

## GENERAL SNUS MRTPA STUDY

## Quotas:

| Respondent Type  | Criteria Logic   |        |
|--|--|--------|
| Never tobacco users<br>legal age (per state) – age 24<br>years | <ul style="list-style-type: none"> <li>S8(S9)_1, 2, 3, 4, 5, 7, 8 <u>AND</u> 9 =2 (NEVER USED ANY TOBACCO PRODUCT)</li> </ul> <p><u>OR ALL OF THE FOLLOWING:</u></p> <ul style="list-style-type: none"> <li>IF S8(S9)_1=1, THEN S9(S10)=1-5 AND S11(S22)_1=3 OR S8(S9)_1=2 (LESS THAN 100 CIG EVER AND NOW NOT USING AT ALL OR CIGS NEVER USED)</li> </ul> <p><u>AND ALL OF THE FOLLOWING:</u></p> <ul style="list-style-type: none"> <li>IF S8(S9)_2=1 THEN S10(S23)_2 =2 AND S11(S22)_2=3 (E-CIGS: EVER FAIRLY REGULARLY= NO AND NOW NOT USING AT ALL) AND</li> <li>IF S8(S9)_3=1 THEN S10(S23)_3 =2 AND S11(S22)_3=3 (M SNUFF: EVER FAIRLY REGULARLY= NO AND NOW NOT USING AT ALL) AND</li> <li>IF S8(S9)_4=1 THEN S10(S23)_4 =2 AND S11(S22)_4=3 (CHEW: EVER FAIRLY REGULARLY = NO AND NOW NOT USING AT ALL) AND</li> <li>IF S8(S9)_5=1 THEN S10(S23)_5 =2 AND S11(S22)_5=3 (SNUS: EVER FAIRLY REGULARLY = NO AND NOW NOT USING AT ALL) AND</li> <li>IF S8(S9)_7=1 THEN S10(S23)_7=2 AND S11(S22)_7=3 (CIGARS: EVER FAIRLY REGULARLY=NO AND NOW NOT USING AT ALL) AND</li> <li>IF S8(S9)_8=1 THEN S10(S23)_8 =2 AND S11(S22)_8=3 (PIPES: EVER FAIRLY REGULARLY =NO AND NOW NOT USING AT ALL) AND</li> <li>IF S8(S9)_9=1 THEN S10(S23)_9 =2 AND S11(S22)_9=3 (HOOKAH: EVER FAIRLY REGULARLY=NO AND NOW NOT USING AT ALL)</li> </ul> <p><u>AND</u></p> <ul style="list-style-type: none"> <li>S3(S3)=LEGAL AGE – 24</li> </ul> | N=1940 |
| Never tobacco users<br>aged older than 24 years                | <ul style="list-style-type: none"> <li>SAME AS ABOVE EXCEPT S3(S3)= OLDER THAN 24</li> </ul>   | N=1940 |

|  |  |                  |
|--|--|------------------|
| Former cigarette smokers<br>legal age (per state) and older                  | <ul style="list-style-type: none"> <li>S8(S9)_1=1 AND S9(S10)=6 AND S11(S22)_1=3 (SMOKED 100+ CIGS LIFETIME AND NOW NOT USING AT ALL)</li> </ul>   | N=1940           |
| Current cigarette smokers<br>legal age (per state) – 24 years                | <ul style="list-style-type: none"> <li>S9(S10)=6 (SMOKED 100+ CIGS LIFETIME ) AND</li> <li>S11(S22)_1=1 or 2 (CIGS: NOW USES EVERY DAY OR SOME DAYS) AND</li> <li>S3(S3)= LEGAL AGE- 24</li> </ul>   | N=1940           |
| Current cigarette smokers<br>aged older than 24 years                        | <ul style="list-style-type: none"> <li>SAME AS ABOVE EXCEPT S3(S3)= OLDER THAN 24</li> </ul>   | N=1940           |
| Current <u>smokeless</u><br>tobacco users<br>legal age (per state) and older | <p><u>AT LEAST ONE</u> OF THE FOLLOWING (NOTE – THIS IS INTENDED TO BE THEY CAN HAVE 1, 2 OR ALL 3 OF THESE TO QUALIFY)</p> <ul style="list-style-type: none"> <li>IF S8(S9)_3= 1 THEN S10(S23)_3 =1 AND S11(S22)_3=1 OR 2<br/>(M SNUFF: EVER FAIRLY REGULARLY= YES AND NOW USING EVERY DAY OR SOME DAYS)</li> <li>IF S8(S9)_4= 1 THEN S10(S23)_4 =1 AND S11(S22)_4=1OR 2<br/>(CHEW: EVER FAIRLY REGULARLY = YES AND NOW USING EVERY DAY OR SOME DAYS)</li> <li>IF S8(S9)_5= 1 THEN S10(S23)_5 =1 AND S11(S22)_5=1 OR 2<br/>(SNUS: EVER FAIRLY REGULARLY = YES AND NOW USING EVERY DAY OR SOME DAYS)</li> </ul> <p><u>AND AT LEAST ONE</u> OF THE FOLLOWING:</p> <ul style="list-style-type: none"> <li>S8(S9)_1=2 (NO CIG EVER) <u>OR</u></li> <li>S11(S22)_1=3 (NOW NOT USING CIG AT ALL)</li> </ul> | N=1940           |
| <b>TOTAL</b>   |  | <b>N= 11,640</b> |

**NOTE: IF A RESPONDENT DOES NOT FIT INTO ONE OF THE ABOVE QUOTAS, THEY SHOULD BE TERMINATED IN THE SCREENING PHASE.**

**IF THERE IS OVERLAP BETWEEN FORMER CIGARETTE SMOKERS AND CURRENT SMOKELESS TOBACCO USERS, ASSIGN THEM TO CURRENT SMOKELESS GROUP AS THAT HAS A LOWER INCIDENCE.**

## QUOTA DEFINITIONS:

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

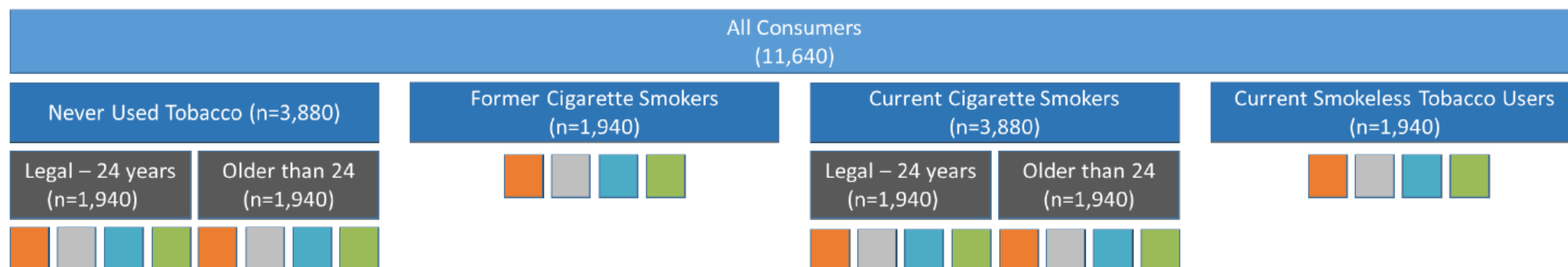
## SAMPLE DESIGN

- Test vs. Control design with 4 monadic cells (three test cells, one for each claim tested, and a control cell for testing the absence of a claim)
- Within each monadic cell, there are 8 executions varying the combination of 4 warning statements x 2 flavors

|                    | MONADIC CELL A<br>(CLAIM 1) | MONADIC CELL B<br>(CLAIM 2) | MONADIC CELL C<br>(CLAIM 3) | MONADIC CELL D<br>(CONTROL) |
|--------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Warning 1 series → | Flavor 1                    | Flavor 1                    | Flavor 1                    | Flavor 1                    |
|                    | Flavor 2                    | Flavor 2                    | Flavor 2                    | Flavor 2                    |
| Warning 2 series → | Flavor 1                    | Flavor 1                    | Flavor 1                    | Flavor 1                    |
|                    | Flavor 2                    | Flavor 2                    | Flavor 2                    | Flavor 2                    |
| Warning 3 series → | Flavor 1                    | Flavor 1                    | Flavor 1                    | Flavor 1                    |
|                    | Flavor 2                    | Flavor 2                    | Flavor 2                    | Flavor 2                    |
| Warning 4 series → | Flavor 1                    | Flavor 1                    | Flavor 1                    | Flavor 1                    |
|                    | Flavor 2                    | Flavor 2                    | Flavor 2                    | Flavor 2                    |

- Each cohort (Never tobacco users, Former cigarette smokers, Current cigarette smokers, and Current tobacco (excluding cigarettes) users) will be randomly selected and balanced, across the 4 monadic cells and the executions within each.

## PROGRAMMER NOTE – THIS IS A NEW GRAPHIC 11/9



LENGTH OF INTERVIEW 15-20 minutes



**INCLUSION CRITERIA**

- Minimum legal age per local requirements (See Appendix for table on legal age by state)
- Able to read and speak English
- Currently a resident of the United States
- Provide electronic informed consent in the survey screener

**EXCLUSION CRITERIA**

- Do not answer balancing demographics of gender, geographical region, ethnicity, or education
- Unwilling or unable to provide electronic informed consent
- Individuals employed in any of the following fields or professions: market research, marketing, advertising, manufacturers of tobacco/nicotine products, physicians
- Individuals who have taken part in a consumer research study on tobacco in the past 2 weeks

**REPRESENTATIVENESS OF SAMPLE**

- Age
- Gender
- Geographical region
- Ethnicity
- Education

**STIMULI**

In the survey, a single advertisement video with a single claim or no claim will be shown to each respondent. A total of 32 videos will be tested to represent the 4 monadic cells with the 8 executions within each.

**GENERAL PROGRAMMING NOTES:**

**RANDOMIZE ALL LISTS, EXCEPT WHERE NOTED, THEN SHOW SAME ORDER OF THESE LISTS FOR EACH RESPONDENT**  
**PROVIDE PROGRESS BAR AT KEY POINTS (AFTER EACH SECTION)**

**GENERAL SNUS MRTP STUDY  
SCREENER****ASK EVERYONE**

Thank you for taking the time to participate in this online survey. We will start by asking you a few questions to see if you qualify for this study. Once you have completed these questions, if you qualify, you will be taken through the remainder of the survey.

**[THROUGHOUT SURVEY VISUALLY SEPARATE CODE 99 AND 999 FROM THE REST OF THE ANSWER OPTIONS]**

**[SCREEN EDIT - ALL DIRECTIONS, SUCH AS SELECT ONE / SELECT ALL, PLEASE CHANGE TO BLACK FONT INSTEAD OF GRAY]**

**ASK EVERYONE**

S1 (S1). Are you a current resident of the United States?

**[SELECT ONE ONLY]**

|     |                   |           |
|-----|-------------------|-----------|
| 1   | Yes               | CONTINUE  |
| 2   | No                | TERMINATE |
| 99  | Don't know        | TERMINATE |
| 999 | Decline to answer |           |

**ASK EVERYONE**

S2 (S2). In what state do you spend most days of the year?  
*You may need to scroll to see all options and to continue. [SELECT ONE ONLY]*

**[INSERT LIST OF US STATES + DC IN ALPHABETICAL ORDER; DECLINE TO ANSWER AS LAST ANSWER]**

|     |                   |                  |
|-----|-------------------|------------------|
| 999 | Decline to answer | <b>TERMINATE</b> |
|-----|-------------------|------------------|

**ASK EVERYONE**

S3 (S3). How old are you?

**[ENTER WHOLE NUMBER ONLY]**

|   |                                      |  |
|---|--------------------------------------|--|
| 1 | _____ years old <b>[RANGE: 0-99]</b> | <b>CONTINUE IF LEGAL AGE OR OLDER<br/>[SEE QUOTA CRITERIA]</b> |
|---|--------------------------------------|--|

|     |   |                  |
|-----|---|------------------|
| 999 | Decline to answer <b>[EXCLUSIVE CHECKBOX]</b> | <b>TERMINATE</b> |
|-----|---|------------------|

**[TERMINATE IF...**

**S2(S2) = ARIZONA, ARKANSAS, CALIFORNIA, COLORADO, HAWAII, ILLINOIS, KANSAS, MAINE, MASSACHUSETTS, MICHIGAN, MISSISSIPPI, MISSOURI, NEW JERSEY, NEW YORK, OHIO, OREGON AND S3(S3) < 21 OR**

**S2(S2) = ALABAMA, ALASKA, UTAH AND S3(S3) < 19 OR  
 S2(S2) = ANY STATE NOT LISTED ABOVE AND S3(S3) < 18]**

**ASK EVERYONE**

S4 (S4). What is your gender?

**[SELECT ONE ONLY]**

|     |                   |           |
|-----|-------------------|-----------|
| 1   | Male              | CONTINUE  |
| 2   | Female            |           |
| 999 | Decline to answer | TERMINATE |

**ASK ONLY FEMALES [S4(S4)=2]**

S5 (S16). Do any of the following statements apply to you?

**[SELECT ONE ONLY]**

|     |   |          |
|-----|---|----------|
| 1   | I am currently pregnant                           | CONTINUE |
| 2   | I intend on getting pregnant in the next 6 months |          |
| 3   | None of the above <b>[EXCLUSIVE]</b>              |          |
| 99  | Don't know  | CONTINUE |
| 999 | Decline to answer <b>[EXCLUSIVE]</b>              | CONTINUE |

**ASK EVERYONE**

S6 (S5). How would you best describe your racial/ethnic background?  
*You may need to scroll to see all options and to continue.*

**[SELECT ONE ONLY]**

|     |  |                  |
|-----|--|------------------|
| 1   | Caucasian/White  | <b>CONTINUE</b>  |
| 2   | Black/African American                                       |                  |
| 3   | Hispanic (e.g. Latin American, Mexican, Puerto Rican, Cuban) |                  |
| 4   | Asian or Pacific Islander                                    |                  |
| 5   | Native American or Alaskan native                            |                  |
| 6   | Mixed racial background                                      |                  |
| 7   | Other  |                  |
| 99  | Don't know   | <b>TERMINATE</b> |
| 999 | Decline to answer  |                  |

**ASK EVERYONE**

S7 (S6). What is the highest grade or level of school you completed?

*You may need to scroll to see all options and to continue.***[SELECT ONE ONLY]**

|     |  |                  |
|-----|--|------------------|
| 1   | Less than high school                          | <b>CONTINUE</b>  |
| 2   | Some high school, no diploma                   |                  |
| 3   | General Educational Development (GED)          |                  |
| 4   | High school graduate - diploma                 |                  |
| 5   | Some college but no degree                     |                  |
| 6   | Associate degree                               |                  |
| 7   | Bachelor's degree (ex: BA, AB, BS)             |                  |
| 8   | Post-graduate degree (e.g. MBA, PhD, JD, etc.) |                  |
| 99  | Don't know                                     | <b>TERMINATE</b> |
| 999 | Decline to answer                              |                  |

**BEFORE S8(S9), INSERT NEW SCREEN**





**SHOW EVERYONE:** Below are several tobacco and nicotine products that we will be asking you about today. Please take a moment to read through the list of products and then click continue to go to the next question. You will be able to reference the list of products throughout the survey, if desired.

*You may need to scroll to see all the information and to continue.*






**[CREATE LINK TO SHOW LIST OF PRODUCTS AND DESCRIPTIONS WHEN CLICKED THROUGHOUT THE SURVEY]**

**ASK EVERYONE**S8 (S9). Have you **ever used** any of the following tobacco or nicotine products, even just one or two times?**MAKE DYNAMIC GRID**

**[SELECT ONE PER ROW; RANDOMIZE ROWS (NOTE THIS WILL ESTABLISH RANDOMIZATION IN MANY SUBSEQUENT QUESTIONS)]**  
**TERMINATE IF S8(S9)\_2 AND/OR 6 = 1 (YES) AND NONE OF FOLLOWING CODES S8(S9)\_1, 3, 4, 5, 7, 8 OR 9 = 1 (YES) (IN OTHER WORDS, MUST SELECT AT LEAST ONE CODE 1 "YES" FROM 1,3,4,5,7,8,9 IF CODE 2 AND/OR 6 ALSO = 1 (YES) TO CONTINUE IN THE SURVEY) – this will ensure e-cig users, aid users, or e-cig + aid users are termed**

|   |   | Yes | No | Don't Know | Decline to answer |
|---|---|-----|----|------------|-------------------|
| 1 | <br>Cigarettes   | 1   | 2  | 99         | 999               |
| 2 | <br>E-cigarettes   | 1   | 2  | 99         | 999               |
| 3 | <br>Moist snuff<br>(available in loose form, also known as dip, and in pouches) | 1   | 2  | 99         | 999               |
| 4 |    | 1   | 2  | 99         | 999               |



|   |   |   |   |
|---|---|---|---|
|   | Chewing tobacco (also known as loose leaf chewing tobacco)  |   |   |
| 5 | <br>Snus (pouch tobacco product, different than moist snuff) | 1 | 2 |
| 6 | <br>Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)  | 1 | 2 |
| 7 | <br>Cigars, cigarillos, filtered cigars filled with tobacco  | 1 | 2 |
| 8 | <br>Pipe tobacco   | 1 | 2 |
| 9 | <br>Hookah or water pipe tobacco                            | 1 | 2 |

|    |     |
|----|-----|
|    |     |
| 99 | 999 |
| 99 | 999 |
| 99 | 999 |
| 99 | 999 |
| 99 | 999 |

**PROGRAMMER: SHOW IMAGES EACH TIME PRODUCT SHOWN IN RESPONSE OPTION**

**ASK IF S8(S9)\_1 "CIGARETTES" = 1 "YES"**

S9 (S10). How many cigarettes have you smoked in your entire life? A pack usually has 20 cigarettes in it.  
*You may need to scroll to see all options and to continue.*

**[SELECT ONE ONLY]**

|     |  |   |
|-----|--|---|
| 1   | 1 or more puffs but never a whole cigarette          | <b>CONTINUE</b>   |
| 2   | 1 to 10 cigarettes (up to a ½ pack)                  |   |
| 3   | 11 to 20 cigarettes (more than ½ pack to 1 pack)     |   |
| 4   | 21 to 50 cigarettes (more than 1 pack to 2 ½ packs)  |   |
| 5   | 51 to 99 (more than 2 ½ packs but less than 5 packs) |   |
| 6   | 100 or more cigarettes (5 packs or more)             |   |
| 99  | Don't know   | <b>TERMINATE IF S8(S9)_1 (CIGS) = 1 AND ALL OTHER PRODUCTS IN S8(S9)= 2, 99, OR 999. OTHERWISE CONTINUE BASED ON QUOTA CRITERIA</b> |
| 999 | Decline to answer                                    |   |

**ASK IF EVER USED TOBACCO/NICOTINE PRODUCTS [ANY OF S8(S9)\_1 THROUGH S8(S9)\_9 = 1 “YES”**

S10 (S23). Have you ever used any of the following tobacco or nicotine products fairly regularly?

**[SELECT ONE PER ROW]**

**[INSERT PRODUCTS RESPONDENT EVER USED (RESPONSE =1 “YES”) AT S8(S9)]**

**[RANDOMIZE SAME ORDER AS S8(S9)]**

**MAKE DYNAMIC GRID**

|   |  | Yes | No |
|---|--|-----|----|
| 1 | Cigarettes   | 1   | 2  |
| 2 | E-cigarettes   | 1   | 2  |
| 3 | Moist snuff (available in loose form, also known as dip, and in pouches) | 1   | 2  |
| 4 | Chewing tobacco (also known as loose leaf chewing tobacco)               | 1   | 2  |
| 5 | Snus (pouch tobacco product, different than moist snuff)                 | 1   | 2  |
| 6 | Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)                  | 1   | 2  |
| 7 | Cigars, cigarillos, filtered cigars filled with tobacco                  | 1   | 2  |
| 8 | Pipe tobacco   | 1   | 2  |
| 9 | Hookah or water pipe tobacco   | 1   | 2  |

| Don't Know | Decline to Answer |
|------------|-------------------|
| 99         | 999               |
| 99         | 999               |
| 99         | 999               |
| 99         | 999               |
| 99         | 999               |
| 99         | 999               |
| 99         | 999               |
| 99         | 999               |
| 99         | 999               |

**TERMINATE IF ALL PRODUCTS ARE ANSWERED WITH CODE 99 (DK) OR CODE 999 (DECLINE TO ANSWER).**

**ASK IF EVER USED TOBACCO/NICOTINE PRODUCTS [ANY OF S8(S9)\_1 THROUGH S8(S9)\_9 = 1 "YES"]**

S11 (S22). Do you now use...

**[SELECT ONE PER ROW]**

**[INSERT PRODUCTS RESPONDENT EVER USED (RESPONSE =1 "YES") AT S8(S9)]**

**[RANDOMIZE SAME ORDER AS S8(S9)]**

**MAKE DYNAMIC GRID**

| Do you now use... |  | Every Day | Some Days | Not At All | Don't Know | Decline to Answer |
|-------------------|--|-----------|-----------|------------|------------|-------------------|
| 1                 | Cigarettes   | 1         | 2         | 3          | 99         | 999               |
| 2                 | E-cigarettes   | 1         | 2         | 3          | 99         | 999               |
| 3                 | Moist snuff (available in loose form, also known as dip, and in pouches) | 1         | 2         | 3          | 99         | 999               |
| 4                 | Chewing tobacco (also known as loose leaf chewing tobacco)               | 1         | 2         | 3          | 99         | 999               |
| 5                 | Snus (pouch tobacco product, different than moist snuff)                 | 1         | 2         | 3          | 99         | 999               |
| 6                 | Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)                  | 1         | 2         | 3          | 99         | 999               |
| 7                 | Cigars, cigarillos, filtered cigars filled with tobacco                  | 1         | 2         | 3          | 99         | 999               |
| 8                 | Pipe tobacco   | 1         | 2         | 3          | 99         | 999               |
| 9                 | Hookah or water pipe tobacco   | 1         | 2         | 3          | 99         | 999               |

**TERMINATE IF ALL PRODUCTS ARE ANSWERED WITH CODE 99 (DK) OR CODE 999 (DECLINE TO ANSWER)**

**CHECK QUOTAS FOR CRITERIA FOR QUALIFICATION BASED ON S8(S9), S9(S10), S10(S23), AND S11(S22)**

**ASK EVERYONE**

S12 (S17). Please select any of the following statements that apply to you.  
*You may need to scroll to see all options and to continue.*

**[RANDOMIZE 1-7; KEEP 8 AND 999 IN ORDER]**

|     |   |           |
|-----|---|-----------|
| 1   | I do financial analysis   | CONTINUE  |
| 2   | I am an occupational therapist                                  |           |
| 3   | I work in marketing   | TERMINATE |
| 4   | I work in market research                                       |           |
| 5   | I work in advertising   |           |
| 6   | My employer makes products that contain tobacco and/or nicotine |           |
| 7   | I am a medical doctor   | CONTINUE  |
| 8   | None of the above <b>[EXCLUSIVE]</b>                            |           |
| 999 | Decline to answer <b>[ANCHOR; EXCLUSIVE]</b>                    | TERMINATE |

**ASK EVERYONE**

S13 (S18). When was the last time you took a survey related to tobacco products where you were paid in exchange for your time?

**[SELECT ONE ONLY]**

|   |   |           |
|---|---|-----------|
| 1 | I have never taken a survey related to tobacco products | CONTINUE  |
| 2 | Within the past 2 weeks                                 | TERMINATE |
| 3 | 3 – 4 weeks ago   | CONTINUE  |
| 4 | More than 4 weeks ago                                   | CONTINUE  |

|     |                   |           |
|-----|-------------------|-----------|
| 99  | Don't know        | TERMINATE |
| 999 | Decline to answer | TERMINATE |

**USE CAPTCHA QUALITY CONTROL HERE****ADD DIRECTIONS ON CAPTCHA PAGE: “Please type in the words from both images shown above, with a space between each word.”**

**ASK EVERYONE**

S14 (S20). We'd like to ensure that your computer or device is able to play videos in the proper format. Please push the arrow in the middle of the picture to play a video. Be sure your speakers are on and not muted. Although not necessary, connecting to Wi-Fi may enhance your ability to see and answer the questions in the survey.

**ASK EVERYONE; SHOW TC1(TC1) AND TC2(TC2) ON SAME SCREEN**

TC1 (TC1). Which of the following describes the video?

**[SELECT ONE; RANDOMIZE]**

|     |                   |           |
|-----|-------------------|-----------|
| 1   | It showed a bus   | TERMINATE |
| 2   | It showed a car   | TERMINATE |
| 3   | It showed a train | CONTINUE  |
| 4   | All of the above  | TERMINATE |
|     |                   |           |
| 99  | Don't know        | TERMINATE |
| 999 | Decline to answer | TERMINATE |

TC2 (TC2). Which of the following describes the video?

**[SELECT ONE; RANDOMIZE]**

|     |   |           |
|-----|---|-----------|
| 1   | The music was instrumental                                  | TERMINATE |
| 2   | The music was a vocal rendition of "It's a Wonderful World" | TERMINATE |
| 3   | There was no music  | CONTINUE  |
| 4   | None of the above   | TERMINATE |
|     |   |           |
| 99  | Don't know  | TERMINATE |
| 999 | Decline to answer   | TERMINATE |

**ELECTRONIC INFORMED CONSENT FORM****ASK EVERYONE**

S15 (S21). Please read and indicate you have read the following information. *You may need to scroll to see all the information and to continue.*

- The purpose of this survey is to understand perceptions and reactions about some tobacco and/or nicotine product information from people who do not use tobacco or nicotine, as well as those who do use. This study is being conducted for research.
- This survey will take approximately 15-20 minutes.
- Assuming you complete all of the survey, you will be compensated for your time and opinions, as mentioned in the survey invitation
- There are no likely risks, discomforts, or inconveniences to taking this survey. You will not receive any benefits from taking the survey.
- Your participation in this survey is strictly voluntary and other information such as your identity, personal information, and answers will be kept confidential.
- Everybody's survey answers will be merged, and results will be reported in combination. No answers will be attributable to you as an individual.
- You have the right to withdraw from the survey at any time. If you do withdraw, you will not receive the compensation mentioned earlier.
- If you have questions or concerns about your rights as a research participant, please contact Sterling Institutional Review Board Regulatory Department, 6300 Powers Ferry Road, Suite 600-351, Atlanta, Georgia 30339 (mailing address) at telephone number 1-888-636-1062 (toll free).
- If you have questions or concerns about the survey, or compensation for participation, please contact your panel care team.

Do you voluntarily agree to participate in this study?

|   |     |                  |
|---|-----|------------------|
| 1 | Yes | <b>CONTINUE</b>  |
| 2 | No  | <b>TERMINATE</b> |



## GENERAL SNUS MRTP STUDY: MAIN SURVEY

This now starts the main part of our survey.

**SECTION A: PERCEPTIONS****ASK IF S11(S22)\_1=1 OR 2 (CURRENT CIGARETTE USER)**

A1 (A11). Which of the following describes you?  
*You may need to scroll to see all options and to continue.*

**[SELECT ONE]**

|    |  |
|----|--|
| 1  | I don't want to stop smoking                                     |
| 2  | I think I should stop smoking but don't really want to           |
| 3  | I want to stop smoking but haven't thought about when            |
| 4  | I REALLY want to stop smoking but I don't know when I will       |
| 5  | I want to stop smoking and hope to soon                          |
| 6  | I REALLY want to stop smoking and intend to in the next 3 months |
| 7  | I REALLY want to stop smoking and intend to in the next month    |
| 99 | Don't know   |

ASK IF S11(S22)\_2 TO S11(S22)\_9 = 1 OR 2 (“EVERY DAY” OR “SOME DAYS”) FOR ANY PRODUCT

LOOP A2(A12) FOR EACH PRODUCT; RANDOMIZE PRODUCTS IN SAME ORDER AS S8(S9); REPLACE “PRODUCT” FOR EACH PRODUCT S11(S22)\_2-9=1 OR 2

|                   | Product                                    |
|-------------------|--|
| <b>S11(S22)_2</b> | e-cigarettes                               |
| <b>S11(S22)_3</b> | moist snuff                                |
| <b>S11(S22)_4</b> | chewing tobacco                            |
| <b>S11(S22)_5</b> | snus                                       |
| <b>S11(S22)_6</b> | aids that help stop smoking                |
| <b>S11(S22)_7</b> | cigars, cigarillos, or filtered cigars     |
| <b>S11(S22)_8</b> | pipes filled with tobacco                  |
| <b>S11(S22)_9</b> | hookahs or water pipes filled with tobacco |

To review the product list again, please click [here](#).

**[PROGRAMMER NOTE: MOVE ALL LINKS TO TOP OF SCREEN BEFORE THE QUESTION; CENTERED ON PAGE IN SAME FONT AS QUESTION TEXT]**

A2 (A12). Which of the following describes you?

*You may need to scroll to see all options and to continue.*

**[SELECT ONLY ONE]**

|    |   |
|----|---|
| 1  | I don't want to stop using <b>[PRODUCT]</b>                                     |
| 2  | I think I should stop using <b>[PRODUCT]</b> but don't really want to           |
| 3  | I want to stop using <b>[PRODUCT]</b> but haven't thought about when            |
| 4  | I REALLY want to stop using <b>[PRODUCT]</b> but I don't know when I will       |
| 5  | I want to stop using <b>[PRODUCT]</b> and hope to soon                          |
| 6  | I REALLY want to stop using <b>[PRODUCT]</b> and intend to in the next 3 months |
| 7  | I REALLY want to stop using <b>[PRODUCT]</b> and intend to in the next month    |
| 99 | Don't know  |

**ADD A SCREEN BEFORE A3(A9) – SHOW EVERYONE**

The next two questions will ask you about the chance a typical person may suffer from several health conditions.

- The first question is about a typical person who **SMOKES** cigarettes every day but uses no other tobacco products.
- The second question is about a typical person who has **NEVER** used tobacco or nicotine products.

**ASK EVERYONE**

A3 (A9). If a typical person **SMOKES** cigarettes every day but uses no other tobacco products, what is the chance that this person would suffer from the following health conditions during his/her lifetime?

**[SELECT ONE PER ROW; RANDOMIZE ROWS]**

|   |   | Very Low<br>Chance | Low<br>Chance | Moderate<br>Chance | High<br>Chance | Very High<br>Chance |
|---|---|--------------------|---------------|--------------------|----------------|---------------------|
| 1 | Chronic bronchitis                      | 1                  | 2             | 3                  | 4              | 5                   |
| 2 | Emphysema                               | 1                  | 2             | 3                  | 4              | 5                   |
| 3 | Gum disease                             | 1                  | 2             | 3                  | 4              | 5                   |
| 4 | Heart disease                           | 1                  | 2             | 3                  | 4              | 5                   |
| 5 | Lung cancer                             | 1                  | 2             | 3                  | 4              | 5                   |
| 6 | Mouth cancer                            | 1                  | 2             | 3                  | 4              | 5                   |
| 7 | Stroke                                  | 1                  | 2             | 3                  | 4              | 5                   |
| 8 | Serious health problems <b>[ANCHOR]</b> | 1                  | 2             | 3                  | 4              | 5                   |

| Don't Know | Decline to<br>Answer |
|------------|----------------------|
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |

**ASK EVERYONE**

A4 (A8). If a typical person has **NEVER** used tobacco or nicotine products, what is the chance that this person would suffer from the following health conditions during his/her lifetime?

**[SELECT ONE PER ROW; RANDOMIZE ROWS SAME AS A3(A9)]**

|   |   | Very Low<br>Chance | Low<br>Chance | Moderate<br>Chance | High<br>Chance | Very High<br>Chance |
|---|---|--------------------|---------------|--------------------|----------------|---------------------|
| 1 | Chronic bronchitis                      | 1                  | 2             | 3                  | 4              | 5                   |
| 2 | Emphysema                               | 1                  | 2             | 3                  | 4              | 5                   |
| 3 | Gum disease                             | 1                  | 2             | 3                  | 4              | 5                   |
| 4 | Heart disease                           | 1                  | 2             | 3                  | 4              | 5                   |
| 5 | Lung cancer                             | 1                  | 2             | 3                  | 4              | 5                   |
| 6 | Mouth cancer                            | 1                  | 2             | 3                  | 4              | 5                   |
| 7 | Stroke                                  | 1                  | 2             | 3                  | 4              | 5                   |
| 8 | Serious health problems <b>[ANCHOR]</b> | 1                  | 2             | 3                  | 4              | 5                   |

| Don't Know | Decline to<br>Answer |
|------------|----------------------|
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |

**SECTION C: CLAIM / ADVERTISEMENT EVALUATION - VIDEO CLIP**

**ASK EVERYONE**

Please view the short video advertisement below. After the advertisement, you will be asked a series of questions related to the video. You will be able to go back and re-watch the video at any point, if desired.

**[INSERT SHORT VIDEO ADVERTISEMENT BASED ON RESPONDENT GROUP ASSIGNED]**

**[INSERT LINK BACK TO VIDEO IN QUESTIONS IN SECTION C WHEN INDICATED IN PROGRAMMING DIRECTIONS]**

**[MANIPULATION CHECK]**

**ASK EVERYONE; SHOW EACH QUESTION (ROW) ON SEPARATE SCREEN; RANDOMIZE ORDER OF C1-C5(C10-C14) SCREENS  
INSERT LINK TO REVIEW VIDEO ON EACH SCREEN**

To review the video again, please click [here](#).

|          |  | Yes | No | Don't Know | Decline to Answer |
|----------|--|-----|----|------------|-------------------|
| C1 (C10) | Did the video communicate information about any smokeless tobacco products?                            | 1   | 2  | 99         | 999               |
| C2 (C11) | Did the video communicate information about a smokeless tobacco product having a blend of 22 tobaccos? | 1   | 2  | 99         | 999               |
| C3 (C12) | Did the video communicate information warning about the use of the product?                            | 1   | 2  | 99         | 999               |
| C4 (C13) | Did the video communicate information about drinking water after product use?                          | 1   | 2  | 99         | 999               |
| C5 (C14) | Did the video communicate information about having more energy after using the product?                | 1   | 2  | 99         | 999               |

**[UNDERSTANDING]**

**PROGRAMMERS: EACH COLUMN WILL HAVE 8 EXECUTIONS, EACH WITH ITS UNIQUE VIDEO TO BE SHOWN. EACH MONADIC CELL NEEDS TO BE BALANCED SO EACH COHORT HAS ALMOST EQUAL NUMBER OF EXPOSURES PER VIDEO AND IS BALANCED BY DEMOGRAPHICS –REFER TO INSTRUCTIONS ON DESIGN PROVIDED BY KH-MI-CONSULTING SERVICES. NOTE THERE ARE SPECIFIC QUESTIONS FOR EACH OF THE WARNING SERIES 1-4 [KANTAR HEALTH TO PROVIDE RECRUITMENT QUOTA GRID]**

|                    | MONADIC CELL A<br>(CLAIM A) | MONADIC CELL B<br>(CLAIM B) | MONADIC CELL C<br>(CLAIM C) | MONADIC CELL D<br>(CONTROL) |
|--------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Warning 1 series → | C1-M-W1                     | C2-M-W1                     | C3-M-W1                     | C-M-W1                      |
|                    | C1-W-W1                     | C2-W-W1                     | C3-W-W1                     | C-W-W1                      |
| Warning 2 series → | C1-M-W2                     | C2-M-W2                     | C3-M-W2                     | C-M-W2                      |
|                    | C1-W-W2                     | C2-W-W2                     | C3-W-W2                     | C-W-W2                      |
| Warning 3 series → | C1-M-W3                     | C2-M-W3                     | C3-M-W3                     | C-M-W3                      |
|                    | C1-W-W3                     | C2-W-W3                     | C3-W-W3                     | C-W-W3                      |
| Warning 4 series → | C1-M-W4                     | C2-M-W4                     | C3-M-W4                     | C-M-W4                      |
|                    | C1-W-W4                     | C2-W-W4                     | C3-W-W4                     | C-W-W4                      |

**INSERT LINK TO REVIEW VIDEO ON EACH SCREEN**

**SHOW C6a – C6c(C20a-C20c) TO ALL RESPONDENTS REGARDLESS OF GROUP;**

**INDICATE WHICH MONADIC CELL EACH RESPONDENT IS PART OF BY INDICATING VIDEO SEEN BASED ON TABLE ABOVE**

**CREATE HIDDEN VARIABLE HERE IF NEEDED**

**ASK C6a-C6c(C20a-C20c) TO EVERYONE – RANDOMIZE ORDER OF C6a-C6c(C20a-C20c)**

To review the video again, please click [here](#).

C6a (C20a). Using *General Snus*® instead of cigarettes...

**SELECT ONLY ONE RESPONSE**

|     |   |
|-----|---|
| 1   | puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis    |
| 2   | does not affect your risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis |
| 3   | puts you at higher risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis   |
| 4   | None of the above   |
|     |   |
| 99  | Don't know  |
| 999 | Decline to answer   |



To review the video again, please click [here](#).

C6b (C20c). Using *General Snus*® instead of cigarettes...

**SELECT ONLY ONE RESPONSE**

|     |   |
|-----|---|
| 1   | reduces risk of certain tobacco-related diseases              |
| 2   | does not affect the risk for certain tobacco-related diseases |
| 3   | increases risk of certain tobacco-related diseases            |
| 4   | None of the above   |
| 99  | Don't know  |
| 999 | Decline to answer   |

To review the video again, please click [here](#).

C6c (C20c). Using *General Snus*® instead of cigarettes...

**SELECT ONLY ONE RESPONSE**

|     |   |
|-----|---|
| 1   | puts you at lower risk for chronic lung disease and other tobacco-related ailments    |
| 2   | does not affect your risk for chronic lung disease and other tobacco-related ailments |
| 3   | puts you at higher risk for chronic lung disease and other tobacco-related ailments   |
| 4   | None of the above   |
| 99  | Don't know  |
| 999 | Decline to answer   |

**ASK EVERYONE**

To review the video again, please click [here](#).

C7 (C21). For *General Snus*® to put you at a lower risk of disease, how many cigarettes can you smoke on a day when you also use *General Snus*®?

**SELECT ONLY ONE RESPONSE; DO NOT RANDOMIZE**

|     |                              |
|-----|------------------------------|
| 1   | Zero (0) cigarettes          |
| 2   | Up to 5 cigarettes           |
| 3   | Up to 20 cigarettes          |
| 4   | As many as you want to smoke |
| 5   | None of the above            |
| 99  | Don't know                   |
| 999 | Decline to answer            |

**ASK EVERYONE**

To review the video again, please click [here](#).

C8 (C22). Fill in the blank: *General Snus*® production process was created to reduce \_\_\_\_ found in other tobaccos.

**SELECT ONLY ONE RESPONSE; RANDOMIZE RESPONSES 1-4; INSERT LINK TO REVIEW VIDEO**

|     |                                   |
|-----|-----------------------------------|
| 1   | Impurities                        |
| 2   | Bitterness                        |
| 3   | Flavors                           |
| 4   | Sugar                             |
| 5   | None of the above <b>[ANCHOR]</b> |
| 99  | Don't know <b>[ANCHOR]</b>        |
| 999 | Decline to answer <b>[ANCHOR]</b> |

## ASK IF WARNING SERIES 4

To review the video again, please click [here](#).

C9 (C23). Which of the following statements correctly describes *General Snus*®?

## SELECT ONLY ONE RESPONSE; RANDOMIZE RESPONSES 1-4

|     |   |
|-----|---|
| 1   | <i>General Snus</i> ® is not a safe alternative to cigarettes   |
| 2   | <i>General Snus</i> ® does not cause gum disease and tooth loss |
| 3   | <i>General Snus</i> ® is not addictive                          |
| 4   | <i>General Snus</i> ® does not cause mouth cancer               |
| 5   | None of the above [ANCHOR]                                      |
| 99  | Don't know [ANCHOR]   |
| 999 | Decline to answer [ANCHOR]                                      |

## ASK IF WARNING SERIES 2

To review the video again, please click [here](#).

C10 (C24). Which of the following statements correctly describes *General Snus*®?

## SELECT ONLY ONE RESPONSE; RANDOMIZE RESPONSES 1-4

|     |  |
|-----|--|
| 1   | <i>General Snus</i> ® can cause mouth cancer                         |
| 2   | <i>General Snus</i> ® is a completely safe alternative to cigarettes |
| 3   | <i>General Snus</i> ® will never cause gum disease and tooth loss    |
| 4   | <i>General Snus</i> ® is not addictive                               |
| 5   | None of the above [ANCHOR]   |
|     |  |
| 99  | Don't know [ANCHOR]  |
| 999 | Decline to answer [ANCHOR]   |

## ASK IF WARNING SERIES 3

To review the video again, please click [here](#).C11 (C25). Which of the following statements correctly describes *General Snus*®?

## SELECT ONLY ONE RESPONSE; RANDOMIZE RESPONSES 1-4

|     |  |
|-----|--|
| 1   | <i>General Snus</i> ® can cause gum disease and tooth loss           |
| 2   | <i>General Snus</i> ® does not cause mouth cancer                    |
| 3   | <i>General Snus</i> ® is a completely safe alternative to cigarettes |
| 4   | <i>General Snus</i> ® is not addictive                               |
| 5   | None of the above [ANCHOR]   |
| 99  | Don't know [ANCHOR]  |
| 999 | Decline to answer [ANCHOR]   |

## ASK IF WARNING SERIES 1

To review the video again, please click [here](#).C12 (C26). Which of the following statements correctly describes *General Snus*®?

## SELECT ONLY ONE RESPONSE; RANDOMIZE RESPONSES 1-4

|     |  |
|-----|--|
| 1   | <i>General Snus</i> ® is addictive                                   |
| 2   | <i>General Snus</i> ® does not cause mouth cancer                    |
| 3   | <i>General Snus</i> ® is a completely safe alternative to cigarettes |
| 4   | <i>General Snus</i> ® does not cause gum disease and tooth loss      |
| 5   | None of the above  |
| 99  | Don't know   |
| 999 | Decline to answer  |

**ASK EVERYONE**

To review the video again, please click [here](#).

C13 (C2). If a typical person **uses General Snus® every day and no other tobacco products**, what is the chance that person would suffer from the following health conditions during his/her lifetime?

**[SELECT ONE FOR EACH ROW; RANDOMIZE ROWS SAME AS A3(A9)]**

|   |   | Very Low<br>Chance | Low<br>Chance | Moderate<br>Chance | High<br>Chance | Very High<br>Chance |
|---|---|--------------------|---------------|--------------------|----------------|---------------------|
| 1 | Chronic bronchitis                      | 1                  | 2             | 3                  | 4              | 5                   |
| 2 | Emphysema                               | 1                  | 2             | 3                  | 4              | 5                   |
| 3 | Gum disease                             | 1                  | 2             | 3                  | 4              | 5                   |
| 4 | Heart disease                           | 1                  | 2             | 3                  | 4              | 5                   |
| 5 | Lung cancer                             | 1                  | 2             | 3                  | 4              | 5                   |
| 6 | Mouth cancer                            | 1                  | 2             | 3                  | 4              | 5                   |
| 7 | Stroke                                  | 1                  | 2             | 3                  | 4              | 5                   |
| 8 | Serious health problems <b>[ANCHOR]</b> | 1                  | 2             | 3                  | 4              | 5                   |

| Don't Know | Decline to<br>Answer |
|------------|----------------------|
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |
| 99         | 999                  |

**ASK EVERYONE SHOW ON SEPARATE SCREEN**

The following questions will ask you to compare the chance of suffering from a list of health conditions when a person uses only *General Snus*® versus a different option. On each screen, you will be able to see how close you are to completing the question.

**[FOR QUESTIONS C14a-C14g (C41a-C41g) RANDOMIZE QUESTION ORDER SHOWN TO RESPONDENTS; ALWAYS SHOW C14h (C41h) LAST]**

**[SHOW SCREEN 1 OF 6, 2 OF 6, ETC. ON TOP OF THE PAGE FOR EACH QUESTION (BEFORE THE LINK TO THE PRODUCT LIST AND VIDEO)]**

**DO NOT SHOW THE LIST OF ITEMS BELOW TO RESPONDENTS. RANDOMIZE PRODUCT OPTIONS 1-3; KEEP OPTIONS 4-6 IN ORDER AND INSERT INTO QUESTION AS SHOWN BELOW. DISPLAY A PROGRESS BAR INDICATING PROGRESS, AS WELL AS “SCREEN 1 OF 6, 2 OF 6, ETC.**

**SCREEN BEFORE C14a (C41a)**

**(ALWAYS TRAVELS WITH C14a (C41a) THROUGH RANDOMIZATION OF C14a-C14g (C41a-C41g)**

The following questions will ask you to compare the chance of suffering from **CHRONIC BRONCHITIS** when a person uses only *General Snus*® versus a different option. There will be 6 comparisons in total.

**INSERT AUTO FORWARD THROUGH C14a (C41a) PRODUCT LIST AND PUT CONTINUE BUTTON ON LAST OF THE SERIES (CODE 6)**

**PRODUCT LIST (REMINDER: RANDOMIZE 1-3 AND KEEP 4-6 IN ORDER):**

1. cigarettes
2. moist snuff
3. other brands of snus
4. aids that help stop smoking
5. both cigarettes and General Snus®
6. never having used any tobacco or nicotine products

**SHOW ON OWN SCREEN; LOOP THROUGH THE LIST ABOVE**

To review the product list again, please click [here](#).

To review the video again, please click [here](#).

**[PUT CONTINUE BUTTON BETWEEN QUESTIONS C14a-C14h (C41a-C41h) NOT AUTO FORWARD]**

C14a (C41a). **[SHOW IF RANDOMIZED PRODUCT FROM LIST IS CODE 1-4]**

Compared to the daily use of only **[INSERT PRODUCT FROM LIST CODE 1-4]**, the daily use of only General Snus® has

**[SHOW IF PRODUCT FROM LIST IS CODE 5]**

Compared to the daily use of both cigarettes and General Snus®, the daily use of only General Snus® has

**[SHOW IF PRODUCT FROM LIST IS CODE 6]**

Compared to never having used any tobacco or nicotine products, the daily use of only General Snus® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of causing **CHRONIC BRONCHITIS**



**SCREEN BEFORE C14b (C41b)**  
**(ALWAYS TRAVELS WITH C14b (C41b) THROUGH RANDOMIZATION OF C14a – C14g (C41a-C41g))**

The following questions will ask you to compare the chance of suffering from **EMPHYSEMA** when a person uses only *General Snus*® **versus** a different option. There will be 6 comparisons in total.

**INSERT AUTO FORWARD THROUGH C14b (C41b) PRODUCT LIST AND PUT CONTINUE BUTTON ON LAST OF THE SERIES (CODE 6)**

**PRODUCT LIST (REMINDER: RANDOMIZE 1-3 AND KEEP 4-6 IN ORDER):**

1. cigarettes
2. moist snuff
3. other brands of snus
4. aids that help stop smoking
5. both cigarettes and *General Snus*®
6. never having used any tobacco or nicotine products

**SHOW ON OWN SCREEN; LOOP THROUGH THE LIST ABOVE**

To review the product list again, please click [here](#).

To review the video again, please click [here](#).

C14b (C41b). **[SHOW IF RANDOMIZED PRODUCT FROM LIST IS CODE 1-4]**  
Compared to the daily use of only **[INSERT PRODUCT FROM LIST CODE 1-4]**, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 5]**  
Compared to the daily use of both cigarettes and *General Snus*®, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 6]**  
Compared to never having used any tobacco or nicotine products, the daily use of only *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of causing EMPHYSEMA

**SCREEN BEFORE C14c (C41c)****(ALWAYS TRAVELS WITH C14c (C41c) THROUGH RANDOMIZATION OF C14a – C14g (C41a-C41g))**

The following questions will ask you to compare the chance of suffering from **GUM DISEASE** when a person uses only *General Snus*® **versus** a different option. There will be 6 comparisons in total.

**INSERT AUTO FORWARD THROUGH C14c (C41c) PRODUCT LIST AND PUT CONTINUE BUTTON ON LAST OF THE SERIES (CODE 6)**

**PRODUCT LIST (REMINDER: RANDOMIZE 1-3 AND KEEP 4-6 IN ORDER):**

1. cigarettes
2. moist snuff
3. other brands of snus
4. aids that help stop smoking
5. both cigarettes and *General Snus*®
6. never having used any tobacco or nicotine products

**SHOW ON OWN SCREEN; LOOP THROUGH THE LIST ABOVE**

To review the product list again, please click [here](#).

To review the video again, please click [here](#).

C14c (C41c). **[SHOW IF RANDOMIZED PRODUCT FROM LIST IS CODE 1-4]**

Compared to the daily use of only **[INSERT PRODUCT FROM LIST CODE 1-4]**, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 5]**

Compared to the daily use of both cigarettes and *General Snus*®, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 6]**

Compared to never having used any tobacco or nicotine products, the daily use of only *General Snus*® has

| 1                          | 2                     | 3                      | 4                      | 5                           | 99         | 999               |
|----------------------------|-----------------------|------------------------|------------------------|-----------------------------|------------|-------------------|
| <u>a much lower chance</u> | <u>a lower chance</u> | <u>the same chance</u> | <u>a higher chance</u> | <u>a much higher chance</u> | don't know | decline to answer |

of causing **GUM DISEASE**

**SCREEN BEFORE C14d (C41d)  
(ALWAYS TRAVELS WITH C14d (C41d) THROUGH RANDOMIZATION OF C14a – C14g (C41a-C41g)**

The following questions will ask you to compare the chance of suffering from **HEART DISEASE** when a person uses only *General Snus*® **versus** a different option. There will be 6 comparisons in total.

**INSERT AUTO FORWARD THROUGH C14d (C41d) PRODUCT LIST AND PUT CONTINUE BUTTON ON LAST OF THE SERIES (CODE 6)**

**PRODUCT LIST (REMINDER: RANDOMIZE 1-3 AND KEEP 4-6 IN ORDER):**

1. cigarettes
2. moist snuff
3. other brands of snus
4. aids that help stop smoking
5. both cigarettes and *General Snus*®
6. never having used any tobacco or nicotine products

**SHOW ON OWN SCREEN; LOOP THROUGH THE LIST ABOVE**

To review the product list again, please click [here](#).

To review the video again, please click [here](#).

C14d (C41d). **[SHOW IF RANDOMIZED PRODUCT FROM LIST IS CODE 1-4]**

Compared to the daily use of only **[INSERT PRODUCT FROM LIST CODE 1-4]**, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 5]**

Compared to the daily use of both cigarettes and *General Snus*®, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 6]**

Compared to never having used any tobacco or nicotine products, the daily use of only *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of causing **HEART DISEASE**

**SCREEN BEFORE C14e (C41e)****(ALWAYS TRAVELS WITH C14e (C41e) THROUGH RANDOMIZATION OF C14a – C14g (C41a-C41g))**

The following questions will ask you to compare the chance of suffering from **LUNG CANCER** when a person uses only *General Snus*® **versus** a different option. There will be 6 comparisons in total.

**INSERT AUTO FORWARD THROUGH C14e (C41e) PRODUCT LIST AND PUT CONTINUE BUTTON ON LAST OF THE SERIES (CODE 6)**

**PRODUCT LIST (REMINDER: RANDOMIZE 1-3 AND KEEP 4-6 IN ORDER):**

1. cigarettes
2. moist snuff
3. other brands of snus
4. aids that help stop smoking
5. both cigarettes and *General Snus*®
6. never having used any tobacco or nicotine products

**SHOW ON OWN SCREEN; LOOP THROUGH THE LIST ABOVE**

To review the product list again, please click [here](#).

To review the video again, please click [here](#).

C14e (C41e). **[SHOW IF RANDOMIZED PRODUCT FROM LIST IS CODE 1-4]**

Compared to the daily use of only **[INSERT PRODUCT FROM LIST CODE 1-4]**, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 5]**

Compared to the daily use of both cigarettes and *General Snus*®, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 6]**

Compared to never having used any tobacco or nicotine products, the daily use of only *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of causing **LUNG CANCER**



**SCREEN BEFORE C14f (C41f)****(ALWAYS TRAVELS WITH C14f (C41f) THROUGH RANDOMIZATION OF C14a – C14g (C41a-C41g)**

The following questions will ask you to compare the chance of suffering from **MOUTH CANCER** when a person uses only *General Snus*® **versus** a different option. There will be 6 comparisons in total.

**INSERT AUTO FORWARD THROUGH C14f (C41f) PRODUCT LIST AND PUT CONTINUE BUTTON ON LAST OF THE SERIES (CODE 6)**

**PRODUCT LIST (REMINDER: RANDOMIZE 1-3 AND KEEP 4-6 IN ORDER):**

1. cigarettes
2. moist snuff
3. other brands of snus
4. aids that help stop smoking
5. both cigarettes and *General Snus*®
6. never having used any tobacco or nicotine products

**SHOW ON OWN SCREEN; LOOP THROUGH THE LIST ABOVE**

To review the product list again, please click [here](#).

To review the video again, please click [here](#).

C14f (C41f). **[SHOW IF RANDOMIZED PRODUCT FROM LIST IS CODE 1-4]**  
Compared to the daily use of only **[INSERT PRODUCT FROM LIST CODE 1-4]**, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 5]**

Compared to the daily use of both cigarettes and *General Snus*®, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 6]**

Compared to never having used any tobacco or nicotine products, the daily use of only *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of causing **MOUTH CANCER**

**SCREEN BEFORE C14g (C41g)**  
**(ALWAYS TRAVELS WITH C14g (C41g) THROUGH RANDOMIZATION OF C14a – C14g (C41a-C41g)**

The following questions will ask you to compare the chance of suffering from **STROKE** when a person uses only *General Snus*® versus a different option. There will be 6 comparisons in total.

**INSERT AUTO FORWARD THROUGH C14g (C41g) PRODUCT LIST AND PUT CONTINUE BUTTON ON LAST OF THE SERIES (CODE 6)**

**PRODUCT LIST (REMINDER: RANDOMIZE 1-3 AND KEEP 4-6 IN ORDER):**

1. cigarettes
2. moist snuff
3. other brands of snus
4. aids that help stop smoking
5. both cigarettes and *General Snus*®
6. never having used any tobacco or nicotine products

**SHOW ON OWN SCREEN; LOOP THROUGH THE LIST ABOVE**

To review the product list again, please click [here](#).

To review the video again, please click [here](#).

C14g (C41g). **[SHOW IF RANDOMIZED PRODUCT FROM LIST IS CODE 1-4]**

Compared to the daily use of only **[INSERT PRODUCT FROM LIST CODE 1-4]**, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 5]**

Compared to the daily use of both cigarettes and *General Snus*®, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 6]**

Compared to never having used any tobacco or nicotine products, the daily use of only *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of causing **STROKE**

[ALWAYS SHOW C14h (C41h) last in C14a (C41a) – C14h (C41h) series]

SCREEN BEFORE C14h (C41h)

(ALWAYS TRAVELS WITH C14h (C41h) AFTER RANDOMIZATION OF C14a – C14g (C41a-C41g))

The following questions will ask you to compare the chance of suffering from **SERIOUS HEALTH PROBLEMS** when a person uses only *General Snus*® versus a different option. There will be 6 comparisons in total.

INSERT AUTO FORWARD THROUGH C14h (C41h) PRODUCT LIST AND PUT CONTINUE BUTTON ON LAST OF THE SERIES (CODE 6)

**PRODUCT LIST (REMINDER: RANDOMIZE 1-3 AND KEEP 4-6 IN ORDER):**

1. cigarettes
2. moist snuff
3. other brands of snus
4. aids that help stop smoking
5. both cigarettes and *General Snus*®
6. never having used any tobacco or nicotine products

**SHOW ON OWN SCREEN; LOOP THROUGH THE LIST ABOVE**

To review the product list again, please click [here](#).

To review the video again, please click [here](#).

C14h (C41h). **[SHOW IF RANDOMIZED PRODUCT FROM LIST IS CODE 1-4]**

Compared to the daily use of only **[INSERT PRODUCT FROM LIST CODE 1-4]**, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 5]**

Compared to the daily use of both cigarettes and *General Snus*®, the daily use of only *General Snus*® has

**[SHOW IF PRODUCT FROM LIST IS CODE 6]**

Compared to never having used any tobacco or nicotine products, the daily use of only *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of causing **SERIOUS HEALTH PROBLEMS**

**[ADD CONTINUE BUTTON HERE]**

FOR QUESTIONS C15a-C15g (C42a-C42g) RANDOMIZE QUESTION ORDER SHOWN TO RESPONDENTS; ALWAYS SHOW C15h (C42h) LAST

SHOW SCREEN 1 OF 8, 2 OF 8, ETC. ON TOP OF THE PAGE FOR EACH QUESTION (BEFORE THE LINK TO THE VIDEO) - THIS IS TO SHOW PROGRESSION FROM C15a-C15h (C42a-C42h)

ON OWN SCREEN BEFORE SERIES OF C15a-C15h (C42a – C42h)  
SHOW BEFORE FIRST ONE SHOWN IN THE SERIES

For this next series of questions, assume two people are exactly the same in every way, except:

- One person has decided to quit the use of all tobacco and nicotine products and use nothing; and
- The other has decided to quit the use of all tobacco and nicotine products except for the daily use of *General Snus*®.

INSERT AUTO FORWARD THROUGH C15g (C42g) AND PUT CONTINUE BUTTON ON LAST OF THE SERIES C15h (C42h)

NEW SCREEN

## SHOW EVERYONE

To review the video again, please click [here](#).

C15a (C42a). Compared to the person who has quit all tobacco and nicotine products and uses nothing, the person who has quit all tobacco and nicotine products except for the daily use of *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of suffering from **CHRONIC BRONCHITIS**

INSERT AUTO FORWARD THROUGH C15g (C42g) AND PUT CONTINUE BUTTON ON LAST OF THE SERIES C15h (C42h)



## SHOW EVERYONE

To review the video again, please click [here](#).

C15b (C42b). Compared to the person who has quit all tobacco and nicotine products and uses nothing, the person who has quit all tobacco and nicotine products except for the daily use of *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of suffering from EMPHYSEMA

INSERT AUTO FORWARD THROUGH C15g (C42g) AND PUT CONTINUE BUTTON ON LAST OF THE SERIES C15h (C42h)

**SHOW EVERYONE**

To review the video again, please click [here](#).

C15c (C42c). Compared to the person who has quit all tobacco and nicotine products and uses nothing, the person who has quit all tobacco and nicotine products except for the daily use of *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of suffering from **GUM DISEASE**

**INSERT AUTO FORWARD THROUGH C15g (C42g) AND PUT CONTINUE BUTTON ON LAST OF THE SERIES C15h (C42h)**

## SHOW EVERYONE

To review the video again, please click [here](#).

C15d (C42d). Compared to the person who has quit all tobacco and nicotine products and uses nothing, the person who has quit all tobacco and nicotine products except for the daily use of *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of suffering from HEART DISEASE

INSERT AUTO FORWARD THROUGH C15g (C42g) AND PUT CONTINUE BUTTON ON LAST OF THE SERIES C15h (C42h)

## SHOW EVERYONE

To review the video again, please click [here](#).

C15e (C42e). Compared to the person who has quit all tobacco and nicotine products and uses nothing, the person who has quit all tobacco and nicotine products except for the daily use of *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of suffering from LUNG CANCER

INSERT AUTO FORWARD THROUGH C15g (C42g) AND PUT CONTINUE BUTTON ON LAST OF THE SERIES C15h (C42h)

## SHOW EVERYONE

To review the video again, please click [here](#).

C15f (C42f). Compared to the person who has quit all tobacco and nicotine products and uses nothing, **the person who has quit all tobacco and nicotine products except for the daily use of *General Snus*® has**

| 1                          | 2                     | 3                      | 4                      | 5                           | 99         | 999               |
|----------------------------|-----------------------|------------------------|------------------------|-----------------------------|------------|-------------------|
| <u>a much lower chance</u> | <u>a lower chance</u> | <u>the same chance</u> | <u>a higher chance</u> | <u>a much higher chance</u> | don't know | decline to answer |

of suffering from **MOUTH CANCER**

**INSERT AUTO FORWARD THROUGH C15g (C42g) AND PUT CONTINUE BUTTON ON LAST OF THE SERIES C15h (C42h)**

## SHOW EVERYONE

To review the video again, please click [here](#).

C15g (C42g). Compared to the person who has quit all tobacco and nicotine products and uses nothing, the person who has quit all tobacco and nicotine products except for the daily use of *General Snus*® has

| 1                             | 2                        | 3                         | 4                         | 5                              | 99         | 999                  |
|-------------------------------|--------------------------|---------------------------|---------------------------|--------------------------------|------------|----------------------|
| <u>a much lower</u><br>chance | <u>a lower</u><br>chance | <u>the same</u><br>chance | <u>a higher</u><br>chance | <u>a much higher</u><br>chance | don't know | decline to<br>answer |

of suffering from **STROKE**

INSERT AUTO FORWARD THROUGH C15g (C42g) AND PUT CONTINUE BUTTON ON LAST OF THE SERIES C15h (C42h)

## SHOW EVERYONE

To review the video again, please click [here](#).

C15h (C42h). **[ALWAYS SHOW C15h (C42h) last in C15a-C15h (C42a – C42h) series]**

Compared to the person who has quit all tobacco and nicotine products and uses nothing, the person who has quit all tobacco and nicotine products except for the daily use of *General Snus*® has

| 1                          | 2                     | 3                      | 4                      | 5                           | 99         | 999               |
|----------------------------|-----------------------|------------------------|------------------------|-----------------------------|------------|-------------------|
| <u>a much lower chance</u> | <u>a lower chance</u> | <u>the same chance</u> | <u>a higher chance</u> | <u>a much higher chance</u> | don't know | decline to answer |

of suffering from **SERIOUS HEALTH PROBLEMS**

ADD CONTINUE BUTTON HERE

**ASK EVERYONE**

To review the video again, please click [here](#).

C16 (C4). How likely are you to buy *General Snus*® for yourself if sold in a store where you usually shop?  
*You may need to scroll to see all options and to continue.*

**[SELECT ONE]**

| No chance,<br>almost none<br>[1 in 100] | Very slight<br>possibility<br>[1 in 10] | Slight<br>possibility<br>[2 in 10] | Some<br>possibility<br>[3 in 10] | Fair<br>possibility<br>[4 in 10] | Fairly good<br>possibility<br>[5 in 10] | Good<br>possibility<br>[6 in 10] | Probable<br>[7 in 10] | Very<br>probable<br>[8 in 10] | Almost<br>sure<br>[9 in 10] | Certain,<br>practically<br>certain<br>[99+ in 100] |
|---|---|------------------------------------|----------------------------------|----------------------------------|---|----------------------------------|-----------------------|-------------------------------|-----------------------------|--|
| 0                                       | 1                                       | 2                                  | 3                                | 4                                | 5                                       | 6                                | 7                     | 8                             | 9                           | 10   |



**ASK IF S11(S22)\_1=1 OR 2 (CURRENT CIGARETTE USER)**

To review the video again, please click [here](#).

C17 (C30). Which of the following describes you?

*You may need to scroll to see all options and to continue.*

**[SELECT ONE]**

|    |  |
|----|--|
| 1  | I don't want to stop smoking                                     |
| 2  | I think I should stop smoking but don't really want to           |
| 3  | I want to stop smoking but haven't thought about when            |
| 4  | I REALLY want to stop smoking but I don't know when I will       |
| 5  | I want to stop smoking and hope to soon                          |
| 6  | I REALLY want to stop smoking and intend to in the next 3 months |
| 7  | I REALLY want to stop smoking and intend to in the next month    |
| 99 | Don't know   |

ASK IF S11(S22)\_2 TO S11(S22)\_9 = 1 OR 2 ("EVERY DAY" OR "SOME DAYS") FOR ANY PRODUCT  
LOOP C18(C31) FOR EACH PRODUCT; RANDOMIZE PRODUCTS IN SAME ORDER AS S8(S9); REPLACE "PRODUCT" FOR EACH PRODUCT S11(S22)\_2-9=1 OR 2

|            | Product                                    |
|------------|--|
| S11(S22)_2 | e-cigarettes                               |
| S11(S22)_3 | moist snuff                                |
| S11(S22)_4 | chewing tobacco                            |
| S11(S22)_5 | Snus                                       |
| S11(S22)_6 | aids that help stop smoking                |
| S11(S22)_7 | cigars, cigarillos, or filtered cigars     |
| S11(S22)_8 | pipes filled with tobacco                  |
| S11(S22)_9 | hookahs or water pipes filled with tobacco |

To review the product list again, please click [here](#).

To review the video again, please click [here](#).

C18 (C31). Which of the following describes you?

*You may need to scroll to see all options and to continue.*

**[SELECT ONLY ONE]**

|    |  |
|----|--|
| 1  | I don't want to stop using [PRODUCT]                                     |
| 2  | I think I should stop using [PRODUCT] but don't really want to           |
| 3  | I want to stop using [PRODUCT] but haven't thought about when            |
| 4  | I REALLY want to stop using [PRODUCT] but I don't know when I will       |
| 5  | I want to stop using [PRODUCT] and hope to soon                          |
| 6  | I REALLY want to stop using [PRODUCT] and intend to in the next 3 months |
| 7  | I REALLY want to stop using [PRODUCT] and intend to in the next month    |
| 99 | Don't know   |

ASK FOR PRODUCTS WHERE S11(S22)\_1-9=1 OR 2 ("EVERY DAY" OR "SOME DAYS")

LOOP C19(C6a) FOR EACH PRODUCT AS LISTED IN TABLE BELOW; RANDOMIZE IN SAME ORDER AS S8(S9)

To review the product list again, please click [here](#).To review the video again, please click [here](#).

C19 (C6a). How will you use [PRODUCT] moving forward?

[SELECT ONE PER ROW] [SHOW THIS RESPONSE OPTION FOR S11(S22)\_1=1]

|   |            | Quit Completely | Cut Back Use | Use the Same Amount | Use More | Don't Know | Decline to Answer |
|---|------------|-----------------|--------------|---------------------|----------|------------|-------------------|
| 1 | cigarettes | 1               | 2            | 3                   | 4        | 99         | 999               |

[SELECT ONE PER ROW] [SHOW THIS RESPONSE OPTION FOR EACH OF ASK IFOR PRODUCTS WHERE S11(S22)\_1-10=2 OR 9 ("EVERY DAY" OR "SOME DAYS")]

|   |  | Quit Completely | Cut Back Use | Use the Same Amount | Use More | Don't Know | Decline to Answer |
|---|--|-----------------|--------------|---------------------|----------|------------|-------------------|
| 2 | e-cigarettes   | 1               | 2            | 3                   | 4        | 99         | 999               |
| 3 | moist snuff (available in loose form, also known as dip, and in pouches) | 1               | 2            | 3                   | 4        | 99         | 999               |
| 4 | chewing tobacco (also known as loose leaf chewing tobacco)               | 1               | 2            | 3                   | 4        | 99         | 999               |
| 5 | snus (pouch tobacco product, different than moist snuff)                 | 1               | 2            | 3                   | 4        | 99         | 999               |
| 6 | aids that help stop smoking (e.g. Nicorette, Nicoderm CQ)                | 1               | 2            | 3                   | 4        | 99         | 999               |
| 7 | cigars, cigarillos, or filtered cigars filled with tobacco               | 1               | 2            | 3                   | 4        | 99         | 999               |
| 8 | pipe tobacco   | 1               | 2            | 3                   | 4        | 99         | 999               |
| 9 | hookahs or water pipe tobacco  | 1               | 2            | 3                   | 4        | 99         | 999               |

**[BELIEVABILITY]****ASK EVERYONE; RANDOMIZE**

To review the video again, please click [here](#).

C20 (C16). How believable do you find each of the following statements about *General Snus*®?

**SELECT ONE FOR EACH ROW; RANDOMIZE ROWS; INSERT LINK TO REVIEW VIDEO**

|   |   | Not At All<br>Believable | A Little<br>Believable | Somewhat<br>Believable | Very<br>Believable | Don't<br>Know | Decline to<br>Answer |
|---|---|--------------------------|------------------------|------------------------|--------------------|---------------|----------------------|
| 1 | Using <i>General Snus</i> ® instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis      | 1                        | 2                      | 3                      | 4                  | 99            | 999                  |
| 2 | Using <i>General Snus</i> ® instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users        | 1                        | 2                      | 3                      | 4                  | 99            | 999                  |
| 3 | No tobacco is totally safe, but using <i>General Snus</i> ® instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments | 1                        | 2                      | 3                      | 4                  | 99            | 999                  |

**SECTION D: DEMOGRAPHICS****SHOW ON OWN SCREEN:** These last questions are for classification purposes only.**ASK EVERYONE**D1 (D1). What is your marital status? **[SELECT ONE ONLY]**

|     |                   |
|-----|-------------------|
| 1   | Now married       |
| 2   | Widowed           |
| 3   | Divorced          |
| 4   | Separated         |
| 5   | Never married     |
|     |                   |
| 999 | Decline to answer |

**ASK EVERYONE**

D2 (D4). Including yourself, how many people live in your household?

Please enter a number for adults (18 and older) and children (less than 18 years old). If no children less than 18 years old in your household, please enter a "0" in the appropriate box.

**[ENTER ONLY WHOLE NUMBERS. MUST ANSWER AT LEAST ONE IN ADULT BOX OR 999.]**

|       |   |       |   |
|-------|---|-------|---|
| ____# | Adults (18 and older);<br><b>[RANGE 1-50]</b> | ____# | Children (less than 18 years old)<br>Please enter 0 if none<br><b>[RANGE 0- 20]</b> |
| 999   | Decline to answer <b>[EXCLUSIVE CHECKBOX]</b> |       |   |

**ASK EVERYONE**

D3 (D2). Which of the following categories best describes your total household income in the past 12 months?

**[SELECT ONE ONLY]**

|   |                        |
|---|------------------------|
| 1 | Less than \$10,000     |
| 2 | \$10,000 to \$14,999   |
| 3 | \$15,000 to \$24,999   |
| 4 | \$25,000 to \$34,999   |
| 5 | \$35,000 to \$49,999   |
| 6 | \$50,000 to \$74,999   |
| 7 | \$75,000 to \$99,999   |
| 8 | \$100,000 to \$199,999 |
| 9 | \$200,000 or more      |

|     |                   |
|-----|-------------------|
| 99  | Don't know        |
| 999 | Decline to answer |

**ASK IF S11(S22)\_1=1 OR 2 (CURRENT CIGARETTE USERS)**D4 (A3a). How interested would you be in **switching from cigarettes to a new tobacco product** that is considered to be **less harmful than cigarettes**?  
*You may need to scroll to see all options and to continue.***[SELECT ONE ONLY]**

|   |                         | No chance,<br>almost none<br>[1 in 100] | Very slight<br>possibility<br>[1 in 10] | Slight<br>possibility<br>[2 in 10] | Some<br>possibility<br>[3 in 10] | Fair<br>possibility<br>[4 in 10] | Fairly<br>good<br>possibility<br>[5 in 10] | Good<br>possibility<br>[6 in 10] | Probable<br>[7 in 10] | Very<br>probable<br>[8 in 10] | Almost<br>sure<br>[9 in<br>10] | Certain,<br>practically<br>certain<br>[99+ in<br>100] |
|---|-------------------------|---|---|------------------------------------|----------------------------------|----------------------------------|--|----------------------------------|-----------------------|-------------------------------|--------------------------------|---|
| 1 | Interested in Switching | 0                                       | 1                                       | 2                                  | 3                                | 4                                | 5  | 6                                | 7                     | 8                             | 9                              | 10  |

**ASK EVERYONE**

D5 (D3). We would like to emphasize that in conducting this research, we were not trying to market, sell, or promote a tobacco or nicotine product to you. There are no safe tobacco products. The FDA, the agency that regulates tobacco products, has not authorized any claims for any new product you may have viewed in this study. Finally, no product will be sent to you as a result of your responses in this survey. Please click the box below to show that you have read and understand this statement. **[SELECT ONE ONLY]**

|     |  |
|-----|--|
|     |  |
| 1   | I have read and understand this statement. |
| 2   | I do not understand this statement         |
|     |  |
| 999 | Decline to answer                          |

**THANK AND CLOSE**

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 1 | WARNING 1**



M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General's blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

|  |
|--|
| Audio Voice Over   |
| General Snus.  |
| Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis. |



10



11

**USING GENERAL SNUS INSTEAD OF CIGARETTES PUTS YOU AT A LOWER RISK OF MOUTH CANCER, HEART DISEASE, LUNG CANCER, STROKE, EMPHYSEMA AND CHRONIC BRONCHITIS.**

12

**M RTP VIDEO STORYBOARDS**

|   |
|---|
| <b>Audio Voice Over</b>                     |
| Learn more at GeneralSnus.<br>com.          |
| WARNING: Smokeless tobacco<br>is addictive. |

**LEARN MORE AT  
GENERALSNUS.COM**

---



13

**WARNING: Smokeless  
tobacco is addictive.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 1 | WARNING 2**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06



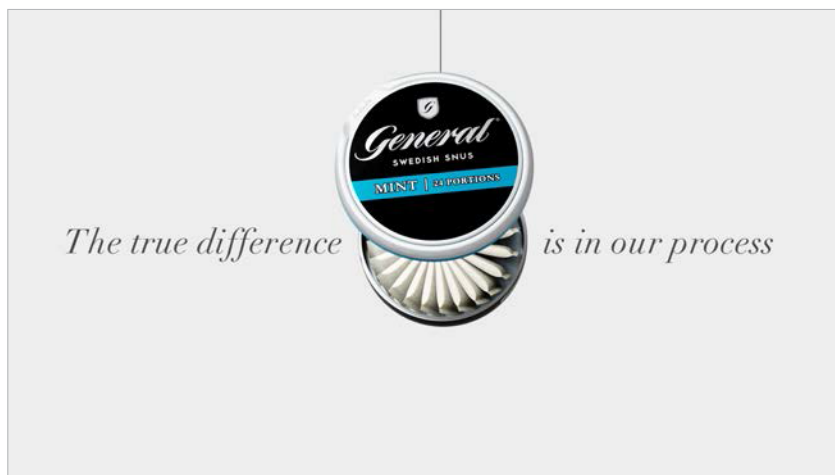
## M RTP VIDEO STORYBOARDS

### Audio Voice Over

But the true difference is in our process.

General's blend is steam-heated and cooled to reduce impurities found in other tobaccos,

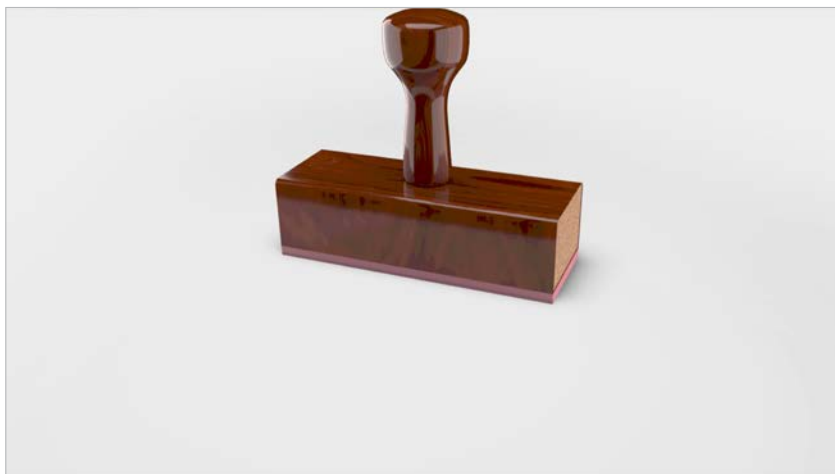
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

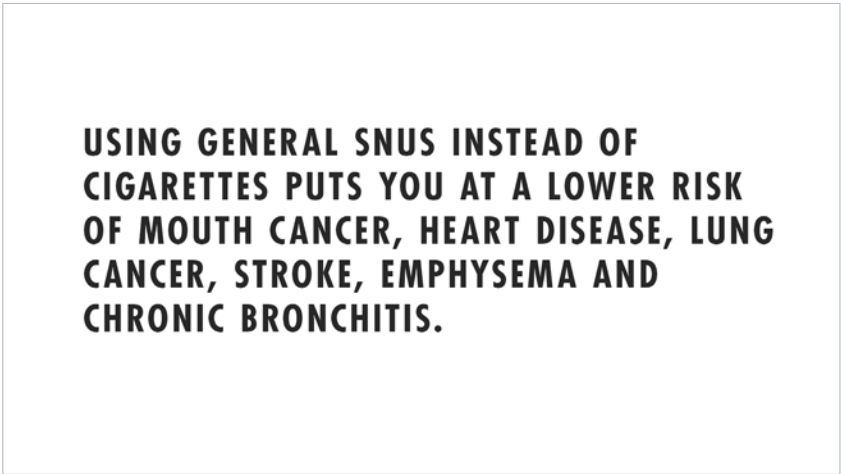
|  |  |
|--|--|
| Audio Voice Over   |  |
|  |  |
| General Snus.  |  |
| <p><i>Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis.</i></p> |  |



10



11



12

**M RTP VIDEO STORYBOARDS**

|   |
|---|
| <b>Audio Voice Over</b>                       |
| Learn more at GeneralSnus.com.                |
| WARNING: This product can cause mouth cancer. |



13



14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 1 | WARNING 3**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
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no other.

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spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
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01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

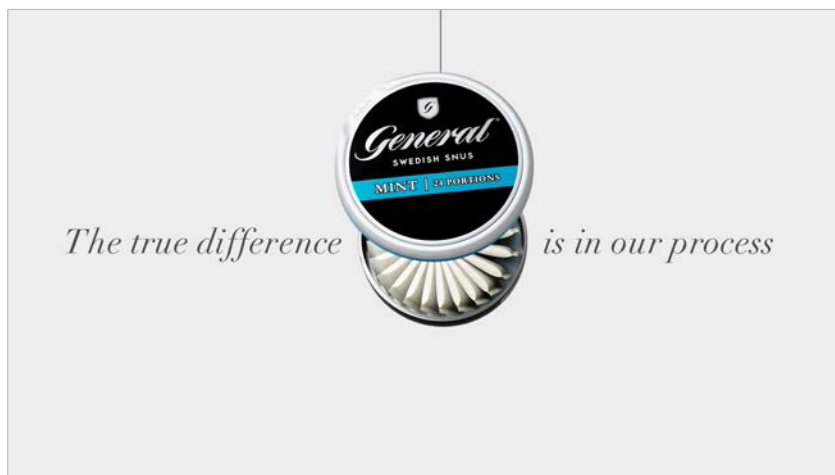
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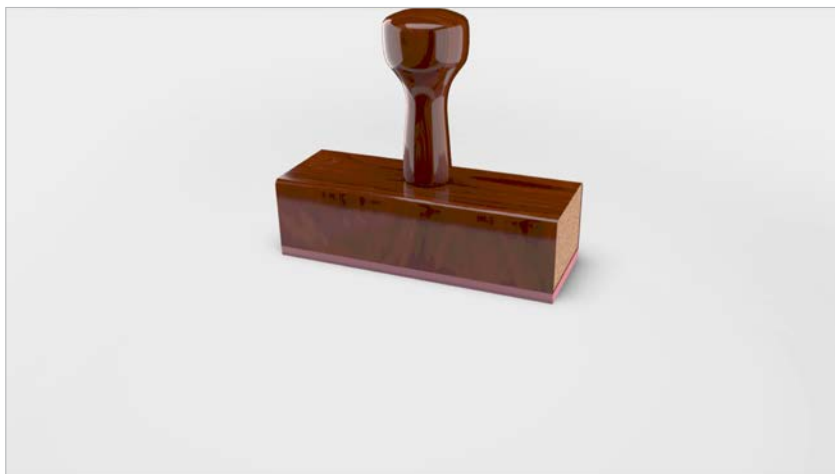
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|  |  |
|--|--|
| Audio Voice Over   |  |
|  |  |
| General Snus.  |  |
| <p><i>Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis.</i></p> |  |



10



11

**USING GENERAL SNUS INSTEAD OF CIGARETTES PUTS YOU AT A LOWER RISK OF MOUTH CANCER, HEART DISEASE, LUNG CANCER, STROKE, EMPHYSEMA AND CHRONIC BRONCHITIS.**

12



**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: This product can  
cause gum disease and tooth  
loss.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: This product  
can cause gum disease  
and tooth loss.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 1 | WARNING 4**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03



Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

M RTP VIDEO STORYBOARDS

Audio Voice Over

But the true difference is in our process.

General's blend is steam-heated and cooled to reduce impurities found in other tobaccos,

making a product that meets strict Swedish Food-Grade standards.

07

08

09

M RTP VIDEO STORYBOARDS

|  |  |
|--|--|
| Audio Voice Over   |  |
|  |  |
| General Snus.  |  |
| <p><i>Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis.</i></p> |  |



10



11

**USING GENERAL SNUS INSTEAD OF CIGARETTES PUTS YOU AT A LOWER RISK OF MOUTH CANCER, HEART DISEASE, LUNG CANCER, STROKE, EMPHYSEMA AND CHRONIC BRONCHITIS.**

12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: This product is not a  
safe alternative to cigarettes.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: This product  
is not a safe alternative  
to cigarettes.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 1 | WARNING 1**



M RTP VIDEO STORYBOARDS

Audio Voice Over

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General Snus, the Original  
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spitless,  
and chilled for freshness,

General’s discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General's blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

|   |  |
|---|--|
| Audio Voice Over  |  |
| General Snus.   |  |
| <p>Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis.</p> |  |



10



11

**USING GENERAL SNUS INSTEAD OF CIGARETTES PUTS YOU AT A LOWER RISK OF MOUTH CANCER, HEART DISEASE, LUNG CANCER, STROKE, EMPHYSEMA AND CHRONIC BRONCHITIS.**

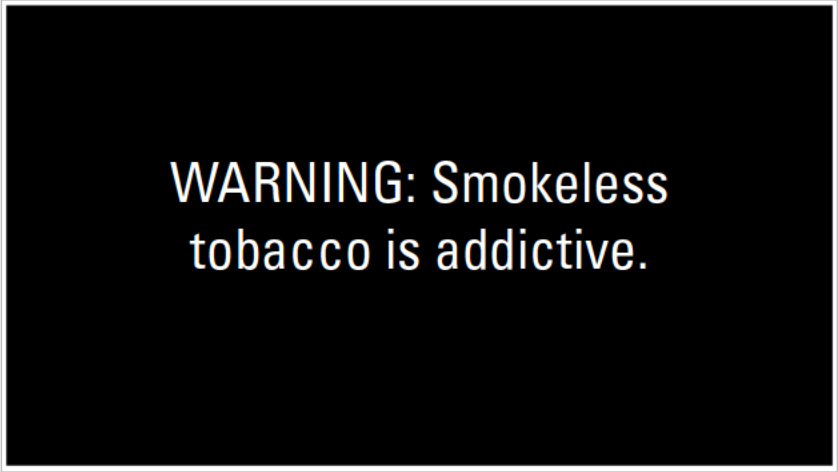
12

**M RTP VIDEO STORYBOARDS**

|  |
|--|
| <b>Audio Voice Over</b>                  |
| Learn more at GeneralSnus.com.           |
| WARNING: Smokeless tobacco is addictive. |



13



14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 1 | WARNING 2**

M RTP VIDEO STORYBOARDS

**Audio Voice Over**

“Since 1866,  
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no other.

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spitless,  
and chilled for freshness,

General’s discreet upper-lip  
pouch is made with only the  
best:



01



02



03

Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06



M RTP VIDEO STORYBOARDS

|   |
|---|
| <p><b>Audio Voice Over</b></p>  |
| <p>But the true difference is in our process.</p>   |
| <p>General’s blend is steam-heated and cooled to reduce impurities found in other tobaccos,</p> |
| <p>making a product that meets strict Swedish Food-Grade standards.</p>                         |



07



08



09

M RTP VIDEO STORYBOARDS

|   |  |
|---|--|
| Audio Voice Over  |  |
|   |  |
| General Snus.   |  |
| <p>Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis.</p> |  |



10



11

**USING GENERAL SNUS INSTEAD OF CIGARETTES PUTS YOU AT A LOWER RISK OF MOUTH CANCER, HEART DISEASE, LUNG CANCER, STROKE, EMPHYSEMA AND CHRONIC BRONCHITIS.**

12

**M RTP VIDEO STORYBOARDS**

|  |
|--|
| <b>Audio Voice Over</b>                          |
| Learn more at GeneralSnus.<br>com.               |
| WARNING: This product can<br>cause mouth cancer. |



13



14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 1 | WARNING 3**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
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experience like  
no other.

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spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
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01



02



03


Audio Voice Over

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pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

## M RTP VIDEO STORYBOARDS

### Audio Voice Over

But the true difference is in our process.

General's blend is steam-heated and cooled to reduce impurities found in other tobaccos,

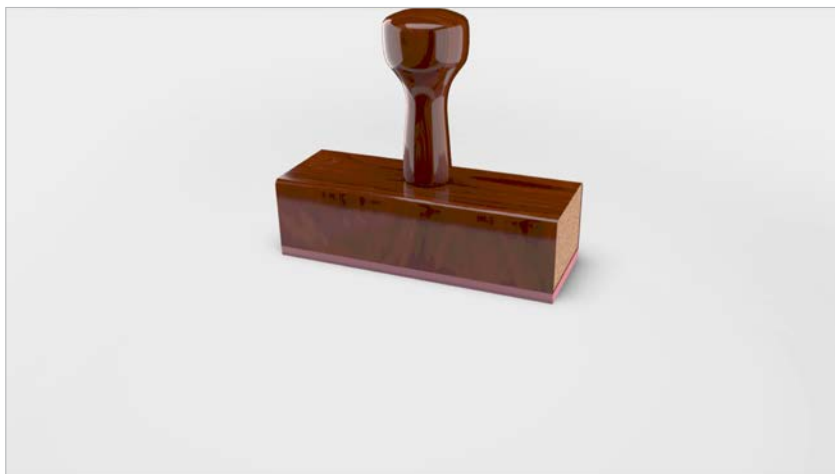
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|  |  |
|--|--|
| Audio Voice Over   |  |
|  |  |
| General Snus.  |  |
| <p><i>Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis.</i></p> |  |



10



11

**USING GENERAL SNUS INSTEAD OF CIGARETTES PUTS YOU AT A LOWER RISK OF MOUTH CANCER, HEART DISEASE, LUNG CANCER, STROKE, EMPHYSEMA AND CHRONIC BRONCHITIS.**

12



**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: This product can  
cause gum disease and tooth  
loss.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: This product  
can cause gum disease  
and tooth loss.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 1 | WARNING 4**

M RTP VIDEO STORYBOARDS

Audio Voice Over

“Since 1866,  
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continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General’s discreet upper-lip  
pouch is made with only the  
best:



01



02



03



Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

## M RTP VIDEO STORYBOARDS

### Audio Voice Over

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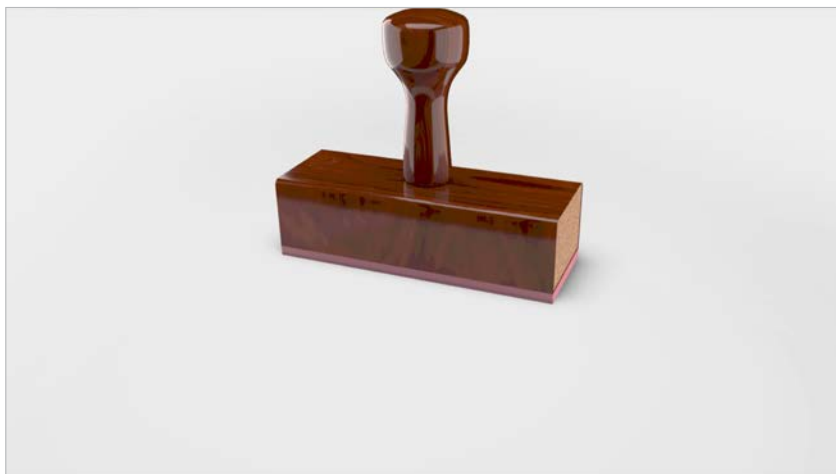
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|  |  |
|--|--|
| Audio Voice Over   |  |
|  |  |
| General Snus.  |  |
| <p><i>Using General Snus instead of cigarettes puts you at a lower risk of mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis.</i></p> |  |



10



11

**USING GENERAL SNUS INSTEAD OF CIGARETTES PUTS YOU AT A LOWER RISK OF MOUTH CANCER, HEART DISEASE, LUNG CANCER, STROKE, EMPHYSEMA AND CHRONIC BRONCHITIS.**

12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: This product is not a  
safe alternative to cigarettes.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: This product  
is not a safe alternative  
to cigarettes.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 2 | WARNING 1**



M RTP VIDEO STORYBOARDS

Audio Voice Over

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best:



01



02



03


Audio Voice Over

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and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

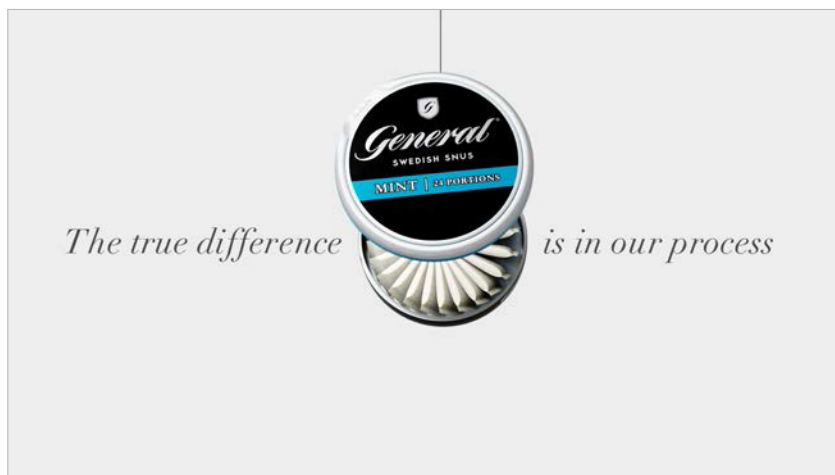
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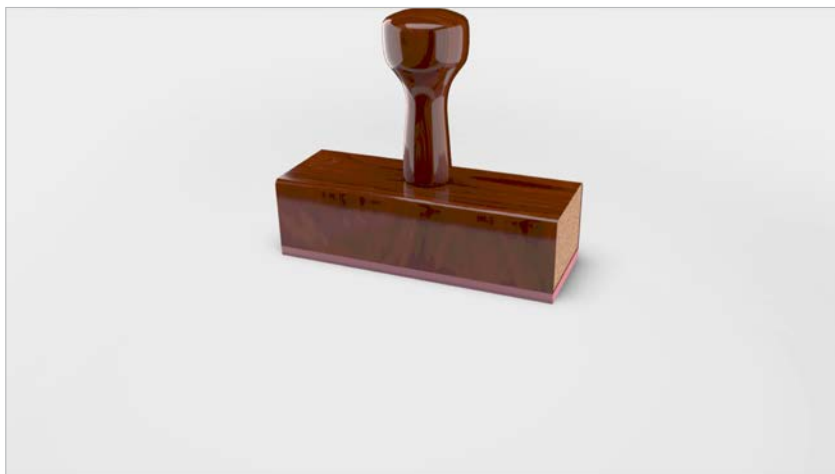
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|  |  |
|--|--|
| Audio Voice Over   |  |
|  |  |
| General Snus.  |  |
| <i>Using General Snus products instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users.</i> |  |



10



11

**USING GENERAL SNUS PRODUCTS  
INSTEAD OF CIGARETTES WOULD  
SIGNIFICANTLY REDUCE HARM AND  
THE RISK OF CERTAIN TOBACCO-RELATED  
DISEASES TO INDIVIDUAL TOBACCO USERS.**

12

M RTP VIDEO STORYBOARDS

Audio Voice Over

Learn more at GeneralSnus.  
com.

WARNING: Smokeless tobacco  
is addictive.

LEARN MORE AT  
GENERALSNUS.COM

General  
SNUS

13

WARNING: Smokeless  
tobacco is addictive.

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 2 | WARNING 2**

M RTP VIDEO STORYBOARDS

Audio Voice Over

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01



02



03


Audio Voice Over

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a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06



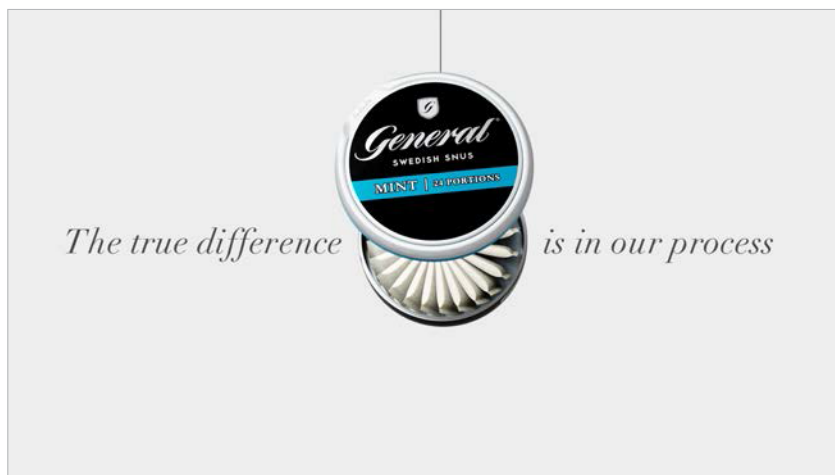
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### Audio Voice Over

But the true difference is in our process.

General's blend is steam-heated and cooled to reduce impurities found in other tobaccos,

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07



08



09

M RTP VIDEO STORYBOARDS

|  |  |
|--|--|
| Audio Voice Over   |  |
| General Snus.  |  |
| <p>Using General Snus products instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users.</p> |  |



10



11

**USING GENERAL SNUS PRODUCTS  
INSTEAD OF CIGARETTES WOULD  
SIGNIFICANTLY REDUCE HARM AND  
THE RISK OF CERTAIN TOBACCO-RELATED  
DISEASES TO INDIVIDUAL TOBACCO USERS.**

12

M RTP VIDEO STORYBOARDS

|   |
|---|
| <b>Audio Voice Over</b>                       |
| Learn more at GeneralSnus.com.                |
| WARNING: This product can cause mouth cancer. |



13



14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 2 | WARNING 3**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
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Smokeless,  
spitless,  
and chilled for freshness,

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pouch is made with only the  
best:



01



02



03


**Audio Voice Over**

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pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

**DISCREET UPPER-LIP POUCH**

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

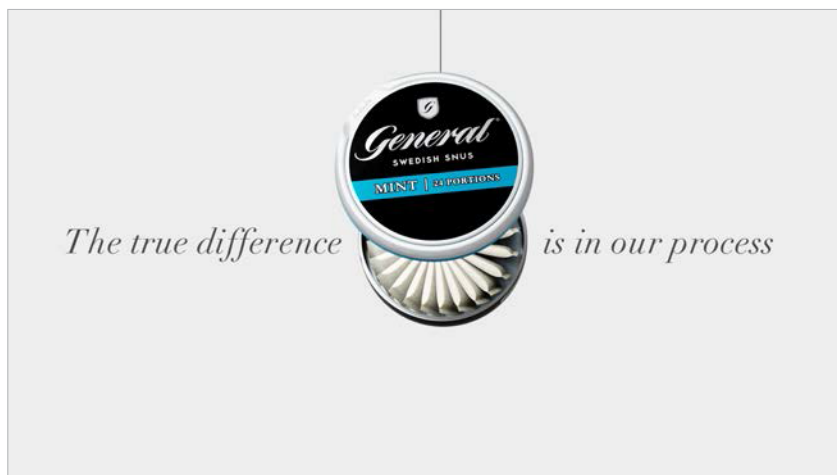
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### Audio Voice Over

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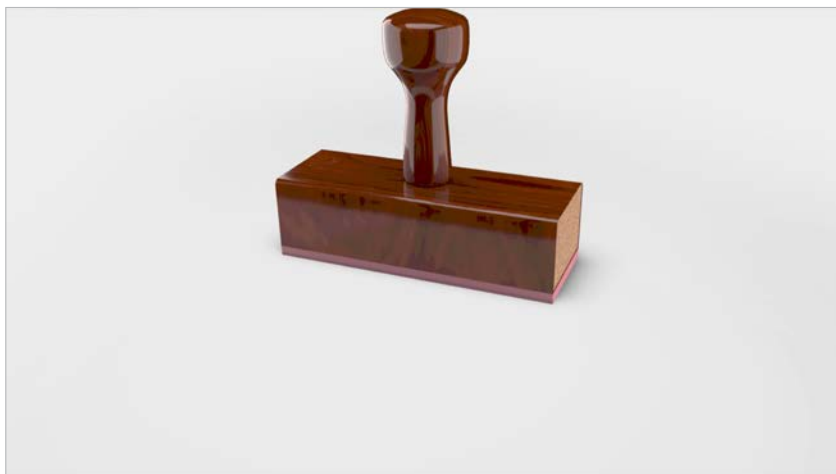
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|   |  |
|---|--|
| Audio Voice Over  |  |
| General Snus.   |  |
| Using General Snus products instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users. |  |



10



11

**USING GENERAL SNUS PRODUCTS  
INSTEAD OF CIGARETTES WOULD  
SIGNIFICANTLY REDUCE HARM AND  
THE RISK OF CERTAIN TOBACCO-RELATED  
DISEASES TO INDIVIDUAL TOBACCO USERS.**

12



M RTP VIDEO STORYBOARDS

| Audio Voice Over  |
|---|
| Learn more at GeneralSnus.com.                              |
| WARNING: This product can cause gum disease and tooth loss. |

LEARN MORE AT  
GENERALSNUS.COM

---



13

WARNING: This product  
can cause gum disease  
and tooth loss.

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 2 | WARNING 4**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
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Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03



Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

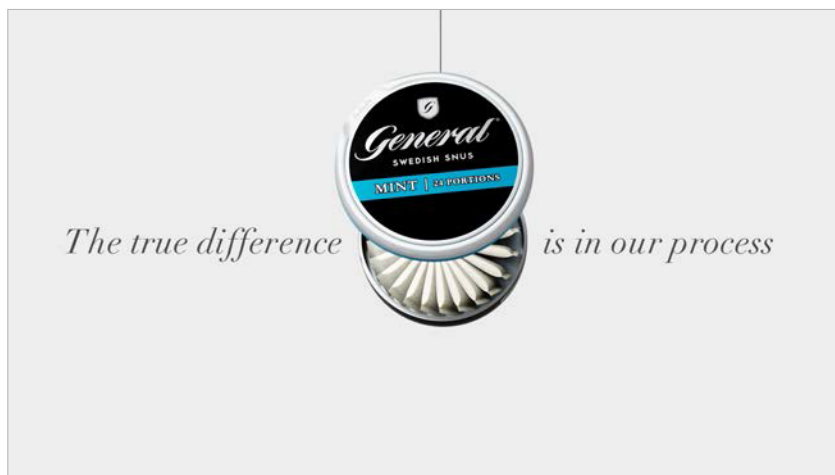
## M RTP VIDEO STORYBOARDS

### Audio Voice Over

But the true difference is in our process.

General's blend is steam-heated and cooled to reduce impurities found in other tobaccos,

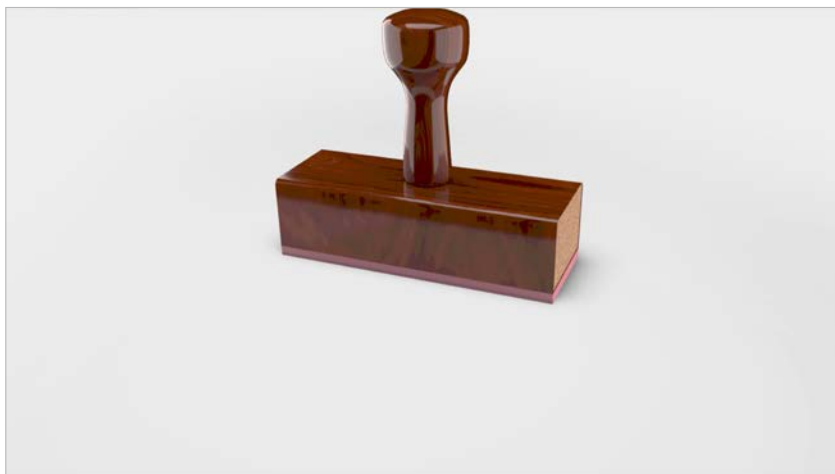
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|  |  |
|--|--|
| Audio Voice Over   |  |
| General Snus.  |  |
| <p>Using General Snus products instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users.</p> |  |



10



11

**USING GENERAL SNUS PRODUCTS  
INSTEAD OF CIGARETTES WOULD  
SIGNIFICANTLY REDUCE HARM AND  
THE RISK OF CERTAIN TOBACCO-RELATED  
DISEASES TO INDIVIDUAL TOBACCO USERS.**

12

M RTP VIDEO STORYBOARDS

Audio Voice Over

Learn more at GeneralSnus.  
com.

WARNING: This product is not a  
safe alternative to cigarettes.

LEARN MORE AT  
GENERALSNUS.COM

General  
SNUS

13

WARNING: This product  
is not a safe alternative  
to cigarettes.

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 2 | WARNING 1**



M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03

Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General's blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

|  |  |
|--|--|
| Audio Voice Over   |  |
|  |  |
| General Snus.  |  |
| <i>Using General Snus products instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users.</i> |  |



10



11

**USING GENERAL SNUS PRODUCTS  
INSTEAD OF CIGARETTES WOULD  
SIGNIFICANTLY REDUCE HARM AND  
THE RISK OF CERTAIN TOBACCO-RELATED  
DISEASES TO INDIVIDUAL TOBACCO USERS.**

12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: Smokeless tobacco  
is addictive.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: Smokeless  
tobacco is addictive.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 2 | WARNING 2**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06



M RTP VIDEO STORYBOARDS

|   |
|---|
| <p><b>Audio Voice Over</b></p>  |
| <p>But the true difference is in our process.</p>   |
| <p>General’s blend is steam-heated and cooled to reduce impurities found in other tobaccos,</p> |
| <p>making a product that meets strict Swedish Food-Grade standards.</p>                         |



07



08



09

M RTP VIDEO STORYBOARDS

|  |  |
|--|--|
| Audio Voice Over   |  |
| General Snus.  |  |
| <p>Using General Snus products instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users.</p> |  |



10



11

**USING GENERAL SNUS PRODUCTS  
INSTEAD OF CIGARETTES WOULD  
SIGNIFICANTLY REDUCE HARM AND  
THE RISK OF CERTAIN TOBACCO-RELATED  
DISEASES TO INDIVIDUAL TOBACCO USERS.**

12

**M RTP VIDEO STORYBOARDS**

|  |
|--|
| <b>Audio Voice Over</b>                          |
| Learn more at GeneralSnus.<br>com.               |
| WARNING: This product can<br>cause mouth cancer. |



13



14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 2 | WARNING 3**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

M RTP VIDEO STORYBOARDS

|   |
|---|
| <p><b>Audio Voice Over</b></p>  |
| <p>But the true difference is in our process.</p>   |
| <p>General’s blend is steam-heated and cooled to reduce impurities found in other tobaccos,</p> |
| <p>making a product that meets strict Swedish Food-Grade standards.</p>                         |



07



08



09

M RTP VIDEO STORYBOARDS

|   |
|---|
| Audio Voice Over  |
| General Snus.   |
| Using General Snus products instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users. |



10



11

**USING GENERAL SNUS PRODUCTS  
INSTEAD OF CIGARETTES WOULD  
SIGNIFICANTLY REDUCE HARM AND  
THE RISK OF CERTAIN TOBACCO-RELATED  
DISEASES TO INDIVIDUAL TOBACCO USERS.**

12



M RTP VIDEO STORYBOARDS

Audio Voice Over

Learn more at GeneralSnus.  
com.

WARNING: This product can  
cause gum disease and tooth  
loss.

LEARN MORE AT  
GENERALSNUS.COM

General  
SNUS

13

WARNING: This product  
can cause gum disease  
and tooth loss.

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 2 | WARNING 4**

M RTP VIDEO STORYBOARDS

Audio Voice Over

“Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General’s discreet upper-lip  
pouch is made with only the  
best:



01



02



03



Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General's blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

|  |  |
|--|--|
| Audio Voice Over   |  |
|  |  |
| General Snus.  |  |
| <i>Using General Snus products instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users.</i> |  |



10



11

**USING GENERAL SNUS PRODUCTS  
INSTEAD OF CIGARETTES WOULD  
SIGNIFICANTLY REDUCE HARM AND  
THE RISK OF CERTAIN TOBACCO-RELATED  
DISEASES TO INDIVIDUAL TOBACCO USERS.**

12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: This product is not a  
safe alternative to cigarettes.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: This product  
is not a safe alternative  
to cigarettes.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 3 | WARNING 1**



M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

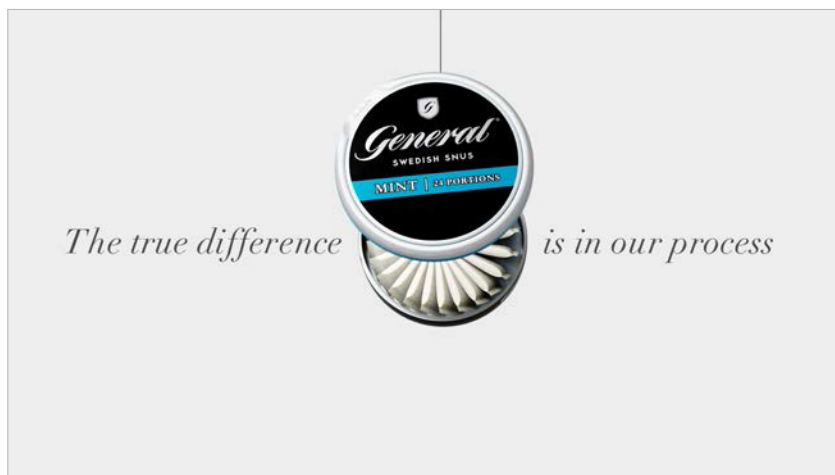
## M RTP VIDEO STORYBOARDS

### Audio Voice Over

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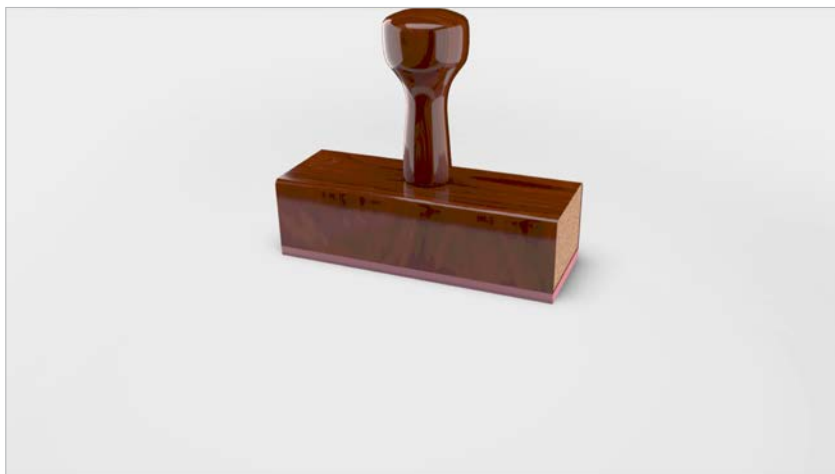
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|   |  |
|---|--|
| Audio Voice Over  |  |
| General Snus.   |  |
| <p>No tobacco is totally safe, but using General Snus instead of cigarettes puts you at a lower risk of chronic lung diseases and other tobacco-related ailments.</p> |  |



10



11

**NO TOBACCO IS TOTALLY SAFE, BUT USING  
GENERAL SNUS INSTEAD OF CIGARETTES  
PUTS YOU AT A LOWER RISK OF  
CHRONIC LUNG DISEASES AND OTHER  
TOBACCO-RELATED AILMENTS.**

12

M RTP VIDEO STORYBOARDS

Audio Voice Over

Learn more at GeneralSnus.  
com.

WARNING: Smokeless tobacco  
is addictive.

LEARN MORE AT  
GENERALSNUS.COM

General  
SNUS

13

WARNING: Smokeless  
tobacco is addictive.

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 3 | WARNING 2**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


**Audio Voice Over**

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

**DISCREET UPPER-LIP POUCH**

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06



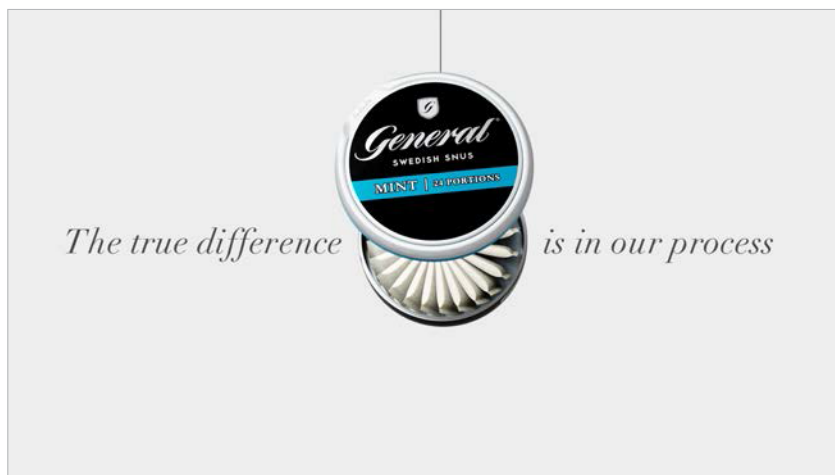
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### Audio Voice Over

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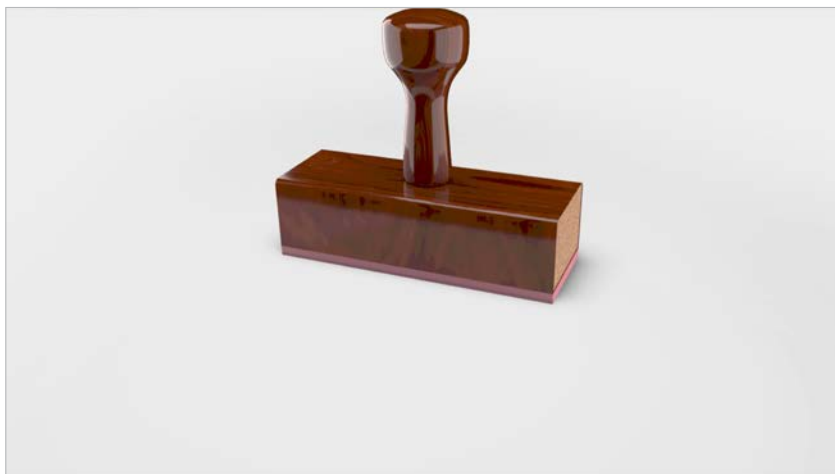
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|   |  |
|---|--|
| Audio Voice Over  |  |
| General Snus.   |  |
| <p>No tobacco is totally safe, but using General Snus instead of cigarettes puts you at a lower risk of chronic lung diseases and other tobacco-related ailments.</p> |  |



10



11

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GENERAL SNUS INSTEAD OF CIGARETTES  
PUTS YOU AT A LOWER RISK OF  
CHRONIC LUNG DISEASES AND OTHER  
TOBACCO-RELATED AILMENTS.**

12

**M RTP VIDEO STORYBOARDS**

|  |
|--|
| <b>Audio Voice Over</b>                          |
| Learn more at GeneralSnus.<br>com.               |
| WARNING: This product can<br>cause mouth cancer. |



13



14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 3 | WARNING 3**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
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continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

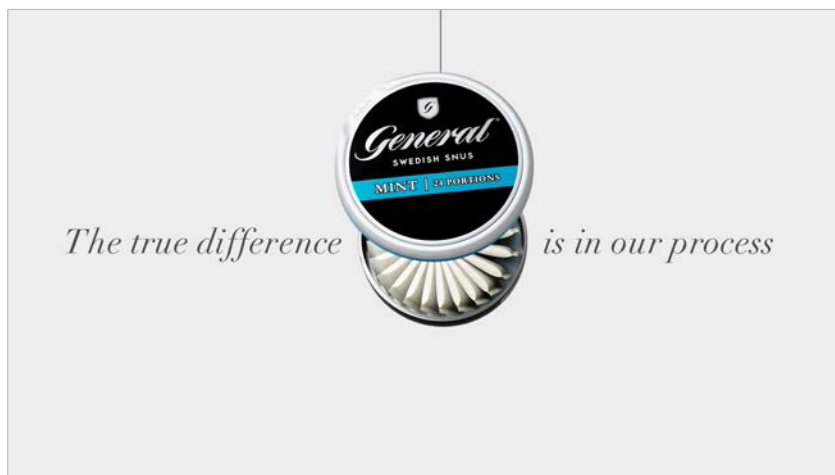
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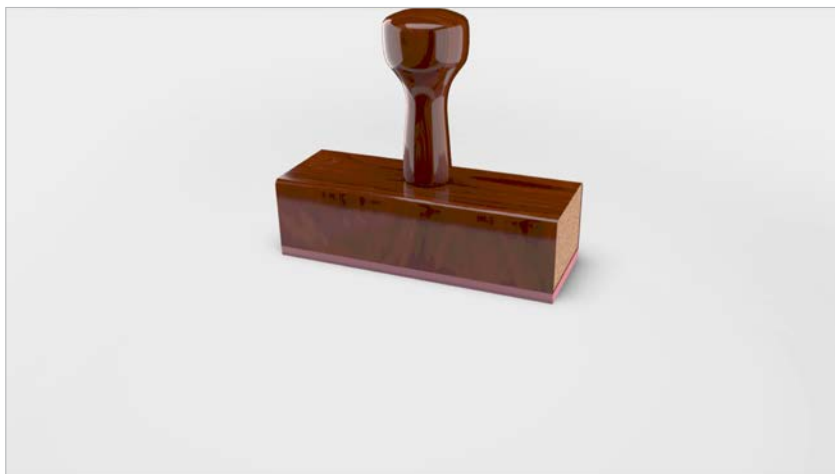
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|  |
|--|
| Audio Voice Over   |
| General Snus.  |
| No tobacco is totally safe, but using General Snus instead of cigarettes puts you at a lower risk of chronic lung diseases and other tobacco-related ailments. |



10



11

NO TOBACCO IS TOTALLY SAFE, BUT USING  
GENERAL SNUS INSTEAD OF CIGARETTES  
PUTS YOU AT A LOWER RISK OF  
CHRONIC LUNG DISEASES AND OTHER  
TOBACCO-RELATED AILMENTS.

12



**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: This product can  
cause gum disease and tooth  
loss.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: This product  
can cause gum disease  
and tooth loss.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CLAIM 3 | WARNING 4**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03



Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

M RTP VIDEO STORYBOARDS

Audio Voice Over

But the true difference is in our process.

General’s blend is steam-heated and cooled to reduce impurities found in other tobaccos,

making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|  |
|--|
| Audio Voice Over   |
| General Snus.  |
| No tobacco is totally safe, but using General Snus instead of cigarettes puts you at a lower risk of chronic lung diseases and other tobacco-related ailments. |



10



11

**NO TOBACCO IS TOTALLY SAFE, BUT USING  
GENERAL SNUS INSTEAD OF CIGARETTES  
PUTS YOU AT A LOWER RISK OF  
CHRONIC LUNG DISEASES AND OTHER  
TOBACCO-RELATED AILMENTS.**

12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: This product is not a  
safe alternative to cigarettes.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: This product  
is not a safe alternative  
to cigarettes.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 3 | WARNING 1**



M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General's blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

|  |
|--|
| Audio Voice Over   |
| General Snus.  |
| No tobacco is totally safe, but using General Snus instead of cigarettes puts you at a lower risk of chronic lung diseases and other tobacco-related ailments. |



10



11

**NO TOBACCO IS TOTALLY SAFE, BUT USING  
GENERAL SNUS INSTEAD OF CIGARETTES  
PUTS YOU AT A LOWER RISK OF  
CHRONIC LUNG DISEASES AND OTHER  
TOBACCO-RELATED AILMENTS.**

12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: Smokeless tobacco  
is addictive.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: Smokeless  
tobacco is addictive.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 3 | WARNING 2**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06



M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General's blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

|  |
|--|
| Audio Voice Over   |
| General Snus.  |
| No tobacco is totally safe, but using General Snus instead of cigarettes puts you at a lower risk of chronic lung diseases and other tobacco-related ailments. |



10



11

NO TOBACCO IS TOTALLY SAFE, BUT USING  
GENERAL SNUS INSTEAD OF CIGARETTES  
PUTS YOU AT A LOWER RISK OF  
CHRONIC LUNG DISEASES AND OTHER  
TOBACCO-RELATED AILMENTS.

12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: This product can  
cause mouth cancer.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: This product can  
cause mouth cancer.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 3 | WARNING 3**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General's blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

|  |
|--|
| Audio Voice Over   |
| General Snus.  |
| No tobacco is totally safe, but using General Snus instead of cigarettes puts you at a lower risk of chronic lung diseases and other tobacco-related ailments. |



10



11

**NO TOBACCO IS TOTALLY SAFE, BUT USING  
GENERAL SNUS INSTEAD OF CIGARETTES  
PUTS YOU AT A LOWER RISK OF  
CHRONIC LUNG DISEASES AND OTHER  
TOBACCO-RELATED AILMENTS.**

12



**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: This product can  
cause gum disease and tooth  
loss.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: This product  
can cause gum disease  
and tooth loss.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CLAIM 3 | WARNING 4**

M RTP VIDEO STORYBOARDS

Audio Voice Over

“Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General’s discreet upper-lip  
pouch is made with only the  
best:



01



02



03



Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General's blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

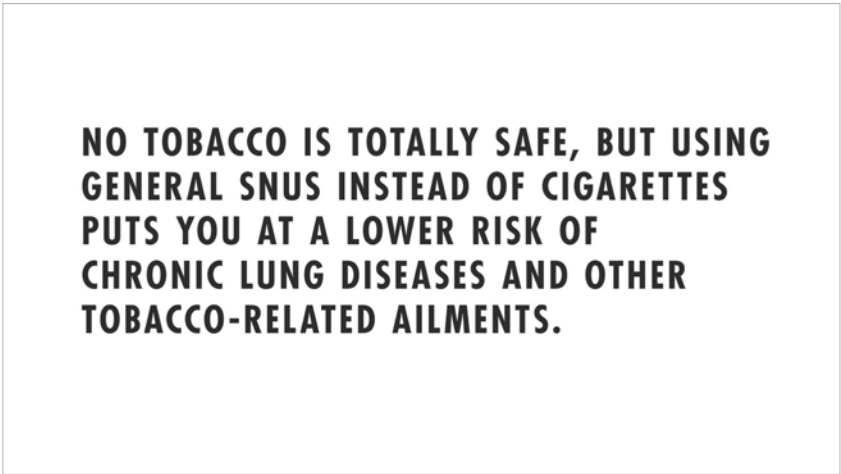
|  |
|--|
| Audio Voice Over   |
| General Snus.  |
| No tobacco is totally safe, but using General Snus instead of cigarettes puts you at a lower risk of chronic lung diseases and other tobacco-related ailments. |



10



11



12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

Learn more at GeneralSnus.  
com.

WARNING: This product is not a  
safe alternative to cigarettes.

**LEARN MORE AT  
GENERALSNUS.COM**

---

*General*  
**SNUS**

13

**WARNING: This product  
is not a safe alternative  
to cigarettes.**

14

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CONTROL | WARNING 1**



M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03

Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

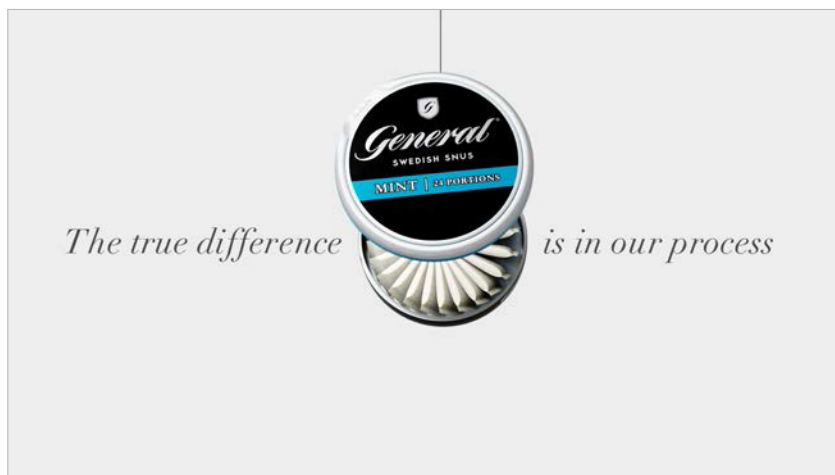
## M RTP VIDEO STORYBOARDS

### Audio Voice Over

But the true difference is in our process.

General's blend is steam-heated and cooled to reduce impurities found in other tobaccos,

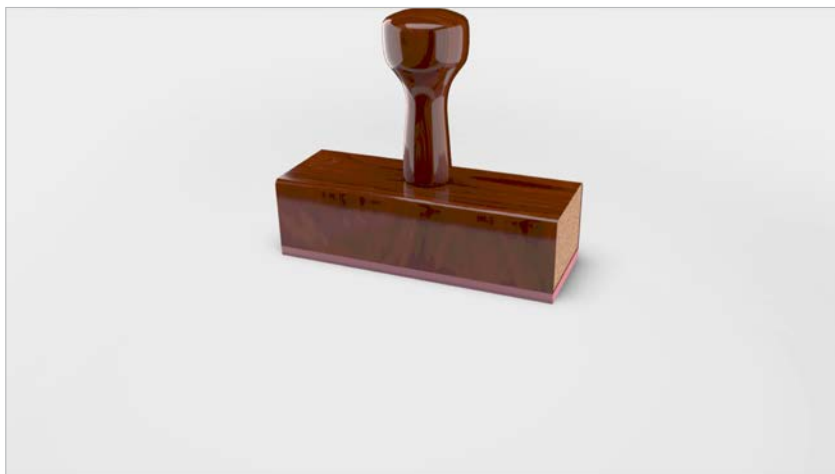
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|                                |
|--------------------------------|
| Audio Voice Over               |
| General Snus.                  |
| Learn more at GeneralSnus.com. |



10



11



12



# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CONTROL | WARNING 2**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06



M RTP VIDEO STORYBOARDS

# Audio Voice Over

But the true difference is in our process.

General's blend is steam-heated and cooled to reduce impurities found in other tobaccos,

making a product that meets strict Swedish Food-Grade standards.

07

08

09

M RTP VIDEO STORYBOARDS

|                                |
|--------------------------------|
| Audio Voice Over               |
| General Snus.                  |
| Learn more at GeneralSnus.com. |



10



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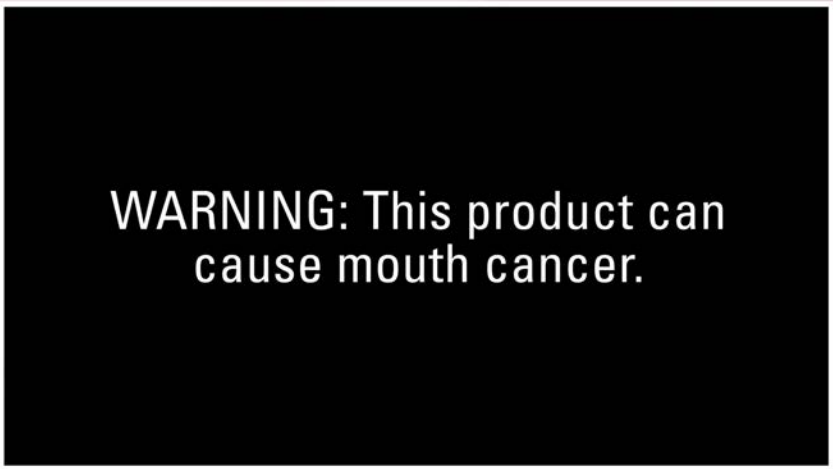


12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

WARNING: This product can cause mouth cancer.



# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CONTROL | WARNING 3**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03

Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General’s blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

|                                |
|--------------------------------|
| Audio Voice Over               |
| General Snus.                  |
| Learn more at GeneralSnus.com. |



10



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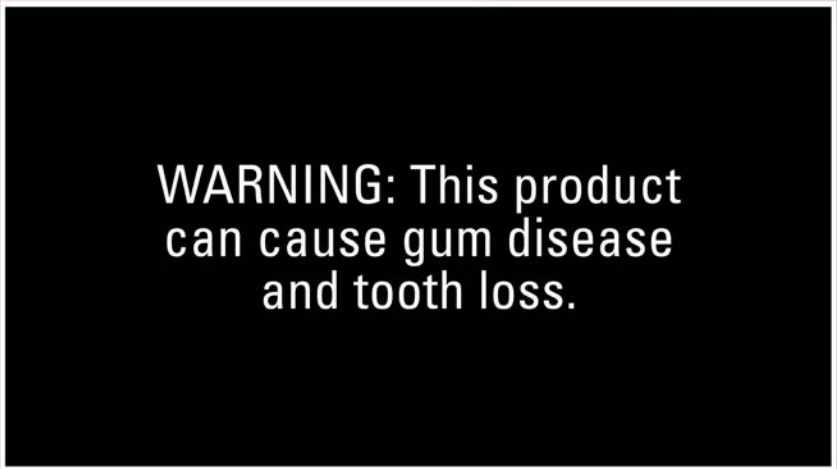
12



**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

WARNING: This product can cause gum disease and tooth loss.



# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**MINT | CONTROL | WARNING 4**

M RTP VIDEO STORYBOARDS

Audio Voice Over

"Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General's discreet upper-lip  
pouch is made with only the  
best:



01



02



03



Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

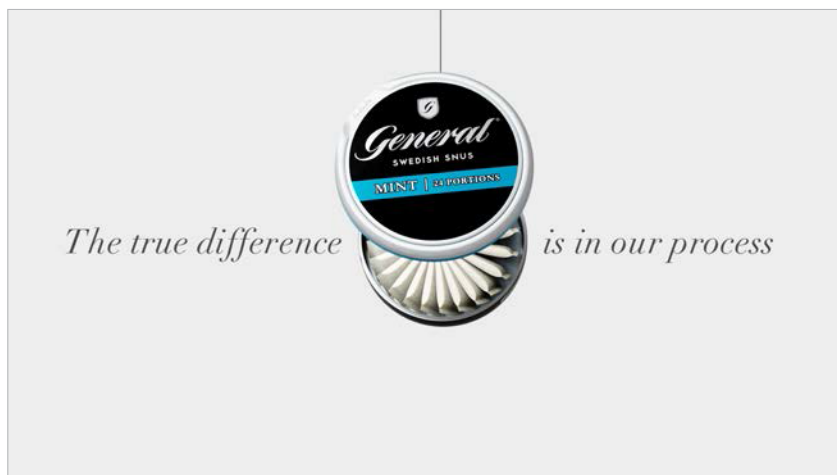
## M RTP VIDEO STORYBOARDS

### Audio Voice Over

But the true difference is in our process.

General's blend is steam-heated and cooled to reduce impurities found in other tobaccos,

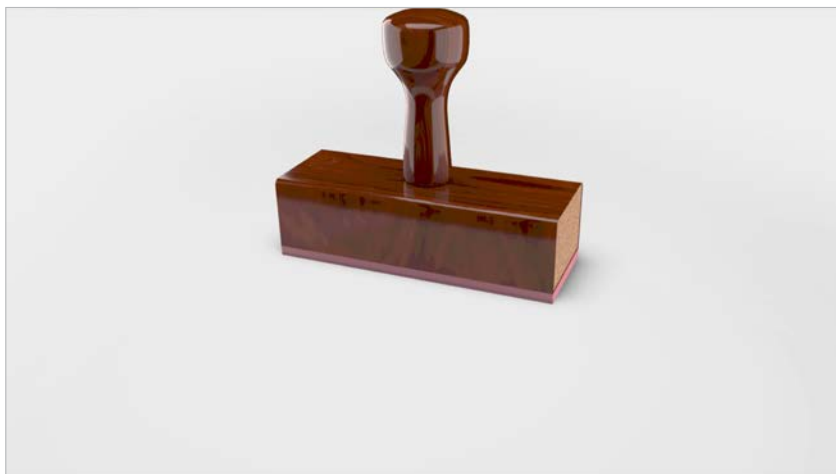
making a product that meets strict Swedish Food-Grade standards.



07



08



09

M RTP VIDEO STORYBOARDS

|                                |
|--------------------------------|
| Audio Voice Over               |
| General Snus.                  |
| Learn more at GeneralSnus.com. |



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## MRTP VIDEO STORYBOARDS

### Audio Voice Over

WARNING: This product is not a safe alternative to cigarettes.

WARNING: This product  
is not a safe alternative  
to cigarettes.

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CONTROL | WARNING 1**



M RTP VIDEO STORYBOARDS

Audio Voice Over

“Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

Smokeless,  
spitless,  
and chilled for freshness,

General’s discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

M RTP VIDEO STORYBOARDS

|   |
|---|
| <p><b>Audio Voice Over</b></p>  |
| <p>But the true difference is in our process.</p>   |
| <p>General’s blend is steam-heated and cooled to reduce impurities found in other tobaccos,</p> |
| <p>making a product that meets strict Swedish Food-Grade standards.</p>                         |



07



08



09

M RTP VIDEO STORYBOARDS

|                                |
|--------------------------------|
| Audio Voice Over               |
| General Snus.                  |
| Learn more at GeneralSnus.com. |



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12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

WARNING: Smokeless tobacco  
is addictive.



# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CONTROL | WARNING 2**

M RTP VIDEO STORYBOARDS

Audio Voice Over

“Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

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spitless,  
and chilled for freshness,

General’s discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06



M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General's blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

|                                |
|--------------------------------|
| Audio Voice Over               |
| General Snus.                  |
| Learn more at GeneralSnus.com. |



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12

**M RTP VIDEO STORYBOARDS**

**Audio Voice Over**

WARNING: This product can cause mouth cancer.



# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CONTROL | WARNING 3**

M RTP VIDEO STORYBOARDS

Audio Voice Over

“Since 1866,  
General Snus, the Original  
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continued to create a tobacco  
experience like  
no other.

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spitless,  
and chilled for freshness,

General’s discreet upper-lip  
pouch is made with only the  
best:



01



02



03


Audio Voice Over

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
flavors found  
in everyday food items.

DISCREET UPPER-LIP POUCH

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

|   |
|---|
| <br>OTHER FLAVORS |
|---|

06

M RTP VIDEO STORYBOARDS

|  |
|--|
| <b>Audio Voice Over</b>  |
| But the true difference is in our process.   |
| General's blend is steam-heated and cooled to reduce impurities found in other tobaccos, |
| making a product that meets strict Swedish Food-Grade standards.                         |



07



08



09

M RTP VIDEO STORYBOARDS

|                                |
|--------------------------------|
| Audio Voice Over               |
| General Snus.                  |
| Learn more at GeneralSnus.com. |



10



11



12



## MRTP VIDEO STORYBOARDS

### Audio Voice Over

WARNING: This product can  
cause gum disease and tooth  
loss

WARNING: This product  
can cause gum disease  
and tooth loss.

# **GENERAL SNUS MRTP VIDEO STORYBOARD**

**WINTERGREEN | CONTROL | WARNING 4**

M RTP VIDEO STORYBOARDS

Audio Voice Over

“Since 1866,  
General Snus, the Original  
Swedish Snus, has  
continued to create a tobacco  
experience like  
no other.

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spitless,  
and chilled for freshness,

General’s discreet upper-lip  
pouch is made with only the  
best:



01



02



03



**Audio Voice Over**

A blend of 22 air-dried tobaccos,  
pure, clean water,  
a hint of salt,  
and other natural and artificial  
food found  
in everyday food items.

**DISCREET UPPER-LIP POUCH**

|  |  |   |  |
|--|--|---|--|
| <br>22 TOBACCOS | <br>WATER | <br>SALT | <br>OTHER FLAVORS |
|--|--|---|--|

04

|  |   |
|--|---|
| <br>SALT | <br>OTHER FLAVORS |
|--|---|

05

  
OTHER FLAVORS

06

M RTP VIDEO STORYBOARDS

|   |
|---|
| <p><b>Audio Voice Over</b></p>  |
| <p>But the true difference is in our process.</p>   |
| <p>General’s blend is steam-heated and cooled to reduce impurities found in other tobaccos,</p> |
| <p>making a product that meets strict Swedish Food-Grade standards.</p>                         |



07



08



09

M RTP VIDEO STORYBOARDS

|                                |
|--------------------------------|
| Audio Voice Over               |
| General Snus.                  |
| Learn more at GeneralSnus.com. |



10



11



12

## MRTP VIDEO STORYBOARDS

### Audio Voice Over

WARNING: This product is not a safe alternative to cigarettes.

WARNING: This product  
is not a safe alternative  
to cigarettes.