastases of unknown origin were found in nicotine-exposed rats. None of these tumor incidences was statistically significantly different between nicotine and sham-exposure groups. Moreover, in historic controls, tumors have frequently been observed in various parts of the pituitary gland (between 1% and 39%) and occasionally also in the ovary (up to 0.6%), and skin (up to 1.7% incidence, Dinse et al. 2010). No lung tumors were detected in either group. Additionally, lung neuroendocrine hyperplasia was investigated, and no effect by nicotine was found. The authors of this study, which was a high-adequacy scoring study, concluded that they "did not find any tumorigenic effect of nicotine on any organ in the body."

Oral administration

Wilson et al. exposed Albino rats to nicotine sulfate, nicotine tannate or nicotine bentonite via their food in order to investigate body weight and organ microscopic damage (Wilson & DeEds 1936; Wilson et al. 1938). For up to 10 months, the rats were exposed to four doses of

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nicotine sulfate at levels of 0.006–0.05% in the diet. These levels corresponded to doses of approximately 4 mg/(kg × d) to 33 mg/(kg × d). A no-observed adverse effect level of 4 mg/(kg × d) was reported based on the retarded body weight development and lower food consumption compared with control. Microscopic examination revealed that organs (liver, spleen, kidneys, lungs, adrenals, heart, testes, thyroid and pancreas) from nicotine-treated rats showed negligible structural difference from organs obtained from control animal (nicotine-free feed). This high-adequacy scored study is characterized by a suitable dose–response assessment, but it is hampered by the relatively short duration. Group sizes were not reported.

Toth (1982) exposed Swiss mice in sufficiently large groups for their lifetime to 0.5 and 0.7 mg/ml nicotine via the drinking water. For the group exposed to the high concentration, the author reported daily doses of 4.3 and 5.3 mg of nicotine hydrochloride for female and male mice, respectively, which translates to average nicotine doses of approximately 150 mg/(kg × d) assuming a body weight of 25 g. Due to higher water consumption, the daily dose per mouse in the low-concentration group was only minimally smaller than in the high concentration group. Surprisingly, no toxicity, in particular, no impact on body weight development or survival, was reported at these doses, although the dose reported clearly exceeded that of other drinking water studies using mice. Histopathological examination of the liver, spleen, kidneys, bladder, thyroid, heart, testes, pancreas, ovaries, brain, nasal turbinates and lungs (at least four lobes) was performed but findings were not reported, except for tumor incidences. No increase in tumor incidence due to nicotine exposure was observed, in particular in lungs, which had a background tumor incidence of approximately 15%. The Swiss strain of mice is genetically predisposed to a relatively high lung cancer susceptibility (Manenti & Dragani 2005). The author of the study, which received the highest adequacy score in this review, concluded that nicotine was "not carcinogenic under the experimental conditions."

Murphy et al. (2011) exposed A/J mice to 0.2 mg/ml nicotine hydrogen tartrate (NHT) for 11 months via the drinking water. Water consumption was significantly lower in nicotine-exposed mice compared with sham-exposed mice, but there was no indication of dehydration. Body weights were not reported. Based on the reported weekly water consumption of 15 ml and an estimated body weight of 25 g, a daily nicotine dose of 6 mg/kg could be calculated. Plasma and urinary nicotine and cotinine levels were also reported. While the plasma cotinine level of mice was below that observed in humans, the urinary cotinine level found in the mice of this study exceeded that normally found in humans. No significant effect by nicotine on lung tumor multiplicity and size was observed, although there was an incidence of 15% (2/15 mice) adenocarcinomas in the nicotine-exposed group compared with the sham control with none. A similar pattern of numerically higher incidences and multiplicities of adenocarcinomas in the nicotine- versus sham-exposed mice was also observed in parallel groups that were pretreated with the tobacco-specific N-nitrosamine NNK. The A/J mouse is a strain susceptible to lung carcinogenesis, and thus, in this particular case, a study duration of 11 months should be sufficient for examining potential carcinogenic effects in this particular tissue (Stoner & Shimkin 1982); however, a group size of 19 is relatively small.

Hermann et al. (2014) exposed C57/Bl6 mice for 18 months to nicotine via the drinking water at a nominal dose of 20 mg/(kg × d). The authors were particularly interested in mechanisms of pancreatic carcinogenesis. No effect on the area of pancreatic intra-epithelial neoplastic lesions by nicotine was observed. No other neoplastic findings were reported. This sub-study was conducted in parallel to a study using transgenic mice and reportedly was only intended to confirm earlier reports of no effects by nicotine on pancreatic tumorigenesis; on its own right, it suffered from a very small group size ($n = 3$) but otherwise received a high-adequacy score.

Nishikawa et al. (1992) investigated the potential of nicotine to induce pancreatic carcinogenesis. Nicotine was administered to female Syrian Golden hamsters for 9 months at an estimated dose of 2.5 mg/(kg × d) via the drinking water ($n = 30$). The pancreas was carefully examined in serial sections of four anatomical lobes. In addition, the spleen and the duodenum were grossly examined. No neoplastic or preneoplastic lesions were detected in the pancreas.

Subcutaneous administration

Thompson et al. (1973) administered nicotine (as a base) s.c. to male Fischer rats for up to 22 months at a daily dose of 1 mg/kg. Nicotine was administered in a gelatin matrix with the intention to prolong the absorption from the injection site and achieve a rather sustained nicotine distribution. The nicotine exposure was high enough to elicit a significant decrement in the body weight development of the rats (approximately 15% at maximum, which is generally considered acceptable for valid carcinogenicity studies). Starting group sizes were 38 for the nicotine treatment group and 10 for the vehicle control group, but mainly due to technical reasons, only

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28 and six rats remained for the final dissection. The spleen, liver, adrenals, vertebra, lymph nodes, lungs, heart, kidneys, thymus, testes, anterior pituitary gland, skin, trachea, renal artery and aorta were routinely examined in the euthanized animals. No consistent differences in general pathology, which was described to be typical for aged rats of this strain, were found between the control and the nicotine-exposed groups. In the control group, two tumors were discovered, an adenocarcinoma of the lung and an adenoma of the anterior pituitary gland resulting in an incidence of 33%. Within the nicotine-exposed group, there were nine tumors present in eight rats resulting in an incidence of 29%. These tumors included three instances of pheochromocytoma, four cases of epidermoid carcinoma of the skin, one leukemia and one fibrosarcoma. The authors noted that all the tumors found are frequently observed in aged rats. In particular, pheochromocytomas indeed occur at rather high incidence in male rats (Greim et al. 2009). The only statistically significant difference in histopathology was the incidence of Leydig cell hyperplasia, which occurred in 89% of the nicotine-exposed and 66% of the control rats. The authors noted that the etiologic significance of the observation is unclear. Apparently, Leydig cell tumors are not commonly observed in other studies with this strain of rat and of similar duration. Overall, this negative study is characterized by its sufficient dosing and duration and the broad scope of organs and tissues examined, but it only had one dose level of nicotine and the group sizes were small.

Low-adequacy score studies

Relevant studies with low-adequacy scores using intratracheal installation (Yokohira et al. 2012), oral administration (Schoental & Head 1953; Truhaut & De Clercq 1961), dermal application (Schoental & Head 1953), s.c. injection (Staemmler 1935, 1936; Yun & Kim 1938; Hueper 1943; Eränkö et al. 1959a, 1959b; Thienes 1960; Schuller et al. 1995; Galitovskiy et al. 2012), i.v. injection (von Otto 1911; Kosdoba 1930) and i.p. injection (Schmähl & Habs 1976) were identified and evaluated. These studies are described in the Supplementary material as a narrative (Supplementary Table 4) and as an entry in the evidence table in the Supplementary material (Supplementary Table 1).

Discussion of aggregate evidence

High-adequacy score studies. Seven studies were identified with high-adequacy scoring and each varied widely in study design and quality. Overall, the greatest weaknesses often included the lack of dose–response analyses, a lack of sufficient group sizes, a lack of sufficient exposure duration and the lack of sufficient tissue histopathological analyses. However, all these studies were negative with regard to any potential carcinogenic effect of nicotine. These studies were conducted in numerous laboratories with three species (i.e., rats, mice and hamsters) and three different routes of administration, including the relevant inhalation and oral exposure routes. The highest adequacy scores were obtained by the two major dedicated carcinogenicity studies that were judged negative (lack of carcinogenic effect) by the authors (Toth 1982; Waldum et al. 1996). The negative study by Toth (1982) came closest to a study design matching current bioassay guidelines.

Low-adequacy score studies. Sixteen low-scoring studies were reviewed in this section and were predominately considered negative (lack of carcinogenic effect) by their authors, with two exceptions using s.c. nicotine administration.

One exception relates to adrenal medulla adenocarcinomas or pheochromocytomas reported after s.c. nicotine administration to rats (Staemmler 1935). This effect was not dose dependent, and it was not observed again in other studies of similar design that were conducted in rats, mice, Guinea pigs and rabbits (Kosdoba 1930; Eränkö et al. 1959a, 1959b; Thienes 1960; Thompson et al. 1973), with one exception, i.e., a 22-month s.c. nicotine administration study in which three rats were observed in the nicotine group and none in the control (not statistically significant, Thompson et al. 1973). In particular, the Thienes (1960) and Eränkö et al. (1959a, 1959b) studies were performed in response to the findings reported by Staemmler (1935), but the carcinogenic effect could not be reproduced. The occurrence of pheochromocytomas seems to be related to disturbances in catecholamine synthesis, which may indeed be the case in the nicotine exposure studies (Greim et al. 2009). A morphological effect of nicotine on adrenals might seem plausible, as nicotine can stimulate the release of corticosterone and catecholamines from the adrenal cortex and medulla, respectively, and hypertrophic adrenals were indeed described for i.v.-treated rabbits (Kosdoba 1930). However, an effect on adrenals was not reported in 90-d nicotine feeding studies with rats and mice at doses of 6 and 120 mg/(kg × d), respectively (Theophilus et al. 2012). In general, the relevance of pheochromocytomas in rat carcinogenicity studies for human risk assessment was questioned (Greim et al. 2009).

The second exception was the report that rhabdomyosarcomas and leiomyosarcomas were observed after

s.c. nicotine administration to A/J mice for 5 d/week for 24 months (Galitovskiy et al. 2012). This study had small group sizes, and no statistical tests were performed. The development of spontaneous rhabdomyosarcomas was also observed in other studies using this mouse strain: Rhabdomyosarcomas at the hind legs and lower back were described to be rather frequent spontaneous tumors in A/J mice (34% incidence, Landau et al. 1998). In a chronic mainstream smoke inhalation study in A/J mice, rhabdomyosarcoma incidences of 27% and 43% in female and male control mice were observed, respectively, which tended to decrease with increasing mainstream smoke and thus nicotine exposure concentrations (Stinn et al. 2013).

Leiomyosarcomas have not been reported as a consequence of nicotine administration in other studies, and this finding would need to be reproduced in a more carefully designed study with a more appropriate route of administration. Interestingly, the authors reported only one mouse with pulmonary adenoma. The incidence of lung tumors after 24 months observed in this study is surprisingly low, as most other studies in A/J mice showed 100% incidence at this age (e.g., Stoner & Shimkin 1982).

In principle, the overall results of the low-adequacy studies agree with those of the high-adequacy studies, i.e., they do not suggest that nicotine is a complete carcinogen.

Comparative evaluation by dose. For a comparative evaluation, both high and low-adequacy studies were considered. The doses used in the various studies cover a relatively broad range for rats [0.3–33 mg/(kg × d)] and mice [1–150 mg/(kg × d)]. The doses used are similar or higher than those found for users of nicotine delivery systems. For example, in the lifetime mouse study conducted by Toth (1982), the dose of nicotine administered via drinking water exceeded by two orders of magnitude that reported for human exposure following nicotine use (relative to body weight). The lifetime inhalation study (Waldum et al. 1996) reported blood nicotine levels beyond those reported for human users of nicotine. Both the Toth (1982) and Waldum et al. (1996) studies reported the lack of nicotine-induced carcinogenicity. The most recent mouse study, which was reported as positive by their authors, used the lowest s.c. nicotine dose in this category (Galitovskiy et al. 2012), shedding additional doubt on the findings reported. A rat s.c. study with a similarly low apparent daily dose of nicotine for 22 months but with a pronounced nicotine-related body weight effect was negative for carcinogenesis (Thompson et al. 1973).

Nicotine concentration in body fluids may not be the best marker for comparing nicotine exposure from bolus injections due to the rather rapid and species-dependent clearance as well as the lack of standardizing sampling periods relative to nicotine administration. The only nicotine inhalation study available, however, exposed rats for 20 h/d, so the reported plasma nicotine value of 130 ng/ml most likely represents a stable, steady-state concentration (Waldum et al. 1996). However, the daily dose of 0.4 mg/(kg × d), estimated on the basis of the nicotine concentration in the aerosol and on certain assumptions of respiratory minute volume and body weight, does not fit the reported nicotine plasma level in comparison to other rat studies with sustained nicotine exposure (Figure 3). In a 90-d mainstream smoke nose-only inhalation study (6 h/d) in rats with a nicotine concentration of 13 mg/m^3 in the aerosol, a daily dose of 3.5 mg/kg can be estimated for the same strain and sex of rats using the same assumptions as above, which resulted in an average serum nicotine concentration of 280 ng/ml (Gaworski et al. 2008). In any case, the plasma nicotine value determined in the nicotine inhalation study (Waldum et al. 1996) most likely reflects a higher nicotine uptake than the estimated inhaled dose. As this study was conducted in a whole-body-exposure mode, nicotine deposited on the cage surfaces and the fur of the rats, which, as a consequence of self-grooming, can lead to several folds higher overall doses, as assumed from smoke inhalation studies (Mauderly et al. 1989; Haussmann et al. 1998). Based on the plasma nicotine values reported, the dose in this nicotine inhalation study (Waldum et al. 1996) appears to be sufficiently high to exceed human exposure from nicotine use and no carcinogenic potential was detected.

An average nicotine plasma level of 0.4 ng/ml was reported from a negative drinking water study in mice (Murphy et al. 2011), which is low, given the estimated dose of 6 mg/(kg × d) based on water consumption and body weight (Figure 3). In plasma, 19 ng/ml cotinine level was determined on average (Murphy et al. 2011). Both the nicotine and cotinine plasma levels reported are relatively low compared to those in human nicotine users (Figure 2). Urinary nicotine and cotinine concentrations of 1300 ng/ml and 4400 ng/ml, respectively, were also reported in this study, which are similar to and exceeding those found in users of nicotine delivery systems, respectively (Table 1 and Figure 2).

Summary of the evidence

The high-adequacy score studies were consistently negative (absence of a stimulating effect on carcinogenesis). The statistical power of only a few of the

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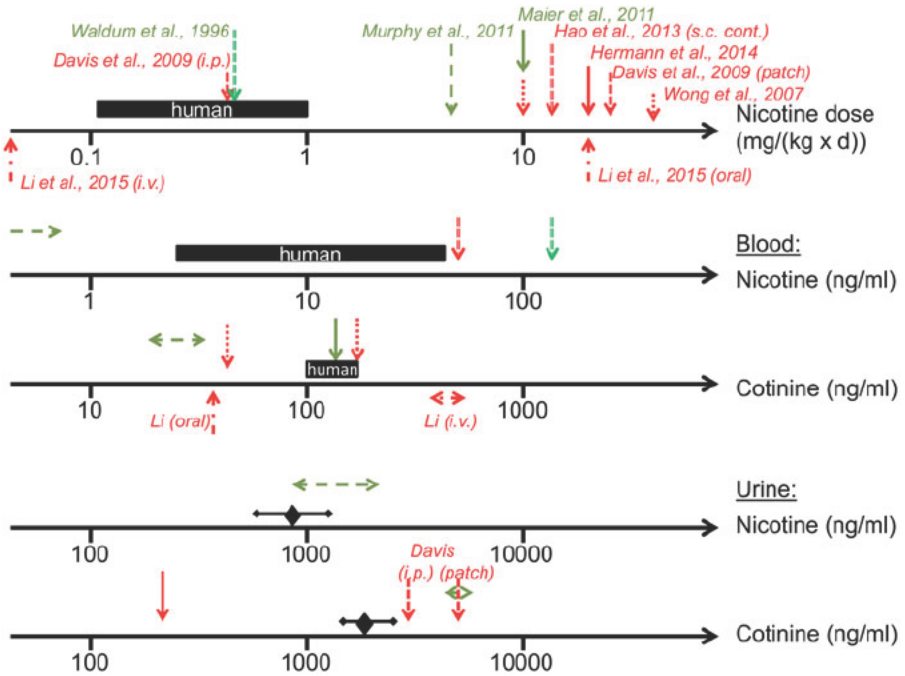

Figure 3. Overview of nicotine biomonitoring data in mouse and rat studies investigating potential nicotine-mediated carcinogenesis. Data (indicated by arrows) were generated in a rat inhalation study (Waldum et al. 1996) and in mouse studies with exposure to nicotine via drinking water (Wong et al. 2007; Maier et al. 2011; Murphy et al. 2011; Hermann et al. 2014; Li et al. 2015), via continuous s.c. administration (Hao et al. 2013), via i.v. administration (Li et al. 2015) and via patch and i.p. administration (Davis et al. 2009). Nicotine doses and nicotine and cotinine levels in blood and urine from users of nicotine delivery systems such as NRT products or ENDS are illustrated as black bars (blood) or diamonds and bars (urine) indicating the range of concentrations (from data presented in Table 1). Positive (cancer stimulating) and negative studies are characterized by red and green colors, respectively.

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negative studies seemed to be sufficient, though. The finding of adrenal medulla adenocarcinoma in one low-adequacy study was not dose dependent and inconsistent with the results of other studies, although this type of effect might seem to be coherent with non-neoplastic effects of nicotine described in a few studies, i.e., adrenal hypertrophy. The findings of rhabdomyosarcomas and leiomyosarcomas in A/J mice injected with nicotine found in a low-adequacy score study was inconsistent with other studies, had a low strength of association (no statistical tests performed), and the low number of age-related spontaneous lung cancer cases was incoherent with historic controls of this strain of mice. As discussed in the Introduction, results on the potential genotoxicity of nicotine at relevant concentrations are conflicting and thus are not inconsistent with the relative absence of animal studies demonstrating nicotine as a complete carcinogen.

Conclusion

Overall, the animal studies on nicotine carcinogenicity available to date do not suggest that nicotine is a complete carcinogen. However, there has been no single study that would have passed the current criteria of a well-designed study according to generally agreed-upon guidelines, e.g., in terms of number and range of dose levels, statistical power, or biomonitoring of nicotine exposure by its metabolites in body fluids. Therefore, conclusive studies are missing. Nevertheless, two negative (lack of carcinogenic effect) studies were the highest adequacy scoring studies in this group. In conclusion, limited evidence suggests an association between long-term nicotine exposure and a *lack* of a complete carcinogenic effect.

Potential of nicotine to modulate carcinogenesis

This section reviews studies in which nicotine administration was tested for a potential modulating (stimulating or lack of stimulating) effect of tumorigenic processes induced by chemical and physical treatments and genetic manipulations (Section "Cancer induction by physical, chemical, and transgenic means") as well as cellular treatments (xenograft studies, Section "Cancer xenograft studies"). At the end of each of these two sections, both high and low-adequacy score studies are discussed in aggregate and a conclusion is provided for each respective part of the review. Subsequently, in an attempt to further stratify results

Table 5. Reported findings of relevant studies for evaluating the potential cancer modulating activity of nicotine in studies induced by physical, chemical, or transgenic means.

Route/type/adequacy scoring	Number of (sub)studies	Positive*	Negative*	Labs†
Inhalation				
Total	0	0	0	0
Oral				
Total	11	4	7	8
High score	8	4	4	6
Low score	3	0	3	3
Dermal				
Total	8	4	4	1
High score	0	0	0	0
Low score	8	4	4	1
Other				
Total	16	9	7	10
High score	0	0	0	0
Low score	16	9	7	10

To facilitate comparisons, the (sub)studies were grouped into high and low adequacy scoring studies with overall scores subjectively set to >2 and ≤2, respectively.
*As judged by the authors of the respective studies, where "positive" indicates stimulating carcinogenesis and "negative" indicates a lack of carcinogenic effect.
†Number of different laboratories contributing studies.

by study design variables, the results of these two sections are further discussed regarding the impact of various study design parameters used, e.g., route of administration, dose and dose rate, or the impact of immune competence.

Cancer induction by physical, chemical and transgenic means

A summary of reported conclusions from all reviewed studies in this category is given in Table 5. A description of high-adequacy studies is provided in the section below. A narrative description of low-adequacy studies as well as a more detailed overview of all studies evaluated in this category is provided in the Supplementary material (Supplementary Tables 4 and 2).

Oral administration. In a relatively early study, Freedlander et al. (1956) investigated the potential of nicotine to modulate the tumorigenicity of UV light in mice ($n = 100$), which, under the conditions of the study, developed ear and eye tumors. The nicotine dose administered via the drinking water was increased from approximately 3 to 18 mg/(kg × d) over the course of the 7-month study. Tumor incidences were 42% in the control group and 35% in the group treated with nicotine via the drinking water. Thus, the authors concluded that there is no additive or co-carcinogenic effect of nicotine with UV light. There was no group exposed to nicotine alone.

In a study by Liu et al. (2011), the bladder of Wistar rats was infused with *N*-methyl-nitrosurea (MNU) sufficient to induce bladder cancer within a few months. After the end of the MNU treatment, rats were randomized into four groups treated intragastrically with nicotine doses from 0 to 11 mg/(kg × d) for 2 months ($n = 12$). Although the groups were very small, animals were necropsized at given time points up to the conclusion of the study at 4 months. The authors reported a nicotine dose-dependent increase in tumor size (no data shown). In the high-dose nicotine group, two metastases were found. In addition, a nicotine dose-dependent increase in the frequency of mutated *p*53 genes was reported, which was apparently determined by immunohistochemistry. The authors concluded that nicotine may play an important role in the development of bladder cancer.

Murphy et al. (2011) investigated the modulating activity of nicotine on NNK-induced carcinogenesis. Female A/J mice ($n = 18$) were initiated with a single i.p. injection of 80 mg/kg NNK and exposed to nicotine hydrogen tartrate via the drinking water for up to 11 months. In order to be able to study the potential impact of nicotine on various stages of the NNK-induced tumorigenesis, nicotine was administered either for 0.5 months before NNK administration, for 11 months after NNK administration, or throughout the study (with NNK administration after 0.5 months of nicotine exposure). Water consumption was lower than in sham-exposed mice, leading to an approximate nicotine dose of 6 mg/(kg × d). Plasma nicotine and cotinine levels were determined throughout the study and found to be relatively low, 0.66 and 31 ng/ml respectively, compared with levels reported for users of nicotine delivery products (Table 1). Lung tumor multiplicity was approximately 20, and there was no effect of nicotine on multiplicity, size and progression from benign to malignant lung tumors regardless of the nicotine exposure regimen. The advantages of this study were the targeted nicotine exposure at various stages of tumorigenesis, the chronic duration and the biomonitoring of nicotine exposure. Limitations were the intermediate group sizes relative to other studies in this category and the relatively low nicotine exposure as assessed by biomonitoring.

Maier et al. (2011) conducted a relatively similar study to that above but with the use of AB6F1 mice. The nicotine dose delivered via the drinking water was estimated at 10 mg/(kg × d). No nicotine-related toxicity was observed. Nicotine exposure was for 3 months after i.p. treatment with 100 mg/kg NNK for three weeks ($n = 10$). A control group exposed to nicotine alone was included in this study. Although a relatively high NNK

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dose was used, the average tumor multiplicity was only approximately 1.5, which may be related to the relatively short duration and the loss of pulmonary tumor susceptibility by crossing of susceptible A/J with less susceptible C57Bl6 mice. Nicotine did not enhance lung carcinogenicity in terms of tumor multiplicity and volume. There was a numerical trend to a higher incidence of lung tumors in the nicotine-treated groups, which was not statistically significant. Serum cotinine levels were at 137 ng/ml, which according to the authors' suggestion would be comparable with an NRT user with exposure to a 22 mg nicotine patch.

Maier et al. (2011) also used a mouse model transgenic for a mutated human K*ras* gene, which is known to progress rapidly through pulmonary tumorigenesis, i.e., K*ras*^{LA2}. In this model, tumors are apparent as early as 2 weeks of age, and they progress to adenocarcinomas within several months. Two weeks of nicotine exposure starting at an age of 3 weeks did not change tumor multiplicity or tumor burden. Six weeks of nicotine exposure starting at an age of 6 weeks did not affect tumor multiplicity, size or burden. A daily nicotine dose of 10 mg/(kg × d) was estimated ($n = 5$). If this treatment was continued until the death of the mice (approximately for 5 months), nicotine did not alter the overall life span either. It is unclear whether the life span was limited by the lung tumors, because data on tumor multiplicity or size were not reported for this latter sub-study. In the lung tumors found in this study, nicotine did not alter the activation status of a number of proteins associated with cellular growth signals, such as Akt, Erk, or the proliferation marker Ki-67. The group sizes in this sub-study are among the smallest in this category.

Hermann et al. (2014) studied the effect of nicotine administration on pancreatic cancer development in various mouse models, apparently exposed to nicotine at a nominal concentration of 20 mg/(kg × d) via the drinking water. K*ras*$^{+/LSLG12Vgeo}$;*Elas-tTA/tetO-Cre* and K*ras*$^{+/LSLG12D}$; *Trp53+/LSLR172H;Pdx-1-Cre* (KPC) mice were exposed for 18 and 20 months, respectively, which resulted in a 10- and 4-fold increase in the area of pancreatic intraepithelial neoplasia lesions, respectively ($n = 7$). In addition, the grade or severity of the lesions was higher in the nicotine-treated groups. For the KPC mouse, an increased number of circulating pancreatic cells was also observed that was considered indicative of a metastatic phenotype. For the K*ras*$^{+/LSLG12Vgeo}$ mouse, a urinary cotinine level of 210 ng/ml was reported, which the authors suggested was similar to the level of intermediate smokers. This suggestion, however, was based on a reference that only reported blood cotinine levels, and in their abstract, the authors indeed discussed their result on the basis of blood levels. The reported value, as a urinary cotinine level, is much lower than what has been reported for users of nicotine delivery products (Table 1 and Figure 2). A plethora of mechanistic investigations was included in this study pointing to a nicotine-induced acinar cell dedifferentiation via down-regulation of *Gata6*. For instance, nicotine seemed to increase tumor growth from murine acinar cells in nude mice, if these cells harbored a mutated K*ras* gene and were deficient of *Gata6* ($n = 2$–3).

Nishikawa et al. (1992) investigated the potential of nicotine to modulate the pancreatic carcinogenesis initiated by *N*-nitrosobis(2-oxopropyl)amine in female Syrian Golden hamsters. After completion of the initiation, nicotine was administered for 9 months at an estimated dose of 2.5 mg/(kg × d) via the drinking water ($n = 30$). The pancreas was carefully examined in serial sections of four anatomical lobes. In addition, the spleen and the duodenum were grossly examined. The authors claimed to find a tendency to enhanced pancreatic carcinogenesis in terms of adenocarcinoma and dysplasia incidence; however, no statistically significant effects for nicotine were reported.

Low-adequacy score studies. Relevant studies with low-adequacy scores using oral administration (Freedlander & French 1956; Ito et al. 1984; Nakada et al. 2012), cheek pouch application (Chen & Squier 1990; Chen et al. 1994), dermal application (Bock & Tso 1976; Bock 1980), s.c. injection (Rana & Bhagat 1970; Bhagat & Rana 1971; Gurkalo & Volfson 1982; Habs & Schmähl 1984; Schuller et al. 1995; Bersch et al. 2009; Hayashi et al. 2014) and i.p. injection (Habs & Schmähl 1976; Davis et al. 2009; Iskandar et al. 2013) were identified and evaluated. A study on the potential of nicotine to modulate chemotherapy was conducted using osmotic minipumps to administer nicotine (Berger & Zeller 1988), presumably via the s.c. route, although the actual route of administration was not specified. These studies are described in the Supplementary material as a narrative (Supplementary Table 4) and as an entry in the evidence table in the Supplementary material (Supplementary Table 2). No inhalation studies were identified.

Discussion of aggregate evidence.

High-adequacy score studies. All high-adequacy score studies used oral nicotine administrations. Of the eight high-adequacy (sub-)studies identified and evaluated for a potential role of nicotine in modulating the carcinogenic effects of inducing treatments, four were negative

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(lack of a stimulating effect) and four were positive (stimulating effect). The positive rat study by Liu et al. (2011) used an intragastric and thus most probably bolus administration of nicotine. The study is difficult to interpret because actual tumor data were not provided by the authors. Other studies in this category used sustained nicotine administration to mice or hamsters via the drinking water. The second set of two positive sub-studies in this context investigated the effect of nicotine administration on pancreatic neoplastic developments in particular models of K*ras* mutant mice (Hermann et al. 2014). However, in another K*ras* mutant mouse model, no effect of nicotine on pulmonary carcinogenesis was observed (Maier et al. 2011). Nominal nicotine doses of 10 (racemic mixture) and 20 mg/(kg × d) (unknown type of nicotine) were estimated for the negative and positive K*ras* mutant studies, respectively. With the uncertainty in the type of nicotine used in the positive study, a potential dose–response difference between the two studies as a reason for the differential outcome remains a possibility. A difference in the K*ras* biology of both models might also explain the difference in outcomes. Both studies, however, employed very small group sizes. Importantly, various sub-studies from two laboratories did not find a stimulating activity of oral nicotine for lung tumors induced by NNK, a tobacco-derived *N*-nitrosamine, regardless of the temporal relationship between the administrations of the two compounds (Maier et al. 2011; Murphy et al. 2011).

Low-adequacy score studies. Twenty-seven low-adequacy scoring (sub-)studies were identified and evaluated in this category. The three oral studies were all negative; included here are two studies with A/J mice that are susceptible to lung tumor formation (Freedlander & French 1956; Nakada et al. 2012). Combination with either urethane or NNK did not increase tumor risk. However, cheek pouch application studies with hamsters were reported to be positive in combination with chemical carcinogens (Chen & Squier 1990; Chen et al. 1994). Rather complex nicotine responses were obtained in studies that tried to identify whether nicotine would play a role in a rather common model for tobacco carcinogenesis, i.e., mouse skin painting (Bock & Tso 1976; Bock 1980). The main author concluded that the results of his experiments showed that nicotine *per se* can enhance carcinogenesis induced by the combination of benzo[*a*]pyrene and a promoter, although the mechanism of this presumed co-carcinogenesis and its relevance to humans remained unclear. Of the s.c. injection studies, a stimulating effect of nicotine was reported for pancreatic, pulmonary and gastric cancer models upon induction with dimethylbenzanthracene (Bersch et al. 2009), hyperoxia (Schuller et al. 1995) and methylnitronitrosoguanidine (Gurkalo & Volfson 1982), respectively. Other studies with s.c. nicotine injection were negative or apparently even showed a protective effect, e.g., in a colitis-associated cancer model (Hayashi et al. 2014). Upon i.p. injection, nicotine was reported to stimulate NNK-induced carcinogenesis in A/J mice (Davis et al. 2009; Iskandar et al. 2013), which apparently is in contrast to the results of NNK studies with A/J mice and nicotine administration via the drinking water (see "High-adequacy score studies" section). It would be interesting to understand from a mechanistic point of view, why bolus administrations of nicotine, as few as thrice per week, can result in a positive modulating effect.

Summary of the evidence. Across the many different routes of administration, which includes both sustained and bolus administrations, study results on carcinogenicity were not consistent, providing about half positive and half negative results, regardless of the adequacy score obtained. Except for the skin painting studies with mixed results, those studies with the highest statistical power in terms of group sizes tended to be negative. Most studies had very small group sizes. Dose–response studies were not performed. Dose–response analyses across studies were difficult due to the often missing description of the actual nicotine type used and the difficulty of assessing dose or dose rate with bolus injection studies administering only a few injections per week. However, a trend to a dose–responsive behavior across studies cannot be excluded. Dose-responsiveness would certainly need to be assessed in future studies using the biologically active nicotine enantiomer. Biological plausibility is difficult to assess, as the high-adequacy score studies lack sufficient mechanistic investigations. Of particular interest is to develop a better understanding of the toxicodynamic similarities and differences between sustained and bolus administrations. This is especially important in light of the well-known effect of nicotine dosing regimens on the induction and desensitization of nAChRs (Marks et al. 1985; Renda & Nashmi 2014; Lam et al. 2016). Interestingly, none of the studies in this section was conducted with immunocompromized animals, in contrast to the majority of studies conducted with xenografts (see "Cancer xenograft studies" section).

Conclusion. Conflicting results were reported for the effect of nicotine in cancer models with physical, chemical, or transgenic initiation. Additional

Table 6. Reported findings of relevant studies for evaluating the potential cancer modulating activity of nicotine in xenograft studies.

Route/type/adequacy scoring	Number of (sub)studies	Positive*	Negative*	Labs†
Inhalation				
Total	0	0	0	0
Oral				
Total	20	15	5	11
High score	7	4	3	4
Low score	13	11	2	7
Dermal				
Total	1	1	0	1
High score	0	0	0	0
Low score	1	1	0	1
Other				
Total	14	8	6	11
High score	4	2	2	3
Low score	10	6	4	8

Note: To facilitate comparisons, the (sub)studies were grouped into high and low adequacy scoring studies with overall scores subjectively set to >2 and ≤2, respectively.

*As judged by the authors of the respective studies, where "positive" indicates stimulating carcinogenesis and "negative" indicates a lack of carcinogenic effect.

†Number of different laboratories contributing studies.

mechanistic insight is required to allow an understanding of the negative and positive findings reported. Thus for animal studies using chemical, physical or transgenic models to initiate cancer, there is inadequate evidence for an association between nicotine exposure and the presence of or lack of a stimulating effect on carcinogenesis.

Cancer xenograft studies

In general, studies in this category investigated the ability of nicotine exposure to modulate (stimulate) tumor growth after cancer cells were inoculated in animals. Immunocompromized mice were commonly used in these studies. A summary of reported conclusions from all reviewed studies in this category is given in Table 6. A description of high-adequacy studies is provided in the section below. A description of low-adequacy studies as well as a more detailed overview of all studies evaluated in this category is provided in the Supplementary material (Supplementary Tables 4 and 2, respectively).

Oral administration. Jarzynka et al. (2006) were interested in the combined effect of estradiol and nicotine on the growth of A549 cells subcutaneously (s.c.) implanted into nude ovariectomized mice. Nicotine was administered at two estimated doses of 20 and 40 mg/(kg × d) via the drinking water for 36 d ($n = 8$). Estradiol was administered via a pellet co-injected with the A549 cells. There is no mentioning of a sham operation with a pellet containing no estradiol as a control for potential physical effects. Nicotine by itself resulted in a numerical but statistically non-significant increase in tumor growth in the high dose group, which was characterized by the authors as positive (stimulates tumor growth). At the lower dose of nicotine, no effect was observed (data not shown). There was a statistically significant increase in cell proliferation due to nicotine in the tumor tissue, while there was only a numerical increase in vascularization. Estradiol by itself also resulted in a numerical but statistically non-significant increase in tumor growth. The combined administration of both substances resulted in an increased tumor volume that was significantly higher than in the untreated control or in the high-dose nicotine group. Given the moderate, if any, effect of nicotine on tumor growth in this study, the claimed combination effect could have been an estradiol effect and with no particular contribution by nicotine.

Shin et al. (2004) investigated the role of nicotine in athymic nude mice inoculated with a gastric cancer cell line into the gastric wall. Nicotine was administered for 3 months at two doses of 11 and 62 mg/(kg × d) via the drinking water ($n = 10$). A decreased body weight effect was observed at the high nicotine dose. The area of the gastric wall covered by a tumor increased with increasing nicotine doses from 18 mm^2 to 25 mm^2 to 30 mm^2 in parallel to an increasing cell proliferation index. Neovascularization determined as microvessel density as well as the expression of the vascular endothelial growth factor (VEGF) in the tumor tissue also increased in a parallel manner. These effects were dependent on the activity of cyclooxygenase-2 (COX-2). The authors concluded that their study revealed "a direct promoting action of nicotine on the growth of gastric tumor."

Wong et al. (2007) inoculated colon cancer cells s.c. into the flank of nude BALB/c mice. Nicotine was administered for 25 d at two doses of 10 and 40 mg/(kg × d) via the drinking water (unknown group size). No effects on drinking water consumption and body weight development were observed. No group size was reported. Higher tumor volumes were observed in a dose-dependent manner, and the tumor growth was attenuated by β_1- and β_2-adrenoceptor antagonists given by i.p. injections thrice per week for the course of the study. Plasma adrenaline and cotinine levels increased with increasing nicotine doses; the authors did not comment on the surprising finding of low levels of cotinine in the sham-treated group. In the tumor tissue, increased levels of both types of adrenoceptors, COX-2, prostaglandin E_2 (PGE_2), VEGF and microvessel density were observed. The authors concluded that the nicotine-dependent effect on tumor growth would be mediated by β-adrenergic activation and angiogenesis. The same

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group investigated an s.c. xenograft model with colon cancer cells that were pretreated *in vitro* with 10 nM, 100 nM and 1000 nM of nicotine for 5 h before inoculation (Ye et al. 2004). After 3 weeks, the volume of the tumors was increased in a nicotine concentration-dependent manner. The formation of these tumors could be inhibited by incubation of the cancer cells with inhibitors of the epidermal growth factor receptor or inhibitors of 5-lipoxygenase prior to treatment with nicotine.

Maier et al. (2011) inoculated AB6F1 mice with three different cell lines derived from NNK-induced lung adenocarcinoma of the same strain and observed tumor development. The F1 generation of A/J and C57Bl6 mice, i.e., AB6F1 mice, was used in order to combine the A/J susceptibility to developing lung cancer and the C57B16 apparent preference for consuming nicotine-containing drinking water. Within the 2 weeks of nicotine exposure at an estimated dose of 10 mg/(kg × d), no modulating effect on tumor growth or the development of metastases was found. The group sizes in this sub-study are among the smallest in this category ($n = 5$).

Li et al. (2015) investigated the potential antagonist effect of nicotine on the chemotherapeutic effect of the epidermal growth factor receptor (EGFR) inhibitor erlotinib. In one sub-study, nicotine was administered via the drinking water for 20 d after s.c. inoculation of PC9 NSCLC cells in nude BALB/c mice (group size unknown). A nicotine dose of 20 mg/(kg × d) was estimated, which resulted in serum cotinine levels of approximately 37 ng/ml. The authors did not explain why their control mice also had cotinine levels of up to 20 ng/ml. A small but statistically significant increase in tumor volume was observed. Interestingly, a parallel group of mice was exposed to i.v. nicotine injections for 5 d/week at doses of 0.06 mg/kg, and, in this group, a similar increase in tumor growth was observed as with the oral nicotine administration. Between days 21 and 36, erlotinib was also administered and inhibited the further growth of the xenograft tumors. Growth inhibition was less effective in the group with prior and concomitant oral nicotine exposure compared to that with i.v. injections. Nevertheless, in comparison with a control without nicotine, both types of nicotine treatment attenuated the growth-inhibitory effect of erlotinib.

Subcutaneous administration. Pratesi et al. (1996) administered nicotine s.c. via osmotic minipumps to athymic nude BALB/c mice that were s.c. inoculated with tumor fragments developed from a small cell lung cancer cell line in the same mouse strain. Nicotine doses of 0.8 and 8 mg/(kg × d) were maintained for 2 weeks either shortly after inoculation or after tumors had grown to a certain size ($n = 5$–10). The time until a target tumor size was obtained was used to measure the potential modulating activity of nicotine on tumorigenesis. No effect was observed for nicotine, while in a parallel experiment a modulating activity for serotonin was claimed. The study suffered from very small group sizes.

Hao et al. (2013) investigated the effect of nicotine on pulmonary metastasis formation from murine melanoma cells given i.v. to immunocompromized RAG2 $^{/}$ mice. Nicotine was administered via s.c. osmotic minipumps at a dose rate of 13 mg/(kg × d), resulting in nicotine plasma levels of approximately 49 ng/ml ($n = 10$–13). Within 2 weeks, nicotine doubled the tumor volume determined via luminescence labeling of the melanoma cells. The nicotinic growth effect on metastases was largely diminished in RAG2 $^{/}$ β2-nAChR $^{/}$ mice generating by crossing the RAG2 $^{/}$ with mice knocked-out for this nAChR receptor. The authors interpreted these results to demonstrate that nicotine would exert an immunoinhibitory effect on TK cells via β2-nAChR, which would otherwise contain the growth of these melanoma metastases.

Berger and Zeller (1988) investigated a potential interference with the chemotherapy of two types of rat cancer models. In a leukemia model driven by inoculation of rat leukemia cells and treated with cyclophosphamide for chemotherapy, nicotine had a borderline significant enhancing effect on the development of leukemia, i.e., nicotine was interpreted to impair the chemotherapy by cyclophosphamide, although only at the lowest of three cyclophosphamide doses. Nicotine was administered for 2 weeks via an osmotic minipump (no specification of the route of administration but presumably s.c., $n = 8$) at doses of 2.5 and 5 mg/(kg × d). No effect on the development of leukemia in this xenograft model was seen by nicotine alone.

Low-adequacy score studies. This section includes relevant studies with low-adequacy scores using i.v. injection (Paleari et al. 2008; Li et al. 2015), oral administration (Heeschen et al. 2001; Natori et al. 2003; Al-Wadei et al. 2009; Lee et al. 2010; Al-Wadei et al. 2012; Nakada et al. 2012; Banerjee et al. 2013; Khalil et al. 2013; Banerjee et al. 2014; Liu et al. 2015), dermal application (Davis et al. 2009), s.c. injection (Warren et al. 2012) and i.p. injection (Davis et al. 2009; Maier et al. 2011; Molfino et al. 2011; Treviño et al. 2012; Pillai et al. 2015; Yuge et al. 2015). In one study, nicotine was administered via an osmotic minipump; however, the actual route of delivery was not specified (Improgo et al. 2013). These studies are described in the Supplementary material as a narrative

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(Supplementary Table 4) and as an entry in the evidence table in the Supplementary material (Supplementary Table 2). No inhalation study was identified.

Discussion of aggregate evidence.

High-adequacy score studies. Of the high-adequacy score (sub-)studies with oral nicotine administration, the four studies conducted with immunocompromized mice were considered positive by their authors (Shin et al. 2004; Jarzynka et al. 2006; Wong et al. 2007; Li et al. 2015), while the three sub-studies conducted with immunocompetent mice were negative (Maier et al. 2011). This differentiation is not as clear-cut as it might first seem, because the estimated nicotine dose used in the negative sub-studies were also among the lowest in this category. It is unclear whether other differences in study design could be responsible for the difference in outcome between these studies. The genetic set-up and thus the aggressiveness of the cancer cells used might also affect the responsiveness to nicotine.

Low-adequacy score studies. Twenty-four xenograft (sub-)studies with low-adequacy scores were identified. For those studies with oral nicotine administration, all were considered positive by their authors with the exception of those with intentionally low nicotine doses that were not expected to be positive and used for mechanistic investigations (Banerjee et al. 2013, 2014). Also, the negative study using s.c. nicotine administration was not intended to dose nicotine high enough to enhance tumor growth but rather to see whether lower doses might interfere with radio- and chemotherapy (Warren et al. 2012). The two studies with nicotine administration via s.c. minipumps used two different types of immunocompromized mice; the one with the higher estimated nicotine dose was positive (Hao et al. 2013), while the one with the lower estimated nicotine dose was negative (Pratesi et al. 1996). The sub-studies with i.p. nicotine injection were all positive except for two sub-studies, for which the nicotine administration frequency was not clearly identified (Maier et al. 2011). For the bolus types of nicotine administration, daily doses or dose rates are difficult to estimate and compare with other types of administrations. Both studies with sustained or bolus administration were considered positive, i.e., stimulating tumor growth from inoculated cancer cells. An interesting finding was the similar increase in tumor growth seen in one study after either oral or i.v. nicotine administration (Li et al. 2015). In contrast, in another study nicotine administration via both drinking water and i.p. injections were negative (Maier et al. 2011). In this category, studies using both immunocompetent (Heeschen et al. 2001; Natori et al. 2003; Davis et al. 2009; Nakada et al. 2012) and immunocompromized mice (Paleari et al. 2008; Al-Wadei et al. 2009; Lee et al. 2010; Al-Wadei et al. 2012; Treviño et al. 2012; Improgo et al. 2013; Khalil et al. 2013; Li et al. 2015; Liu et al. 2015; Pillai et al. 2015; Yuge et al. 2015) were considered positive by their authors. The negative studies by Maier et al. (2011) and Molfino et al. (2011) as well as the positive study by Davis et al. (2009) used immunocompetent animals.

Summary of the evidence. There was a certain degree of consistency for the finding of cancer growth stimulating effects of nicotine across types of cancer cells used, sites of inoculation, routes of nicotine administration and laboratories conducting the studies in finding positive effects of nicotine in xenograft models. Such effects may also be biologically plausible in view of the *in vitro* findings on cell proliferation, anti-apoptosis, cell migration and invasion, and angiogenesis (see "Introduction" section), although a critical assessment of the degree of coherence in translating the *in vitro* findings to *in vivo* effects seem to be missing. The strengths of association between nicotine exposure and xenograft growth were variable from modest effects to severe differences as compared to controls. However, most studies used very small group sizes and dose–response analyses were rarely conducted.

Conclusion. The majority of studies in this category were positive across various routes of administration, various cancer cell types for inoculation, various organs and various types of hosts. In particular, positive findings were observed after both sustained and bolus nicotine administration. Some of the negative study results may be explained by the relatively low doses administered. Thus, a majority of studies provides sufficient evidence for an association between nicotine exposure and enhanced carcinogenesis of cancer cells inoculated in mice.

Discussion of cancer-modulating activity studies

Of the approximately 70 studies or sub-studies covered in this category, about 60% demonstrated the stimulation of a carcinogenic effect and about 40% showed a lack of such effect (Tables 5 and 6). To assess the relevance of these experimental animal studies to users of nicotine delivery systems (e.g., NRT products and ENDS), it would be helpful to understand the differences in study design parameters that may be responsible for the conflicting findings.

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General insufficiency of available information. Common obstacles for the current assessment are the frequent absence of information on the type of nicotine (base, salt, and enantiomer) used in these studies as well as the common lack of information on nicotine exposure (e.g., accurate assessment of plasma nicotine or cotinine levels). Furthermore, practically all published studies did not provide sufficient information to fully judge their findings' relevance and significance in a comparative manner. For instance, very few studies report body weight changes following nicotine treatment. At high doses, nicotine exposure in animals has been shown to result in a significant reduction in growth rate (body weight increase or maximally attained body weight), presumably due to a decrease in food intake (Wilson & DeEds 1936). Such an effect may or may not affect tumor growth in many of these relatively short-term studies. Such information would be useful for evaluating the actual nicotine exposure levels as well as the relevance of a carcinogenic effect (or lack of).

Most studies suffered from very small group sizes. Most studies in this category were conducted with mice, and consequently, no species-specific pattern for an effect or lack of an effect could be determined. The studies were conducted in three dozen different laboratories, and occasionally conflicting findings were derived in the same laboratory depending on the study conditions.

Segregation of studies by type of tumor initiation. Another approach to interpret the studies reviewed in this section is by the process in which the carcinogenic effect was established. Thirty-five studies or sub-studies used exposure of chemical or physical carcinogens or transgenic mice in combination with nicotine (Table 5) while 35 studies or sub-studies, most of which were mouse studies, used the inoculation of cancer cells or tumor fragments (Table 6). Of the first group, 16/35 studies (46%) were positive, while the others were negative or, in few cases, even showed a protective effect. Of the second group, 24/35 were positive (69%). Among the three sub-studies that used mice transgenic with mutant K*ras*, two from one laboratory were positive (Hermann et al. 2014) and one was negative (Maier et al. 2011). In the study by Nakada et al. (2012), sequential dosing with NNK and nicotine was negative, while nicotine administration after inoculation with cancer cells was positive. For studies investigating the cooperative effect of NNK and nicotine, most but not all were negative. Overall, nicotine's effect on chemical/physical/transgenic-induced carcinogenesis does not appear to be dependent on the type of initiating agent. For xenograft studies, the evidence appears to be sufficient for a stimulating effect of nicotine on the growth of inoculated cancer cells.

Segregation of studies by route of administration. Both positive and negative results were found in studies investigating virtually all routes of nicotine administration. For determining study adequacy criteria, those routes of administration that a user of nicotine delivery systems may be exposed to, were weighed higher than others. This is justified based on the relevance for extrapolating the respective data to humans. However, the findings from animal studies evaluated in this section do not indicate that the influence of nicotine on carcinogenesis is dependent on a particular route of nicotine administration.

Comparative evaluation by dose or dose rate. Both a modulating effect and a lack of an effect on carcinogenesis were observed upon sustained nicotine administration or bolus nicotine administration. It is interesting to note that a similar increase in tumor growth was reported in a study using i.v. (bolus) or oral (sustained) nicotine administration side by side (Li et al. 2015). Of the studies using bolus administration of nicotine, there is no separation of positive and negative studies by dose stratification. Also, there is no stratification observed for the modulation of either physical/chemical- or cancer cell-induced carcinogenesis. If average daily doses are calculated for the positive bolus studies, these average doses are much lower than those that can be achieved by sustained exposure to nicotine, such as via drinking water, presumably due to rapid nicotine turnover. It remains to be investigated whether and how transient high nicotine exposures obtained by bolus administration might be sufficient to trigger events that may eventually stimulate carcinogenesis. Because of the rapid nicotine metabolism in the animal species investigated, it can be assumed that upon bolus administration, all nicotine is metabolized between administrations, even if performed on a daily basis. It may be concluded that the trigger obtained by a bolus administration seems to survive long enough to maintain a certain level of stimulating activity, such as proliferative or anti-apoptotic, between dosing intervals. This phenomenon may also be related to the observation that cancer cells were triggered to faster tumor growth upon inoculation by prior *in vitro* incubation with nicotine (Ye et al. 2004; Yu et al. 2012; Yu & Chang 2013). Otherwise, a repeated transient trigger, even with intermediate phases without nicotine present, may also be sufficient. A third and even more hypothetical possibility would be that the effects would not be

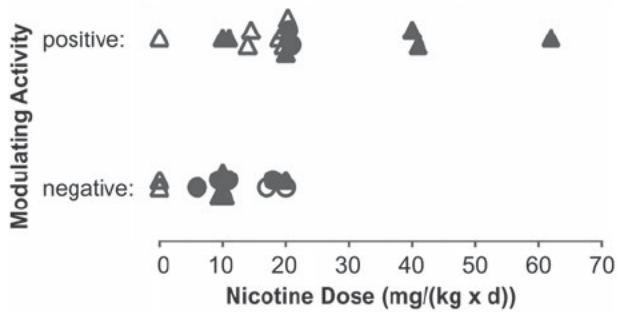

Figure 4. Cancer modulating activity as judged positive or negative by respective authors for mouse studies using nicotine administration via drinking water (stratified by average estimated daily nicotine dose). Positive modulating activity refers to stimulating carcinogenesis. Negative activity is the lack of a stimulating effect. Symbols characterize chemical/physical/transgene-based (circles) and cancer cell-based (triangles) studies with high (full symbols) and low (open symbols) adequacy scores.

mediated by nicotine itself but rather by its metabolites which have longer half-lives.

Of the drinking water studies in mice, as the largest example of sustained nicotine dosing, about half of the (sub-)studies were considered positive by their authors (cf. Figure 4). Most studies using chemical/physical carcinogens or transgenes in combination with nicotine were negative, while the majority of those using cancer cells to initiate the carcinogenic effect were positive. The negative sub-studies with inoculated cancer cells had relatively low estimated daily doses of nicotine administered. In particular, in the study by Jarzynka et al. (2006), the low dose at 20 mg/(kg × d) was negative, while the high dose at 40 mg/(kg × d) was claimed positive by the authors (on the basis of only 20% increase in tumor volume). Among the drinking water studies, several used measures of tumor volume to assess the effect of nicotine. An attempt to establish a relationship across studies between the daily doses of nicotine received from the drinking water and tumor volume failed. Without demonstrating a dose–response relationship, the presence of a possible threshold for nicotine's modulating effect could not be established. Interestingly, with chemical cancer induction, only comparatively low nicotine doses were used, which may or may not explain the negative results in this category. All these interpretations for possible trends in the available data or the lack thereof should be viewed cautiously due to the uncertainties in reporting the form of nicotine used. Future studies with chemical, transgene and cellular induction of cancer should aim at establishing nicotine dose–response relationships and potentially determine a nicotine threshold, if any, for these modulating effects.

Mixed results were also observed with other sustained exposure methods. For example, using s.c. administration via osmotic minipumps at a dose of 8 mg/(kg × d), no stimulating effect on tumor growth was found in a study with mice (Pratesi et al. 1996). In contrast, a dermal patch delivering a nicotine dose of 25 mg/(kg × d) resulted in a 1.7-fold increase in tumor volume in mice (Davis et al. 2009).

Nicotine biomonitoring. If it is difficult to judge studies by their nominally reported doses, it may be more useful to stratify them by biomonitoring data that reflect tissue levels of nicotine or its metabolites. Systemic concentrations of nicotine and cotinine at a given per-kg dose are lower in mice than those in users of nicotine delivery systems (Figure 2) due to the rapid metabolism of both the parent compound and the primary metabolite. This rapid metabolism may not be reflected by their concentrations in urine, as these would integrate across the metabolic rate differences between species. The usefulness of all biomonitoring data depends on the knowledge of sampling periods relative to nicotine administration. However, sampling information is not available for the few studies that actually provided biomonitoring data.

Biomonitoring data are only available for seven recent studies, several of them conducted in sub-studies (Figure 3). In the negative drinking water study performed using mice by Murphy and colleagues, plasma nicotine and cotinine levels were far below those found in users of nicotine delivery systems (Table 1), while urinary levels were similar (Murphy et al. 2011). In another drinking water study using a murine model, which administered a slightly higher estimated daily nicotine dose than in the previous study, a blood cotinine value similar to the average cotinine levels in users of nicotine delivery systems was reported (Maier et al. 2011). In this latter study, no modulation by nicotine of the carcinogenicity induced by NNK, transgenic mutant *Kras*, or inoculation with NNK-transformed cells was observed. A positive (stimulates tumor growth) study by Wong et al. (2007) reported plasma cotinine values of 43 and 169 ng/ml after nicotine administration via the drinking water at estimated doses of 10 and 40 mg/(kg × d). The urinary cotinine levels in the positive (stimulates tumor growth) drinking water study by Hermann et al. (2014) with mutant *Kras* mice were far below those of users of nicotine delivery systems (see "Oral administration" section).

Thus, based on the biomonitoring data available, a real stratification for negative and positive studies is still not possible. Biomonitoring data are critical for evaluating studies on the potential carcinogenesis of nicotine.

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Hopefully, future investigations will collect such data with consideration of species-specific toxicokinetics and transparent sampling methodology.

Applicability of the two-stage model of carcinogenesis. For the nicotine studies conducted in combination with chemical carcinogens, it might be informative to determine the amount of information available related to investigating the classic two-stage cancer model with initiation and promotion or investigating a co-carcinogenic effect (Moolgavkar & Knudson 1981; Cohen & Ellwein 1991). In fact, several published studies were indeed designed to unravel such relationships. Both cancer models (two-stage and co-carcinogenic) require specific timing for the dosing schedule of compounds under investigation. To facilitate the interpretation of data on this topic, the information whether any chemical compound given in combination with nicotine was given concomitantly (c) or sequentially (s) is available in the Supplementary material (Supplementary Table 2).

Murphy et al. (2011) explicitly tested this question using nicotine administration in various combinations with NNK: nicotine was either given before, after or both before and after NNK administration. In all three cases, nicotine had no effect on NNK-induced tumorigenesis. In other studies, when nicotine was given after NNK, contrasting effects were observed: In two studies with nicotine administration via the drinking water, nicotine did not enhance tumorigenesis when NNK was given i.p. at 80–100 mg/kg either once or thrice (Maier et al. 2011; Nakada et al. 2012). In another study when NNK was i.p. injected twice at 100 mg/kg, an enhancing effect by nicotine was reported upon i.p. nicotine administration (Iskandar et al. 2013). Perhaps a critical difference between the studies is the nicotine dose rate.

Habs and Schmähl (1984) investigated whether nicotine would affect tumor initiation or promotion by MNU by either administering nicotine during the week before MNU injection or for 3 months after MNU injection. Neither approach of nicotine treatment affected tumor incidence, size or histology.

Nicotine was also used in two studies with chemically-induced bladder cancer (Ito et al. 1984; Liu et al. 2011). The study by Liu and colleagues was considered positive after intragastric administration of nicotine, the other by Ito et al. was negative after administering nicotine via the food at a lower dose.

Skin painting studies have been the classic model to test for two-stage carcinogenesis and co-carcinogenesis (Rubin 2001; in particular for cigarette smoke, cf., Rubin 2002). In view of this, Bock et al. conducted a series of studies to determine the role of nicotine in tobacco condensate-related dermal carcinogenesis (Bock & Tso 1976; Bock 1980). Bock concluded that the results of his "experiments show that the enhancement of BaP-TPA carcinogenesis by nicotine is not due to a specific effect of the alkaloid on either initiation or promotion." However these studies left him uncertain whether nicotine could be a co-carcinogen (Bock 1980).

It is obvious that insufficient information is available to classify nicotine in the context of the classic two-stage carcinogenesis model. This is not possible until we have a better understanding as to why some studies report tumorigenesis-stimulating effects from nicotine exposure while others report no effect. Cohen and Ellwein (1991) suggested that the difficulty with this terminology (e.g., two-stage carcinogenesis model) is that it relies on specific experimental protocols for its definition. For instance, one feature of a promoter in the initiation-promotion model is reversibility, which has not been investigated for nicotine.

Impact of immune competence. Several immunocompromized mouse models were used in the evaluated studies, including nude, severe combined immunodeficient (scid) and non-obese diabetic (NOD)-scid mice. The development of immunodeficient mouse models (athymic nude mice) in the 1960s for *in vivo* investigation of human tumor growth and metastasis continued in the 1980s with the development of the scid mouse ($RAG^{+/}$ or $^{/}$) and into the 1990s with the NOD-scid mouse (Shultz et al. 2014). The adaptive immune system in these mouse models is severely compromised, but the innate immune system remains intact to varying degrees depending on the model (Shultz et al. 2014). Recent studies have demonstrated that the innate immune system, especially natural killer (NK) cells, plays a critical role in suppressing tumor growth in nude mice (Guerriero et al. 2011; Klier et al. 2011; Zhou et al. 2011).

Numerous published studies have clearly demonstrated that nicotine administration can inhibit both the innate and adaptive immune systems (Kalra et al. 2004; Han et al. 2014). In fact, nicotine administered for 6 weeks (s.c., minipump) to immunocompromized mice (RAG $^{/}$) inhibited NK cell function and accelerated B16 tumor cell burden and metastasis in these animals (Hao et al. 2013). When dosed with sufficiently high nicotine doses using various routes of administration, 18 of 19 (sub-)studies with immunocompromized mice evaluated in this review were considered positive by the studies' authors. It would be interesting to learn if these positive modulating effects of nicotine on tumor growth were dependent on immunosuppression (combination of animal model- and nicotine-derived).

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Overall conclusion

There are numerous positive studies regarding the modulating activity of nicotine for the growth of inoculated cancer cells (1) using various kinds of cancer cells administered to various sites, (2) in various strains of mice, (3) employing various routes of nicotine administration and (4) conducted in various laboratories. Several of these studies investigated biological plausibility and suggest that angiogenesis might be involved as one mode of action by which nicotine may exert this growth-stimulating effect on cancer cells. Overall, there seems to be sufficient evidence to conclude that nicotine can stimulate carcinogenesis of inoculated cancer cells in laboratory animals, especially in immunocompromized mouse models.

The studies involving co-exposure with chemical carcinogens cannot be conclusively interpreted as showing either the presence or absence of a modulating effect of nicotine on the carcinogenesis of these compounds because of conflicting results and major qualitative or quantitative limitations. Thus, the existing evidence is inadequate to support the presence or absence of a carcinogenesis-modulating effect of nicotine when combined with chemical co-exposures.

For a risk assessment of nicotine, it would be helpful to understand why in some animal models, nicotine was indeed positive (stimulates carcinogenesis) while in others, negative (lack of stimulation). The current assessment did not produce any stratifying study design variable (e.g., dose) or biological principle that would allow a separation between positive and negative study outcomes with regard to a cancer-modulating effect of nicotine.

Studies with nicotine metabolites

Nicotine has a very short half-life in the laboratory rodent species commonly used for pharmacological and toxicological studies with nicotine (Matta et al. 2007) (cf., "Comparative toxicokinetics" section). Metabolites, such as cotinine and 3'-trans-hydroxycotinine, have a longer half-life than nicotine, though still shorter in rodents than in humans. In studies with mixed results with nicotine itself, e.g., some odd dose–response behavior in mouse skin painting studies (Bock 1980), it seemed possible that nicotine metabolites could either participate or interfere with the potential of nicotine to act as a carcinogen itself or to modulate the carcinogenesis of other materials. Several relevant studies were identified on these topics, and a summary of reported conclusions from all reviewed studies in this category is given in Tables 7 and 8. A more detailed description of high-adequacy score studies is provided in the section below. A description of low-adequacy score studies as well as a more detailed overview of each study evaluated in this category is provided in the Supplementary material (Supplementary Tables 4 and 3, respectively). At the end of the current section, both high and low-adequacy score studies are discussed in aggregate, and a conclusion on this part of the review is provided.

Table 7. Reported findings of relevant studies for evaluating the potential of nicotine metabolites to act as complete carcinogens.

Route	Number of (sub)studies	Positive*	Negative*	Labs†
Inhalation				
Total	0	0	0	0
Oral				
Total	5	1	4	3
High score	4	1	3	2
Low score	1	0	1	1
Dermal				
Total	1	0	1	1
High score	0	0	0	0
Low score	1	0	1	1
Other				
Total	3	1	2	1
High score	0	0	0	0
Low score	3	1	2	1

To facilitate comparisons, the (sub)studies were grouped into high and low adequacy scoring studies with overall scores subjectively set to >2 and ≤2, respectively.
*As judged by the authors of the respective studies, where "positive" indicates stimulating carcinogenesis and "negative" indicates a lack of carcinogenic effect.
†Number of different laboratories contributing studies.

Table 8. Reported findings of relevant studies for evaluating the potential cancer modulating activity of nicotine metabolites.

Route	Number of (sub)studies	Positive*	Negative*	Labs†
Inhalation				
Total	0	0	0	0
Oral				
Total	7	4	3	3
High score	5	3	2	3
Low score	2	1	1	2
Dermal				
Total	2	1	1	1
High score	2	1	1	1
Low score	0	0	0	0
Other				
Total	0	0	0	0

To facilitate comparisons, the (sub)studies were grouped into high and low adequacy scoring studies with overall scores subjectively set to >2 and ≤2, respectively.
*As judged by the authors of the respective studies, where "positive" indicates stimulating carcinogenesis and "negative" indicates a lack of carcinogenic effect.
†Number of different laboratories contributing studies.

Oral administration

Truhaut et al. (1964) exposed Wistar rats to cotinine via the drinking water at an estimated dose of 63 mg/(kg × d) ($n \geq 60$ for cotinine group; $n \geq 15$ for control).

The rats showed signs of toxicity mainly during the first 6 months of the study. Between months 8 and 18, 12/15 rats that died in the cotinine group had malignant tumors, mainly lymphosarcomas in the digestive tract. Such lymphosarcomas were not observed in any of the 15 control rats euthanized after 18 months. Of the 45 rats euthanized after 18 months of cotinine exposure, several had benign lesions.

LaVoie et al. (1985) wondered whether nicotine metabolites might be involved in smoking-related bladder cancer and, therefore, exposed Fischer 344 rats to urinary nicotine metabolites, i.e., cotinine, *trans*-NNO, and the mixture of *cis*- and *trans*-NNO, at toxic doses via the drinking water ($n \geq 33$). No carcinogenic effect was seen after 18 months of exposure. To explore the potential promoting activity of the exposure to nicotine metabolites, parallel groups were initiated by dietary treatment with *N*-[4-(5-nitro-2-furyl)-2-thiazolyl]formamide (FANFT), a model carcinogen for the induction of bladder cancer in rats. In addition to bladder cancer, tumors at other sites also were induced by FANFT. The nicotine metabolites did not promote the FANFT-induced bladder cancer, rather if anything, NNO inhibited this effect. However, NNO induced an increase in forestomach cancer.

Freedlander et al. (1956), in a relatively early study, investigated the potential of NNO to modulate the tumorigenicity of UV light in mice ($n = 100$), which under the conditions of this study developed ear and eye tumors. The NNO dose administered via the drinking water was increased from approximately 12–56 mg/(kg × d) over the course of the 7-month study. Tumor incidences were 42% in the control group and 41% in the group treated with NNO via the drinking water. The authors concluded that there is no additive or co-carcinogenic effect of NNO and nicotine (see above) with UV light. No treatment group was exposed to NNO alone.

Nakada et al. (2012) applied two animal tumor models used for investigating the modulating potential of nicotine in parallel to cotinine (unclear group sizes). In one of these models, A/J mice were exposed to an initiating dose of NNK (80 mg/kg, i.p.), which was followed by cotinine administration via the drinking water. Two concentrations of cotinine were offered (with saccharine) resulting in estimated doses of 20 and 60 mg/(kg × d). After 4 months, adenocarcinomas had not yet developed, while the incidence of adenomas was significantly increased in the high cotinine dose group compared to the NNK-only group. The low dose of cotinine, as well as the same low dose of nicotine, did not lead to a significant effect on adenoma multiplicity.

Dermal application

Bock (1980) investigated, in two sub-studies ($n \geq 45$), whether the co-carcinogenic effect that he had seen with nicotine in mouse dermal carcinogenesis studies might be related to nicotine metabolites, which might have explained some of the odd dose/time–response behaviors observed with nicotine. Cotinine and NNO, respectively, were mixed with BaP and 12-*O*-tetradecanoylphorbol-13-acetate (TPA) in an experimental setup that showed co-carcinogenic activity with nicotine. With cotinine, there was a statistically significant increase in cancer incidence for the high dose tested. This increase was, however, not considered to be sufficiently high to suggest that metabolic formation of cotinine could account for the co-carcinogenic effect of nicotine in this assay system. With NNO, there was a statistically significant decrease in cancer incidence at both doses tested.

Low-adequacy score studies

This section includes relevant studies with low-adequacy scores using oral administration (Freedlander & French 1956; Schmähl & Osswald 1968; Nakada et al. 2012). Additionally, in view of the contrasting results seen in rats, Boyland (1968) exposed mice to cotinine using various routes of administration. However, little information is available, as the data were only presented in a preliminary manner. Thus, this series of sub-studies was given a very low-adequacy score (for a detailed description, see Supplementary material, Supplementary Table 4). Boyland (1968) concluded that cotinine might induce bladder cancer after implantation into the bladder within a pellet, but would be negative after dermal, s.c., and subscapular injections. Relevant concurrent controls were missing in these studies, which are necessary when using the bladder pellet implantation technique, which is known to induce bladder cancer by itself (Clayson 1974).

Discussion of aggregate evidence

High-adequacy score studies. In those studies investigating the effect of cotinine as a potential complete carcinogen, a positive effect observed with cotinine in the earliest study (Truhaut et al. 1964) could not be reproduced in a second study with the same strain of rats and the same concentration of cotinine in their drinking water (Schmähl & Osswald 1968). The authors of the second study even claimed to have administered a higher overall cumulative dose of cotinine, which is difficult to judge. The most recent study on this topic

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(LaVoie et al. 1985), with a higher adequacy score than the other studies in this section, did not reveal any increase in carcinogenicity by either cotinine or NNO.

Interestingly, the mouse skin painting study (Bock 1980) also suggested a trend towards higher tumor modulating activity of cotinine and a clear inhibition by NNO, as observed in the rat study in combination with FANFT (bladder carcinogen). The strongest positive cotinine study was in combination with NNK (Nakada et al. 2012). Mechanistically, the same anti-apoptotic effects were implicated in this study for cotinine that were also suggested for nicotine.

Low-adequacy score studies. The two oral low-adequacy score studies on cotinine in rats (Schmähl & Osswald 1968) and NNO in combination with urethane in mice (Freedlander & French 1956) were both negative. However, cotinine seemed to stimulate tumor growth in mice inoculated with Lewis carcinoma cells (Nakada et al. 2012). A complex study in mice using various routes of administration (Boyland 1968) was difficult to evaluate due to the lack of information.

Summary of the evidence

Studies with two nicotine metabolites were found, both testing their potential complete carcinogenicity or their potential to modulate carcinogenesis. The results from studies with cotinine were inconsistent, as were the study designs used therein. Biological plausibility, such as nAChR activation by cotinine was not assessed in the positive studies. There seemed to be a dose–response effect in one study, although only two dose levels were tested. For NNO, all available studies point to negative, if not protective effects, across various models. No biological plausibility was offered for this finding. It might be interesting to investigate the interaction of NNO with nAChRs.

Conclusion

Definitive carcinogenicity studies according to current standards are not available. The overall evidence is inadequate regarding a potential carcinogenic activity of cotinine, while there seems to be limited evidence for a lack of carcinogenicity of NNO.

Limitations of the current review

The current review has comprehensively and critically evaluated available evidence from epidemiological and animal carcinogenesis experiments. The review did not discuss the plethora of mechanistic information that is available on the potential of nicotine (and its metabolites), e.g., for epigenetic effects and in particular for modulating signal transduction pathways involved in various aspects of carcinogenesis, such as cell proliferation, inhibition of apoptosis, angiogenesis and invasion (Jensen et al. 2012; Russo et al. 2012; Chu et al. 2013; Improgo et al. 2013; Grando 2014; Niu & Lu 2014; Schaal & Chellappan 2014; Schuller 2014). There is also considerable published data on the interaction of nicotine and related compounds with nAChRs and its potential impact on carcinogenicity, but this information is not discussed in this review.

A surprisingly large number of animal studies were identified in this review with many different species, doses, routes and rates of administration, and co-exposures. Given the limited information provided on the dosing (e.g., the form of nicotine used in dosing) and the fast metabolism of nicotine in these species, it is extremely difficult to compare studies based on actual tissue levels of nicotine or its metabolites. Comparisons between studies are further complicated by the fact that biomonitoring was only rarely performed and methodological information was often missing.

The potential for nicotine to modulate the carcinogenic process induced by other materials may be relevant for humans in cases when carcinogenic processes are already present. However, all the studies reviewed that combine chemical carcinogens with nicotine exposure were conducted at very high doses of the initiating carcinogen, which may trigger other mechanisms of carcinogenesis not found at lower and more relevant doses. In addition, the cancer cells routinely used in xenograft models induced a very rapid and aggressive growth of tumors. It remains to be established to what degree such studies are relevant for human carcinogenesis and should serve as the basis for evaluating a modulating role of nicotine.

The potential of nicotine and its metabolites for endogenous nitrosation to yield carcinogenic *N*′-nitrosamines was not specifically addressed in this review. However, any potential risk stemming from such nitrosation should have been observed in the nicotine studies reviewed.

Knowledge gaps

Additional information on the long-term effect of nicotine exposure in humans is needed to determine the potential carcinogenic risk. This could be obtained in human studies by extending NRT use for longer periods than currently approved. Such studies should be conducted in former smokers as these users are presumably the most vulnerable population due to possible

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presence of already induced (pre-) cancerous processes. A second approach would be to follow up on studies with users of ENDS, again in former smokers and in ENDS users who had never smoked tobacco products.

Definitive laboratory animal studies are needed to assess the complete carcinogenic potential of nicotine. The design of an appropriate study or set of studies is challenging. For example, there are various routes of nicotine exposure for humans [inhalation (buccal/nasal), oral, dermal]. Doses and concentrations of nicotine and its metabolites in users of nicotine delivery systems need to be considered when designing and interpreting a carcinogenicity study of nicotine. Different allometric and biomonitoring parameters should be selected for a species comparison, of which systemic blood levels (with understood circadian changes) should be monitored.

For a better assessment of the modulating activity of nicotine, dose–response relationships would need to be established considering the same study design parameters as discussed above. Very recently, a nicotine threshold effect was considered possible based on *in vitro* and *in vivo* studies (Schuller 2014). Because the suggested mechanisms for this modulating effect are mainly non-genotoxic, a threshold of exposure to induce such effects may exist and requires further characterization for its potential application to users of nicotine delivery systems considering both toxico-kinetic and –dynamic species differences.

Nicotine exposure in an immunocompromized mouse model (nude, athymic) resulted in a positive modulating effect of carcinogenesis (tumor xenografts) in over 90% of the studies. This observation deserves further investigation, in light of nicotine's ability to suppress the innate and adaptive immune response. It would be interesting to learn if there is an association between nicotine's immunosuppressant activity and the observed cancer modulating effect in immunodeficient mice. This hypothesis could certainly serve as an alternate explanation for understanding the consistent cancer modulating effects of nicotine observed in this model system.

Overall conclusions

What are the potential carcinogenic effects of nicotine *per se* at levels found in users of nicotine delivery products? At present, public health statements on the subject indicate that "nicotine is not generally considered to be a carcinogen" (International Agency for Research on Cancer 2012). The latest report from the US Surgeon General concluded that "the evidence is inadequate to infer the presence or absence of a causal relationship between exposure to nicotine and risk for cancer" (US Department of Health and Human Services 2014). The purpose of the present review is to evaluate the strength of published scientific evidence, in both human and animal studies, for nicotine *per se* to act as a complete carcinogen or as a modulator of carcinogenesis. The findings from this comprehensive evaluation are summarized in Table 9.

For human studies, there appears to be inadequate evidence for an association between nicotine exposure and the presence of or lack of a carcinogenic effect. A limited number of studies are available on the subject with only one epidemiological study identified that investigated the cancer risk from using NRTs. The study provided no evidence for an effect of NRT use on cancers of the lung, the gastrointestinal tract, or overall. However, inadequate evidence was concluded due to the limited follow up time (12 years) for a chronic disease such as cancer and due to the low dose of nicotine (NRT) routinely used by participants of this study.

In animal studies, suggestive but still limited evidence suggests an association between long-term nicotine exposure and a *lack* of a complete carcinogenic effect.

Table 9. Strength of evidence classification for nicotine to act as a carcinogen or carcinogenesis modulator in human and animal studies.

	Strength of evidence				
	Sufficient*	Limited†	Inadequate‡	Limited†	Sufficient*
Source of evidence	Lack of carcinogenic effect				Carcinogenic effect
Human studies					
NRT use			X		
Animal studies					
Complete carcinogenesis		X			
Modulating carcinogenesis with:					
Chemical/physical/transgenic initiation			X		
Cancer cell initiation					X

*Sufficient evidence: conclusive or highly suggestive studies are available between nicotine exposure and either a lack of carcinogenic effect or a carcinogenic effect.
†Limited evidence: the evidence from available studies is indicative of an association between nicotine exposure and either a lack of carcinogenic effect or a carcinogenic effect. Conclusive studies are missing.
‡Inadequate evidence: there is only conflicting or incomplete evidence available.

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The two rodent studies with the highest adequacy scores reported the absence of a carcinogenic effect with lifetime exposure to nicotine (Toth 1982; Waldum et al. 1996). However, conclusive studies using current bioassay guidelines are missing.

In approximately 70 animal studies, nicotine was investigated for its ability to modulate (stimulate) the carcinogenic process induced by administration of chemical/physical carcinogens, inoculation with cancer cells, or in transgenic models. In 35 studies using chemical/physical carcinogens and transgenic models, there appears to be inadequate evidence for an association between nicotine exposure and the presence of or lack of a modulating (stimulate) effect on carcinogenesis. Evidence was deemed inadequate due to the large number of conflicting studies (approximately 50%). In contrast, a majority of studies (69%) provide sufficient evidence to conclude that nicotine can stimulate carcinogenesis of inoculated cancer cells in animals, especially in immunocompromized mouse models. Inconsistent findings on nicotine's ability to modulate carcinogenesis may result from the use of numerous animal models and a wide variety of dosing regimens for nicotine administration. Comparisons between studies, however, are complicated by the fact that nicotine biomonitoring was rarely performed and methodological information was often missing.

Overall, taking both the human and animal studies into consideration, there appears to be inadequate evidence to conclude that nicotine *per se* does or does not cause or modulate carcinogenesis in humans. This conclusion agrees with the recent US Surgeon General's 2014 report on the health consequences of nicotine exposure (US Department of Health and Human Services 2014).

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Declaration of interest

The employment affiliation of the authors is shown on the cover page. M. W. F. is a current employee of ALCS and H. J. H. is a former employee of Philip Morris International. H. J. H. served as a paid consultant to ALCS for preparation of this review. H. J. H. is an independent toxicology consultant for commercial firms including companies that manufacture and sell tobacco products. ALCS is an affiliate of Philip Morris USA Inc., U.S. Smokeless Tobacco Company LLC and NuMark LLC which are manufacturers and marketers of various tobacco products in the United States including cigarettes, smokeless tobacco and e-vapor products, respectively. The authors have not testified in litigation or represented ALCS or affiliates in meetings with FDA regarding the topic of this review. The ALCS legal department reviewed this paper solely in connection with intellectual property protection. The opinions and conclusions of the authors are their own, and do not necessarily reflect the position of ALCS or its affiliates.

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Obsolete tobacco control themes can be hazardous to public health: the need for updating views on absolute product risks and harm reduction

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Abstract

Background: Leading themes have guided tobacco control efforts, and these themes have changed over the decades. When questions arose about health risks of tobacco, they focused on two key themes: 1) how bad is the problem (i.e., absolute risk) and 2) what can be done to reduce the risk without cessation (i.e., prospects for harm reduction). Using the United States since 1964 as an example, we outline the leading themes that have arisen in response to these two questions. Initially, there was the recognition that "cigarettes are hazardous to health" and an acceptance of safer alternative tobacco products (cigars, pipes, light/lower tar cigarettes). In the 1980s there was the creation of the seminal theme that "Cigarettes are lethal when used as intended and kill more people than heroin, cocaine, alcohol, AIDS, fires, homicide, suicide, and automobile crashes combined." By around 2000, support for a less dangerous light/lower tar cigarette was gone, and harm reduction claims were avoided for products like cigars and even for smokeless tobacco which were summarized as "unsafe" or "not a safe alternative to cigarettes."

Discussion: The Surgeon General in 2014 concluded that by far the greatest danger to public health was from cigarettes and other combusted products. At the same time the evidence base for smokeless tobacco and alternative nicotine delivery systems (ANDS) had grown. Product innovation and tobacco/nicotine bio behavioral, epidemiological and public health sciences demonstrate that low nitrosamine smokeless tobacco (e.g., Swedish snus), and ANDS have substantially lower harms than cigarettes. Going forward, it is important to sharpen themes and key messages of tobacco control, while continuing to emphasize the extreme lethality of the inhaled smoke from cigarettes or from use of any combusting tobacco product.

Summary: Implications of updating the leading themes for regulation, policymaking and advocacy in tobacco control are proposed as an important next step. A new reframing can align action plans to more powerfully and rapidly achieve population level benefit and minimize harm to eliminate in our lifetime the use of the most deadly combustible tobacco products and thus prevent the premature deaths of 1 billion people projected to occur worldwide by 2100.

Keywords: Tobacco policy, Smoking, Smokeless tobacco, Electronic cigarettes, Harm reduction, Vaping, Snus, Nicotine, Risk communication, Warning labels

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Background

Leading themes

For much of the 20th Century, cigarette smoking was for many a socially acceptable, even fashionable activity with considerable social pressure on some individuals to become smokers [1, 2]. By the end of that century, cigarette smoking had been recognized as a major cause of premature death and disability, [3] and health authorities from around the world had mobilized to stop the public health tragedy of tobacco use [4]. When questions arose about the ill-effects of a very popular product like tobacco, they usually focused on two key themes: 1) how bad is the problem (i.e., the absolute risk) and 2) what can be done to reduce the risk without giving up such products (i.e., the prospects for harm reduction [5]). Using the United States (U.S.) as an example, we outline the leading themes that have arisen in response to these two questions. Both the issues of absolute risk and harm reduction have continuously been present, but perspectives have changed significantly. This is not a review of epidemiological results, but a consideration of these leading themes, which provide a view of changing emphases in tobacco control.

Although the history of societal responses to tobacco use is centuries old, [1] the 1964 publication of "Smoking and Health: Report of the Advisory Committee to the Surgeon General on Smoking and Health" [6] marks a starting point for concerted tobacco control efforts in the U.S.. At every point since 1964, tobacco control has had a dominant view of both absolute risk and tobacco harm reduction. Table 1 provides an overview and summarizes some of the variations in views on these two themes.

"Cigarettes are hazardous to your health," but you have options

The 1964 Surgeon-General's Report had considerable impact on media reports, organized action, and on the American public [7]. It can be underappreciated that at the time, the report raised concerns about a major, then respected industry. There were earnest hopes that the risks of cigarettes could be reduced, and lower-risk options were noted. For example, the conclusions for lung cancer read:

> Cigarette smoking is causally related to lung cancer in men; the magnitude of the effect of cigarette smoking far outweighs all other factors. The data for women, though less extensive, point in the same direction....
>
> The risk of developing cancer of the lung for the combined group of pipe smokers, cigar smokers, and pipe and cigar smokers, is greater than for non-smokers, but much less than for cigarette smokers. The data are insufficient to warrant a conclusion for each group individually (Chapter 9, p. 196)." [p.37]

In addition to efforts to prevent and treat cigarette smoking, there was advice from the Surgeon General, the President of the American Medical Association, and the Consumers Union that switching from cigarettes to cigars or pipes was a useful option for those who would not quit tobacco completely, and the sales of cigars boomed [8]. Lung cancer expert Ernst Wynder at the Sloan-Kettering Cancer Institute reported in *Life Magazine* that the technology that had put a man on the moon could be used to make safer cigarettes [9]. Days before the 1964 Surgeon-General's Report was released

Table 1 Timetable of leading tobacco control themes in the United States on absolute risk and harm reduction options

Approximate dates in United States	Leading Absolute Risk Theme	Harm Reduction
1964	Cigarettes are hazardous to men and likely to be for women.	Cigars and pipes are safer than cigarettes; lower tar cigarettes may be safer; the science that put a man on the moon will develop a safer cigarette soon.
1980	Cigarettes are lethal when used as intended and kill more people than heroin, cocaine, alcohol, AIDS, fires, homicide, suicide, and automobile accidents combined.	Cigars and pipes are safer than cigarettes; Light/lower tar cigarettes may be safer; Snus is less harmful (in Sweden/ Scandinavia).
1987	Cigarettes are lethal (as above) and cause lung cancer, heart disease, emphysema; smokeless tobacco and cigars are not safer alternatives to cigarettes.	Avoidance of indication of harm reduction from cigars and smokeless tobacco; tar and nicotine testing stopped, but "low tar" and "Light" claims still marketed and misleading.
2001	All cigarettes are equally lethal; all tobacco products are unsafe.	No recognition/encouragement of less harmful tobacco use.
2014	"The burden of death and disease from tobacco use in the United States is overwhelmingly caused by cigarettes and other combusted tobacco products...."	An acknowledgement of the special deadliness of the smoke from combustion, primarily from smoking cigarettes and the potential for harm reduction.
	All cigarettes are equally lethal; all tobacco products are unsafe.	
2015 [Herein Proposed]	Cigarettes and other smoked products are the most deadly; non combusted tobacco and alternate nicotine delivery products, including medical replacement therapies are unsafe, but relatively low in risk. Smoke for the nicotine but die from the tar.	An acknowledgement of the special deadliness of smoking and development of ways to increase harm reduction in continuing users of lethal tobacco products by displacing smoking with much less harmful tobacco or nicotine.

the first very-low-tar yield (so called, "light") ventilated-filter cigarette was released—with tar and nicotine yields printed on the pack [9]. The sales of filtered, light/lower-tar cigarettes boomed, and the government started testing cigarettes for tar and nicotine yields in 1967; a lower-tar race was underway [9]. In Senate testimony in 2007, the Federal Trade Commissioner reported that in 1967, "most public health officials believed that reducing the amount of 'tar' in a cigarette could reduce a smoker's risk of lung cancer; therefore, it was thought that giving consumers uniform and standardized information about the tar and nicotine yields of cigarettes would help smokers make informed decisions about the cigarettes they smoked [10]." The National Cancer Institute, in collaboration with the cigarette industry, actually undertook research to help develop less-hazardous cigarettes [11].

In retrospect, the aggressive, optimistic acceptance of cigarette harm reduction was a tragedy. The disaster of the light/low-tar cigarette was compounded by the product's popularity and the fact that risks were not meaningfully reduced though the perception was that they had been reduced [12]. It would take decades of research to prove that lower-tar cigarettes were not worthwhile reduced-harm products [13] and to understand that inhaled cigar and pipe smoke (inhalation was more likely in former cigarette smokers) were significantly dangerous to health [14]. The recognition was yet to come that it was the toxic inhaled smoke from the combusting of tobacco (the mode of delivery) that carried the greatest harm (cigarettes, cigars, pipe and roll your own and hookah).

The history of cigarette warning labels in the U.S. has been described in detail [15]. In 1966, cigarette packages only (not advertising) were required to have the warning: "Caution: Cigarette Smoking May Be Hazardous to Your Health." This is a warning that lives in infamy as a tragically cautionary stance. In 1970, cigarette advertising was banned on television and radio, and the package warning was strengthened to: "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health." By 1985, warnings included indication that cigarettes caused lung cancer, heart disease, and emphysema. In 1973, the ban on broadcast advertising was extended to little cigars [15].

Cigarette control in the 1980s: the extraordinary dangers of smoking

In the 1980s, "cigarette control" forces were learning new ways to battle the powerful public relations/marketing symbols that the industry employed in defense of their products. Broader advertising bans on cigarettes were being proposed in the U.S. [16] and elsewhere [17–19]. The industry argued that a ban for cigarettes would be a "slippery slope" or the "thin edge of the wedge," and that other, popular unsafe products (alcohol, cars, salt, butter, and fat) would be next in line for advertising bans and other meddlesome regulatory constraints. A group of international "cigarette control" experts from 35 countries were convened in 1985 by the American Cancer Society, and as a result, Michael Pertschuk led the development of an influential advocacy guide [20]. This "smoking control media handbook" reproduced the industry's arguments and gave birth to symbolically powerful responses that reframed the issues.

> The degree of regulation appropriate for alcohol and alcohol advertising is a debatable point which is resolved by each society as it sees fit, balancing both the serious social and health hazards of alcohol, the ability of most users to maintain moderate, safe levels of consumption, and evidence that the moderate use of alcohol is not a health threat for many people.
> Automobiles involve serious risk, but they are indispensable to modern society, and the risks are substantially reduced when cars are engineered safely and appropriate traffic laws are enacted, enforced and obeyed.
> Fat, sugar, and salt are essential to life and become hazardous only when consumed in excess.
> **Cigarettes are the only legal product that, when used as intended, are lethal.** [Emphasis added.]
> **Smoking is not only a hazard to the smoker, but also to the nonsmoker who is involuntarily exposed to the smoke. Consuming fat, sugar, and salt is not a hazard to bystanders.** [Emphasis added.]
> **Smoking kills more people than heroin, cocaine, alcohol, AIDS, fires, homicide, suicide and automobile accidents COMBINED.** [Emphasis added.]

Cigarette control experts used some variant of this three-pronged argument to reframe their strategy: 1) "cigarettes are the only legal products that are deadly when used as intended by the manufacturer," 2) involuntary smoking is a unique concern, and 3) the deadliness of cigarettes is extreme (i.e., defective) and much greater than for other products [21].

The force of these arguments was critical to the "de-normalization" of cigarettes and to the institution of cigarette control measures (increased taxation, clean indoor air laws) that have contributed to the decrease in cigarette prevalence. The phrasing "harmful when used as intended by the manufacturer" has a long history in product liability law and government regulations. (To appreciate why this principle got nowhere in relation to legal tobacco liability issues, see these accounts [22, 23]).

The *Smoke Signals* handbook helped popularize the framing of these arguments for cigarettes being different from other popular, harmful products (like alcohol).

This theme helped distance cigarette control advocates from those who wanted to restrict marketing for other unsafe products which, although not without some risk to individual users, were much less dangerous than cigarettes on a population-wide basis. In the U.S., society and regulators have accepted quite open marketing for a number of sometimes popular, unsafe products (e.g., alcohol, acetaminophen, prescription medications) [24]. At the time, the cigarette control field understood that claiming a product was unsafe was the beginning of an argument, not the end of the argument, on how a product should be marketed.

Consistent with the unintended consequences of the unfortunate theme reported in *Life Magazine* that the technology that had put a man on the moon could be used to make safer cigarettes [9] and the subsequent misguided entrusting of the industry to work with government to develop safer cigarettes, the greatest fraudulent claims of the light/low tar cigarette era was born. The 1980s still represented a boom time for light/lower-tar cigarettes. These ventilated-filter products made up the large majority of cigarette sold, and they were mistakenly perceived as less dangerous than higher tar cigarettes by many consumers aided by Government testing and labeling where the unscrupulous industry found ways to cheat the Federal Trade Commission (FTC) testing method until testing was stopped [25, 26].

'Cigarette control' becomes 'tobacco control' in 1980s: Smoking is bad and there are no product options to consider

In 1987, rotating warnings were finally added to packages and advertising of smokeless: "WARNING: This product may cause mouth cancer," "WARNING: This product may cause gum disease and tooth loss," and "WARNING: This product is not a safe alternative to cigarettes." Despite the substantive contrast between the warnings (and the evidence base) for cigarettes and smokeless tobacco, public health messages in the 1980 and 1990s often stressed that smokeless tobacco was not safer than cigarettes. This theme essentially blurred the distinction between combustion and non-combustion in ironic contrast to the encouragement to switch to pipe and cigars made by experts in 1964 [8]. For example, the Surgeon-General's Report for Kids, when asking "If smokeless tobacco was "safer' than cigarettes," answered "NO WAY!", even though their elaboration of that point (and the official warning) made clear that the health problems were really quite different from those known for cigarettes. See discussion of this in [27, 28]. Perhaps as a strong backlash to the fraudulent behavior of an untrustworthy industry (i.e. the light/low tar debacle) the pendulum understandably swung to the other extreme. The data that not all tobacco products were equally harmful (i.e., smoked verus smokeless) was overshadowed by the trusim that there was some harm caused by all tobacco use. Thus the harm reduction baby was thown out with the bathwater and a major swing to an all or nothing stance was adopted. A justified rage and misrust of the industry led to a emergent prohibitionist theme. One exception was arising in the Scandanavian countries especially Sweden in the late 1970's with the introduction in Sweden of a moist form of Swedish snus and a voluntary standard (Gothiatek) to produce and market a low nitrosamine form of smokeless tobacco. However, this recognition of harm reduction was ignored and met with suspicion and hostility by the rest of the world (see more detailed discussion below).

It is important to distinguish between products that are "not safe" and those that are "not safer" than cigarettes. Special efforts were made to discourage smokeless tobacco as a safer alternative to cigarettes, and one should assume that, if the claim "Not Safer than cigarettes" was scientifically defensible, it would have been made in the official warnings. This distance between not safe and deadly can be large, and it is a very limited contribution to health communication to say a product is "not safe" with no indication of the level of absolute or relative risk of harm [28].

"Cigarette control" was subsumed by "tobacco control," and such an incorporation contributed to a blurring or conflation of issues across classes of products that are in fact quite different from cigarettes in the damages caused. Given the dangers of consumer products (e.g., alcohol, a number of prescription and non-prescription pharmaceuticals, automobiles, processed meats), one should be reluctant to use the argument on the extreme deadliness of cigarettes to oppose the use of other products that, while not safe, will likely be or have been shown to be substantially less dangerous than cigarettes. Understanding the complex systems forces at work that have blurred the cigarette/combustible tobacco focus as the prime cause of preventable death is a challenge. The basic cigarette/combustible class of product has been "improved" (in appeal, addiction liability and toxins) but is largely unaltered and has dominated sales for over 120 years, a period aptly termed the "Cigarette Century" and more recently the "Golden Holocaust." [2, 29]. By 1987 the FTC stopped doing machine-smoked tar and nicotine tests [10]. By 2001, the hope for a reduced-risk combusted cigarette seemed officially gone [13]. We turn now to a discussion of the dramatically changing landscape and the need to further sharpen the important themes going forward in tobacco control.

Discussion

Understanding and managing differential risks of alternative nicotine delivery products (ANDS), non-combusted tobacco products, and combusted tobacco products

Since 1964, major themes missed a core principle: The substantially greatest harm is from the toxic smoke of combusted, inhaled tobacco. In a 2014 summary of 50 years of research on tobacco and health, the U.S. Surgeon General finally concluded, "The burden of death and disease from tobacco use in the U.S. is overwhelmingly caused by cigarettes and other combusted tobacco products...." [30]. This opened the door to an evidence-based re-depolyment of harm reduction in tobacco control, but there have been challenges to getting the field to step through that door. Some of the challenge arises, we think, because of a mistaken but understandable lumping of all tobacco/nicotine products into the same bin of being highly lethal when used as intended and more dangerous than an array of other unsafe products and activities. Tobacco control needs to be guided by a modern understanding of differential risks from different modes of delivery of tobacco/nicotine containing products in the practice of tobacco control, not crude, unjustified claims of product risks based on the fraudelent industry behavior of the light/low tar disaster.

The tobacco and nicotine delivery marketplace has changed dramatically with three landmark developments: (a) introduction and acceptance of alternative forms of medicinal nicotine replacement therapies (NRT's) for smoking cessation deemed safe for over-the-counter sales and for long-term use if need be; (b) the recent introduction and promise of future improved innovation of the disruptive technologies of a range of alternative nicotine delivery systems (ANDS) such as disposable, tank and Mod vapor products (e-cigarettes); and (c) rigorous and convincing longitudinal epidemiological data from Sweden/Scandinavia of the successful use of low nitrosamine Swedish snus for harm reduction.

Tobacco control is at a critical crossroads. Issues of absolute risks and harm reduction options have become divisive in the science, practice and policy [31, 32] arenas as the marketplace changes and as old status quo arguments are questioned. The rhetoric and argumentation arising from smoking (i.e. combustible products: primarily cigarettes, cigars, pipes, roll your own and hookah) and health does not translate well to the substantially less harmful classes of products: smokeless tobaccos and various emerging electronic cigarette innovations for nicotine aerosol inhalation (vape), or other ANDS, that, like NRT's, de-couple nicotine delivery from the complex lethal toxins of tobacco combustion.

The 2014 Surgeon-General's report [30] encourages a new framework in tobacco/nicotine control. The dominant argument against *a product that was lethal when used as intended and more deadly than a list of dangerous products* applies to cigarettes in particular and the toxic inhaled smoke from combustible tobacco products. It is frankly unlikely that this argument fits at all for vaping (aerosol delivery of nicotine in a humectant, without the carbon monoxide, over 4.000 chemicals and the extreme levels of harm from the over 60 known human carcinogens in deadly smoke) or smokeless tobacco, especially the low nitrosamine forms produced in Swedish type snus. The toxicological and epidemiological evidence pertaining to harms from these products is very different than for combustibles [33–35]. There are many reasons for discouraging the use of several popular consumer products, especially when it comes to preventing youth initiation of any and all forms of nicotine delivery systems (NRT or ANDS) or tobacco products, regardless of their differential harm profiles. However, it is now crystal clear that it is the inhaled deadly smoke from cigarettes/combustibles that stands alone by orders of magnitude as a pinnacle of deadliness that greatly exceeds the disease and disability costs of a large number of consumer products added together as well as NRT, ANDS and all forms of non-combusted tobacco [36, 37].

A view that treats all tobacco/nicotine use as equally bad is no longer consistent with the evidence base and represents a runaway rhetoric. Given the relative risks of different classes of tobacco/ANDS products, one should not let a broad commitment to "tobacco control" distract from the most important goal of cigarette/combustible smoking elimination. Those who have come to treat all tobacco/nicotine products as equally repugnant would have an expected resistance to any loosening of the dominant themes and frameworks appropriate to the prior 50 years of the tobacco product and control landscape. Given the disruptive technological innovations of the last 5 years, one can expect a new period of uncertainty and strong emotion as old foundational assumptions, fears and justifiable tobacco industry mistrust is stirred up.

Nonetheless, the new reality of ANDS, smokeless/snus and NRT's must be fully recognized and thus, there is an urgent critical need for old views to be re-examined, some retained, others set aside (some prior tried and true past views may now in fact be counterproductive or destructive) and new frameworks developed to fit the new emerging scientific evidence and the evolving and rapidly transforming landscape of alternative nicotine modes of delivery in the marketplace [31, 32, 38–40]. We see the current turmoil as an understandable loosening of prior views, and the chaos is inevitable as it portends a new synthesis or systems integration–described

so aptly by Kuhn in the history of scientific revolutions from Ptolemy to Copernicus to Einstein [41]. The 120+ year dominance of the "cigarette century" ushered in with the disruptive technology of the cigarette rolling machine in 1882 is being seriously challenged, perhaps for the first time in 140 years, by the emergence of newer and much less harmful modes of nicotine delivery, and is explored in detail elsewhere: [42] First by the introduction of medicinal nicotine therapy, [32] second by evidence of low harm smokeless tobacco in Sweden/Scandinavia, [43] and third by emergence of disruptive technological innovations in aerosolized nicotine delivery (e.g. vaping of e-cigarettes) without any tobacco per se [31, 32, 42].

Is snus or ANDS more lethal than any of these separately: heroin or cocaine or alcohol or AIDS or fires or homicide or suicide or automobile crashes?

The credible arguments for the risks of snus or vaping products do not range to the level of highly lethal, but are ranging more at the lower levels of "not safe" (see Fig. 1). The established disease epidemiology for smokeless tobacco products as used in Scandinavia or the U.S. demonstrates that these products are substantially less dangerous than cigarettes [33, 44]. A review of the epidemiological literature on snus concluded, "While smoking substantially increases the risk of cancer and CID [circulatory ischemic disease], any increase from snus use is undemonstrated, and if it exists is probably about 1 % of that from smoking," [45] and was updated with little change in conclusions [34]. Although ANDS are yet to be regulated to assure consistency and quality control, the more carefully done studies and estimates for the risk from vaping ANDS are also low [35, 46]. While ANDS are not harmless, it seems like hyperbole to argue that ANDS would ever approach the lethality of cigarettes when either is used as intended. Would one argue that there would be more premature deaths from exclusive snus or ANDS use than from alcohol? The CDC estimates the annual deaths from alcohol at about 88,000, [47] compared to all-cause mortality of over 520,000 for cigarettes [37]. Is there an estimate for premature deaths from snus or ANDS use that would come close to being the number of deaths from alcohol? We are unaware of any.

Despite significant epidemiological studies that could provide direct comparative data on all-cause mortality from smokeless tobacco use and cigarette use, [48, 49] it is striking how hard it is to find this direct comparison within the same dataset. In their discussion, the authors of these major reports acknowledge that the risks of smokeless tobacco are "considerably smaller than the risks associated with cigarette smoking," but express their disagreement that smokeless tobacco be marketed as a less-harmful alternative to smoking; and intentionally they prefer only to compare the risks of smokeless tobacco to the risks of nicotine replacement products [48]. The expressed preference to compare the lower risks among lower risk products is an example of how the prevailing framing ideologies have changed from the days of the 1964 Surgeon General's Report and *Smoke Signals* [20] when the deadliness of cigarettes was stressed as a matter that set the product apart from all others. This blind spot in the literature suggests that some positions can unintentionally bias thinking in one direction.

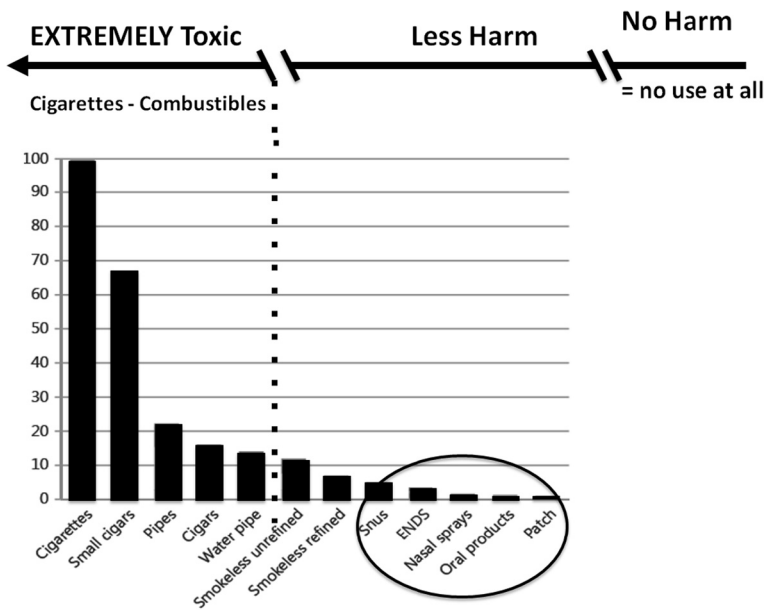

Fig. 1 Harm Minimization Continuum (Adapted from Nutt et al 2014 [65])

Concerns about gateways, brain damage, and addiction as serious harms?

If the direct chronic disease harm from less-harmful, non-combustible smokeless tobacco/electronic cigarette/ANDS products is substantially less than from cigarettes/combustibles, those interested in *tobacco* control (broadly defined) have moved on to new arguments against tobacco use of any kind. For example, despite the evidence for a common underlying liability model having replaced the unproven gateway theory, possible causal "gateways" have increased in importance despite as yet unproven hypothetical fears that ANDS will lead more youth to become combustible users than otherwise would be the case [50, 51]. The shared liability model indicates that risk taking behaviors are common in adolescents and often travel together so that the first behavior is less important as a gateway but rather is an indicator of shared vulnerability to engage in a variety of risky behaviors regardless of which one came first (for details see [51–54]). Unfortunately, the mere threat of a gateway can create media headlines of earnest concern and regulatory attention although surveillance must monitor the real concern that very high prevalence of experimental use of smokeless or ANDS could possibly result in more uptake and progression to regular smoking than would otherwise have been the case [52]. The importance of any alleged causal gateway effects would, however, depend upon the absolute and relative magnitude of any such effects.

For regulators and for future re-framing purposes, an operational definition of the U.S. Food and Drug Administration (FDA)-mandated public health standard is needed to provide a big picture perspective. For example, a Markov model includes all the trajectories (stocks and flows into and out of specific states) of the different product use patterns by groups within the whole population, both users and non-users [53]. If only 5 % of triers of ANDS or snus were *caused* to become lifetime smokers over and above those who would have become smokers anyway and 10 % of potential and current smokers were displaced from becoming smokers, then the overall net effect on the population is to prevent smoking rather than recruit smoking (i.e., an off-ramp rather than an on-ramp or gateway). But, if the large majority of the entire population of youth became triers (70 or 80 %) of ANDS or snus and were to then go on to regularly smoke cigarettes *because* they had first used these products, then that would indicate a serious concern (but, to date, implausible). No research supports the existence of such an effect [51]. What if 70 % or 80 % of ANDS or snus triers (a) did not move on to cigarettes or (b) would have smoked cigarettes even if they had never tried ANDS or snus? (cf. [54]) That would indicate that the *causal* trajectory issues would be of relatively minor concern under most circumstances. The data on snus is clearest, and in the European review, [33] which seemed motivated to emphasize any evidence for on-ramp effects, concluded, "The Swedish data do not support the hypothesis that smokeless tobacco (i.e., Swedish snus) is a gateway to future smoking." [33]. In fact over 30 years of experience in Sweden supports that snus has contributed to reductions in mortality from smoking [43].

Note that the gateway hypothesis began with the fear that marijuana would lead to heroin use, and it has not survived as a convincing and current issue and has largely been replaced with a shared vulnerability model [55]. This seems especially clear as marijuana legalization is spreading in the U.S.. The recent trends on use by high school students are, if anything, inconsistent with ANDS looking like a causal gateway to cigarettes [51]. As ANDS trial use (use at least once in the past 30 days) has risen, cigarette use has dropped to historically low levels [56]. Fears of unknown futures, coupled with outmoded 20th century framings need to be rethought, lest they blur the landscape and result in missed opportunities for products which are all legally available to adult consumers and could speed the obsolesce of combusted tobacco use.

Two new arguments have emerged to bolster the older status quo and more extreme (i.e. all or nothing) ideologies of tobacco control. These new arguments depend neither upon the relative harms of different products on mortality nor the concern about a gateway to cigarettes. If not a gateway to cigarettes, some believe that ANDS would be a gateway to severe nicotine addiction, along with concern that nicotine could have substantial irreversible ill-effects on the developing brain or other very severe harms even when decoupled from the deadly smoke of tobacco combustion [57, 58]. Nicotine is not harmless and of course should not be used by pregnant women, just like alcohol, or be used, sold or marketed to minors in any shape or form. But to keep perspective, for anyone already smoking who cannot stop, less harmful delivery modes are considered even NRT use for pregnant women as a last resort. Therefore it seems that nicotine harms should not be exaggerated when legitimate concerns are framed, for example with concerns raised by animal studies but scant human evidence that it causes permanent brain damage when decoupled from all the other toxins in inhaled smoke or that nicotine itself either causes or strongly promotes cancer. There is of course a concern about nicotine from in vitro and animal studies and there is undeniable neuro-adaptation to nicotine as a stimulant, as is the case with any psychoactive chemical [59]. It is too early to assess these arguments and know exactly how they should be integrated into policy at the whole population level. Even if

one accepted very strong concerns about nicotine use per se, the much greater health risks from the use of nicotine in deadly cigarette/combustible smoke does still mean that some forms of nicotine use (NRT, snus, ANDS) are much safer than others. The key issue for public health is what amount of unintended consequences can a new tobacco control framework accept if the overall population benefits of less harmful modes of nicotine delivery are largely quite positive?

Nicotine does have also some positive effects on the brain that may explain its attraction and continued use, for example in increasing concentration, enhancing memory and speeding information processing and reducing stress or to alleviate boredom and low energy. Nicotine can for some users be viewed like other similar classes of stimulants used to increase energy and concentration and focus when drowsy, to ameliorate milder forms of ADHD symptoms, or to enhance memory and acute cognitive performance, and thus be quite appealing to those with underlying or predisposing mental health or cognitive vulnerabilities [60, 61]. One could also imagine that adverse drug effects on the developing brain could also be an argument that would be applicable to simple sugars (widely consumed by the very young in cola beverages and chocolate). Significant numbers of youth do engage in marijuana use, alcohol use, are given or take psychotropic prescription medicines for ADHD, anxiety and depression, all of which could be concerning because of ill-effects on the developing brain but where benefits might be judged to outweigh adverse events or side effects under some circumstances. Reviews of the effects on brain maturation include factors like alcohol, nicotine, caffeine, nutrition, gender, stress, and socio-economic status [58, 62]. Vigilant, prudent policies and enforcement of policies is always needed to protect youth from any and all drugs of potential abuse (e.g. opioids and heroin), but frameworks that selectively exaggerate nicotine fears are to be questioned and may do more harm than good in the long run at the whole population level (i.e., for any smokers who may now want to use nicotine in another form of delivery - NRT, smokeless, ANDS) [31, 32, 39, 42, 51, 53, 54].

A balanced look at absolute and relative harms points to new frameworks for tobacco control

The overview of leading themes here has focused on images and frames that have helped guide tobacco control as it has dealt with recreational tobacco/nicotine products (see Table 1). We have not discussed in any detail the importance of the introduction and promotion of nicotine replacement products in the 1980s and their more recent acceptance for over-the-counter use and long-term use to promote smoking cessation that has no doubt contributed to re-framings related to nicotine [32, 63, 64]. The change that came about when cigarettes were judged to be highly lethal, when used as intended, and more lethal than a sum of other sources of public health harm was a kind of watershed moment in tobacco control. The emergence of reduced harm products like Swedish low nitrosamine snus, NRT, and ANDS raise critical issues regarding the leading themes of the tobacco control field going forward. The "continuum of risk" can be considered an updated framing that has been proposed to help guide tobacco control efforts [65] (see Fig. 1).

Identifying a theme like "the continuum of risk" is not the same as establishing a detailed framework with which to guide tobacco control. The net public health impact of ANDS will be a complex interaction of many factors at multiple levels of influence. Systems thinking and simulation modeling tools will be needed along with more informative data before we will be able to say how best to maximize the benefits of ANDS as a disruptive technology and minimize the hypothetical harms of ANDS to the population as a whole, including users and non-users and especially youth [31, 42, 51, 53]. Regulators and policymakers must keep the big picture in mind when framing key messages to accurately inform consumers.

"Cigarette control" remains the priority as does the denormalization of cigarettes/combustibles

The arguments for controlling tobacco/nicotine products should not be uniform across all products, because the risks are not uniform, but dramatically different. If the *Smoke Signals* media handbook [20] were honestly rewritten for snus or ANDS, these products would be seen as among the least risky of popular recreational drug products. When the cigarette control movement learned to oppose the powerful pro-tobacco arguments with evidence-based symbolically-charged responses, it was a large leap forward for cigarette control. When these arguments are misapplied to products that do not approach cigarettes in the damage caused to users and bystanders, it is fallacious, misleading, and compromising to credibility. While it has been feared that ANDS will re-normalize smoking, it could be likelier that the availability of satisfying, much less dangerous cigarette substitutes will act to make it be all the more abnormal for someone to be smoking deadly cigarettes/combustibles.

Those who want to advance tobacco control should appreciate that (a) cigarette/combusted tobacco control remains the highest priority and (b) the arguments against the use of products like vape and snus should not be grounded inappropriately in broad-based all or nothing anti-cigarette arguments. Tobacco control arguments should be proportionate to the absolute and relative

harms of each class of products, especially the most deadly combustible products, and be science-based [31, 42]. And, we should work hardest to reduce demand for and the appeal of cigarettes/combustibles [66, 67] which remain highly lethal when used as intended and deadly to more individuals each year than heroin, cocaine, alcohol, AIDS, fires, homicide, suicide and automobile crashes COMBINED. As tobacco control looks to the future, a more complex road map (a framework rather than just an assemblage of themes) is needed to guide arguments, strategies, interventions, and policies to most rapidly eliminate the preventable deaths, inordinate disease burdens, and suffering at the whole population level [53].

It has been said by systems scientists "for every complex problem there is a simple solution … and its wrong." [68–70]. An integrated and overarching framework is needed within which the complex patterns of poly-tobacco and nicotine use behavior must be viewed [42, 53]. For example, an emerging Markov model framework has been proposed to identify all shifts in the patterns of tobacco use that can alter the ultimate population impact [53]. Given an estimated 1 billion preventable premature deaths worldwide in the 21stcentury, the stakes are enormously high to do more. Sharper, unambiguous themes and messages for different product classes would enhance accurate consumer, policymaker, advocacy and stakeholder knowledge, attitudes, beliefs and actions. Aligned common ground about the relative harms of the different classes of tobacco and nicotine delivery products would more powerfully drive motivated consumer behavior change in the direction of reducing the death and disease burden, overwhelmingly caused by use of lethal combustibles/cigarettes. Leading themes, frames, messages, and slogans all really matter.

Conclusions

The last 50 years of tobacco control in the U.S. have regularly engaged issues of absolute risk and harm reduction, but have done so in varying ways (see Table 1). The recognition that cigarettes were deadly when used as intended and more lethal than a number of other unsafe products combined was influential and important in the progress of tobacco control. In subsequent years, other forms of tobacco use were treated as similar to cigarettes in issues raised [42]. It is important to make clear distinctions between the classes of tobacco/nicotine products as they differ substantially in risk to the user and to focus tobacco control efforts on reducing the use of cigarettes and other combustible products (see Fig. 1). Complex models [42, 53] should be employed in tobacco control in order to not treat products with large differences in risks as if they are the same [31]. A new reframing of leading themes can align action plans to more powerfully and rapidly achieve population-level benefit and minimize harm. The goal of updating the framing with a new synthesis of management of all forms of nicotine delivery is to eliminate use of the most appealing, addictive and deadly form of tobacco delivery in our lifetime - the smoking of combustible tobacco products - and thus expeditiously prevent the premature deaths of 1 billion people projected to occur worldwide by 2100, if the contentious debate is not resolved.

Ethics (and consent to participate)

Not applicable.

Consent to publish

Not applicable.

Availability of data and materials statement

Not really applicable. Widely available sources were used.

Abbreviations

ADHD: attention deficit/hyperactivity disorder; AIDS: acquired immunodeficiency syndrome; ANDS: alternative nicotine delivery system; FDA: United States Food and Drug Administration; FTC: United States Federal Trade Commission; NRT: nicotine replacement therapy; U.S.: United States of America.

Competing interests

The authors declare that they have no competing interests.

Authors' contributions

LTK and DBA conceptualized, co wrote the article, and are jointly responsible for its content. Both authors read and approved the final manuscript.

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Commentary

Withholding differential risk information on legal consumer nicotine/tobacco products: The public health ethics of health information quarantines

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ABSTRACT

The United States provides an example of a country with (a) legal tobacco/nicotine products (e.g., snus, other smokeless tobacco, cigarettes) differing greatly in risks to health and (b) respected health information websites that continue to omit or provide incorrect differential risk information. Concern for the principles of individual rights, health literacy, and personal autonomy (making decisions for oneself), which are key principles of public health ethics, has been countered by utilitarian arguments for the use of misleading or limited information to protect public health overall. We argue that omitting key health relevant information for current or prospective consumers represents a kind of quarantine of health relevant information. As with disease quarantines, the coercive effects of quarantining information on differential risks need to be justified, not merely by fears of net negative public health effects, but by convincing evidence that such measures are actually warranted, that public health overall is in imminent danger and that the danger is sufficient to override principles of individual autonomy. Omitting such health relevant information for consumers of such products effectively blindfolds them and impairs their making informed personal choices. Moral psychological issues that treat all tobacco/nicotine products similarly may also be influencing the reluctance to inform on differential risks. In countries where tobacco/nicotine products are legally sold and also differ greatly in disease risks compared to cigarettes (e.g., smokeless tobacco and vape), science based, comprehensible, and actionable health information (consistent with health literacy principles) on differential risks should be available and only reconsidered if it is established that this information is causing losses to population health overall.
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This commentary focuses on the example of smokeless tobacco and cigarettes in the United States. It arises out of revisiting a report on information on major health websites in 2003 (Kozlowski & O'Connor, 2003) which found considerable misin formation or disinformation on relative risks on these sites. Improvements have been identified, but concerns continue about the lack of information on significant differential health risks between cigarettes and smokeless tobacco. The ethical arguments presented can be applied to any country where tobacco/nicotine products (including vape or electronic cigarettes) with differential health risks are sold and agencies and organizations can provide health information related to these products.

Differential harm from smokeless tobacco products and cigarettes

The American public is unaware of dramatic differential harms from different legal tobacco/nicotine products (Kiviniemi & Kozlowski, 2015). Conflicting headlines and media reports contribute to the compromise of public awareness (Berman, 2008; Eversman, 2015; Liu et al., 2015). The National Cancer Institutes (NCI) national survey on health information evaluated public beliefs about how smokeless tobacco (SLT) risks compared to cigarette risks and asked: "In your opinion, do you think that some smokeless tobacco products, such as chewing tobacco, snus

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and snuff are less harmful to a person's health than cigarettes?" Only 9.4% of the public answered "yes" (Kiviniemi & Kozlowski, 2015). This small proportion of people aware of any difference in risk is of course not evidence that they comprehend the magnitude of the risk differential, which would be necessary to exercise personal autonomy.

The Surgeon General has concluded that combustible tobacco products are by far of greatest concern for public health (United States Public Health Service. Office of the Surgeon General, 2014). Though not safe, there is no scientific doubt that manufactured smokeless tobacco (SLT) products in the U.S. (and notably, low nitrosamine Swedish snus) are dramatically less dangerous than cigarettes to life long users of each product (Benowitz, 2011; Levy et al., 2004; Piano et al., 2010; Scientific Committee on Emerging and Newly Identified Health Risks, 2008; Stratton, 2001). In the U.S., the essentially complete avoidance of lung cancer risks and other respiratory disease risks (Scientific Committee on Emerging and Newly Identified Health Risks, 2008) alone would reduce mortality by 54.8% (Center for Disease Control and Prevention, 2015) The American Heart Association review panel concluded: "Data from international, European, and US studies overwhelmingly demonstrate that compared with ST users, active smokers are at much greater risk for CV [Cardio vascular] morbidity and mortality and have shorter life spans." A European review judged that the cardio vascular disease risk reduction is at least 50% compared to smoking (Scientific Committee on Emerging and Newly Identified Health Risks, 2008). Overall estimates of risk reduction from snus versus cigarettes have been 90% or more (Lee, 2013; Levy et al., 2004).

Past and current health website deficiencies

In 2003 (Kozlowski & O'Connor, 2003) the information on the Centers for Disease Control and Prevention (CDC) and the Substance Abuse and Mental Health Services Administration (SAMHSA) web sites was assessed on the popular question of whether SLT was safer than cigarettes. These sites had erroneously informed that SLT was as dangerous as cigarettes. For organizations committed to health information quality (Office of Management and Budget, 2002), this was considered an ethical lapse and examples of health misinformation or disinformation.

In November 2015, inspection of major health information web sites of CDC (Centers for Disease Control and Prevention, 2015). SAMHSA (Substance Abuse and Mental Health Services Administration, 2015), American Cancer Society [ACS] (American Cancer Society, 2015), NCI (National Cancer Institute, 2015) and the Mayo Clinic (Mayo Clinic, 2015)) found three types of examples of information on SLT, but no to modest efforts to inform consumers of the significantly lower risks compared to cigarettes for lifelong users (see Table 1.) The Mayo Clinic perpetuates the error found in 2003 with the headline: "Chewing tobacco: Not safer than smoking." ("Chewing tobacco" refers to all SLT.) CDC, SAMHSA, and NCI provide no cigarette comparative risk information that might help correct public misunderstandings. ACS provides some comparative information: "Smokeless tobacco products are less lethal than cigarettes: On average, they kill fewer people than cigarettes." Consumers might also value learning, and individual rights and personal autonomy require they be informed of, the considerable magnitude of difference in harms.

Information on comparative risks is commonplace—except for tobacco/nicotine

If science learned that one type of alcoholic beverage caused 3 in 5 regular users to die prematurely, losing 10 years of life (Jha et al., 2013), while another alcoholic beverage caused 95% or even 9.5% fewer premature deaths, consumers would want to know which legal product was which. (With alcohol the especially dangerous item would be banned, but assume that, as with current Food and Drug Administration (FDA) tobacco law, this is impossible.) It would be scandalous, even criminal, to keep such facts from consumers. Yet, such facts are being kept from adult consumers of legal tobacco/nicotine products (Kiviniemi & Kozlowski, 2015) either by not informing or actively misinforming consumers (Kozlowski & O'Connor, 2003). It is as if tobacco consumers were blindfolded and not allowed to see dramatic differences in harm from different products.

In the U.S. there is a National Action Plan to improve health literacy (U.S. Department of Health and Human Services, 2010) and all Federal agencies are required to ensure the "quality, objectivity, utility, and integrity of information disseminated" (Office of Management and Budget, 2002). "Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions" (U.S. Department of Health and Human Services, 2010) The importance of informing consumers about meaningful differential risks of various products (e.g., crash worthiness of cars) and the direct risks of unsafe products (e.g., over the counter and prescription drugs) is widely accepted in consumer protection laws and in product liability litigation, and it is viewed as negligent to fail to do so (Cornell University Law School, 2015). However, informing consumers of differential harms from various tobacco/nicotine products has been controversial, out of fear that this personal health information may have net negative effects on population health as a whole (Eversman, 2015; Gray & Henningfield, 2006; Hatsukami, Lemmonds, & Tomar, 2004; Maziak, 2014; McKenna, Pechacek, & Stroup, 2003; Tomar, Fox, & Severson, 2009; Watson & Forshaw, 2015).

The FDA is doing little to strip off the blindfold, even though the Director of its Center for Tobacco Products has acknowledged a significant continuum of risk (Zeller, 2012) and the differences in risks are dramatic (Nutt et al., 2014). FDA has a mandate to do public education on tobacco; however, FDA law fundamentally protects cigarettes and smokeless tobacco for adults and forbids banning. Marketing is allowed, and the law discourages requiring any product changes that could encourage contraband markets.

Table 1
Summary of comparative information on the harms from cigarettes (Cig) versus smokeless tobacco (SLT) from current notable institutions.

	Message type	Site	Lung cancer	Respiratory disease	CVD	Health literacy quality
1	SLT = Cig Harm	Mayo (Mayo Clinic, 2015)*	No info	No info	No info	Falsehood
2	SLT Harm Only	CDC (Centers for Disease Control and Prevention, 2015) NCI (National Cancer Institute, 2015), SAMHSA (Substance Abuse and Mental Health Services Administration, 2015)	No info	No info	No info	Correct on SLT harms; no comparison with smoking
3	SLT Harm less lethal	ACS (American Cancer Society, 2015)	No info	No info	No info	Correct on SLT, Limited comparisons with smoking

* The Mayo Clinic website changed on April 2, 2016, substituting a "not a safe product" heading for the previous "not safer than cigarettes" heading.

(Altria which controls over half of the national cigarette market actively supported this law (Wilson, 2009).) FDA law even has a unique provision for tobacco (United States Code, 2009) which forbids marketing by manufacturers of any reduced harm product information unless it has been proven *before marketing that such marketing will not have an adverse effect on population health*, a near impossible task, a barrier that no product has yet surmounted, and one not imposed on other FDA regulated product categories. FDA, despite its mandate to engage in public education, has to date transferred the responsibility for providing accurate life critical consumer product information to the commercial marketing of tobacco companies. But such a high regulatory standard, likely combined with cigarette focused companies benefiting from not surmounting it, contributes to smokers being ill informed about product risks. When the most deadly "disease" (smoking) is protected by FDA, it is as if needle exchange programs had to prove no negative public health effects before being implemented while heroin given via dirty syringes was sold over the counter.

It is interesting to speculate how the FDA and health authorities might treat a new pill that dramatically reduced the risk of lung cancer. We think the focus would be on allowing the company to market this pill, with relatively little concern about the possible negative effects if smokers were to reduce their desire to stop smoking because of the availability of the pill and perhaps experience continued risks of other respiratory or cardiovascular disease. There would likely not be as much attention to possible net effects on population health.

Large vs. negligible harm reduction

Public health concerns arising from reduced risk claims (Stratton, 2001) probably arose to try to prevent repeating the public health tragedy of "low tar" cigarettes which encouraged smokers to continue smoking and yet had negligible, if any, effects on reducing smoking caused diseases (National Cancer Institute, 2001). *Again: Lower tar cigarettes did not significantly reduce the harms of smoking!* Public health losses were caused by consumers being misled in a way that resulted in more dangerous behaviors more people smoking than would have otherwise been the case. Ironically, the same manner of deleterious effect could flow from allowing consumers to overestimate the risks of truly less hazardous products, causing them to avoid switching to a product that they do not appreciate is much less hazardous. The error of presenting products with no meaningful risk reduction as if they were safer cannot be redressed by committing the equally life threatening error of presenting products with large risk reductions as if they are not safer or by concealing this information.

Unjustified health information 'quarantine'

Public health ethics permits suppression of individual rights to protect public health, as with required vaccinations and quarantines (Cetron & Landwirth, 2005; Kass, 2001, 2004). But these exceptions to the rule on individual autonomy demand strong justification, not just suspicions, even plausible ones, that it could be warranted. Ethical analysis of public health decision making on quarantines emphasizes the principles of proportionality and effectiveness. It is worth quoting Kass (2001) because it illustrates both the issues and the complexity of the current predicament:

> Programs that are coercive should be kept to a minimum, should never be implemented when a less restrictive program would achieve comparable goals, and **should be implemented only in the face of clear public health need and good data demonstrating effectiveness.** Nonetheless, we are a pluralistic society, including with regard to our notions of ethics. Different states and communities will decide differently which public health activities are appropriate and which are overly burdensome. [emphasis added]

Part one of Kass's point is that coercive actions need prior justification from a *clear public health need* and *good data demonstrating effectiveness*. For tobacco control, (a) the most urgent public health need is to reduce the use of combustible tobacco, especially cigarettes (United States Public Health Service. Office of the Surgeon General, 2014) and (b) good data is lacking to demonstrate that restricting accurate information or engaging in active misinformation on reduced harm products has any good effects on population health. Similarly, U.S. rules on information quality do allow standards to be "waived temporarily" only under "urgent situations (e.g., imminent threats to public health or homeland security)" (p. 8485) (Office of Management and Budget, 2002). It is simply preposterous to think the current evidence base demonstrates there is an "imminent threat" to public health in this instance.

But part two of Kass's point is that community standards also influence the appropriateness of public health activities. The demonization of tobacco/nicotine products and the tobacco industry may have distorted public health principles by *acting as if all tobacco products should be banned* (Proctor, 2013). A moral outrage has characterized views on tobacco which has been much greater than for other unsafe, legal and even illicit consumer products (MacCoun, 2013). Harm reduction principles have been readily embraced for many decidedly unsafe commercial products (cars, pharmaceuticals, alcohol), and for behaviors often illicit or morally objectionable to others, yet cigarettes and tobacco have been treated quite differently.

Ethical analysis, moral psychology, and anti-vice inclinations

For many people, when cigarettes were judged as (1) the largest single cause of preventable death and disability, (2) lethal when used as intended by manufacturers, and estimated to be more deadly than the next several most dangerous activities combined, they crossed a line (American Cancer Society, 1987; Warner et al., 1986). When the behavior of cigarette companies so infuriated the public, these companies became seen as evil, and this encouraged an absolutist, anti vice response (Berridge, 2013; Courtwright, 2012; McCambridge, 2015). (The matter of the predations of tobacco industry marketing is very distinct from respected health information websites trying to improve consumers' knowledge and should not be confused.) Detailed ethical analyses of tobacco/nicotine harm reduction are available (Chapman & Daube, 2015; Hall & Forlini, 2015; Kozlowski, 2002, 2015b; Kozlowski & Edwards, 2005; Kozlowski & O'Connor, 2003; McCambridge, 2015; Royal College of Physicians, 2007; Savitz, Meyer, Tanzer, Mirvish, & Lewin, 2006). They have employed standard issues like beneficence, non maleficence, justice, and autonomy. In an area charged by views of vice and improper behavior, it important to consider moral psychological perspectives that point to strong moral emotional reactions to violations of a sense of purity, respect for authority, and a concern about community standards (Haidt, 2007). Such violations can trigger emotionally charged moral reactions (disgust and contempt) for tobacco use and even to the use of much less harmful tobacco/nicotine products (Alderman, Dollar, & Kozlowski, 2010; Kozlowski, 2013, 2015b).

Utilitarian principles and evidence for coercive actions

In a CDC response (McKenna et al., 2003) to the 2003 critique (Kozlowski & O'Connor, 2003) of misleading information (indicating that SLT was not safer than cigarettes), the authors, in keeping

with arguments from the Institute of Medicine review (Stratton, 2001), assert several ways in which SLT could cause public health losses:

> Even if some smokers who switch to SLT do reduce their individual risk, it is plausible that overall population health risk would increase if SLT were promoted as a potential reduced exposure product. This conclusion assumes that (a) some smokers who would have otherwise quit using tobacco would switch to SLT or continue to smoke and use SLT; (b) the number of lifelong SLT users would rise as a result of increased youth SLT initiation; (c) the number of smokers would rise as a result of increased youth SLT initiation with subsequent switching to cigarette use; and/or (d) some former smokers would relapse, believing SLT a less hazardous way to consume tobacco. (p. 194)

Theoretical concerns are not enough, however, no matter how plausible or how many, to justify information quarantine. Both (a) *evidence* of a problem and (b) *evidence* that the deception/evasion is important in dealing with the problem are needed. The rights of SLT users to have information that might prevent their sometimes smoking or even switching to cigarettes should not be so readily waived. Accurate science based, comprehensible, and actionable health information on comparative risk is also not strictly a "promotion" of reduced risk products as done by a manufacturer, rather it is a contribution to health literacy that in the context of systematic tobacco control efforts might "plausibly" even produce public health gains. Anyone, no matter their current use of tobacco or nicotine products, could value being knowledgeable about differential product risks for themselves or their loved ones.

"Gateway effects" whereby SLT *causes* later smoking has been a topic of major interest in tobacco control and provides an example of the small magnitude of confirmed adverse effects as well as failures to find effects (e.g., Kozlowski, O'Connor, Quinio Edwards, & Flaherty, 2004; O'Connor, Flaherty, Quinio Edwards, & Kozlowski, 2003; Tomar et al., 2009). The political power of gateway fears is greater than their scientific usefulness (Bell & Keane, 2014; Kleinig, 2015; Phillips, 2015). For many drug researchers, causal gateway models have been abandoned in favor of an appreciation that circumstances influence which drug products youth start with (Degenhardt et al., 2010) and that individual and contextual characteristics make some individuals at higher risk (and others at lower risks) of using drug products (Vanyukov & Ridenour, 2012). Certainly, a mere unproven hypothesis does not provide an ethical basis for information quarantine.

A recent review of longitudinal research shows that overall non smoking adults (including SLT users) are unlikely to become cigarette smokers (Tam, Day, Rostron, & Apelberg, 2015). A study in military recruits indicated the greatest risk of non smoking SLT initiators becoming smokers (Haddock et al., 2001), but it is noted that context may reduce generalizability (Tam et al., 2015). Even then, the *minority* (about 27%) of SLT tobacco users turned to smoking, compared to about 13% for those who had not used SLT (Haddock et al., 2001). A long term longitudinal study has found great stability in use of SLT or cigarettes and that beliefs about the risks of these products influence use (Macy, Li, Xun, Presson, & Chassin, 2015). National patterns of e cigarette use (Delnevo et al., 2015) or smokeless tobacco use (Tomar, Alpert, & Connolly, 2010) do not give evidence of net public health losses in the area of tobacco use and shifts to cigarettes that might help justify a quarantine of information on reduced risk products. Indeed, it seems simply absurd to justify not giving consumers sufficient information to make informed decisions based on the view that previously ill informed consumers may have made poor decisions or that well informed consumers might make the "wrong" decision. Sweden provides an example of finding *no evidence* of any noteworthy causal gateway effects from snus to cigarettes, despite a close look for it (Foulds, Ramstrom, Burke, & Fagerstrom, 2003; Scientific Committee on Emerging and Newly Identified Health Risks, 2008). Although the U.S. might be different (Tomar et al., 2009), evidence from Sweden should be weighed more heavily than hypotheses that lack an ethical basis and a persuasive evidence base. Even if a smoker switching to SLT later in life would have smaller effects on disease reductions, it is clear that those who would stop smoking by 30 or 40 are likely to see dramatic reductions in smoking caused disease to near never smoking levels (Jha et al., 2013). Given policy options available to nudge tobacco use behavior (such as differential taxation, marketing and information) (Jha & Chaloupka, 1999; Kozlowski, 2007, 2015a, 2016), a more reasonable approach to any apprehension of risk should be based on the application rather than the denial of the principle of health literacy. Research on snus use in Norway has found that providing accurate risk estimates to smokers can result in increased quit rates for smoking (Lund & Lund, 2014; Lund, 2012).

Care for autonomy and individual rights

If accurate information on relative risks of various products helps even a few users of cigarettes to move from or stay away from cigarettes, it is preferable to a context of providing no information, misinformation, or disinformation to consumers of these products (Kiviniemi & Kozlowski, 2015; Kozlowski, O'Connor, & Edwards, 2003). An ethical basis for public health communications to establish health literacy, one focused on individual autonomy and accurate information (which FDA could help determine), should be required (Office of Management and Budget, 2002). Denial of information to consumers could have similar effects as the historic efforts of cigarette companies to mislead smokers about disease risks and to fight against health information on cigarette advertisements and packaging. While the industry may have been motivated by profits and the health agencies had different motivations, the negative effects for individual users could be the same. Evidence is growing that snus can aid smoking cessation (Hatsukami, Severson, et al., 2015). Use of lower harm products (including vape) may not be for everyone, and the ability of these to supplant smoking remains to be shaped and delineated. If the user does not enjoy the product, it is unlikely to be used for long (Kozlowski, 1982; Kozlowski, Heatherton, Frecker, & Nolte, 1989; Saddleson et al., 2016). Personal satisfaction with any product is important (Hatsukami, Vogel, Severson, Jensen, & O'Connor, 2015). But the blindfolding of consumers delays such transitions and impedes efforts to develop products that could more effectively replace cigarettes.

For a very much lower risk product (Nutt et al., 2014), it could take an impossible increase in users to match public health harm of cigarettes (Kozlowski, Strasser, Giovino, Erickson, & Terza, 2001). For small reductions in risk (e.g., 10%), negative population health consequences are far likelier. How many recreational users of snus (Hatsukami, Severson, et al., 2015) or vape would avoid cigarettes completely could be influenced by accurate information and appropriate marketing. Until differential marketing according to risks is actually implemented (Branston & Sweanor, 2016; Chaloupka, Sweanor, & Warner, 2015; Kozlowski, 2007), it is hard to know the impact that products like SLT or vaping could have on cigarette use. But it is unethical as well as lacking a scientific basis to maintain that there is so little reason to believe that consumers would respond to adequate information on differential risks that there is no point in even considering removing their blindfold.

Current FDA tobacco rules and educational practices on prominent web sites represent a swamp of precaution that contributes to preventing broader awareness of products that

are known to be dramatically safer than cigarettes. Efforts should be made to educate the public about the nature of risks from different classes or types of tobacco products (Biener, Bogen, & Connolly, 2007; Biener, Nyman, Stepanov, & Hatsukami, 2014; Kiviniemi & Kozlowski, 2015) and how burning and inhalation makes a difference (Strasser et al., 2011). Simple but effective graphic tools like traffic light systems can be employed (Strasser et al., 2011). A growing evidence base on e cigarettes indicates that they too are dramatically less dangerous than cigarettes (Hajek, Etter, Benowitz, Eissenberg, & McRobbie, 2014; McNeill, Calder, Hitchman, Hajek, & McRobbie, 2015) (As with vape, long term epidemiology of the new imaginary wonder pill for lung cancer would also be a work in progress; since the 1970s, 35 prescription drugs have been removed from the market (ProCon.org, 2014).) So once again, a mere hypothesis of a potential problem, one lacking an evidentiary basis, is not sufficient to justify blindfolding consumers.

Complexities of ethical analysis of public health police powers

Coercive measures on behalf of public health are also called police powers. Quarantines to prevent the spread of disease are not the only example of public health police powers. The principles of autonomy, privacy, liberty and personal property can conflict with actions to try to protect public health. We have emphasized issues arising from public health efforts to prevent net harm to population health. A classic work on public health law (Gostin & Wiley, 2016) does recognize that these questions must always be posed:

> ... whether a coercive intervention truly reduces aggregate health risks and what, if any, less intrusive interventions might reduce those risks as well or better? Respect for the rights of individuals and fairness toward groups of all races, religions, and cultures remain at the heart of public health. (p. 11)

But it should be admitted that ethical arguments have been based on principles other than aggregate harm to the population. Some ethicists prefer to use paternalism (or parentalism) to justify protecting even mentally competent, adult citizens from them selves 'for their own good.' See Gostin and Wiley (2016) for a discussion of this and other perspectives. In contrast, a focus on the importance of liberty even in the face of utilitarian costs opposes paternalism (e.g. Berlin, Hardy, & Harris, 2002). We prefer to give strong emphasis on the principles of personal autonomy and individual rights while not ignoring utilitarian issues which is sometimes called a 'rule utilitarian position.' Also, although we have focused on issues pertaining to adult consumers of legal products, we see no case for keeping comprehensible health information about products away from those who may not be legally able to purchase these products and do not know how that could be done if made available to adults.

Summary

Table 2 outlines the main ethical and moral psychological issues discussed. Concerns for some adverse public health effects of harm reduction products such as SLT and vape are reasonable and worth trying to minimize, but there is no current evidence that such products actually represent *an imminent danger to public health overall* and that withholding information about relative risks is an effective way to promote overall public health. Efforts to discourage the use of tobacco/nicotine products need not be reduced, but should be done in a harm proportionate way. Telling consumers that all product options are as bad as cigarettes is untrue and almost certainly as deadly for users as telling at risk populations that condom use affords no protection. Giving accurate information does not guarantee that a problem will be solved, but it stands the ethical rules on their head to not value health literacy and information quality (Office of Management and Budget, 2002). That reduced harm products are not absolutely 'safe' and more dangerous than using no tobacco/nicotine product does not justify keeping potential consumers of legal products ignorant about this information any more than such arguments would for any other product or activity.

Table 2
Key ethical perspectives on providing accurate health information to consumers of unsafe legal consumer products.

1	Health Literacy and respect for autonomy are critical
2	Utilitarian principles (greatest good for the greatest number) support concern about science-based, comprehensible, and actionable information that is shown to harm public health
3	To be ethical, coercive measures (e.g., information quarantine) require more than plausible concerns, but actual *prior evidence* that the measures are *proportionate and effective* in protecting public health
4	Moral psychological reactions (disgust and contempt) arising from the views of and nature of tobacco products and the behavior of industry violate 'community standards,' 'proper respect for authority' and 'a sense of purity,' and promote acting as if all tobacco/nicotine *should be* banned
5	Omitting accurate health information that might guide behavior and decisions of *any* (even a few) users of legal products is inconsistent with health literacy and respect for autonomy
6	To achieve utilitarian goals, other product differentiating tobacco control/marketing methods should be exhausted before deceptive or evasive health information are employed—if they ever are included as an option

For evidence based health organizations to provide accurate information on the relative harms of tobacco/nicotine products does not even carry with it any concerns that apply to manufacturers embedding relative risk information in lifestyle advertising designed to recruit customers. The straight forward principles of harm reduction should be as uncontroversial for tobacco products as they are for alcohol, cars, air travel, children's clothing, sexual practices, electrical goods and other goods and activities until such time as there is compelling, proportionate evidence of imminent danger to public health overall that would ethically justify promoting health illiteracy with respect to these legal products. Even then, some ethicists would never support deceptive information as an appropriate public health option (Bok, 1978) and the risk of loss to credibility would be earnestly avoided.

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Research paper

The incentives created by a harm reduction approach to smoking cessation: Snus and smoking in Sweden and Finland

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ABSTRACT

Background: Tobacco harm reduction involves advocating the use of a less harmful alternative to smoking for those users who are unwilling or unable to quit. The net effect of such an approach is unclear as it may create opposing incentives. Although some smokers may substitute toward this less harmful alternative, it may reduce the incentive to quit by undermining public health efforts and may act as a gateway to smoking. This research paper aims to answer the question: Does the availability of a less harmful alternative to smoking lead to cessation? To explore the opposing incentives created by a harm reduction approach to smoking cessation, I focus on the role of snus, a popular smokeless tobacco product in Scandinavia that is widely used in Sweden.

Methods: This paper exploits a quasi-natural experiment to examine the net effect resulting from these opposing incentives. While two Scandinavian countries, Sweden and Finland, joined the European Union (EU) in 1995, Finland was subject to a pre-existing EU ban on oral tobacco products while Sweden received an exemption. A difference in differences framework is used to estimate the change in the smoking rate in Finland due to the implementation of the ban. A secondary analysis uses Finnish smoking data to test for a structural break in trend.

Results: In the post-ban period, smoking was 3.47 percentage points higher in Finland *relative to what it would have been* in the absence of the ban.

Conclusion: The availability of snus, a less harmful alternative to smoking, appears to have had a positive impact (reduction) on the smoking rate. Offering acceptable alternatives to cigarettes is critical in reducing smoking prevalence.

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Introduction

Tobacco harm reduction involves advocating the use of a less harmful alternative in lieu of complete abstinence for those smokers who are unwilling or unable to quit. The goal of such an approach is to lower the smoking rate by providing an acceptable substitute to current smokers. Many advocates of tobacco harm reduction cite the Swedish Experience, a term used to refer to Sweden's relatively high rate of tobacco consumption, but low level of smoking related disease. This phenomena is attributed to the widespread use of snus and suggests that the availability of this less harmful alternative is key to Sweden's low smoking rate (see Fagerström & Schildt, 2003).

Snus is a form of tobacco that is used orally and offers an alternative to smoking. It has nicotine content similar to that of cigarettes (Roth, Roth, & Liu, 2005), but it differs from cigarettes in several ways which makes it an attractive substitute. It is considered to be less harmful than smoking (Nutt et al., 2014; Royal College of Physicians, 2007), and poses fewer externalities as there is no second hand smoke. Despite the benefits that may arise from advocating the use of snus as an alternative to cigarettes (and promoting it as a substitute), many remain sceptical of a doing so as such an approach may create opposing incentives (see Savage, 2007).

The availability of a less harmful alternative to smoking may act as an incentive to increase nicotine consumption among smokers and may act as a gateway to smoking (Milikian and Hoffmann, 2009). A product that allows cigarette users to continue nicotine intake in areas where smoking is prohibited moderates the incentive to quit tobacco use altogether and may undermine public health efforts, reducing the effectiveness of policies aimed at decreasing smoking. In addition, as Savitz, Meyer, Tanzer, Mirvish, and Lewin (2006) notes, there is concern that there may be widespread misunderstanding resulting from a harm reduction strategy whereby the public may mistake "safer" for "safe". A

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product marketed as a less harmful alternative to cigarettes may attract users who would have otherwise abstained. These new users, once addicted to nicotine, may ultimately progress to cigarette use. Both scenarios suggest that the availability of snus would have a negative effect (increase) on the smoking rate. However, advocates of tobacco harm reduction believe that the availability of a less harmful alternative, such as snus, provides an incentive for current smokers to substitute away from cigarettes and toward the less harmful good. This would lead to a decrease in the number of smokers, and ultimately, a reduction in negative health effects due to tobacco use (Rodu & Godshall, 2006).

Prior research studies examining the role of snus in smoking cessation or uptake primarily rely on survey data. Several studies using survey data from Norway and Sweden find that many respondents report using snus to help quit smoking. Lund, Scheffels, and McNeill (2011) review seven cross-sectional data sets and find that the quit ratio for smokers who used snus was generally significantly higher than for those who did not. Stenbeck, Hagquist, and Rosén (2009) study cigarette uptake and quit behaviour attributable to snus use among Swedish males in the 1990s. They find that behaviour varies by age group with the younger cohort (age 16–44) having six quitters per smoking starter attributable to snus. Among the older cohort (age 45–84), the difference was more modest with approximately two quitter per starter. Some research has found that snus use may reduce smoking initation. Ramström and Foulds (2006) find that smoking uptake was lower for those that used snus than for those who had not. Among primary snus users, 20 percent initiated daily smoking while 47 percent of non-users did so.

Ramström and Foulds (2006) also compared the effectiveness of snus with other nicotine replacement therapies as a smoking cessation aid. They found that 66 percent of Swedish men who used snus were able to quit smoking compared to only 47 percent of those using nicotine gum and 32% of those using the nicotine patch. Lund, McNeill, and Scheffels (2010) report consistent results among Norwegian males, finding that would be quitters who use snus were more likely to be successful than those who used other medicinal nicotine products. They also note that those who use snus were more likely to remain nicotine dependent and continue use long term.

Although survey data is useful, determining the net impact on the smoking rate due to the use of this product and assessing the external validity of the findings is challenging. Prior research has been unable to directly address the competing incentives created by a harm reduction approach to smoking cessation. This research paper aims to determine if the availability of a less harmful alternative to smoking reduces the overall prevalence of smoking. Within this context, I focus on the impact of the availability of snus. As data on introducing snus to a market is not available, I undertake an alternative approach. I exploit a quasi-natural experiment to determine the effect of removing snus from a market, in effect limiting the availability of this less harmful alternative, and explore the subsequent change in the smoking rate.

The European Union (EU) implemented a ban on oral tobacco products in 1992 and Finland was forced to ban the sale of snus when it joined the European Union in 1995. Joining the EU and the resulting policy change in Finland provides a means to evaluate the effect on the smoking rate due to limiting access to a less harmful alternative.

Empirical methods

Data

Data on smoking prevalence was obtained from the World Health Organization (WHO) "European Health for All" database. This database contains an array of core health statistics including demographics, health determinants, risk factors, and health care resources and expenditures for 53 member states. Data on smoking prevalence by age group for Finnish males and total snus consumption (estimated through retail sales tax) was obtained from a statistical report, which was compiled by The European Smokeless Tobacco Council in Brussels from data collected by Finland's National Public Health Institute (NPHI). The NPHI collects the data through a yearly survey that gathers information on the health status and health behaviour of the Finnish population.

Differencing analysis

In 1992, the European Union implemented a mandatory ban on all oral tobacco products, except those intended to be smoked or chewed (i.e., cigarettes and whole leaf tobacco). This ban prohibited the sale and advertising of moist snuff and snus (Council of the European Communities, 1992). The rationale for the ban was to protect public health by limiting uptake of a potentially harmful product (European Commission, 2012). When Sweden and Finland joined the EU in 1995, both countries were subject to this ban. Sweden applied for and received an exemption, and remains the only country in the EU where the sale of snus is legal. Finland did not apply for an exemption and upon joining the EU was required to implement a ban on the sale of snus. Using these two similar countries, it is possible to exploit the differing response to the ban to investigate the effect of banning snus on the smoking rate.

Key to successful implementation of the difference in differences methodology is finding an appropriate control. Although Sweden and Finland differed in response to the proposed ban, they share many similarities which make Sweden a reasonable control for Finland. Finland and Sweden are both northern welfare states and share many health and societal policies. Both Finnish and Swedish are the national languages of Finland. Both countries joined the EU at the same point in time and would have experienced similar political, social, and price effects as a result of the change. With the exception of the snus ban, public policy regarding tobacco is very similar between these two countries (Patja, Hakala, Boström, Nordgren, & Haglund, 2009). In the period leading up to the ban, Sweden had a lower overall level of smoking than did Finland, but both were trending down at a remarkably similar rate. This overall trend in the smoking rate highlights the need to include a control that can account for a decline in the smoking rate over time.

The fact that Sweden applied for an exemption while Finland did not suggest that snus was relatively more popular in Sweden than in Finland. Sweden's response may have been influenced by differing popular and corporate response to the proposed ban. Snus originated in Sweden and there is a long history of use within that country. In addition to the importance of snus in popular culture, it is also an important product commercially. Swedish Match, Sweden's largest tobacco manufacture, is one of the top 25 largest companies in Sweden. It produces snus and does not manufacture or sell cigarettes. However, it should not be interpreted as an indication that snus was not used in Finland during this time. The ban of snus in Finland has been met with considerable reluctance. For example, Aland, a semi-autonomous island of Finland, agreed to join the EU, but refused to stop selling snus. This has resulted in the assessment of fines and culminated with the island threatening secession from the EU if forced to ban snus (Ben-Aaron, 2008).

Detailed statistics on adult snus consumption in Finland prior to the ban are not available as they were not collected. Finland began including questions pertaining to snus use in their annual health survey in 2000. Results of the survey are not publically available. However, retail tax receipt data, obtained from the ESTOC and available from 1977 to 1994, can proxy for overall country level consumption. Fig. 1 depicts snus consumption (in tons) pre-ban

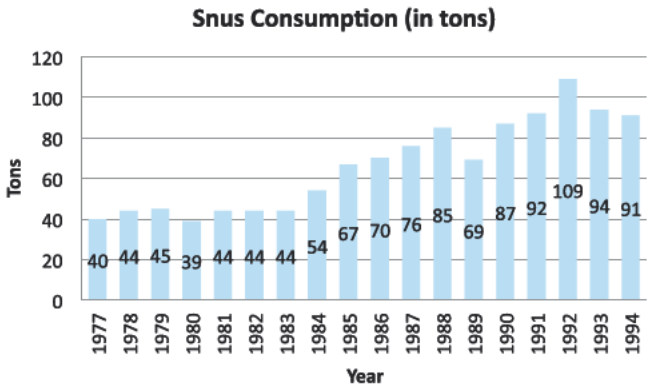

Fig. 1. Snus sales in Finland (males and females), 1977–1994.

during 1977–1994 in Finland, approximated through tax receipts. Although consumption was relatively stable in the late 1970s and early 1980s, snus use in Finland increased rapidly in the 10 year period leading up the ban. Between 1980 and 1989, snus consumption doubled in Finland. By 1994, it increased another 30 percent. Data collected in youth tobacco surveys supports the claim that snus was widely used in Finland prior to the ban and can be used to compare the prevalence among Swedish and Finnish youths in the pre-ban period. Using data from youth tobacco use surveys in Finland, Huhtala, Rainio, and Rimpela (2006) find that in 1994, roughly 30 percent of 16 year old males reported that they had tried snus and 6 percent indicated that they were occasional/daily users. Nilsson, Weinehall, Bergstrom, Stenlund, and Janlert (2009) report similar use during the same period in Sweden; 34 percent of 17 year old males reported that they had tried snus and 12 percent indicated that they were occasional/daily users. The adult consumption data and youth usage data taken together suggest that snus was widely available and utilised in Finland prior to the ban.

Because snus use is uncommon outside of Scandinavia, the analysis presented here focuses only on Sweden, Finland, and Norway. Other countries within the European Union were not included in this analysis as it would not be appropriate to do so within this framework. As other countries outside Scandinavia differ in many ways, including the use of snus, tobacco control policies, European Union member status, and trends in the smoking rate both in the period before and after 1995, there is no basis to include them as additional control groups. To explore the effect of limiting access to the less harmful alternative, I restrict my attention to males as snus use among females is far less common. As such, female smoking status is not expected to be impacted by the ban on snus. They would neither have been induced to smoke via access to this less harmful alternative, nor would they have used it as a means to quit smoking.

To investigate the effect of removing snus from the Finnish market, I compare the change in the smoking rate between Finland and Sweden. Within this context, Sweden is the control and Finland is the treatment group. The intervention is joining the EU in 1995. Successful implementation of this type of analysis requires that in the absence of the intervention, the smoking rate in Finland would have looked like that in Sweden. As noted above, both countries are substantially similar which allows Sweden to act as a reasonable control. An alternate specification uses Norway as a control for Finland. However, although snus remains legal in that country, it is considered to be an inferior control as it did not become a member of the EU and would not have experienced the similar societal and economic impacts due to joining.

The data used in this analysis was obtained from the WHO and includes the percent of male smokers in the population per year during the period 1988–2004.

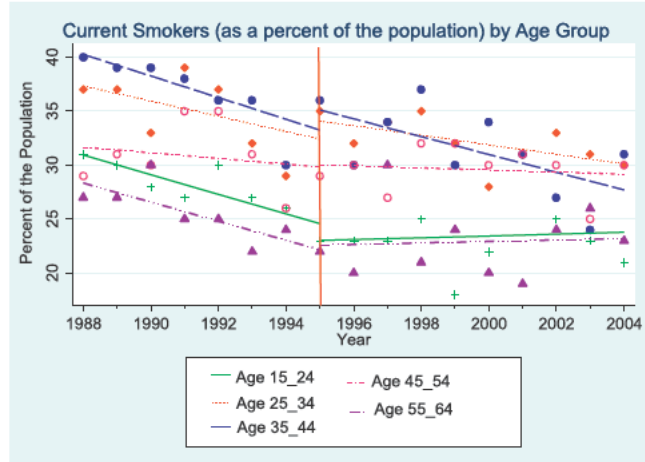

Fig. 2. Male smokers (as a percent of the population) by age group in Finland: 1988–2004.

The regression equation has the following form:

$$Y_{i,t} = \Upsilon_0 + \Upsilon_1 Treat_i + \Upsilon_2 Post_t + \Upsilon_3 Treat_i * Post_i + \varepsilon_{i,t}$$

$Y_{i,t}$ is the smoking rate for country i in year t. $Treat_i$ is a binary variable indicating treatment status, 1 if Finland, 0 if the control (Sweden or Norway), $Post_t$ is a binary variable, 1 if the period is after the change (1995–2004), 0 if not (1988–1994), and $Treat_i * Post_i$ is the interaction term.

Trend analysis

Although there are many factors which influence smoking prevalence (advertising, smoking cessation campaigns, price, etc.), I undertake a simple analysis to test for a break in trend in the smoking rate in Finland. Using pooled cross sectional data that presents the smoking rate by age group in Finland, I test to see whether there was a structural change in the smoking rate corresponding to implementation of the ban on snus. As snus use was growing rapidly in the pre-1995 period, I focus on only those years immediately preceding the implementation of the ban. During this time, there was a significant reduction in the smoking rate for nearly all age groups as depicted in Fig. 2.

Data on the smoking rate for males is available by age group (age 15–24, 25–34, 35–44, 45–54, and 55–64), which results in a sample size of 85 observations. Disaggregating the rate by age group reveals differences in the change in the smoking rate by age. In order to test whether the rate of change differs between the pre- and post-ban periods, I estimate the following equation:

$$Smoking\ Rate = \beta_0 + \beta_1 Year + \beta_2 Year + \beta_3 Year * Post + \beta_4 \mathbf{X} + \varepsilon,$$

where *Smoking Rate* is the annual smoking rate and *Year* indicates the time period corresponding to that particular rate, with the year normalised so that −1 = 1993, 0 = 1994, +1 = 1995, etc. *Post* is a binary variable, 1 is the period is after the change (1995–2004), 0 if not. *Year* * *Post* is the interaction term. **X** is a vector of dummy variables indicating the age-group for which the smoking rate applies.

Including the interaction term in the above equation allows both the intercept and slope to change between the two periods. In essence, this is akin to computing a Chow Test, where the significance of the coefficient on the interaction term, β_3 can be used to test for a structural change across time. If there were no change across time, the variable is expected to be statistically indistinguishable from zero.

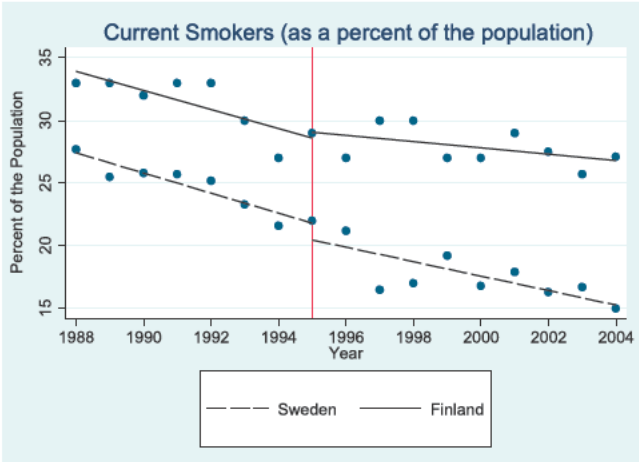

Fig. 3. Male smokers (as a percent of the population) in Sweden and Finland, pre and post intervention: 1988–2004.

Results

Fig. 3 presents the male smoking rate in Finland and Sweden during the period 1988–2004. Prior to the ban, Sweden has a lower level of smoking than does Finland, but both are trending down at a similar rate. Subsequent to the ban on snus in Finland, the rates diverge. The break corresponds to the date of the intervention, 1995.

Norway borders Sweden to the west and has not joined the European Union. Snus is popular in this country, and as in Sweden, is sold legally. Norway does not experience an intervention (as does Finland), and can be used as an alternative, albeit inferior, control. We see in Fig. 4 that the smoking rate in Norway is similar to that in Finland prior to 1995, after which point the rates diverge. Using Norway in place of Sweden as a control produces a result similar to, but not as drastic as, that depicted in Fig. 3.

The rate of change analysis using males in Sweden and Finland is presented in row (1) of Table 1. It shows that in the post-ban period, smoking increased in Finland by 3.47 percentage points relative to Sweden. If Sweden is an appropriate control, then this estimate can be interpreted as an increase in the smoking rate, *relative to what it would have been*, in the absence of the ban. The difference in means is statistically significant at the 5 percent level and can be interpreted as suggestive evidence of a true change due to the treatment.

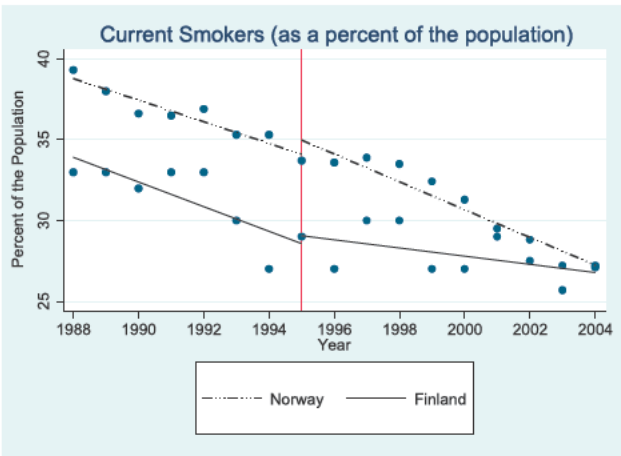

Fig. 4. Male smokers (as a percent of the population) in Finland and Norway: 1988–2004.

Table 1
Change in current smokers (as a percent of the population), Finland, Sweden, and Norway: 1988–2004.

Change in the percent of population smoking, age 15+			
	1988–1994	1995–2004	Difference between periods
Finland – males	31.57%	27.93%	−3.64
Sweden – males	24.97%	17.86%	−7.11
(1) Difference between Finland and Sweden	6.60	10.07	+3.47 (1.39)**
Finland – females	19.85%	19.67%	−0.18
Finland – males	31.57%	27.93%	−3.64
(2) Finland: difference between males and females	−11.72	−8.26	+3.46 (1.00)***
Finland – males	31.57%	27.93%	−3.64
Norway – males	36.84%	31.11%	−5.73
(3) Difference between Norway and Sweden	−5.27	−3.18	+2.09 (1.44)

Standard errors are in parentheses.
** Indicates statistically significant at the 5% level.
*** Indicates statistically significant at the 1% level.

Table 2
Regression estimate, test for structural break in trend.

	(1)
Year	−0.829*** (0.241)
Post-1994	0.328 (1.232)
Post-1994 * Year	0.586** (0.279)
Age 25–34	7.765*** (0.979)
Age 35–44	8.176*** (0.979)
Age 45–54	4.706*** (0.979)
Age 55–64	−1.412 (0.979)
Constant	25.039*** (1.068)
Observations	85
r^2	0.729

Standard errors are in parentheses.
Note: OLS regression, with the percent of the population that smokes in a given year as the dependent variable. Age variables are indicator functions and are used to indicate smoking rate by age group. The sample is limited to the period 1988–2004 and includes males only. The omitted age group is males age 15–24.
* $p < 0.10$.
** Indicates statistically significant at the 5% level.
*** Indicates statistically significant at the 1% level.

Fig. 2 illustrates the yearly smoking rate in Finland by age group over this period. Although the rate of change exhibited among males age 45–54 is slight, the smoking rate declines among all age groups in the pre-ban period. Post-ban, the rate of decline slows, and for males at both ends of the age spectrum, it levels out.

Regression results presented in Table 2 indicate there was a shift in the rate across time, with the coefficient positive and statistically significant at the 5 percent level. Note that this analysis implicitly assumes that there has been no other confounding factor that has influenced the rate. To validate this assumption, exploring the smoking behaviour of Finnish females is helpful as they serve as a useful barometer regarding change in price or tobacco control policies during this time which would have influenced the smoking rate in the country. We would expect this group to be wholly unaffected in the change of the policy to ban snus. Finnish females largely did not consume snus, so while removing the product from the market may have affected male consumers, it should have had no bearing on females. In comparing the change in the smoking rate between males and females in Finland, we see in both Fig. 5 and Table 1, row (2) that the rate of change differs significantly by gender. In particular, there was virtually no change in the smoking rate among females during stable during 1988–2004. The findings

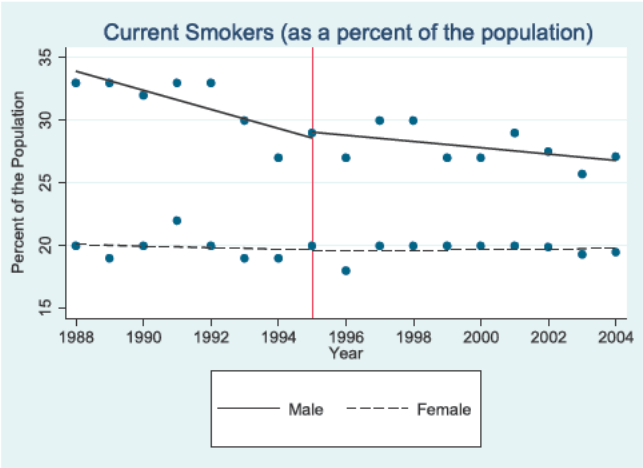

Fig. 5. Male and female smokers (as a percent of the population) in Finland, pre and post intervention: 1988–2004.

of this analysis suggest that the adoption of the ban on snus in Finland had a material effect on the smoking rate.

Discussion

The analysis employed in this research paper utilised aggregate level data on the smoking rate for Scandinavian countries. In comparing the change in the smoking rate between Sweden and Finland, the two countries which joined the EU in 1995, we see that the smoking rate in Finland increased relative to Sweden. We can interpret this to suggest that the smoking rate in Finland is higher than what it would have been in the absence of the ban. As a secondary analysis, I explore the smoking rate of Finnish males and find that there was a structural break in trend corresponding to the date of the ban.

It is possible that the increase in the smoking rate in Finland, relative to Sweden, is due to snus users switching from snus to cigarettes once snus becomes unavailable. If this were the case, it would represent a one-time shock to the smoking rate. However, the data does not support this argument. In the post intervention time period, Finland never again experiences a decline in their smoking rate similar to that experienced pre-ban.

These findings indicate that the ban on snus may be counterproductive. The analysis presented here suggests that snus use is effective in facilitating smoking cessation. These results indicate that limiting the availability of snus, a less harmful alternative to cigarettes, resulted in a *reduction* in the decline of smoking.

The results of this analysis support findings from surveys suggesting that consumers are willing to substitute snus for cigarettes. However, the degree of substitutability may vary by the individual's characteristics. Lund (2012) finds that the willingness to substitute snus for cigarettes depends upon the individual's perception of the relative risk between the two products. Although Ramström and Foulds (2006) found that the use of snus was similar among individuals with differing levels of age and education when exploring the issue of selection (that smokers who use snus to quit are different than those who use a different aid), there may be other individual characteristics correlated with the probability of uptake. While substitution is considered evidence of a positive incentive, negative effects may exist. The availability of this less harmful alternative can have negative consequences as it may lead to uptake among those individuals who would have otherwise abstained. In addition, those individuals that use snus to quit smoking may continue use long term and remain nicotine dependent. However, both scenarios must be considered in light of the alternative. Smoking is remarkably more harmful than snus use, and some uptake may be an acceptable consequence of achieving meaningful reductions in the smoking rate, especially when the harm associated with use is relatively low. Gartner et al. (2007) find that in comparing smokers that quit tobacco entirely and those that transitioned to snus, there was little difference in health-adjusted life expectancy. In considering uptake, they report that there would need to be between 14 and 25 non-smokers who take up snus to cancel out the benefit from each smoker who transitions from cigarettes to snus.

The findings presented in this paper provide support for the viability of a harm reduction approach to smoking cessation and suggest that the Swedish Experience could be replicated elsewhere, a perception shared by other researchers such as Ramström (2011). It may have been underway in Finland prior to the implementation of the ban. These results are not only meaningful within Finland, but may be applicable to the entire EU. The smoking rate among Swedish males is remarkable low, and continues to decline; given Sweden's low smoking rate pre-1995, the ability to achieve further reductions post-1995 is notable. To achieve significant reduction in the smoking rate of other member countries in the EU, embracing evidence based policy setting and offering acceptable substitutes is critical.

Disclosure

This project developed from work I began while at North Carolina State University and was completed while employed at FTI Consulting. The views presented here are my own and do not represent those of either institution. There was no funding provided to support this project.

Conflict of interest

The author declares that she has no relevant or material financial interests that relate to the research described in this paper.

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Brief Report

Brief Report

High-Intensity Sweeteners in Alternative Tobacco Products

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Abstract

Introduction: Sweeteners in tobacco products may influence use initiation and reinforcement, with special appeal to adolescents. Recent analytical studies of smokeless tobacco products (snuff, snus, dissolvables) detected flavorants identical to those added to confectionary products such as hard candy and chewing gum. However, these studies did not determine the levels of sweeteners. The objective of the present study was to quantify added sweeteners in smokeless tobacco products, a dissolvable product, electronic cigarette liquids and to compare with sweetener levels in confectionary products.

Methods: Sweetener content of US-sourced smokeless tobacco, electronic cigarette liquid, and confectionary product samples was analyzed by liquid chromatography-electrospray ionization–mass spectrometry (LC-ESI-MS).

Results: All smokeless products contained synthetic high intensity sweeteners, with snus and dissolvables exceeding levels in confectionary products (as much as 25-fold). All snus samples contained sucralose and most also aspartame, but no saccharin. In contrast, all moist snuff samples contained saccharin. The dissolvable sample contained sucralose and sorbitol. Ethyl maltol was the most common sweet-associated component in electronic cigarette liquids.

Discussion: Sweetener content was dependent on product category, with saccharin in moist snuff, an older category, sucralose added at high levels to more recently introduced products (snus, dissolvable) and ethyl maltol in electronic cigarette liquid. The very high sweetener concentrations may be necessary for the consumer to tolerate the otherwise aversive flavors of tobacco ingredients. Regulation of sweetener levels in smokeless tobacco products may be an effective measure to modify product attractiveness, initiation and use patterns.

Implications: Dissolvables, snus and electronic cigarettes have been promoted as risk-mitigation products due to their relatively low content of nitrosamines and other tobacco toxicants. This study is the first to quantify high intensity sweeteners in snus and dissolvable products. Snus and dissolvables contain the high intensity sweetener, sucralose, at levels higher than in confectionary products. The high sweetness of alternative tobacco products makes these products attractive to adolescents. Regulation of sweetener content in non-cigarette products is suggested as an efficient means to control product palatability and to reduce initiation in adolescents.

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Introduction

In the United States, the Family Smoking Prevention and Tobacco Control Act (FSPTCA) restricts the sales of flavored cigarettes, with the exemption of menthol cigarettes. These restrictions do not apply to smokeless tobacco products, cigars, and electronic cigarettes. These products are available in a wide range of flavors with novel flavor combinations introduced almost daily. The presence of characterizing flavor additives is expected to attract both smokers and nonsmokers, and especially adolescents.[1–3] Previous studies have noted similarities in the content of flavor chemicals in tobacco products and confectionary products such as hard candy, mints, and chewing gum.[4,5] Tobacco flavorants include many of the esters, alcohols, terpenes, and aromatic chemicals added to foods. For example, benzyl alcohol is used as a flavoring both in cherry candies and cherry-flavored tobacco products.[5] Electronic cigarette liquids also contain a wide range of known flavor chemicals used in the food industry.[6]

In contrast to these aroma flavorings, only limited information is available about the presence of sweeteners in the currently marketed smokeless tobacco products and electronic cigarette liquids. Traditionally, chewing tobacco and moist snuff have been sweetened either with table sugar (sucrose), causing documented oral health problems in users, or with saccharin.[7,8] Tobacco Industry Documents list sweetener contents in some products, however, this information is likely outdated and new sweeteners and product categories have been introduced.[9,10] For currently marketed products manufacturers list sweeteners as ingredients, including saccharin and sucralose, high intensity sweeteners several hundred times sweeter than sucrose.[10–16] The quantities and types of sweeteners contained in individual products, and how these compare to confectionary products, are unknown.

Sweeteners have powerful psychophysical effects and are known to mask the unpleasant taste of tobacco constituents and reduce oral aversion to nicotine in animals.[17,18] Analogous to candies and sweetened beverages designed to appeal to teenagers and young adults, addition of sweeteners to tobacco products might promote product uptake and determine preference and use patterns.[19,20]

In the present study, 18 tobacco products, including snus, moist snuff, dissolvable tobacco, and electronic cigarette liquids marketed in the United States were analyzed by liquid chromatography–mass spectrometry [LC-MS], to determine levels of natural and high-intensity sweeteners. Sweetener contents in representative confectionary products and soda were analyzed and compared.

Methods

Product Samples

Sixteen tobacco products were purchased from stores in the New Haven, CT, area including four snus products, five moist snuffs, five electronic cigarette cartridges, and two electronic cigarette refill liquids. One electronic refill liquid was purchased online from the manufacturer (V2), and one dissolvable tobacco product was procured from an out of state online vendor. For comparison with other high-intensity sweetened products, four sugar-free confectionary products of different brands and two sugar-free beverages of different brands were bought from area stores (Supplementary Table 1).

Chemical Analysis

Levels of synthetic high-intensity sweeteners (sucralose, cyclamates, saccharin, aspartame, acesulfame potassium), bio-derived high-intensity sweeteners (stevioside, glycyrrhizin), sugar alcohols, natural sugars, and other constituents were determined by a modified LC-MS method previously used in our laboratory for the analysis of sweetener content in environmental samples[21] (Supplementary Methods). This technique provides a conservative estimate of sweetener levels; in some samples the tobacco matrix may cause minor suppression of MS response.[22]

Results

All tested products contained no or only very small amounts of the sugars, glucose (<0.072 % w/w) or sucrose (<0.024 % w/w). As expected, the high-intensity sweeteners, sucralose, or aspartame, were detected in the soda and confectionary products (Table 1). The bulk of all mint lozenge products consisted of the sugar alcohol, sorbitol. Sucralose was detected in all snus products at high levels, with three of the four snus products also containing aspartame (Table 1). Saccharin was only detected in the moist snuff products. Snuff products contained no aspartame and only one contained a comparably small amount of sucralose (Skoal mint Xtra). No high-intensity sweeteners were detected in the electronic cigarette liquids tested (Table 1). Two of the liquids contained traces of sorbitol (<0.003 % w/w). Ethyl maltol was detected in six of the eight liquids. All the E-liquids had glycerol as carrier, three of them also contained propylene glycol (Supplementary Table 2). The dissolvable product consisted of a large percentage (59.0 ± 3.0 % w/w) of sorbitol, and contained a high amount of sucralose, but no aspartame or saccharin (Table 1).

The average total amount of sucralose per product unit (piece, lozenge, or strip) was calculated for the sucralose-containing confectionary and smokeless tobacco products (Figure 1). Amounts of sucralose per unit were much higher in the snus products (>6 mg/unit, one product > 11 mg/unit) than in the confectionary products (<0.4 mg/unit). The single snuff product containing sucralose had <1 mg/unit. Sucralose content in the dissolvable product was higher (4.48 mg/unit).

Among the nine snus and moist snuff products, seven were in the form of small pouches. The content of sweeteners in the pouch material, comprising about 10% of total product weight, followed distributions in the bulk products, but concentrations were all lower (Supplementary Tables 3–5).

Discussion

In the present study, all the tested snus and moist snuff products contained high-intensity sweeteners. All tested moist snuff products contained saccharin as the sole added synthetic sweetener with one exception containing roughly equal amounts of both saccharin and sucralose. Manufacturers have been adding saccharin to smokeless tobacco products since 1891, when R. J. Reynolds introduced saccharin-sweetened chewing tobacco.[7] In fact, the tobacco industry was the first to license synthetic high-intensity sweeteners to add to consumer products, likely to improve shelf stability, product uniformity and create brand identity.[7] The majority of the moist snuff products investigated here were brought to market prior to introduction of sucralose in 1999.[10] Saccharin, in addition to being perceived as sweet, has a bitter taste, a property not shared by sucralose and aspartame that have replaced saccharin in most high-intensity sweetened food products.[3] It is possible that tobacco manufacturers did not replace saccharin in snuff products because long term users have

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Table 1. Sweetener Levels in Alternative Tobacco Products, Soda, and Confectionary Products

Category	Product	Sorbitol	Aspartame	Saccharin	Sucralose	Ethyl maltol
Soda	Cherry Limeade				0.0145 ± 0.0022	
	Waist Watcher diet				0.0143 ± 0.0023	
Candy	Jelly Belly sugar free	0.0388 ± 0.0004			0.0369 ± 0.0113	
Mint lozenge	Life Savers sugar free	85.3 ± 0.8	0.270 ± 0.003			
	Ice Breakers sugar free	96.7 ± 0.71	0.820 ± 0.002			
	Altoids smalls peppermint	38.9 ± 1.18			0.023 ± 0.006	
Gum	Trident white peppermint	0.375 ± 0.016	0.132 ± 0.004		0.0132 ± 0.0014	
Snus	Camel mint	<0.001	0.00932 ± 0.00021		1.12 ± 0.06	
	Camel mellow		0.0128 ± 0.0002		1.26 ± 0.06	
	Marlboro mint				1.32 ± 0.07	
	Marlboro mellow		0.00759 ± 0.00080		0.690 ± 0.035	
Moist snuff	Kodiak mint			0.0895 ± 0.0131		
	Kodiak wintergreen			0.0457 ± 0.0006		
	Skoal mint classic			0.0563 ± 0.0030		
	Skoal mint – Xtra			0.0593 ± 0.0033	0.0519 ± 0.0010	
	Skoal classic straight			0.0587 ± 0.0042		
E-cigarette	Blu classic tobacco	<0.003				<0.0003
	Blu magnificent menthol	<0.0005				0.00133 ± 0.00005
	Blu vanilla					0.00908 ± 0.00045
	Finiti rich tobacco					
	Finiti cool menthol					
	CT menthol					0.00311 ± 0016
	CT packed					0.00338 ± 0.00017
	V2 red					0.0890 ± 0.001
Dissolvable	Arriva	59.0 ± 3.0			1.79 ± 0.09	

Data are stated as % w/w of product unit as received; means from three samples each, with standard error; blank fields indicate nondetected (n.d.)

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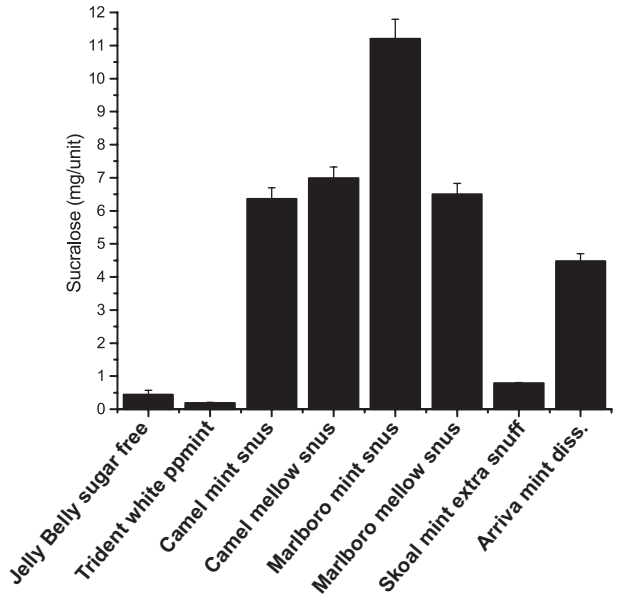

Figure 1. Comparison of sucralose content in product units of confectionary products and snus. Average content of sucralose in mg per piece or pouch is displayed. Data derived from Table 1.

been habituated to its taste profile and would disapprove of a change to other sweeteners. This view is also supported by the observation that saccharin content in the currently marketed products analyzed here did not differ much from levels determined in snuff products more than 20 years ago.[9] The lower price of saccharin compared to sucralose may also explain its continued use in the product category.

In contrast, all four snus products tested here contained sucralose, most in combination with aspartame. Snus products were introduced to the US market in 2006 when sucralose was already widely used in food products.[23] Sucralose content in the tested snus products, both % w/w and weight per product unit, exceeded the levels in any of the other solid confectionary products (candy, mint lozenges, chewing gum). The absolute amounts of sucralose in snus were 14- to 25-fold higher than the highest content found in a candy product. The bulk of some of the confectionary products consisted of a high percentage of sorbitol, a sugar alcohol with a sweetness lower than table sugar (sucrose). Together with sorbitol, smaller amounts of sucralose and aspartame are likely sufficient for these products to reach the desired level of sweetness. Intriguingly, the dissolvable tobacco product tested here also contained substantial amounts of sorbitol with sucralose added at an amount approaching that found in the snus products.

Six of the eight E-cigarette liquids contained ethyl maltol, known to be a sweet taste potentiator and previously reported in E-liquids.[5,6,24] Propylene glycol and glycerol, the major constituents of the E-liquids tested, are lightly sweet. Their sweetness may be enhanced by ethyl maltol and other popular sweet-associated flavorings.[25,26] Ethyl maltol was awarded GRAS status (Generally Recognized As Safe) from the Flavor & Extracts Manufacturers Association (FEMA) for the intended use as a food additive. Some E-liquids vendors advertise the GRAS label as supportive of safety for the flavorants added to their products. However, FEMA has repudiated these claims since GRAS status only applies to use in food and not in E-cigarettes for inhalational delivery.[27] It is unknown whether ethyl maltol is chemically stable in E-liquids, and when these are heated and vaporized.

High-intensity sweeteners were not detected in the E-liquids tested suggesting that the major manufacturers of E-cigarettes and -liquids do not include high-intensity sweeteners in their E-liquid formulations. However, online vendors currently offer sucralose liquids for sale to customers to mix with their E-liquids. While sucralose is an FDA-approved food additive, its health effects and metabolic fate when delivered by E-cigarette are unknown.

In summary, the current findings suggest that US-marketed new smokeless tobacco products, snus and dissolvables, are more highly sweetened than confectionary products. With sucralose perceived as 600 times sweeter than sugar, and added aspartame, the sweetness of snus and dissolvable products exceed the sweetness of their unit (pouch or lozenge) weight in sugar. Optimal sweetener levels were likely determined in tests by company-internal panelists and consumer groups, suggesting that higher levels of sweetness are required to establish palatability and liking of these tobacco-containing products. The intense sweetness may be necessary to mask the adverse taste and sensory effects of the processed tobacco that contains irritating and bitter nicotine and other tobacco constituents with adverse tastes. Sweeteners are known to suppress the perception of bitter taste and to inhibit the sensation of irritation.[28] While sucralose uptake from snus alone is unlikely to exceed the FDA-determined acceptable daily intake (ADI), daily repeated use of snus together with consumption of other sucralose-sweetened products such as soda, sweetener packets and food products may lead to continuous high exposure. Recent studies revealed that high-intensity sweeteners affected metabolic signaling in pancreatic beta cells and changed the composition of the gut microbiome, potentially contributing to metabolic dysregulation.[29]

Dissolvables and snus have been promoted as risk-mitigation products due to their relatively low content of nitrosamines and other tobacco toxicants. While not as popular, these products may increase the risk of polytobacco use and their intense sweetness is of concern since it may appeal especially to adolescents who initiate tobacco product use.[30,31] In addition to E-cigarettes, other sweet flavored tobacco products such as small cigars have made rapid inroads among adolescent populations and remain unregulated.[32,33] Among the wide variety of flavors offered intense sweetness appears to be a common denominator in the majority of the newly introduced products. Thus, the regulation of sweetener content may represent an efficient means to control palatability of a wide range of products and to reduce tobacco product use initiation.

Supplementary Material

Supplementary Tables 1 to 5 and Supplementary Methods can be found online at http://www.ntr.oxfordjournals.org

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Declaration of Interests

The authors declare no competing interests.

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Short communication

Snus use and risk of schizophrenia and non-affective psychosis

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ABSTRACT

Background: Recent studies suggest a possible causal role for smoking in schizophrenia and psychosis. Most studies have focused on cigarette smoking, the most common form of tobacco use, but other forms of tobacco exist, including smokeless products such as Swedish snuff (or "snus").
Methods: We explored whether snus use is associated with schizophrenia and non-affective psychotic illness in a large Swedish registry data set. The majority of participants were aged 18 or 19 at the time of assessment.
Results: We observed a positive association between snus use and odds of schizophrenia in all analyses, but the magnitude of the association was small and the confidence interval wide, consistent with no association (fully adjusted HR 1.03, 95% 0.70–1.54). A similar pattern was observed for non-affective psychosis, but the magnitude of the association was somewhat greater and the confidence intervals narrower, so that these analyses provided stronger statistical evidence for this association (fully adjusted HR 1.22, 95% CI, 1.00–1.48).
Conclusions: Our results therefore provide modest evidence for an association between snus use and risk for non-affective psychosis. This is consistent with emerging evidence from a range of studies and methodologies that tobacco use may be a risk factor for psychotic illness. However, our results provide some evidence against the hypothesis that it is the burnt products of cigarette smoke that are psychotogenic.
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1. Introduction

Tobacco use prevalence is considerably higher among psychiatric patients, including people with schizophrenia, compared with the general population (de Leon and Diaz, 2005). For the most part, it has been assumed that this comorbidity reflects, at least in part, self-medication on the part of individuals with schizophrenia, to remediate either the symptoms of the disease, or the side-effects of antipsychotic medication. The possibility that the association may reflect a causal effect of tobacco use on schizophrenia risk has not received widespread consideration, despite the fact that tobacco use typically predates the onset of psychotic symptoms. If smoking is indeed a causal risk factor for schizophrenia, then this has important implications for public health, prevention and treatment.

A recent genome-wide association study of schizophrenia (Schizophrenia-Working-Group-of-the-Psychiatric-Genomics-Consortium, 2014) identified a locus in the *CHRNA5-A3-B4* gene cluster on chromosome 15, which has been consistently shown to be associated with heaviness of smoking (Tobacco-and-Genetics-Consortium, 2010). One possible explanation for this finding is that this signal captures a *causal* effect of cigarette smoking on schizophrenia (Gage and Munafo, 2015). There is a precedent for this pattern of results: the same region was shown to be associated with lung cancer risk (Thorgeirsson et al., 2008) but it is likely that this effect arises entirely via cigarette smoking (Munafo et al., 2012).

Intriguingly, several other recent studies have been published which also support a causal role for smoking in schizophrenia and psychosis (Gurillo et al., 2015; Kendler et al., 2015; McGrath et al.,

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2015; Wium-Andersen et al., 2015). One study reported a stratified analysis which suggests an association of *CHRNA5-A3-B4* genotype with antipsychotic medication prescription (as a proxy of psychotic illness) in ever smokers but not in never smokers (Wium-Andersen et al., 2015). Another used Swedish registry data to show that cigarette smoking predicted subsequent diagnosis of schizophrenia, and this association was not substantially altered either by potential confounders either using standard regression methods or co-relative analyses, or by the inclusion of a buffer period to account for the possibility that prodromal symptoms of schizophrenia prior to a diagnosis might lead to the uptake of smoking (Munafo et al., 2012).

Most studies to date have focused on cigarette smoking, largely because this is by far the most common form of tobacco use. However, other forms of tobacco use exist, such as smokeless forms including oral preparation such as Swedish snuff (or "snus"). Snus is a moist powder tobacco product, typically sold in prepackaged pouches and usually placed under the upper lip. In general, snus use is associated with lower levels of harm than cigarette smoking (Le Houezec et al., 2011), although the evidence with respect to psychiatric outcomes is limited. We therefore explored whether a similar pattern of association is seen between snus use and schizophrenia and non-affective psychotic illness in a large Swedish registry data set. There is clear evidence that schizophrenia lies at the end of a continuum of vulnerability to psychotic-like symptoms and psychosis. Including non-affective psychosis therefore allowed us to increase statistical power while still addressing our underlying question.

2. Methods

2.1. Participants

We linked nationwide Swedish registers via the unique 10-digit identification number assigned at birth or immigration to all Swedish residents. The identification number was replaced by a serial number to ensure anonymity. Our database contained the following sources: the Multi-Generation Register, the Swedish Hospital Discharge Register, the Swedish Prescribed Drug Register, the Outpatient Care Register, the Primary Health Care Register, the Swedish Crime Register, the Swedish Suspicion Register, the Military Conscription Register, the Population and Housing Censuses, and the Total Population Register. More information on these data sources is provided as Supplementary material. Males with valid snus and smoking assessments, aged 18–25 at the time of conscription were eligible for inclusion. During the period sampled, all Swedish males were required by law to attend two days of evaluation for conscription. Only individuals with prior disabilities or serious criminal or behavioral disturbances were exempted. Around 97% of males are included in this sample. End of follow-up was the last year of information available, which for most registries was 2010.

2.2. Measures

We identified smoking and snus habits in young males from the Military Conscription Register. Snus use was assessed as "Yes" or "No", while smoking was assessed as follows: (1) "Not smoking", (2) Light smoking—(Winkleby et al., 2007) "1–10 cigarettes/day", or "1 packet of tobacco/week", (3) Average smoking—"11–20 cigarettes/day", or "1–2 packets/week", and (4) heavy smoking—">20 cigarettes/day", or ">2 packets/week." Schizophrenia (SZ) was defined in the Swedish Hospital Discharge Register by the following ICD 10 codes: F20.0, F20.1, F20.2, F20.3, F20.5, F20.8, and F20.9. Non-affective psychosis (NAP) was defined by the ICD 10 code: F2. More information on these codes is provided as Supplementary material.

Drug abuse (DA) was defined as follows: in the Swedish medical registries by ICD 10 codes: F10-F19, except (F10) or (F17); in the Suspicion Register by codes 3070, 5010, 5011, and 5012, that reflect crimes related to DA; and in the Crime Register by references to laws covering narcotics (law 1968:64, paragraph 1, point 6) and drug-related driving offences (law 1951:649, paragraph 4, subsection 2 and paragraph 4A, subsection 2). DA was identified in individuals (excluding those suffering from cancer) in the Prescribed Drug Register who had retrieved (in average) more than four defined daily doses a day for 12 months from either of Hypnotics and Sedatives (Anatomical Therapeutic Chemical (ATC) Classification System N05C and N05BA) or Opioids (ATC: N02A). These levels were set to be beyond what any responsible physician in Sweden would prescribe for anxiety or pain and would only arise from someone who is abusing the medications, often through getting multiple prescriptions from different physicians. This method of drug abuse assessment is validated by the strong correlation in probability of registration for drug abuse from medical and crime registries.

Family level socioeconomic status was assessed by low parental education, defined as elementary school only to index low educational attainment. Neighborhood level socioeconomic status was assessed by a composite measure of neighbourhood deprivation (Winkleby et al., 2007), which has been validated in prior studies (Chaikiat et al., 2012; Winkleby et al., 2007). In the year of conscription, this measure was classified into low, mid and high. This approach avoids problems associated with classifying socioeconomic status at the individual level, which may be impacted by current and recent behavior (e.g. drug use).

2.3. Statistical analysis

We investigated the association between snus and time to diagnosis in males not diagnosed with non-affective psychosis (including schizophrenia) before conscription with Cox proportional hazard methods, censoring at death or end of follow-up. The association between smoking and schizophrenia/non-affective psychosis is known and we therefore included the smoking × snus interaction in the model.

In addition to unadjusted analyses we adjusted for socioeconomic status, assessed as parental education at the individual level and neighbourhood deprivation, and DA before SZ/NAP onset. To facilitate interpretation, we present the snus associations separately by smoking category. Statistical analyses were performed using SAS 9.3 (18).

3. Results

3.1. Characteristics of participants

Of the 227,117 individuals fulfilling the inclusion criteria, 60,804 (26.8%) reported being snus users. The vast majority of participants (N = 223,412, 98.4%) were aged 18 or 19 at the time of assessment. A full description of the characteristics of participants, including snus users and non-users, is provided in Table 1.

3.2. Association of snus use with schizophrenia and non-affective psychosis

There was a positive association between snus use and odds of schizophrenia in all analyses, but the magnitude of the associations were small and the confidence intervals wide (unadjusted HR 1.13, 95% CI 0.77–1.67; partially adjusted HR 1.14, 955CI 0.77–1.68; fully adjusted HR 1.03, 95% 0.70–1.54) (Table 2). However, the small

Table 1
Characteristics of participants.

	All N = 227,117	Not using snus N = 166,313	Using snus N = 60,804
Birth year, mean (SD)	1986.4 (2.0)	1986.5 (2.0)	1986.2 (1.9)
Age at conscript, mean (SD)	18.2 (0.5)	18.2 (0.5)	18.3 (0.5)
Age at end of follow up, mean (SD)	26.1 (2.1)	26.1 (2.1)	26.3 (2.0)
With non-affective psychosis (%)	473 (0.21%)	316 (0.19%)	157 (0.26%)
With schizophrenia (%)	120 (0.05%)	84 (0.05%)	36 (0.06%)
Low neighbourhood deprivation (%)	57,125 (25.2%)	43,195 (26.0%)	13,930 (22.9%)
Medium neighbourhood deprivation (%)	137,047 (60.3%)	98,885 (59.5%)	38,162 (62.8%)
High neighbourhood deprivation (%)	31,941 (14.1%)	23,513 (14.1%)	8428 (13.9%)
Low parental education (%)	24,456 (10.8%)	16,840 (10.1%)	7616 (12.5%)
Drug abuse (before diagnosis) (%)	15,206 (6.7%)	8496 (5.11%)	6710 (11.0%)

Table 2
Association of snus use with schizophrenia/non-affective psychosis, by smoking status.

	Unadjusted	Partially adjusted[a]	Fully adjusted[b]
	Schizophrenia		
Combined	1.13 (0.77, 1.67)	1.14 (0.77, 1.68)	1.03 (0.70, 1.54)
Non-smoker	1.29 (0.81, 2.08)	1.30 (0.81, 2.08)	1.23 (0.77, 1.98)
Light smoker	0.38 (0.15, 0.97)	1.39 (0.15, 1.01)	0.42 (0.16, 1.07)
Moderate smoker	0.67 (0.17, 2.57)	0.69 (0.18, 2.70)	0.75 (0.19, 2.92)
Heavy smoker	1.22 (0.25, 6.04)	1.26 (0.26, 6.22)	1.43 (0.29, 2.08)
	Non-affective psychosis		
Combined	1.33 (1.10, 1.61)	1.33 (1.09, 1.61)	1.22 (1.00, 1.48)
Non-smoker	1.44 (1.14, 1.82)	1.45 (1.15, 1.83)	1.38 (1.09, 1.75)
Light smoker	0.65 (0.43, 0.99)	0.66 (0.43, 1.00)	0.69 (0.45, 1.05)
Moderate smoker	0.87 (0.45, 1.67)	0.90 (0.47, 1.74)	0.97 (0.50, 1.87)
Heavy smoker	0.54 (0.17, 1.75)	0.56 (0.17, 1.81)	0.63 (0.19, 2.06)

Values represent hazard ratios (95% confidence interval). Light smoking is defined as 1–10 cigarettes/day, or 1 packet of tobacco/week, moderate smoking as 11–20 cigarettes/day, or 1–2 packets/week, and heavy smoking as >20 cigarettes/day, or >2 packets/week. Analyses in combined sample are adjusted for smoking status.

[a] Additionally adjusted for neighbourhood deprivation, parental education.

[b] Additionally adjusted for drug abuse prior to diagnosis.

number of schizophrenia cases in these analyses meant that statistical power was low.

A similar pattern was observed for non-affective psychosis (including schizophrenia), but the magnitude of the association was somewhat greater and the confidence intervals narrower. These analyses provided statistical evidence that this association was unlikely due to chance effects (unadjusted HR 1.33, 95% CI 1.10–1.61; partially adjusted HR 1.33, 95% CI 1.09–1.61; fully adjusted HR 1.22, 95% CI, 1.00–1.48) (Table 2).

3.3. Association by smoking status

We examined the relationship between snus use and risk for schizophrenia and non-affective psychosis separately by cigarette smoking status (Table 2). Evidence for an association was only reliably seen in non-smokers where, for non-affective psychosis, the HR was approximately 1.4 and changed little with adjustment.

4. Discussion

Our results provide modest evidence for an association between snus use and risk for non-affective psychosis. Although a broadly similar pattern of results was observed for snus use and schizophrenia, our analysis was underpowered for this outcome, making it difficult to draw any conclusions with confidence. When we considered snus use separately in non-smokers and smokers we observed similar evidence for an association with non-affective psychosis but only in non-smokers, and not in smokers. While the magnitude of the associations we observed was modest, for a common exposure such as tobacco use the population level impact of any causal effect will nevertheless be substantial.

It is notable that the association between snus use and risk for non-affective psychosis was only observed in non-smokers. This may be because, among smokers who also use snus, cigarettes represent the major source of tobacco exposure. However, we also observed evidence among smokers of a modest negative correlation between snus use and cigarette use. This may reflect partial nicotine substitution among dual users, where snus use leads to a corresponding reduction in cigarette smoking, given that tobacco users typically titrate intake to achieve the desired nicotine level. Dissecting the relative contribution of snus and cigarette exposure among dual users is therefore likely to be complex. Taken together, these results provide some evidence against the hypothesis that it is the burnt products of cigarette smoke that are psychotogenic.

There are some limitations that should be considered when interpreting these results. First, despite the relatively large sample size, our study was most likely underpowered to detect modest associations between snus use and a rare outcome such as schizophrenia. However, the overall pattern of results was broadly similar for both outcomes, which increases confidence somewhat in these findings. Second, as with any observational analysis, we cannot fully exclude the possibility that residual confounding or reverse causality may account for the associations we observed. However, the current results are consistent with emerging evidence from a range of studies and methodologies that tobacco use may be a risk factor for psychotic illness. Third, the sample included only conscripted males, and was predominantly of European ancestry, so that the findings are not necessarily generalizable to other populations. It is worth noting that attending the conscript evaluation is mandatory for males in Sweden, so that the sample should be representative of the male Swedish population over the period sampled.

In conclusion, our data provide some evidence that snus use is associated with the subsequent development of non-affective psychosis. The evidence for an association with schizophrenia is weaker, but broadly consistent. Given growing evidence that tobacco use may play a role in the aetiology of psychotic illness, these results are potentially important in that they suggest that any causal agent is present in unburned tobacco. One candidate agent is nicotine, which influences dopaminergic signaling in several brain regions (Subramaniyan and Dani, 2015). However, there are other constituents of tobacco that are also plausible candidates, such as monoamine oxidase inhibitors (Hogg, 2015). If tobacco use is in fact a risk factor for psychotic illness, it will be important to identify the constituents responsible, in particular given growing interest in the use of nicotine-containing products (e.g., electronic cigarettes) for harm reduction, including among psychiatric patients.

Conflict of interest

No conflict declared.

Role of funding source

Nothing declared.

Contributors

Marcus R. Munafò conceived the study, drafted the manuscript, and approved the final manuscript for submission.

Sara Larsson Lönn conducted statistical analyses, and approved the final manuscript for submission.

Jan Sundquist created the registry resources used in the manuscript, advised on the analyses and approved the final manuscript for submission.

Kristina Sundquist, created the registry resources used in the manuscript, advised on the analyses and approved the final manuscript for submission.

Kenneth Kendler conceived the study, drafted the manuscript, and approved the final manuscript for submission.

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Appendix A. Supplementary data

Supplementary data associated with this article can be found, in the online version, at http://dx.doi.org/10.1016/j.drugalcdep.2016.04.035.

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Use of Swedish smokeless tobacco (snus) and the risk of Type 2 diabetes and latent autoimmune diabetes of adulthood (LADA)

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Accepted Article

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What's new?

- The risk of Type 2 diabetes and latent autoimmune diabetes of adulthood (LADA) is not significantly affected by the use of snus, despite its high nicotine content.
- These results raise the possibility that the excess risk of Type 2 diabetes seen in smokers is due to components of tobacco smoke other than nicotine.

Abstract

Aims It has been suggested that moist snuff (snus), a smokeless tobacco product that is high in nicotine and widespread in Scandinavia, increases the risk of Type 2 diabetes. Previous studies are however few, contradictory and, with regard to autoimmune diabetes, lacking. Our aim was to study the association between snus use and the risk of Type 2 diabetes and latent autoimmune diabetes of adulthood (LADA).

Method Analyses were based on incident cases (Type 2 diabetes, $n = 724$; LADA, $n = 200$) and population-based controls ($n = 699$) from a Swedish case–control study. Additional analyses were performed on cross-sectional data from the Norwegian HUNT study ($n = 21\,473$) with 829 prevalent cases of Type 2 diabetes. Odds ratios (OR) were estimated adjusted for age, BMI family history of diabetes and smoking. Only men were included.

Results No association between snus use and Type 2 diabetes or LADA was seen in the Swedish data. For Type 2 diabetes, the OR for > 10 box-years was 1.00 [95% confidence interval (CI), 0.47 to 2.11] and for LADA 1.01 (95% CI, 0.45 to 2.29). Similarly, in HUNT, the

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OR for Type 2 diabetes in ever-users was estimated at 0.91 (95% CI, 0.75 to 1.10) and in heavy users at 0.92 (95% CI, 0.46 to 1.83).

Conclusion The risk of Type 2 diabetes and LADA is unrelated to the use of snus, despite its high nicotine content. This opens the possibility of the increased risk of Type 2 diabetes seen in smokers may not be attributed to nicotine, but to other substances in tobacco smoke.

Introduction

Cigarette smoking is a known risk factor for Type 2 diabetes [1] and is associated with impaired insulin sensitivity [2], proposedly linked to exposure to nicotine [2]. Swedish moist snuff (snus) is a smokeless tobacco product traditionally used most frequently by men; the prevalence of snus use among women is low [3]. Users place a portion or sachet of snus between the gum and upper lip [4]. The nicotine content of snus is higher than that of cigarettes [5]; it may consequently also promote Type 2 diabetes. Few studies have addressed this question and the results are inconclusive [6–8]. Smoking is common among snus users, and one reason for the conflicting results may be insufficient adjustment for smoking. One way to handle this confounding factor is to restrict the analyses to those who have never smoked. However, studies conducted to date have been too small to allow for such analyses. Also, previous studies have not had the power to analyse the impact of different degrees of snus use on Type 2 diabetes.

Nicotine is known to have anti-inflammatory [9] and immune-modulating [10,11] effects, which, theoretically, might increase or decrease the risk of autoimmune diabetes. In a previous study, smokers displayed a reduced risk of latent autoimmune diabetes of adulthood (LADA) [12]. It could be hypothesized that snus with its higher nicotine content may have a stronger

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protective effect than smoking. In line with that notion, snus has been linked to a reduced risk of multiple sclerosis, which is also an autoimmune disease [13]. Whether snus use indeed reduces the risk of autoimmune diabetes remains to be investigated.

The aim of this study was to clarify the role of snus use in the development of Type 2 diabetes and LADA, taking into account dose and duration of use, and co-exposure to smoking. These clarifications are important because 20% of men in Sweden use snus on a daily basis [14] and its use is steadily on the rise in Norway and the USA [15].

Methods

ESTRID study

This study was based on data from the epidemiological study of risk factors for LADA and Type 2 diabetes (ESTRID) [16]. ESTRID is a sub-study of All New Diabetes in Scania (ANDIS; http://andis.ludc.med.lu.se). ANDIS is a large-scale study with the aim of registering all new cases of diabetes in the region of Scania (Southern Sweden; ~ 1 300 000 inhabitants) to improve the classification of diabetes into subgroups on the basis of genetic and phenotypic information. All people with new-onset LADA recorded in ANDIS since 2010, together with a random sample of people with Type 2 diabetes (four per LADA case), were invited to participate in the ESTRID. Controls aged ≥ 35 years were randomly selected from the population of Scania without diabetes. Six controls were selected per LADA case, corresponding to one control per case of diabetes (LADA or Type 2). ESTRID is a density-sampled case–control study [17]; it included incident cases and controls that were matched according to participation date and residential area [17]. In 2012, ESTRID expanded the recruitment to All New Diabetes in Uppsala (ANDIU; http://www.andiu.se/), a sister study to

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ANDIS conducted in the County of Uppsala (middle of Sweden; ~ 300 000 inhabitants) (Fig. S1).

This study is based on cases and controls collected until July 2015, with a participation rate of 81% (cases) and 66% (controls). The analysis was restricted to men because snus use is very rare in women (4.3% of female participants). Those eligible for the current investigation were thus all men with complete data on snus use and covariates of interest, including 200 LADA cases, 724 Type 2 diabetes cases and 699 controls. Of the participants, 97% came from Scania and 3% from Uppsala. Each participant provided informed consent and ethical approval was obtained from ethical review board in Stockholm.

Tobacco habits and covariates

Participants in ESTRID filled out an extensive questionnaire covering lifestyle, health and sociodemographic factors. People with diabetes received questionnaires as close as possible to the time of diagnosis. Questions regarding lifetime use of snus included number of snus boxes consumed per week (each containing 25–50 g), separate for every period, and we used this to calculate the duration of snus use. One box-year was defined as consuming one box of snus per day for one year (calculated in ever-snus users). In addition, intensity of snus use was assessed in two categories in ever-snus users (light, < 5 boxes/week; and heavy, ≥ 5 boxes/week). Information on smoking was obtained in a similar fashion. The cumulative dose of smoking (pack-year) was assessed in ever-smokers. One pack-year was regarded as smoking 20 cigarettes per day for one year. We defined an index date for each case as the year of diagnosis, and for each control as the year of participation. The exposure to different forms of tobacco was assessed for the period prior to the index year.

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Classification of people with diabetes

All people diagnosed with diabetes within the healthcare system of each county provided blood samples for serological analyses upon diagnosis. Glutamic acid decarboxylase antibodies (GAD antibodies) were measured by enzyme-linked immunosorbent assay (RSR Ltd). The cut-off for positivity was 10 IU/ml [18]. At a cut-off level of 10.7 IU/ml, the sensitivity was 84% and the specificity was 98% [18]. C-Peptide status was analysed by IMMULITE 2000 (Siemens Healthcare Diagnostics Product Ltd, Llanberis, UK) or by Cobas e 601 analyser (Roche Diagnostics, Mannheim, Germany) [19]. People with diabetes with age-at-onset ≥ 35 years were classified as having LADA if they were GAD antibody positive (≥ 10 IU/ml) with C-peptide ≥ 0.2 nmol/l (IMMULITE)/or ≥ 0.3 nmol/l (Cobas e 601), and as Type 2 diabetes cases if they were GAD antibody negative (< 10 IU/ml) with C-peptide ≥ 0.6 nmol/l (IMMULITE)/or ≥ 0.72 nmol/l (Cobas e 601). This is in line with generally used criteria for defining LADA [20], except for C-peptide levels, which were used as an indicator of preserved insulin secretion. Fasting plasma glucose and C-peptide measurements were used to calculate the parameters homeostasis model assessment of insulin resistance (HOMA-IR) to estimate insulin resistance and HOMA-%B to assess β-cell function [21].

Norwegian HUNT study

HUNT is a large population-based study which consists of three consecutive health surveys conducted between 1984 and 2008 in the Nord-Trøndelag County in Norway [22]. Information on snus use was available for the HUNT3 survey, performed between 2006 and 2008. All inhabitants aged ≥ 20 years were invited to participate in the HUNT3 survey. The attendance rate was 54% (*n* = 50 839). We restricted the analyses to men (*n* = 21 473) because of the low prevalence of snus use among women (4.4%). People with Type 2 diabetes were diagnosed at

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≥ 35 years and were GAD antibody negative (< 0.08 antibody index; *n* = 829). GAD antibody positivity was used to identify adult-onset autoimmune diabetes (*n* = 41; including people with LADA and Type 1 diabetes with adult onset), but as the number of affected individuals who used snus was so small (*n* = 10), these persons were omitted from further analyses.

Information on snus use and other lifestyle factors was collected by questionnaire. Participants were asked whether they had ever used snus (on a daily basis/occasionally) and if so, the number of boxes consumed per month. 'Ever' consumers were classified as light (< 3 boxes/week) and heavy (≥ 3 boxes/week) users. The HUNT surveys were conducted according to regulations from the Norwegian Data Inspectorate and the Regional Committee for Medical Research Ethics, including informed consent from participants.

Statistical methods

Conditional logistic regression (matched for participation date and residential) was used to analyse ESTRID data to estimate the association between snus use and Type 2 diabetes and LADA in terms of the odds ratio (OR) and its 95% confidence interval (CI) (SAS 9.4; SAS Institute, Cary, NC, USA). OR values were interpreted as incidence rate ratios because this case–control study included incident cases and controls sampled by incidence density sampling method (i.e. controls are sampled from the risk set each time a case is diagnosed) [17]. Cross-sectional data was used to calculate ORs by logistic regression models. All analyses were adjusted for age (years, continuous), BMI (calculated as kg/m^2, continuous), family history of diabetes (yes/no) and smoking (pack-year, continuous), unless otherwise stated. Further adjustment for educational level, alcohol consumption and physical activity did not alter the results (change in OR < 10%).

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Results

General characteristics of the study populations

In ESTRID, mean age was 63 years in people with Type 2 diabetes, 57 years in people with LADA and 58 years in controls (Table 1). Compared with people with LADA, those with Type 2 diabetes were older and heavier, and had higher prevalence of a family history of diabetes and lower educational level. People with LADA were less insulin resistant, had lower levels of HOMA-β and were more likely to be insulin treated (44% of LADA vs. 6% of Type 2 diabetes). The median duration of diabetes was 5.4 months in people with Type 2 diabetes and 8.0 months in the group with LADA.

Compared with ESTRID participants, those taking part in HUNT were slightly older and leaner, and had lower prevalence of smoking (Table 2). The prevalence of ever-snus use in HUNT (28%) was as common as in ESTRID (30%).

Comparing the characteristics of participants by tobacco use shows that snus users were younger, less likely to have a low level of education, more physically active, and less likely to be alcohol abstainers compared with smokers and those who do not use tobacco (Table S1). The findings were similar in HUNT and ESTRID, and no other clear differences were seen between the groups.

Snus use and Type 2 diabetes

No association was observed between snus use and Type 2 diabetes in ESTRID (OR, 0.96; 95% CI, 0.67 to 1.37) (Table 3) or in HUNT (OR, 0.91; 95% CI, 0.75 to 1.10) (Table 4). In never-smokers, high snus consumption (ever-users) was not associated with Type 2 diabetes in

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either ESTRID (Table 3) [OR, 1.01; 95% CI, 0.42 to 2.41 (≥ 5 box/week)] or HUNT [OR, 0.89; 95% CI, 0.21 to 3.78 (≥ 3 boxes/week)] (Table 4). Additional adjustment for educational level, alcohol consumption and physical activity did not change the results [OR, 1.02; 95% CI, 0.46 to 2.26 (≥10 box/year) in ESTRID]. Raising the cut-off in ESTRID to ≥ 7 boxes/week indicates an OR of 1.23 (95% CI, 0.34 to 4.47) in ever-users, the results were similar in current heavy snus users (OR, 1.23; 95% CI, 0.30 to 5.12).

Snus use and LADA

In ESTRID, there was no indication of an excess risk of LADA in snus users, but the confidence limits were wide. In never-smokers, OR was estimated at 0.67 (95% CI, 0.24 to 1.86) for ≥ 5 box/week and at 1.01 (95% CI, 0.45 to 2.29) for ≥ 10 box-year (Table 5).

Co-exposure to smoking and snus use

Combining exposure from snus use and cigarettes showed that only smoking was associated with the risk of diabetes (Tables S2 and S3). In ESTRID, those who only smoke cigarettes ('ever') had increased risk (OR, 1.59; 95% CI, 1.16 to 2.18) of Type 2 diabetes (the details are reported elsewhere [23]), a risk that was even more pronounced in heavy smokers (OR, 2.20; 95% CI, 1.40 to 3.45); whereas no increased risk was seen in those who use only snus, or in those who combine snus use and smoking (Table S2). Similar findings were seen in HUNT; in those who only smoke, the OR for Type 2 diabetes was 1.63 (95% CI, 1.36 to 1.96) (Table S3). As for Type 2 diabetes, any combination of tobacco use was unrelated to the risk of LADA, the OR of LADA for individuals combining snus and cigarettes consumption was estimated at 0.97 (95% CI, 0.62 to 1.52) (Table S2).

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Discussion

The main finding of this study is the lack of an association between snus use and Type 2 diabetes and LADA, this being in contrast to the effects of smoking documented here and previously [1]. For Type 2 diabetes, our negative findings regarding snus use agree with observations from the MONICA study from Northern Sweden [8], but are in contrast to one cross-sectional [6] and one prospective study [7] based on the Stockholm Diabetes Prevention Program. Confounding from smoking may have contributed to conflicting results. Notably, we did see indications of an increased risk of diabetes in snus users, which disappeared when the analysis was restricted to those who had never smoked. In previous studies, small numbers hampered the analyses of snus users who had never smoked; none of those studies included more than six cases [6–8]. In this context, it is worthy of note that there are no data on the risk of diabetes in relation to the use of other forms of smokeless tobacco such as chewing tobacco. However, US data indicate that use of smokeless tobacco (chewing tobacco) is unrelated to mortality in people with diabetes [24].

We confirm epidemiological and experimental studies linking smoking to an increased risk of Type 2 diabetes [1], proposedly mediated by mechanisms including insulin resistance [2]. Why smoking, but not snus use associates with risk of diabetes is not clear, but this fits with previous findings in cardiovascular diseases such as stroke and myocardial infarction [25–27], indicating that the risk induced by smoking by far exceeds that related to snus use. A lesser degree of toxicity may be due to lower levels of many toxins, e.g. nitrosamine in snus than in cigarettes [28]. In this context, it should be noted that pipe smoking, which provides an exposure to nicotine that is fairly similar to cigarette smoking, is associated with a lower risk of heart disease than cigarette smoking [29], suggesting that substances in cigarette smoke other than nicotine might be important for the risk of Type 2 diabetes.

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We previously found a reduced risk of LADA in smokers [12] and based on this we hypothesized that snus may be associated with an even more pronounced risk reduction, due to its high nicotine content. By contrast, data from ESTRID indicate that snus use is unrelated to the risk of LADA and furthermore, that heavy smoking may increase the risk [23]. These findings are compatible with both negative and beneficial effects of nicotine on the pathogenesis of LADA and the lack of association with overall risk may reflect that a potential beneficial effect on autoimmunity is counterbalanced by increased insulin resistance. However, with regard to other autoimmune diseases such as rheumatoid arthritis [30] and Crohn's disease [31], for which insulin resistance is not part of the pathogenesis, similar null results have been reported in relation to snus use.

One of the strengths of this study is that it was population-based using incident cases that were identified in large well-characterized diabetes registries (ANDIS/ANDIU) with randomly selected population controls. The number of cases was relatively large and we had detailed information on the history of tobacco use and a large number of potential confounders. Recall bias is a potential problem because both studies were based on retrospective data of tobacco use. ESTRID is based on incident cases, which minimizes this problem; furthermore, only information from the years prior to diagnosis was included in our analysis. The HUNT data were based on prevalent cases and hence, recall bias may be more pronounced, e.g. people with diabetes may have quit using tobacco several years ago following diagnosis, thereby underestimating previous use. Importantly, the association between smoking and Type 2 diabetes in both HUNT and ESTRID was similar to reports from prospective studies with tobacco habits assessed several years prior to onset [1,12]. Furthermore, by restricting a major part of our analyses to never-smokers, we avoid bias that may arise from people shifting from smoking to snus use or vice versa following diagnosis. This is the most extensive analysis conducted to date on the risk of Type 2 diabetes in relation to snus use. As a consequence, we

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could perform separate analysis in never-smokers, thereby minimizing confounding from smoking. However, we cannot exclude the possibility that snus use has a small effect on the risk of diabetes, which we did not have enough power to detect. With our current sample size and snus use prevalence (30%), we have 85% power to detect an OR of 1.5 (or 0.65) for Type 2 diabetes. Further, the number of heavy snus users was limited and thus we cannot exclude an effect in the highest consumption group.

It has been suggested that tobacco use is related to unfavourable social and lifestyle behaviours in general [32,33]. By contrast, the snus users investigated here were younger, more physically active, and had higher educational levels than both smokers and those who had never used tobacco, which may reduce their risk of diabetes. We did find that the results persisted after adjustment for a number of factors, including physical activity and education; however, it is possible that the lack of association between snus and Type 2 diabetes is due to residual confounding.

In conclusion, our findings extend to diabetes previous notions that snus is generally less harmful than other tobacco products [25–27,34]. However, even though this is the largest study on snus use and diabetes to date, further studies with an even larger sample size would be necessary in order to rule out modest effects of snus use on the risk of diabetes and effects pertaining to very high consumption.

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Competing interests

None declared.

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Author contributions

All authors contributed in writing the manuscript, interpretation of the data and critically reviewed the paper, and read and approved the final manuscript. BR was responsible for analysing the data and writing the paper. BR had access to all data in this study and takes responsibility for the integrity of the data and accuracy the data analysis.

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Supporting Information

Additional Supporting Information may be found in the online version of this article:

Figure S1. ESTRID study design.

Table S1. Characteristics of individuals according to tobacco consumption in ESTRID (2010–2015) and HUNT3 (2006–2008).

Table S2. OR of LADA and Type 2 diabetes for different combination of smoking and snus use, results from ESTRID, 2010–2015.

Table S3. OR Type 2 diabetes for different combination of smoking and snus use, results from HUNT3 survey, 2006–2008.

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TABLE 1 Characteristics of men with Type 2 diabetes and LADA from ANDIS/ANDIU and controls participating in ESTRID, 2010–2015

	Controls	Type 2 diabetes	LADA	*P*-value*
Characteristics				
No. individuals	699	724	200	–
Age, mean, years (SD)	58 (13)	63 (10)	57 (12)	< 0.0001
Low education level, *N* (%)	176 (25)	257 (36)	49 (24)	0.0038
BMI, mean, kg/m^2 (SD)	26.7 (3.8)	30.6 (5.0)	28.1 (4.9)	< 0.0001
Overweight (25 ≤ BMI), *N* (%)	454 (65)	674 (93)	145 (72)	< 0.0001
Physically inactive, *N* (%)	113 (16)	167 (23)	42 (21)	0.5676
Ever snus user, *N* (%)	222 (32)	209 (29)	64 (32)	0.4308
Never-smoker, *N* (%)	326 (47)	243 (34)	87 (43)	0.0156
Family history of diabetes, *N* (%)	154 (22)	340 (47)	75 (37)	0.0198
Non-drinkers, *N* (%)[†]	53 (8)	73 (10)	19 (9)	0.8942
Insulin treatment, *N* (%)[‡]	–	42 (6)	86 (44)	< 0.0001
C-peptide, mean (SD), nmol/l[‡]	–	1.30 (0.56)	0.83 (0.57)	< 0.0001
HOMA-IR, mean (SD)[‡]	–	5.9 (13)	5.4 (12)	0.6650
HOMA-β, mean (SD)[‡]	–	68 (37)	45 (37)	< 0.0001
GAD antibodies, median (interquartile range), IU/ml[‡]	–	–	128 (20–250)	

ANDIS, all new diabetes in Scania study; ESTRID, **epidemiological study of risk factors for LADA and Type 2 diabetes**; LADA, latent autoimmune diabetes of adulthood; HOMA-IR, homeostatic model assessment of insulin resistance; HOMA-β, homeostatic model assessment of β-cell function; GAD, glutamic acid decarboxylase.
**p* for difference between LADA and Type 2 diabetes.
[†]Non-drinkers including abstainers and former drinkers of alcohol.
[‡]The information is available only for people with Type 2 diabetes and LADA.

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TABLE 2 Characteristics of men with and without diabetes in the HUNT3 survey (2006–2008)

Characteristics	Individuals without diabetes	Type 2 diabetes
No. individuals	20 603	829
Age, mean, years (SD)	53 (15)	65 (10)
Low education level, *N* (%)	4 124 (27)	290 (39)
BMI, mean, kg/m^2 (SD)	27.4 (3.7)	29.6 (4.4)
Overweight (25 ≤ BMI), *N* (%)	15 187 (73)	724 (87)
Physically inactive, *N* (%)	5 529 (27)	218 (26)
Ever snus user, *N* (%)	5 777 (28)	157 (19)
Never smoker, *N* (%)	8 798 (43)	211 (25)
Family history of diabetes, *N* (%)	7 570 (37)	597 (72)
Non-drinkers, *N* (%)*	493 (3)	35 (5)
C-peptide, mean (SD), nmol/l†	–	0.86 (0.48)

*Non-drinkers including abstainers and former drinkers of alcohol.
†The information is available only for people with Type 2 diabetes.

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TABLE 3 Odds ratio of Type 2 diabetes in relation to snus use in men, results from ESTRID, 2010–2015

	Overall				Smoking status					
			Age adjusted	Adjustment for age, smoking, BMI and FHD	Ever-smokers			Never-smokers		
	No. controls	No. cases	OR (95% CI)	OR (95% CI)	No. controls	No. cases	OR (95% CI)*	No. controls	No. cases	OR (95% CI)
Snus use										
Never	477	515	Reference	Reference	223	310	Reference	223	205	Reference
Former	89	80	0.90 (0.63–1.28)	0.63 (0.41–0.95)	58	58	0.63 (0.39–1.37)	104	11	0.53 (0.20–1.39)
Current	133	129	1.13 (0.84–1.53)	0.96 (0.67–1.37)	92	92	0.91 (0.39–1.01)	36	27	1.17 (0.58–2.37)
Boxes per week (ever snus users)										
Never	477	515	Reference	Reference	223	310	Reference	254	205	Reference
Light snus users (<5)	161	143	0.90 (0.69–1.20)	0.78 (0.56–1.09)	115	121	0.78 (0.53–1.14)	46	22	0.83 (0.41–1.71)
Heavy snus users (≥5)	55	62	1.54 (1.00–2.36)	0.95 (0.57–1.58)	29	46	0.92 (0.49–1.72)	26	16	1.01 (0.42–2.41)
Box-years in ever snus users										
Never	388	390	Reference	Reference	223	310	Reference	254	205	Reference
< 10	123	92	0.89 (0.66–1.20)	0.74 (0.52–1.06)	104	105	0.77 (0.52–1.15)	39	13	0.74 (0.31–1.77)
≥ 10	55	68	1.44 (0.99–2.10)	1.05 (0.67–1.63)	36	60	1.00 (0.57–1.74)	32	22	1.00 (0.47–2.11)

ESTRID, **epidemiological study of risk factors for LADA and Type 2 diabetes; OR, odds ratio; FHD, family history of diabetes.**
*OR adjusted for age, BMI and family history of diabetes.

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TABLE 4 Odds ratio of Type 2 diabetes in relation to snus use in men, results from HUNT3 survey, 2006–2008

	Overall				Smoking status					
			Age adjusted	Adjustment for age, smoking, BMI and FHD	Ever-smokers			Never-smokers		
	No. individuals without diabetes	No. cases	OR (95% CI)	OR (95% CI)	No. individuals without diabetes	No. cases	OR (95% CI)*	No. individuals without diabetes	No. cases	OR (95% CI)*
Snus use										
Never	14 826	672	Reference	Reference	7 807	488	Reference	7 019	184	Reference
Ever	5 777	157	1.00 (0.83–1.20)	0.0.91 (0.75–1.10)	3 998	130	0.86 (0.70–1.07)	1 779	27	1.12 (0.72–1.72)
Boxes per week (ever snus users)										
Never	14 804	669	Reference	Reference	7 791	488	Reference	7 013	181	Reference
Light snus users (< 3)	5 073	130	0.96 (0.79–1.18)	0.88 (0.72–1.08)	3 521	107	0.82 (0.65–1.03)	1 552	23	1.15 (0.72–1.82)
Heavy snus users (≥ 3)	438	9	1.15 (0.58–2.26)	0.92 (0.46–1.83)	262	7	0.90 (0.41–2.00)	176	2	0.89 (0.21–3.78)

OR, odds ratio; FHD, family history of diabetes.
*OR adjusted for age, BMI and family history of diabetes.

TABLE 5 Odds ratio of LADA in relation to snus use in men, results from ESTRID, 2010–2015

					Smoking status					
			Age and sex adjusted	Adjustment for age, smoking, BMI and FHD	Ever-smokers			Never-smokers		
	No. controls	No. cases	OR (95% CI)	OR (95% CI)	No. controls	No. cases	OR (95% CI)*	No. controls	No. cases	OR (95% CI)*
Snus use										

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Never	477	136	Reference	Reference	223	66	Reference	254	70	Reference
Former	89	19	0.69 (0.40–1.18)	0.60 (0.34-1.04)	58	15	0.70 (0.36–1.35)	31	4	0.46 (0.15–1.43)
Current	133	45	1.11 (0.74–1.66)	1.01 (0.67-1.54)	92	32	1.08 (0.64–1.80)	41	13	0.98 (0.45–2.11)
Boxes per week (ever snus users)										
Never	477	136	Reference	Reference	223	66	Reference	254	70	Reference
Light snus users (< 5)	161	39	0.79 (0.52–1.18)	0.71 (0.46–1.09)	115	29	0.76 (0.46–1.27)	46	10	0.75 (0.34–1.67)
Heavy snus users (≥ 5)	55	22	1.36 (0.78–2.36)	1.18 (0.67–2.10)	29	16	1.64 (0.80–3.35)	26	6	0.67 (0.24–1.86)
Box-year in ever snus users										
Never	477	136	Reference	Reference	223	66	Reference	254	70	Reference
< 10	143	28	0.64 (0.41–1.01)	0.56 (0.35–0.91)	104	23	0.67 (0.39–1.16)	39	5	0.46 (0.16–1.31)
≥ 10	68	33	1.61 (1.00–2.59)	1.45 (0.89–2.37)	36	22	1.82 (0.96–3.46)	32	11	1.01 (0.45–2.29)

LADA, latent autoimmune diabetes of adulthood; ESTRID, **epidemiological study of risk factors for LADA and Type 2 diabetes; FHD, family history of diabetes; OR, odds ratio.**
*OR adjusted for age, BMI and family history of diabetes.

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Accepted Article

Scientific Committee on Health, Environmental and Emerging Risks

SCHEER

Preliminary Opinion on

Additives used in tobacco products

(Opinion 2)

Tobacco Additives II

The SCHEER approved this Opinion for public consultation at the 2nd Plenary on 6 July 2016

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Two independent non-food Scientific Committees provide the Commission with the scientific advice it needs when preparing policy and proposals relating to consumer safety, public health and the environment. The Committees also draw the Commission's attention to the new or emerging problems which may pose an actual or potential threat.

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SCHEER

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- complex or multidisciplinary issues requiring a comprehensive assessment of risks to consumer safety or public health, for example antimicrobial resistance, nanotechnologies, medical devices and physical hazards such as noise and electromagnetic fields.

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http://ec.europa.eu/health/scientific_committees/policy/index_en.htm

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http://ec.europa.eu/health/scientific_committees/emerging/members_wg/index_en.htm

ABSTRACT

The Commission has established a priority list of 15 additives contained in cigarettes and roll-your-own tobacco subject to enhanced reporting obligations. The EU Tobacco Product Directive (TPD) prescribes that Member States shall require manufacturers and importers of tobacco products to carry out comprehensive studies on these additives. The SCHEER was asked to provide guidance on the type and criteria for these comprehensive studies, and the most suitable methodologies to be used. In answer to this request, the current Opinion will guide comprehensive studies for the first list of 15priority additives, and for additives on future updated lists; it also provides a reporting template. As tobacco additives have no benefits for health or otherwise, but rather promote use and addiction to an extremely toxic product, a risk-benefit analysis is not the appropriate paradigm for assessing the additive. Here, the precautionary principle should come into full force.

In the first part, SCHEER proposes a step-wise strategy, as the most pragmatic and efficient way to proceed in the assessment of the toxic and addictive effects as well as characterising flavour properties, as contributing to attractive effects of tobacco additives. The proposed strategy ensures that testing is minimised. In step 1, an evaluation of the literature available on toxicity, addictiveness and characterising flavour (contributing to attractiveness) for the additive needs to be carried out (step 1). In step 2, this evaluation is extended to the additive's pyrolysis products; if no data are available on the identity of the pyrolysis products, they need to be generated using relevant test conditions. Here, it is important to note that no validated methods exist for the determination of pyrolysis products from tobacco additives, but some indications are given in the Opinion.

In case data recieved in Step 1 and 2 are not sufficient or robust enough to make the evaluation possible, non-testing methods such as quantitative structure–activity relationship (QSAR) and read across are proposed, followed by *in vitro* approaches addressing the different endpoints to be considered, all of which could be done inStep 3. Regarding types of effects, unless the previous step highlighted some concern for a specific end-point, toxicity should be assessed first, as accepted methods and evaluation frameworks are available, followed by assessing whether a product contains a characterising flavour. Next, addictiveness should be assessed, an effect for which no validated tests are available, although mechanisms underlying addictiveness are known. The issue related to interaction of the additive with other additives/ingredients is also considered.

In addition to proposing specific steps and tests to be considered by industry, some general criteria were also identified. Most importantly, the test outcomes should be relevant for tobacco smoking. This implies that they should be related to actual human exposure to tobacco smoke and to tobacco-induced diseases. Furthermore, comparative toxicity testing strategies, where differences in the effect of the tobacco product with and without the additive are evaluated, are not considered suitable with the currently available methodology. These studies lack discriminative power, and their results cannot be generalised to all products and brands, having a different composition with respect to tobacco type, blend and additives. Comparative studies are also not endorsed to study the effect of additives on addictiveness and inhalation facilitation, for the same reasons. Instead, the effects of the pure additive, and its pyrolysis products, must be considered. For ethical reasons, animal studies are not endorsed to assess the safety of a tobacco additive. Therefore, as a principle, only *in silico* and *in vitro* studies should be

considered, following the EU policy to ban animal studies for chemicals to be used in voluntary products. Human studies are discouraged. These may be used in case of flavour assessment, but only if the study subjects are not exposed to the harmful smoke emissions of tobacco products.

The major data gaps already identified in Tobacco Opinion 1 for the 15 additives included in the EU Commission priority list have been analysed. Based on this analysis, the activities to be performed upfront have been described. In general, important data gaps for the 15 priority additives are information on addictiveness and attractiveness, as well as on the identity of the pyrolysis products.

Keywords: tobacco, additives, combustion products, cigarettes, roll-your-own, smoking, toxicity, addictiveness, attractiveness, characterising flavour, facilitated inhalation.

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TABLE OF CONTENTS

ACKNOWLEDGMENTS 3

ABSTRACT 4

1 MANDATE 8

1.1 Background 8

1.2 Terms of reference 10

2 SCIENTIFIC RATIONAL 12

2.1 Introduction 12

2.2 Knowledge gaps identified in Opinion 1 14

2.3 Methodology 14

2.3.1 Development of the general approach to assess the effects of tobacco additives 14

2.3.2 Addressing the major data gaps identified in Opinion I for the priority list additives 15

2.3.3 Information collection 15

2.3.4 Information evaluation 15

2.4 Step-wise approach to assess the toxic, addictive and attractive effects of tobacco additives 16

2.4.1 Step 1: Evaluation of the additive in unburnt form 18

2.4.1.1 Collection of literature data 18

2.4.1.2 Evaluation 20

2.4.2 Step 2: Evaluation of the pyrolysis products 21

2.4.2.1 Collection of literature data 21

2.4.2.2 Pyrolysis studies (if needed) 21

2.4.2.3 Evaluation 23

2.4.3 Step 3: Testing and evaluation of results 23

2.4.3.1 Comparative paradigms are not endorsed 24

2.4.3.2 The use of animal testing 25

2.4.3.3 Quality system 26

2.4.3.4 Toxicity testing 26

2.4.3.5 Addictiveness testing 34

2.4.3.6 Characterising flavour and inhalation facilitation as contribution to attractiveness 41

2.4.3.7 Interaction of the additive with other additives/ingredient 45

2.4.4 Step 4: Reporting 47

2.5 Specific knowledge gaps for the priority list tobacco additives 48

2.5.1 Carob bean 48

2.5.2 Cocoa and cocoa products (powder, extracts, shells of cocoa bean etc.) 49

2.5.3 Diacetyl 51

2.5.4 Fenugreek extract 51

1 2.5.5 Fig extract 53
2 2.5.6 Geraniol 54
3 2.5.7 Glycerol 55
4 2.5.8 Guaiacol 56
5 2.5.9 Guar gum 57
6 2.5.10 Liquorice 58
7 2.5.11 Maltol 60
8 2.5.12 Menthol 60
9 2.5.13 Propylene glycol 62
10 2.5.14 Sorbitol 63
11 2.5.15 Titanium Dioxide 64
12 3 OPINION 66
13 4 MINORITY OPINION 69
14 5 ABBREVIATIONS AND GLOSSARY OF TERMS 70
15 6 REFERENCES 73
16 7 Annex I 94

17

1 MANDATE

1.1 Background

The new Tobacco Products Directive 2014/40/EU strengthens the rules regarding the reporting and composition of tobacco products. In addition to tightening the obligations of manufacturers to report on ingredients[1] contained in tobacco products, the Directive regulates permissible additives (or levels thereof) in order to improve the functioning of the internal market whilst guaranteeing a high level of public health.

A) Article 7 of Directive 2014/40/EU foresees in particular the prohibition of the following:

1) tobacco products with a characterising flavour (Art 7(1))
2) tobacco products containing the following additives[2] (Art 7(6)):
   a) vitamins or other additives that create the impression that a tobacco product has a health benefit or presents reduced health risks;
   b) caffeine or taurine or other additives and stimulant compounds that are associated with energy and vitality;
   c) additives having colouring properties for emissions;
   d) for tobacco products for smoking, additives that facilitate inhalation or nicotine uptake; and
   e) additives that have CMR[3] properties in unburnt form.
3) tobacco products containing flavourings in any of their components such as filters, papers, packages, capsules or any technical features allowing modification of the smell or taste of the tobacco products concerned or their smoke intensity. Filters, papers and capsules shall not contain tobacco or nicotine. (Art 7(7))
4) tobacco products containing additives in quantities that increase the toxic or addictive effect, or the CMR properties of a tobacco product at the stage of consumption to a significant or measureable degree. (Art 7(9))

The provisions outlined above shall apply in the first stage to cigarettes and roll-your-own tobacco. The exemption for other product categories may be removed under certain conditions.

B) Moreover, in line with Article 6 the Commission has to develop and update a **priority list of at least 15 additives** contained in cigarettes and roll your own tobacco by May 2016. This list shall contain additives

1) for which initial indications, research, or regulation in other jurisdictions exist suggesting that they have one of the following properties:
   a) contributes to the toxicity or addictiveness of the products concerned / increases the toxicity or addictiveness of any of the products concerned to a significant or measurable degree;
   b) results in a characterising flavour[4];

[1] 'ingredient' means tobacco, an additive, as well as any substance or element present in a finished tobacco product or related products, including paper, filter, ink, capsules and adhesives (TPD 2014/40/EU)

[2] 'additive' means a substance, other than tobacco, that is added to a tobacco product, a unit packet or to any outside packaging (TPD 2014/40/EU)

[3] CMR - carcinogenic, mutagenic or toxic for reproduction

c) facilitates inhalation or nicotine uptake; or
d) leads to the formation of substances that have CMR properties / increases the CMR properties in any of the products concerned to a significant or measurable degree; and

2) which are amongst the most commonly used additives by weight or number according to the reporting of ingredients.

For these priority additives, enhanced reporting obligations will apply in the form of comprehensive studies which shall examine for each additive whether it has any of the properties 1 a) to d) specified above. Those studies shall take into account the intended use of the products concerned and examine in particular the emissions resulting from the combustion process involving the additive concerned. The studies shall also examine the interaction of that additive with other ingredients contained in the products concerned. The results of these studies shall assist Member States and the Commission in their enforcement efforts regarding Art. 7.

The SCENIHR published a scientific Opinion on the attractiveness and addictiveness of additives in 2010[5]. In light of the time that has passed since then and the need to address the current regulatory requirements, the SCENIHR has been asked to address the questions outlined in the Terms of Reference below.

[4] 'characterising flavour' means a clearly noticeable smell or taste other than one of tobacco, resulting from an additive or a combination of additives, including, but not limited to, fruit, spice, herbs, alcohol, candy, menthol or vanilla, which is noticeable before or during the consumption of the tobacco product (TPD 2014/40/EU)

[5] http://ec.europa.eu/health/scientific_committees/emerging/docs/scenihr_o_031.pdf

1.2 Terms of reference

The main purpose of the requested scientific Opinion is to assist the Commission in identifying the additives that should be put on the priority list. The scientific Opinion can, however, also provide useful input for Member States and the Commission in their broader regulatory/enforcement activities (e.g. setting thresholds/banning of additives), in particular in areas where the knowledge base may currently still be limited. In particular, the Committee is asked the following:

Opinion 1:

1. Based on scientific evidence (including a review of relevant scientific data) and other relevant information currently available (initial indications, regulation in other jurisdictions), the Committee is asked to identify - for each category separately - those additives that fall/are suspected to fall within the scope of the following categories:

a. Contributing to the toxicity or addictiveness of the products concerned / increasing the toxicity or addictiveness of any of the products concerned to a significant or measurable degree;
b. Resulting in a characterising flavour;
c. Facilitating inhalation or nicotine uptake;
d. Leading to the formation of substances that have CMR properties / increasing the CMR properties in any of the products concerned (cigarettes/roll-your-own) to a significant or measurable degree;[6]

The assessment should include for each of the additives identified a comprehensive description of the type of information supporting its identification as well as a description and quantification of the strength of the observed characteristic and the strength of the available evidence supporting this finding[7]. If the Committee identifies more than 20 additives for a category, the Committee is entitled to prioritise in the light of the criteria set out in this section. In this case, the description is limited to the top 20 additives per category, whilst the other additives can be listed without description.

The Committee is asked to also consider in its assessment the interaction with other ingredients contained in the products concerned and the emissions resulting from the combustion process involving the additive concerned as well as the intended use of the products. Relevant knowledge gaps should be identified.

As far as relevant information is available, the Scientific Committee is asked to identify within its assessment the most commonly used additives by weight or number. If additives belong to a single group of substances with identical or very similar properties, both the group of substances and the list of substances falling into that group shall be presented and the most relevant substance(s) within that group identified.

6 If an additive is included in Annex VI of Regulation (EC) No 1272/2008, its CMR-classification should be provided and considered as appropriate. Additives that have CMR properties in unburnt form should be identified/listed, but do not require a comprehensive description.

7 Registrations/assessments of relevant substances under Regulation (EC) No 1907/2006 should be provided and considered as appropriate.

When examining the composition of tobacco products and the use of individual substances, the Scientific Committee is invited to consult the data on additives reported by the tobacco industry under the Tobacco Products Directive 2001/37/EC, but may also consider additional data sources. Furthermore, the Committee is invited to consider during their assessment the lists of additives permitted/prohibited for use in tobacco products as implemented by certain Member States.

2. Based on its assessment in point 1, the Committee is asked to establish a list of a minimum of 20 and maximum of 30 additives that are suitable/recommended to be added to the priority list of additives in line with Article 6 of TPD 2014/40/EU. When establishing the list, the Committee shall consider the public health risks associated with the additives (actual or suspected), strength of the available evidence and to the extent possible, the frequency of use of the additives in tobacco products. The Committee should indicate as far as possible rankings of additives in light of the above and provide an explanation for its ranking[8].

Opinion 2:

3. Furthermore, the Committee is asked to advise the Commission on the type and criteria for comprehensive studies that should be requested from manufacturers to assess the relevance of the individual additives, considering inter alia the knowledge gaps identified in point 1 above and the interaction of the additive with other additives/ingredients. Advice is also sought on the most suitable methodologies to be used (including a structure of the reports that can be peer reviewed).

[8]Substances belonging to the same group of identical/very similar substances should be considered jointly.

2 SCIENTIFIC RATIONAL

2.1 Introduction

In response to the Commission's requests, the SCENIHR adopted Opinion 1 (Tobacco Additives I), in which 48 single chemicals were listed as priority additives, which met the 30 entries maximum limit because some chemicals with very similar structures (i.e. aliphatic gamma-lactones, including 8 chemicals) and/or properties (e.g. weak acids, including 8 group members) were grouped together. They were selected on the basis of two initial criteria: the frequency of use in different brands and the amounts used in cigarettes, then further screened based on their hazardous properties, because they have or are suspected to have one or more of the following properties:

a. Contributing to the toxicity or addictiveness of the products concerned / increasing the toxicity or addictiveness of any of the products concerned to a significant or measurable degree;
b. Resulting in a characterising flavour;
c. Facilitating inhalation or nicotine uptake;
d. Leading to the formation of substances that have CMR properties / increasing the CMR properties in any of the products concerned (cigarettes/roll-your-own) to a significant or measurable degree.

On the basis of these criteria:

- 17 substances were identified because they fall or are suspected to fall in the category: toxic in unburnt form, among which 6 are suspected of CMR potential, which were ranked highest on the suggested list because the Tobacco Products Directive foresees the prohibition of additives that have CMR properties in unburnt form.
- 20 substances were identified because they are known or suspected of forming irritant, toxic and/or CMR chemicals after combustion including sugars, sugar-containing additives and cellulose.
- 14 substances were identified because they are suspected of facilitating inhalation or of increasing nicotine uptake.
- 19 substances were identified because they show a characterising flavour, a factor potentially contributing to attractiveness.

Since SCENIHR was asked to prioritize the selected chemicals to the best of its ability, three groups were identified. In addition to the 6 chemicals suspected of CMR potential, menthol was included in the 'highest priority group'.

A second group was identified based on the possibility of forming CMR compounds after combustion.

All the remaining identified additives are categorised in the third group, although it was not possible to rank them on the basis of their specific hazard profile and the only possibility was to use content/frequency ranking as a possible criteria for prioritisation or a combination of more than one of four characteristics provided for in Article 6.

On May 18, 2016, the Commission adopted the Commission Implementing Decision (EU) 2016/787 laying down a priority list of additives contained in cigarettes and roll-your-

own tobacco subject to enhanced reporting obligations[9], identifying 15 chemicals among those listed in the SCENIHR Opinion (Additives used in tobacco products; Tobacco Opinion 1) adopted in January 2016.

In this Opinion 2, on the basis of the knowledge gaps mentioned in the next section, and after revising the available open literature and approaches taken by International Agencies, SCHEER provides advice to the Commission on the type and criteria for comprehensive studies that should be requested from manufacturers to assess the relevance of the individual additives, proposing a step-wise strategy (Section 3.4). The issue related to interaction of the additive with other additives/ingredients is also considered.

It should be noted that, by contrast to adding them to medicines or food, for example, additives in tobacco products have no health or other benefits for the consumer. On the contrary, by making smoking more attractive, they promote an extremely unhealthy behaviour. Therefore, a risk-benefit analysis is not the appropriate paradigm for assessing the additive and as such the level of proof of safety must be set much higher than for other products. Considering that for many additives the toxicological information relevant to inhalation is often scant, it is a SCHEER recommendation that the precautionary principle as a quintessential element of preventive toxicology should come into full force (Reichl and Schwenk, 2004). It stipulates that a reasonable suspicion of toxicity is sufficient to deny approval of such a substance (DKFZ, 2010). The same reasoning applies to the addictive and attractive effects of tobacco additives, as they will indirectly lead to adverse health consequences by increasing consumption of the product.

In addition to the general strategy, the major data gaps already identified in Tobacco Opinion 1 have been analysed to determine the most appropriate steps (and end-points) to be carried out and then used for the evaluation (Section 3.5), in order to speed up the process, making possible testing feasible within the 18-month time-frame. To give an example, for the 6 chemicals for which a genotoxic potential could not be ruled out for the unburnt form, the first step will be to evaluate their genotoxicity: in case of positive results, no other testing will be necessary, since according to the TPD they will automatically be banned for use as tobacco additives. In case of negative results, they will enter the general strategy of testing and be considered as would any other compound.

[9] http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32016D0787&from=EN

2.2 Knowledge gaps identified in Opinion 1

There was generally scant toxicological information regarding tobacco additives analysed for Opinion 1, and the available information was often limited to the oral route of exposure, especially for flavouring substances that are used by the food industry, or, to a lesser degree, to the dermal route, for substances that are also commonly used in cosmetic products. Data on the effects of additives in tobacco following inhalation is generally not available, although this is the most relevant exposure route. Indeed, the additives are either transferred to inhaled smoke in pure form, or are combusted and converted via pyrolysis into potentially toxic products. Because there was also little data on their kinetic behaviour, it was difficult, if not impossible, to make route-to-route extrapolation for additives.

A general scarcity of information was observed regarding the actual level of exposure to additives both in the unburnt form in tobacco products and resulting from combustion – including data on pyrolysis. This is particularly relevant since toxic combustion products generated upon pyrolysis of additives have the potential to increase the exposure to toxic substances and thus increase the health hazard associated with cigarette smoking (National Institute for Public Health and the Environment, 2012). The fate of the additive depends on its physico-chemical properties such as its volatility and reactivity, the design of the cigarette and the smoking topography of the user. The additive may be distilled from the tobacco rod, and end up in smoke intact, or it may be (partly) combusted. In case of (partial) pyrolysis, not only the unburnt additive is relevant, as the smoker will be exposed to the pyrolysis products as well. In the tobacco matrix, either the intact additive or its pyrolysis products may react with other additives, tobacco- or smoke components (pyrosynthesis). For instance, only minor amounts of the non-volatile sugars in tobacco (approximately 0.5% of glucose and sucrose) are transferred unchanged into the mainstream smoke, whereas the major part will combust, pyrolyse or participate in pyrosynthesis processes (Talhout *et al*., 2006).

Although for most tobacco additives, direct information about their possible contribution to addictiveness and characterising flavours does not exist, information can be derived from the mode of action of the additive (e.g. addictiveness can be related to increased nicotine bioavailability or to local anaesthetic effects facilitating the inhalation of tobacco smoke).

Generally speaking, the scarcity of information on exposure and on toxic effects make risk assessment difficult, if not impossible.

2.3 Methodology

2.3.1 Development of the general approach to assess the effects of tobacco additives

Given the fact that additives in tobacco products have no health or other benefits for the consumer, but rather promote an extremely risky behaviour, risk-benefit evaluations are not appropriate. Based on evaluation of approaches for regulation of other types of components, the SCHEER concluded that a step-wise approach is the most pragmatic and efficient way to proceed in the assessment of the toxic, addictive and attractive effects of tobacco additives. The tiered approach proposed by DKFZ (DKFZ, 2010) was used as a starting point, and adapted to include the evaluation of attractive

and addictive effects of additives. The order of the steps has been proposed in such a way to minimise testing. First, an evaluation of the available literature is proposed, next, non-testing methods such as quantitative structure–activity relationship (QSAR) and read across are employed, followed by *in vitro* approaches. Regarding types of effects, toxicity is assessed first, as CMR chemicals are not allowed, and accepted methods and evaluation frameworks are available for toxicity testing, followed by characterising flavours, because accepted methods and evaluation frameworks are available. Finally, addictiveness is assessed, and since no validated tests are available here, the assessment can be guided by the knowledge of the mechanism of action.

2.3.2 Addressing the major data gaps identified in Opinion I for the priority list additives

The major data gaps already identified in Tobacco Opinion 1 for the 15 additives included in Commission Implementing Decision (EU) 2016/787 have been analysed. Based on the data gaps described in the 'Rationale for inclusion' in Opinion 1, the activities to be performed upfront have been described. Then on the basis of the obtained results, if the additive does not meet the criteria for exclusion as an additive listed in art. 7 of the TPD, it can be subject to the general evaluation step-wise procedure described in the Opinion.

2.3.3 Information collection

Information on guidance for the data collection and tests to be performed in the different steps of the step-wise approach was collected on available open literature/websites and from documents by other Committees/International Organisations (e.g. WHO, EPA, EFSA, JECFA).

2.3.4 Information evaluation

For this Opinion on tobacco additives, the available information was analysed to identify tests and testing structures that are appropriate for the assessment of the toxic, addictive and attractive effects of tobacco additives.

2.4 Step-wise approach to assess the toxic, addictive and attractive effects of tobacco additives

A pragmatic and efficient step-wise approach is suggested, in order to assess the toxic, addictive and attractive effects of tobacco additives. Tobacco industry has the burden of proof that an additive does not fall within the scope of the four categories mentioned in the terms of reference and it is tobacco industry's responsibility to deliver data. The data need to be evaluated by independent scientific bodies with expertise in risk assessment of the toxic, addictive, and attractive properties of chemicals.

In order to limit the financial and administrative burden for industry and authorities, as well as the amount of literature evaluation and testing by industry, and subsequent evaluation of the submitted reports by independent institutes, the formation of consortia and joint reports by industry is endorsed.

For the toxicological evaluation of additives in tobacco products, the tiered approach proposed by DKFZ (DKFZ, 2010) is a good starting point. This approach has been slightly adapted and widened to allow for the evaluation of attractive and addictive effects of additives (see Figure 1). This is because apart from toxicity, tobacco additives may indirectly increase tobacco-related harm by increasing the consumption rate of tobacco products, either by making the product more attractive to the consumer (e.g. by resulting in a characterising flavour, and by facilitating inhalation), or by enhancing its addictiveness (National Institute for Public Health and the Environment, 2012). As far as possible, this possibility has to be considered. Although a standardised methodology is not available, it is possible to derive information from the mechanism of action of the additive (e.g. addictiveness can be related to increased nicotine bioavailability or to local anaesthetic effects facilitating the inhalation of tobacco smoke; see the possible mechanism in the SCENIHR Opinion, 2010).

Whenever the evaluation of the additive in the unburnt form gives rise to any concern in relation to art 7 of the TPD (e.g. foreseeing the prohibition of additives having CMR properties) based on data collected in Step 1, the evaluation is stopped, meaning that the additive does not meet the requirement of the TPD. The same rule is applied to Step 2 for the pyrolysis products. In these cases, industry can proceed to step 4, reporting.

In case data are not available, or are not sufficient or robust enough to make the evaluation possible, the procedure should go to the next step.

In case of high uncertainty about the evaluation based on available data, there are two possible options:

- Application of the precautionary principle
- Delivering of additional data (i.e. via Step 3) by tobacco industry.

Step 2 is analogous to Step 1 but related to the pyrolysis products; the two steps can take place concurrently if this is more efficient and saves time. The collection of available data is mandatory in order to priorities the most appropriate end-point(s) to be assessed in step 3, to limit useless testing.

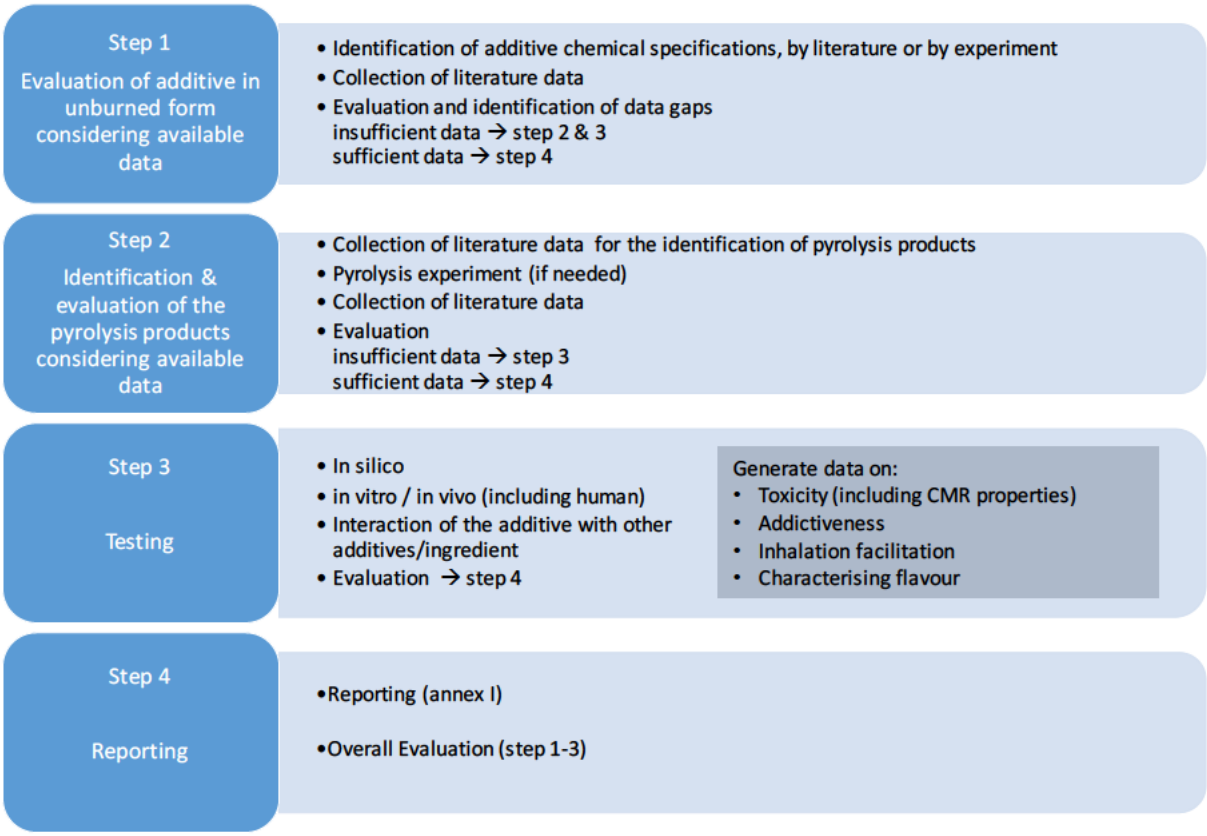

Figure 1. *Step-wise approach to be applied to the assessment of the toxic, addictive and attractive effects of tobacco additives. For terminology, please refer to the text.*

This procedure could be applied to single individual additives; if necessary additives could be grouped, following rules previously established in other fora to evaluate e.g. groups of food flavouring at EFSA[10] or groups of chemicals in Regulation (EC) No 1907/2006 i.e. REACH (to apply the read-across principles)[11] in order to limit the use of animal testing (as requested in art. 13). The ECHA provides practical guidance on the issue (available at the above-mentioned website link); however, to this aim, the approach described in the OECD GUIDANCE ON GROUPING OF CHEMICALS No. 194[12] is recommended.

The approach described in the OECD guidance document (GD) is to consider closely related chemicals as a group, or category, rather than as individual chemicals, for assessing the hazards of chemical substances, increasing efficiency and improving animal welfare. Since the technique of assessing groups of substances is an evolving science, the GD is revised periodically and it is therefore compulsory that the tobacco industry follows the most updated version when applying it. As it is recommended by the GD itself, early consultations between industry and authorities are recommended to ensure that any regulatory requirements are fulfilled.

[10] https://www.efsa.europa.eu/en/topics/topic/flavourings

[11] http://echa.europa.eu/support/grouping-of-substances-and-read-across

[12] GUIDANCE ON GROUPING OF CHEMICALS, SECOND EDITION Series on Testing & Assessment No. 194 (2014) available at http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=env/jm/mono(2014)4&doclanguage=en

The GD outlines a process for grouping chemicals to include the identification of analogues/members of categories, the mechanistic basis for using analogues or chemical categories and the robustness of both approaches. The GD also describes the use of (Q)SARs for data evaluation and data-gap filling (read-across, trend analysis and (Q)SARs).

2.4.1 Step 1: Evaluation of the additive in unburnt form

The first step starts with the identification of the additive chemical specifications, by literature or by experiment (for the physico-chemical characterization, if not available, data can be obtained following the OECD or ISO test guidelines to this purpose). This initial step is absolutely necessary in order to identify the nature of the additives and comprises also qualifying and quantifying of any impurity present. CAS numbers need to be provided for all relevant chemicals (additives and impurities). The chemistry and specification of a substance (or mixture of substances), in terms of chemical structure(s) and physico-chemical properties is also asked for in other legislations, e.g. for food additives.

It may not always be possible to fully characterise natural extracts, but as much information as possible is required to understand the extent to which variability in composition is controlled during manufacture. Data on the chemical composition of a natural extract additive should be provided by industry with emphasis on the concentrations of constituents of relevance; this includes the concentrations of compounds classified according to their chemical structure (e.g. flavonoids, terpenoids, alkaloids, etc.), constituents being characteristic for tobacco additives (chemical fingerprint, markers). Information on maximum levels for microorganisms and possible contaminants, including e.g. heavy metals, mycotoxins, pesticide residues and polycyclic aromatic hydrocarbon (PAH) residues, should be provided (EFSA, 2012).

Then, all available information on the additive in unburnt form is collected and evaluated. This includes open literature on peer-review journals as well as grey literature, including JECFA, EFSA and FEMA data or data coming from any other regulatory request, in case the additive is used in other contexts.

This step allows the collection of available information on the additive in its unburnt form, useful for its risk assement. In addition, it allows the identification of the major data gaps to be addressed in Step 3, especially with regard to toxicity, characterising flavour (and other possible factors contributing to attractiveness) and addictiveness data.

For future reference by the regulator, industry is also asked to indicate which additives are closely related regarding chemical structure, functions, purpose and effects. An example here is menthol, which is functionally closely related to e.g. menthol derivatives, wintergreen and spearmint.

2.4.1.1 Collection of literature data

Whenever possible, all information already available on the toxicity of the additive should be collected, used and evaluated before any testing is initiated. Some knowledge on the toxicity of tobacco additives exists; however, much less is known on their attractiveness and addictiveness. Open literature as well as grey literature should be included and if studies have been already performed in view of seeking approval of the same chemical

for uses other than tobacco additive, a letter of access should be acquired, in order to avoid repeating of the same tests.

Initial electronic literature searches with appropriate key words/dates should be a starting point for data gathering. The databases and search engines used may include for example PubMed, Web of Science, Scopus, Toxline, Chemical and Biological Abstracts, and Google Scholar. The data search methods will identify many papers that potentially could be used. A first screening is then needed in order to focus on those relevant for the specific purposes, using appropriate inclusion/exclusion criteria. Articles that do not appear to meet the inclusion criteria should be excluded from further analysis. To apply a standardised methodology it is recommended that the literature search strategy and selection criteria (inclusion/exclusion) for the review are based on the EFSA Systematic Review Guidance (EFSA Journal 2010; 8(6):1637).

The methodological quality of the selected paper should also be addressed, including the design, execution, analysis and reporting of the study. Expert judgement is vital in the assessment of the quality and the interpretation of data therefore the appropriate identification and selection of relevant publications is extremely important. When possible (e.g. for toxicity studies) this screening should be based on Klimisch scoring.

The acceptance of each publication that is considered to be relevant should be based on the quality and relevance criteria summarised in by SCENIHR (2012).

All selected publications of potential importance should be subject to similar treatment in the evaluation process. Positive and negative studies should be evaluated using similar procedures and criteria and considered of similar importance if the quality is judged to be comparable. In positive studies the evaluation needs to consider both causal and non-causal explanations of the results. For example, one key question would be "with what degree of certainty can one rule out the possibility that the observed positive result is produced by bias, e.g. confounding or selection bias, or chance?". In the case of negative studies, it is necessary to assess the certainty with which it can be ruled out that the lack of an observed effect constitutes evidence against a hazard or whether it could result from (masking) bias, e.g., too small exposure contrasts, too crude exposure measurements, too small exposure groups/populations, or chance. Consideration should also be given to the possibility of a publication bias i.e. that positive findings are more likely to be published than negative findings.

It is recommended that the whole data set, judged as relevant, reliable, and of good quality, should be used for the (risk) assessment of the tobacco additive and its pyrolysis products, if any. Different approaches for assessment of whole data sets, referred to as weight of evidence evaluation or systematic review (often used interchangeably), have been promoted (Koustas *et al*., 2014; Rooney *et al.,* 2014; European Food Safety Authority, 2010; IARC, 2006). In general terms, these approaches are processes of summarising, synthesising and interpreting a body of evidence to draw conclusions, e.g. regarding the relationship between a chemical exposure and an adverse health effect. The WoE approach promotes the use and integration of information from all available evidence.

Unfortunately, formal procedures and consistent terminology for weight of evidence processes are lacking, although a weight of evidence evaluation is mentioned in the REACH regulation, the Biocides directive, the Cosmetics regulation, and the regulation for Classification, Labelling and Packaging (CLP). Some guidance documents are only available for industrial chemicals or contaminants in food (Ågerstrand and

Beronius, 2015). However, a number of organisations have established their own frameworks for assessing/evaluating evidence, including SCENIHR (2012), and the work is still in progress in both SCHEER and EFSA. Since the approach is rapidly evolving, it is compulsory that in applying it, the Tobacco Industry follows the most updated version.

As indicated above, it is possible to apply substance grouping of read-across principles: this approach uses relevant information from analogous ('source') substances to predict the properties of 'target' substances. The application and reporting of this approach as described in section 3.4.1.1 is recommended; if applied correctly, there is no need to have specific information on every additive.

In order to collect data on addictiveness and attractiveness, all investigations on possible related mechanisms should be considered. In this respect, an emerging approach is the adverse outcome pathway (AOP) – a framework designed to conceptually link a molecular initiating event to an adverse outcome of relevance to risk assessment (Ankley *et al*., 2010). The AOP framework allows for a better understanding of the mechanistic linkages between cellular responses and downstream impacts on apical outcomes that are of concern within a regulatory context (Villeneuve and Garcia-Reyero, 2011). Potential practical uses of AOPs also include the above-mentioned grouping of common chemicals for read across (not only based on chemical structures but on biological activity), identification of research and data gaps, serving as a framework for regulatory priority setting, and informing hazard characterization and risk assessment (Becker *et al*., 2015). AOP methodology may be useful in elucidation of molecular basis for addictiveness of tobacco products e.g. role of pH changes on nicotine absorption, MAO-A inhibition, Dopamine (DA) release and turn over, CYP metabolism and inhibition (for details see paragraph 3.4.3.5). Accordingly, the same apply to attractiveness investigation (for details see paragraph 3.4.3.6). OECD developed a guidance document outlining methods and best practices for creating and assessing AOPs, in which it calls for the assessment of an AOP's weight of evidence (OECD, 2013; AOP-Wiki, 2014). AOP wiki represents a joint effort between the European Commission – DG Joint Research Centre (JRC) and the U.S. Environmental Protection Agency (EPA). This serves as one component of a larger OECD-sponsored AOP Knowledge Base effort and represents the central repository for all AOPs developed as part of the OECD AOP Development Effort by the Extended Advisory Group on Molecular Screening and Toxicogenomics.

2.4.1.2 Evaluation

Whenever the evaluation of the chemical in its unburnt form give rise to any concern regarding CMR properties, the evaluation is stopped, meaning that the additive does not meet the requirement of TPD art. 7, and can directly proceed to Step 4.

Collected data gives information regarding the possibility for the additive to fall into one or more of the four categories:

a) Contributing to the toxicity or addictiveness of the products concerned/increasing the toxicity or addictiveness of any of the products concerned to a significant or measurable degree;
b) Resulting in a characterising flavour;
c) Facilitating inhalation or nicotine uptake;
d) Leading to the formation of substances that have CMR properties / increasing the CMR properties in any of the products concerned (cigarettes/RYO) to a significant or measurable degree.

In case data are unavailable, insufficient or not robust enough to make any evaluation possible, the procedure should go to Step 3. In case of uncertainties about the evaluation in the presence of a health concern, the precautionary principle can be applied or alternatively tobacco industry could proceed to Step 3.

2.4.2 Step 2: Evaluation of the pyrolysis products

In the second step, information available on the identification of pyrolysis products of additives must be collected and evaluated. This can be done on the basis of literature data (see section 3.4.2.2 for criteria), but in case no sufficient data (in quantitative or qualitative terms) are available, the second step foresees that pyrolysis studies need to be performed in realistic, standardised experimental conditions (see section 3.4.2.2). Then available literature data on the toxicological profile, attractiveness or addictiveness on the identified pyrolysis products should be collected, as described in Step 1 for the chemical in the unburnt form.

2.4.2.1 Collection of literature data

Literature data on the pyrolysis products of additives is collected in the same way as described in Step 1.

2.4.2.2 Pyrolysis studies (if needed)

To identify the compounds formed during the combustion process of a tobacco additive, tobacco industry in general performs pyrolysis studies on a comparative basis where a research cigarette is machine smoked with and without the additive present (Talhout *et al*., 2006). Burning (smoking) the tobacco that contains a specific amount of the additive and subsequent analysis of selected smoke components is described for many different additives (Baker *et al*., 2004a; Baker *et al*., 2004b, c; Carmines, 2002; Rustemeier *et al*., 2002). However, subtle differences between the selected smoke components will not be noticeable, and it is not feasible to screen the effect on all 6000 known smoke components, hence usually only the so-called Hoffmann analytes are screened. Given the complexity of cigarette smoke, it is difficult to identify individual materials that may result from the pyrolysis of ingredient mixtures unless radioactively labelled additives are used, but that method is sophisticated and expensive. Furthermore, this method cannot determine whether the additive is a precursor or a catalyst for the formation of a certain smoke component (Torikai *et al*., 2005).

Pyrolysis, on the other hand, is a useful technique for evaluating materials used at low levels, where it is unlikely that smoke chemistry assays could detect a change. Therefore, combustion processes in a burning cigarette have also been simulated with pyrolysis methods (Baker *et al*., 2004b; Busch *et al*., 2012; Lee *et al*., 2007).

This technique is useful as a first screening of potential pyrolysis products, their thermal stability and the temperature at which they are formed (Baker and Bishop, 2004). However, the pyrolysis conditions only approximate the burning cigarette with regard to temperature and atmosphere and make no allowance for the presence of other tobacco and/or smoke components that may interact with the additives. Pyrosynthesis processes related to the tobacco matrix will not occur when the additive is pyrolysed as a single component outside of the tobacco matrix. When it is suspected that such reactions will occur, one may consider pyrolysing a simple mixture containing the additive together with the component with which reaction is foreseen (either with the component itself or with its pyrolysis products. For instance, micro-vial pyrolysis of a glucose/proline mixture

resulted in formation of Amadori intermediates, important in the formation of (Maillard) products that influence the aroma (Mitsui *et al*., 2015). Pyrolysis was performed at 700 °C, approximating the temperature of the pyrolysis zone of a burning cigarette, for 10 s under atmospheric conditions (headspace gas in vial not replaced by an inert gas).

Pyrolysis studies can be performed under a given set of experimental conditions that need to resemble processes in a burning cigarette in terms of e.g. temperature, rate of temperature change, and atmosphere (amount of oxygen). During the cigarette-burning process, the temperature of the tobacco and the burning cone can range from room temperature up to 900 °C, and the amount of oxygen can range from 0 to 18%. It is important that the design of the pyrolysis study reflects the conditions of burning cigarettes with oxygen levels ranging from 0% to 14% and the temperature in the burning zone ranging from ambient temperature to 900 °C (Baker and Bishop, 2004; Stotesbury *et al*., 1999; Torikai *et al.*, 2004).

Many studies tried to simulate the processes during smouldering and combustion. Stotesbury performed pyrolysis at 14 sets of pyrolysis conditions: temperatures between 200 °C and 700 °C in 2 % and 10 % oxygen, and at 800 °C and 900 °C in 2 % oxygen. Baker used an atmosphere of 9% oxygen in nitrogen, arguing that this is the average amount throughout the pyrolysis/distillation zone inside the burning cigarette during a puff. From an initial temperature of 300 °C, to simulate the smouldering before taking a puff, the sample is heated at 30 °C s^{-1} to 900 °C, and kept for 5 seconds, to simulate the maximum duration of the high-burning zone temperature during puff under extreme human smoking conditions. According to Baker, 30 °C s^{-1} is the approximate mean heating rate throughout the pyrolysis/distillation zone during a puff. This seems rather slow, as that would imply it would take 20 seconds before the maximum temperature is reached, whereas a human puff only takes one or two second. However, most studies are performed with a similar heating rate (Torikai *et al.*, 2004). Purkis *et al*. programmed the temperature from 300 to 900 at 25 °C per second to reflect cigarette smoking and give an appropriate set of conditions to limit artifact formation *(*Purkis *et al*., 2011). It is important that the reaction vial is not closed, so that the additive can distil away at lower temperatures.

Flash pyrolysis is performed when the sample is rapidly inserted in a pre-heated furnace that is already at the highest temperature, for instance at the temperature range of 200–300 °C to simulate cigarette smouldering (Zhou *et al*., 2011). Time of flight spectroscopy allows for almost real time sampling, enabling identification of reactive compounds before being degraded (Hertz-Schunemann *et al*., 2015)(Busch *et al*., 2012).

Taking into account the studies described above, the SCHEER recommends the following experimental design in most cases performed by tobacco industry:

Thermal degradation (pyrolysis, pyrosynthesis and combustion products) of each additive is to be studied under different reaction regimes (inert and 2-14% oxygen) over the temperature range 200–900 °C. The thermal degradation products of two different pyrolysis conditions should be identified:

(1) upon gradually heating the sample from 200–900 °C and

(2) conventional pyrolysis, in which a new sample is pyrolysed at minimally 3 different temperatures (~ 300°C, 600°C and 900°C).

Pyrolysis experiments should be carried out at least in triplicate. Chemical analysis of the components in the pyrolysate needs to be performed with state of the art techniques

in the field of GC-MS and LC-MS, as appropriate for the specific additive. The World Health Organization in its report to the Sixth Conference of the Parties[13], identified eight non-exhaustive lists of toxicants: Health Canada, RIVM, USA FDA, Counts, Dybing and Fowles, Hoffman analytes, Philip Morris-Australian brands, and Philip Morris-Canadian brands. These toxicants need to be indentified and quantified, if present, using analytical reference standards. Tobacco-specific components, such as nitrosamines and alkaloids, are not expected to be present.

For additional components, not on these lists, the following procedure is advised. For identification purposes, library software can be used, such as the Automated Mass Spectral Deconvolution and Identification System (AMDIS) software. Components with a peak-to-peak signal-to-noise ratio below three can be discarded. Also, components with a probability of correct identification below 70% can be excluded.

If components with a toxicological hazard are identified, their identification needs to be confirmed and their amount needs to be quantified using analytical reference standards.

Apart from components that may increase the toxicity, specific attention needs to be given to components that have addictiveness-enhancing properties, flavouring properties, or inhalation facilitation properties (e.g. anaesthetic and/or bronchodialating properties).

2.4.2.3 Evaluation

Again, when the available information is considered reliable and robust enough concening both the identification of pyrolysis products and on their toxicological, addiction, and attractiveness profile, a possible decision (positive or negative) may be reached. For instance, if it is demonstrated that compounds proven to have CMR properties are generated from pyrolysis of an additive, this additive will not meet the TPD requirement. Again, when caase data are unavailable, insufficient or not robust enough to make any evaluation possible, the procedure should go to Step 3. In case of uncertainties about the evaluation in the presence of a health concern, the precautionary principle can be applied, or alternatively tobacco industry could proceed to Step 3.

2.4.3 Step 3: Testing and evaluation of results

The third step is related to the testing of additives or their pyrolysis products, according to methods accepted by other regulations. The outcomes of tests must be related to actual human exposure and tobacco-induced diseases, and be relevant not only for subchronic, but also for chronic exposure in intermittent use sessions (Johnson *et al*., 2009).

A relevant test design will not only consider methods to investigate toxicity, but also characterising flavour and addictiveness. Therefore information related to the known mechanisms that contribute to attractiveness or addictiveness should be collected.

Based on expert judgement of the major data gaps with regard to toxicity, characterising flavour (as contributing to attractiveness) and addictiveness data identified in Step 1, it must be decided which endpoint to start with. This will generally be the endpoint for which most evidence is available of a potential concern. If no priority concerns have

[13] http://apps.who.int/gb/fctc/PDF/cop6/FCTC_COP6_14-en.pdf

been identified, it is advised to start with toxicity, as in that case, accepted *in vitro* tests are available and there are frameworks for interpreting the results.

This step will also address the possible interactions, at chemical level (e.g. pyrolysis) and for the toxicological part based on the MeA/MoA.

2.4.3.1 Comparative paradigms are not endorsed

In order to provide a relevant outcome to the question of whether an additive contributes to the toxicity, attractiveness, or addictiveness of the tobacco product, the study design must adhere to some methodological criteria. It must be noted that comparative testing strategies, where differences in effect of the tobacco product with and without the additive are evaluated, are not considered suitable at the moment given the current toxicity tests and available methodology. The emissions of tobacco products are highly toxic, in particular regarding cigarette smoke (Kienhuis *et al., 2016)*. Due to the high intrinsic toxicity of tobacco products, it is challenging to demonstrate any differences, whether they be increases or decreases, induced by an additive. Due to the high toxicological activity of both the test product (tobacco product with additive) and the control (tobacco product without additive) in comparative testing strategies, the discriminatory power that can be obtained in toxicity assays may not be sufficient (COT/COM/COT, 2009; DKFZ, 2010; Oldham *et al*., 2012). Very sensitive tests would be required, with a clear dose-response relationship, in order to show any differences from these high background effects. As such tests are not currently available, no comparative studies (tobacco product with and without additives) will be considered, since these studies lack discriminative power. In line with this, the Committee on Carcinogenicity of Chemicals in Food, Consumer Products and the Environment (COC, 2009) concluded: "*The Committee considered that the available studies used to assess the contribution of individual or mixed ingredients or additives to the overall toxicity of tobacco products are inadequate to assess the risks posed by conventional cigarettes, so it is not possible to assess the modulation of that risk resulting from inclusion of additives. The relationship between effect (an increase in biomarker) and exposure is also poorly understood. Furthermore, it is possible that additives might alter smoker behaviour, such as to increase product use; this increased exposure would be likely to result in an increased risk.*"

Furthermore, an international Working Group on Tobacco Additives (WG), assigned by the Brazilian regulatory agency ANVISA, assessed many industry-sponsored studies addressing the effects of mixtures of commonly used additives on cigarette smoke chemistry and toxicity. Although industry claimed that additives have no effect on the levels of chemical components of cigarette smoke and toxicity, the WG concluded that the available data were insufficient to accept the tobacco industry's claims that additives do not increase the inherent toxicity of tobacco smoke (Ferreira *et al*., 2015; Working Group on Tobacco Additives, 2014): "*Given the current toxicity tests and test designs, it is not yet possible to determine whether or not addition of specific ingredients (tobacco additives) to tobacco products adds to tobacco mainstream smoke's inherent toxicity. This is because tobacco itself is already quite toxic, and any added toxicity is difficult to detect within the current test designs used by tobacco industry, i.e. combinations of in vitro testing and animal testing.*"

For the future, tests are needed that are sensitive enough to assess additive attributed toxicity above the overall toxicity of tobacco products, which can associate assay outcomes to human risk and exposure. In this respect, *in vitro* tests combined with

toxicogenomics using biomarkers of exposure and disease are the most promising (Kienhuis *et al*., 2016). However, for the time being, no standardised methods have been validated to this purpose.

Another problem with comparative testing is the choice of the product to be tested, since the additional toxicity of the additive would differ between product types and brands. If an additive would be tested in the intended brand, the results (related to toxicity, addictiveness and attractiveness) could not necessarily be generalised to all products and brands, having a different composition. Therefore the obtained results may not lead to general prohibition/acceptance of specific additives but rather to prohibition/ acceptance on a product-by-product basis (DKFZ, 2010).

When the addition of sugars is taken as an example, it will be very important whether a reference containing Burley tobacco, that does not contain natural sugars, or Virginia tobacco, with high sugar levels, is selected, or a blend of these tobacco types. This is even more important as cultural differences exist in the preference for Virginia-type cigarettes, American blend, or Burley. According to the TPD, the use of additives necessary for the manufacture of tobacco products should be allowed, as long as they do not result in a characterising flavour or increase the addictiveness, toxicity or CMR properties of the product. Thus, in this particular case, sugar addition to replace what is lost during the curing process, needs to be evaluated against the possibility of toxic and carcinogenic compounds forming following pyrolysis.

For similar reasons, comparative studies are also not endorsed to study the effect of additives on addictiveness and inhalation facilitation.

Instead of using a comparative study design, the effects of the pure additive, and its pyrolysis products, must be considered in a relevant testing strategy, such as the tiered approach proposed by DKFZ (DKFZ, 2010), which has been adapted by SCHEER (Fig.1).

2.4.3.2 The use of animal testing

So far, available inhalation or other animal studies have been used to assess the effect of tobacco additives. However, it is ethically questionable to use animal studies to evaluate the 'safety' of a tobacco additive, as tobacco products are highly harmful with no benefits to individual or public health. Therefore, as a principle, only *in silico* and *in vitro* studies will be considered, following the EU policy recommending implementation of 3R methods for refinement, reduction, and replacement of animal models leading to the ban of animal studies for chemicals to be used in voluntary products such as cosmetics (EU Regulation no. 1223/2009). Human studies are discouraged, although they may be used in case of flavour assessment, but only if the study subjects are not exposed to the harmful smoke emissions of tobacco products. Generally and especially in those specific cases in which animals are proposed, early consultations are recommended between Receiving Competent Authorities at Member State level and tobacco industry, presenting a testing strategy including *in silico*, *in vitro* and only in exceptional cases *in vivo* tests. In order to limit the testing formation of Consortia is recommended.

Whenever animal testing should be deemed necessary, it is compulsory to be compliant with the Animal Welfare EU policy and to respect the Regulation on Animal Testing.

2.4.3.3 Quality system

In line with the provisions of other regulatory contexts, the SC recommends the use of a Quality system (e.g. Good Laboratory Practice or ISO17025) for carrying out the pyrolysis or other physico-chemical studies as well as toxicity studies (including those to assess the mechanism underlying possible contribution to addictiveness and attractiveness).

In case the principle of the Mutual Acceptance of Data is applied (again to limit the testing) the quality system of choice should be the GLP, following the application of the GLP OECD principles, to which all the National Monitoring Authorities in the different OECD Member States make reference. However, for the physico-chemical studies GLP compliance is not always requested and the ISO17025 could be chosen.

2.4.3.4 Toxicity testing

In silico

If toxicological data on the additives are not available or are limited, they can be produced using *in silico* approaches. As a first step, QSAR methods are encouraged to identify alerts for genotoxicity, carcinogenicity and reproductive toxicity, to get information of potential CMR properties of the additive or of its identified pyrolysis products: this could also take advantage of similarities with other chemicals by applying the read-across methodology.

Non-test information about the biological activity of a substance can be derived in a variety of ways, ranging from simple inspection of the chemical structure through various read-across techniques, the use of expert systems, metabolic simulators, to global or local (Q)SARs. The usefulness of such techniques varies with the amount and nature of information available, as well as with the specific regulatory questions under consideration.

Models for the identification for alert of genotoxicity and carcinogenicity have a long tradition; (Q)SAR models for mutagenicity can apply to a limited set of congeneric substances (local models) or to a wide variety of non-congeneric substances (global models).

Many global models for mutagenicity are commercial and some of the suppliers of these global models consider the data in their modelling sets to be proprietary. Proprietary means that the training set data used to develop the (Q)SAR model is hidden from the user. In other cases it means that it may not be distributed beyond use by regulatory authorities.

There are hundreds of (Q)SAR models available in the literature for predicting test results for genotoxic endpoints for closely related structures (Naven *et al.,* 2012; Bakhtyari *et al*., 2013). These are known as local (Q)SARs. However, quality of reporting varies from model to model and predictivity must be assessed case-by-case on the basis of clear documentation.

In case of robust data on the identification of structural alert or based on read across indication of CMR properties, it is not necessary to go further, since according to the TPD no CMR substance can be used as a tobacco additive. In case there are doubts, *in vitro* testing can be conducted (see below).

Regarding the other toxicological properties, other QSAR tools are available. Some of them are briefly described in the following:

OECD built an open software application (http://www.qsartoolbox.org/), named QSAR Toolbox. The Toolbox and guidance on its use are freely available. The OECD QSAR Toolbox facilitates the practical application of grouping and read-across approaches to fill gaps in (eco-)toxicity data, including but not limited to genotoxicity and carcinogenicity, for chemical hazard assessment. The Toolbox incorporates information and tools from various sources, into a logical workflow. Crucial characteristic of the workflow is the grouping of chemicals into categories (group of chemicals whose physicochemical and human health and/or ecotoxicological properties and/or environmental fate properties are likely to be similar or follow a regular pattern, usually as a result of structural similarity). The most important features are:

1. Identification of relevant structural characteristics and potential mechanisms or mode of action of a target chemical.
2. Identification of other chemicals that have the same structural characteristics and/or mechanism or mode of action.
3. Use of existing experimental data to fill the data gap(s).

The Joint Research Centre of the EU provides several tools for modelling for the safety assessment of chemicals. They offer the following computational tools (freely downloadable or accessible from their webpages):

- JRC QSAR Model Database: database hosting structured and peer-reviewed information on QSAR Models (https://eurl-ecvam.jrc.ec.europa.eu/databases/jrc-qsar-model-database);
- Toxtree, software tool to generate prediction(s) on mechanisms of action or toxicological effects, the tool is based on a decision-tree approaches (https://eurl-ecvam.jrc.ec.europa.eu/laboratories-research/predictive_toxicology/qsar_tools/toxtree);
- Dart, (Decision Analysis by Ranking Techniques) a software tool designed to rank chemicals according to environmental and toxicological concerns (https://eurl-ecvam.jrc.ec.europa.eu/laboratories-research/predictive_toxicology/qsar_tools/DART);
- Toxmatch, a flexible application for grouping chemicals based on chemical similarity designed to be helpful in read-across (https://eurl-ecvam.jrc.ec.europa.eu/laboratories-research/predictive_toxicology/qsar_tools/toxmatch).
- Stat4tox, a tool which carries out concentration-response analysis for *in vitro* experiments (https://eurl-ecvam.jrc.ec.europa.eu/laboratories-research/predictive_toxicology/qsar_tools/stat4tox).

ECHA provides a detailed overview on non-testing methods in sub-section R.7.7.3.1 of Guidance on Information Requirements and Chemical Safety Assessment Chapter R.7a: Endpoint specific guidance (see http://echa.europa.eu/documents/10162/13632/information_requirements_r7a_en.pdf), in particular with regard to the prediction models for mutagenicity and the OECD QSAR toolbox.

A list of the available (free and commercial) predictive software for ecotoxicological, toxicological and environmental endpoints, including mutagenicity models, has been compiled within the frame of the EU project Antares (http://www.antares-life.eu/). For example, the Danish EPA and the Danish QSAR group at DTU Food (National Food Institute at the Technical University of Denmark) have developed a (Q)SAR database that contains predictions from a number of mutagenicity models. The database is freely accessible via http://qsar.food.dtu.dk. The online database contains predictions for over 166,000 substances and includes a flexible system for chemical structure and parameter searching. A user manual with information on the individual models including training set information and validation results is available at the website. The database is also integrated into the OECD (Q)SAR Toolbox.

Another example of a database with predictions on mutagenicity is the Enhanced NCI Database Browser (http://cactus.nci.nih.gov) sponsored by the U.S. National Cancer Institute. It contains predictions for over 250,000 substances for mutagenicity as well as other nonmutagenic endpoints, some of which may provide valuable mechanistic information (for example alkylating ability or microtubule formation inhibition). It is also searchable by a wide range of parameters and structure combinations.

Use of harmonised templates, such as the QSAR Model Reporting Format (QMRF) and the QSAR Prediction Reporting Format (QPRF) developed by the Joint Research Centre (JRC) of the European Commission (http://ihcp.jrc.ec.europa.eu/our_labs/predictive_toxicology/qsar_tools/QRF), can help to ensure consistency in summarising and reporting key information on (Q)SAR models and substance specific predictions generated by (Q)SAR models. The JRC website also hosts the JRC (Q)SAR Model Inventory, which is an inventory of information on the validity of (Q)SAR models that have been submitted to the JRC (http://ihcp.jrc.ec.europa.eu/our_databases/jrc-qsarinventory).

If the exposure could be well characterised without uncertainties, the application of the Threshold of Toxicological Concern (TTC) concept could be foreseen in the future, when the applicability domain will be expanded to include the inhalation route in the data base.

In vitro

There are a number of *in vitro* tests that can be used to assess many different toxicological end-points. *In vitro* toxicity tests are applicable to a wide variety of test materials including ingredients added to tobacco, tobacco extracts, tobacco smoke condensates, and whole or vapour phase smoke. These assays may also be used to explore interactions between components of cigarette smoke.

The first choice has to be given to tests already adopted at international levels (e.g. OECD Test Guidelines[14], or ISO methods) or tests validated by ECVAM. The OECD test guidelines (TGs) describe the applicability domain, the principles of methods and the procedure and they also address reporting.

In case a non-TG *in vitro* method is used (e.g. a test validated by ECVAM), the reporting should be appropriate, following what it is indicated in the OECD Guidance Document for

[14] http://www.oecd.org/chemicalsafety/testing/oecdguidelinesforthetestingofchemicals.htm

describing Non-Guideline *in vitro* test methods No.211 (2014)[15]. The application of integrated approaches on testing and assessment (IATA) is highly recommended, as described in documents adopted by both ECVAM and OECD[16].

Since the acceptance at regulatory levels is evolving, the TG as well as the GDs are revised periodically, therefore it is compulsory that in choosing the appropriate test, the tobacco industry follows the most updated version. Indeed, as requested by EU regulation 1223/2009 on cosmetics, the EU Commission has to report every year to European Parliament as well as to the EU Council on the progress related to the development, validation and regulatory acceptance of alternative methods as communicated by a Report from EURL-ECVAM[17].

If information gathered through *in silico* methods are not conclusive and there are doubts related to genotoxicity potential, an *in vitro* genotoxicity test battery or *in vitro* transformation test for carcinogenicity can be applied to clarify these end-points. The *in vitro* genotoxicity testing methodologies are well described in the several adopted OECD TG:

- 471: Bacterial Reverse mutation,1997
- 473: *In vitro* mammalian Chromosomal Aberration Test, 2014 Rev
- 476: *In vitro* Mammalian Cell Gene Mutation Test, 1997, 2015 Rev
- 479: *In vitro* SCE Assay in mammalian cells, 1986
- 480: S. cerevisiae, gene mutation assay, 1986
- 481: S. cerevisiae, Mitotic Rec. assay, 1986
- 482: DNA damage and Repair, UDS in mammalian Cells *in vitro*,86
- 487: *In vitro* Mammalian cells Micronucleus test, 2014 Rev
- 490:*In vitro* Mammalian Cell Gene Mutation Tests Using the Thymidine Kinase Gene, 2015

In the battery, it would be necessary to include tests able to identify point mutations in prokaryotic and mammalian cells as well as chromosomal aberrations and DNA damage and repair.

In vitro methods to address local toxicity (i.e. phototoxicity, skin corrosion and irritation, eye irritation, skin sensitisation) are available (see table 1) and should be performed using the air-liquid interface.

More difficult is to address systemic toxicity by means of *in vitro* testing only, since at the moment no adopted TGs are available.

For carcinogenicity, two cell transformation assays have been included in OECD guidance Documents (table 1), which - using an IATA with *in silico* and read across data - could give sufficiently robust information.

[15] GUIDANCE DOCUMENT FOR DESCRIBING NON-GUIDELINE *IN VITRO* TEST METHODS Series on Testing and Assessment No. 211

[16] http://publications.jrc.ec.europa.eu/repository/bitstream/JRC96418/eurl%20ecvam%20toxicokinetics%20strategy.pdf
http://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=ENV/JM/MONO%282015%2922&doclanguage=en

[17] http://ihcp.jrc.ec.europa.eu/our_lab/eurl-ecvam

Only a few *in vitro* studies are available to address very specific reactions possibly leading to reproductive problems, such as *in vitro* binding to estrogen and androgen receptors (see the OECD conceptual framework to evaluate endocrine disrupting chemicals). Nevertheless, they can be included, and evaluation should be carried out also considering the indication coming from QSAR and read across.

Cytotoxicity testing after repeated exposure (e.g. 14 days) is considered a possible end-point of choice (acute toxicity is not relevant for tobacco products, hence also for additives). Positive and negative controls should be used, cells of human origin have to be preferred; non-specific tests as well as organ specific cells should be used (e.g. cells coming from the lung or intestinal cells, accounting for inhalation and swallowing of smoke, but also cells representing CNS, cardiovascular system, etc. to be evaluated on a case-by-case basis). For a correct interpretation of results it should be considered that whenever cell lines are used, they are generally characterised by a low and unbalanced metabolic capability, therefore at least one of them should maintain this function over the treatment period (e.g. HepaRG cells) or primary cells should be used.

The major endpoints evaluated in *in vitro* cytotoxicity assays include the effect of a substance on cell viability (survival) and growth rates, but other end-points (such as mitochondrial functionality, induction of apoptosis) can be included. Cytotoxicity testing is used in the area of medical devices: methods to be considered can be found within the harmonised European standard ISO 10993-1:2009 "Biological evaluation of medical devices Part 1: Evaluation and testing within a risk management process". The ISO 10993 – 5:2009 describes test methods to assess the *in vitro* cytotoxicity of medical devices.

However, the study design should take into account that the most relevant route of exposure for tobacco additives is inhalation.

There has been significant progress made in recent years in approaches to expose cells *in vitro* to chemicals that pose a toxicological concern via the inhalation route (Aufderheide *et al*., 2011; Bakand and Hayes, 2010). A number of *in vitro* exposure systems have been developed to facilitate the study of the effects of the whole smoke mixture on both mammalian and bacterial cells, and this has been the subject of a recent review (Thorne and Adamson, 2013).

Current cell-based *in vitro* models of the respiratory tract consist mainly of 2D monolayers of primary tracheobronchial epithelial cells or an immortalized cell line cultured on a semipermeable membrane insert at an air-liquid interface to induce cell polarization, differentiation, and mucus production (Forbes *et al.,* 2005). A more sophisticated technique that enables the stable and reproducible exposure of cultivated cells to cigarette smoke at the air–liquid interface such as CULTEXW Radial Flow System (RFS) module has been proposed recently (Rach *et al*., 2013).

It was documented that air-liquid interface culture played a significant role toward the *in vitro* recapitulation of the *in vivo* environment, presenting the cells with an apical side resembling the lumen of the respiratory tract and a basolateral side representing vascular supply of nutrients, (Berube *et al*., 2010) with increased expression of cilia in primary cells and differences in barrier and mucus-secreting properties of cell lines observed (de Jong *et al*., 1994, Grainger *et al*., 2006). However, the absence of an extracellular component with cocultured cells in a 3D environment can result in an oversimplification of the airway barrier, lacking in physiological relevance. Therefore, more sophisticated models based on 3D human normal and diseased tissue are required

to provide *in vitro* models that improve validity of tested compounds in humans. Much of respiratory tissue engineering research has seen a transition from single cell-type culture on inserts toward co-culture and the inclusion of scaffold material. Accordingly, models, in which the epithelium is cultured at an air-liquid interface over a scaffold substrate embedded with cocultured cells, are the subject of much interest and are even available now as commercial 3D research products, such as the MatTek EpiAirway-FTtechnology (Berube *et al.,* 2010). Indeed, there is an overall consensus in the literature that introducing an epithelial cell analogue into the co-culture environment, often through the use of a biomaterial scaffold, could enhance cell culture, cell–cell signalling, and functionality. A triple coculture system in which human bronchial epithelial cells A 549, human mesenchymal cells and dendritic cells were cultured in monolayers, has shown promise for studying immunological responses to inhaled particulates (Rothen-Rutishauser *et al*., 2005, Herzog *et al*., 2013), Co-culture of Calu-3 cells with Wi38 lung fibroblasts was achieved on the scaffold to create a submucosal tissue analogue of the upper respiratory tract, validating system as a platform to support co-culture and cellular organisation reminiscent of *in vivo* tissue architecture. These scaffolds were validated as a substrate to support functional mucus express from an airway epithelium. Calu-3 cells cultured on CHyA-B scaffolds also expressed the tight junction protein ZO-1 and F-actin, indicating the formation of an epithelial barrier layer on the constructs and differentiation of the Calu-3 cells. Recently, another *in vitro* model system using tissue-engineered constructs has been developed which might improve our understanding of epithelial tissue and disease and use for testing toxicity of different compounds (O'Leary *et al*., 2016).

Tobacco smoke assessment *in vitro* has traditionally focused on the particulate phase captured on a Cambridge filter pad and eluted in DMSO (Crooks *et al*., 2013) or bubbled through cell culture media or PBS (Andreoli *et al.*, 2003). Cell cultures are then exposed under submerged conditions to the particulate phase. Unfortunately, particulate-based exposure scenarios do not take into account the vapour phase of cigarette smoke, or the associated interactions between the particulate and vapour phases.

Submerged culture conditions and particulate-based exposures do not represent physiologically that of mainstream tobacco smoke exposure in the human lung. Furthermore, separating smoke fractions in this way could lead to alterations and chemical changes that may not be representative of the whole smoke aerosol. In order to address these challenges, whole smoke exposure systems have been developed. Whole smoke exposure systems offer many technical challenges, but represent a more physiologically relevant test system that captures the full interactions of both the particulate and vapour phases together (Fukano *et al*., 2004). An additional advantage of these systems is that a multitude of different cell cultures can be exposed at the air–liquid interface (ALI) to whole smoke, better simulating human exposure (CORESTA, 2007).

Whole smoke exposure systems offer the advantage that all phases of smoke can be analysed together or independently depending on the experimental set-up. This has allowed researchers to tailor their experiments to investigate both phases of tobacco smoke, yielding useful information. There is a variety of whole smoke systems available and the majority of these systems can also be used to deliver individual aerosols or other complex aerosol mixtures to cell cultures. However, at present there is no recognised approach to the measurement of dose, and the vapour phase of cigarette smoke within these systems remains poorly understood. With the variety of exposure

options available to researchers and bespoke systems relatively easy to fabricate or replicate, dosimetry tools may bridge the gap and play an important role, not only in the measurement of actual cellular dose but also in the characterisation and validation of these systems (Thorne and Adamson, 2013).

There are continuous efforts to introduce existing testing methods into regulatory framework of tobacco products risk assessment.

The Cooperation Centre for Scientific Research Relative to Tobacco (CORESTA, 2004) *in vitro* Toxicology Taskforce of industry recommends using a test battery composed of the following assays:

1. A bacterial mutagenicity assay. The Ames Salmonella mutagenicity assay is recommended.
2. A mammalian cell assay for cytogenetics/mutation. The Task Force recommends the micronucleus assay, the chromosome aberration assay or the L5178Y mouse lymphoma assay.

3. A cytotoxicity assay conducted with an appropriate mammalian cell line. The Task Force recommends the neutral red cytotoxicity assay (CORESTA, 2004).

Analysis of the recent publication has shown that these recommendations are used increasingly in the toxicity assessment of different tobacco products (see e.g. Manupallo and Sullivan, 2015).

Considering non-cancer endpoints, a battery of *in vitro* tests have been proposed for assessing CVD risk associated with cigarette smoking (Fearon *et al.,* 2013). The battery is comprised of functional *in vitro* assays to model endothelial damage, angiogenesis, and migration of vascular smooth muscle cells as initial and subsequent events in CVD (Fearon *et al*., 2013). Other tests, such as for oxidative stress or inflammatory response, may be conducted to assess the adverse effects of cigarette smoke *in vitro*.

However, it is the opinion of SCHEER that the choice of the test battery should not be fixed *a priori*, and should be rather tailored on the basis of information coming from the in silico and read-across analysis (e.g. bridging *in vitro* studies can be necessary to support the read across).

Table 1 summarises the most recent, internationally accepted, validated *in vitro* methods, which may be used for the toxicity assessment of the tobacco products.

Modified after AltTox (http://alttox.org/mapp/table-of-validated-and-accepted-alternative-methods) and PISC (http://www.piscltd.org.uk/wp-content/uploads/2016/03/PISC_AltMethods_A4)

1 **Table 1 : *IN VITRO* METHODS ADOPTED FOR REGULATORY USE**

Toxicity endpoint	*In vitro* methods		Recommendations and standard methods (OECD)
ACUTE TOXICITY	3T3 neutral red uptake (NRU) cytotoxicity test to estimate starting doses for oral acute systemic toxicity		OECD GD 129, published in 2010
	NHT neutral red uptake (NRU) cytotoxicity test to estimate starting doses for oral acute systemic toxicity		OECD GD 129, published in 2010
ACUTE PHOTOTOXICITY	3T3 neutral red uptake (NRU) phototoxicity test		OECD TG 432, published in 2004
SKIN IRRITATION	Integrated approach on testing and assessment (IATA)		OECD GD 203, published in 2014
	Reconstructed human epidermis (RhE) test	EpiSkin™ (L'Oréal, France)	OECD TG 439, revised in 2015
		EpiDerm™ (MatTek, US)	OECD TG 439, revised in 2015
		SkinEthic™ (L'Oréal, France)	OECD TG 439, revised in 2015
		LabCyte EPI-Model (J-TEC, Japan)	OECD TG 439, revised in 2015
SKIN ABSORPTION/ PENETRATION	*In vitro* diffusion method		OECD TG 428, published in 2004
SKIN SENSITISATION	Adverse outcome pathway (AOP) for skin sensitisation		OECD series on testing and assessment 168, published in 2012
	ARE-Nrf2 luciferase test method (e.g. KeratinoSens™ assay)		OECD TG 442D, published in 2015
	Direct peptide reactivity assay (DPRA)		OECD TG 442C, published in 2015
	Human cell line activation test (h-CLAT)		Draft OECD TG, published in 2014
CARCINOGENICITY	Cell transformation assay (CTA) (Syrian hamster embryo cell transformation assay (SHE CTA)		OECD Guidance Document Env/JM/Mono(2015)18, May 2015
	In vitro cell transformation assays (CTA) Bhas 42 cell transformation assay (Bhas 42 CTA)		OECD Guidance Document Env/JM/Mono(2016) 1, January 2016

2

Besides these internationally validated methods and the ISO 10993 – 5:2009 adopted for medical devices, there is a great number of other methods employing technological innovations such as reconstituted human tissue cultures, 3-D organotypic cultures comprised of differentiated human cells in co-cultures, air-liquid interface exposure systems, cell transformation assays and high content genomic analysis that are used for tobacco product analysis.

2.4.3.5 Addictiveness testing

Tobacco comprises of thousands of substances, of which nicotine is the most characterising and most addictive component. Additives, as well as natural tobacco substances other than nicotine, may have addictive capacities themselves or can interact with nicotine and the nicotine receptor system, herewith enhancing the effects of nicotine. For example, these additives can have effects on nicotine bioavailability, duration, and concentration in the blood circulation or nicotine-dependent activation of mesolimbic pathways in the brain. The term 'dependence potential' is commonly used to describe addictive capacity.

Guidelines to assess the impact of tobacco product contents on dependence potential could be similar to those already established for testing the dependence potential of pharmaceutical products (the used methods are known as Abuse Liability Assessment). Special challenges include product complexity and the diverse range of tobacco products (Henningfield *et al*., 2011; WHO Study Group on Tobacco Product Regulation TobReg, 2012). For example, the US FDA has issued guidance that covers dependence potential assessment for a range of different substances, formulations, and product types in which factors such as additives and product design features may act to either promote or deter dependence potential (U.S. Dept. of Health and Human Services, 2010, 2015).

Experimental testing of the dependence potential of tobacco additives is still limited due to the lack of validated administration models for the examined individual compound itself and in co-administration with other tobacco additives. In the proposed step-wise approach, we discuss the possibilities to experimentally quantify the dependence potential of tobacco additives (often) co-administered with nicotine.

In silico

Nicotinic acetylcholine receptor (nAChR) Computer models. nAChRs are ligand-gated cation channels found throughout the central and peripheral nervous systems (Gotti *et al*., 2006; Jensen *et al*., 2005). Neuronal nACh receptors participate in many neurological processes including cognition (Levin and Simon, 1998), pain sensation (Damaj *et al*., 2000), and nicotine reward/addiction mechanisms (Dani and De Biasi, 2001; Pavlovicz *et al*., 2011; Tapper *et al.*, 2004). In the past years several nAChR *in silico* models have been developed integrating protein (sub-) structures, dynamics and functional relationships. Among those, the most widely expressed nAChR subtype in the brain is the neuronal α4β2 nACh receptor (Haddadian *et al*., 2008). The α4β2 nAChR comprises high-affinity nicotine-binding sites (Tapper *et al.*, 2004) but the mechanism how ligand binding leads to channel opening remains elusive. The quality of the current α4β2 nAChR model was evaluated using flexible docking of nicotine docking to the closed- and open-channel models. Besides the potential nicotine interactions with surrounding residues that could stabilize nicotine positions, a high degree of involvement of aromatic residues in the nicotine binding sites was also observed (Haddadian *et al*., 2008). Further development of these models may provide information about how

nicotine and other tobacco additives (ligands) regulate nAChR activation in smoking dependence.

Ligand-based Monoamine oxidase (MAO) models. The enzyme MAO plays an important role in the metabolism of several neurotransmitters by oxidative deamination. MAO-A inhibition is associated with enhanced dopamine activity leading to increased reinforcement behaviour. The combustion of natural or added sugars in tobacco products result in acetaldehyde which reacts in the body with tryptophan and tryptamine. This reaction results in the formation of the beta-carbolines, harman and norharmane, which are MAO inhibitors (Herraiz and Chaparro, 2005; Talhout *et al*., 2007). Other examples of MAO inhibitors isolated from tobacco leaves or present in tobacco smoke are 2,3,6-trimethyl-benzoquinone, 2-naphthylamine and a coffee-extracts and synthesized and modified natural coumarin derivatives (Fowler *et al.*, 2003; Gnerre *et al*., 2000; He *et al*., 2014; Herraiz and Chaparro, 2006).

Ligand-based models can provide new insights in enzyme selectivity, mechanisms of action and the relationship between the MAO inhibitory activity and the molecular structure of the different inhibitors (Vilar *et al*., 2012). There are different types of ligand-based models which can be used, such as Quantitative Structure-Activity Relationship (QSAR) with 2D and 3D descriptors (Johnson, 1976; Vilar *et al*., 2008; Winkler, 2002), 3D- Comparative Molecular Field Analysis (CoMFA) (Cramer *et a*l., 1988; Zhang *et al*., 2011), 3D-pharmacophores (Langer and Hoffmann, 2006) or ligand-network models (Keiser *et al*., 2007; Park and Kim, 2008). QSAR studies have become one of the most popular ligand-based approaches in modern chemistry (Shelke *et al.*, 2011; Vilar *et al*., 2008; Vilar *et al*., 2012) and can also be used to model ligand–based selectivity of different tobacco additives and the potency to inhibit MAO activity.

In vitro

Three-dimensional lung tissue constructs (3D lung-on-a chip) and mathematical computer models. These kind of models are the results of the integration between *in vitro* models (the 3D organ-on-a-chip) and *in silico* models. It has been shown that inhalation during smoking results in a rapid brain increase of nicotine in the brain thereby contributing to nicotine dependence in smokers. Inhalation can be facilitated by certain additives leading to deeper and more frequent inhalation by the cigarette smoker resulting in an increase in lung exposure and nicotine uptake. Additives (e.g. menthol, theobromine and eucalyptol) can achieve this by enhancing sensory properties such as cooling effects or by having local anaesthetic and bronchodilating properties (Usmani *et al*., 2005). Also, a change in the physical properties of tobacco (e.g. particle size) can be altered by certain additives to allow (nicotine) particles to enter deeper levels of the lungs (SCENIHR, 2010a).

The efficiency of nicotine uptake and tobacco additives via the lung in the blood stream is difficult to measure. Engineered 3D lung tissue constructs and mathematical computer models can be used to provide predictive information on lung uptake and particle deposition (Asgharian *et al*., 2012; Nichols *et al.*, 2014; Nichols *et al.*, 2013). These engineered 3D models of human tissue mimic *in vivo* conditions and allow for more natural and robust human *in vitro* respiratory tract models compared to multi-cell *in vitro* models. These constructs can be used to assess cell-based responses, physiologic functions, pathologic changes and even toxicity or responses to tobacco additives.

The 3D lung-on-a-chip can be used also to measure experimentally effects due to any additive in **altering nicotine uptake** such as alkalizing compounds

Capacity to change pH values. Additives that exert capacities to increase the pH values will result in higher amounts of uncharged nicotine (Hurt and Robertson, 1998; Wayne and Carpenter, 2009). This will result in more easily absorption of nicotine by the epithelial cells in the mouth and probably also in the lungs (Tomar and Henningfield, 1997). Although the tobacco industry stresses that the buffering capacity of the lung surface liquid (7mval/pH unit) at pH 7.4 is not changed by nicotine concentrations of 0.1 mg per puff (Holma and Hegg, 1989; Klus *et al*., 2012), it is valuable to check additives or substances for their capacity to change the pH of the tobacco and the smoke.

(Inhibition of) The enzymatic activity of MAO. Additives may influence the dependence potential of nicotine by interacting with the neural responses to the drug. For example, MAO inhibitors that are not leading to dependence on their own slow the breakdown of monoamines such as DA thereby affecting the overall motivational impact of nicotine. Inhibition of the enzymatic activity of MAO can be measured *in vitro* using peroxidase-linked spectrophotometric assay. Enzymes can be isolated from rat liver microsomes or by recombinant generated enzymes. Using recombinant human MAO-A and MAO-B, IC50 values for enzyme inhibition can be experimentally determined (Lewis *et al*., 2007). *In vivo* MAO activity can be analysed using PET (see paragraph 'neurobiological effects using imaging techniques').

CYP metabolism inhibitor ratio. Nicotine is metabolized in the liver by cytochrome CYP2A6 and CYP2B6 enzymes (Hukkanen *et al*., 2005). Inhibition of nicotine metabolism enhances its bioavailability and alters the behavioural effects in mice (Alsharari *et al*., 2014; Bagdas *et al*., 2014). Additives modulating the activity of metabolic pathways are therefore likely to affect the dependence potential of nicotine. The effectiveness of an additive in inhibiting nicotine metabolism is expressed as relative CYP inhibitor ratio (Rahnasto *et al*., 2008). The inhibitory concentration of human and mouse CYP2A can be tested in an *in vitro* assay using recombinant enzyme or human liver microsomal preparations (Rahnasto *et al.*, 2003). Examples of known tobacco additives that inhibit CYP2A6 enzymes are menthol, benzaldehydes and several lactones added to tobacco (Benowitz *et al*., 2004; Kabbani, 2013; Kramlinger *et al*., 2012; Rahnasto *et al*., 2003).

***In vivo* (not recommended as the first choice)**

Biomarker analysis of nicotine. Nicotine bioavailability is defined by an optimal rate of adsorption and distribution from the lungs into the bloodstream. Upon uptake in the lungs, the bioavailability of nicotine in the body is determined by properties such as its hydrophobicity and solubility. It has been proposed that the use of alkalizing compounds (such as ammonia) as tobacco additive increases the absorption of nicotine in the lungs. A biomarker analysis of nicotine in blood samples from smokers of cigarettes with different ammonia yields was performed to evaluate the effects on nicotine bioavailability. Different ammonia yields in cigarettes did not increase the rate or amount of nicotine absorption from the lungs to the arterial blood circulation (McKinney *et al*., 2012; van Amsterdam *et al.*, 2011). It can not be excluded from these studies that other ingredients than ammonium salts influence nicotine adsorption in a similar way.

Dopamine (DA) release and turn over. Activity of neurons in the mesolimbic DA brain area is not only measured by nACh receptor activation but also by measuring the result of this receptor activation, a change in the release or turnover of DA. DA release and turnover can be measured either *ex vivo* or *in vivo* via isolation of specific

brain tissue or microdialysis. A study in mice showed up-regulation of nAChR subtypes in various brain regions upon exposure to nicotine and menthol using western blots. A significant increase in nicotine plasma levels was observed, which was accompanied by an increase of withdrawal intensity (Alsharari SD1, 2015).

Neurobiological effects using imaging techniques- Exerting additive effects on nicotine dependent activation of the mesolimbic pathway can be studied *in vivo* using several neuroimaging techniques like functional magnetic resonance imaging (fMRI), positron emission tomography (PET) and single-photon emission computed tomography (SPECT) (Jasinska *et al*., 2014). Each technique can be used to understand only some aspects of processes involved in tobacco consumption like brain structure (MRI), different aspects of brain function (PET, SPECT, fMRI, and ASL), and pharmacokinetics (PET, SPECT) in animals as well as humans (Kober and Deleone, 2011).

The neuronal activity upon exposure to nicotine and other tobacco additives can be measured by the activation of nACh receptors, neurotransmitter release and transcriptional activation of specific mRNAs (van de Nobelen *et al*., 2016). Labelling and tracing of nicotine, MAO or nAChR can demonstrate nicotine occupancy at nAChRs, nAChR availability and upregulation of nAChRs induced by tobacco smoking (Brody *et a*l., 2014; Jasinska *et al*., 2014; Volkow *et al*., 1999). Substances that inhibit the nicotine degradation or metabolism or serve as a carrier for nicotine can be identified by these derivative endpoints.

PET- is a common functional neuroimaging technique which uses a short-lived radioactive tracer (incorporated into a biologically active molecule as glucose) infused into a living subject. As the tracer decays, the PET system detects pairs of gamma rays that are indirectly emitted in the process, and uses them to localize the tracer to a particular region in the brain. In this way, the concentration of tracer molecules can be estimated at different locations in the brain or other tissue. Several tracers are discussed below.

Radiotracer for nicotine- A PET study with radiolabelled nicotine [(^{11})C]nicotine demonstrated that a single puff leads to a rapid rise in brain nicotine concentration with a gradual wash-out period (Berridge *et al*., 2010). In addition, the nicotine accumulation in the brain during smoking of one full cigarette increases in a linear fashion with successive puffs, rather than in puff-associated spikes and rapid wash-outs. Relating to this finding, the authors reported that dependent smokers showed a slower rate of brain nicotine accumulation then non-dependent smokers (Kober and Deleone, 2011; Rose *et al*., 2010).

Radiotracers for α4β2*nACh receptors- Researchers have also developed brain-imaging radiotracers for α4β2*nACh receptors with radiolabelled A-85380 compounds (Abreo *et al*., 1996) or analogues (2-FA /6-FA for PET and 5-IA for SPECT), having the most widespread use (Koren *et al.*, 1998). However, the slow kinetics of these radio ligands restricts the large-scale use in experimental studies (Sabri *et al*., 2015). New generation α4β2*nAChR specific radioligands are now under development, like [18F]Flubatine, [18F]AZAN and [18F]nifene, demonstrating faster kinetic properties in PET research *(Brust et al., 2008; Hillmer et al., 2011; Hockley et al., 2013; Kuwabara et al.*, 2012; Wong *et al*., 2013).

PET imaging studies demonstrated the effect of cigarette smoking on α4β2*nAChR occupancy, showing that smoking causes displacement of 2-FA for prolonged time (at least several hours) (Brody *et al*., 2006a). Dose-dependent reduction in 2-FA

displacement was observed by both controlling the number of puffs smoked and the nicotine concentration smoked (Brody *et a*l., 2009). These findings suggest that nicotine mediates 2-FA displacement by occupying α4β2* nAChRs. Several authors, using 5IA-SPECT and 2-FA-PET, have shown that habitual cigarette smoking is associated with up-regulation of α4β2* nAChRs (Cosgrove *et al.*, 2009; Mamede *et al.*, 2007; Mukhin *et al*., 2008; Staley *et al.*, 2006; Wullner *et al*., 2008). The nAChR density returns to normal after a prolonged abstinence of weeks to months (Cosgrove *et al*., 2009; Mamede *et al*., 2007). In addition, exposure to nicotine from second-hand smoke resulted in substantial brain α4β2*nAChR occupancy in smokers and non-smokers (Brody *et al*., 2011). Taken together, these results suggest that exposure to cigarette smoke, most likely through the effects of nicotine, influences α4β2*nAChR density in the human brain (Lotfipour *et al.,* 2011*)*.

Radiotracer for Dopaminereceptor (DA)- With radiotracers such as [11C]raclopride and [^{11}C]PHNO (PET) or [123I]IBZM (SPECT), striatal DA release has been reliably measured using PET and SPECT imaging (Laruelle, 2000). An increase in DA competes with the radiotracer to bind at the dopamine receptor; resulting in a decrease in radiotracer binding compared to baseline. This allows calculation of the 'occupancy' of the receptors by DA or a change in binding potential and is an indirect measure of DA release based on the 'occupancy model' (Cosgrove *et al*., 2015; Laruelle, 2000).

Many studies have examined nicotine and tobacco smoking-induced DA release in human subjects. All these studies confirm that smoking elicits ventral striatal dopamine release and is associated with a reduction of craving (Barrett *et al*., 2004; Brody *et al.*, 2006b; Brody *et al.*, 2004; Montgomery *et al.*, 2007; Scott *et al.*, 2007; Takahashi *et al.*, 2008). In the most recent study, smokers were imaged with [^{11}C] PHNO before and after a cigarette (Le Foll *et al*., 2014). Binding potential was reduced after smoking by 12 and 15 % in D2-rich and D3-rich regions, respectively.

A major concern with the existing studies is the timing of the dopamine response. The response to smoking a cigarette is a transient increase in DA. The analysis in these studies, however, use an average of all the data collected over 30 min to up to 2 h. This significantly dilutes measurement of a transient dopamine response (Sullivan *et al*., 2013). Thus, analysis techniques with improved temporal resolution may be better suited to more transient DA release (Cosgrove *et al*., 2015).

Radiotracers for μ-opioid receptors- There is strong evidence for a link between nicotine administration and endogenous μ-opioid mechanisms, mediating some of nicotine's addictive properties and distress during withdrawal (Nuechterlein *et al*., 2016). Acute endogenous opioid release upon nicotine administration was demonstrated in animal and cell culture studies (Boyadjieva and Sarkar, 1997; Davenport *et al*., 1990). However, in human studies the findings are inconsistent. The indirect measures of neurotransmitter release and μ-opioid receptor activation upon nicotine administration, as measured with PET, have shown both a reduction in binding potential (suggesting activation of neurotransmission) and an increase in binding potential (deactivation) or no significant change in different regions of the brain (Domino *et al*., 2015; Kuwabara *et al*., 2014; Ray *et al*., 2011; Scott *et al.*, 2007). Measures at baseline have also shown either lower or no significant differences between smokers and non-smoking controls (Kuwabara *et al.*, 2014; Scott *et al.*, 2007). The μ-opioid system is suggested to be strongly influenced to placebo treatment (Nuechterlein *et al*., 2016; Pecina *et al.*, 2015; Scott *et al*., 2008; Zubieta *et al.,* 2005). Therefore, studying the opioid system does not seem the most sensitive and robust way to define tobacco dependence.

How the administration of tobacco additives changes these effects as measured is largely unknown. A recent PET study showed that in brains of female menthol cigarette smokers, nicotine accumulated faster thereby contributing to dependence. However a role of menthol in enhancing brain nicotine accumulation was not supported by this study (Zuo *et al*., 2014). Another PET study using labelled nAChR subunits showed an upregulation of these receptors in the brain of menthol smokers, indicating a higher nicotine exposure in smokers of menthol cigarettes (Brody *et al*., 2013). However, other mechanisms for menthol-influencing receptor density are possible. Analysis of nicotinic acetylcholine receptor activity *in vitro* shows that menthol inhibits nAChR subtypes in a non-competitive manner (Ashoor *et al*., 2013; Hans *et al*., 2012).

SPECT- In SPECT the same mechanism is used as in PET, but differs in a way that the radioactive tracer directly emits a single gamma ray during decay. The nature of the signal allows for lower resolution images than PET as the SPECT tracers typically have a longer half-life, but scans are more easily performed. There are differences in the physics and chemistry used in PET versus SPECT, but the outcome measure of receptor availability is the same. Depending on the tracer used, PET and SPECT data can quantify regional brain activity (e.g. via glucose metabolism when the tracer is a modified sugar, as in 18F-fluorodeoxyglucose), receptor occupancy (e.g. with 11C-raclopride and dopamine receptors), and pharmacokinetics when multiple measurements are taken after drug consumption.

Functional Magnetic Resonance Imaging (fMRI)- Besides PET, which is already advanced technique in this field of research, fMRI is a promising and non-invasive upcoming technique. In fMRI, blood oxygen levels (brain activity) can be measured in the brain by use of strong magnetic fields. In the first fMRI study on the effect of acute nicotine administration, active smoking participants were injected with nicotine in different concentrations. A dose- and time-dependent increased BOLD signal occurred in several cortical and subcortical regions, with prominent signal changes in the cingulate cortex, dorsolateral and medial orbitofrontal regions (Stein *et al*., 1998) as well as the ventral striatum, amygdala, thalamus and insula (Menossi *et al*., 2013). fMRI studies assessing tobacco additives with a (passive) inhalation tobacco devices can be used to identify brain areas involved in addiction. As there are no validated administration models for smoking or nicotine administration which can be used during scanning this is an important limiting factor in fMRI research.

The majority of the above-mentioned imaging studies focus on chronic exposure in a cross sectional design (smokers vs. non-smokers) at a single point in time. When focusing on the dependence capacity of tobacco additives, studies on acute effects using within subject measurements (placebo vs. additive(s) of interest) is regarded as more valuable. This will improve the sensitivity to picking up small changes in neuronal activity caused by administration of the additive. Repeated exposure and repeated measurements can predict dependence capacity. Further improvement of the study protocol and development of even more efficient radio ligands may be beneficial to find indications for tobacco additives that increase dependence.

Behavioural responses in rodents. Current animal models for tobacco product dependence are based on assessing nicotine dependence rather than dependence of tobacco additives or tobacco products as a whole. These models aim to deliver pure nicotine using an intravenous self-administration paradigm despite the fact that nicotine itself is regarded as a relatively weak reinforcer (Caille *et al*., 2012). Current tests to analyse dependence potential can monitor self-administration, speed of acquisition,

conditioned rewarding effects and drug discrimination (Hoffman and Evans, 2013; Wilkinson and Bevins, 2008; Yararbas *et al*., 2010). Also severity of withdrawal can be measured (Bagdas *et al.*, 2014). Animal models also allow controlling of factors that can affect study outcome such as environmental factors, genetic background and prior drug exposure. The self-administration paradigm has been widely accepted as a reliable animal model with high predictive value for the dependence potential of a drug and can be used to support findings observed in humans. The current available models can possibly be adapted to assess the effect of (nicotine in combination with) other tobacco-related additives on dependence. A recent animal study showed that the sensory properties of menthol can serve as a conditioned reinforcer for nicotine (Wang *et al*., 2014).

Behavioural outcome measures in human. Several behavioural measures can be used to assess dependence in human. Dependence for nicotine and smoke(less) tobacco can be self-assessed using the Fagerström Test for Nicotine Dependence (FTND) or the cigarette withdrawal scale (CWS-21) (Etter, 2005; Etter *et al*., 2003; Fagerstrom, 2012). The FTND uses a twelve-item cigarette dependence scale that covers the main definitions of dependence: compulsion, withdrawal symptoms, loss of control, neglect of other activities, time allocation and persistence despite harm. The FTND can assess the degree or severity of tobacco dependence using a scale indicative for the level of dependence.

The cigarette withdrawal scale (CWS-21) is a 21-item multidimensional self-administered scale that measures withdrawal symptoms and predicts relapse to smoking (Etter, 2005). Recently, a revision for DSM-V was proposed in order to increase the predictive value of these criteria for tobacco dependence assessment (American Psychiatric Association, 2013; Baker *et al*., 2012).

Indicators of nicotine dependence were assessed in menthol and non-menthol cigarette smokers using the FTND. Differences were observed in time to first cigarette of the day (TTF) suggesting greater urgency to smoke but not on amount of cigarettes smoked on a day (CPD) (Collins and Moolchan, 2006; Hoffman and Simmons, 2011). An important limitation of these methods is that these tests are a diagnostic instrument for assessing dependence in people and not necessarily the dependence potential of the given substance or product type.

Recommendations

To accurately assess tobacco dependence potential for regulatory purposes, it is necessary to use multiple evaluation methods, whereby several factors associated with tobacco dependence are analysed. Combinations of techniques examining neurochemical physiological and behavioural changes in specific brain regions with nicotine dependence will provide sufficient and robust information. Correlations between responses and convergence of studies will lead to evidence-based conclusions. For regulatory purposes, consensus needs to be established on the (combination of) tests that are preferred. The SCHEER therefore proposes to use a step-wise approach of 1) *in silico*, 2) *in vitro*, 3) *ex vivo*, and 4) *in vivo* methods- only in exceptional cases, to be agreed with the Receiving Authority on a case-by-case basis. The use of i*n vivo* studies is indeed questionable for ethical reasons therefore these studies are only justified under exceptional circumstances. After negative results of testing the tobacco additive on dependence capacity in the first agreed appropriate method (*in silico)*, the next step should be considered and appropriate test(s) should be selected (*in vitro* models), and

so on. It is strongly advised that *in silico* and *in vitro* tests to assess additive-induced addictiveness by independent organisations are developed and validated.

2.4.3.6 Characterising flavour and inhalation facilitation as contribution to attractiveness

This section will discuss a procedure to assess tobacco products with characterising flavours that are prohibited in the TPD, as well as some other mechanisms that may increase additive-induced attractiveness.

Animal models do not currently exist for the assessment of attractiveness. In humans, the attractiveness of individual tobacco products can be compared in panel studies, surveys and by experimental measures. To test the response to a specific additive, tobacco products can be produced to exclude or include individual additives. However, this type of research is difficult nowadays due to ethical considerations that will often preclude human testing (SCENIHR 2010).

Characterising flavours

Over 80% of all cigarettes contain at least one flavour, and almost half of all additives in any tobacco product is added as a flavour (Pennings *et al*., 2016). Flavours may be added to tobacco, cigarette paper, the filter or to the foil wrapper, in an attempt to enhance the tobacco flavour, mask unpleasant odour, and deliver a pleasant cigarette-pack aroma (WHO, 2007). Many different additives are used to create a specific taste/flavour in order to attract certain target groups. Regarding flavour, the new EU Tobacco Product Directive (TPD, Article 7) prohibits cigarettes and roll-your-own tobacco having a characterising flavour other than one of tobacco, as they could facilitate initiation of tobacco consumption or affect consumption patterns (European Union, 2014). A characterising flavour is defined as a *'clearly noticeable smell or taste other than one of tobacco, resulting from an additive or a combination of additives, including, but not limited to, fruit, spice, herb, alcohol, candy, menthol or vanilla, which is noticeable before or during the consumption of the tobacco product.'* The prohibition of tobacco products with characterising flavours does not preclude the use of individual additives outright, but it does oblige manufacturers to reduce the additive or the combination of additives to such an extent that the additives no longer result in a characterising flavour.

Talhout *et al*. published an inventory of methods suitable to assess additive-induced characterising flavours of tobacco products, and concluded that because flavour perception is subjective and requires human assessment sensory analysis in consumer or expert panel studies is necessitated. They recommend developing validated tests for descriptive sensory analysis in combination with chemical-analytical measurements. Testing a broad range of brands, including those with quite subtle characterizing flavours, will provide the concentration above which an additive will impart a characterising flavour (Talhout *et al*., 2016).

The Commission has recently adopted two implementing acts establishing the rules and mechanism for determining products with characterising flavours[18].

[18] Commission Implementing Regulation (EU) 2016/779 of 18 May 2016 laying down uniform rules as regards the procedures for determining whether a tobacco product has a characterising flavour

The determination of such flavours can concern products before consumption (e.g. before combustion) as well as emissions resulting from normal use (direct and indirect) of the products. To develop a method for determining characterising flavours, and perform some pilot experiments, the Commission contracted the HETOC Consortium in August 2014[19]. The HETOC-consortium carried out, as external contractor, a study on the determination of characterising flavours. Sensory testing complemented by chemical analysis was concluded to be an appropriate method to determine characterising flavours. Their pilot had confirmed that an expert panel is a good approach, but the training phase needs to be more extensive when the real panel is set up. Smelling is the preferred starting point for determining characterising flavours and it was recommended to consider, as a future step, whether a smoking experiment was needed. It was concluded that specific reference spaces for cigarettes and RYO are needed.

Beside the characterising flavour features, other phenomena can contribute to attrarctiveness. According to the partial guidelines for implementation of Articles 9 and 10 of the WHO framework convention on tobacco control, "attractiveness" refers to factors such as taste, smell and other sensory attributes, ease of use, flexibility of the dosing system, cost, reputation or image, assumed risks and benefits, and other characteristics of a product designed to stimulate use. Note that not all of these properties are related to additives. WHO-FCTC advices Parties to regulate, by prohibiting or restricting, ingredients that may be used to increase attractiveness of tobacco products (WHO, 2012). The FCTC guidelines in relation to the regulation of the contents of tobacco products and regulation of tobacco product disclosures call in particular for the removal of ingredients that increase palatability, create the impression that tobacco products have health benefits, are associated with energy and vitality or have colouring properties.

The TPD includes two references to attractiveness. In the introductory considerations, point 13, it is mentioned that *"In order to carry out their regulatory tasks, Member States and the Commission require comprehensive information on the ingredients and emissions from tobacco products to assess the attractiveness, addictiveness and toxicity of tobacco products and the health risks associated with the consumption of such products."* In article 19, Notification of novel tobacco products, it is mentioned that manufacturers and importers of such a product shall provide *'available scientific studies on toxicity, addictiveness and attractiveness of the novel tobacco product, in particular as regards its ingredients and emissions.'*

In the following, the possibility to asses characteristics other than the characterising flavour as contributors to attractiveness are briefly presented, some of which having the possibility of "Facilitating inhalation or nicotine uptake", which is a criterion of the mandate (category c) included in the ToR).

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http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2016.131.01.0048.01.ENG&toc=OJ:L:2016:131:TOC

Commission Implementing Decision (EU) 2016/786 of 18 May 2016 laying down the procedure for the establishment and operation of an independent advisory panel assisting Member States and the Commission in determining whether tobacco products have a characterising flavour

http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2016.131.01.0079.01.ENG&toc=OJ:L:2016:131:TOC

[19] http://ec.europa.eu/health/tobacco/products/implementation/characterising_flavours_en.htm

Other sensory attributes which can facilitate inhalation or nicotine uptake

Low irritation to mouth, throat and chest and satisfaction can facilitate inhalation and possibly nicotine uptake (Jaffe and Glaros, 1986; Kochhar and Warburton, 1990). Mildness, a combination of improved aftertaste, less bitterness, improved mouth feeling and reduced irritation, is reported to be appreciated, especially by younger and beginner smokers, with their undeveloped tastes and a low tolerance for irritation from tobacco smoke (Carpenter *et al*., 2007).

Additives that influence these sensory attributes, such as mildness, and a pleasant aftertaste, possibly facilitate smoking initiation. By reducing and changing the harshness of the smoke, special target groups may be reached (Carpenter *et al*., 2005a, Carpenter *et al* , 2005b, Cummings *et al.,* 2002, Klein *et al*., 2008, Wayne and Connolly, 2002). A confidential tobacco industry document describes a class of casing materials referred to as ameliorants used to "*… smooth out harshness and bitterness and/or eliminate pungent aromas from tobaccos*" (Jenkins *et al*., 1997). Examples of such ameliorants included sugars, cocoa and liquorice. Cocoa, also at levels that do not impart a characterising flavour, can alter cigarette flavour and improve product acceptability (Sokol *et al*., 2014). Various sugars constitute a large proportion of additives, and the sweetness of the smoke is an important characteristic. Thus, product appeal for starters may be further diminished by regulating trigeminal attributes as well. Smoking panels can be used to assess sensory attributes like irritation, impact, flavour, aftertaste. For irritation, it may also be possible to use *in vitro* models.

Some additives have multiple chemosensory effects. Pyrazines, which are flavours resulting from pyrolysis of amines and sugars, are reported to induce chemosensory effects such as reducing the harshness and irritating effects of nicotine and other tobacco smoke constituents in the airways. In addition, they may reinforce the learned behaviour of smoking, enhance elasticity and help optimise nicotine dosing. Wayne and Henningfield also describe evidence from internal industry documents that "smokers develop a taste for specific flavors or characteristics of tobacco use other than nicotine, and come to associate use with these characteristics" (Wayne and Henningfield, 2008). Vanilla, for example, increases mildness, and smokers will switch to other vanilla-containing brands, but not to brands without vanilla taste. Menthol is also known for its taste, as well as inducing a "cooling" effect which masks the harshness and the taste of raw tobacco (Lawrence *et al*., 2011).

Harshness and smoothness. According to the tobacco industry definition, harshness is a chemically-induced physical effect associated with a roughness, rawness experience generally localized in the mouth and to a lesser degree in the upper reaches of the throat and the trachea due to inhalation of tobacco smoke. Harshness can also cause a drying, rasping, coarse, astringent sensation usually associated with the smoke flavour of Virginia or air-cured type tobaccos. Harshness is classically measured in four degrees: (i) Free – an absence of harshness; (ii) Touching – a slight awareness of a sensation; (iii) Scratchy – some discomfort, a stinging effect; and (iv) Harsh – rough, raw, raspy, coarse, astringent, painful inhalation. Reducing the harshness of the smoke makes it possible to inhale deeper and increase the number of puffs, as physical barriers will be reduced (Wayne and Henningfield, 2008).

The harshness depends partly on the tar/nicotine ratio, but may also be decreased by certain additives such as propylene glycol or levulinates. Tar provides a strong flavour and mouth sensation, masking the harsher, bitter taste of nicotine which may be unpalatable to new smokers and uncomfortable to established smokers. Certain highly

flavoured additives may also have the same properties to "smoothen" or reduce the harsh irritation of nicotine in tobacco smoke. In order to make the smoke less aversive and permit deeper inhalation, additives such as liquorice and menthol are used. Another approach is to use nicotine salts that do not cause the same irritation, but are still delivering nicotine or keeping the nicotine effect by means of a quicker absorption by ensuring larger amounts of free nicotine (Bates *et al*., 1999, Keithly *et al*., 2005). Finally, the addition of humectants such as glycerol, propylene glycol and sorbitol keep the humidity of the tobacco product at a desired level; dry tobacco generates an unpleasant harsh smoke.

Impact and smoothness. The term "impact" is widely used in tobacco industry research and documents, and is a tobacco industry term for smokers' subjective awareness of the drug effects of nicotine. Organic acids have been used since the 1950s to improve "smoothness" of cigarettes. For example, Philip Morris found that lactic acid decreased subjective ratings of harshness and bitterness, and produced a sweeter flavour. Citric additives have been used not only for reduced harshness and flavour modification, but also to modify smoke pH, to neutralize nicotine "impact" (an industry term denoting the organoleptic sensation caused by nicotine; smokers often describe this as "throat catch" or "throat hit"). Tartaric and lactic acids likewise modify the pH of smoke. All of these organic acids increased smoothness and are associated with a decrease in nicotine "impact" (Philip Morris, 1989) However, it is unclear whether these effects are due directly to pH modification. Unregulated botanical and chemical additives might have "multiple-use" purposes, such as enhancing flavour and producing "smoother" cigarette smoke, as well as potentially preventing or masking symptoms associated with smoking-related illnesses (Rabinoff *et al*., 2007).

Facilitate the inhalation of tobacco smoke. Certain ingredients have local anaesthetic effects. As a result, coughing due to inhalation of irritating smoke is dampened and the smoker can inhale the smoke deeper (and more frequently). Examples are etheric oils, such as menthol and thymol.

Appearance, smell and irritation of tobacco smoke. In order to make the smoke more attractive not only to the smoker, but also to other people in the proximity of the smoker, it is important that the smoke is appealing and not annoying. This may be attained with additives that make the smoke whiter and more attractive to people seeing the smoke. The TPD prohibits additives having colouring properties for emissions.

Reduced visibility of side-stream is accomplished by the addition of magnesium oxide, magnesium carbonate, sodium acetate, sodium citrate and calcium carbonate to the wrapper (cigarette paper). This has an effect on particle size; particles become smaller and therefore do not easily scatter light and become less visible. Reducing side-stream emissions is based on encapsulating the smoke in an impermeable cone using different types of additives such as potassium succinate, potassium citrate and magnesium carbonate. By combining the use of additives and the look of the tobacco product, greater acceptance of the smoke may be created. Less resistance may be encountered from persons who do not smoke, and at the same time greater pleasure for the smoker may be created. The same agents may also be used to target the individual product at certain target groups (Carpenter *et al*., 2005a, Connolly, 2004).

The smell of the smoke may be also changed so that it is also more attractive and less irritating (Connolly *et al.,* 2000, Ling and Glantz, 2005). Connolly *et al*. (2000) examined tobacco industry patents covering the function of environmental tobacco smoke masking.

These strategies include reducing smoke odour, and reducing side-stream smoke visibility and emissions. Methods to neutralize or reduce lingering smoke odour include addition of acetylpyrazine, anethole and limonene to modify the side-stream odour. These compounds have rather low odour thresholds, and are subsequently easily picked up, while they elicit no trigeminal nerve response. Aroma precursors, e.g. polyanethole provided a noticeable fresher, cleaner and less irritating cigarette side-stream aroma, while others (e.g. cinnamic aldehyde, pinanediol acetal) produce slightly sweet, spicy, clean, fresh, and less cigarette-like aroma. In addition, more "classic" additives (e.g. vanillin, benzaldehyde, bergamot oil, cinnamon/cinnamon extract, coffee extract and nutmeg oil) modify sidestream odour.

Studying sensory effects

Neuro-imaging techniques are used to provide insight into brain processes related to sensory perception. The brain integrates sensory inputs such as taste, touch and smell, and the resulting neural activation can be studied by e.g. fMRI and PET (Small, 2012). Many brain areas are involved, such as brainstem, amygdala, and the orbifrontal cortex. Odours, tastants, and trigeminal stimuli (intranasal irritants) are processed within the olfactory network, gustatory network, and trigeminal network, which are interacting networks (Lundstrom *et al*., 2011). The widespread network involved in the processing of odorants, tastants, and chemical irritants recruits several key cerebral areas, including those responsible for emotions, memories, and reward. Reward consists of the psychological components learning, affect, and motivation (Berridge and Robinson, 2003). Physiological, emotional, cognitive and sensory responses caused by flavours and odours can be tested, also in relation to 'reward dose' in the brain (SCENIHR, 2010b). In research projects conducted by Philip Morris from 1982 to 1995, electroencephalography (EEG), pattern reversal evoked potential (PREP), and chemo-sensory event-related potential (CSERP) were used to measure physiological, sensory, and cognitive changes related to nicotine and to cigarette additives (Rabinoff *et al*., 2007).

2.4.3.7 Interaction of the additive with other additives/ingredient

Tobacco smoke is a complex mixture: 9582 chemical components have been identified so far in tobacco and tobacco smoke (Rodgman, Perfetti, 2013), its composition is qualitatively and quantitatively not fully known and may change, depending on the brand. In addition, tobacco being a natural product, its composition is variable over time from batch to batch even within the same brand. One of the major limitations of using *in vitro* and *in vivo* test systems for the toxicological study of inhalational exposures to compounds in tobacco mixtures is the very high number of components in tobacco smoke and the extreme variability of the mixture. The large number of additives (~ 1260 –SCENIHR Tobacco Opinion 1, 2016) present in the Industry's repertoire add further qualitative and quantitative variability to the mixture. The list is open ended, which means that at present there is no restriction on the use of any number of additional additives as alternative chemicals, precursors etc. Moreover, several of these additives are botanical extracts, which, per se are composed of hundreds of components such as flavours, sugars, pH modifiers. These botanical and phytochemical additives are claimed to have a number of properties, including anaesthetic, antibacterial, anticancer, anti-inflammatory, antifungal, and antiviral properties (Rabinoff, 2007), but these 'apparently beneficial' activities cannot justify their use as additives in tobacco products. Indeed, in some cases, they provide for a "smoother" smoking experience by masking

adverse symptoms caused by smoking (e.g., cough), preventing awareness in the consumer and reductions in cigarette consumption.

The specific purpose and the required concentration is well researched and optimized by tobacco industry before any product is marketed; therefore additives included in the composition of each tobacco product represent a mixture itself. This 'optimal' mixture of additives is intentionally added to a known toxic, carcinogenic and addictive product in order to make the product more palatable by masking the bitter taste, improving the flavour and reduce the irritation of inhaled smoke, optimising nicotine uptake.

The possibility that chemical interactions can occur among different tobacco components and additives and among different additives cannot be excluded. These interaction can consists of direct chemical reactions, forming additional different compounds, or being translated in addition, potentiation or antagonism of the effects induced by additives and tobacco components (being possible that such an interaction occurs at the level of toxicokinetics and at toxicodynamic level). The number of possible interactions and the number of test combinations increase exponentially with increasing numbers of compounds in a mixture. Moreover, the number of experimental groups will also increase with the number of doses of each compound.

As for the general issue of mixture toxicity, in this specific case it can also not be solved by applying an experimental approach, since to test the thousands of possible mixture is not feasible, beside the fact that as previously discussed, their composition is variable. This is an additional reason for not considering suitable the approach of using comparative testing strategies, where differences in effect of the tobacco product with and without the additive are evaluated (see paragraph 3.4.1).

The frameworks for assessing chemical mixtures have been proposed at international and national levels and addressed in several guidance documents.

In most of these documents, the focus is on the mode of action of specific compounds: chemicals with common modes of action will act jointly to produce combination effects that are larger than the effects of each mixture component applied singly. The approach suggested by the non-food SC on mixture toxicity opinion (SCHER, 2012) as well as the one proposed by EFSA (EFSA, 2012 and 2013 on pesticides) can be followed. A case-by-case approach could be useful to define specific testing.

Both the non-food SC and EFSA made use of the WHO/IPCS Framework for Risk Assessment of Combined Exposures to Multiple Chemicals. It is a tiered framework for organising risk assessment tools and data in order to conduct an assessment of combined exposure to multiple chemicals, starting with screening level assessment and proceeding to more complex approaches. The tools and data to be employed are decided on a case-by-case basis by the risk assessor, in order to address the problem at hand, e.g. contaminated site, chemicals in surface water, etc. (Meek *et al.,* 2011).

EU project EuroMix (European Test and Risk Assessment Strategies for Mixtures) will provide a test strategy and test instruments using novel techniques for mixture testing based on new and already existing toxicological tests. The tests will result in data needed for refining future risk assessment of mixtures relevant to national food safety authorities, public health institutes, the European Food Safety Authority (EFSA), the European Chemical Agency (ECHA), industry, regulatory bodies and other stakeholders. https://www.euromixproject.eu/

The following examples show the interactions of compounds with similar function/ activity on the one hand and camouflaged effect of botanicals on the other hand revealing the complexity of ascertaining interaction between additives.

Any additives able to interfere with nicotine bioavailability independent on the mechanism can be the cause of addition or synergism of effects. Using at the same time additives altering the pH of tobacco (e.g. alkalising agents such as ammonium compounds facilitating nicotine passage through the cell membrane in the uncharged volatile form), together with substances such as menthol and thymol, facilitating the inhalation of tobacco smoke (due to local anaesthetic effects) or bronchodilators, such as theobromine (generated from cocoa, caffeine and glycyrrhizine) all together would have a non-negligible impact on nicotine bioavailability in the body. Although they present a low concentration singularly, their action can be deemed as non-relevant.

To these considerations should be added the use of additives that interfere with nicotine metabolism, additives such as the gamma-aliphatic lactones group (see SCENIHR opinion 1, 2016) are mild to weak inhibitors of CYP2A5 and CYP2A6. As CYP2A6 is involved in the metabolism of nicotine, the presence of these chemicals could decrease smokers' metabolism of nicotine and maintain higher blood levels (thus increasing smokers' exposure to nicotine by slowing degradation of nicotine in the bloodstream). Furthermore, the inhibitory effect of these chemicals on CYP2A6, although relatively weak in isolation, might be greater when the chemicals act in combination.

Several patents discussed direct "beneficial" physiological actions of botanical additives. In one US patent cited, it was noted that nicotine in cigarettes has a deleterious vasoconstrictive effect on the cardiovascular system, particularly the blood vessels within and surrounding the heart. It was also noted that vaporized niacin in cigarette smoke has a vasodilating action that helps counteract the vasoconstrictive effect of nicotine. Furthermore, additional "beneficial" effects may be obtained when niacin is combined with rutin (a chemical found in many botanicals), "which is considered effective in reducing and preventing capillary fragility." The patent listed 33 botanicals or vegetable materials, or compounds within them, which also appear on the tobacco industry cigarette additive list (Rabinoff, 2007).

Usage of fruit and vegetable extract concentrates/ botanicals can also give an impression of health benefit to the consumer, so could be considered under the TPD Article 7 2 a. This kind of information is very important as more than 100 of 599 documented cigarette additives have pharmacological actions that camouflage the door of environmental tobacco smoke emitted from cigarettes, enhance or maintain nicotine delivery, could increase the addictiveness of cigarettes, and mask symptoms and illnesses associated with smoking behaviours (Rabinoff, 2007).

2.4.4 Step 4: Reporting

In the fourth and last step, a report needs to be drafted on the activities carried out in Steps 1-3, to be sent to the relevant authorities. The report should include an overall evaluation of the results from Step 1-3. In Annex I a reporting template is provided for this purpose.

In order to limit the financial and administrative burden for both industry and authorities, and the subsequent evaluation of the submitted reports by independent institutes, the formation of consortia and joint reports by industry is endorsed.

2.5 Specific knowledge gaps for the priority list tobacco additives

In addition to the general strategy described in the previous paragraphs, the major data gaps already identified in Tobacco Opinion 1 for the 15 additive included in the EU Commission priority list have been analysed. The analysis was based on the 'Rational for inclusion' taken from Opinion I.

Based on that, the activities to be performed upfront will be described, in order to identify the most appropriate steps (and end-points) to be carried out and to speed up the process, making possible testing feasible in the 18 month time-frame. In same cases (e.g. identification of CMR properties of the unburnt form) it would be possible to identifiy whether or not they should enter the evaluation procedure (having properties that do not meet the criteria of the TPD). Starting at the lowest step, for each of the 15 additives on the priority list, recommendations for experimental activities to fill the data gaps recognised in Tobacco Opinion 1 are given. If the outcome is negative (i.e. no effect which does not meet the TPD criteria is demonstrated), they will enter the general strategy of testing and be considered as any other compound. Although the selection was based on the data available, it is recommended to address the extensive literature search also for the 15 priority list chemicals and to apply the WoE approach, as described in step 1.

2.5.1 Carob bean

Synonyms: Locust bean extract, St. Johns bread extract

CAS number: 9000-40-2/84961-45-5

Rational for inclusion

Carob bean extract is rich in carbohydrates/sugars. It pyrolyses extensively and the combustion of the high carbohydrate/sugars leads to formation of carcinogenic and toxic compounds (e.g. benzene, polycyclic aromatic hydrocarbons, and phenol), aldehydes (acetaldehyde, formaldehyde, and acrolein), organic acids and caramel colour and flavours.

The aldehydes, acetaldehyde, acrolein and 2-furfural can be generated from the combustion of the sugars contained in carob bean extracts. Different combinations of aldehydes are generated and it is likely aldehydes other than acetaldehyde intervene directly or through the generation of new compounds in the smoke in the inhibition of MAO. Converging data indicate that MAO (monoamine oxidase) inhibitors contained in tobacco and tobacco smoke act synergistically with nicotine to enhance addiction potential (SCENIHR 2010). In addition, toxic aldehydes are also formed. Carob bean extract has a sweet, fruity, chocolaty flavour and contributes to making smoking more attractive by improving flavour, thereby masking its bitter taste and reducing the harshness of smoking.

Carob bean extract is a chemically undefined complex additive containing hundreds of chemicals. Information on the exact chemical composition of this complex tobacco additive is lacking (e.g. carbohydrate, proteins/amino acids and fats, pH modifiers, and psychoactive chemicals). Moreover, analytical information on the number and concentration of flavour compounds including 'character impact compounds', present *per se* and generated upon heating is also not available in the public domain.

For example, pyrazines are important flavour impact compounds that are formed under pyrolytic conditions via reactions between amines and carbonyl compounds, generally sugars. Several pyrazines are also reported as additives to cigarettes to impart flavour in low tar cigarettes. (Alpert *et al*., 2015).

This information can facilitate the assessment of the influence on the carob bean extract on palatability, pro-addictive effect and the interaction with other additives and tobacco chemicals.

Priority activities

Step 1: Data on the chemical composition of the carob bean extract should be provided by industry with emphasis on the concentrations of constituents of relevance;

Step 2: Some information on the effect of pyrolysis of carob bean extract is available, however, it is necessary to:

- further chemically define its pyrolysis products and

- evaluate the CMR properties of its pyrolysis products.

In case of positive results for genotoxicity/carcinogenicity of its pyrolysis products the use of carob bean extract as a tobacco additive would not meet the TPD requirement and no additional testing would be required.

If it is not proven, the additive can enter the tiered procedure for evaluation. The assessment of its pyrolysis product on palatability, pro-addictive effect and the interaction/synergistic effect with other additives and tobacco chemicals should be presented (Step 4).

2.5.2 Cocoa and cocoa products (powder, extracts, shells of cocoa bean etc.)

Complex mixture from Theobroma cacao beans

CAS Numbers: 95009-22-6 (cocoa powder), 84649-99-0, 84649-99-3 (cocoa extract)

Rational for inclusion

Many forms of cocoa additives such as extracts and powders are used frequently and in relatively high amounts. Added as flavour or casing to tobacco (cocoa extract is the most abundantly used, with 847 counts in NL ingredient lists, none in NTM, total number of brands 4265), average (weight %) 0.105 (0.198). The maximum amount of cocoa as tobacco additive is around 1 % of the total tobacco weight (RIVM, 2012).

Regarding toxicity, the effects of cocoa inhalation through smoking have not been studied. The risk associated with the generation of combustion products produced upon cocoa pyrolysis has not been thoroughly studied and thus, conducting an adequate risk assessment for cocoa or its pyrolysis products is currently not possible.

Regarding addictiveness, several pharmacological effects of cocoa-derived ingredients were reported, including the bronchodilatory effect of theobromine and caffeine, which result in improved bioavailability of nicotine, although data available so far indicate that

the content of theobromine per cigarette seems to be too low to have a bronchodilating effect on the lungs (SCENIHR, 2010). Furthermore, reaction products of tryptophan, phenylethylamine, tryptamine and tyramine, are thought to exert monoamine oxidase-inhibiting properties. In general, the pharmacologically active substances present in cocoa do not exclude a psychopharmacological effect in humans, owing to the low exposure concentrations and/or the inability of these substances to cross or reach the blood-brain barrier. Due to a lack of studies specifically on the psychoactive effects of cocoa added to tobacco, there is insufficient evidence that adding cocoa to tobacco makes cigarettes more addictive.

Regarding attractiveness, the addition of cocoa to tobacco is intended to enhance flavour. More data are needed on the amount of cocoa that imparts a noticeable flavour.

Priority activities

Based on the available data, cocoa and cocoa products may increase attractiveness and addictiveness and increase inhalation and nicotine uptake. The percentage of cocoa used in cigarettes ranges from 0.2% to 0.66%. The content of theobromine and caffeine per cigarette may be too low to have a bronchodilating effect on the lungs and thereby increase the absorption of nicotine. Therefore, there is uncertainty with regard to the direct effect of cocoa additives on the bioavailability of nicotine and more studies are required.

Step 2: Pyrolysis of cocoa results in the generation of minor amounts of phenol, o-, m-, p-cresol, xylenols, catechol, palmitic acid and stearic acid (<0.001% (w/w) in tobacco) and nitrous gases, carbon monoxide and dioxide. Tryptophan combustion can generate 3-amino-1,4-dimethyl-5H-pyrido(4,3-b)indole and 3-amino-1-methyl-5H-pyrido-(4,3-b) indole. Furthermore, tryptophan contains reactive groups and forms reaction products with other compounds during combustion, such as beta-carbolines, including harman (RIVM, 2002). The resulting anti-depressive effects of harman have been suggested to contribute to addiction caused by cigarette smoking. Reaction products of tryptophan, phenylethylamine, tryptamine and tyramine, which are formed during combustion, are thought to exert monoamine oxidase inhibiting properties. Nevertheless, the risk associated with the generation of combustion products produced upon cocoa pyrolysis has not been thoroughly studied and should be carefully evaluated.

Step 3: The exposure to cocoa and cocoa-derived ingredients transferred to cigarette smoke in their pure forms is negligible compared with the exposure to these compounds through food and drinks (RIVM, 2002). However, the consequences of the exposure through inhalation have not been studied. Exposure through smoking should not be neglected as it represents two different types of exposure through inhalation of (1) cocoa itself and (2) combustion products of cocoa and its ingredients (RIVM, 2002).

Several mechanisms of enhancing addictiveness of smoking have been proposed, however, it is unclear whether sufficient amounts of psychoactive compounds are produced to exert psychopharmacological effects that would increase addictiveness. Chocolate flavour may make cigarettes more palatable to younger, first time users and may indirectly facilitate dependence by providing enhanced flavour and mouth sensations, potentially serving as a cue for drug reward. Due to a lack of studies specifically directed to the psychoactive effects of cocoa compounds added to tobacco on

addiction, there is insufficient evidence that the addition of cocoa to tobacco contributes to the addictive properties of cigarette smoking.

The addition of cocoa to tobacco is intended to enhance flavour and therefore smoking may result in a characterising flavour. However, although a considerable percentage of cigarette weight could be cocoa additives, it is not known to what degree this influences the flavour of inhaled mainstream or side stream smoke, and especially how this might influence smoking initiation in youths (Fowles, 2001).

2.5.3 Diacetyl

CAS-nr: 431-03-8
Synonyms: butanedione, butane-2,3-dione

Rational for inclusion

Diacetyl exposure may lead to serious lung disease after inhalation. For a proper risk assessment, it is necessary to better characterise the concentrations in mainstream smoke. SCOEL accepted that there is uncertainty about the importance of the genotoxicity of diacetyl. There were no data on carcinogenicity. In addition, it can create a characterising flavour, which can contribute to increasing attractiveness.

Priority activities

Based on the rational for inclusion, the mean open questions concerning diacetyl are:

- Uncertainty concerning the genotoxicity of diacetyl and no data on carcinogenicity.
- No sufficient data was found concerning the burned (pyrolysis) product.
- Exposure may lead to lung disease after inhalation and should be assessed in appropriate tests.
- Due to the typical flavour of diacetyl it is unclear whether the compound can add to the olfactory cue and attractiveness of the smoking product. The question whether this flavour is distinguishable (attractiveness) and/or has a "smoothing" effect on the smoke (attractiveness/addictiveness) remains unclear.

The first activity to be carried out is related to the need to rule out the genotoxicity of the compound. In case of identification of genotoxic potential, the additive will be out according to the TPD provisions, otherwise it should enter the step-wise procedure.

Step 1: Additional data should be searched to address the above mentioned questions

Step 2: Pyrolysis products should be studied

Step 3: Toxicity testing for inhalation exposure and then for characterizing flavour, inhalation facilitation and addictiveness (considering its potential characterising flavour as well as the "smoothing" effects.

2.5.4 Fenugreek extract

Synonyms: fenugreek (trigonella foenum graecum l.) extract, resin, & absolute
CAS number: 84625-40-1
Physical properties: Complex mixture, dark brown paste

Rationale for inclusion

Natural/botanical concentrates/extracts/resins (e.g. from several fruits - fig, plum, raisins, fenugreek, carob, cocoa, caramel, rum, etc.) form a large number of tobacco additives. They are poorly characterised complexes of several to hundreds of chemicals; the composition further depends upon variable factors influencing botanical source andpreparation methods. Although generally recognised as safe as food additives and flavours, this classification is not valid for their inhalation effects and pyrolysis products in tobacco smoke. The combustion/pyrolysis chemistry of each of these additives is not well known in terms of their physiological, toxicological and synergistic additive effects to potentiate the harmful effects of tobacco smoke.

However, many of the botanical extracts have a rich carbohydrate/sugar content, together with varying amounts of proteins, amino acids and other flavour compounds. The pyrolysis of this class of compounds has been well reported. Upon combustion/pyrolysis at temperatures (up to 900°C) attained during smoking, these compounds, especially the carbohydrates, give rise to a complex mixture of toxic, carcinogenic and mutagenic compounds, as well as aroma/flavour compounds.

Compounds formed include smoothing agents (e.g. organic acids), flavours (e.g. caramel), compounds that facilitate nicotine delivery (e.g. aldehydes) and compounds with CMR properties (e.g. PAHs, formaldehyde). Moreover, pyrazines are important flavour impact compounds that are formed under pyrolytic conditions via reactions between amines and carbonyl compounds, generally sugars. Several pyrazines are also added as additives to cigarettes to impart flavour to low tar cigarette (Alpert *et al*., 2015). The complex mixtures used as additives cause tremendous harm and contribute to CMR properties, addictiveness and attractiveness of tobacco smoke.

Priority activities

Step 1: Data on the chemical composition and specification of the Fenugreek extract (powder, concentrate) should be provided by industry with emphasis on the concentrations of constituents of relevance, production procedure, maximum levels for microorganisms and possible contaminants. According to available information, Trigonella foenum-graecum seeds contain mucilage, trigonelline, 4-hydroxyisoleucine, sotolon, diosgenin, phenolic acids, and protodioscin.

The use of fruit and vegetable extract concentrates, such as fenugreek extract, are acknowledged to be beneficial to health, fig extract can thus give an impression of health benefit to the consumer, so could be considered under the *TPD Article 7 2a*. Moreover, as it is also used as medicinal product, this could also give the impression of health protection.

Step 2: Fenugreek extract does not transfer intact to the mainstream smoke, but undergoes extensive pyrolysis. Based on the available studies (Baker and bishop 2005), pyrolysis products from fenugreek extract include, pyridine, benzene (carcinogen), toluene and furfural The pyrolysis products once characterised should be evaluated along the procedure.

If the evaluation shows that it is warranted to move on to step 3, the effects which have been considered as matters of concern (e.g. neuropharmacological activities, CNS depressant and stimulant as well as allergic reaction and exacerbation of asthma should be investigated first. The burden of proof is on the industry to use the proposed step-

wise system and the general strategy described, to prove that the additive is safe on all counts of toxicity, addictiveness and characterizing flavour in the unburnt and burnt form.

2.5.5 Fig extract

Complex mixture (ficus carica l. extract)
CAS number: 90028-74-3 (any other related one if used)
CoE number: 198

Rationale for inclusion

Natural/botanical concentrates/extracts/resins (e.g. from several fruits - fig, plum, raisins, fenugreek, carob, cocoa, caramel, rum, etc.) form a large number of tobacco additives. They are poorly characterised complexes of several to hundreds of chemicals; the composition further depends upon variable factors influencing botanical source and preparation methods. Although generally recognised as safe as food additives and flavours, this classification is not valid for their inhalation effects and pyrolysis products in tobacco smoke. The combustion/pyrolysis chemistry of each of these additives is not well known in terms of their physiological, toxicological and synergistic additive effects to potentiate the harmful effects of tobacco smoke.

However, many of the botanical extracts have a rich carbohydrate/sugar content, together with varying amounts of proteins, amino acids and other flavour compounds. The pyrolysis of this class of compounds has been well reported. Upon combustion/pyrolysis at temperatures (up to 900°C) attained during smoking, these compounds, especially the carbohydrates, give rise to a complex mixture of toxic, carcinogenic and mutagenic compounds, as well as aroma/flavour compounds.

Compounds formed include smoothing agents (e.g. organic acids), flavours (e.g. caramel), facilitating nicotine delivery (e.g. aldehydes) and with CMR properties (e.g. PAHs, formaldehyde). Moreover, pyrazines are important flavour impacting compounds that are formed under pyrolytic conditions via reactions between amines and carbonyl compounds, generally sugars. Several pyrazines are also added as additives to cigarettes to impart flavour to low tar cigarettes (Alpert *et al*., 2015). The complex mixtures used as additives cause tremendous harm and contribute to CMR properties, addictiveness and attractiveness of tobacco smoke.

Priority activities

Step 1: Data on the chemical composition of the fig extract should be provided by industry with emphasis on the concentrations of constituents of relevance, production procedure, maximum levels for microorganisms and possible contaminants. The use of fruit and vegetable extract concentrates, such as fig extract are acknowledged to be beneficial to health, fig extract can thus give an impression of providing a health benefit to the consumer, so could be considered under the *TPD Article 7 2 a*.

Step 2: It does not transfer intact to the mainstream smoke, but undergoes extensive pyrolysis. Information available so far indicates that pyrolysis products include formation of benzene, toluene; in addition the combustion of the sugars lead to the formation of carcinogenic polyaromatic hydrocarbons, a variety of aldehydes, such as acetaldehyde (irritant and possible carcinogen), acrolein (irritant), 2-furfural and a mixture of organic

acids. Different combinations of aldehydes are generated and it is likely aldehydes other than acetaldehyde intervene directly or through the generation of new compounds in the smoke in the inhibition of MAO. Converging data indicate that MAO (monoamine oxidase) inhibitors contained in tobacco and tobacco smoke act synergistically with nicotine to enhance addiction potential (SCENIHR 2010). The burden of proof is on the industry to to use the proposed step-wise system and the general strategy described, to prove that the additive is safe.

2.5.6 Geraniol

CAS number 106-24-1

Rational for inclusion

Geraniol is a known flavouring agent for food and is added to tobacco products for flavouring (one of the factors potentially contributing to attractiveness). More data are needed on the amount of geraniol that imparts a noticeable flavour other than tobacco. No data are available regarding addictiveness.

To perform a toxicity risk evaluation, it is necessary to know the exposure level of geraniol through cigarette smoking. Therefore, research is needed to determine the amount of geraniol in mainstream cigarette smoke. However, considering that the toxicological properties of geraniol are mainly linked to a high potential for skin sensitisation (in addition to skin and eye irritation), no levels considered safe for the majority of consumers could be established from the available data. Geraniol oxidation products (e.g. geranial, epoxy-geraniol, epoxy-geranial) are also potent sensitizers in animals. It could be expected that geraniol would be a respiratory sensitiser (although no information is available on this issue).

It is unknown if geraniol combustion products (about 10-15% of the additive) formed upon smoking a cigarette are toxic or not. Additional pyrolysis experiments are recommended.

Priority activities

Step 1: The chemical characterization of the additive is of paramount importance: indeed, geraniol can contain the relevant impurity methyleugenol, which is a genotoxic carcinogen. Only in the absence of that impurity, proven by specific certificate of analysis, could geraniol be considered as a possible candidate as a tobacco additive.

Step 3: In the case of geraniol, the local toxicity is relevant, as it is a known skin and eye irritant. Furthermore, geraniol and many of its oxidation products (by air oxidation and by metabolic transformation) have already been proven to be skin sensitisers in predictive animal tests. Indeed, geraniol is included among the fragrance substances of clinical importance known to be a prehaptens as well as a prohaptens.

For skin sensitisation, the SCCS considered that 0.01% could be efficient in limiting elicitation. No data are available for irritation of mucosa in the airways as well as for respiratory sensitisation, but since there is a high potential for inducing that kind of effects, also considering that the few pyrolysis studies available indicate that geraniol is mainly (85-90%) transferred intact to smoke, these should be tested first. In case of

positive results, the use of geraniol as a tobacco additive should be not allowed and no additional testing would be necessary.

In case it could be demonstrated that geraniol is not a respiratory irritant and sensitizer, the additive can enter the procedure for evaluation.

Step 1: The collection of the available data could be useful anyway, although as already indicated in Tobacco Opinion I, this would lead to confirming that data are available to demonstrate that pure geraniol did not induce gene mutations in *Salmonella typhimurium* and mammalian cells and although equivocal response resulted in an *in vitro* clastogenicity test, its genotoxicity can be reasonably considered eligible. In addition, after long-term studies no carcinogenicity potential was attributed to food grade geranyl acetate (29 % citronellyl acetate and 71% geranyl acetate). Therefore those end-points are already addressed. Since the oral absorption has been demonstrated to be >80%, the systemic toxicity after inhalation (also assuming a total absorption through the lung (100%) the effects are not expected to be different. Since the relevant NOAEL are relatively high (558 mg geraniol/kg bw per day for rats and 279 mg geraniol/kg bw/day for mice), systemic general toxicity is not considered relevant at the doses used as tobacco additive. Therefore these end-points are addressed.

Step 2: additional standardised pyrolysis experiments are recommended to identify the products formed other than geraniol, to be then evaluated for their toxicological properties plus attarctiveness and addictiveness.

Step 3: characterising flavour should be addressed first, since geraniol is a known flavouring agent for food and is added to tobacco products for flavouring (one of the factors potentially contributing to attractiveness). More data are needed on the amount of geraniol that imparts a noticeable flavour other than tobacco.

2.5.7 Glycerol

CAS number: 56-81-5

Rational for inclusion

Glycerol is added as a humectant to tobacco (to help keep it moist). Its addition is mostly during the "casing" of the tobacco. The amount of glycerol present in cigarettes depends on the cigarette brand. The levels of glycerol added to tobacco in the EU is reported to be on average 1.1 %, with a maximum level comprising 4.5 % of the total weight.

Regarding toxicity, it was reported by the tobacco industry that the transfer rate of glycerol to mainstream smoke is 12 %. A risk assessment procedure using a Margin of Exposure (MOE) analysis concluded that there are risks of effects on the respiratory tract epithelium from glycerol. No thorough assessment on systemic effects was done.

Pyrolysis studies indicate almost 100 % intact transfer of glycerol (Baker & Bishop, 2004; Purkis *et al*., 2011). However, it was found that less than 0.1 % of the blend glycerol is converted to acrolein in mainstream smoke for different cigarette designs and smoking regimes tested (Yip *et al*., 2010). Acrolein is a toxic compound that is highly reactive and causes irritation in the respiratory tract. The relationship between added glycerol and acrolein formation is unclear and further research is needed.

Regarding addictiveness, no data were reported to suggest that glycerol plays a role in smokers' addictiveness to cigarettes.

Regarding attractiveness, humectants are added to trap water, thereby keeping the moisture in the tobacco and preventing it from drying out. Glycerol is, therefore, considered to positively influence the attractiveness of cigarette smoking, given that humidification improves the palatability of cigarettes. Glycerol does not have a strong flavour, and is, therefore, not expected to impart a noticeable flavour.

Priority activities

Step 2 Step 3: Pyrolysis studies have found that glycerol is converted to acrolein in mainstream smoke and is also generated during the combustion of many other products in tobacco. Both glycerol and acrolein cause irritation to the respiratory tract and acrolein is highly reactive. The relationship between added glycerol and acrolein formation is unclear and further research is needed.

The additive effects of glycerol or its reactivity with other compounds should be further investigated.

No thorough assessment of the systemic effects of glycerol has been done so this should be looked at further.

2.5.8 Guaiacol

CAS number 90-05-1

Rational for inclusion

Guaiacol is a known flavouring agent for food and is added to tobacco products for flavouring (one of the factors potentially contributing to attractiveness). More data are needed on the amount of guaiacol that imparts a noticeable flavour other than tobacco.

Its use as a local anaesthetic can enhance smoke inhalation, thus potentially contributing to addictiveness.

To perform a toxicity risk evaluation, it is necessary to know the exposure level of guaiacol through cigarette smoking. Therefore, research is needed to determine the amount of guaiacol in mainstream cigarette smoke.

Guaiacol is a severe eye irritant, a skin irritant and also reported to be a respiratory tract irritant. Other toxicological information on repeated exposure is scant. On the basis of results on structurally related compounds, effects are likely related to the irritation potential at the contact site, generating hyperplasia. Apart from the absence of mutagenicity tested with the Ames test, the only genotoxicity test on mammalian cells gave positive results (SCE in human lymphocytes). More data are needed for a better evaluation.

Pyrolysis experiments performed with lignin found many guaiacol derivatives besides guaiacol itself and suggest that it transfers largely intact into the smoke.

Priority activities

Since the genotoxic potential of guaiacol is of concern, this is the first issue to be clarified. The SCHEER is aware that negative results have been already published by using the *Ames test*; however, positive results were obtained with human lymphocytes: these data have to be confirmed or denied by means of results coming from appropriate *in silico*/*in vitro* methods (**Step 3**).

In case of positive results, guaiacol would not meet the TPD requirement (see art.7), no additional testing would be necessary, therefore the procedure can go directly to **Step 4.**

If guaiacol could be proved not to have genotoxic properties, the additive can enter the step-wise procedure for evaluation, starting with Step1.

Step 2: Pyrolysis products should be then considered. In case there are no objections, the evaluation should proceed to step 3.

Step 3: Guaiacol is a severe eye irritant, a skin irritant and also reported to be a respiratory tract irritant: these properties should be specifically addressed as a priority. In addition, properties as local anaesthetic, potentially contributing to addictiveness, should be investigated as a second priority. In case there are no objections, all the other toxicity end-points should be considered.

2.5.9 Guar gum

Synomyms: Guaran, Guar Flour, Jaguar

CAS number: 900-30-0 (Guar depolymerised CAS number: 68411-94-9) and others

Rational for inclusion

Guar gum is an extract of the seeds of the guar bean plant. Guar gum consists of high molecular weight polysaccharides and some amount of protein. Reconstituted tobacco is made up of mashed tobacco stems and other parts of the tobacco leaf that would otherwise be discarded. Guar gum (and its derivatives) is added to reconstituted tobacco in cigarettes. Guar gum is also used to prepare the cigarette paper that wraps the tobacco.

The amount of guar gum added to bind the tobacco can make up between 0.6-1.8 % of the total weight of the tobacco used in one cigarette. Guar gum is generally regarded as safe for use in food and cosmetics. However, guar gum does not transfer intact to the mainstream smoke, but undergoes pyrolysis, giving rise to toxic/carcinogenic (e.g. formaldehyde, benzo(a)pyrene and benzene) compounds. Irritating and toxic fumes, gases and acrid smoke can be formed when the additive is heated to decomposition.

Regarding flavours, it is well known that the thermal degradation of sugars and carbohydrates at lower temperatures as in foods contribute to complex aromas. Several flavour compounds were reported due to pyrolysis reactions of guar gum. These flavour compounds singly or in combination with the thousands of other smoke constituents can act synergistically and contribute to the attractiveness of smoking by improving smoke flavour, thereby masking its bitter taste, reducing the harshness of smoking, creating

sensory cues, which all could contribute to the optimisation of nicotine dosing and enhance abuse potential.

Guar gum is hazardous when heated to decomposition, emitting acrid smoke and irritating fumes. Although some information on the effect of pyrolysis is available from the internal industry documents, further chemically defining this additive from the point of view as a tobacco additive and its pyrolysis products would help confirm/facilitate the assessment of the influence on the carob bean extract on toxicity/carcinogenicity, palatability, pro-addictive effect and the interaction/synergistic effect with other additives and tobacco chemicals.

Priority activities

Step 1: Data on the chemical composition of the guar gum should be provided by industry with emphasis on the concentrations of constituents of relevance.

Step 2: Some information on the effect of pyrolysis of guar gum is available, however, it is necessary to:

- further chemically define its pyrolysis products and

- evaluate the CMR and other toxicological properties of its pyrolysis products.

In case of positive results for genotoxicity/carcinogenicity of its pyrolysis products the use of guar gum as a tobacco would not meet the TPD requirement; no additional testing would be required and the procedure could go directly to Step 4.

Step 3: If CMR properties are not proven by available data, the additive can enter the step-wise procedure for evaluation, analysing data other than those related to CMR properties. The assessment of its pyrolysis product on palatability, pro-addictive effect and the interaction/synergistic effect with other additives and tobacco chemicals should be analysed.

2.5.10 Liquorice

CAS numbers: 1405-86-3 (α-D-Glucopyranosiduronic acid), 103000-77-7 (β-D-Glucopyranosiduronic acid)

Rational for inclusion

Liquorice is a natural extract of the root of the liquorice (*Glycyrrhiza glabra*) plant – logically a not completely defined complex mixture of compounds. When heated to decomposition, it emits acrid smoke and irritating fumes. More than 400 compounds were isolated from Glycyrrhiza species. Liquorice extracts are used to improve the organoleptic properties of tobacco smoke, making the harsh cigarette smoke palatable, thereby enhancing the attractiveness of smoking. The taste and flavour of tobacco with added liquorice/liquorice root are described as sweet, woody and round. The major active principle of liquorice is the sweet tasting triterpene glycoside glycyrrhizin.

Glycyrrhizin is a bronchodilator. It is not clear whether the levels present are sufficient for this effect, although a synergistic effect with other compounds in cigarette smoke may be expected.

It is expected to pyrolyse extensively, but there is a lack of information on the pyrolysis products formed, which would help facilitate the assessment of the influence on toxicity/carcinogenicity. Additionally, the effect of liquorice on bronchodilation, alone or in combination with other additives and/or tobacco constituents, needs to be ascertained to better understand its effect on the ease of inhalation of nicotine and other alkaloids, thereby potentiating addictiveness.

Priority activities

The potential genotoxic effects of liquorice extract have been postulated.

Starting with **Step 1** and if necessary **Step 3** this end-point should be addressed first, to identify alert for the genotoxicity and carcinogenicity of the additive.

Step 2: additional standardised pyrolysis experiments are recommended, to identify the products formed during the combustion process of liquorice, to be then evaluated for their CMR properties.

In case results are negative, the evaluation of the effects of long-term inhalation exposure to liquorice with different content of glycyrrhizic acid should consier that both renal and hepatic 11-beta-hydroxysteroid dehydrogenase (converts cortisol to cortisone) as well as hepatic delta-4-5-beta-steroid-reductase (inactivates glucocorticoids and mineralocorticoids) are inhibited by glycyrrhetinic acid, which can lead to pseudohyperaldosteronism and elevated blood pressure. The flavonoids licochalcone A and B inhibit the elevation of calcium ions induced by thrombin, in a dose-dependent manner. They also inhibit thrombin-induced platelet aggregation *in vitro*. Licochalcone A and B were tested with human neutrophils and were found to inhibit the formation of leukotrienes B1 and C4, cyto B-induced lysosomal enzyme, platelet activating factor, n-formyl-methionyl-leucyl-phenylalanine and calcium ionophore A.

Hypokalemia, hypernatremia, and water retention are primary problems associated with chronic liquorice ingestion. Changes in the sodium/potassium ratios may result in pH changes. Cardiomyopathy, pulmonary edema, myoglobinuria, ptosis, myopathy, tetany, cramping, seizures, and rhabdomyolysis have also been reported in patients following chronic, excessive liquorice ingestion. Only if it could be demonstrated that chronic liquorice inhalation with tobacco smoke has no systemic effects, could the additive enter the step-wise procedure for evaluation. The safety evaluation of glycyrrhizic acid should be based on the data from humans. Since the oral absorption has been demonstrated to be high, the systemic toxicity after inhalation (also assuming a total absorption through the lung (100%) the effects are not expected to be different. Since the relevant NOAEL is relatively high (2 mg glycyrrhizic acid / kg bw per day for healthy volunteers) and the blood serum half-life is 5 hours, the risk of systemic general toxicity may not be high at the doses used as tobacco additive.

Step 3: all the testing regarding general systemic toxicity in chronic inhalation exposure and the one regarding characterising flavour as contribution to attactiveness should be addressed; since liquorice can mask the undesirable characteristics of tobacco smoke and acts as a bronchodilator the possibility for facilitating nicotine uptake should be analysed. More data are needed on the amount of liquorice and glycyrrhizic acid that imparts a noticeable flavour other than tobacco. No data are available regarding addictiveness.

2.5.11 Maltol

CAS Number: 118-71-8
Synonyms: 3-Hydroxy-2-methyl-4-pyrone, 3-Hydroxy-2-methyl-4H-pyran-4-one, Palatone, Larixinic acid, Talmon.

Rational for inclusion

Following the EFSA report on maltol (FGE19 and FGE213 and FGE213 rev 1 - EFSA, 2008, 2009 and 2014), the concern for genotoxicity could not be excluded. Therefore, maltol will be on the priority list until data on its genotoxicity are clarified. In addition, possible effects on the CNS must be clarified.

Priority activities

The main open questions concerning maltol are therefore uncertainty concerning the genotoxicity.

If the existing information (**Step 1**) does not clarify the uncertainties, some additional testing should be undertaken based on the OECD TG (**Step 3**).

If maltol is proven not to be genotoxic, the additive can enter the step-wise procedure for evaluation.

Since an inhibition of the response of the GABAA receptors in the presence of maltol has been reported which may contribute to CNS stimulation/addictiveness, these are the priority effects that should be investigated in Step 3.

In addition to the above, the following issues were identified:

Maltol and other hydroxyl cyclohexanone derivatives (such as ethyl maltol) are used to augment or enhanc the taste of consumable materials, with a typical odour of cotton candy and caramel. No information on minimum levels of odour awareness was found. Reports on the health effect of maltol also underline its potential anti-apoptotic effect. It is unclear whether the anti-apoptotic is specific directed to healthy cells, neoplastic cells and/or cells undergoing mutations.

2.5.12 Menthol

CAS numbers: l-Menthol: 2216-51-5; D-Menthol: 15356-70-4; D/L Menthol: 89-78-1; Menthol: 1490-04-6

Rational for inclusion

Menthol is one of the most commonly used tobacco additives worldwide. It is a monocyclic terpene alcohol that is used primarily for its chemosensory effects of creating perceptions of a cooling minty taste and smell. Menthol is added at a continuum of concentrations, from imperceptible amounts to levels imparting different levels of a characterising flavour.

In addition, several additives and formulations are used to simulate menthol effects. Menthol induces anaesthetic and sensory effects, facilitates deeper inhalation and adds to the impact of nicotine.

Menthol is a multifunctional additive. It is an effective anaesthetic, antitussive agent that may increase the sensation of airflow and inhibit respiratory rate, thereby allowing increased lung exposure to nicotine, tar and toxic constituents, while masking reactions like coughing or other early warning signs of respiratory disease. It may increase the absorption and lung permeability of smoke constituents, thereby increasing nicotine and carcinogen uptake. It may also decrease nicotine/cotinine metabolism leading to higher doses of nicotine. It is one of the additives that was originally added to create the impression that a tobacco product has health benefits and/or reduced health risks. It affects multiple sensations including taste, aroma and tactile smoothness, and enhances abuse liability. Its pharmacological actions reduce the harshness of smoke and the irritation from nicotine, and may increase the likelihood of nicotine addiction in adolescents and young adults who experiment with smoking andit may make it more difficult to quit.

In 2011, the FDA Tobacco Products Scientific Advisory Committee (TPSAC, 2011) concluded that menthol 1) impacts youth initiation, 2) contributes to adults continuing to smoke, and 3) has an adverse impact on public health by increasing the numbers of smokers with resulting premature death and avoidable morbidity. Finally, they concluded that the "removal of menthol cigarettes from the marketplace would benefit public health in the United States" (TPSAC, 2011; FDA, 2011).

Independently, the US Food and Drug Administration undertook a thorough review and concluded that the data suggested that menthol use is likely associated with increased smoking initiation by youth and young adults, greater addiction, greater signs of nicotine dependence and less likelihood of successfully quitting smoking. These findings, combined with the evidence indicating that menthol's cooling and anaesthetic properties may reduce the harshness of cigarette smoke and the evidence indicating that menthol cigarettes are marketed as a smoother alternative to non-menthol cigarettes, make it likely that menthol cigarettes pose a public health risk above that seen with cigarettes without menthol (FDA, 2013). The review concluded that although there is little evidence that menthol cigarettes *per se* are more toxic than menthol-free cigarettes, adequate data indicate that menthol presence is associated with increased smoking initiation and greater addiction, especially among young people, as confirmed later by the studies of Nonnemaker *et al*. (2013) and Brennan *et al.* (2015).

Indeed, smokers usually using menthol cigarettes develop greater nicotine dependence, which is likely associated to the anaesthetic properties that reduce the harshness of smoke. In addition, menthol cigarette smokers are less successful quitting smoking (Smith *et al.,* 2014). Recent perception studies confirm earlier work showing that smokers, especially young adults, perceive menthol cigarettes as less harmful (Brennan *et al.,* 2015; Wackowski and Delnevo, 2015).

With regard to toxicity, Noriyasu *et al.* (2013) exposed cell cultures to menthol and nonmenthol smoke and found that cell death was significantly enhanced by mentholated smoke, whereas menthol alone was inert. This suggests a synergistic effect with other smoke-compounds and requires further study. A recent study conducted in mice showed that menthol at low concentration strongly suppressed respiratory irritation due to acrolein and cyclohexane, which are smoke irritants in naïve mice. Additionally, menthol suppressed irritation by tobacco smoke in mice. Menthol increased blood cotinine levels, which is a biomarker of nicotine uptake. Thus, menthol appears to suppress smoke-induced irritation, making it easier to inhale smoke and increasing the dosage of

nicotine. Due to the similarities in menthol's pharmacology in humans, experiments in animal models suggest that beginning smokers likely prefer menthol-containing cigarettes because their respiratory tract is less irritated. At the same time, these smokers are exposed to higher levels of nicotine and become addicted faster and are less likely to quit smoking (Ha *et al*., 2015).

At lower application levels, menthol can be used to increase smoothness and reduce harshness in cigarette smoke. This is likely the main reason for use of menthol as an additive, also in "non" menthol brands. Therefore, research to ascertain the physiological and pharmacological impact of low menthol and its interaction with other chemicals, interaction with nicotine, on palatability and inhalation of smoke/nicotine, etc. is recommended.

Priority activities

Step 2: Based on the available studies, pyrolysis of menthol may result in carcinogenic substances (concern category d). There is uncertainty with regard to the nature of the pyrolysis products. Pyrolysis studies should be carried out to identify these products and the products should be evaluated.

Step 3: Based on the available data, menthol is concluded to impart a characterising flavour if added in sufficient amounts, facilitate inhalation and addictiveness of tobacco products and increase inhalation and nicotine uptake (concern categories a and c). Uncertainty is low. Further testing to show whether menthol is or is not addictive or does or does not increase attractiveness is not recommended in view of the strength of the data.

Further studies are needed into the suggested synergistic effect of menthol with other smoke compounds. Research to ascertain the physiological and pharmacological impact of low menthol and its interaction with other chemicals, interaction with nicotine, on palatability and inhalation of smoke/nicotine, etc. is recommended.

2.5.13 Propylene glycol

CAS number: 57-55-6

Rational for inclusion

Propylene glycol (PG) is added as humectant to tobacco, rather frequently and in relatively high amounts (1599 counts in NL ingredient lists, 23 in NTM, total number of brand 4265), average (weight %) 1.579 (1.636).

Regarding attractiveness, humectants are added to trap water, thereby keeping the moisture in the tobacco and preventing it from drying out. Internal tobacco industry documents reported that adding 3-7 weight percent of PG increased the mildness and reduced irritation (although this is higher than amounts typically present in tobacco cigarettes). Propylene glycol is, therefore, considered to positively influence the attractiveness of cigarette smoking given that humidification improves palatability of expected to impart a noticeable flavour.

Regarding addictiveness, no data were reported to suggest that propylene glycol plays a role in smokers' addictiveness to cigarettes.

Regarding toxicity, it was reported by tobacco industry that the transfer rate of propylene glycol to mainstream smoke is 10 %. A risk assessment procedure using a Margin of Exposure (MOE) analysis concluded that risks of effects on the respiratory tract epithelium from propylene glycol exist. No thorough assessment on systemic effects was made.

Propylene oxide is regarded as possibly carcinogenic to humans and trace amounts are present in propylene glycol. Additionally, pyrolysis of propylene glycol results in formation of small amounts (<10 %) of 1,3-propylene glycol, acetol or acetic anhydride, and pyruvaldehyde.

Finally and importantly, propylene glycol and/or its combustion products is only one component out of the thousands of compounds contained in cigarette smoke, thus additive effects or reactions with other compounds are likely to occur.

Priority activities

Step 1: Since propylene oxide, which is regarded as possibly carcinogenic to humans (IARC Group 2B carcinogen), is found in trace amounts in industrially-produced propylene glycol, the specification should be provided.

Data available should be collected to prove or disprove whether propylene glycol increases the risks of effects on the respiratory tract epithelium (being added to tobacco as a humectant in relatively large quantities, possibly increasing the attractiveness of cigarette smoking)

Step 2: Pyrolysis products should be better characterised also considering that Propylene oxide has been reported to be generated during cigarette smoking.

Step 3: The effect of propylene glycol on inhalation facilitation to cigarettes at levels found in European cigarettes (range of 0.2 to 2.4%) warrants investigation. The additive effects of propylene glycol and/or its reactivity with other compounds should be further investigated.

No thorough assessment of the systemic effects of glycerol has been done so this should be looked at further.

2.5.14 Sorbitol

CAS number: 50-70-4

Rational for inclusion

Sorbitol is added as a humectant to tobacco (210 times in NL ingredient lists, 30 in NTM, total no of brands 4265), average (weight %) 0.232 (0.458).

Regarding attractiveness, humectants are added to trap water, thereby keeping the moisture in the tobacco and preventing it from drying out. Sorbitol is, therefore, considered to positively influence attractiveness of cigarette smoking given that humidification improves palatability of cigarettes. Sorbitol gives tobacco smoke a slightly bitter taste and a vague odour of cellulose and is, therefore, not expected to impart a noticeable attractive flavour when used in higher amounts.

Regarding addictiveness, no data were reported to suggest that sorbitol plays a role in smokers' addictiveness to cigarettes. However, its combustion products, such as acetaldehyde and formaldehyde, were proposed to increase the addictive effect of nicotine, although data on acetaldehyde produced by pyrolysis entering the brain through the smoke inhaled are inconclusive (SCENIHR 2010).

Regarding toxicity, sorbitol was reported to pyrolyse at 900°C to compounds, such as 2-furfural (31.4 %, see section on furfural), acetaldehyde (irritant and possible human carcinogen), formaldehyde (irritant, carcinogen). Other pyrolysis products of sorbitol include furan, 2-methyltetrahydrofuran, propionaldehyde, acetone, methanol, and carbon monoxide (Baker and Bishop, 2004). Further research is needed to confirm these effects, especially if sorbitol pyrolysis results in carcinogenic compounds.

Finally, it must be borne in mind that sorbitol (and/or its combustion products) is only one component out of the thousands of compounds contained in cigarette smoke, thus additive effects or reactions with other compounds are likely to occur.

Priority activities

Step 2: The main concern for sorbitol to be addressed, before it can enter the evaluation procedure, is the formation of toxic pyrolysis and CMR products. Pyrolysis experiments must be carried out using conditions relevant for cigarette smoking (see section 3.4.1). In case of positive results, sorbitol as a tobacco additive would not meet the TPD requirements and no additional testing would be necessary, going directly to Step 4.

In case it could be demonstrated that no toxic or carcinogenic pyrolysis products are formed, the additive can enter the step-wise procedure for evaluation.

In particular, it needs to be assessed, in **Step 3**, whether it increases inhalation facilitation of cigarette smoking. It is not expected that sorbitol will give a characterising flavour that is attractive. No data are available regarding addictiveness.

2.5.15 Titanium Dioxide

CAS numbers: 13463-67-7 (mixture of mainly rutile and anatase); 1317-80-2 (rutile); 1317-70-0 (anatase)

Rational for inclusion

The SCCS evaluated its use as cosmetic ingredient (sunscreen). With regard to inhalation toxicity, it was concluded that in subacute repeated dose inhalation toxicity studies, nano-size TiO2 induce an acute inflammation in the lungs, that may be reversible depending on the dose and the time after exposure. In view of this, acute inflammation (spray) applications, which may result in inhalation exposure, were not recommended by the SCCS. Both nano and non-nanosize titanium dioxide were classified by IARC as a Group 2B carcinogen (i.e. possibly carcinogenic to humans) (IARC, 2010).

To perform a risk evaluation, it is necessary to know the exposure level of titanium dioxide through cigarette smoking. Therefore, research is needed to determine the amount of titanium dioxide in mainstream cigarette smoke. Because inhalation toxicity is also related to the size of the particles, a distinction needs to be made between nano and non-nano size.

Priority activities

Step 2: Not applicable because titanium is already in its highest oxidised state.

Step3: In subacute repeated dose inhalation toxicity studies, nano-size TiO_2 induces an acute inflammation in the lungs. Based on the available data, titanium dioxide is classified as a IARC Group 2B carcinogen (concern category d).

Within the scope of the EU CLP Regulation, a proposal for harmonised classification of TiO2 was submitted (ECHA,CLH report, Proposal for Harmonised Classification and Labelling Based on Regulation (EC) No 1272/2008 (CLP Regulation), Annex VI, Part 2, Substance Name: Titanium dioxide, Version 2, May 2016). It is proposed to classify TiO_2 specifically by inhalation as Carcinogen Cat 1B. It was concluded that no carcinogenic concern was reported by both oral and dermal routes but that there is sufficient evidence of carcinogenicity in experimental animals after inhalation. Indeed, a causal relationship has been established between TiO_2 and the increase of malignant lung tumours in female rats and benign lung tumours in males and female rats in 2 inhalation and 2 instillation studies. Human data do not suggest an association between occupational exposure to TiO2 and risk for cancer. However, all these studies have methodological limitations and the level of exposure reported is debatable. Although the full mode of action is still unclear, an inflammatory process and indirect genotoxic effect through ROS production seems to be the major mechanism to explain the effects induced by TiO_2. It is considered that this mode of action is principally due to the biopersistence and poor solubility of the TiO_2 particles Evidence may be provided to address the uncertainties with regard to the genotoxicity and carcinogenicity of TiO_2 by inhalation for humans.

3 OPINION

In line with Article 6 of the Tobacco Products Directive 2014/40/EU, the Commission has established a priority list of 15 additives contained in cigarettes and roll-your-own tobacco subject to enhanced reporting obligations that is to be updated on a regular basis. In Opinion 1, SCENIHR advised the Commission by providing a list of additives to consider for inclusion on this priority list.

The TPD prescribes that Member States shall require manufacturers and importers of tobacco products to carry out comprehensive studies on these additives. The SCHEER was asked to provide guidance on the type and criteria for these comprehensive studies, and the most suitable methodologies to be used. This advice will guide comprehensive studies on the first list of 15 priority additives, as well as for additives on future updated lists.

In the first part of the current Opinion, SCHEER proposed a step-wise strategy (Section 3.4), as the most pragmatic and efficient way to proceed in the assessment of the toxic and addictive effects as well as characterising flavour properties, and inhalation facilitation, as contributing to attractiveness of tobacco additives. The tiered approach proposed by DKFZ (DKFZ, 2010) was used as a starting point and adapted to include the evaluation of attractive and addictive effects of additives. The proposed strategy ensures that testing is minimised.

First, the chemical specification of the additive has to be available (Step 1). Then an evaluation of the available literature needs to be carried out, for the additive in its unburnt form (Step 1) and its pyrolysis products (Step 2). If no data are available on the identity of the pyrolysis products, they need to be generated using relevant test conditions (Step 2). Here, it needs to be noted that no validated methods are available for the pyrolysis of tobacco additives.

In case data retieved in Step 1 and 2 are not sufficient or robust enough to make the evaluation possible, non-testing methods such as QSAR and read across are proposed, followed by *in vitro* approaches. Regarding types of effects, unless the previous step highlighted some concern for a specific end-point, CMR properties and toxicity are assessed first, as accepted methods and evaluation frameworks are available, followed by characterising flavour, because procedures are available for the assessment of these end-points. Next, addictiveness is assessed, an effect for which no validated tests are available, although mechanisms underlying addictiveness are known. It is strongly advised that *in silico* and *in vitro* test to assess additive-induced addictiveness by independent organisations are developed and validated.

The issue related to interaction of the additive with other additives/ingredients is also considered. The industry is obliged to provide all known information on the interaction of additives and their pyrolysis products leading to the intended formation of flavours / pH modifiers/ smoothing agents and other important compounds.

In addition to proposing specific steps and tests to be considered by industry, some general criteria were also identified. A pre-amble here is that additives in tobacco products have no health or other benefits for the consumer, but rather promote use of and addiction to an extremely toxic product. Therefore, a risk-benefit analysis is not the appropriate paradigm for assessing the additive. By consequence, we advise that the level of proof of safety must be set very high, and the precautionary principle as a quintessential element of preventive toxicology should come into full force. The same

reasoning applies to the addictive effects and characterising flavour of tobacco additives, as they will indirectly lead to health consequences by increasing consumption of the product.

In order to provide a relevant outcome to the question whether an additive contributes to the toxicity, characterising flavour or addictiveness of the tobacco product, the study design must adhere to some methodological criteria. Most importantly, the test outcomes should be relevant for tobacco smoking. This implies that they should be related to actual human exposure and tobacco-induced diseases, and be relevant not only for acute or subchronic, but also for chronic exposure in intermittent use sessions (Johnson *et al*., 2009).

Furthermore, comparative toxicity testing strategies, where differences in effect of the tobacco product with and without the additive are evaluated, are not considered suitable. Due to the high intrinsic toxicity of tobacco products, it is challenging to demonstrate any differences, whether they are increases or decreases, induced by an additive with the currently available tests and methodologies (Kienhuis *et al*., 2016). Very sensitive tests would be required, with a clear dose-response relationship, in order to show any differences from these high background effects. As such tests are not currently available, no comparative studies (tobacco product with and without additives) will be considered for the moment, since these studies lack discriminative power. Comparative studies are also not endorsed to study the effect of additives on addictiveness and inhalation facilitation, for the same reasons.

Another problem with comparative testing is that the outcomes would only apply to that specific tobacco test product. The results (related to toxicity, addictiveness and attractiveness) cannot be generalised to all products and brands, having a different composition with respect to tobacco type, blend and additives. Therefore the obtained results may not lead to general prohibition/acceptance of specific additives but rather to prohibition/ acceptance on a product-by-product basis (DKFZ, 2010). Instead of using a comparative study design, the effects of the pure additive, and its pyrolysis products, must be considered in a relevant testing strategy, such as the tiered approach proposed by DKFZ (DKFZ, 2010), which has been adapted by SCHEER (Section 3.4).

For ethical reasons, animal studies are not endorsed to assess the safety of a tobacco additive. Similar to cosmetics, it is not necessary to use tobacco products. Moreover, apart from being unnecessary, tobacco products are highly harmful with no benefits to individual or public health. As additives are used for product improvement, often contributing to detrimental effects for the consumers (i.e. attractiveness or addictiveness), there is no health benefit in using tobacco additives. For the hazard assessment of tobacco additives, relevant and valid *in silico* and *in vitro* methods exist. QSAR methodology has been used for decades successfully for predicting toxicological and pharmacological properties of chemicals. The same applies to *in vitro* methods, which were validated and accepted for the adverse outcome they are supposed to measure. Additionally, many promising *in vitro* methods are currently being developed to assess different adverse outcomes from apoptosis and gene expression to inflammation and respiratory diseases.

Therefore, as a principle, only *in silico*, and *in vitro* studies will be considered, following the EU policy to ban animal studies for chemicals to be used in voluntary products such as cosmetics (EU Regulation no. 1223/2009). Human studies are discouraged. These

may only be used in case of flavour assessment, but only if the study subjects are not exposed to the harmful smoke emissions of tobacco products.

The major data gaps already identified in Tobacco Opinion 1 for the 15 additive included in the EU Commission priority list have been analysed (Section 3.5). Based on the data gaps described in the 'Rationale for inclusion' taken from Opinion I, the activities to be performed upfront have been described, indicating the most appropriate steps (and end-points) to be carried out and then used for the evaluation, in order to speed up the process making possible testing feasible in the 18-month timeframe.

In general, important data gaps for the 15 priority additives are information on addictiveness and characterising flavour or inhalation facilitation, contributing to attractiveness, as well as on the identity of the pyrolysis products. In the past, major emphasis was put on toxicity, whereas limited research was carried out on addictiveness and even less on attractiveness. Regarding toxicity, data were often taken from the food sector, where pyrolysis and inhalation are not an issue.

In conclusion, this Opinion provides general guidance to tobacco industry to conduct studies and prepare reports on the 'safety' of Tobacco additives to be sent to the relevant authorities. To this purpose, a reporting template is provided as well. In addition, specific advice is given for priority testing activities to fill the data gaps recognised in Tobacco Additives Opinion 1. In order to limit the testing and administrative burden, the formation of consortia and joint reports by industry is endorsed. It needs to be noted that there is a lack of (validated) methods for the pyrolysis of tobacco additives. Similarly, no addictiveness and attractiveness tests (apart from a procedure for characterising flavours) are available, a knowledge gap already noted by the SCHENIHR in 2010 in its report 'Addictiveness and attractiveness of tobacco additives', and the situation has not improved since then. It is advised that independent bodies or organisations begin conducting relevant research.

4 MINORITY OPINION

None.

5 ABBREVIATIONS AND GLOSSARY OF TERMS

AOP	adverse outcome pathway
ASL	Arterial Spin Labelling
CAS	Chemical Abstracts Service
CLP	Classification, Labelling and Packaging
CMR	carcinogenic, mutagenic or toxic for reproduction
CNS	Central nervous system
COC	Committee on Carcinogenicity of Chemicals in Food, Consumer Products and the Environment
COM	Committee on Mutagenicity of Chemicals in Food, Consumer Products and the Environment
COT	Committee on Toxicity of Chemicals in Food, Consumer Products and the Environment
CVD	Cardiovascular disease
CYP	Cytochrome P450 monooxygenase
DA	dopamine
DKFZ	Deutsches Krebsfoschungszentrum (German Cancer Research Centre)
EC	European Commission
ECDC	European Centre for Disease prevention and Control
ECHA	European Chemicals Agency
EFSA	European Food Safety Authority
EMA	European Medicines Agency
EPA	Environmetal Protection Agency
EU	European Union
FDA	(US) Food and Drug Administration
FEMA	(US) Flavor and Extract Manufacturers Association
FGE	Flavouring Group Evaluation
fMRI	functional magnetic resonance imaging
FTND	Fagerström Test for Nicotine Dependence
GABA	Gamma (γ)-Aminobutyric acid
GABA	γ-aminobutyric acid
GLP	good laboratory practice
IARC	International Agency for Research on Cancer
IC50	The half-maximal inhibitory concentration
IPCS	(WHO) International Programme on Chemical Safety

1	JECFA	Joint FAO/WHO Expert Committee on Food Additives
2	JECFA	Joint FAO/WHO Expert Committee on Food Additives
3	JRC	(EU) Joint Research Centre
4	MoE	Mode of Exposure
5	MRI	Magnetic resonance imaging
6	nACh	nicotinic acetylcholine
7	NOAEL	No observed adverse effect level
8	NRC	(US)National Research Council
9	NTM	Non-tobacco material
10	OECD	Organisation for Economic Co-operation and Development
11	PAH	polycyclic aromatic hydrocarbon
12	PAH	polycyclic aromatic hydrocarbon
13	PBPK	Physiologically based pharmacokinetic
14	PET	positron emission tomography
15	PG	propylene glycol
16	pH	Measure of acidity or basicity of a solution
17	PITOC	EU project "Public Information Tobacco Control"
18	ppm	parts per million
19	QSAR	Quantitative structure--activity relationships
20	REACH	Registration, Evaluation, Authorisation and Restriction of Chemicals
21 22	RIVM	Rijksinstituut voor Volksgezondheid en Milieu (The Netherlands National Institute for Public Health and the Environment)
23	RYO	roll your own (cigarettes)
24	SCCP	Scientific Committee on Consumer Products
25	SCCS	Scientific Committee on Consumer Safety
26 27	SCENIHR	Scientific Committee on Emerging and Newly Identified Health Risks
28 29	SCHEER	Scientific Committee on Health and Environmental and Emerging Risks
30	SCHER	Scientific Committee on Health and Environmental Risks
31	SCOEL	Scientific Committee on Occupational Exposure Limits
32	SPECT	single-photon emission computed tomography
33	TG	(OECD) Test Guidelines
34	TPD	Tobacco products directive
35	UK	United Kingdom
36	US(A)	United States (of America)

1	WHO	World Health Organization
2	WoE	Weight of evidence
3		

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7 Annex I

GUIDANCE AND TEMPLATE

A. GENERAL ISSUES

This brief guidance intends to support the understanding of "what was done". Authors should take responsibility to be clear of the definitions and provide proper citations for any terms/data they use.

1. TITLE PAGE

The title page should contain the following information:

- Identification of the additive
- Abstract and keywords, if applicable
- Name of sponsor (and bodies that fund or commission the analysis)
- Name and affiliation of person or persons responsible for producing and signing off the report
- Date and version of report.

2. SUMMARY

The summary is intended to provide a concise description of the key elements.

3. REPORTING SOURCES OF INFORMATION

This section should describe any data source or sources that were used (e.g. existing data and/or databases, *in silico* techniques/models used, experimental studies).

- This section addresses the key features of the design.
- The rationale for the overall study design should be documented
- If needed also ethical approval (approval number – approved by …- date) for *in vivo* experiments (animals or humans) should be given.

4. REPORTING DATA QUALITY / DATA COLLECTION QUALITY ASSURANCE

This section addresses the reporting of the elements of data collection and pre-processing that could influence data quality.

- How was the literature search been conducted and which used quality controls were in place

- Were in own experimental studies quality controls in place:

  - *In silico*
  - *In vitro*
  - *In vivo*

5. PUBLIC SUMMARY OF THE DOSSIER

The target group of a public summary is a non-professional public. The structure and content of the public summary shall be elaborated accordingly. The document should be less extensive comparing to the *summary.* A scientific/professional terminology shall be avoided if possible.

6. CD/DVD

The applicant shall submit a dossier with the full information on standard electronic media such as CD ROMs or DVDs. Two or three CD ROMs or DVDs shall be submitted.

Common electronic formats should be used (e.g. MS Office, Adobe Acrobat Reader) allowing content copying and printing (no content copy protection). The text of the files should be searchable using the search facilities of standard software packages. The CD or DVD shall be structured in folders that reflect the structure of the submission.

Also a full paper copy of the dossier is requested, it has to be declared by the applicant on a separate sheet or in the accompanying letter that the electronic and the paper versions are identical.

7. LIST OF PARTS OF THE DOSSIER REQUESTED TO BE TREATED AS CONFIDENTIAL

Applicants have the right to request a confidential treatment of certain information. They shall indicate which sections and data they wish to be treated as confidential (and give verifiable justification for each part for which a confidential treatment is required).

Furthermore, the applicant shall provide the Commission with two electronic versions of the dossier, namely the complete dossier and a second version of the complete dossier without confidential information.

B. SPECIFIC ISSUES – GENERAL LAYOUT

1. CHEMICAL AND PHYSICAL SPECIFICATIONS OF ADDITIVE

A. Chemical identity

Primary name and/or INCI name

Chemical names

Trade names and abbreviations

CAS / EC number

Structural formula

Empirical formula

B. Physical form

Molecular weight

Purity, composition and substance codes

Impurities / accompanying contaminants

Solubility

Partition coefficient (Log Pow)

Additional physical and chemical specifications

Where relevant:

- organoleptic properties (colour, odour, taste if relevant)
- vapour pressure
- pKa

- …

C. Function and use of the additive

2. (Each identified) PYROLYSIS PRODUCTS

Chemical identity

Molecular weight

% formed (at specific temperature)

Solubility

Partition coefficient (Log Pow)

Additional physical and chemical specifications

Where relevant:

- organoleptic properties (colour, odour, taste if relevant)
- vapour pressure
- density
-- pKa
- …

3. TOXICOLOGICAL EVALUATION

For each study, independent whether is an own study or data were assessed from literature, a full study report should be given:

- If data is derived from an original (own) study, all original (rough) data should be submitted
- If data is derived from literature, the full paper/report should be submitted.

Next to the full report a study summary should be submitted, including, if applicable, the following (the summary reports should usually only exceed 1 page):

Guideline:
GLP/quality control measure:
Test system: (in silico/in vitro/in vivo/human):
N° independent assessments – group size:
Test substance:
Batch:
Purity:
Vehicle:
Dose level:
Route of exposure:
Exposure duration:
Exposure duration & observation period:
Study date/period:
Specific methodological issues:
Brief summary of the results: (summary):
Brief conclusion:

If more studies were reported for one toxicological endpoint, a final conclusion should be formulated, taking into account the data of the different related studies.

Summary: Finally, at the end of the section Toxicology a brief general conclusion should be formulated.

4. ADDICTIVNESS ASSESSMENT

For each study, independent whether is an own study or data were assessed from literature, a full study report should be given:

- If data is derived from an original (own) study, all original (rough) data should be submitted
- If data is derived from literature, the full paper/report should be submitted.

Next to the full report a study summary should be submitted, including, if applicable, the following (the summary reports should usually only exceed 1 page):

Guideline:
GLP/quality control measure:
Test system: (in silico/in vitro/in vivo/human):
N° independent assessments – group size:
Test substance:
Batch:
Purity:
Vehicle:
Dose level:
Route of exposure:
Exposure duration:
Exposure duration & observation period:
Study date/period:
Specific methodological issues:
Brief summary of the results: (summary):
Brief conclusion:

If more studies were reported for one addictiveness endpoint, a final conclusion should be formulated, taking into account the data of the different related studies.

Summary: Finally, at the end of the section addictiveness assessments a brief general conclusion should be formulated.

5. ATTRACTIVENESS ASSESSMENT

For each study, independent whether is an own study or data were assessed from literature. A full study report should be given:

- If data is derived from an original study, all original (rough) data should be submitted
- If data is derived from literature, the full paper/report should be submitted.

Next to the full report a study summary should be submitted, including the following (the summary reports should usually only cover 1 page):

Guideline:
GLP/quality control measure:
Test system: (in silico/in vitro/in vivo/human):
N° independent assessments – group size:
Test substance:
Batch:
Purity:
Vehicle:

Dose level:
Route of exposure:
Exposure duration:
Exposure duration & observation period:
Study date/period:
Specific methodological issues:
Brief summary of the results: (summary):
Brief conclusion:

If more studies were reported for one attractiveness endpoint, a final conclusion should be formulated, taking into account the data of the different related studies.

Summary: Finally, at the end of the section attractiveness assessments a brief general conclusion should be formulated.

6. ASSESSMENT OF INTERACTION OF ADDITIVES WITH OTHER ADDITIVES/INGREDIENTS

For each study, independent whether is an own study or data were assessed from literature. A full study report should be given:

- If data is derived from an original study, all original (rough) data should be submitted
- If data is derived from literature, the full paper/report should be submitted.

Next to the full report a study summary should be submitted, including the following (the summary reports should usually only cover 1 page):

Guideline:
GLP/quality control measure:
Test system: (in silico/in vitro/in vivo/human):
N° independent assessments – group size:
Test substance:
Batch:
Purity:
Vehicle:
Dose level:
Route of exposure:
Exposure duration:
Exposure duration & observation period:
Study date/period:
Specific methodological issues:
Brief summary of the results: (summary):
Brief conclusion:

If more studies were reported for one endpoint, a final conclusion should be formulated, taking into account the data of the different related studies.

Summary: Finally, at the end of the section a brief general conclusion should be formulated on the Interactions with other additives/ingredients.

SUMMARY / OVERALL CONCLUSIONS

In the final section a summary and an overall conclusion shall be formulated covering all issues discussed above (chemical and physical specifications, use, toxicity, addictivenees, attractiveness and interactions with other ingredients).

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Snus use, smoking and survival among prostate cancer patients

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Short title: Snus use and prostate cancer survival

Keywords: cancer survival, prostate cancer, smoking, snus, tobacco use

Article category: Research Article

Novelty and Impact: Snus – a smokeless tobacco product often touted as a safe alternative to cigarettes – was independently associated with risks of overall and prostate cancer-specific mortality that were comparable to cigarette smoking. Our findings along with other epidemiological and laboratory work suggest that nicotine and/or other components of smokeless tobacco may play independent roles in the progression of prostate cancer. These results have critical implications for the public health impact of smokeless tobacco products such as snus.

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Abstract

Smoking is associated with prostate cancer mortality. The Scandinavian smokeless tobacco product snus is a source of nicotine but not the combustion products of smoke, and has not been studied with respect to prostate cancer survival. The study is nested among 9,582 men with incident prostate cancer within a prospective cohort of 336,381 Swedish construction workers. Information on tobacco use was collected at study entry between 1971 and 1992, and categorized into (1) never users of any tobacco, (2) exclusive snus: ever users of snus only, (3) exclusive smokers: ever smokers (cigarette, cigar, and/or pipe) only, and (4) ever users of both snus and smoking. Hazard ratios for prostate cancer-specific and total mortality for smoking and snus use based on Cox proportional hazards models adjusted for age, calendar period at diagnosis, and body mass index at baseline. During 36 years of follow-up, 4,758 patients died – 2,489 due to prostate cancer. Compared to never users of tobacco, exclusive smokers were at increased risk of prostate cancer mortality (HR 1.15, 95% CI: 1.05-1.27) and total mortality (HR 1.17, 95% CI: 1.09-1.26). Exclusive snus users also had increased risks for prostate cancer mortality (HR 1.24, 95% CI: 1.03-1.49) and total mortality (HR 1.19, 95% CI: 1.04-1.37). Among men diagnosed with non-metastatic disease, the HR for prostate cancer death among exclusive snus users was 3.17 (95% CI: 1.66-6.06). The study is limited by a single assessment of tobacco use prior to diagnosis. Snus use was associated with increased risks of prostate cancer and total mortality among prostate cancer patients. This suggests that tobacco-related components such as nicotine or tobacco-specific carcinogens may promote cancer progression independent of tobacco's combustion products.

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Introduction

The medical community and the general public generally accept that cigarette smoking is a major determinant of mortality. Perhaps less appreciated, a pooled analysis of nearly one million people found that 17% of this excess mortality was due to causes of death not typically associated with smoking, including prostate cancer.[1] The 2014 Surgeon General's report found current or recent smoking was associated with an increased risk of advanced-stage prostate cancer and death from prostate cancer, although not associated with overall incidence of the disease.[2-7] Because the specific compounds in cigarettes that most strongly influence prostate cancer outcomes have not been identified, it is not clear the extent to which other tobacco products, some of which are increasing in popularity, also pose risks.

Snus, a moist smokeless tobacco product common in Scandinavia, is of interest in the study of the biological effects of tobacco, as users are exposed to high levels of nicotine and other compounds over long periods of time, but without exposure to tobacco combustion products known to influence cancer risk and outcomes.[8, 9] The potential effect of snus on cancer progression is also of policy interest, as snus is generally suggested as a risk-reducing alternative to smoking by authorities including the World Health Organization.[10-13] In fact, tobacco companies have introduced and promoted the use of snus outside of Sweden as a healthier alternative to smoking over the past decade, and have sold it in the United States since 2006.

No study to date has investigated whether snus use is, in fact, a less detrimental alternative to smoking among men with prostate cancer. We used data from a cohort of male Swedish construction workers to study the associations of both smoking and snus use with prostate cancer mortality among 9,582 men diagnosed with prostate cancer between 1971 and 2007.

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Patients and Methods

Study population and follow-up. The Swedish construction industry's Organization for Working Environment, Safety and Health (Bygghälsan) offered annual preventive health check-ups to all construction workers in the industry between 1969 and 1992. A total of 343,811 male workers had at least one visit between 1971 and 1992. Each visit included detailed questions about tobacco use.

The nationwide Swedish Cancer Register, established in 1958 and 96-98% complete,[14] was used to identify incident cases of prostate cancer to form the study population for this analysis. Men with previous history of any cancer at study entry were excluded. We included 9,582 workers with a diagnosis of prostate cancer after the time of the first study visit and between 1971 and 2007. Mortality and cause of death through 2007, the most recent date for which mortality data was available, were ascertained through linkage to the nationwide Swedish Death Register, which has been shown to have high reliability for cause-of-death among prostate cancer patients.[15-17] Follow-up for mortality in Sweden is essentially complete.

Information on tumor characteristics for men with newly diagnosed prostate cancer was available from the National Prostate Cancer Register (NPCR) of Sweden, which has been nation-wide since 1998 with a capture rate of 98% compared to the Swedish Cancer Register. Thus tumor characteristics were available for 5,346 men (56% of total). In this subset of cases, we defined risk categories using a modified version of the National Comprehensive Cancer Network Practice Guidelines in Oncology, Version.1.2010, based on stage, Gleason score, and serum prostate specific antigen (PSA) at diagnosis.[18] Low risk was defined as clinical stage T1 or T2, Gleason score 2-6, and PSA <10 ng/ml. Intermediate risk was stage T1-T2, Gleason score 7, and/or PSA 10 to <20 ng/ml. High risk localized disease was stage T3-T4 and/or Gleason 8-10, and/or PSA 20-<50 ng/ml. Regionally metastatic disease was defined as N1 and/or PSA 50 to <100 ng/ml and M0/MX. Distant metastases was defined as M1 and/or PSA >=100 ng/ml.

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Assessment of tobacco use. Between 1971 and 1975, participating workers filled out a 200-item questionnaire with detailed questions about smoking, and snus use. Collection of information on tobacco use was not done in 1976-1977 but resumed in 1978 with a questionnaire completed by the examining nurse. All data were compiled in a central computerized register. The number of total visits per person ranged from 1 to 13. However, we limited our analysis to exposure information collected in the first visit because the number and timing of visits may be linked with mortality. Based on the first visit, never, past and current tobacco use was obtained and past and current users were combined. Therefore, men were classified as (1) never users of any tobacco, (2) ever users of snus only ("exclusive snus"), (3) ever smokers only: cigarette, cigar, and/or pipe ("exclusive smoking"), and (4) ever users of both snus and smoking (either concurrently or sequentially).

Statistical analysis. Each worker contributed person-time from the date of prostate cancer diagnosis to the date of death, emigration, or end of study, December 31, 2007, whichever came first. The association between tobacco use and either prostate cancer-specific or total mortality was studied using Cox proportional hazards models with time since cancer diagnosis as the underlying time scale. Models were stratified by age at diagnosis (<60 years, 60-64, 65-69, 70-74, 75+ years) and time period of diagnosis (1971-1984, 1985-1994, 1995-2007), and were adjusted for body mass index (BMI) at baseline (continuous) and time between baseline exam and cancer diagnosis (continuous). In the subset of patients with clinical data, additional models were adjusted for stage, grade, and PSA at diagnosis. We also studied the association between tobacco use and death among men diagnosed with non-metastatic disease, i.e., excluding those with evidence of regionally spread disease and distant metastases, under the hypothesis that lifestyle factors may play a greater role in survival among men with less advanced disease at diagnosis.

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SAS statistical software (release 9.2) was used for the analysis. The study was approved by the Stockholm Regional Ethics Vetting Board.

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Results

We identified 9,582 new cases of prostate cancer among workers with at least one clinic visit prior to diagnosis. Mean age at diagnosis was 70.2 years. During the study period 4,758 (50%) men died. Of those, 52% (n=2,489) died of prostate cancer. The mean time from study entry/baseline exam to prostate cancer diagnosis was 20.6 years (range: 1 week-33.2 years), and the mean follow-up time after diagnosis was 4.5 years. 869 cases (9%) were diagnosed between 1972 and 1984, 2,674 (28%) between 1985 and 1994, and 6,039 (63%) from 1995 to 2004. Among the 5,346 cases included in The National Prostate Cancer Register (NPCR) of Sweden, the median PSA at diagnosis was 15.0 ng/ml, and 20% had Gleason 8-10 disease. 20% of cases were diagnosed with distant metastases and another 10% with regionally spread disease.

Table 1 describes the study population according to tobacco use at study entry. Never users accounted for 29% of the population, while 5% were exclusive snus users, 50% were exclusive smokers (cigarettes, pipe, and/or cigars), and 16% both used snus and smoked. Mean age at diagnosis was slightly higher among exclusive snus users and slightly lower among users of both. Mean BMI at study entry was slightly higher among exclusive snus users than in other groups. Mean duration of snus use at baseline among exclusive snus users was 24.3 years and 15.2 years among users of both. Mean duration of smoking was 24.7 years among exclusive smokers and 23.0 years among users of both. The frequency of Gleason score 8-10 at diagnosis was similar across groups. PSA at diagnosis was 15.0 ng/mL among never users, 16.0 ng/mL among exclusive smokers, 16.0 ng/mL among exclusive snus users, and 13.6 ng/mL among users of both. Users of both snus and smoking were slightly more likely to be in lower risk groups at diagnosis, while distribution of risk groups was similar in the other three groups.

Compared to never users, men in all three groups of tobacco use were at increased risk of overall mortality (**Table 2**; HR 1.19, 95% CI: 1.04-1.37 for exclusive snus; HR 1.17, 95% CI: 1.09-1.26 for

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exclusive smoking; HR 1.17, 95% CI: 1.06-1.28 for both). Exclusive snus users and exclusive smokers were at increased risk of prostate cancer-specific mortality, with a hazard ratio of 1.24 (95% CI: 1.03-1.49) for exclusive snus users and 1.15, (95% CI: 1.05-1.27) for exclusive smokers. Users of both were at non-significantly increased risk of prostate cancer death (HR 1.08, 95% CI: 0.95-1.23).

When the analysis was restricted to men with available tumor characteristics, results were largely similar, though some associations were no longer statistically significant, likely due to smaller numbers of events. (**Table 2**)

In the subgroup of men diagnosed with non-metastatic disease, men in all three groups of tobacco use were at increased risk of total mortality, with somewhat greater hazard ratios than observed for the total patient cohort (**Table 2**). The association between tobacco use and prostate cancer-specific death was also more pronounced. Exclusive snus users had a hazard ratio of 3.17, 95% CI: 1.66-6.06, exclusive smokers had a hazard ratio of 1.33, 95% CI: 0.85-2.08, and users of both had a hazard ratio of 1.93, 95% CI: 1.11-3.35.

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Discussion

Data from this large cohort study provides further support that tobacco use increases the risk of total mortality as well as prostate cancer-specific mortality among men newly diagnosed with prostate cancer.[2-4] For the first time, we also show an excess risk of overall and cancer-specific mortality among snus users, a noteworthy observation as snus is generally considered, and has been promoted, as a healthier and less carcinogenic alternative to smoking.[10-13] Indeed, among men who never smoked, snus use was positively associated with overall and prostate cancer-specific mortality.

A previous study in this cohort[19] among all cancer cases found an excess risk of cancer specific death among exclusive snus users, exclusive smokers, and combined users (snus and smoking), with a 24% increased risk among exclusive snus users. A study in Uppsala county, Sweden among men without cancer at baseline found an increased risk of all-cause mortality for those who reported any snus use, and a suggestion of an increased risk of cancer mortality for exclusive snus use (HR: 1.28, 95% CI: 0.96-1.69).[20]

There are many hypothesized mechanisms behind the association between snus use and prostate cancer progression, although the exact mechanism is unclear. While snus users are not exposed to the combustion products of tobacco, they are exposed to nicotine and to multiple carcinogens present in smokeless tobacco, such as tobacco-specific nitrosamines (TSNAs), polycyclic aromatic hydrocarbons (PAHs), volatile aldehydes, and N-nitrosamino acids (NNAs), which have been shown to form DNA adducts.[21-25] Furthermore, they also contain aldehydes and metals, which have been associated with inflammation and increased cell proliferation.[25]

Snus users have blood levels of nicotine metabolites similar to those seen in cigarette smokers.[26] Experimental evidence from *in vitro* and *in vivo* studies suggests that nicotine, while not carcinogenic, may promote cancer progression at concentrations relevant to tobacco use.[27] Nicotine binds to nicotinic

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acetylcholine receptors (nAChR), which are present in various nonneuronal tissues.[28] A broad range of laboratory findings show that nicotine promotes cell proliferation and angiogenesis through its effects on nAChR in breast and lung cancer cell lines and in animal models of breast and colon cancer.[7, 27, 29-35]

Nicotine and nAChR expression has not been studied in prostate cancer models. However, a variety of signaling cascades downstream of nAChR play important roles in prostate cancer, including the c-Src, PI3K/AKT/mTOR, MAPK, and HIF-1alpha.[36-41] These effects of nicotine could explain, in part, the association of smoking and snus with prostate cancer progression, but lack of association with cancer incidence.

Beyond nicotine, snus users are exposed to multiple tobacco-derived carcinogens. The TSNA content of snus is comparable to cigarette smoke.[9, 42-44] TSNAs, including 4-(methylnitrosamino)-1-(3-pyridyl)-1-butanone (NNK) and N'-nitrosonornicotine (NNN), are carcinogenic compounds formed during the processing of tobacco, and have been shown to cause lung, nasal, and esophageal tumors in various rodent models and to induce DNA adducts.[22,45] In addition, these compounds, like their precursor nicotine, bind to nAChR to promote tumor progression through multiple pathways.[46, 47]

While our results are suggestive, particularly in light of previous cell line studies, animal models and epidemiological studies, it is important to note several important limitations of this work. First, we have only a single assessment of tobacco use, recorded an average of 20 years before cancer diagnosis. This leaves room for substantial misclassification of tobacco use closer to and after the cancer diagnosis. It is likely that some users in all three tobacco use categories quit after the exam or after their diagnosis, given general trends over time. Such measurement error would result in an underestimation of the true effect of snus use and smoking on mortality. In addition, if smokers were more likely to quit than snus users, due to the perception that snus is less harmful, then the extent of the underestimation might be greater for smoking groups than for the exclusive snus group. The lack of detailed smoking history prevents us from evaluating a dose-response relationship or examining whether quitting is eventually

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associated with lower prostate cancer mortality, which is an important public health question. However, despite these limitations of the data, this unique cohort adds to our understanding of tobacco and prostate cancer survival.

Our study is also limited by the lack of covariate data, such as leisure-time physical activity. However, because few lifestyle factors have been strongly related to prostate cancer mortality, the lack of lifestyle information is less likely to substantially influence the results than for other causes of mortality. We did adjust for BMI at study entry, as exclusive snus users had slightly higher mean BMI at this point; however, we lack information on BMI at later time points, which may be important given evidence that obesity plays a role in prostate cancer progression.[48] Unfortunately, we did not have information on the use of PSA screening among the men in this study, preventing us from ruling out differences in screening according to tobacco use at study entry. However, median PSA at diagnosis was similar between tobacco use groups, and the associations remained when we adjusted for stage and grade, and when we restricted the analysis to patients in lower-risk categories at diagnosis. With that said, the number of prostate cancer deaths among exclusive snus users is low when restricted to lower-risk categories.

In addition to adding to our understanding of the biology of prostate cancer, our findings have important implications for public health policy. Snus has been marketed as a less harmful alternative to smoking,[10-13, 49,50] and is sometimes promoted as a smoking cessation aid, despite several studies finding no benefit.[51] Indeed, the US Food and Drug Administration (FDA) received and rejected an application from Swedish manufacturers seeking approval to modify language on snus warning labeling stating: “No tobacco product is safe but this product presents substantially lower risks to health than cigarettes.”[52] However, the content of TSNAs and other carcinogens in snus is quite variable and is not labeled or routinely monitored.[24] Other smokeless tobacco products are also increasing in popularity. Particularly, e-cigarettes are increasingly common, with recent surveys reporting 12.6% of adults ever tried an e-

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cigarette and e-cigarette use tripling among adolescents in just one year. [53-58]. In addition, a recent survey of high school students found those who had ever used e-cigarettes were more likely to report use of combustible tobacco products.[59] E-cigarettes are marketed as safer than cigarette smoking, with companies claiming they are healthier, cheaper and cleaner than cigarettes.[60, 61] However, the concentration of nicotine in e-cigarette liquid varies widely across and even within products,[62] and some e-cigarettes also contain TSNAs and other toxicants.[63]

Conclusions

We found that a history of both smoking and snus use was associated with increased risk of prostate cancer-specific mortality and total mortality among men with prostate cancer in a large cohort in Sweden. Our results suggest that nicotine or other carcinogens in smokeless tobacco products may promote cancer progression independent of the combustion products of tobacco smoke, and may have implications for the regulation of smokeless tobacco products.

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Accepted Article

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Accepted Article

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Accepted Article

Table 1. Characteristics of the 9,582 prostate cancer cases by ever use of tobacco at study entry, Swedish Construction Workers cohort 1971 - 2007

	Never-users	Exclusive snus	Exclusive smoking	Used snus and smoked
N (%)	2762 (29%)	460 (5%)	4833 (50%)	1527 (16%)
N Prostate cancer deaths (%)	640 (23%)	141 (31%)	1336 (28%)	372 (24%)
N Deaths (%)	1207 (44%)	261 (57%)	2539 (53%)	751 (49%)
Mean age at diagnosis, years	70.4	71.3	70.3	69.3
Time period of diagnosis:				
1972 - 1984	197 (7%)	46 (10%)	486 (10%)	140 (9%)
1985 - 1994	701 (25%)	143 (31%)	1412 (29%)	418 (27%)
1995 - 2004	1864 (67%)	271 (59%)	2935 (61%)	969 (63%)
Mean time between study entry and dx, yrs	20.8	20.2	20.3	20.9
Mean follow-up time (from diagnosis), yrs	4.6	4.4	4.6	4.4
Tobacco Use at study entry:				
Mean cigarettes/day	-	-	9.3	7.9
Mean pipes/week	-	-	20.7	14.6
Mean cigars/day	-	-	0.3	0.3
Mean duration of smoking [at exam]	-	-	24.7	23.0
Mean duration of snus use [at exam]	-	24.3	-	15.2
Mean BMI, kg/m^2	25.5	26.3	25.1	25.4
Tumor Characteristics:				
N in NPCR[1]	1668 (60%)	243 (53%)	2580 (53%)	866 (56%)
Risk Category (%)[2]:				
Low risk	21%	19%	19%	24%
Intermediate risk	21%	21%	21%	20%
High risk	28%	30%	30%	29%
Regional spread	11%	9%	9%	10%
Distant metastases	20%	22%	21%	17%
Gleason score 8-10 (%)[3]	20%	20%	20%	18%
Median PSA at dx, ng/ml	15.0	16.0	16.0	13.6

[1] Data for 5,346 men diagnosed after 1995 from the National Prostate Cancer Register of Sweden.
[2] Risk category classification: Low risk: T1-2, Gleason 2-6, and PSA <10; Intermediate risk: T1-2, Gleason=7 and/or PSA 10 to <20; High risk: T3-4 and/or Gleason 8-10 and/or PSA 20 to <50; Regionally metastatic: N1 and/or PSA 50 to <100 and M0 or MX; Distant metastases: M1 and/or PSA 100+.
[3] Among those in prostate cancer registry with non-missing Gleason data.

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Accepted Article

Table 2. Hazard ratios and 95% confidence intervals of the association of overall and prostate cancer-specific mortality according to category of ever use of tobacco at study entry, Swedish Construction Workers cohort 1971 - 2007

	Tobacco Exposure			
	Never-users N=2762	Exclusive snus N=460	Exclusive smoking N=4833	Used snus and smoked N=1527
Overall Mortality				
N deaths	1207	261	2539	751
HR (95% CI) full cohort[1]	1.00 (ref)	1.19 (1.04-1.37)	1.17 (1.09-1.26)	1.17 (1.06-1.28)
HR (95% CI) with clinical data[2]	1.00 (ref)	1.15 (0.88-1.51)	1.15 (1.01-1.31)	1.15 (0.96-1.39)
Cancer-Specific Mortality				
N Prostate cancer deaths	640	141	1336	372
HR (95% CI) full cohort[1]	1.00 (ref)	1.24 (1.03-1.49)	1.15 (1.05-1.27)	1.08 (0.95-1.23)
HR (95% CI) with clinical data[2]	1.00 (ref)	1.28 (0.88-1.88)	1.06 (0.87-1.30)	1.11 (0.84-1.45)
AMONG NON-METASTATIC RISK GROUPS*				
Total N	1087	160	1691	586
Overall Mortality				
N deaths	107	25	272	80
HR (95% CI) with clinical data[2]	1.00 (ref)	1.36 (0.88-2.11)	1.53 (1.22-1.91)	1.65 (1.23-2.21)
Cancer-Specific Mortality				
N Prostate cancer deaths	28	14	60	23
HR (95% CI) with clinical data[2]	1.00 (ref)	3.17 (1.66-6.06)	1.33 (0.85-2.08)	1.93 (1.11-3.35)

[1] "Full cohort" includes all 9,582 men diagnosed with prostate cancer during follow-up. Models are stratified by age group at dx and time period of dx, and adjusted for BMI (continuous) and time between exam and dx.

[2] Subcohort "with clinical data" includes 5,346 men diagnosed after 1995 with available tumor characteristics from the National Prostate Cancer Register. Models are stratified by age group at dx and adjusted for BMI (continuous), time between exam and dx, and clinical risk category.

* Includes men in "low", "intermediate", and "high" categories, excludes "regionally metastatic" and "distant metastases".

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Summary of Consumer Complaints (Adverse Experiences)

Product	**General Wintergreen Portion White Large**
SKU Number	**4882**
FDA Tracking number	**PM0000017**
Reporting Period	**April 6, 2016 to September 30, 2016**

Item#	Complaint Description	Count	Importance
(b) (4)			

Detail for Consumer Complaints (Adverse Experiences)

Product	**General Wintergreen Portion White Large**
SKU Number	**4882**
FDA Tracking number	**PM0000017**
Reporting Period	**April 6, 2016 to September 30, 2016**

Item #	Consumer No.	Complaint Received	Code Date	Time Stamp	Mach No.	Complaint Description	SASE[1] Sent	Complaint Confirmed	Additional Information

(b) (4)

Detail for Consumer Complaints (Adverse Experiences)

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(b) (4)

Product	**General Wintergreen Portion White Large**
SKU Number	**4882**
FDA Tracking number	**PM0000017**
Reporting Period	**April 6, 2016 to September 30, 2016**

Summary of Total US Distribution (Cans) by US Census Region and Retail Markets and Channels (Units)

Item #	Region	Total - All Classes of Trade	Convenience/ Distributors	Premium Cigar Retailer	Internet Retailers	Grocery/ Food	Smoke Shops	Duty Free	All Other	Employee Ship To's
(b) (4)										

Summary of Total US Distribution (Lbs) by US Census Region and Retail Markets and Channels (Volume)

Item #	Region	Total - All Classes of Trade	Convenience/ Distributors	Premium Cigar Retailer	Internet Retailers	Grocery/ Food	Smoke Shops	Duty Free	All Other	Employee Ship To's
(b) (4)										

Summary of Total US Sales by US Census Region and Retail Markets and Channels (US Dollars)

Item #	Dollars	Total - All Classes of Trade	Convenience/ Distributors	Premium Cigar Retailer	Internet Retailers	Grocery/ Food	Smoke Shops	Duty Free	All Other	Employee Ship To's
(b) (4)										

Summary of All Manufacuring Deviations

Product	**General Wintergreen Portion White Large**
SKU Number	**4882**
FDA Tracking number	**PM0000017**
Reporting Period	**April 6, 2016 to September 30, 2016**
No of batches produced	**36**

Deviation Number	Type of Manufacturing Deviation	Production Date (MM-DD-YYYY)	Description of Deviation	Design Feature	Deviation May Affect the Characteristics of the Final Product (Yes/No)	Products With Deviation Distributed at Retail Level (Yes/No)	Seling Units (Cans)
(b) (4)							
(b) (4)							

FDA Registration
Brand Consumer Communications

CATEGORY SNUS

Brand: GENERAL

April 6, 2016 – September 30, 2016

SWEDISH MATCH

Email Creative

Monthly Emails

April Emails

WARNING: This product can cause mouth cancer.

Email 1

WARNING: This product can cause mouth cancer.

Email 2

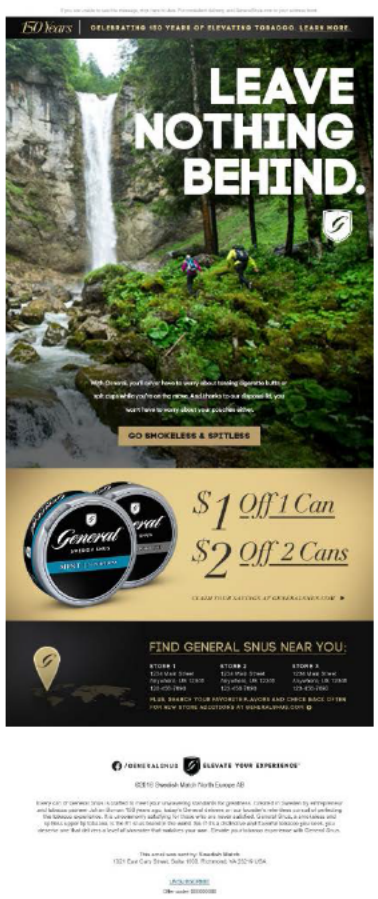
SWEDISH MATCH

Monthly Emails

May Emails

WARNING: This product can cause mouth cancer.

Email 1



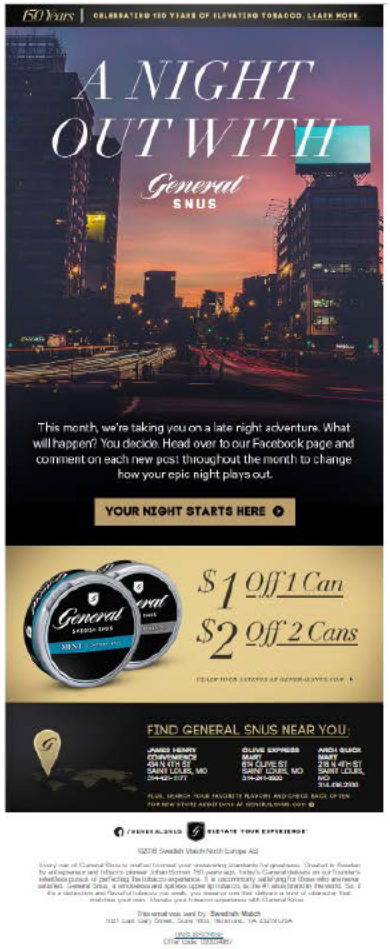
WARNING: This product can cause mouth cancer.

Email 2

SWEDISH MATCH

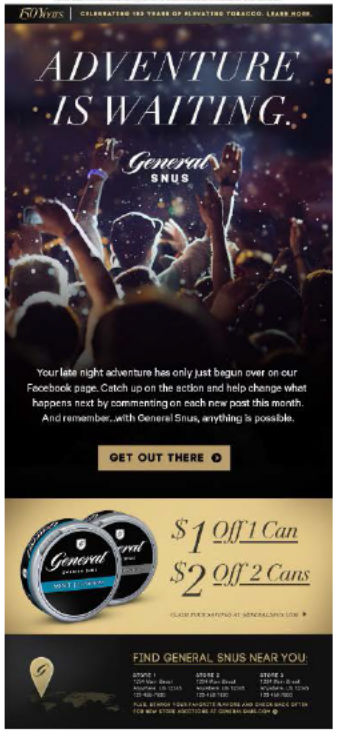
Monthly Emails

June Emails



WARNING: This product can cause mouth cancer.

Email 1



WARNING: This product can cause mouth cancer.

Email 2

SWEDISH MATCH

Monthly Emails

July Emails

WARNING: This product can cause gum disease and tooth loss.

Email 1

WARNING: This product can cause gum disease and tooth loss.

Email 2

SWEDISH MATCH

Monthly Emails

August Emails

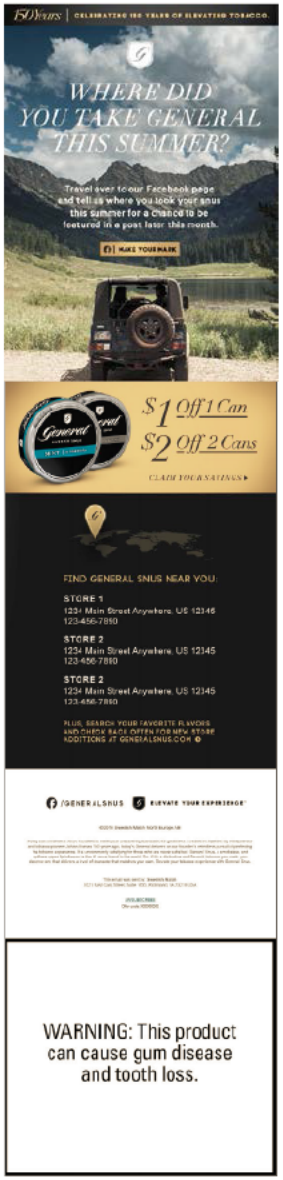
Email 1

Email 2

SWEDISH MATCH

Monthly Emails

September Emails

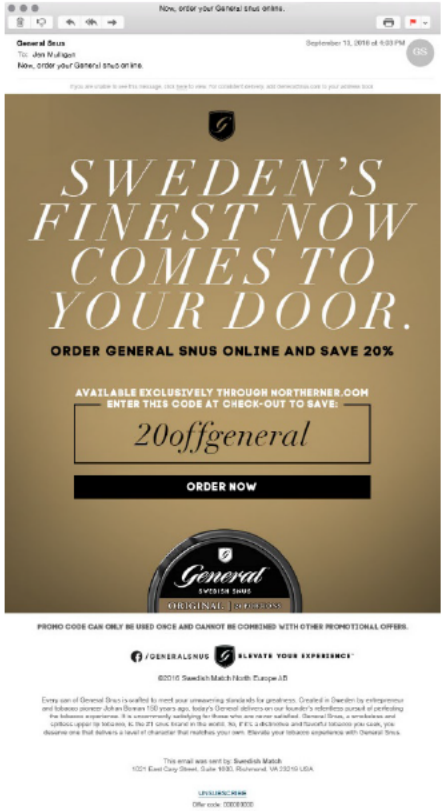


Email 1

Email 2

SWEDISH MATCH

Northerner Email (Sept 2016)



WARNING: This product can cause gum disase and tooth loss.

NY Store Near You Email (Sept 2016)

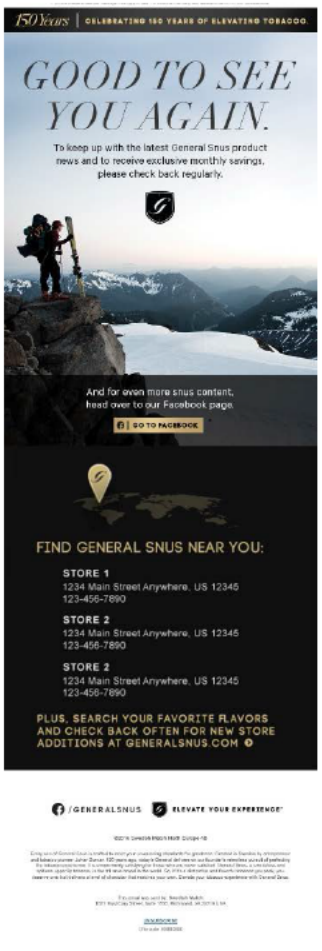
WARNING: This product can cause gum disease and tooth loss.

SWEDISH MATCH

Re-engagement Emails (Aug 2016)

WARNING: This product can cause gum disease and tooth loss.

WARNING: This product can cause gum disease and tooth loss.

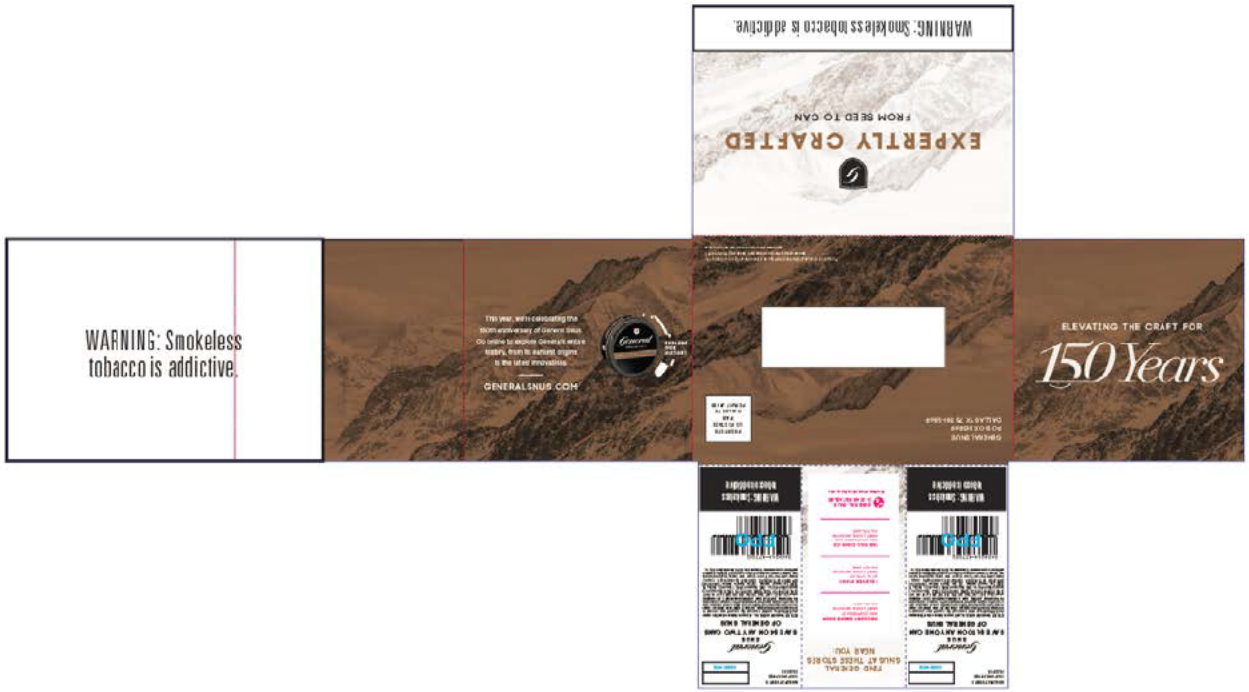


WARNING: This product can cause gum disease and tooth loss.

SWEDISH MATCH

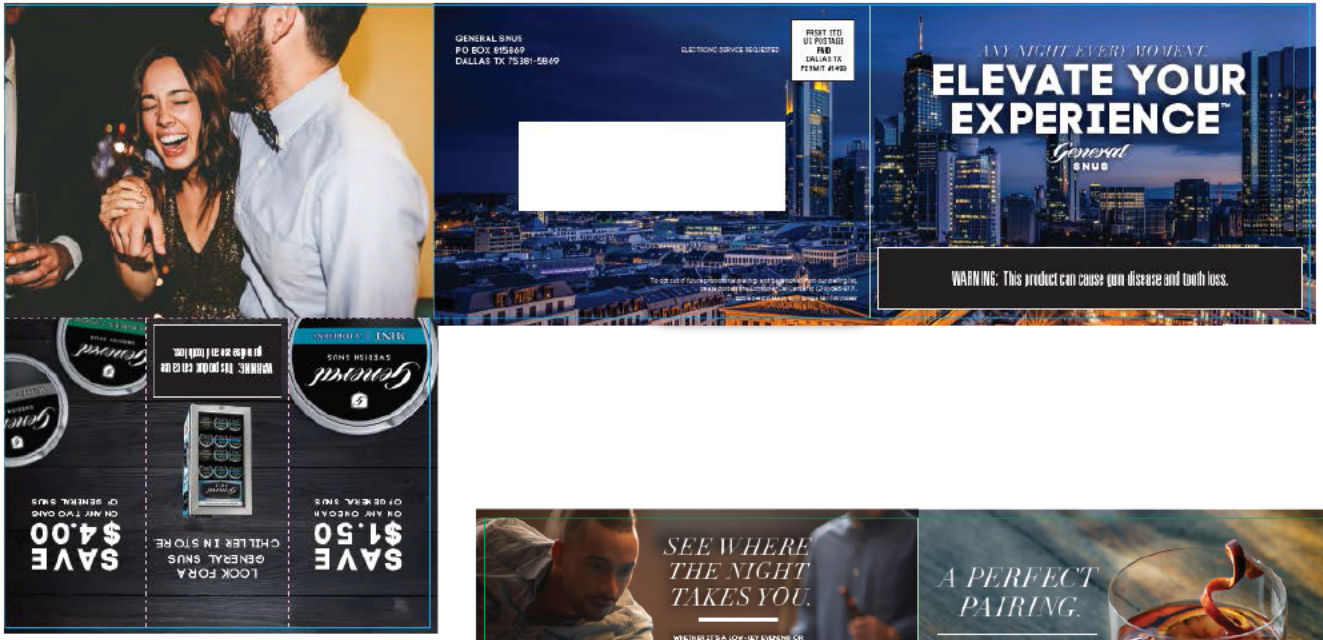
Direct Mail Creative

Q2 Direct Mail (wk/o 5/25)



SWEDISH MATCH

Q3 Direct Mail (wk/o 8/15)



SWEDISH MATCH

Social Media

Facebook Cover Photos

April-May

June

July-Sept

April Facebook Posts

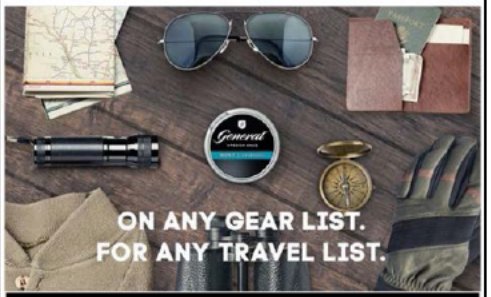
Four flavors. Three matchups. Two finalists. One winner. The last point has been counted. #TeamMint is your 2016 Spring Tournament Champion. Thanks for playing.

WARNING: This product can cause mouth cancer.

Newfound continents, royal blessings, and cans made of gold. The history of snus is an unexpected one. Explore it all at GeneralSnus.com/Anniversary.

WARNING: This product can cause mouth cancer.

Where will you take General this spring?



WARNING: This product can cause mouth cancer.

Smoke = soak. Stay dry with General Snus.

WARNING: This product can cause mouth cancer.

No smoking allowed at your favorite bar? No problem.

WARNING: This product can cause mouth cancer.

Christopher Columbus, the Queen of France, and a revered Swedish craftsman. Discover the star-studded history of snus at GeneralSnus.com/Anniversary.

WARNING: This product can cause mouth cancer.

We love that snus satisfies, no matter the season. What's your reason for choosing General Snus?

No matter where the warm weather takes you, satisfaction is within reach. Visit GeneralSnus.com/Find to search for a nearby chiller, and where you go next is up to you.

WARNING: This product can cause mouth cancer.

SWEDISH MATCH

May Facebook Posts

Curious what goes into making the #1-selling snus in the world? Follow the journey from seed to can right from your desktop. Simply select the Our Process tab at the top of our page, or click this link: https://www.facebook.com/GeneralSnus/app/936018386497161/

WARNING: This product can cause mouth cancer.

All year long...

WARNING: This product can cause mouth cancer.

Thanks to General and our convenient disposal lid, you'll never have to worry about cigarette butts, spit cups, or tossing your pouches either.

WARNING: This product can cause mouth cancer.

This Friday the 13th, forget the rabbit's feet, horseshoes or four-leaf clovers. Register on GeneralSnus.com and get luck in the form of savings on your favorite can.

WARNING: This product can cause mouth cancer.

When it comes to elevating your tobacco experience, even the pouch material is important. Our pouches are made of a unique plant-based fiber crafted specifically for our snus, and they're what help deliver the superior moisture, flavor, comfort and satisfaction you've come to know as General. Learn more about our standards at GeneralSnus.com.

WARNING: This product can cause mouth cancer.

There's no off-season on the mountain. So your tobacco shouldn't have one either. #Smokeless #Spitless

WARNING: This product can cause mouth cancer.

Satisfaction has never looked better.

WARNING: This product can cause mouth cancer.

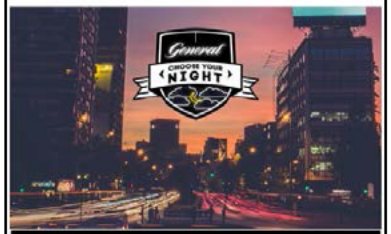
You can't be the life of the party from 20 feet away. #ChooseSnus

WARNING: This product can cause mouth cancer.

SWEDISH MATCH

June Facebook Posts (partial)

This month, we're taking you on a late night adventure. How the night plays out is in your hands. Each new post offers you a decision to make, and remember... with General Snus, anything is possible. Adventure kicks off in just 2 days.



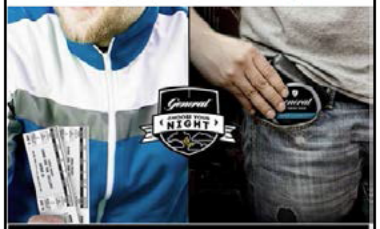
WARNING: This product can cause mouth cancer.

Your night out with General Snus starts now.

You're on your way out to meet a group of friends at a bar. But the night wouldn't be complete without a can of your favorite snus. You stop at your go-to convenience store to grab some. The girl at the register with the snow owl tattoo actually remembers you and calls you by name. Then she asks, "Will it be General Mint or White?" Comment to cast your vote.

WARNING: This product can cause mouth cancer.

Mint it is. There's only one can left at the store, and it's all yours. But the guy wearing a powder blue track suit in line behind you wanted Mint, too. Really wanted it. He approaches you and offers you two tickets to a huge concert up the street for your can. Do you take him up on his offer and get White instead? Or hang on to your Mint? Comment to cast your vote.

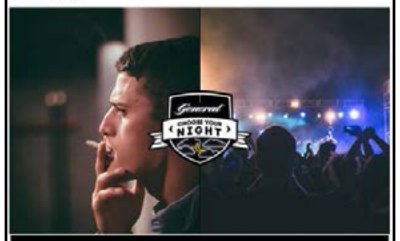


WARNING: This product can cause mouth cancer.

Tickets it is. The show's about to start, and you've got a can of White plus two incredible seats waiting for you. The only question now is... who do you bring? Your best friend who loves shows but will definitely need to step out for a few smoke breaks, or the tattooed girl at the register? You're holding the tickets, standing in the doorway. Text your friend or go back in and ask the girl? Comment to cast your vote.

WARNING: This product can cause mouth cancer.

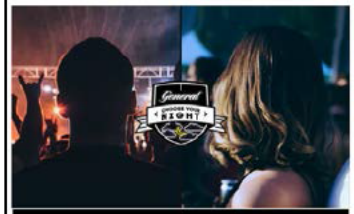
Looks like you and your friend are show-bound. He meets you at the venue and stops to have a quick smoke before heading in. You toss in a pouch just as your hear the opener take the stage inside. Do you stand outside and wait for your friend, or go in and catch the first notes? Comment to cast your vote.



WARNING: This product can cause mouth cancer.

General Snus
Published by Jen Clari Mulligan [?] · June 21 at 8:30am

You slick around. You're not one to ditch. While you stand and wait, you hear the crowd roar. You turn towards the entrance to catch a glimpse and instead catch sight of a powder blue track suit. It's the guy from the store. He sees you and motions for you to follow. But it looks like your friend has just introduced himself to a girl standing nearby. Do you grab him and go, or play his wingman? Comment to cast your vote.



WARNING: This product can cause mouth cancer.

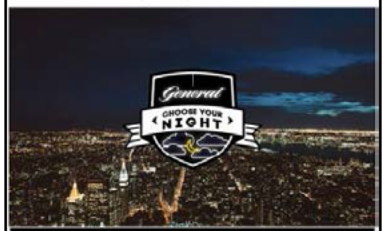
This guy is full of surprises...and you're game. You grab your friend and run to catch up. Turns out he's got an in with the sound guy, and he's taking you and your friend backstage. On your way there, you walk past a door marked with a big gold star. Through the crack you see the band getting ready to head on stage. Do you give track suit the slip and go introduce yourself? Or do you head to the best seats in the house? Comment to cast your vote.

WARNING: This product can cause mouth cancer.

Pass up a view like that? No way. But in all the excitement, you realize you ended up on the wrong side of the stage. Before you have a chance to correct yourselves, you bump into the manager who mistakes you and your friend for a few of the back-ups. The show is starting, and he pushes you forward. Now that you're in the spotlight, do you grab a mic and join the singers or hop in with the background dancers? Comment to cast your vote.

WARNING: This product can cause mouth cancer.

You and your friend killed it on stage. Even the band noticed your enthusiasm. They invite you to their exclusive after-party, but only after they pick up some smokes. You remember that can in your pocket from earlier, and there's enough to go around. So with pouches in, you all leave together to finish off a legendary evening.
With General, there's no telling where the night will take you next. The question now is where will you take your General Snus?



WARNING: This product can cause mouth cancer.

SWEDISH MATCH

July Facebook Posts

Your enjoyment doesn't have to stop just because the holiday weekend did.

WARNING: This product can cause gum disease and tooth loss.

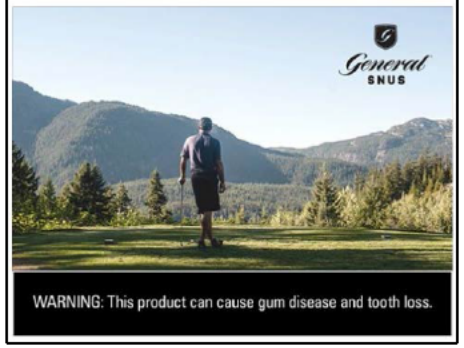
And the legacy continues.

WARNING: This product can cause gum disease and tooth loss.

Feet up. Snus in.

WARNING: This product can cause gum disease and tooth loss.

From the tee to the green, hit the links with General Snus.

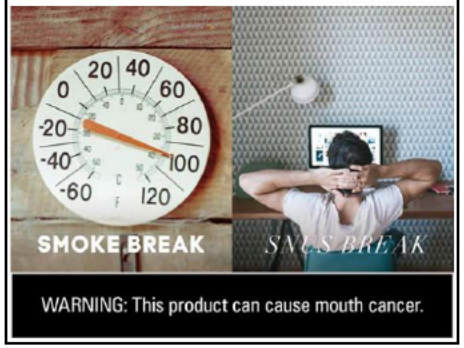


WARNING: This product can cause gum disease and tooth loss.

General Snus starts with three essential ingredients – tobacco, water and salt. From there, our snus is artfully crafted and painstakingly refined for a complex flavor, distinctive aroma and bold satisfaction.

WARNING: This product can cause gum disease and tooth loss.

Beat the heat. Skip the smoke break.



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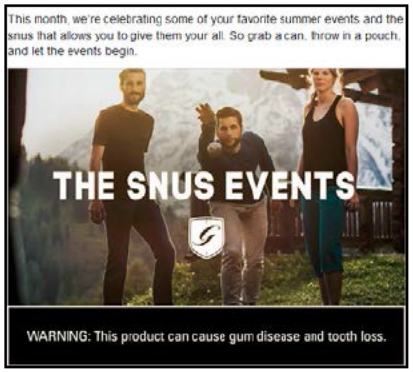
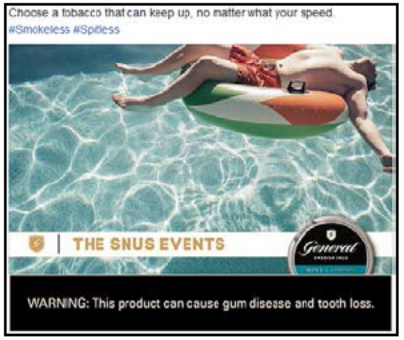
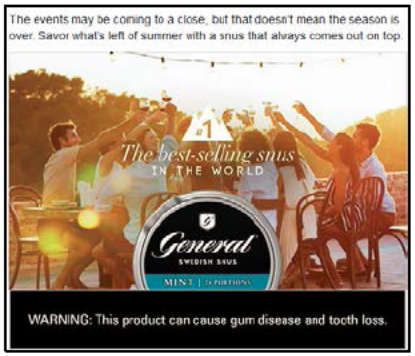
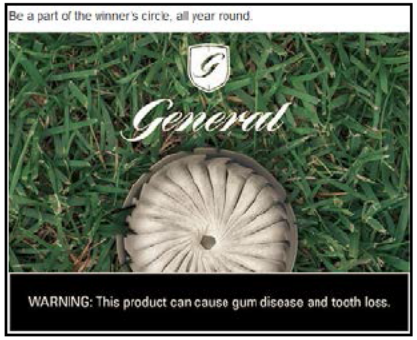
August Facebook Posts









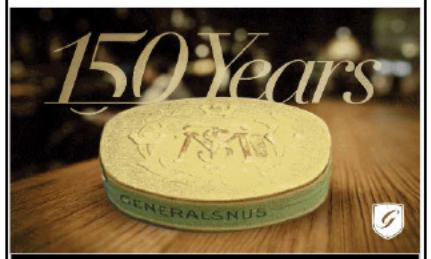
SWEDISH MATCH

September Facebook Posts

Wherever this next season takes you, enjoy it to the fullest with General Snus.

WARNING: This product can cause gum disease and tooth loss.

150 years of tobacco expertise packed into every can.



WARNING: This product can cause gum disease and tooth loss.

From coast to coast, and everywhere in between. We're mapping out the places you took General this summer. Comment your destinations below and keep a look out for a special post later this month.

WARNING: This product can cause gum disease and tooth loss.

Best enjoyed with a can of General Snus White.

WARNING: This product can cause gum disease and tooth loss.

With smokeless General Snus, you'll never have to hit pause. What shows will you be watching this season?

WARNING: This product can cause gum disease and tooth loss.

Stay in the moment when things heat up.

WARNING: This product can cause gum disease and tooth loss.

No start or end date. General Snus is always in season. #SnusInSeason

WARNING: This product can cause gum disease and tooth loss.

With a snus that goes anywhere, you're free to go everywhere. Here's to the places you took snus this summer, and to the new adventures you'll have this fall.

WARNING: This product can cause gum disease and tooth loss.

SWEDISH MATCH

Seed to Can Facebook Tab
Path To Perfection (May 2016)

SWEDISH MATCH

POS

Ice Chest Sign POS (May 2016)

SWEDISH MATCH

Mini Mint POS (April 2016)

Digital Ads

Umgas Ads (June 2016)

GIF SCREEN 1

1000x90 PX

GIF SCREEN 2

GIF SCREEN 3

GIF SCREEN 4

GIF SCREEN 5

GIF SCREEN 1

GIF SCREEN 2

GIF SCREEN 3

GIF SCREEN 4

300x250 PX

SWEDISH MATCH

Nordic Reach and Nordstjernan Ads (May 2016)

SWEDISH MATCH

Freeskier Après Tour & Best Of (Sept 2016)

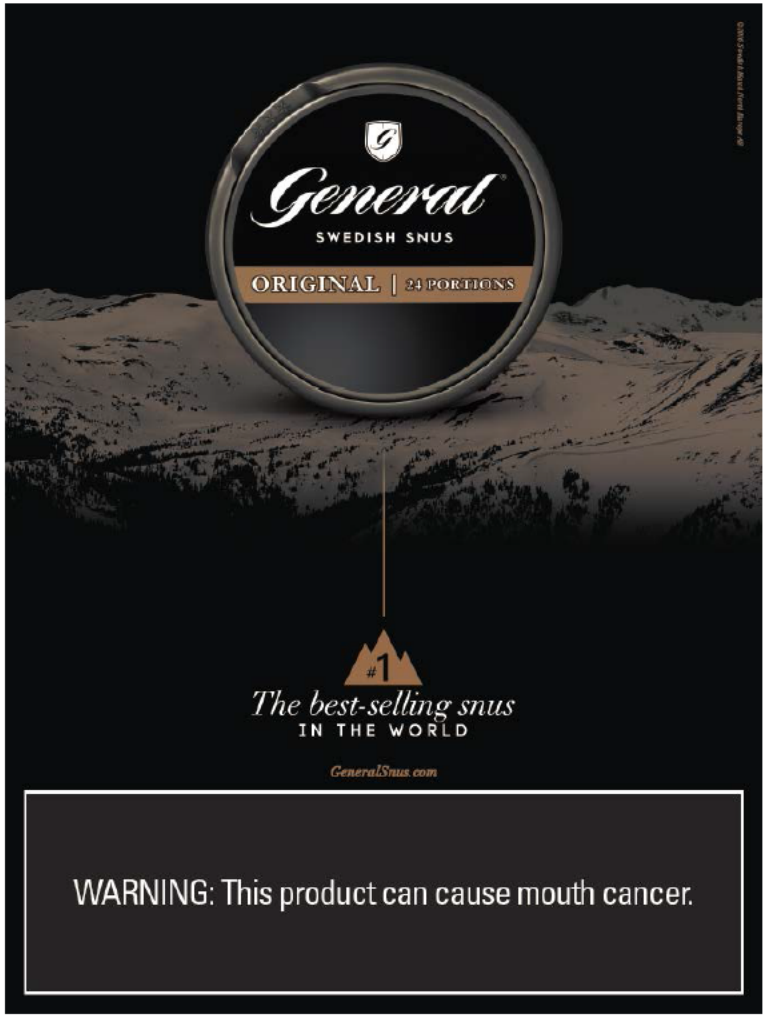
SWEDISH MATCH

Print Ads

Swedish American Chamber of Commerce Membership Directory Ad (April 2016)

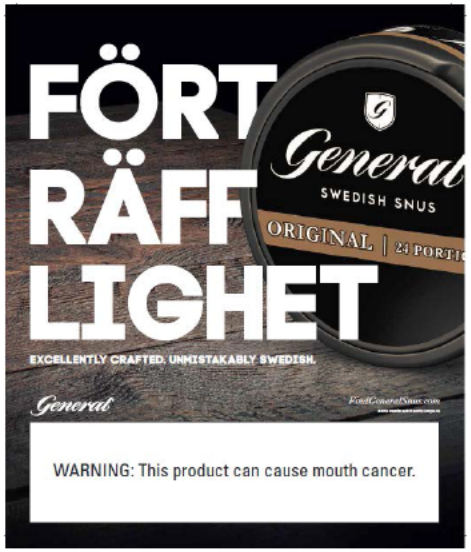
SWEDISH MATCH

DDFSNY Duty Free Catalog Ad (July 2016)



SWEDISH MATCH

Nordic Reach and Nordstjernan Ads (May 2016)

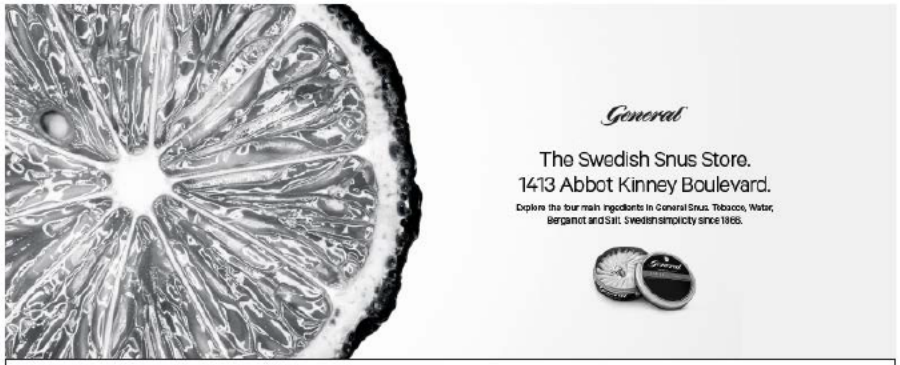


SWEDISH MATCH

LA Weekly Ad (Sept 2016)

WARNING: This product can cause gum disease and tooth loss.

LA Weekly Ad – Belly Band (Sept 2016)



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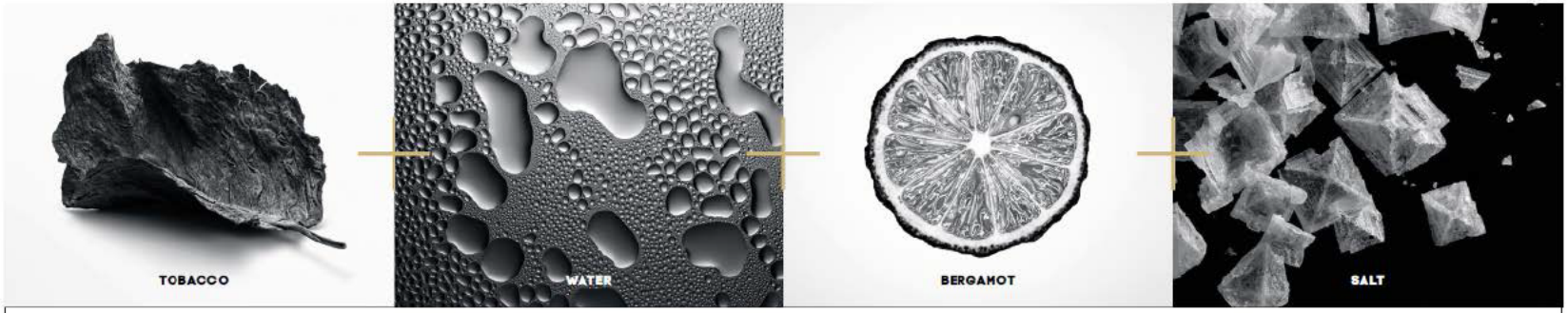

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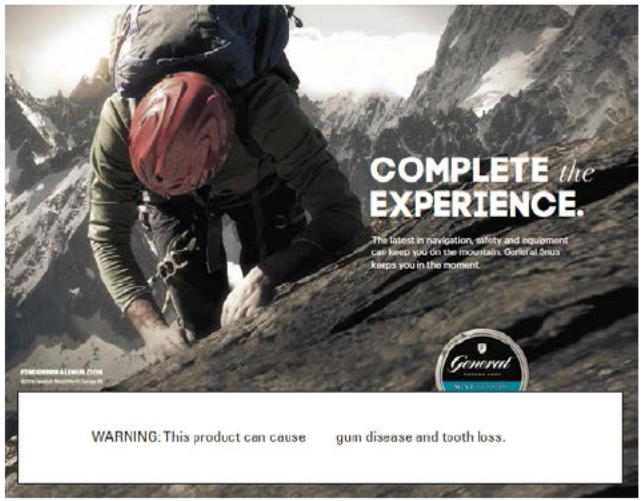
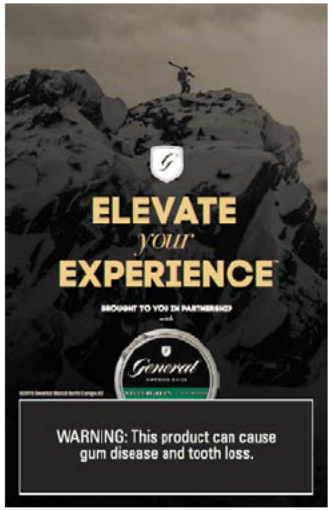
SWEDISH MATCH

Freeskier Après Tour & Best Of (Sept 2016)





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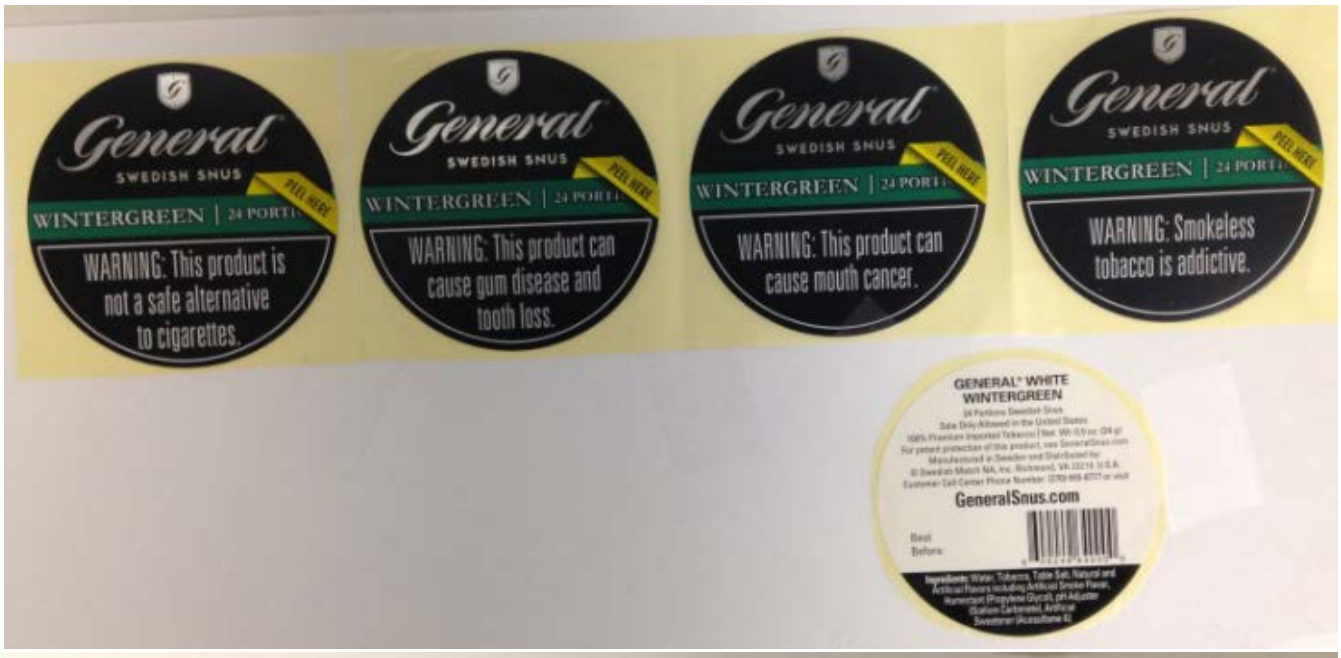
General
SWEDISH SNUS
WINTERGREEN | 24 PORTI
PEEL HERE
WARNING: This product is not a safe alternative to cigarettes.
WARNING: This product can cause gum disease and tooth loss.
WARNING: This product can cause mouth cancer.
WARNING: Smokeless tobacco is addictive.
GENERAL® WHITE
WINTERGREEN
GeneralSnus.com
Best Before:

General
SWEDISH SNUS
WINTERGREEN
WARNING: This product is not a safe alternative to cigarettes.
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