



Observational Study

Perceptions and Behavioral Intentions Study for *General Snus*®

Study Report SMNA 17-01GEN

Product Name:	<i>General Snus</i> ®
First Respondent Enrolled:	06 December 2017
Last Respondent Completed:	16 February 2018
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2. SYNOPSIS

Sponsor:

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Richmond, VA 23219

Name of Finished Product: *General Snus*[®]**Name of Active Ingredient:** Not applicable**Study Title:** Perceptions and Behavioral Intentions Study for *General Snus***Investigators:** Lulu Lee, PhD

Director, Health Outcomes Research
Kantar Health, LLC

Publication (reference): Not applicable**Studied Period:**

First respondent participation: 06 December 2017

Last respondent completed: 16 February 2018

Objectives: The principal research question was, “How does the presence of a statement claiming that *General Snus*[®] usage reduced health risk compared to cigarette smoking (Modified Risk Tobacco Product [MRTP] claim) affect intentions and behaviors of U.S. adult consumers, when compared with the absence of that same claim?” This question was studied among both users and non-users of tobacco/nicotine products (TNP), all of whom were of legal age to use TNP in their residential geography. The effectiveness of the MRTP claim was studied in the context of a single *General Snus* description provided in a video advertisement (video). The study utilized a test versus control methodology to assess the impact of three *General Snus* videos, each containing one modified risk claim (serving as the test), versus one *General Snus* video not containing a modified risk claim (serving as the control). Three pairs of two-sample comparisons were utilized, each including one of three test groups and a control group.

Primary:

1. Compare the likelihood of various usage intentions and behaviors related to *General Snus*, cigarettes, aids to stop smoking and other current TNPs between test (video with claim) and control (video without claim) sample groups after having viewed a single *General Snus* video. Specifically, after having viewed a single *General Snus* video, compare:
 - Within TNP non-user groups:
 - The likelihood to initiate¹ TNP use with *General Snus* between test and control groups, focusing on TNP non-user groups;

¹The term “initiate” refers to entering the category of TNP user and is only pertinent to TNP never, i.e., those not currently using TNP. Similarly, the term “re-initiate” is only pertinent to TNP former users.

- The likelihood to re-initiate TNP use with *General Snus* between test and control groups, focusing on TNP non-user groups.
- Within TNP user groups:
 - The likelihood to use *General Snus* between test and control groups;
 - Among current smokers, the likelihood to use cigarettes and aids to stop smoking between test and control groups;
 - The intention to quit all current TNP use between test and control groups.
- 2. Compare perceptions of absolute risk associated with using *General Snus*, smoking cigarettes, and never having used any TNP between test and control groups. The health conditions under consideration for assessing risk include respiratory (chronic bronchitis, emphysema, lung cancer, and serious health problems) and non-respiratory (gum disease, heart disease, mouth cancer, and stroke) conditions.
- 3. Compare perceptions of the relative risks associated with using *General Snus* with using cigarettes, cigarettes, and *General Snus*, never having used any TNPs, and quitting all TNP, between test and control groups. The health conditions under consideration for assessing risk include respiratory (chronic bronchitis, emphysema, lung cancer, and serious health problems) and non-respiratory (gum disease, heart disease, mouth cancer, and stroke) conditions.
- 4. Assess the comprehension of the *General Snus* modified risk claims between test and control groups.

Secondary:

- 5. Compare the likelihood of various usage intentions and behaviors related to *General Snus* and other TNP (e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos, or filtered cigars filled with tobacco, pipe tobacco, and hookah or water pipe tobacco) between test and control groups. Specifically, among TNP user groups, compare the likelihood to use current TNP between the test and the control groups (after having viewed a single *General Snus* video).
- 6. Compare perceptions of the relative risks associated with using *General Snus* with using moist snuff, other brands of snus, and aids that help stop smoking between test and control groups. The health conditions under consideration for assessing risk include respiratory (chronic bronchitis, emphysema, lung cancer, and serious health problems) and non-respiratory (gum disease, heart disease, mouth cancer, and stroke) conditions.
- 7. Assess the believability of the *General Snus* modified risk claims between test and control groups.

Methodology: Data were obtained using responses from a customized web-based survey of invited consumers which were individuals from the U.S. adult population who met inclusion and exclusion criteria and agreed to participate in the study. Consumers initially were recruited from verified online consumer panels from Lightspeed Research, Survey Sampling International, Research Now, and others. These large commercial consumer panels profile

panelists on self-reported characteristics including age, gender, location, income, ethnicity, household size, marital status, presence of young children, and education. The panels were sizeable enough to ensure that the sample source was a reliable representation of the U.S. online population.

The study population sample was derived from a stratified sampling framework based on socio-demographic characteristics of the adult population from the Population Assessment of Tobacco and Health (PATH) study data. Panelists with required demographic profiles were randomly selected for inclusion in the invited sample until demographic profile quotas were met in each study cohort. This recruitment methodology was expected to provide socio-demographic profiles consistent with the adult population based on the PATH study data for each of the six study cohorts:

- Never tobacco users from legal age to 24 years of age
- Never tobacco users >24 years of age
- Former cigarette smokers from legal age and older
- Current cigarette smokers from legal age to 24 years of age
- Current cigarette smokers >24 years of age
- Current smokeless tobacco users from legal age and older

The Perceptions and Behavioral Intentions Study for *General* Snus was planned as a 15-20 minute survey accessible *via* a computer, smartphone, or tablet. Cognitive interviews preceded survey finalization to ensure that the survey materials were appropriate and sufficiently clear to respondents.

The study utilized a test versus control design to assess the impact of three MRTP claims, where respondents were randomly assigned into one of three test cells or one control cell that did not include a modified risk claim. Each of the video advertisements also included 1 of the 4 mandated warning statements and 1 of 2 flavors of *General* Snus. The three modified risk claims to be tested were:

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

The warning labels that were randomized within each test/control cell were:

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

The flavors that were randomized within each test/control cell were:

1. Mint
2. Wintergreen

Number of Respondents (Planned and Analyzed):

Planned: The study sample consisted of a U.S. adult population of legal age for TNP use. The study was planned to have a total sample of 11,640 respondents for six cohorts, with 1,940 respondents in each cohort; within each sample cohort, 485 respondents were randomly assigned into 3 test and 1 control groups. Sample size was determined by an a priori power analysis considering a 0.05 Type 1 α error rate, 85% power, and a small effect size of 0.20 based on Cohen's D.

Analyzed: There were 10,532 respondents who met the study eligibility criteria, completed the survey, and were retained for study analysis. Of these respondents, 18.2% (n=1,914) were of legal age to 24 years of age and never used tobacco, 18.4% (n=1,936) were >24 years of age and never used tobacco, 18.4% (n=1,942) were former cigarette smokers from legal age and older, 17.4% of respondents (n=1,828) were of legal age to 24 years of age and current cigarette smokers, 18.4% of respondents (n=1,942) were current cigarette smokers and >24 years of age, and 9.2% of respondents (n=970) were current smokeless tobacco users from legal age and older.

Inclusion Criteria:

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

Exclusion Criteria:

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

Statistical Methods: Descriptive analyses provided summary statistics for all variables collected for the entire sample and each of the six cohorts. Summary statistics included counts and percentages for categorical variables and means, standard deviations, medians, minimums, and maximums for numeric variables.

Bivariate analysis was conducted to examine statistical significance differences between test vs. control groups according to study hypotheses using independent sample t-tests and two-sample binomial proportion tests. Each hypothesis has a total of 3 comparisons (test claim 1 vs. control, test claim 2 vs. control, and test claim 3 vs. control); the Holm procedure corrected an initial p-

value of 0.05 for 3 multiple comparisons and was used to define statistically significant differences.

Sensitivity analyses were conducted for every outcome with outliers (N=143) removed. The results of the sensitivity analyses were reported as to whether the exclusion of the outliers changed or did not change the statistical significance of each hypothesis as compared with the full sample analyses.

Results: The demographic data were comparable among the three test and control groups within each cohort. Respondents' mean age was 39.8 years (range: 18 – 99 years). Overall, 36.8% of respondents were 18-24 years of age. Cigarettes were used fairly regularly among most of the respondents across the three test and control groups in the current cigarette smokers legal age to 24 years (range: 94.3% to 96.1%) and current cigarette smokers >24 years of age (range: 97.6% to 98.6%). Among the 2 current cigarette smoker groups, greater than 60% of the respondents were smoking cigarettes every day. Among the current smokeless tobacco users legal age and older, moist snuff was used regularly in more than 90% of respondents; greater than 50% of respondents used smokeless tobacco every day.

In general, the outcomes of the results assessing each objective revealed the effectiveness of the three *General Snus* MRTTP claims in the context of a single *General Snus* description provided in a video advertisement.

Primary Objectives

Objective 1

Likelihood to buy *General Snus*: Results demonstrated that among TNP non-user groups (never TNP users and former smokers), the likelihood to initiate or re-initiate TNP use with *General Snus* (i.e., buy *General Snus*) among the test groups were equal or lower than the control group. Additionally, greater likelihood to buy *General Snus* was demonstrated among current smokers >24 for Claim 1.

Likelihood to use TNPs: Among current cigarette smokers, the likelihood to smoke cigarettes moving forward was not lower for the test than the control groups. However, the likelihood to use aids to stop smoking moving forward was equal or higher in the test group compared with the control group.

Intention to quit: The intention to quit smoking cigarettes in current cigarette smokers was equal or higher for the test than the control groups. Similarly, among TNP user groups, the intention to quit all other current TNP(s) (excludes cigarettes and aids to stop smoking) was equal or higher for the test than the control groups.

Objective 2

Perceived absolute risk: The perception of the absolute risks of each respiratory health condition (chronic bronchitis, emphysema, lung cancer, and serious health problems) and non-respiratory health condition (gum disease, heart disease, mouth cancer and stroke) from the

daily use of only *General* Snus and no other TNP was lower for the test than the control groups for Claim 1. With a few exceptions, similar patterns of findings were shown for Claims 2 and 3.

Objective 3

Perceived relative risk: Generally across cohorts, with a few exceptions for Claims 2 and 3, test groups perceived that the relative risks of each respiratory health condition were lower than the control group, when comparing daily use of *General* Snus vs. daily use of cigarettes, and also when comparing daily use of *General* Snus vs. daily use of both *General* Snus and cigarettes. Additionally, the test groups perceived that the relative risks of each non-respiratory health condition were equal or lower than the control group when comparing daily use of *General* Snus vs. daily use of cigarettes, and when comparing daily use of *General* Snus vs. daily use of both *General* Snus and cigarettes.

The test groups in the cohorts of non-TNP users and current smokers did not perceive that the relative risks of each health condition (respiratory and non-respiratory) were equal or higher than the control group in most of the comparisons, when comparing daily use of *General* Snus vs. never having used any TNP. However, all respondents across test and control groups perceived the daily use of *General* Snus to pose higher risk for each health condition than never having used any TNP.

Similarly, the test groups in the cohorts of non-TNP users and current smokers did not perceive that the relative risks of each health condition (respiratory and non-respiratory) were equal or higher than the control in most of the comparisons, when comparing the act of quitting all TNP use except for *General* Snus vs. the act of quitting all TNP use. However, all respondents across cohorts perceived the act of quitting all TNPs except for *General* Snus to pose higher risk for each health condition than quitting all TNPs.

Objective 4

Comprehension of MRTP claims: Among the TNP users and non-users, the test groups showed higher comprehension of MRTP Claims 1, 2, and 3, and the question “number of cigarettes one can smoke a day for *General* Snus to lower risk of disease” than the control group. Respondents in the test groups did not have a higher comprehension of the production process of *General* Snus than the control group.

Secondary Objectives

Objective 5

Likelihood to use TNPs moving forward: Among all TNP users, the likelihood to use other TNPs (e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos, or filtered cigars filled with tobacco, pipe tobacco, and hookah or waterpipe tobacco) moving forward was equal or lower for the test than the control groups.

Objective 6

Relative risk: Across cohorts, the test groups perceived that the relative risks of each health condition (respiratory and non-respiratory) were equal or lower than the control group, when comparing daily use of *General Snus* vs. daily use of moist snuff, and when comparing daily use of *General Snus* vs. daily use of other brands of snus.

The test groups in the cohorts of non-TNP users and current smokers did not perceive that the relative risks of each health condition (respiratory and non-respiratory) were equal or higher than the control group in the majority of the comparisons, when comparing daily use of *General Snus* vs. daily use of aids that help stop smoking. However, all respondents across test and control groups perceived the daily use of *General Snus* to pose higher risk for each health condition than daily use of aids that help stop smoking.

Objective 7

Believability: Generally, the test groups found *General Snus* modified risk claims more believable than the control group. Specifically, test groups perceived Claim 1 as more believable across all six study cohorts (compared with control), whereas Claims 2 and 3 was not perceived to be more believable among the current smokeless tobacco users.

Sensitivity Results

While the sensitivity findings did not differ from all overall pattern of findings using the full sample, it did add an additional nine comparisons which supported hypotheses and four comparisons which did not support hypotheses.

Strengths and Limitations of the Study: This study was conducted based on fundamental social and statistical science, with valuable guidance provided by the Center for Tobacco Products ([FDA Guidance for Industry, 2011](#)), to evaluate the risks and benefits to the population, including users and non-users of tobacco products. Additionally, CTP provided feedback on a draft study protocol and questionnaire; feedback addressed how best to assess the impact of MRTP claims on consumers' usage intentions and behaviors and perceptions of risk ([FDA CTP Response Letter, 2017](#)). The study also benefited from guidance for best practices in consumer research for Tobacco Product Perception and Intention Studies (TPPIS), based on a March 2017 meeting between the FDA and SMNA ([CTP Addendum, 2017](#)).

The resulting study featured many strengths. The study benefitted from the substantial number of individuals included in the survey panels, which provided statistical power for all the test parameters within the primary objectives. Additionally, respondents in the study were asked to complete an in-depth registration profile which included numerous logic checks to ensure quality. In so doing, this insured that selected participants were able and willing to follow the protocol requirements and be included in the analyses.

The use of qualitative cognitive interviews prior to the execution of the quantitative survey ensured that the materials were appropriate and sufficiently clear to respondents. As a result, the questionnaire offered both completeness and simplicity. For example, there were several questions regarding health issues, whether respiratory or non-respiratory; questions addressed both absolute and relative risks. Consistency of response suggests questions were asked both rigorously and clearly.

The simplicity of the test/control design allowed for direct, easily-interpreted results. More over, the use of random assignment of the respondents into the test and control groups helped to eliminate confounders. As shown in descriptive results, respondent demographics, current and historic TNP use, and perceptions of health risks prior to viewing video claims were appropriately balanced across test and control groups.

Finally, in virtually all cases survey questions utilized validated scales, or scales directly comparable to studies in literature. In particular, usage of the Juster Scale and Motivation to Stop Scale allowed for simple, justifiable interpretation. Scales used in risk perception questions line up with other tobacco-related research, such as NCC HINTS.

There were several limitations to the current study, arguably none of which should draw concern regarding data integrity. Testing three potential MRTTP claims simultaneously necessitated the use of an adjusted Type I error rate when conducting statistical tests of hypotheses, which in turn made it tougher to make conclusions in regard to primary objectives.

Recruitment constraints among smokeless tobacco users resulted in limited statistical power, a detriment when considering FDA's advice on how to draw conclusions when the null hypothesis contains the desired result.

Researchers could not analyze respondents who responded "don't know" or "decline to answer". Like prospective clinical studies, we set evaluability rules; as such, those who responded "don't know" or "decline to answer" were excluded from the evaluable subset of responders, which was the primary population for analyses. Arguably, "don't know" could have been utilized more frequently by respondents, given the relatively low knowledge of snus within the total US population.

While all statistical hypotheses were constructed in a test vs. control design, in at least one instance, the absence of a benchmark figure limited implications. Similar to other TNP studies, an identifiable standard for "success" (e.g., a specific threshold for correct responses) does not exist when measuring comprehension of claims. Perhaps more importantly, the assessment of

consumers' behavioral intentions and risk perceptions were based on a one-time exposure to messaging within the confines of a ~30 minutes survey. Realistically, we would expect that if a consumer hears the same message over and over, via multiple media, it will have greater impact over time.

Every effort was made to approximate the socio demographic profiles of the adult population enrolled in the PATH study (n=32,320; Hyland et al., 2017), though it was difficult to achieve the necessary quotas among the younger cigarette users. In the end, the socio-demographic proportions in the current study were within $\pm 20\%$ of the corresponding PATH characteristics. Even if the current study's socio-demographic profiles mirrored PATH precisely, the study sample may not be as representative of the US population as is, for example, the US Census. While online surveys represent the status quo in consumer research, there exists a non-zero probability of underrepresentation of respondent types, e.g., elderly, sickly, or people who lack technological prowess.

Conclusion: Study findings support the conclusion that, overall, the proposed modified risk claims for *General Snus* did not appear to demonstrate a detrimental effect. In addition, Claim 1 was effective in meeting primary objectives. Specifically, results demonstrated that:

- Consumers who did not use TNPs were not enticed to start after viewing the claims.
- For current TNP users, the likelihood to buy *General Snus* was supported among current cigarette users greater than 24 years of age who viewed Claim 1.
- The claims had no impact on intention to quit cigarettes, use of aids to help stop smoking or all other TNPs among TNP users.
- Respondents who viewed the claims compared with those who did not view the claims perceived lower absolute risk for health conditions from the daily use of only *General Snus* and no other TNP.
- Among respondents who viewed the claims compared with those who did not view the claims, *General Snus* was perceived as a relative lower risk than cigarettes for health conditions.
- All respondents fully comprehended the three *General Snus* MRTP claims.
- The majority of respondents found the three *General Snus* MRTP claims to be believable. Specifically, Claim 1 demonstrated consistently higher believability among test respondents v. control.

Notably, when examining the whole body of results, across study objectives and cohorts, claim 1 (*using General Snus instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis*) consistently achieved the most support for the study hypotheses. Thus, claim 1 is the strongest among the three MRTP claims.

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4. LIST OF ABBREVIATIONS AND DEFINITIONS OF TERMS

Abbreviation or Specialist Term	Definition
CAPTCHA	Completely Automated Public Turing Test to Tell Computers and Humans Apart
CASRO	Council of American Survey Research Organizations
CTP	Center for Tobacco Products
FDA	Food and Drug Administration
FTP	File Transfer Protocol
IRB	Institutional Review Board
MRTP	Modified Risk Tobacco Product
MRTPA	Modified Risk Tobacco Product Application
MTSS	Motivation to Stop Scale
PATH	Population Assessment of Tobacco and Health
PMTA	Premarket Tobacco Product Application
RESPONDENTS	Total sample which includes current, never, and former users of tobacco/nicotine products
SAP	Statistical Analysis Plan
SMNA	Swedish Match North America
SPSS	Statistical Package for the Social Sciences
TNP	Tobacco/Nicotine Products (cigarettes, e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos, and filtered cigars filled with tobacco, pipe tobacco, hookah and water pipe tobacco, and aids to help stop smoking)
U.S.	United States
Video	<i>General Snus</i> [®] advertisement video

5. RESPONSIBLE PARTIES

5.1 Investigator and Contributors

Principal Investigators:	Lulu Lee, PhD, Director Health Outcomes Research Kantar Health, LLC
Kantar Health Project Team:	(b)(6)
Target Health Inc:	(b)(6)

5.2 Sponsor

Sponsor:	Swedish Match North America Steve Seiferheld, Director of Market Research steve.seiferheld@swedishmatch.com
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6. ETHICS

6.1 Institutional Review Board (IRB)

Documented approval from a central IRB in the U.S. was obtained prior to the initiation of the study. Sterling, IRB (Atlanta, Georgia) approved this study. When necessary, an extension, amendment or renewal of the IRB approval was obtained from Sterling, IRB and forwarded to Swedish Match North America (SMNA).

6.2 Ethical Conduct of the Study

The study was carried out within an approved indication and in accordance with Center for Tobacco Products (CTP) guidance on data for human studies designed to evaluate the risks and benefits to the population as a whole. Additionally, Kantar Health conducts all our research in accordance with the requirements of our Quality System, which confirms to ISO 20252:2012 the International Standard for Market Research, Certification Number 1019.

6.3 Respondent Information and Consent

Prior to beginning the survey, potential respondents were provided with a statement of informed consent. The consent informed potential respondents that participation in the study was voluntary, and that responses remained confidential. It also included information about the goals of the study, the approximate length of the survey, and incentives for participation. Lastly, the statement of informed consent provided potential respondents with the resource references to address any concerns they could have. A link to each panel was given if the respondent had any specific questions about the survey instrument or incentives for participation.

After potential respondents read the statement of informed consent, they were asked, “Do you voluntarily agree to participate in this study?”. Respondents who selected “I agree to participate” were able to complete the survey. At any time during survey completion, the respondent could choose to exit the survey should they decide not to participate any further. Data provided by a respondent who exited the survey prematurely were not utilized in any of the analyses. Respondents who selected “I do not agree to participate” were thanked for their time before exiting. IRB written approval / favorable opinion of the electronic informed consent form and any other written information provided to respondents were obtained prior to the initiation of the study.

7. INTRODUCTION

7.1 Background

The Family Smoking Prevention and Tobacco Control Act, signed into law in 2009, gave the Food and Drug Administration (FDA) the power to regulate tobacco products and established the Center for Tobacco Products (CTP) within the FDA. The law gives the CTP authority to regulate the manufacturing, marketing, and advertising content, and sale of tobacco/nicotine products (TNPs), which include cigarettes, e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos, and filtered cigars filled with tobacco, pipe tobacco, hookah (water pipe) tobacco, and aids to help stop smoking. The FDA requires that the marketing of a new tobacco product be appropriate for the protection of the public health as determined “on the basis of well-controlled investigations” ([FDA Guidance for Industry, 2011](#)).

The CTP has provided draft guidance on data for human studies designed to evaluate the risks and benefits to the population, including users and non-users of the tobacco product (FDA Guidance for Industry 2011, [FDA Guidance for Industry 2016](#)). Essentially, CTP will require research-based evidence that demonstrates, in general: (1) existing tobacco product users do not increase consumption, (2) non-tobacco users do not start using tobacco products, and (3) former tobacco users do not re-start use of tobacco products (FDA Guidance for Industry 2011). Those products marketed in the U.S. after February 15, 2007 must obtain a marketing authorization from the FDA, through a Pre-Market Tobacco Product Application (PMTA) or a Substantial Equivalence (SE) report, or these tobacco products can no longer be marketed sold in the U.S (FDA Guidance for Industry 2011, FDA Guidance for Industry 2016).

While all tobacco products pose risks, the modified risk tobacco product (MRTP) pathway outlined in the 2009 Family Smoking Prevention and Tobacco Control Act allows companies to submit applications for the FDA to evaluate whether a tobacco product may be sold or distributed as a product for use to reduce harm or risk of tobacco-related disease, whether pulmonary-related or not, and may use FDA-approved modified risk claims in marketing of the product ([FDA news release, 2016](#)).

In November 2015, Swedish Match North America (SMNA) received market authorization for *General Snus*[®], a smokeless tobacco product packaged in a small pouch that is placed under the upper lip, thereby eliminating the need for a user to spit or chew the product. In June 2014, SMNA had submitted modified risk tobacco product applications (MRTPAs) for *General Snus* smokeless tobacco products. In December 2016, the FDA denied the request to remove a currently required warning stating that the products can cause gum disease and tooth loss. While the FDA did not rule on the mouth cancer warning or the “not a safe alternative” warning, the FDA did suggest alternative approaches which could provide sufficient evidence to support issuance of modified risk orders for the tobacco products (FDA news release, 2016; [FDA Submission Tracking Numbers, 2016](#)). Of particular note, the FDA suggested approaching MRTP designation through the use of claims that could be included in marketing and communication materials.

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

7.2 Rationale

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

8. OBJECTIVES AND HYPOTHESES

The overarching research question within this study was: “How does the presence of a statement claiming reduced risk of *General* Snus usage compared to cigarette smoking (the MRTP claim) affect intentions and behaviors of U.S. adult consumers when compared with the absence of that same claim?”

The question was studied among both TNP users and non-users (all of whom are of legal age to use TNP in their residential geography). The effectiveness of the MRTP claim was studied in the context of a single *General* Snus description provided in a video advertisement (video). The study utilized a test versus control methodology to assess the impact of three *General* Snus videos, each containing one modified risk claim (serving as the test) and one *General* Snus video not containing a modified risk claim (serving as the control), across three pairs of two-sample comparisons, each including one of three test groups and a control group. Objectives with corresponding hypotheses are presented below.

8.1 Primary Objectives and Hypotheses

There were four primary objectives and hypotheses.

8.1.1 Objective 1

Objective 1 was to compare the likelihood of various usage intentions and behaviors related to *General* Snus, cigarettes, aids to stop smoking and other current TNPs between test (video with claim) and control (video without claim) groups. Specifically, after having viewed a single *General* Snus video, compare:

- Within TNP non-user groups:
 - The likelihood to initiate² TNP use with *General* Snus between test and control groups, focusing on TNP non-user groups.
 - The likelihood to re-initiate TNP use with *General* Snus between test and control groups, focusing on TNP non-user groups.
- Within TNP user groups:
 - The likelihood to use *General* Snus between test and control groups;
 - Among current smokers, the likelihood to use cigarettes and aids to stop smoking between test and control groups;
 - The intention to quit all current TNP use between test and control groups.

²The term “initiate” refers to entering the category of TNP user and is only pertinent to TNP never, i.e., those not currently using TNP. Similarly, the term “re-initiate” is only pertinent to TNP former users.

Hypotheses

- 1.1. Among TNP non-user groups, the likelihood to buy *General Snus* among the test groups will be **equal or lower** than the control group.
- 1.2. Among TNP user groups, the likelihood to buy *General Snus* will be **higher** for the test groups than the control group.
- 1.3. Among current smokers, the likelihood to smoke cigarettes moving forward will be **lower** for the test groups than the control group.
- 1.4. Among current smokers, the likelihood to use aids to stop smoking moving forward will be **equal or higher** for the test groups than the control group.
- 1.5. Among current smokers, the intention to quit smoking cigarettes will be **equal or higher** for the test groups than the control group.
- 1.6. Among TNP user groups, the intention to quit all current TNP(s) (excludes aids to stop smoking) will be **equal or higher** for the test groups than the control group.

8.1.2 Objective 2

Objective 2 was to examine perceptions of absolute risk associated with using *General Snus*, smoking cigarettes, and never having used any TNP, between test and control groups among all respondents.

The health conditions under consideration when assessing absolute risk:

- Respiratory conditions:
 - Chronic bronchitis
 - Emphysema
 - Lung cancer
 - Serious health problems
- Non-respiratory conditions:
 - Gum disease
 - Heart disease
 - Mouth cancer
 - Stroke

Hypothesis

- 2.1. Among all respondents, perceived absolute risks of each health condition (respiratory and non-respiratory) from the daily use of only *General Snus* and no other TNP will be **lower** for the test groups than the control group.

8.1.3 Objective 3

Objective 3 was to compare perceptions of the relative risks associated with using *General* Snus with using

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

between test and control groups among all respondents.

The health conditions under consideration when assessing relative risk:

- Respiratory conditions:
 - Chronic bronchitis
 - Emphysema
 - Lung cancer
 - Serious health problems
- Non-respiratory conditions:
 - Gum disease
 - Heart disease
 - Mouth cancer
 - Stroke

Hypotheses

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

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

8.1.4 Objective 4

Objective 4 was to assess the comprehension of the *General Snus* modified risk claims between test and control groups.

Hypothesis

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

8.2 Secondary Objectives and Hypotheses

There were three secondary objectives and hypotheses.

8.2.1 Objective 5

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

Hypothesis

- 5.1. Among TNP user groups, the likelihood to use other TNP moving forward will be **equal or lower** for the test groups than the control group.

8.2.2 Objective 6

Objective 6 was to compare perceptions of the relative risks associated with using *General Snus* with using

- moist snuff
- other brands of snus and
- aids that help stop smoking,

between test and control groups among all respondents.

The health conditions under consideration when assessing relative risk:

- Respiratory conditions:
 - Chronic bronchitis
 - Emphysema
 - Lung cancer
 - Serious health problems
- Non-respiratory conditions:
 - Gum disease
 - Heart disease
 - Mouth cancer
 - Stroke

Hypotheses

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

8.2.3 Objective 7

Object 7 was to assess the believability of the *General Snus* modified risk claims between test and control groups.

Hypothesis

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

9. OVERALL STUDY DESIGN

9.1 Study Stimuli

SMNA embarked upon a series of qualitative research studies for the sole purpose of identifying appropriate stimuli for communicating information about *General Snus* and respective MRTP claims to consumers. (Note: cognitive interviews are considered outside the scope of this study stream.) Three phases of research, comprised of both focus groups (8-10 people in size) and triads (3 people in size), covering seven major US markets (Chicago, Seattle, St. Louis, Charlotte, Minneapolis, Denver, and Washington, D.C.) resulted in a total of 119 respondents providing input over a four-month window. (Research took place May-August 2017.)

In an effort to identify “appropriate” stimuli, the following points were considered.

- All stimuli had to include mandatory government warnings regarding smokeless tobacco.
- SMNA had to be able to substantiate all information provided in claims without exception, with an understandable focus on MRTP claims.
- Stimuli had to provide background on snus – what snus is, how it differs from other smokeless tobacco products, how to use it appropriately, etc.
- Stimuli had to communicate why *General Snus* differed from other snus.
- Stimuli had to have stopping power, so that a consumer would pay attention and digest all information provided.
- Stimuli were reworked and reassessed whenever possible to minimize the reading level required to comprehend claims.

Ultimately, key decision criteria utilized during qualitative research were:

- i. Comprehension. Did the respondent understand what the information provided?
- ii. Believability. Did the respondent find the information credible?
- iii. Motivation. Was the respondent motivated to try *General Snus*, in place of cigarettes, based on the stimuli?

SMNA elected to present stimuli to respondents in video format, with each video being approximately one minute in length. There were four main videos – three test versions, and one control version. All information presented to respondents in each video was identical, with the following key exceptions.

1. The three test videos included one of the three tested MRTP claims respectively. The control video omitted any test claims but was otherwise identical.

2. All four test videos had variants that allowed for balanced, randomized usage of:
 - a. Government warning statements (four in total).
 - b. *General Snus* flavors. Videos rotated evenly between mint and wintergreen flavors, chosen because they comprise roughly 70% of *General Snus* product sold in the US. (Per SMNA internal sales data.) Based on conversations with FDA and historical product knowledge, SMNA believed it would be unnecessary to evaluate any different reactions to MRTP claims based on changes in flavor.

Video scripts and screenshots are included as appendices in the overall SMNA MRTP amendment.

9.2 Quantitative Study Design

Data were obtained using responses from a customized web-based survey of invited consumers: individuals from the US. adult population who met inclusion and exclusion criteria and who agreed to participate. Consumers initially were recruited from verified (email and postal address verification) online consumer panels from Lightspeed Research, Survey Sampling International, and Research Now. These large commercial consumer panels profile panelists on self-reported characteristics including age, gender, location, income, ethnicity, household size, marital status, presence of young children, and education. The panels are reflective of the U.S. population; however, these panels are not balanced to the U.S. census. The panels are sizeable enough to generate samples that ensure that the study sample source is a reliable representation of the U.S. online population.

Recruitment of a study sample that is representative of the U.S. population proceeded based on panelist self-reported background information. A representative sample reflecting socio-demographic characteristics of the adult population based on U.S. Census data was selected from these panels, reflecting the marginal distribution of age, gender, geographical region, ethnicity, race, and education. Next, a sampling frame consisting of all legal age panelists from each state was created. The invited sample was then derived from a stratified sampling framework based on socio-demographic characteristics of the adult population from the Population Assessment of Tobacco and Health (PATH) study data (ICPSR 36231, 2018). Panelists with required demographic profiles were randomly selected for inclusion in the invited sample until demographic profile quotas were met in each study cohort. This recruitment methodology was expected to provide socio-demographic profiles consistent with the adult population based on the PATH study data for each of the study cohorts. More information about the recruitment and fielding of this study can be found in Protocol Section 8.1 ([Appendix 17.3](#)).

The Perceptions and Behavioral Intentions Study for *General Snus* was designed as a 15-20 minute survey accessible via a computer, smartphone, or tablet. Cognitive interviews preceded survey finalization to ensure that the survey materials were appropriate and sufficiently clear to respondents. More information about the cognitive interviews can be found in Protocol Section 8.3 ([Appendix 17.3](#)). A between-groups, test versus control methodology was utilized to assess the impact of the MRTP claims. This was a factorial design, 4 claims (3 test and 1 control) x 4

warnings x 2 flavors (totaling 32 cells). The claims (3 test and 1 control) served as the experimental stimulus, and the other factors were randomly distributed in a balanced way across respondents. Specifically, respondents within each of the six cohorts were randomly assigned into one of 3 test cells (one for each modified risk claim to be tested) or 1 control cell for testing the absence of a modified risk claim. Claims were embedded in a video advertisement for *General Snus*, with the control version having no such claim. Each of the video advertisements also included 1 of the 4 mandated warning statements and 1 of 2 flavors of *General Snus* ([Table 1](#)).

The three-modified risk claims to be tested were:

1. Using *General Snus* instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis. (Highest performing claim during 2017 qualitative research.)
2. Using *General Snus* instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users. (Statement taken verbatim from FDA TPL, delivered in response to initial *General Snus* MRTP application.)
3. No tobacco is totally safe, but using *General Snus* instead of cigarettes, puts you at a lower risk of chronic lung disease and other tobacco-related ailments. (Identified as strong option from qualitative studies, plus added caveat of no tobacco being totally safe.)

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

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

The flavors to be randomized within each test/control cell were:

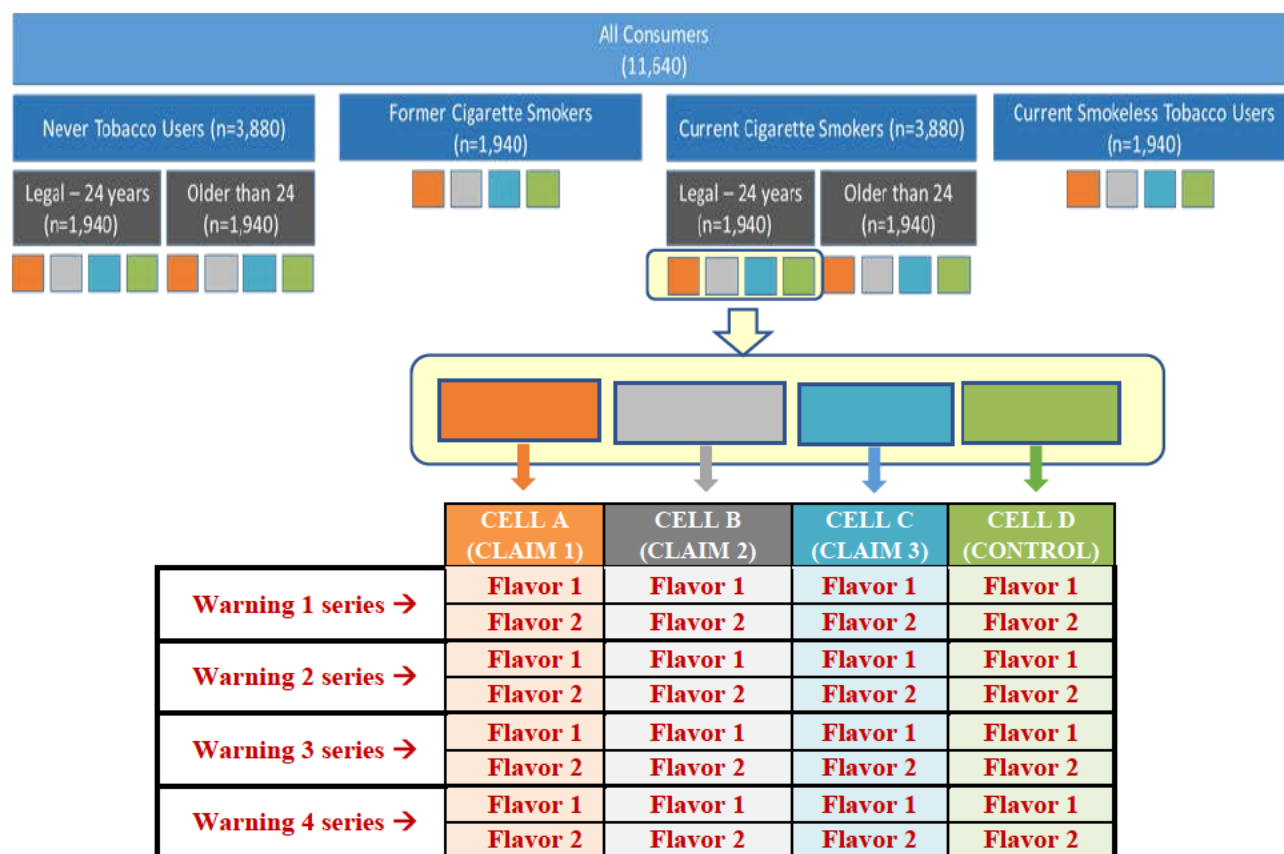
1. Mint
2. Wintergreen

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

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

The primary intent of the survey was to have respondents evaluate different *General* Snus communication executions (Figure 1) to elicit their perception of health risk and intended TNP behavior. Colored boxes represent the columns of the figure below referencing the random assignment into test cells and the control cell and across the 4 warning labels and 2 flavor constants.

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



9.3 Study Cohorts

The study sample consisted of the U.S. adult population of legal age for TNP use. To meet the objectives of the Perceptions and Behavioral Intentions Study for *General Snus*, the study included respondents from the following six cohorts shown in Table 2.

- Never tobacco users from legal age to 24 years of age
- Never tobacco users >24 years of age
- Former cigarette smokers from legal age and older
- Current cigarette smokers from legal age to 24 years of age
- Current cigarette smokers >24 years of age
- Current smokeless tobacco users from legal age and older

Note that due to the sampling frame, the conditions identifying members of the former cigarette user and the smokeless tobacco user cohorts were not mutually exclusive; a respondent could have qualified as both a former cigarette user and smokeless tobacco user. In this case, respondents were assigned to the current smokeless cohort until the current smokeless cohort was filled, due to lower incidence. In other words, any given respondent resided in one and only one cohort.

Table 2: Study Cohorts

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

9.3.1 Inclusion Criteria

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

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

9.3.2 Exclusion Criteria

The exclusion criteria for this research study were the following:

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

9.4 Power Analysis

All power analyses were performed using G*Power 3.0.10 (Faul et al., 2007) statistical application. The power analyses were conducted to verify the following: First, given the study sample size, there was a sufficiently high probability that tests will be able to detect significant differences when they exist (i.e., mitigate Type II β error). Second, given the number of significance tests performed, there was a sufficiently low probability of rejecting the null hypothesis when it is true (Type I α error).

The hypotheses required comparing responses between test and control groups. Considering a 0.05 Type I α error rate, 85% power, and a small effect size of 0.20 based on Cohen’s D, which is a standardized measure of effect defined as the difference between two means divided by their

pooled standard deviation ([Cohen, 1988](#)), we identified a sample size of $n=485$ for each test and control cell. The detailed list of assumptions is below:

- A comparison of means of a continuous measurement across independent sample t-tests.
- A conventional small effect size (Cohen's D) of 0.20.
- Type 1 α error rate of 0.0167. Type 1 error is adjusted for 3 multiple comparisons using the Holm-Bonferroni procedure ([Holm, 1979](#)); this adjustment results from simultaneously assessing results of the 3 test claims.
- A power level of 0.85.
- One-tailed hypothesis tests, given the a priori directionality of predicted findings specified in the hypotheses.

9.5 Study Sample Size

In total, the planned study sample was $n=11,640$ respondents with $n=1,940$ respondents in each cohort. Within each sample cohort respondents were randomly assigned into 4 cells – 3 tests and 1 control; each of these randomly assigned cells contained $n=485$ respondents (Figure 1). Combining respondents from the four sample cells (485×4) equates to the 1940 respondents per cohort.

In compliance with CTP guidance ([CTP Addendum, 2017](#)), regarding intended use and risk assessment in vulnerable populations, this study oversampled the young adult population among never users and current cigarette smokers, specifically individuals who fell between the legal age for tobacco use in their states, to age 24 ([Protocol Table 2 and Table 3](#), Appendix 17.3). Not only were these groups oversampled, but they were identified as unique cohorts, separated from respondents ages >24 years.

9.6 Variables of Relevance to the Study

This was an observational study. The objective of the perceptions and behavioral intentions study for *General Snus* was to determine how proposed modified risk claims impact various cohorts of adult consumers' perceptions of health risk of using *General Snus* and their behavior intentions regarding TNPs. There were no safety measures applied in this study.

9.6.1 Outcomes

Likelihood to buy *General Snus* was assessed with the 11-point Juster Scale. The Juster Scale is a probability scale that can be used to produce estimates of the average probability that a population performed a certain behavior by a future time ([Juster, 1966](#)). As the Juster Scale measures probability, the mean response predicts the proportion of the population that performed the behavior. Research has shown that the Juster Scale is effective in predicting consumers' future purchasing behaviors ([McDonald and Alpert, 2001](#)).

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

Intention to quit was measured by the one-item validated instrument, Motivation to Stop Scale (MTSS) ([Kotz et al., 2013](#)). The MTSS consists of one-item with seven response categories ranging from 1 (lowest) to 7 (highest level of motivation to stop smoking). Scale developers found that odds of quit attempts increased linearly with increasing levels of motivation. In the current study, the MTSS was used for assessing intention to quit cigarettes and/or other TNPs. Consistent with published research using the MTSS, the mean MTSS score was reported ([Hummel et al., 2017](#)).

Perceptions of absolute health risk associated with daily use of *General Snus* and no other TNP were assessed using a single-choice scale (5-point Likert scale, fully anchored; from 1 = very low chance to 5 = very high chance, also including “don’t know” and “decline to answer”) for each of 8 health conditions (chronic bronchitis, emphysema, gum disease, heart disease, lung cancer, mouth cancer, stroke and serious health problems). This scale was adopted in modified format from the risk perception scale used in National Cancer Institute (NCI) Health Information National Trends Survey (HINTS) ([National Cancer Institute, Health Information National Trends Survey \(HINTS\) 2005](#)). The 5-point Likert scale used in HINTS had response options where 1 = much less harmful to 5 = much more harmful. The response options were changed to fit with the structure of the question in the survey. Additionally, this measure also achieved saturation during cognitive interviewing.

Perceptions of relative health risk were assessed using a single-choice scale (5-point Likert scale, fully anchored; from 1 = a much lower chance to 5 = a much higher chance, also including “don’t know” and “decline to answer”) for each of the 8 health conditions (chronic bronchitis, emphysema, gum disease, heart disease, lung cancer, mouth cancer, stroke, and serious health problems) contrasting *General Snus* use to several other risk exposures. The risk exposures assessed for each health condition included daily use of *General Snus* vs. the daily use of other TNP, aids to help stop smoking, both cigarettes and *General Snus*, and never having used any TNPs, and quitting all TNP relative to quitting all TNP except for *General Snus*. This scale was modified from the risk perception scale used in HINTS. The 5-point Likert scale used in HINTS had response options where 1 = much less harmful to 5 = much more harmful; the response options were changed to fit with the structure of the question in the survey. Additionally, this measure also achieved saturation during cognitive interviewing.

Comprehension of the modified test claims was assessed with 5 items measuring comprehension of the various pieces of information presented in the modified test claims. The multiple-choice response options include 6 or 7 response options with one correct answer along with “don’t know” and “decline to answer.” The “don’t know” response was coded as incorrect. This approach was based on feedback on the Study Protocol from the FDA ([FDA CTP Response Letter, 2017](#)).

Believability of the test claims was assessed via a 4-point ordinal scale; from 1 = not at all believable to 4 = very believable, also including “don’t know” and “decline to answer” for each of the three modified test claims.

Specifications of each outcome domain, subcategories, measurement method, and measurement details are summarized in [Tables 3a-3f](#) below.

Table 3a-3f: Measurement Dimension, Subcategory, Method, and Details for Outcomes

Table 3a

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

Table 3b

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

Table 3c

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

Table 3d

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

Table 3e

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

Table 3f

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

9.6.2 Respondent Characteristics

9.6.2.1 Sociodemographic Variables

- **State of residence** was assessed using a single item asking the respondent what state they spent most days of the year in. State of residence was categorized into the four U.S. census geographic regions for summarizing data collection results: Northeast, South, Midwest, and West.
- **Age of the respondent** was assessed using a single item asking the respondent how many years old they are. Age of respondent was categorized and reported using the following age groups: 18-20, 21-24, 25-34, 35-44, 45-54, and 55+ years old.
- **Gender** was assessed using a single item asking the respondent if they are male or female.
- **Racial or ethnic background** was assessed using a single item asking the respondent which best describes their racial/ethnic background. Response options included: Caucasian/White, Black/African American, Hispanic (e.g., Latin American, Mexican, Puerto Rican, Cuban), Asian or Pacific Islander, Native American or Alaskan native, mixed racial background, or other.
- **Highest grade or level of school completed** was assessed using a single item asking the respondent which response corresponds to the highest level of education they have attained. Response options included: Less than high school, some high school – no diploma, General Educational Development (GED), high school graduate – diploma, some college but no degree, Associate degree, Bachelor's degree (e.g., BA, AB, BS), or Post-graduate degree (e.g., MBA, PhD, JD, etc.).
- **Marital Status** was assessed using a single item asking the respondent their marital status. Response options included: Now married, widowed, divorced, separated, never married, and decline to answer.
- **Pregnancy Status** was assessed using a single item asking female respondents their pregnancy status. Response options included: currently pregnant, intending on getting pregnant in the next 6 months, none of the above, don't know, and decline to answer.
- **Number of adults who live in the household** was assessed using a single item asking the respondent for the number of individuals living in the household who are over 18 years old. Decline to answer is also available as a response option. Number of adults in the household was categorized for reporting as 1, 2, 3, 4, or 5+.
- **Number of children who live in the household** was assessed using a single item asking the respondent for the number of individuals living in the household who are under 18 years old. Decline to answer is also available as a response option. Number of children in the household was categorized for reporting as 1, 2, 3, 4, or 5+.
- **Household income in the last 12 months** was assessed using a single item asking respondents which category best describes their total household income in the last 12

months. Response options included: Less than \$10,000, \$10,000 to \$14,999, \$15,000 to \$24,999, \$25,000 to \$34,999, \$35,000 to \$49,999, \$50,000 to \$74,999, \$75,000 to \$99,999, \$100,000 to \$199,999, \$200,000 or more, don't know, or decline to answer. Household income was categorized for reporting as less than \$25,000, \$25,000-49,999, \$50,000-74,999, \$75,000-99,999, \$100,000 or more.

9.6.2.2 TNP Characteristics and Risk Perceptions

- **TNP use** included: ever used any TNP (yes or no), number of cigarettes smoked in life time (1 or more puffs, 1 to 10 cigarettes, 11 to 20 cigarettes, 21 to 50 cigarettes, 51 to 99 cigarettes, or 100 or more cigarettes), whether ever fairly regularly used TNP (yes or no), and frequency of current TNP use (every day, some days, or not at all).
- **Intention to Quit TNP (Prior to Viewing Video Claims)** was assessed with the MTSS, which is a one item scale with seven response categories ranging from 1 (lowest) to 7 (highest level of motivation to stop smoking). A “don't know” response is also available. More detail on the MTSS can be found in SAP section 7.5.1 ([Appendix 17.4](#)).
- **Perceptions of Absolute Health Risk (Prior to Viewing Video Claims)** associated with daily use of cigarettes and no other TNP and never using TNP was assessed using one item (5-point Likert scale) for each of eight health conditions (chronic bronchitis, emphysema, gum disease, heart disease, lung cancer, mouth cancer, stroke, and serious health problems). Response choices on this scale are 1 (very low chance), 2 (low chance), 3 (moderate chance), 4 (high chance), 5 (very high chance), don't know, and decline to answer.

10. STATISTICAL ANALYSIS

10.1 Study Analysis

The main analyses for this study consisted of bivariate analyses with corresponding significance testing to address the study hypotheses. Descriptive statistics were calculated across all analyses and reported where valuable to interpretation of results. The random assignment methodology employed in the current study was intended to prevent the effects of potential confounding factors, such as respondent demographics (e.g., age, gender, ethnicity, education, and geographic region), frequency of tobacco use, current tobacco products used, intentions to quit, and perceptions of health risks prior to viewing claim videos, on outcomes.

All statistical analyses were performed using Statistical Package for the Social Sciences ([IBM SPSS Statistics v23, 2015](#)).

10.1.1 Descriptive Analysis

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

10.1.2 Bivariate Analysis

Independent sample t-tests and two-sample binomial proportion tests were conducted to examine statistical significance between test vs. control groups according to study hypotheses. Apart from the MTSS scale, all categorical and ordinal scales were tested using 2-sample proportions tests with dichotomous splits (e.g., top 2-box and bottom 2-box splits), as this offers clearer interpretability according to specified hypotheses than presenting the data as means. Our position is in line with Sullivan and Artino's views on analyzing and interpreting data from Likert-type scales ([Sullivan and Artino, 2013](#)). Sullivan and Artino state means have limited value in describing Likert-type scale data unless the data follow a classic normal distribution; otherwise, frequency distribution of responses may be more appropriate. Given that our ordinal scales are custom measures where we do not have a clear standard for interpreting means, we will report frequencies instead.

For the Juster Scale (used to assess likelihood to buy), responses on this ordinal scale were tested using means and 2-sample t-tests, because presenting means is the typical approach for analyzing Juster Scale results, as reported in the literature ([Juster, 1966](#); [McDonald and Alpert, 2001](#)). The Juster Scale measures probability; the mean response is commonly reported, as it predicts the proportion of the population that will perform the intended behavior ([Forethought. the Juster 11-point probability scale, 2018](#)). Similarly, for MTSS (used to assess intention to quit), means were also reported as has been reported in the literature ([Hummel et al., 2017](#)).

10.2 Multiplicity Adjustment

Based on the FDA's draft guidance document on multiple endpoints ([FDA Guidance for Industry, 2017](#)), a multiplicity adjustment was applied to the statistical tests performed for each hypothesis, thus controlling inflation of Type I errors due to multiple tests within the same cohort. The Holm procedure was selected for multiplicity adjustment, each hypothesis involves three statistical tests: test claim 1 vs. control, test claim 2 vs. control, and test claim 3 vs. control; an initial 1-tailed p-value of .05, adjusted according to the Holm procedure for 3 multiple comparisons, was used to define statistical significance.

Detailed information for the descriptive analyses, bivariate analyses and multiplicity adjustment can be found in SAP Section 8.2 ([Appendix 17.4](#)).

10.3 Demographics and Respondent Characteristics

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

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

Descriptive statistics (means, standard deviations, percentages, and counts) for TNP use characteristics (e.g., current use), intention to quit, and perceptions of health risks prior to viewing video claims were presented for each test and control group, separately by study cohort.

10.5 Statistical Analysis by Study Objective

Each objective hypothesis outlined in [Tables 4 - 10](#) underwent bivariate analysis. Each hypothesis had a total of 3 comparisons (test claim 1 vs. control, test claim 2 vs. control and test claim 3 vs. control) and the Holm procedure correcting an initial p-value of 0.05 for 3 multiple comparisons was used to define statistical significance.

10.5.1 Primary Objectives

10.5.1.1 Objective 1

Objective 1 was to compare the likelihood of various usage intentions and behaviors related to *General Snus* and cigarettes between test (video with claim) and control (video without claim) sample groups. Specifically, after having viewed a single *General Snus* video, compare:

- Within TNP non-user groups
 - The likelihood to initiate TNP use with *General Snus* between test and control groups, focusing on TNP non-user groups.

- The likelihood to re-initiate TNP use with *General* Snus between test and control groups, focusing on former TNP user groups.
- Within TNP user groups:
 - The likelihood to use *General* Snus between test and control groups;
 - The likelihood to use cigarettes and aids to stop smoking between test and control groups;
 - The intention to quit all current TNP use between test and control groups.

Table 4. Analysis Table for Objective 1 Hypotheses

Outcome	Cohort	Hypothesis	Statistical Tests	Statistical Table Number
Likelihood to buy <i>General</i> Snus	TNP non-user	1.1. Among TNP non-user groups, the likelihood to buy <i>General</i> Snus among the test groups will be equal or lower than the control group.	Mean likelihood to buy <i>General</i> Snus in the test groups vs. control groups will be examined using independent two-sample t-tests.	16
Likelihood to buy <i>General</i> Snus	TNP user	1.2. Among TNP user groups, the likelihood to buy <i>General</i> Snus will be higher for the test groups than the control groups.	Mean likelihood to buy <i>General</i> Snus in the test groups vs. control group will be examined using independent two-sample t-tests.	17
Likelihood to use cigarettes	Current cigarette users	1.3. Among current smokers, the likelihood to smoke cigarettes moving forward will be lower for the test groups than the control group.	The proportion of respondents who "quit completely" and/or "cut back" use of cigarettes in the test groups vs. control group will be examined using two-sample proportions tests.	18
Likelihood to use aids to help stop smoking	Current cigarette users	1.4. Among current smokers, the likelihood to use aids to stop smoking moving forward will be equal or higher for the test groups than the control group.	The proportion of respondents who "use the same amount" and/or "use more" of aids to help stop smoking in the test groups vs. control group will be examined using two-sample proportions tests.	18
Intention to quit cigarettes	Current cigarette users	1.5. Among current smokers, the intention to quit smoking cigarettes will be equal or higher for the test groups than the control group.	The proportion of respondents with intention to quit (defined by MTSS responses) cigarettes in the test groups vs. control group will be examined using two-sample t-tests.	19
Intention to quit all other TNP(s) (excludes cigarettes aids to stop smoking)	TNP user	1.6. Among TNP user groups, the intention to quit all other current TNP(s) (excludes cigarettes aids to stop smoking) will be equal or higher for the test groups than the control group.	The proportion of respondents with intention to quit (defined by MTSS responses) all current TNP(s) in the test groups vs. control group will be examined using two-sample t-tests.	20

10.5.1.2 Objective 2

Objective 2 was to examine the perceptions of absolute risk associated with using *General* Snus, smoking cigarettes, and never having used any TNP, between test and control groups among all respondents. The health conditions under consideration when assessing absolute risk:

- Respiratory conditions:
 - Chronic bronchitis
 - Emphysema
 - Lung cancer
 - Serious health problems
- Non-respiratory conditions:
 - Gum disease
 - Heart disease
 - Mouth cancer
 - Stroke

Table 5. Analysis Table for Objective 2 Hypothesis

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

10.5.1.3 Objective 3

Objective 3 was to compare perceptions of the relative risks associated with using *General* Snus with using:

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

between test and control groups among all respondents.

The health conditions under consideration when assessing relative risk:

- Respiratory conditions:
 - Chronic bronchitis
 - Emphysema
 - Lung cancer
 - Serious health problems
- Non-respiratory conditions:
 - Gum disease
 - Heart disease
 - Mouth cancer
 - Stroke

Table 6. Analysis Table for Objective 3 Hypothesis

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

Outcome	Cohort	Hypothesis	Statistical Tests	Statistical Table Number
		3.2.1c. Lung cancer		
		3.2.1d. Serious health problems		
Perceived relative risk	All respondents	3.2.2. Test groups will perceive the relative risks of each non-respiratory health condition as equal or lower than the control group, when comparing daily use of <i>General Snus</i> vs. daily use of both <i>General Snus</i> and cigarettes.	The proportion of respondents selecting "the same chance," "a lower chance" and/or "a much lower chance" for each health condition in the test groups vs. control group will be examined using two-sample proportions tests.	23
		3.2.2a. Gum disease		
		3.2.2b. Heart disease		
		3.2.2c. Mouth cancer		
		3.2.2d. Stroke		
Perceived relative risk	All respondents	3.3. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing daily use of <i>General Snus</i> vs. never having used any TNP. Specifically, the health conditions are:	The proportion of respondents selecting "the same chance," "a higher chance" and/or "a much higher chance" for each health condition in the test groups vs. control group will be examined using two-sample proportions tests.	24
		3.3a. Chronic bronchitis		
		3.3b. Emphysema		
		3.3c. Lung cancer		
		3.3d. Serious health problems		
		3.3e. Gum disease		
		3.3f. Heart disease		
		3.3g. Mouth cancer		
		3.3h. Stroke		
Perceived relative risk	All respondents	3.4. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing the act of quitting all TNP use except for <i>General Snus</i> vs. the act of quitting all TNP use. Specifically, the health conditions are:	The proportion of respondents selecting "the same chance," "a higher chance" and/or "a much higher chance" for each health condition in the test groups vs. control group will be examined using two-sample proportions tests.	25
		3.4a. Chronic bronchitis		
		3.4b. Emphysema		
		3.4c. Lung cancer		
		3.4d. Serious health problems		
		3.4e. Gum disease		
		3.4f. Heart disease		
		3.4g. Mouth cancer		
		3.4h. Stroke		

10.5.1.4 Objective 4

Objective 4 was to assess the comprehension of the *General Snus* modified risk claims between test and control groups.

Table 7. Analysis Table for Objective 4 Hypotheses.

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

10.5.2 Secondary Objectives

10.5.2.1 Objective 5

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

Table 8. Analysis Table for Objective 5 Hypotheses.

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

10.5.2.2 Objective 6

Objective 6 was to compare perceptions of the relative risks associated with using *General* Snus with using:

- moist snuff
- other brands of snus
- aids that help stop smoking

between test and control groups among all respondents.

The health conditions under consideration when assessing relative risk:

- Respiratory conditions:
 - Chronic bronchitis
 - Emphysema
 - Lung cancer
 - Serious health problems
- Non-respiratory conditions:
 - Gum disease
 - Heart disease
 - Mouth cancer
 - Stroke

Table 9. Analysis Table for Objective 6 Hypotheses.

Outcome	Cohort	Hypothesis	Statistical Tests	Statistical Table Number
Perceived relative risk	All respondents	6.1. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or lower than the control group, when comparing daily use of <i>General</i> Snus vs. daily use of moist snuff. Specifically, the health conditions are:	The proportion of respondents selecting "the same chance," "a lower chance" and/or "a much lower chance" for each health condition in the test groups vs. control group will be examined using two-sample proportions tests.	28
		6.1a. Chronic bronchitis		
		6.1b. Emphysema		
		6.1c. Lung cancer		
		6.1d. Serious health problems		
		6.1e. Gum disease		
		6.1f. Heart disease		
		6.1g. Mouth cancer		
		6.1h. Stroke		
Perceived relative risk	All respondents	6.2. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or lower than the control group, when comparing daily use of <i>General</i> Snus vs. daily use of other brands of snus. Specifically, the health conditions are:	The proportion of respondents selecting "the same chance," "a lower chance" and/or "a much lower chance" for each health condition in the test groups vs. control group will be examined using two-sample proportions tests.	29
		6.2a. Chronic bronchitis		
		6.2b. Emphysema		
		6.2c. Lung cancer		
		6.2d. Serious health problems		
		6.2e. Gum disease		
		6.2f. Heart disease		
		6.2g. Mouth cancer		
		6.2h. Stroke		
Perceived relative risk	All respondents	6.3. Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing daily use of <i>General</i> Snus vs. daily use of aids that help stop smoking. Specifically, the health conditions are:	The proportion of respondents selecting "the same chance," "a higher chance" and/or "a much higher chance" for each health condition in the test groups vs. control group will be examined using two-sample proportions tests.	30
		6.3a. Chronic bronchitis		
		6.3b. Emphysema		
		6.3c. Lung cancer		
		6.3d. Serious health problems		
		6.3e. Gum disease		
		6.3f. Heart disease		
		6.3g. Mouth cancer		
		6.3h. Stroke		

10.5.2.3 Objective 7

Objective 7 was to assess the believability of the *General* Snus modified risk claims between test and control groups.

Table 10. Analysis Table for Objective 7 Hypotheses.

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

Presentation of analysis results can be found in SAP Section 8.1 ([Appendix 17.4](#)).

10.6 Changes in the Conduct of the Study or Planned Analyses

There were two amendments to the protocol. The summary of changes in the conduct of the study from the procedures outlined in the original protocol are briefly listed below:

- Amendment 1 (issued on November 27, 2017): Changes based on CTP feedback and redesign of the study.
- Amendment 2 (issued on May 28, 2018): Changes based on new information and additional background obtained from January 24-25, 2018 Tobacco Products Scientific Advisory Committee Meeting and public availability of Camel Snus/RJ Reynolds Tobacco Company MRTP application.

In addition to the amendments to the protocol listed above, there were necessary changes during the fielding of the study. First, qualifying incidences for some of the sub-quotas were too low to reach the targets, within a sample frame that is reflective of marginal distribution of age, gender, geographical region, ethnicity, race, and education. Second, because of these low qualifying incidences, additional panel partners (MFour and IPSOS) were brought in to assist with fielding

the legal age to 24-year old cohorts. Third, to achieve the overall cohort sample sizes, demographic quotas based on PATH were relaxed. However, the achieved demographic quotas were within $\pm 20\%$ of the PATH demographics.

There was one amendment made to the SAP issued on June 6, 2018. These changes did not pertain to the planned analyses in the SAP. A summary of the changes to the original SAP are briefly listed below:

- Removing the word “sample” from the hypotheses as hypotheses refer to “populations”.
- Adjustments to the power analysis section for clarity.
- Aligning the wording used in variable tables and statistical tables with the hypotheses.
- Changing “proportions tests” to “t-tests” for examining Motivation to Stop Smoking Scale (MTSS) in the statistical analysis table, as this measure is meant to be reported as a continuous measure.
- Change in formatting for table shells.

However, there was one change to the planned analysis. In the SAP, we had planned to compare test vs. control groups on the comprehension of warning labels as part of the comprehension of MRTP claims in Objective 4 (hypothesis 4.1). In this report, we have not included these comparisons for the warning labels as the FDA previously provided feedback that objectives pertaining to warning labels will not provide relevant information for MRTPA ([FDA Meeting Minutes for September 13, 2017](#)). Therefore, we believe this data is unnecessary to include.

11. STATISTICAL AND ANALYTICAL ISSUES

11.1 Data Capture and Management

11.1.1 Data Capture

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

The data collected for this study were monitored for adherence with the Study Protocol. All data were collected using a programmed web Survey. Prior to initiating the study, appropriate edit programming was conducted to assure the final dataset required minimal cleaning of invalid responses. These programming procedures for the web-based survey data entry tool included response ranges, consistency checks, skip patterns, and other special edit procedures. At every step of data processing, results or creation of grouping variables were cross-checked by the Kantar Health operations team who independently replicated the results and/or verified that the data were handled appropriately and accurately. Any inconsistencies identified during this process were corrected before data were provided to the Kantar Health analytical team to begin study analysis.

11.1.2 Data Management and Analysis QC Process

- Until the approval of the SAP by SMNA, the data remained blinded and locked to the analytical team.
- Once data were unlocked, the analytical team performed the following checks prior to conducting data analyses specified in the SAP:
 - The classification of participants into the study cohorts based on self-reported use or non-use of TNP were checked.
 - Completion of the survey was verified and any respondent who did not complete the full survey was removed from the analysis.
 - It was verified that respondents fulfilled the inclusion and exclusion criteria.
 - The actual quota frequencies for each study cohort in the data set were compared against the quota frequencies specified in the Study Protocol.
- All variable coding followed as specified in the SAP (e.g., combining top/bottom 2-box levels, grouping age by age brackets).
- All statistical analyses and results output were checked by another researcher on the analytical team for quality control. These checks included:
 - Correct coding of variables.
 - Correct use of statistical tests as specified in the analysis section.
 - Correct output of results from raw SPSS file to Excel tables.

11.2 Missing Data

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

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

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

11.3 Data Manipulation Checks

To determine whether respondents paid attention to the video shown to them, five questions were included in the survey as manipulation checks. These questions asked respondents about whether the video communicated certain pieces of information (response options: yes, no, decline to answer, don’t know) but not the comprehension of the claims themselves. Manipulation check data were provided to inform the degree to which respondents paid attention to the claims made in the video, thus helping to rule out a failed manipulation in the case of null findings. However, manipulation checks were not used as an exclusion criterion because it is possible that the claims have an impact even in the absence of correct responses on the checks ([Sigall and Mills, 1998](#)). The results of the manipulation check questions were reported descriptively ([Statistical Table 8](#), Section 16.1), and reveal that most respondents correctly understood the video communication:

- 92.4% of respondents correctly reported that the video communicated about “Any smokeless tobacco products”.
- 87.5% of respondents correctly reported that the video communicated about “A smokeless tobacco product having a blend of 22 tobaccos”.
- 93.7% of respondents confirmed that the video communicated about “Warning about the use of the product”.
- 6.5% of respondents incorrectly reported that the video communicated about “Drinking water after product use”.
- 6.0% of respondents incorrectly reported that the video communicated about “Having more energy after using the product”.

11.4 Identification of Outliers

When conducting online research, invariably some respondents will find a way to complete the survey without attempting to provide accurate, relevant responses. To ensure that those respondents did not compromise the integrity of the data, measures were taken to identify them in a systematic and objective way prior to actual analyses. No respondent was removed from the full study analyses. However, 143 outliers were identified, and sensitivity analyses were conducted without these respondents to determine whether results differed from the full sample analyses. The process of identification of outliers can be found in SAP Section 9.4 ([Appendix 17.4](#)). Specifically, these respondents met the outlier criteria as follows:

- Lacked variability in their responses (i.e., “straight liners”) across the entire survey; or
- Lacked variability over individual batteries of questions and demonstrated illogical responses for A3 and A4 (perceptions of absolute risk questions for cigarettes and never using any TNP). Illogical respondents were those who attributed greater or equal absolute risk of lung cancer to those never having used any TNP (A4) relative to those smoking cigarettes every day (A3).

Sensitivity analyses were conducted for every outcome with the 143 outliers removed. The results of the sensitivity analyses were reported ([Section 13.6](#)) as whether the exclusion of the outliers changed or did not change the statistical significance of each hypothesis from the full sample analyses.

12. STUDY RESPONDENTS

12.1 Study Fielding Summary

The fielding summary for number of respondents who entered the survey, those who did not complete the survey, those who were terminated (and the reasons for termination) are summarized below.

Number of respondents who entered the survey	190,093
Number of respondents who began but did not complete the survey	17,603
Number of respondents who were terminated based inclusion/exclusion criteria/quota filled	161,806
Number of respondents who were terminated due to duplicate IP address	59
Number of respondents who were terminated because they did not see the video	54
Total respondents retained	10,571

During the cohort data management check, it was discovered that 39 of the 10,571 retained respondents, all initially classified as never tobacco users, legal age to 24 years and >24 years cohorts, could not be verified as never users. These respondents had responded with “don’t know”

or “decline to answer” to some of the TNP products asked in Question S8 in the survey (“have you ever used any...”). Thus, these 39 respondents were removed from these two cohorts.

12.2 Final Sample

In total, there were 10,532 respondents who met the study eligibility criteria and were included in the study analysis after data management. Among all respondents, the mean time to complete the survey was 38 minutes ([Table 11](#)). Of the respondents, 18.2% (n=1,914) never used tobacco from legal age to 24 years of age, 18.4% (n=1,936) never used tobacco >24 years of age, 18.4% (n=1,942) are former cigarette smokers from legal age and older, 17.4% of respondents (n=1,828) are current cigarette smokers from legal age to 24 years of age, 18.4% of respondents (n=1,942) are current cigarette smokers >24 years of age, and 9.2% of respondents (n=970) are current smokeless tobacco users from legal age and older ([Statistical Table 2](#), Section 16.1). Legal age was per local state law; all the respondents were at least of legal age to use TNP in their residential geography.

Respondents were recruited from 50 states throughout the US and Washington D.C. Enrolment ranged from 7.6% of respondents (n=798) from California to 0.1% of respondents (n=11) from Washington D.C. ([Statistical Table 1](#), Section 16.1). The majority of respondents were enrolled from the South region (39.3%, n=4,137), followed by the Midwest (22.9%, n=2,415), West (20.0%, n=2,110), and Northeast (17.8%, n=1,870).

Respondents within each of the six cohorts were randomly assigned into one of 3 test cells (one for each modified risk claim to be tested) or 1 control cell for testing the absence of a modified risk claim ([Table 11](#); [Statistical Table 4](#), Section 16.1).

Table 11. Study Design - Summary

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10,532		N=1,914		N=1,936		N=1,942		N=1,828		N=1,942		N=970	
		%	n	%	n	%	n	%	n	%	n	%	n	%	n
Block selected	Claim 1	25.0%	2,631	25.1%	480	24.7%	478	25.3%	491	24.8%	454	24.9%	483	25.3%	245
	Claim 2	24.9%	2,621	25.2%	482	24.4%	473	25.0%	486	25.0%	457	24.7%	480	25.1%	243
	Claim 3	24.9%	2,622	24.8%	474	25.1%	486	25.0%	486	24.9%	455	24.7%	480	24.8%	241
	Control	25.2%	2,658	25.0%	478	25.8%	499	24.7%	479	25.3%	462	25.7%	499	24.8%	241
		Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Mean length of interview time (seconds)		2,264	10,350	1,773	4,910	2,917	15,732	2,415	14,580	1,822	3,159	2,291	5,894	2,412	10,309

Source: [Statistical Table 4](#), Section 16.1

Claim 1: Using *General Snus* instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis.

Claim 2: Using *General Snus* instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users.

Claim 3: No tobacco is totally safe, but using *General Snus* instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments.

Control: Video without claim

13. STUDY RESULTS

13.1 Descriptive Results

All respondents were included in the descriptive analyses ([Statistical Tables 1 - 15](#), Section 16.1). Statistical Tables 1 - 11 show descriptive data for raw variables by study cohort. [Statistical Tables 12 - 15](#) (Section 16.1) show demographics, historic and current TNP use, intention to quit TNP (prior to viewing video claims), and perceptions of absolute health risks by test vs. control groups for each cohort. Overall 99.8% of respondents stated they understood the survey content ([Statistical Table 3a](#), Section 16.1).

The measurement domain for likelihood to buy *General* Snus and likelihood to use other TNPs by cohort is presented in [Statistical Table 11](#) (Section 16.1).

The measurement domain for intention to quit cigarettes and all other TNPs (excludes cigarettes and aids to stop smoking) by cohort is presented in [Statistical Table 11](#) (Section 16.1).

The measurement domain for perceived absolute risk by cohort is presented in [Statistical Table 9](#) (Section 16.1).

The measurement domain for perceived relative risk by cohort is presented in [Statistical Table 10](#) (Section 16.1).

The measurement domain for comprehension by cohort is presented in [Statistical Table 8](#) (Section 16.1).

The measurement domain for believability by cohort is presented in [Statistical Table 11](#) (Section 16.1).

13.2 Demographic and Respondent Characteristics

13.2.1 Demographics

Demographics by cohort are summarized in [Statistical Tables 3a and 3b](#) (Section 16.1). Demographics by test vs. control groups and by cohort are presented in [Statistical Tables 12a - 12f](#) (Section 16.1). There were a similar number of respondents assigned to each of the three test and control groups. The demographic results are comparable among the three test and control groups within each cohort. The overall demographics by cohort are summarized in [Statistical Table 1](#) (Section 16.1).

Respondents' mean age was 39.8 years (range: 18 – 99 years) ([Statistical Table 3b](#), Section 16.1). Overall, 36.8% of respondents were 18-24 years of age ([Table 12](#)). The study design oversampled the young adult population for two of the cohorts (never tobacco users and current cigarette smokers) from legal age to 24 years of age as per study protocol. There were more respondents

≥55 years of age in the “never tobacco users >24 years” and “former cigarette smoker” cohorts in comparison to the other cohorts. Respondent gender was similar in four of the six cohorts, except for the current smokeless tobacco users, of which >90% of respondents were male, and the never tobacco users >24 years of age which were >60% female. The gender splits mirrored usage of products; i.e. roughly 90% of smokeless tobacco users in the US are male. The majority of the respondents were Caucasian (~80%), followed by African American (~10%) (Table 12; Statistical Tables 12a - 12f, Section 16.1).

Approximately 90% of the respondents had at least a high school degree with diploma, and >50% of the respondents had higher education (at least some college but no degree / bachelor's / post graduate degree) (Table 12; Statistical Tables 12a - 12f, Section 16.1). Higher education status was observed in >80% of current smokeless tobacco users.

Overall, approximately 3% of the female respondents were pregnant and 7% intended on getting pregnant within the next 6 months (Statistical Table 1, Section 16.1). There was a higher percentage of female respondents in the current cigarette smokers from legal age to 24 years of age who were either pregnant (6.8 – 9.0% among the three test and control groups) or intended on getting pregnant within the next 6 months (15.4 – 24.9%) (Statistical Tables 12a - 12f, Section 16.1).

Approximately one third of the respondents had household incomes of \$35,000 to \$74,999 (\$35,000 to \$49,999, 14.6%; \$50,000 to \$74,999, 18.6%) and one third had income of <\$35,000 or ≥\$75,000 in the past 12 months (Statistical Table 3a, Section 16.1). Among the six cohorts, household incomes of ≥\$100,000 in the past 12 months was observed in greater than 30% of the current smokeless tobacco users from legal age and older and 20% of the never tobacco users > 24 years of age (Statistical Tables 12a - 12f, Section 16.1).

Table 12. Demographics

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10,532		N=1,914		N=1,936		N=1,942		N=1,828		N=1,942		N=970	
		%	n	%	n	%	n	%	n	%	n	%	n	%	n
Age	18-24	36.8%	3,871	100.0%	1,914	.0%	0	2.6%	50	100.0%	1,828	.0%	0	8.1%	79
	25-34	12.2%	1,281	.0%	0	18.6%	361	9.7%	189	.0%	0	27.1%	527	21.0%	204
	35-44	12.1%	1,276	.0%	0	19.4%	375	13.8%	268	.0%	0	22.7%	441	19.8%	192
	45-54	14.1%	1,489	.0%	0	20.9%	405	18.4%	357	.0%	0	23.2%	451	28.5%	276
	55+	24.8%	2,615	.0%	0	41.1%	795	55.5%	1,078	.0%	0	26.9%	523	22.6%	219
Gender	Male	50.9%	5,366	42.3%	810	38.3%	742	50.8%	986	48.6%	888	53.2%	1,034	93.4%	906
	Female	49.1%	5,166	57.7%	1,104	61.7%	1,194	49.2%	956	51.4%	940	46.8%	908	6.6%	64
Race	Caucasian/White	79.6%	8,388	67.8%	1,298	78.1%	1,512	87.2%	1,694	80.4%	1,469	79.7%	1,548	89.4%	867
	Black/African American	9.1%	956	11.5%	220	10.3%	200	6.0%	117	8.6%	157	11.8%	230	3.3%	32
	Hispanic	4.9%	519	9.4%	179	4.2%	82	3.3%	64	4.5%	83	4.4%	86	2.6%	25
	Asian or Pacific Islander	3.2%	337	6.8%	131	5.0%	97	1.2%	24	1.8%	32	2.0%	39	1.4%	14
	Native American or Alaskan native	.7%	72	.6%	11	.4%	8	.7%	14	1.0%	18	.4%	8	1.3%	13
	Mixed racial background	2.1%	218	3.5%	67	1.3%	26	1.1%	21	3.6%	65	1.2%	23	1.6%	16
	Other	.4%	42	.4%	8	.6%	11	.4%	8	.2%	4	.4%	8	.3%	3
Education	< high school	.6%	67	.8%	15	.3%	6	.4%	7	1.1%	20	.7%	14	.5%	5
	Some high school, no diploma	4.2%	440	6.4%	122	2.1%	40	2.4%	47	7.0%	128	4.6%	90	1.3%	13
	General Educational Development	4.9%	511	1.7%	33	3.9%	75	5.0%	98	6.6%	120	8.6%	167	1.9%	18
	High school graduate-diploma	28.5%	3,000	26.9%	514	27.7%	536	26.8%	520	32.4%	593	36.3%	705	13.6%	132
	Some college but no degree	25.0%	2,633	33.9%	649	14.2%	274	21.8%	424	35.5%	649	20.5%	398	24.6%	239
	Associate degree	8.5%	890	7.8%	149	7.6%	147	10.2%	199	6.3%	115	8.7%	169	11.4%	111

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10,532		N=1,914		N=1,936		N=1,942		N=1,828		N=1,942		N=970	
		%	n	%	n	%	n	%	n	%	n	%	n	%	n
	Bachelor's degree	19.8%	2,088	20.7%	397	25.8%	499	20.6%	400	10.3%	188	15.0%	291	32.3%	313
	Post-graduate degree	8.6%	903	1.8%	35	18.5%	359	12.7%	247	.8%	15	5.6%	108	14.3%	139

Source: [Statistical Table 1](#), Section 16.1

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

13.3.1 Historic and Current TNP Use

Historic and current TNP use by claims vs. control and by cohort are presented in [Statistical Tables 13a - 13f](#) (Section 16.1). Historic and current TNP use by cohort is summarized in [Statistical Table 1](#) (Section 16.1).

Historic and current TNP use were consistent with study cohort definitions. Of the 10,532 respondents surveyed, of those who ever used TNPs even just one or two times, cigarettes are the most ever used TNP in the cohorts of current cigarette smokers and former cigarette smokers. Cigars, cigarillos, filtered cigars filled with tobacco, and e-cigarettes are the next most ever used TNPs (Statistical Tables 13a - 13f, Section 16.1). Moist snuff and chewing tobacco are the most ever used TNP in the cohort of current smokeless tobacco users legal age and older (Statistical Tables 13a - 13f, Section 16.1). Among the cigarette ever users, the majority of respondents smoked ≥ 100 cigarettes in their entire life time (Statistical Tables 13a - 13f, Section 16.1).

Among the TNP ever users, cigarettes were used fairly regularly in 84.0% of cigarette ever users, followed by 60.7% of e-cigarette ever users, and 60.5% of moist snuff users ([Table 14](#)). Aids to help stop smoking, chewing tobacco, and cigars, cigarillos, and filtered cigars filled with tobacco (counted as 1 group), and snus were used less regularly in 50.6%, 42.7%, 42.1%, and 41.2% of respective users (Table 14). Cigarettes were the top currently smoking every day TNP reported in 41.3% of cigarette ever users; followed by 27.2% of moist snuff users, and 19.8% of e-cigarette users. The remaining TNP used currently every day were in $\leq 7.3\%$ ([Table 15](#)).

Among the current cigarette smokers legal age to 24 years of age cohort, cigarettes were used fairly regularly in 94.3% – 96.1% of respondents in the test and control groups, with 64.6% to 71.1% of respondents smoking every day. E-cigarettes were used fairly regularly in 66.6% - 69.6% of respondents, with 21.4% to 24.9% using these every day (Statistical Tables 13a - 13f, Section 16.1).

Among the current cigarette smokers >24 years cohort, cigarettes were used fairly regularly in 97.6% to 98.6% of respondents in the test and control groups, with 77.9% to 80.7% of respondents smoking every day. E-cigarettes were used fairly regularly in 58.2% to 63.4% of respondents, with 14.2% to 16.9% of respondents using these every day (Statistical Tables 13a - 13f, Section 16.1).

Among the current smokeless tobacco users legal age and older cohort, moist snuff was used fairly regularly in 90.6% to 95.0% of respondents in the test and control groups, with 54.8% to 61.6% of respondents using moist snuff every day (Statistical Tables 13a - 13f, Section 16.1).

Table 13. Smoking History – Overall Population

		Total sample		Never tobacco users legal age - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age and older		Current cigarette smokers legal age - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age and older	
Ever used any of the following TNPs, even just one or two times		N=10,532		N=1,914		N=1,936		N=1,942		N=1,828		N=1,942		N=970	
		%	n	%	n	%	n	%	n	%	n	%	n	%	n
Cigarettes	Yes	64.4%	6,785	11.7%	223	16.9%	327	100.0%	1,942	100.0%	1,828	100.0%	1,942	53.9%	523
	No	35.6%	3,747	88.3%	1,691	83.1%	1,609	.0%	0	.0%	0	.0%	0	46.1%	447
E-cigarette	Yes	36.6%	3,850	8.5%	162	1.9%	36	27.0%	525	87.4%	1,597	66.0%	1,281	25.7%	249
	No	63.4%	6,678	91.5%	1,752	98.1%	1,900	73.0%	1,417	12.5%	229	34.0%	661	74.1%	719
	Don't know	.0%	3	.0%	0	.0%	0	.0%	0	.1%	1	.0%	0	.2%	2
	Decline to answer	.0%	1	.0%	0	.0%	0	.0%	0	.1%	1	.0%	0	.0%	0
Moist snuff	Yes	21.8%	2,291	1.9%	37	1.8%	34	13.4%	260	35.4%	647	21.3%	414	92.7%	899
	No	78.2%	8,236	98.1%	1,877	98.2%	1,902	86.6%	1,682	64.5%	1,179	78.5%	1,525	7.3%	71
	Don't know	.0%	5	.0%	0	.0%	0	.0%	0	.1%	2	.2%	3	.0%	0
Chewing tobacco	Yes	17.4%	1,833	.8%	16	1.8%	35	12.9%	251	29.2%	533	16.4%	318	70.1%	680
	No	82.5%	8,693	99.2%	1,898	98.2%	1,901	87.0%	1,690	70.7%	1,292	83.6%	1,623	29.8%	289
	Don't know	.0%	4	.0%	0	.0%	0	.1%	1	.1%	2	.0%	0	.1%	1
	Decline to answer	.0%	2	.0%	0	.0%	0	.0%	0	.1%	1	.1%	1	.0%	0
Snus	Yes	15.8%	1,668	.9%	17	.9%	17	9.2%	178	29.5%	540	17.7%	343	59.1%	573
	No	84.0%	8,850	99.1%	1,897	99.1%	1,919	90.8%	1,763	70.1%	1,282	82.1%	1,594	40.7%	395
	Don't know	.1%	12	.0%	0	.0%	0	.1%	1	.2%	4	.3%	5	.2%	2
	Decline to answer	.0%	2	.0%	0	.0%	0	.0%	0	.1%	2	.0%	0	.0%	0
Aids to help stop smoking	Yes	22.1%	2,324	.5%	9	.4%	7	29.2%	567	33.4%	611	45.3%	879	25.9%	251
	No	77.9%	8,203	99.4%	1,903	99.6%	1,929	70.8%	1,375	66.6%	1,217	54.6%	1,061	74.0%	718
	Don't know	.0%	3	.1%	1	.0%	0	.0%	0	.0%	0	.1%	1	.1%	1
	Decline to answer	.0%	2	.1%	1	.0%	0	.0%	0	.0%	0	.1%	1	.0%	0
Cigars, cigarillos, filtered cigars filled with tobacco	Yes	44.2%	4,655	8.8%	169	10.0%	193	55.2%	1,072	80.1%	1,464	57.0%	1,106	67.1%	651
	No	55.8%	5,874	91.2%	1,745	90.0%	1,743	44.7%	869	19.9%	364	43.0%	836	32.7%	317
	Don't know	.0%	3	.0%	0	.0%	0	.1%	1	.0%	0	.0%	0	.2%	2

		Total sample		Never tobacco users legal age - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age and older		Current cigarette smokers legal age - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age and older	
Ever used any of the following TNPs, even just one or two times		N=10,532		N=1,914		N=1,936		N=1,942		N=1,828		N=1,942		N=970	
		%	n	%	n	%	n	%	n	%	n	%	n	%	n
Pipe Tobacco	Yes	20.1%	2,113	1.2%	23	2.3%	45	29.9%	580	37.2%	680	26.0%	504	29.0%	281
	No	79.8%	8,409	98.8%	1,891	97.7%	1,891	70.1%	1,361	62.6%	1,145	73.8%	1,434	70.8%	687
	Don't know	.1%	9	.0%	0	.0%	0	.1%	1	.1%	2	.2%	4	.2%	2
	Decline to answer	.0%	1	.0%	0	.0%	0	.0%	0	.1%	1	.0%	0	.0%	0
Hookah or water pipe tobacco	Yes	26.1%	2,749	12.4%	237	4.5%	87	17.9%	348	70.7%	1,292	28.4%	551	24.1%	234
	No	73.8%	7,773	87.6%	1,677	95.5%	1,849	82.0%	1,592	29.3%	536	71.4%	1,387	75.5%	732
	Don't know	.1%	7	.0%	0	.0%	0	.1%	1	.0%	0	.2%	3	.3%	3
	Decline to answer	.0%	3	.0%	0	.0%	0	.1%	1	.0%	0	.1%	1	.1%	1

Source: [Statistical Table 1](#), Section 16.1

Table 14. Cigarettes Smoked in Entire Life - TNP Ever Users

		Total sample		Never tobacco users legal age - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age and older		Current cigarette smokers legal age - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age and older	
Ever used any of the following TNPs fairly regularly		N=10,532		N=1,914		N=1,936		N=1,942		N=1,828		N=1,942		N=970	
		%	n	%	n	%	n	%	n	%	n	%	n	%	n
Cigarettes	Yes	84.0%	5,702	3.6%	8	6.7%	22	89.8%	1,743	95.4%	1,743	98.2%	1,908	53.2%	278
	No	15.9%	1,078	96.4%	215	93.0%	304	10.2%	199	4.4%	81	1.8%	34	46.8%	245
	Don't know	.1%	4	.0%	0	.3%	1	.0%	0	.2%	3	.0%	0	.0%	0
	Decline to answer	.0%	1	.0%	0	.0%	0	.0%	0	.1%	1	.0%	0	.0%	0
E-cigarette	Yes	60.7%	2,336	.0%	0	.0%	0	62.9%	330	68.1%	1,087	61.2%	784	54.2%	135
	No	39.1%	1,507	100.0%	162	100.0%	36	37.0%	194	31.8%	508	38.7%	496	44.6%	111
	Don't know	.2%	7	.0%	0	.0%	0	.2%	1	.1%	2	.1%	1	1.2%	3
Moist snuff	Yes	60.5%	1,385	.0%	0	.0%	0	38.5%	100	40.0%	259	47.1%	195	92.4%	831
	No	39.4%	902	100.0%	37	100.0%	34	61.2%	159	59.5%	385	52.9%	219	7.6%	68
	Don't know	.1%	3	.0%	0	.0%	0	.0%	0	.5%	3	.0%	0	.0%	0
	Decline to answer	.0%	1	.0%	0	.0%	0	.4%	1	.0%	0	.0%	0	.0%	0
Chewing tobacco	Yes	42.7%	782	.0%	0	.0%	0	27.1%	68	38.5%	205	37.4%	119	57.4%	390
	No	57.2%	1,048	100.0%	16	100.0%	35	72.9%	183	61.2%	326	62.3%	198	42.6%	290
	Don't know	.2%	3	.0%	0	.0%	0	.0%	0	.4%	2	.3%	1	.0%	0
Snus	Yes	41.2%	688	.0%	0	.0%	0	27.5%	49	34.1%	184	39.9%	137	55.5%	318
	No	58.5%	976	100.0%	17	100.0%	17	72.5%	129	65.6%	354	59.8%	205	44.3%	254
	Don't know	.2%	4	.0%	0	.0%	0	.0%	0	.4%	2	.3%	1	.2%	1
Aids to help stop smoking	Yes	50.6%	1,176	55.6%	5	28.6%	2	60.0%	340	47.5%	290	48.1%	423	46.2%	116
	No	49.0%	1,139	44.4%	4	71.4%	5	39.3%	223	52.2%	319	51.5%	453	53.8%	135
	Don't know	.4%	9	.0%	0	.0%	0	.7%	4	.3%	2	.3%	3	.0%	0
Cigars, cigarillos, filtered cigars filled with tobacco	Yes	42.1%	1,959	.0%	0	.0%	0	39.6%	424	50.7%	742	48.1%	532	40.1%	261
	No	57.6%	2,680	100.0%	169	100.0%	193	60.3%	646	48.8%	714	51.4%	569	59.8%	389
	Don't know	.3%	14	.0%	0	.0%	0	.2%	2	.5%	7	.4%	4	.2%	1
	Decline to answer	.0%	2	.0%	0	.0%	0	.0%	0	.1%	1	.1%	1	.0%	0

		Total sample		Never tobacco users legal age - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age and older		Current cigarette smokers legal age - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age and older	
Ever used any of the following TNP fairly regularly		N=10,532		N=1,914		N=1,936		N=1,942		N=1,828		N=1,942		N=970	
		%	n	%	n	%	n	%	n	%	n	%	n	%	n
Pipe Tobacco	Yes	38.4%	811	.0%	0	.0%	0	43.4%	252	37.1%	252	42.3%	213	33.5%	94
	No	61.3%	1,295	100.0%	23	100.0%	45	56.0%	325	62.4%	424	57.7%	291	66.5%	187
	Don't know	.2%	5	.0%	0	.0%	0	.5%	3	.3%	2	.0%	0	.0%	0
	Decline to answer	.1%	2	.0%	0	.0%	0	.0%	0	.3%	2	.0%	0	.0%	0
Hookah or water pipe tobacco	Yes	33.0%	906	.0%	0	.0%	0	25.6%	89	42.3%	546	35.9%	198	31.2%	73
	No	66.9%	1,839	100.0%	237	100.0%	87	74.1%	258	57.5%	743	64.1%	353	68.8%	161
	Don't know	.1%	4	.0%	0	.0%	0	.3%	1	.2%	3	.0%	0	.0%	0

Source: [Statistical Table 1](#), Section 16.1

Table 15. Current Use - TNP Ever Users

		Total sample		Never tobacco users legal age - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age and older		Current cigarette smokers legal age - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age and older	
Current Use		N=10,532		N=1,914		N=1,936		N=1,942		N=1,828		N=1,942		N=970	
		%	n	%	n	%	n	%	n	%	n	%	n	%	n
Cigarettes	Every day	41.3%	2,800	.0%	0	.0%	0	.0%	0	68.3%	1,248	79.9%	1,552	.0%	0
	Some days	14.3%	970	.0%	0	.0%	0	.0%	0	31.7%	580	20.1%	390	.0%	0
	Not at all	44.4%	3,015	100.0%	223	100.0%	327	100.0%	1942	.0%	0	.0%	0	100.0%	523
E-cigarette	Every day	19.8%	762	.0%	0	.0%	0	26.3%	138	23.8%	380	15.4%	197	18.9%	47
	Some days	35.2%	1,357	.0%	0	.0%	0	13.1%	69	42.0%	671	43.1%	552	26.1%	65
	Not at all	44.8%	1,726	100.0%	162	100.0%	36	60.6%	318	34.1%	545	41.5%	531	53.8%	134
	Don't know	.1%	5	.0%	0	.0%	0	.0%	0	.1%	1	.1%	1	1.2%	3
Moist snuff	Every day	27.2%	624	.0%	0	.0%	0	.0%	0	10.2%	66	9.4%	39	57.7%	519
	Some days	27.3%	626	.0%	0	.0%	0	.4%	1	28.9%	187	34.8%	144	32.7%	294
	Not at all	45.0%	1,032	100.0%	37	100.0%	34	99.2%	258	60.4%	391	54.8%	227	9.5%	85
	Don't know	.4%	9	.0%	0	.0%	0	.4%	1	.5%	3	1.0%	4	.1%	1
Chewing tobacco	Every day	6.4%	118	.0%	0	.0%	0	.0%	0	6.8%	36	5.0%	16	9.7%	66
	Some days	27.1%	497	.0%	0	.0%	0	.4%	1	30.0%	160	28.0%	89	36.3%	247
	Not at all	66.4%	1,217	100.0%	16	100.0%	35	99.6%	250	63.2%	337	67.0%	213	53.8%	366
	Don't know	.1%	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.1%	1
Snus	Every day	7.3%	122	.0%	0	.0%	0	.6%	1	3.1%	17	6.1%	21	14.5%	83
	Some days	30.2%	504	.0%	0	.0%	0	1.1%	2	30.2%	163	30.6%	105	40.8%	234
	Not at all	62.1%	1,035	100.0%	17	100.0%	17	97.8%	174	66.7%	360	62.7%	215	44.0%	252
	Don't know	.2%	4	.0%	0	.0%	0	.0%	0	.0%	0	.6%	2	.3%	2
	Decline to answer	.2%	3	.0%	0	.0%	0	.6%	1	.0%	0	.0%	0	.3%	2
Aids to help stop smoking	Every day	5.1%	119	22.2%	2	.0%	0	4.4%	25	5.2%	32	4.4%	39	8.4%	21
	Some days	24.2%	562	44.4%	4	14.3%	1	3.9%	22	35.8%	219	29.4%	258	23.1%	58
	Not at all	70.1%	1,630	33.3%	3	85.7%	6	91.0%	516	58.3%	356	65.6%	577	68.5%	172
	Don't know	.5%	11	.0%	0	.0%	0	.7%	4	.5%	3	.5%	4	.0%	0
	Decline to answer	.1%	2	.0%	0	.0%	0	.0%	0	.2%	1	.1%	1	.0%	0

		Total sample		Never tobacco users legal age - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age and older		Current cigarette smokers legal age - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age and older	
Current Use		N=10,532		N=1,914		N=1,936		N=1,942		N=1,828		N=1,942		N=970	
		%	n	%	n	%	n	%	n	%	n	%	n	%	n
Cigars, cigarillos, filtered cigars filled with tobacco	Every day	6.3%	292	.0%	0	.0%	0	3.1%	33	9.6%	141	9.4%	104	2.2%	14
	Some days	37.0%	1,722	.0%	0	.0%	0	9.9%	106	54.7%	801	46.7%	516	45.9%	299
	Not at all	56.5%	2,630	100.0%	169	100.0%	193	86.7%	929	35.4%	518	43.9%	485	51.6%	336
	Don't know	.2%	9	.0%	0	.0%	0	.2%	2	.3%	4	.1%	1	.3%	2
	Decline to answer	.0%	2	.0%	0	.0%	0	.2%	2	.0%	0	.0%	0	.0%	0
Pipe Tobacco	Every day	4.8%	101	.0%	0	.0%	0	1.9%	11	5.3%	36	8.1%	41	4.6%	13
	Some days	24.5%	517	.0%	0	.0%	0	2.4%	14	40.6%	276	33.1%	167	21.4%	60
	Not at all	70.5%	1,489	100.0%	23	100.0%	45	95.3%	553	53.8%	366	58.5%	295	73.7%	207
	Don't know	.2%	5	.0%	0	.0%	0	.2%	1	.3%	2	.2%	1	.4%	1
	Decline to answer	.0%	1	.0%	0	.0%	0	.2%	1	.0%	0	.0%	0	.0%	0
Hookah or water pipe tobacco	Every day	3.3%	90	.0%	0	.0%	0	1.4%	5	4.1%	53	4.5%	25	3.0%	7
	Some days	34.2%	941	.0%	0	.0%	0	12.9%	45	47.9%	619	37.6%	207	29.9%	70
	Not at all	62.0%	1,705	100.0%	237	100.0%	87	85.3%	297	47.7%	616	56.8%	313	66.2%	155
	Don't know	.4%	12	.0%	0	.0%	0	.3%	1	.3%	4	.9%	5	.9%	2
	Decline to answer	.0%	1	.0%	0	.0%	0	.0%	0	.0%	0	.2%	1	.0%	0

Source: [Statistical Table 1](#), Section 16.1

13.3.2 Intention to Quit TNP - Prior to Viewing Video Claims

Motivation to Stop Scale (MTSS) scores for intention to quit TNPs were summarized mainly among current cigarette users between legal age to 24 years and those >24 years, and current smokeless tobacco users (Statistical Tables 14a – 14c, Section 16.1). Briefly, this is a 1 (lowest) to 7 (highest) level of motivation to stop smoking scale (Kotz et al., 2013). MTSS mean scores for intention to quit cigarettes among the test and control groups were 3.18 - 3.34 for current cigarette users legal age to 24 years and 3.43 - 3.58 for current cigarette users >24 years (Table 16). Respondents who responded “don’t know” are not included in table below.

MTSS mean scores for intention to quit all other TNPs among the test and control groups were 2.17 - 2.59 for current cigarette users legal age to 24 years, 2.97 - 3.18 for current cigarette users >24 years, and 2.36 - 2.53 for the current smokeless tobacco users (Table 16).

MTSS mean scores for intention to quit aids that help stop smoking among the test and control groups were 2.73 - 2.95 for current cigarette users legal age to 24 years, 3.33 - 3.77 for current cigarette users >24 years, and 2.88 - 4.19 for the current smokeless tobacco users (Table 16).

Table 16: MTSS Mean Scores - Intention to Quit TNP by Test and Control Groups by Cohort (Prior to Viewing Video Claims)

	N	Mean	SD	N	Mean	SD	N	Mean	SD	N	Mean	SD
N=1828	Current cigarette users between legal age to 24 years											
	Claim 1 (N=454)			Claim 2 (N=457)			Claim 3 (N=455)			Control (N=462)		
Cigarettes	449	3.20	1.78	452	3.34	1.73	444	3.24	1.67	457	3.18	1.71
All other current TNPs*	342	2.17	1.77	352	2.59	2.07	347	2.27	1.86	368	2.27	1.87
Aids that help stop smoking	58	2.76	2.02	52	2.73	2.04	62	2.76	2.02	65	2.95	2.27
N=1942	Current cigarette users > 24 years											
	Claim 1 (N=483)			Claim 2 (N=480)			Claim 3 (N=480)			Control (N=499)		
Cigarettes	472	3.45	1.73	472	3.58	1.77	472	3.43	1.77	491	3.52	1.72
All other current TNPs*	278	3.02	1.99	260	2.97	2.00	256	3.06	2.05	251	3.18	2.02
Aids that help stop smoking	72	3.49	2.12	71	3.63	2.39	58	3.33	2.15	74	3.77	1.99
N=970	Current smokeless tobacco users legal age (per state) and older											
	Claim 1 (N=245)			Claim 2 (N=243)			Claim 3 (N=241)			Control (N=241)		
All other current TNPs*	243	2.45	1.64	242	2.53	1.70	233	2.48	1.55	238	2.36	1.69
Aids that help stop smoking	19	3.53	1.87	19	3.53	2.29	21	4.19	1.78	17	2.88	1.62

Source: Statistical Tables 14a-14c, Section 16.1

*All other current TNPs: moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco.

13.3.3 Perceptions of Absolute Health Risks – Prior to Viewing Video Claims

Prior to viewing the video claims, overall greater than 80% of the respondents perceived that a person who smokes cigarettes every day but uses no other tobacco products had a moderate/high/very high chance to suffer from respiratory (chronic bronchitis, emphysema, lung cancer, and serious health problems) and non-respiratory (gum disease, heart disease, mouth cancer, and stroke) conditions. However, less than 80% of the respondents of the never tobacco users perceived a moderate/high/very high risk for emphysema (all 3 test and control groups), and current smokeless tobacco users perceived a moderate/high/very high risk for gum disease (all 3 test groups) and mouth cancer (all 3 test groups) ([Statistical Table 6](#), [Statistical Tables 15a - 15f](#), Section 16.1).

Prior to viewing the video claims, greater than 60% of the respondents in the three test and control groups perceived that a person who never used TNPs had a low/very low chance to suffer from chronic bronchitis, emphysema, lung cancer, gum disease, and mouth cancer. However, less than 60% of the respondents perceived a low/very low chance of heart disease, stroke, and serious health problems ([Statistical Table 6](#), [Statistical Tables 15a - 15f](#), Section 16.1).

13.4 Results for Primary Objectives

Bivariate statistical analyses by cohort, comparing test and control groups are presented in [Tables 16 - 31](#). Sensitivity analyses were conducted for every outcome with the outliers removed to determine whether results differ from the full sample analyses without these respondents ([Statistical Tables 16s - 31s](#), Appendix 17.1). Identification of outliers can be found in [Section 11.4](#).

13.4.1 Objective 1: Compare the likelihood of various usage intentions and behaviors related to *General Snus* and cigarettes after having viewed a single *General Snus* video

The results for the Objective 1 hypotheses are summarized below in [Grid 1](#).

Grid 1: Objective 1 Hypotheses

Objective 1 Hypotheses	Never TNP Legal-24			Never TNP >24			Former Smokers			Current Smokers Legal-24			Current Smokers >24			Current Smokeless Tobacco		
	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C
1.1 T≤C	Among TNP non-user groups, the likelihood to buy <i>General Snus</i> among the test groups will be equal or lower than the control group																	
	X	X	X	X	X	X	X	X	X	-	-	-	-	-	-	-	-	-
1.2 T>C	Among TNP user groups, the likelihood to buy <i>General Snus</i> will be higher for the test group than the control group.																	
	-	-	-	-	-	-	-	-	-	O	O	O	X	O	O	O	O	O
1.3 T<C	Among current smokers, the likelihood to smoke cigarettes moving forward will be lower for the test groups than the control group																	
	-	-	-	-	-	-	-	-	-	O	O	O	O	O	O	-	-	-
1.4 T≥C	Among current smokers, the likelihood to use aids to stop smoking moving forward will be equal or higher for the test groups than the control group.																	
	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	-	-	-
1.5 T≥C	Among current smokers, the intention to quit smoking cigarettes will be equal or higher for the test groups than the control group																	
	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	-	-	-
1.6 T≥C	Among TNP user groups, the intention to quit all other current TNP(s) (excludes cigarettes and aids to stop smoking) will be equal or higher for the test groups than the control group.																	
	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	X	X	X

T: Test claim; C: control; X: Yes, research hypothesis is supported; O: No, research hypothesis is not supported; -: NA, research hypothesis is not tested for cohort.

13.4.1.1 Hypothesis 1.1. The Likelihood to Buy *General Snus* Will Be Equal or Lower for the Test Groups than the Control Group - TNP Non-Users

The hypothesis of likelihood to buy *General Snus* between the test vs. control groups was assessed for never tobacco users - legal age to 24 years (Table 17a), never tobacco users >24 years (Table 17b), and former cigarette smokers (Table 17c), after viewing the video claims. The mean scores were calculated using the 11-point Juster Scale (0: no chance to 10: certain, practically certain [99 chances in 100]; Juster 1966); all test and control groups had mean scores <0.4. There were no statistical differences among the comparisons between the three test vs. control groups in the never tobacco users legal age to 24 years of age (p-value: 0.630, 0.433, 0.416, respectively), never tobacco users >24 years (p-value: 0.785, 0.636, 0.789, respectively), and former cigarette smokers (p-value: 0.049, 0.044, 0.133, respectively). Note that the statistical significance of p-values 0.049 and 0.044 were greater than Holm procedure (Holm, 1979) adjusted p-values of 0.017 and 0.025, respectively.

Results showed that TNP non-users who viewed the *General Snus* test claims had an equal or lower likelihood to buy *General Snus* compared with TNP non-users who viewed the control video. Thus, the results failed to reject the null hypothesis for likelihood to buy *General Snus* among TNP non-users.

Table 17: Hypothesis 1.1. The Likelihood to Buy *General Snus* by Test vs. Control - Non-TNP User Groups

a. Never tobacco users - legal age to 24 years

	Control vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=480)			Claim 2 (N= 482)			Claim 3 (N=474)			Control (N=478)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
Likelihood to buy <i>General Snus</i>	480	.34	1.23	482	.39	1.45	474	.39	1.49	478	.37	1.43	0.630	0.433	0.416

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

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

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

b. Never tobacco users - older than 24 years of age

	Control vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N= 478)			Claim 2 (N= 473)			Claim 3 (N=486)			Control (N=499)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
Likelihood to buy <i>General Snus</i>	478	.23	1.14	473	.26	1.19	486	.23	1.10	499	.29	1.17	0.785	0.636	0.789

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

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

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

c. Former cigarette smokers

	Block selected												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=491)			Claim 2 (N=486)			Claim 3 (N=486)			Control (N=479)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
Likelihood to buy <i>General</i> Snus	491	.31	1.11	486	.31	1.17	486	.27	1.03	479	.20	.90	0.049	0.044	0.133

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

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

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

13.4.1.2 Hypothesis 1.2. The Likelihood to Buy *General* Snus Will Be Higher for the Test Groups Than the Control Group - TNP User Groups

The hypothesis of likelihood to buy *General* Snus between the test vs. control groups was assessed for current cigarette users legal age to 24 years of age (Table 18a), current cigarette users >24 years (Table 18b), and current smokeless tobacco users (Table 18c), after viewing the video claims. The mean scores by the Juster Scale resulted in no statistical differences except for one statistical difference among the comparisons between the three test vs. control groups in the current cigarette users >24 years cohort with Claim 1 (2.04 ± 2.86) vs. control (1.49 ± 2.55) with $p=0.001$, which was lower than Holm procedure adjusted p-value of 0.017.

Results showed that the null hypothesis was rejected for one cohort, current cigarette users >24 years, when Claim 1 was included in the video. Other scenarios failed to achieve statistical significance.

*Claim 1: Using *General* Snus instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis.

Table 18: Hypothesis 1.2. The Likelihood to Buy *General Snus* by Test vs. Control- TNP User Groups

a. Current cigarette users - legal age to 24 years

	Control vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=454)			Claim 2 (N=457)			Claim 3 (N=455)			Control (N=462)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
Likelihood to buy <i>General Snus</i>	454	2.19	2.80	457	2.16	2.77	455	2.08	2.76	462	1.85	2.53	0.030	0.042	0.098

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

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

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

b. Current cigarette users - older than 24 years of age

	Control vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=483)			Claim 2 (N=480)			Claim 3 (N=480)			Control (N=499)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
Likelihood to buy <i>General Snus</i>	483	2.04	2.86	480	1.75	2.49	480	1.71	2.66	499	1.49	2.55	0.001***	0.057	0.100

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

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

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

c. Current smokeless tobacco users

	Block selected												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=245)			Claim 2 (N=243)			Claim 3 (N=241)			Control (N=241)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
Likelihood to buy <i>General Snus</i>	245	3.71	2.86	243	3.87	2.96	241	3.70	2.70	241	3.41	2.79	0.122	0.041	0.130

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

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

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

13.4.1.3 Hypothesis 1.3. The Likelihood to Smoke Cigarettes Moving Forward Will Be Lower for the Test Groups Than the Control Group – Current Smokers

The hypothesis of likelihood to smoke cigarettes moving forward between the test vs. control groups was assessed for current cigarette users legal age to 24 years of age (Table 19a) and current cigarette users >24 years of age (Table 19b) after viewing the *General Snus* video claims. There were no statistically significant differences in the number of respondents among the comparisons between the three test vs. control groups in either the current cigarette smokers legal age to 24 years cohort (68.9% - 72.1% vs. 67.7%) or the >24 years cohort (68.2% - 69.3% vs. 67.7%) for likelihood to quit smoking cigarettes completely or cut back on the use of cigarettes.

We cannot conclude that, per hypothesis 1.3, the likelihood to smoke cigarettes moving forward will be lower for test than control groups. While point estimates for all test groups exceed control group metrics, differences do not meet the requirements for statistical significance.

13.4.1.4 Hypothesis 1.4. Likelihood to Use Aids to Stop Smoking Moving Forward Will Be Equal or Higher for the Test Groups Than the Control Group – Current Cigarette Smokers

The hypothesis of likelihood to use aids that help stop smoking (e.g. Nicorette, NicoDerm CQ) moving forward between the test vs. control groups was assessed for current cigarette users legal age to 24 years of age (Table 19a), and current cigarette users >24 years of age (Table 19b), after viewing the *General Snus* video claims. There were no statistically significant differences in the number of respondents who were likely to quit completely or cut back on the use of aids that help stop smoking for either the current cigarette smokers legal age to 24 years cohort (42.9% - 52.6% vs. 56.7%) or the >24 years cohort (53.2% - 57.7% vs. 49.3%).

We can conclude that the likelihood to use aids to stop smoking moving forward is equal or higher for the test group compared with the control group. In this instance, we fail to conclude that the likelihood to use aids is lower for test vs. control groups.

Table 19: Hypotheses 1.3 and 1.4. Among Current Smokers, the likelihood to Smoke Cigarettes and Use Aids to Stop Smoking Moving Forward by Test vs. Control

a. Current cigarette users - legal age to 24 years

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control ((N=462)				
		%	n	%	n	%	n	%	n			
Use cigarettes moving forward	Quit completely/cut back use	68.9%	302	72.1%	321	71.3%	320	67.7%	306	0.344	0.074	0.122
	Use the same amount/use more	31.1%	136	27.9%	124	28.7%	129	32.3%	146			
	<i>Don't Know</i>	-	16	-	9	-	6	-	9			
	<i>Decline to Answer</i>	-	0	-	3	-	0	-	1			
Use aids that help stop smoking (e.g. Nicorette, Nicoderm CQ) moving forward	Quit completely/cut back use	52.6%	30	42.9%	24	49.2%	32	56.7%	38	0.676	0.937	0.806
	Use the same amount/use more	47.4%	27	57.1%	32	50.8%	33	43.3%	29			
	<i>Don't Know</i>	-	2	-	2	-	1	-	1			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

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

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

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

b. Current cigarette users - older than 24 years of age

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control ((N=499)				
		%	n	%	n	%	n	%	n			
Use cigarettes moving forward	Quit completely/cut back use	69.3%	319	68.2%	309	69.2%	322	67.7%	327	0.293	0.434	0.304
	Use the same amount/use more	30.7%	141	31.8%	144	30.8%	143	32.3%	156			
	<i>Don't Know</i>	-	22	-	26	-	15	-	16			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	0			
Use aids that help stop smoking (e.g. Nicorette, Nicoderm CQ) moving forward	Quit completely/cut back use	54.9%	39	57.7%	41	53.2%	33	49.3%	36	0.750	0.845	0.675
	Use the same amount/use more	45.1%	32	42.3%	30	46.8%	29	50.7%	37			
	<i>Don't Know</i>	-	6	-	5	-	4	-	5			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

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

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

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

13.4.1.5 Hypothesis 1.5. Intention to Quit Smoking Cigarettes Will Be Equal or Higher for the Test Groups Than the Control Group – Current Smokers

The hypothesis of intention to quit smoking cigarettes between the test vs. control groups was assessed for current cigarette users - legal age to 24 years ([Table 20a](#)), and current cigarette users >24 years ([Table 20b](#)), after viewing the *General Snus* video claims. The Motivation to Stop Scale (MTSS) was used assessing seven response categories ranging from level 1 (lowest) to level 7 (highest) of motivation to stop smoking. There were no statistical differences in the MTSS mean scores for the current cigarette users legal age - 24 years (3.39 - 3.48 vs. 3.28) and >24 years (3.52 - 3.71 vs. 3.67); comparisons between the three test vs. control groups found no evidence of any differences among current cigarette users.

We can conclude that among the current cigarette smokers, after viewing the *General Snus* video claims the intention to quit smoking cigarettes was equal or higher for the test groups compared with the control group. In this instance, we fail to conclude that intention to quit smoking cigarettes is lower for test vs. control groups.

Table 20: Hypothesis 1.5. The Intention to Quit Smoking Cigarettes (MTSS score) by Test vs. Control - Current Smokers

a. Current cigarette users - legal age to 24 years

	Control vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=454)			Claim 2 (N=457)			Claim 3 (N=455)			Control (N=462)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
MTSS Intention to quit cigarettes	448	3.39	1.90	453	3.48	1.81	446	3.41	1.83	458	3.28	1.78	0.819	0.950	0.858
MTSS Intention to quit cigarettes - Don't Know	6	-	-	4	-	-	9	-	-	4	-	-	-	-	-

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

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

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

b. Current cigarette users - older than 24 years of age

	Control vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=483)			Claim 2 (N=480)			Claim 3 (N=480)			Control (N=499)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
MTSS Intention to quit cigarettes	473	3.59	1.76	472	3.71	1.77	473	3.52	1.79	491	3.67	1.80	0.253	0.641	0.098
MTSS Intention to quit cigarettes - Don't Know	10	-	-	8	-	-	7	-	-	8	-	-	-	-	-

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

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

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

13.4.1.6 Hypothesis 1.6. Intention to Quit All Current TNPs Will Be Equal or Higher for the Test Groups than the Control Group – TNP Users (Excluded Cigarettes and Aids to Stop Smoking)

Intention to quit all other current TNPs (excluding cigarettes and aids that help stop smoking) compared among the test vs. control groups was assessed for current cigarette users - legal age to age 24 years ([Table 21a](#)), current cigarette users >24 years ([Table 21b](#)), and current smokeless tobacco users ([Table 21c](#)), after viewing the *General Snus* video claims. The mean scores for intention to quit all other current TNPs (excluded cigarettes and aids that help stop smoking) showed that the three test vs. control group comparisons were not statistically significant.

We can conclude that among the current cigarette users and current smokeless tobacco users, after viewing the *General Snus* video claims, the intention to quit all other current TNPs (excluding cigarettes and aids that help stop smoking) was equal or higher for the test groups compared with the control group. In this instance, we fail to conclude that intention to quit all other TNPs is lower for test vs. control groups.

**Table 21: Hypothesis 1.6. The Intention to Quit All Other Current TNPs (MTSS Score) by Test vs. Control - TNP User Groups
(Excludes Cigarettes and Aids to Stop Smoking)**

a. Current cigarette users - legal age to 24 years

	Control vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=454)			Claim 2 (N=457)			Claim 3 (N=455)			Control (N=462)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco)	346	2.46	1.97	353	2.83	2.17	351	2.56	2.01	369	2.48	2.00	0.431	0.987	0.688
MTSS Intention to quit - All other current TNPs - Don't Know	13	-	-	9	-	-	7	-	-	7	-	-	-	-	-

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

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

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

b. Current cigarette users - older than 24 years of age

	Control vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=483)			Claim 2 (N=480)			Claim 3 (N=480)			Control (N=499)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco)	275	3.28	2.10	263	3.27	2.01	264	3.30	2.06	251	3.39	2.11	0.281	0.247	0.317
MTSS Intention to quit - All other current TNPs - Don't Know	14	-	-	13	-	-	10	-	-	12	-	-	-	-	-

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

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

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

c. Current smokeless tobacco users - legal age and older

	Control vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=245)			Claim 2 (N=243)			Claim 3 (N=241)			Control (N=241)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation			
MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco)	241	2.63	1.64	242	2.64	1.70	235	2.59	1.59	241	2.54	1.74	0.723	0.741	0.613
MTSS Intention to quit - All other current TNPs - Don't Know	4	-	-	1	-	-	6	-	-	0	-	-	-	-	-

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

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

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

13.4.2 Objective 2: Examine Perceptions of Absolute Risk Associated with Using *General* Snus, Smoking Cigarettes, and Never Having Used Any TNP

The results for the Objective 2 hypotheses are summarized below in Grid 2.

Grid 2: Objective 2 Hypotheses

Objective 2 Hypotheses	Never TNP Legal-24			Never TNP >24			Former Smokers			Current Smokers Legal-24			Current Smokers >24			Current Smokeless Tobacco		
	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C
2.1 T<C	Among all respondents, perceived absolute risks of each health condition (respiratory and non-respiratory) from the daily use of only <i>General</i> Snus and no other TNP will be lower for the test groups than the control group. Specifically, the health conditions are:																	
Chronic bronchitis	X	X	O	X	X	X	X	X	X	X	X	X	X	X	X	X	X	O
Emphysema	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	O	O
Lung cancer	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	O
Serious health problems	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	O
Gum disease	X	X	X	X	O	X	X	X	O	X	X	X	X	X	X	X	X	X
Heart disease	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Mouth cancer	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Stroke	X	X	O	X	X	X	X	X	X	X	X	X	X	X	X	X	X	O

T: Test claim; C: control; X: Yes, research hypothesis is supported; O: No, research hypothesis is not supported.

13.4.2.1 Hypothesis 2.1. Perceived Absolute Risk of Each Health Condition from the Daily Use of Only *General* Snus and No Other TNP Will Be Lower for the Test Groups than the Control Group – All Study Cohorts

Post viewing the *General* Snus video claims, the perception of the absolute risk of health conditions of a person who uses *General* Snus daily and no other TNPs was assessed between the test vs. control groups for all six cohorts (Tables 22a - 22f). There were statistically greater proportions of respondents in the three test groups compared with the control group who perceived that a person using *General* Snus daily and no other TNP had very low/low chance of absolute risk of each health condition (range: $p<0.001$ – $p=0.044$), except for 10 test vs. control comparisons in Claims 2 and 3, and largely among the current smokeless tobacco cohort. Notably, all of the test vs. control comparisons for Claim 1 rejected the null hypothesis across all cohorts.

Table 22: Hypothesis 2.1 Perceptions of Absolute Risk of Health Conditions from the Daily Use of Only *General* Snus and No other TNP by Test vs. Control group

a. Never tobacco users - legal age to 24 years

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	38.0%	171	42.0%	184	33.9%	151	29.9%	123	0.006**	0.001***	0.109
	Moderate chance/high chance/very high chance	62.0%	279	58.0%	254	66.1%	295	70.1%	288			
	Don't Know	-	29	-	43	-	25	-	66			
	Decline to Answer	-	1	-	1	-	3	-	1			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	37.4%	164	36.9%	148	31.3%	127	23.5%	85	<0.001***	<0.001**	0.008*
	Moderate chance/high chance/very high chance	62.6%	274	63.1%	253	68.7%	279	76.5%	277			
	Don't Know	-	41	-	80	-	64	-	114			
	Decline to Answer	-	1	-	1	-	4	-	2			
Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	38.5%	175	42.0%	185	35.5%	161	29.6%	124	0.003**	<0.001***	0.031*
	Moderate chance/high chance/very high chance	61.5%	279	58.0%	256	64.5%	292	70.4%	295			
	Don't Know	-	25	-	40	-	19	-	58			
	Decline to Answer	-	1	-	1	-	2	-	1			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	22.8%	104	18.4%	81	11.9%	54	7.8%	33	<0.001***	<0.001**	0.021*
	Moderate chance/high chance/very high chance	77.2%	353	81.6%	360	88.1%	401	92.2%	391			
	Don't Know	-	23	-	40	-	15	-	54			
	Decline to Answer	-	0	-	1	-	4	-	0			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	20.4%	94	12.4%	56	9.6%	44	5.5%	24	<0.001***	<0.001**	0.011*
	Moderate chance/high chance/very high chance	79.6%	366	87.6%	395	90.4%	416	94.5%	411			
	Don't Know	-	20	-	26	-	11	-	43			
	Decline to Answer	-	0	-	5	-	3	-	0			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	28.5%	129	31.9%	138	20.3%	89	15.5%	64	<0.001***	<0.001**	0.035*
	Moderate chance/high chance/very high chance	71.5%	323	68.1%	295	79.7%	350	84.5%	349			
	Don't Know	-	24	-	48	-	33	-	65			
	Decline to Answer	-	4	-	1	-	2	-	0			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	19.4%	90	13.2%	60	9.4%	43	5.5%	24	<0.001***	<0.001**	0.014*
	Moderate chance/high chance/very high chance	80.6%	373	86.8%	394	90.6%	416	94.5%	411			
	Don't Know	-	17	-	27	-	13	-	43			
	Decline to Answer	-	0	-	1	-	2	-	0			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	32.3%	143	27.9%	121	22.8%	98	19.3%	78	<0.001***	0.002**	0.102
	Moderate chance/high chance/very high chance	67.7%	300	72.1%	312	77.2%	331	80.7%	327			
	Don't Know	-	37	-	48	-	43	-	72			
	Decline to Answer	-	0	-	1	-	2	-	1			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

b. Never tobacco users - older than 24 years of age

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	44.7%	191	40.5%	161	41.1%	178	28.9%	118	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	55.3%	236	59.5%	237	58.9%	255	71.1%	290			
	<i>Don't Know</i>	-	50	-	73	-	52	-	90			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	1			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	43.5%	184	39.6%	156	41.0%	178	28.4%	116	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	56.5%	239	60.4%	238	59.0%	256	71.6%	292			
	<i>Don't Know</i>	-	54	-	78	-	50	-	90			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	1			
Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	43.6%	186	38.2%	154	42.5%	190	25.5%	106	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	56.4%	241	61.8%	249	57.5%	257	74.5%	310			
	<i>Don't Know</i>	-	50	-	69	-	39	-	81			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	2			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	29.1%	123	16.3%	66	21.4%	95	12.2%	53	<0.001***	0.044*	<0.001**
	Moderate chance/high chance/very high chance	70.9%	300	83.7%	340	78.6%	349	87.8%	383			
	<i>Don't Know</i>	-	53	-	66	-	42	-	62			
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	1			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	22.7%	98	10.7%	45	15.9%	72	7.9%	35	<0.001***	0.080	<0.001**
	Moderate chance/high chance/very high chance	77.3%	333	89.3%	377	84.1%	380	92.1%	408			
	Don't Know	-	46	-	50	-	34	-	55			
	Decline to Answer	-	1	-	1	-	0	-	1			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	35.8%	151	24.2%	96	26.0%	114	15.2%	63	<0.001***	0.001*	<0.001**
	Moderate chance/high chance/very high chance	64.2%	271	75.8%	301	74.0%	325	84.8%	351			
	Don't Know	-	54	-	75	-	47	-	84			
	Decline to Answer	-	2	-	1	-	0	-	1			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	23.9%	105	12.1%	51	15.6%	71	7.0%	31	<0.001***	0.005*	<0.001**
	Moderate chance/high chance/very high chance	76.1%	334	87.9%	370	84.4%	384	93.0%	415			
	Don't Know	-	38	-	51	-	30	-	52			
	Decline to Answer	-	1	-	1	-	1	-	1			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	36.5%	152	25.6%	100	28.1%	121	18.0%	73	<0.001***	0.005*	<0.001**
	Moderate chance/high chance/very high chance	63.5%	265	74.4%	290	71.9%	310	82.0%	332			
	Don't Know	-	59	-	82	-	55	-	93			
	Decline to Answer	-	2	-	1	-	0	-	1			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

c. Former cigarette smokers - legal age and older

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	58.0%	260	48.9%	214	50.8%	219	37.8%	155	<0.001***	0.001*	<0.001**
	Moderate chance/high chance/very high chance	42.0%	188	51.1%	224	49.2%	212	62.2%	255			
	<i>Don't Know</i>	-	42	-	48	-	55	-	69			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	60.2%	271	53.0%	231	53.5%	235	39.2%	159	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	39.8%	179	47.0%	205	46.5%	204	60.8%	247			
	<i>Don't Know</i>	-	41	-	50	-	47	-	73			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	58.4%	262	49.2%	218	50.2%	223	36.3%	149	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	41.6%	187	50.8%	225	49.8%	221	63.7%	262			
	<i>Don't Know</i>	-	41	-	43	-	42	-	68			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	33.8%	150	21.2%	92	18.4%	81	12.0%	51	<0.001***	<0.001**	0.004*
	Moderate chance/high chance/very high chance	66.2%	294	78.8%	341	81.6%	359	88.0%	374			
	<i>Don't Know</i>	-	47	-	53	-	46	-	54			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	25.2%	115	10.6%	48	9.0%	41	6.5%	29	<0.001***	0.015**	0.084
	Moderate chance/high chance/very high chance	74.8%	342	89.4%	406	91.0%	415	93.5%	415			
	Don't Know	-	34	-	32	-	30	-	35			
	Decline to Answer	-	0	-	0	-	0	-	0			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	41.2%	183	27.8%	120	25.7%	110	18.7%	76	<0.001***	0.001**	0.007*
	Moderate chance/high chance/very high chance	58.8%	261	72.2%	312	74.3%	318	81.3%	331			
	Don't Know	-	47	-	53	-	58	-	72			
	Decline to Answer	-	0	-	1	-	0	-	0			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	24.6%	113	10.9%	50	9.0%	41	5.2%	23	<0.001***	0.001**	0.014*
	Moderate chance/high chance/very high chance	75.4%	346	89.1%	407	91.0%	414	94.8%	418			
	Don't Know	-	32	-	29	-	30	-	38			
	Decline to Answer	-	0	-	0	-	1	-	0			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	41.3%	181	29.9%	128	27.6%	116	17.6%	72	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	58.7%	257	70.1%	300	72.4%	305	82.4%	337			
	Don't Know	-	53	-	58	-	64	-	70			
	Decline to Answer	-	0	-	0	-	1	-	0			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

d. Current cigarette smokers - legal age to 24 years

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	56.8%	249	54.3%	235	51.4%	220	39.0%	167	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	43.2%	189	45.7%	198	48.6%	208	61.0%	261			
	<i>Don't Know</i>	-	16	-	22	-	26	-	33			
	<i>Decline to Answer</i>	-	0	-	2	-	1	-	1			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	57.2%	245	50.7%	212	51.2%	217	36.6%	150	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	42.8%	183	49.3%	206	48.8%	207	63.4%	260			
	<i>Don't Know</i>	-	25	-	37	-	27	-	50			
	<i>Decline to Answer</i>	-	1	-	2	-	4	-	2			
Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	60.2%	265	55.0%	240	53.4%	234	44.5%	191	<0.001***	0.001**	0.004*
	Moderate chance/high chance/very high chance	39.8%	175	45.0%	196	46.6%	204	55.5%	238			
	<i>Don't Know</i>	-	14	-	16	-	16	-	31			
	<i>Decline to Answer</i>	-	0	-	5	-	1	-	2			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	34.0%	149	24.1%	106	24.5%	107	11.1%	48	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	66.0%	289	75.9%	333	75.5%	330	88.9%	385			
	<i>Don't Know</i>	-	16	-	16	-	15	-	28			
	<i>Decline to Answer</i>	-	0	-	2	-	3	-	1			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	27.5%	121	20.1%	89	15.8%	70	6.8%	30	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	72.5%	319	79.9%	354	84.2%	372	93.2%	409			
	<i>Don't Know</i>	-	13	-	11	-	12	-	22			
	<i>Decline to Answer</i>	-	1	-	3	-	1	-	1			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	44.0%	191	37.4%	160	33.6%	146	20.4%	86	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	56.0%	243	62.6%	268	66.4%	288	79.6%	336			
	<i>Don't Know</i>	-	19	-	27	-	20	-	37			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	3			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	27.6%	122	20.3%	90	15.3%	67	6.6%	29	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	72.4%	320	79.7%	354	84.7%	372	93.4%	412			
	<i>Don't Know</i>	-	10	-	11	-	13	-	20			
	<i>Decline to Answer</i>	-	2	-	2	-	3	-	1			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	46.6%	201	39.9%	172	33.0%	141	22.9%	97	<0.001***	<0.001**	0.001*
	Moderate chance/high chance/very high chance	53.4%	230	60.1%	259	67.0%	286	77.1%	326			
	<i>Don't Know</i>	-	21	-	23	-	25	-	37			
	<i>Decline to Answer</i>	-	2	-	3	-	3	-	2			

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

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

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

e. Current cigarette smokers - older than 24 years of age

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	62.6%	284	59.9%	263	59.3%	267	49.1%	220	<0.001***	0.001**	0.001*
	Moderate chance/high chance/very high chance	37.4%	170	40.1%	176	40.7%	183	50.9%	228			
	<i>Don't Know</i>	-	28	-	41	-	29	-	51			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	64.2%	292	60.1%	265	62.7%	282	49.6%	221	<0.001***	0.001*	<0.001**
	Moderate chance/high chance/very high chance	35.8%	163	39.9%	176	37.3%	168	50.4%	225			
	<i>Don't Know</i>	-	27	-	39	-	29	-	53			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0			
Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	64.9%	296	58.2%	256	60.7%	276	50.6%	227	<0.001***	0.011*	0.001**
	Moderate chance/high chance/very high chance	35.1%	160	41.8%	184	39.3%	179	49.4%	222			
	<i>Don't Know</i>	-	25	-	40	-	24	-	50			
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	0			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	45.0%	201	33.0%	144	35.1%	157	18.9%	86	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	55.0%	246	67.0%	292	64.9%	290	81.1%	370			
	<i>Don't Know</i>	-	35	-	44	-	32	-	43			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	31.7%	146	20.2%	91	18.8%	86	8.5%	40	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	68.3%	314	79.8%	359	81.2%	371	91.5%	428			
	Don't Know	-	22	-	29	-	22	-	30			
	Decline to Answer	-	1	-	1	-	1	-	1			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	49.7%	225	40.7%	177	38.4%	169	29.3%	130	<0.001***	<0.001**	0.002*
	Moderate chance/high chance/very high chance	50.3%	228	59.3%	258	61.6%	271	70.7%	314			
	Don't Know	-	28	-	45	-	39	-	54			
	Decline to Answer	-	2	-	0	-	1	-	1			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	33.6%	155	21.1%	96	18.3%	84	8.7%	41	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	66.4%	306	78.9%	359	81.7%	374	91.3%	431			
	Don't Know	-	19	-	24	-	21	-	27			
	Decline to Answer	-	3	-	1	-	1	-	0			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	53.4%	242	41.9%	180	46.0%	200	30.1%	133	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	46.6%	211	58.1%	250	54.0%	235	69.9%	309			
	Don't Know	-	28	-	50	-	44	-	57			
	Decline to Answer	-	2	-	0	-	1	-	0			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

f. Current smokeless tobacco users - legal age and older

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	70.6%	166	69.9%	160	63.6%	143	58.3%	133	0.003***	0.005**	0.127
	Moderate chance/high chance/very high chance	29.4%	69	30.1%	69	36.4%	82	41.7%	95			
	<i>Don't Know</i>	-	10	-	14	-	16	-	13			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	73.2%	169	70.5%	160	69.1%	154	63.2%	144	0.011***	0.049	0.093
	Moderate chance/high chance/very high chance	26.8%	62	29.5%	67	30.9%	69	36.8%	84			
	<i>Don't Know</i>	-	14	-	16	-	18	-	13			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	73.1%	171	69.8%	157	67.3%	152	60.9%	140	0.003***	0.023**	0.078
	Moderate chance/high chance/very high chance	26.9%	63	30.2%	68	32.7%	74	39.1%	90			
	<i>Don't Know</i>	-	11	-	15	-	15	-	11			
	<i>Decline to Answer</i>	-	0	-	3	-	0	-	0			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	45.7%	107	36.4%	83	30.4%	68	23.8%	55	<0.001***	0.002**	0.058
	Moderate chance/high chance/very high chance	54.3%	127	63.6%	145	69.6%	156	76.2%	176			
	<i>Don't Know</i>	-	10	-	15	-	17	-	10			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	28.0%	66	20.9%	48	16.5%	38	9.1%	21	<0.001***	<0.001**	0.008*
	Moderate chance/high chance/very high chance	72.0%	170	79.1%	182	83.5%	192	90.9%	211			
	<i>Don't Know</i>	-	9	-	13	-	10	-	9			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	54.5%	128	45.6%	103	36.4%	82	28.1%	64	<0.001***	<0.001**	0.028*
	Moderate chance/high chance/very high chance	45.5%	107	54.4%	123	63.6%	143	71.9%	164			
	<i>Don't Know</i>	-	10	-	17	-	16	-	13			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	26.6%	63	16.6%	38	15.7%	36	9.5%	22	<0.001***	0.012**	0.024*
	Moderate chance/high chance/very high chance	73.4%	174	83.4%	191	84.3%	194	90.5%	209			
	<i>Don't Know</i>	-	8	-	14	-	10	-	10			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	56.7%	132	45.4%	103	35.6%	79	29.5%	67	<0.001***	<0.001**	0.085
	Moderate chance/high chance/very high chance	43.3%	101	54.6%	124	64.4%	143	70.5%	160			
	<i>Don't Know</i>	-	12	-	16	-	19	-	14			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

13.4.3 Objective 3: Compare Perceptions of the Relative Risk Associated with Using *General Snus* with Using Cigarettes, Cigarettes and *General Snus*, Quitting all TNP, and Never Having Used Any TNP

The results for the Objective 3 hypotheses are summarized below in Grid 3.

Grid 3. Objective 3 Hypotheses

Objective 3 Hypotheses	Never TNP Legal-24			Never TNP >24			Former Smokers			Current Smokers Legal-24			Current Smokers >24			Current Smokeless Tobacco		
	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C
3.1.1 T<C	Test groups will perceive the relative risks of each respiratory health condition as lower than the control group, when comparing daily use of <i>General Snus</i> vs. daily use of cigarettes																	
Chronic bronchitis	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	O	O
Emphysema	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Lung cancer	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	O	O
Serious health problems	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
3.1.2 T≤C	Test groups will perceive the relative risks of each non-respiratory health condition as equal or lower than the control group, when comparing daily use of <i>General Snus</i> vs. daily use of cigarettes.																	
Gum disease	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Heart disease	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Mouth cancer	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Stroke	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
3.2.1 T<C	Test groups will perceive the relative risks of each respiratory health condition as lower than the control group, when comparing daily use of <i>General Snus</i> vs. daily use of both <i>General Snus</i> and cigarettes.																	
Chronic bronchitis	X	X	X	X	X	X	X	X	X	X	O	X	X	X	X	X	X	O
Emphysema	X	X	X	X	X	X	X	O	O	X	O	X	X	X	X	X	X	X
Lung cancer	X	X	X	X	X	X	X	X	X	X	O	X	X	X	X	X	X	X
Serious health problems	X	X	X	X	X	X	X	X	O	X	X	X	X	X	X	X	X	X
3.2.2 T≤C	Test groups will perceive the relative risks of each non-respiratory health condition as equal or lower than the control group, when comparing daily use of <i>General Snus</i> vs. daily use of both <i>General Snus</i> and cigarettes.																	
Gum disease	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Heart disease	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Mouth cancer	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Stroke	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
3.3 T≥C	Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing daily use of <i>General Snus</i> vs. never having used any TNP. Specifically, the health conditions are:																	
Chronic bronchitis	O	O	X	O	O	O	O	O	O	X	X	X	O	O	O	X	X	X
Emphysema	O	O	X	O	O	O	O	O	X	O	O	O	O	X	X	X	X	X
Lung cancer	O	X	X	O	O	O	O	O	O	X	X	X	O	O	O	X	X	X
Serious health problems	O	O	X	O	O	O	O	O	O	O	O	O	O	O	O	X	X	X
Gum disease	O	O	X	O	O	O	O	O	X	O	X	X	O	O	O	O	X	X
Heart disease	O	O	X	O	O	O	O	O	O	O	O	O	O	O	O	O	X	X

Objective Hypotheses 3	Never TNP Legal-24			Never TNP >24			Former Smokers			Current Smokers Legal-24			Current Smokers >24			Current Smokeless Tobacco		
	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C
Mouth cancer	O	O	X	O	O	O	O	O	X	O	O	X	O	O	O	X	X	X
Stroke	O	X	X	O	O	O	O	O	O	O	O	X	O	O	X	O	X	X
3.4 T≥C	Test groups will perceive the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing the act of quitting all TNP use except for <i>General Snus</i> vs. the act of quitting all TNP use. Specifically, the health conditions are:																	
Chronic bronchitis	O	X	X	O	O	O	O	O	O	O	O	O	O	O	O	X	X	X
Emphysema	O	O	X	O	O	O	O	O	O	O	O	X	O	O	O	X	X	X
Lung cancer	O	X	X	O	O	O	O	O	O	O	O	O	O	O	O	X	X	X
Serious health problems	O	O	O	O	O	O	O	X	X	O	O	O	O	O	O	X	X	X
Gum disease	O	O	O	O	O	O	O	O	O	O	X	X	O	O	O	X	X	X
Heart disease	O	X	X	O	O	O	O	O	X	O	O	X	O	O	O	X	X	X
Mouth cancer	O	O	O	O	O	O	O	X	X	O	O	X	O	O	O	X	X	X
Stroke	O	O	O	O	O	O	O	X	X	O	O	O	O	O	O	X	X	X

T: Test claim; C: control; X: Yes, research hypothesis is supported; O: No, research hypothesis is not supported.

13.4.3.1 Hypothesis 3.1.1. Test Groups Will Perceive the Relative Risk of Each Respiratory Health Condition as Lower than the Control Group When Comparing Daily Use of *General Snus* vs. Daily Use of Cigarettes – All Study Cohorts

After viewing the *General Snus* video claims, the perceptions of the relative risk of each respiratory health condition to a person who uses *General Snus* daily vs. cigarettes use daily was assessed between the test vs. control groups for all six cohorts (Tables 23a - 23f). There were significantly higher proportions of respondents in the three test groups who perceived that a person using *General Snus* daily vs. daily cigarette use had a much lower/a lower chance of relative risk of respiratory health conditions compared with the control group. All comparisons between the three test vs. control groups for each health condition among all six cohorts were statistically significant, except for 4 test vs. control comparisons in Claims 2 and 3 among smokeless tobacco users. All of the test vs. control group comparisons for Claim 1 rejected the null hypothesis across all cohorts.

13.4.3.2 Hypothesis 3.1.2. Test Groups Will Perceive the Relative Risk of Each Non-Respiratory Health Condition as Equal or Lower than the Control Group when Comparing Daily Use of *General Snus* vs. Daily Use of Cigarettes – All Responders

Post viewing the *General Snus* video claims, the perceptions of relative risk of each non-respiratory health condition to a person who uses *General Snus* daily vs. daily cigarette use was assessed between the test vs. control groups for all six cohorts (Tables 23a - 23f). There were comparable proportions of respondents in the three test groups who perceived that a person using *General Snus* daily vs. daily cigarette use had the same/a lower/a much lower chance of relative

risk of non-respiratory health conditions compared with the control group. All comparisons between the three test vs. control groups for each non-respiratory health condition among all six cohorts showed no statistically significant differences.

The results failed to reject the null hypothesis among the TNP users and non-users. After viewing the video claims, the three test groups perceived that the relative risk of each non-respiratory health condition as equal or lower than the control group, when comparing daily use of *General* Snus vs. daily use of cigarettes.

Table 23: Hypotheses 3.1.1. and 3.1.2 Perceptions of Relative Risk of Health Conditions to A Person Who Uses *General Snus* Daily vs. Cigarettes Daily by Test vs. Control

a. Never tobacco users - legal age to 24 years

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	70.1%	317	67.1%	300	67.9%	300	50.8%	215	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	29.9%	135	32.9%	147	32.1%	142	49.2%	208			
	<i>Don't Know</i>	-	26	-	33	-	27	-	52			
	<i>Decline to Answer</i>	-	2	-	2	-	5	-	3			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	71.5%	313	64.1%	266	57.6%	245	46.0%	183	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	28.5%	125	35.9%	149	42.4%	180	54.0%	215			
	<i>Don't Know</i>	-	41	-	66	-	45	-	77			
	<i>Decline to Answer</i>	-	1	-	1	-	4	-	3			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	71.5%	328	67.2%	303	67.0%	303	55.8%	244	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	28.5%	131	32.8%	148	33.0%	149	44.2%	193			
	<i>Don't Know</i>	-	21	-	30	-	19	-	41			
	<i>Decline to Answer</i>	-	0	-	1	-	3	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	52.5%	238	44.6%	202	41.1%	184	25.2%	110	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	47.5%	215	55.4%	251	58.9%	264	74.8%	326			
	<i>Don't Know</i>	-	26	-	28	-	24	-	41			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	1			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	77.3%	354	67.4%	306	61.0%	274	56.0%	247	>0.999	>0.999	0.936
	A higher chance/A much higher chance	22.7%	104	32.6%	148	39.0%	175	44.0%	194			
	<i>Don't Know</i>	-	21	-	26	-	23	-	36	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	2	-	1	-	-	-
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	91.2%	413	88.9%	393	88.4%	389	87.8%	366	0.949	0.699	0.614
	A higher chance/A much higher chance	8.8%	40	11.1%	49	11.6%	51	12.2%	51			
	<i>Don't Know</i>	-	25	-	37	-	31	-	60	-	-	-
	<i>Decline to Answer</i>	-	2	-	3	-	3	-	1	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	80.1%	366	70.3%	317	63.6%	283	60.1%	262	>0.999	0.999	0.858
	A higher chance/A much higher chance	19.9%	91	29.7%	134	36.4%	162	39.9%	174			
	<i>Don't Know</i>	-	20	-	29	-	26	-	41	-	-	-
	<i>Decline to Answer</i>	-	3	-	2	-	3	-	1	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	89.5%	401	90.1%	390	85.9%	372	89.7%	376	0.456	0.564	0.044
	A higher chance/A much higher chance	10.5%	47	9.9%	43	14.1%	61	10.3%	43			
	<i>Don't Know</i>	-	30	-	47	-	37	-	59	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	4	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

b. Never tobacco users - older than 24 years of age

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	72.9%	320	68.9%	288	71.0%	318	46.5%	198	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	27.1%	119	31.1%	130	29.0%	130	53.5%	228			
	<i>Don't Know</i>	-	39	-	53	-	37	-	72			
	<i>Decline to Answer</i>	-	0	-	2	-	1	-	1			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	71.8%	319	68.2%	283	73.8%	324	50.0%	216	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	28.2%	125	31.8%	132	26.2%	115	50.0%	216			
	<i>Don't Know</i>	-	33	-	58	-	47	-	67			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	73.6%	332	71.2%	304	76.0%	346	47.9%	210	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	26.4%	119	28.8%	123	24.0%	109	52.1%	228			
	<i>Don't Know</i>	-	26	-	45	-	31	-	59			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	2			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	56.2%	250	42.8%	183	48.9%	215	25.1%	110	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	43.8%	195	57.2%	245	51.1%	225	74.9%	328			
	<i>Don't Know</i>	-	32	-	44	-	46	-	60			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	1			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	77.3%	341	63.4%	268	67.6%	298	58.6%	262	>0.999	0.924	0.997
	A higher chance/A much higher chance	22.7%	100	36.6%	155	32.4%	143	41.4%	185			
	<i>Don't Know</i>	-	36	-	50	-	45	-	50	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	2	-	-	-
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	91.9%	410	89.3%	368	92.2%	402	86.4%	370	0.996	0.899	0.997
	A higher chance/A much higher chance	8.1%	36	10.7%	44	7.8%	34	13.6%	58			
	<i>Don't Know</i>	-	31	-	60	-	50	-	69	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	2	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	77.8%	347	62.3%	264	67.1%	296	59.4%	266	>0.999	0.809	0.992
	A higher chance/A much higher chance	22.2%	99	37.7%	160	32.9%	145	40.6%	182			
	<i>Don't Know</i>	-	29	-	48	-	45	-	51	-	-	-
	<i>Decline to Answer</i>	-	3	-	1	-	0	-	0	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	90.1%	391	90.0%	368	91.6%	393	88.9%	376	0.717	0.695	0.910
	A higher chance/A much higher chance	9.9%	43	10.0%	41	8.4%	36	11.1%	47			
	<i>Don't Know</i>	-	43	-	62	-	57	-	75	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	0	-	1	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.												
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison.												
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

c. Former cigarette smokers - legal age and older

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	83.3%	394	74.6%	338	73.9%	332	63.0%	272	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	16.7%	79	25.4%	115	26.1%	117	37.0%	160			
	<i>Don't Know</i>	-	18	-	33	-	35	-	47			
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	81.8%	391	74.2%	337	74.4%	338	62.8%	275	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	18.2%	87	25.8%	117	25.6%	116	37.2%	163			
	<i>Don't Know</i>	-	13	-	32	-	30	-	40			
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	82.2%	393	75.4%	346	75.1%	346	63.8%	282	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	17.8%	85	24.6%	113	24.9%	115	36.2%	160			
	<i>Don't Know</i>	-	12	-	27	-	22	-	37			
	<i>Decline to Answer</i>	-	1	-	0	-	3	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	63.9%	304	45.6%	206	47.9%	220	32.2%	142	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	36.1%	172	54.4%	246	52.1%	239	67.8%	299			
	<i>Don't Know</i>	-	15	-	34	-	26	-	37			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	75.1%	356	59.0%	271	60.4%	275	57.6%	255	>0.999	0.674	0.810
	A higher chance/A much higher chance	24.9%	118	41.0%	188	39.6%	180	42.4%	188			
	Decline to Answer	-	0	-	0	-	3	-	0			
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	94.3%	443	93.5%	418	95.1%	430	93.3%	404	0.723	0.550	0.879
	A higher chance/A much higher chance	5.7%	27	6.5%	29	4.9%	22	6.7%	29			
	Don't Know	-	21	-	39	-	33	-	46	-	-	-
	Decline to Answer	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	75.1%	356	64.4%	295	60.2%	278	54.4%	240	>0.999	0.999	0.960
	A higher chance/A much higher chance	24.9%	118	35.6%	163	39.8%	184	45.6%	201			
	Don't Know	-	16	-	28	-	23	-	37	-	-	-
	Decline to Answer	-	1	-	0	-	1	-	1	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	95.1%	442	93.2%	414	92.7%	404	91.5%	388	0.983	0.832	0.734
	A higher chance/A much higher chance	4.9%	23	6.8%	30	7.3%	32	8.5%	36			
	Don't Know	-	26	-	42	-	47	-	54	-	-	-
	Decline to Answer	-	0	-	0	-	3	-	1	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

d. Current cigarette smokers - legal age to 24 years

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	74.9%	322	66.5%	288	73.1%	316	56.0%	242	<0.001***	0.001*	<0.001**
	The same chance/A higher chance/A much higher chance	25.1%	108	33.5%	145	26.9%	116	44.0%	190			
	<i>Don't Know</i>	-	22	-	22	-	22	-	25			
	<i>Decline to Answer</i>	-	2	-	2	-	1	-	5			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	75.5%	321	66.7%	284	69.0%	294	51.3%	210	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	24.5%	104	33.3%	142	31.0%	132	48.7%	199			
	<i>Don't Know</i>	-	28	-	28	-	28	-	50			
	<i>Decline to Answer</i>	-	1	-	3	-	1	-	3			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	77.2%	338	68.5%	305	74.8%	326	57.6%	255	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	22.8%	100	31.5%	140	25.2%	110	42.4%	188			
	<i>Don't Know</i>	-	15	-	10	-	19	-	18			
	<i>Decline to Answer</i>	-	1	-	2	-	0	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	61.7%	269	43.3%	191	47.1%	206	26.3%	116	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	38.3%	167	56.7%	250	52.9%	231	73.7%	325			
	<i>Don't Know</i>	-	16	-	12	-	18	-	17			
	<i>Decline to Answer</i>	-	2	-	4	-	0	-	4			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	73.0%	321	64.0%	281	67.4%	296	60.9%	266	>0.999	0.831	0.978
	A higher chance/A much higher chance	27.0%	119	36.0%	158	32.6%	143	39.1%	171			
	<i>Don't Know</i>	-	14	-	17	-	16	-	23	-	-	-
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	2	-	-	-
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	92.9%	406	90.6%	397	87.8%	381	86.1%	373	>0.999	0.981	0.764
	A higher chance/A much higher chance	7.1%	31	9.4%	41	12.2%	53	13.9%	60			
	<i>Don't Know</i>	-	15	-	16	-	21	-	27	-	-	-
	<i>Decline to Answer</i>	-	2	-	3	-	0	-	2	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	78.3%	347	64.4%	288	67.4%	296	60.3%	266	>0.999	0.897	0.986
	A higher chance/A much higher chance	21.7%	96	35.6%	159	32.6%	143	39.7%	175			
	<i>Don't Know</i>	-	9	-	8	-	15	-	19	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	1	-	2	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	94.0%	405	90.2%	385	90.0%	389	88.5%	378	0.998	0.781	0.765
	A higher chance/A much higher chance	6.0%	26	9.8%	42	10.0%	43	11.5%	49			
	<i>Don't Know</i>	-	22	-	28	-	23	-	32	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	0	-	3	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.												
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison.												
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

e. Current cigarette smokers - older than 24 years of age

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	82.5%	377	72.0%	322	72.6%	332	60.1%	283	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	17.5%	80	28.0%	125	27.4%	125	39.9%	188			
	<i>Don't Know</i>	-	25	-	33	-	18	-	28			
	<i>Decline to Answer</i>	-	1	-	0	-	5	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	80.6%	369	69.4%	313	74.9%	343	58.2%	272	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	19.4%	89	30.6%	138	25.1%	115	41.8%	195			
	<i>Don't Know</i>	-	24	-	29	-	20	-	32			
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	80.5%	371	73.2%	331	73.8%	343	59.0%	281	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	19.5%	90	26.8%	121	26.2%	122	41.0%	195			
	<i>Don't Know</i>	-	20	-	26	-	11	-	23			
	<i>Decline to Answer</i>	-	2	-	2	-	4	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	63.7%	293	52.6%	239	53.6%	248	31.3%	149	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	36.3%	167	47.4%	215	46.4%	215	68.7%	327			
	<i>Don't Know</i>	-	22	-	26	-	15	-	22			
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	1			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	77.8%	357	69.5%	310	64.9%	300	57.2%	270	>0.999	0.999	0.992
	A higher chance/A much higher chance	22.2%	102	30.5%	136	35.1%	162	42.8%	202			
	<i>Don't Know</i>	-	22	-	33	-	17	-	27	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	0	-	-	-
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	93.0%	424	90.9%	409	92.4%	416	89.0%	413	0.983	0.828	0.963
	A higher chance/A much higher chance	7.0%	32	9.1%	41	7.6%	34	11.0%	51			
	<i>Don't Know</i>	-	26	-	30	-	29	-	35	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	80.7%	372	68.7%	314	67.8%	310	60.6%	288	>0.999	0.995	0.989
	A higher chance/A much higher chance	19.3%	89	31.3%	143	32.2%	147	39.4%	187			
	<i>Don't Know</i>	-	20	-	22	-	22	-	22	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	2	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	94.7%	429	89.5%	394	91.0%	405	90.6%	422	0.992	0.305	0.593
	A higher chance/A much higher chance	5.3%	24	10.5%	46	9.0%	40	9.4%	44			
	<i>Don't Know</i>	-	28	-	40	-	34	-	33	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.												
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison.												
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

f. Current smokeless tobacco users - legal age and older

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	84.2%	203	79.1%	186	73.5%	169	72.4%	168	0.001***	0.045	0.398
	The same chance/A higher chance/A much higher chance	15.8%	38	20.9%	49	26.5%	61	27.6%	64			
	<i>Don't Know</i>	-	4	-	8	-	11	-	9			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	80.1%	189	81.0%	188	78.0%	177	70.7%	164	0.009**	0.005***	0.037*
	The same chance/A higher chance/A much higher chance	19.9%	47	19.0%	44	22.0%	50	29.3%	68			
	<i>Don't Know</i>	-	9	-	11	-	12	-	9			
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	84.7%	205	79.5%	190	74.7%	174	77.0%	181	0.016***	0.257	0.277
	The same chance/A higher chance/A much higher chance	15.3%	37	20.5%	49	25.3%	59	23.0%	54			
	<i>Don't Know</i>	-	3	-	4	-	8	-	6			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	72.8%	174	62.7%	148	56.5%	131	45.5%	106	<0.001***	<0.001**	0.009*
	The same chance/A higher chance/A much higher chance	27.2%	65	37.3%	88	43.5%	101	54.5%	127			
	<i>Don't Know</i>	-	6	-	6	-	9	-	8			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	77.2%	186	71.8%	168	70.0%	161	66.5%	157	0.995	0.892	0.790
	A higher chance/A much higher chance	22.8%	55	28.2%	66	30.0%	69	33.5%	79			
	<i>Don't Know</i>	-	4	-	9	-	11	-	5	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	92.1%	222	90.2%	212	93.0%	213	92.8%	218	0.394	0.161	0.541
	A higher chance/A much higher chance	7.9%	19	9.8%	23	7.0%	16	7.2%	17			
	<i>Don't Know</i>	-	4	-	8	-	11	-	6	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	80.2%	190	73.2%	169	67.0%	154	65.1%	153	>0.999	0.970	0.663
	A higher chance/A much higher chance	19.8%	47	26.8%	62	33.0%	76	34.9%	82			
	<i>Don't Know</i>	-	8	-	12	-	11	-	5	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	92.7%	217	92.4%	218	92.5%	210	94.8%	221	0.172	0.137	0.151
	A higher chance/A much higher chance	7.3%	17	7.6%	18	7.5%	17	5.2%	12			
	<i>Don't Know</i>	-	11	-	7	-	14	-	8	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

13.4.3.3 Hypothesis 3.2.1: Test Groups Will Perceive the Relative Risk of Each Respiratory Health Condition as Lower than the Control Group when Comparing Daily Use of *General* Snus vs. Daily Use of Both *General* Snus and Cigarettes – All Study Cohorts

Post viewing the *General* Snus video claims, the perceptions of relative risk of each respiratory health condition to a person who uses *General* Snus daily vs. both *General* Snus and cigarette use daily was assessed between the test vs. control groups for all six cohorts (Tables 24a - 24f). There were significantly higher proportions of respondents in the three test groups who perceived that a person using *General* Snus daily vs. daily use of both *General* Snus and cigarettes had a much lower/a lower chance of relative risk of respiratory health conditions compared with the control group. All comparisons between the three test vs. control groups for each health condition among all six cohorts were statistically significant, except for 7 comparisons in Claims 2 and 3 among all respondents. All test vs. control comparisons for Claim 1 rejected the null hypothesis across all cohorts.

13.4.3.4 Hypothesis 3.2.2: Test Groups Will Perceive the Relative Risk of Each Non-Respiratory Health Condition as Equal or Lower than the Control Group when Comparing Daily Use of *General* Snus vs. Daily Use of Both *General* Snus and Cigarettes – All Responders

The perceptions of relative risk of each non-respiratory health condition to a person who uses *General* Snus daily vs. both *General* Snus and cigarette use daily was assessed between the test vs. control groups for all six cohorts after viewing the *General* Snus video claims (Tables 24a - 24f). There were comparable proportions of respondents in the three test groups who perceived a person using *General* Snus daily vs. daily use of both *General* Snus and cigarettes had the same/a lower/a much lower chance of relative risk of non-respiratory health conditions compared with the control group. That is, all comparisons between the three test vs. control groups for each non-respiratory health condition among all six cohorts showed no statistically significant differences.

The results failed to reject the null hypothesis among the TNP users and non-users. After viewing the video claims, the three test groups perceived that the relative risk of each non-respiratory health condition as equal or lower than the control group, when comparing daily use of *General* Snus vs. daily use of both *General* Snus and cigarettes.

Table 24: Hypotheses 3.2.1. and 3.2.2 Perceptions of Relative Risk of Health Conditions to A Person Who Uses *General* Snus Daily vs. Daily Use of both *General* Snus and Cigarettes by Test vs. Control

a. Never tobacco users - legal age to 24 years

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	65.9%	300	63.2%	278	59.5%	266	51.5%	219	<0.001***	<0.001**	0.009*
	The same chance/A higher chance/A much higher chance	34.1%	155	36.8%	162	40.5%	181	48.5%	206			
	<i>Don't Know</i>	-	24	-	39	-	25	-	53			
	<i>Decline to Answer</i>	-	1	-	3	-	2	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	66.3%	295	61.4%	258	57.3%	246	49.4%	198	<0.001***	<0.001**	0.011*
	The same chance/A higher chance/A much higher chance	33.7%	150	38.6%	162	42.7%	183	50.6%	203			
	<i>Don't Know</i>	-	34	-	59	-	41	-	74			
	<i>Decline to Answer</i>	-	1	-	3	-	4	-	3			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	66.7%	305	63.1%	284	61.6%	276	53.4%	233	<0.001***	0.002**	0.007*
	The same chance/A higher chance/A much higher chance	33.3%	152	36.9%	166	38.4%	172	46.6%	203			
	<i>Don't Know</i>	-	22	-	31	-	23	-	42			
	<i>Decline to Answer</i>	-	1	-	1	-	3	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	61.7%	282	55.7%	249	52.9%	239	45.6%	202	<0.001***	0.001**	0.015*
	The same chance/A higher chance/A much higher chance	38.3%	175	44.3%	198	47.1%	213	54.4%	241			
	<i>Don't Know</i>	-	22	-	34	-	19	-	35			
	<i>Decline to Answer</i>	-	1	-	1	-	3	-	0			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	80.3%	366	75.5%	339	76.2%	342	69.8%	308	>0.999	0.971	0.983
	A higher chance/A much higher chance	19.7%	90	24.5%	110	23.8%	107	30.2%	133			
	<i>Don't Know</i>	-	23	-	31	-	22	-	37	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	3	-	0	-	-	-
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	85.5%	390	83.1%	369	79.9%	361	83.3%	354	0.820	0.471	0.096
	A higher chance/A much higher chance	14.5%	66	16.9%	75	20.1%	91	16.7%	71			
	<i>Don't Know</i>	-	23	-	36	-	19	-	52	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	3	-	1	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	80.1%	366	75.9%	340	76.2%	343	71.7%	317	0.998	0.922	0.937
	A higher chance/A much higher chance	19.9%	91	24.1%	108	23.8%	107	28.3%	125			
	<i>Don't Know</i>	-	22	-	31	-	20	-	35	-	-	-
	<i>Decline to Answer</i>	-	1	-	3	-	4	-	1	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	86.5%	391	81.8%	360	82.5%	364	79.7%	338	0.996	0.783	0.856
	A higher chance/A much higher chance	13.5%	61	18.2%	80	17.5%	77	20.3%	86			
	<i>Don't Know</i>	-	27	-	41	-	30	-	54	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	3	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

b. Never tobacco users - older than 24 years of age

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	59.7%	262	55.2%	228	59.5%	263	40.8%	171	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	40.3%	177	44.8%	185	40.5%	179	59.2%	248			
	<i>Don't Know</i>	-	38	-	59	-	44	-	78			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	2			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	58.7%	256	55.3%	228	61.4%	266	43.9%	189	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	41.3%	180	44.7%	184	38.6%	167	56.1%	242			
	<i>Don't Know</i>	-	39	-	60	-	53	-	68			
	<i>Decline to Answer</i>	-	3	-	1	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	59.1%	262	56.7%	237	60.4%	270	41.7%	183	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	40.9%	181	43.3%	181	39.6%	177	58.3%	256			
	<i>Don't Know</i>	-	32	-	55	-	39	-	59			
	<i>Decline to Answer</i>	-	3	-	0	-	0	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	53.1%	233	44.2%	189	49.3%	217	30.1%	132	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	46.9%	206	55.8%	239	50.7%	223	69.9%	306			
	<i>Don't Know</i>	-	36	-	45	-	45	-	61			
	<i>Decline to Answer</i>	-	3	-	0	-	1	-	0			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	73.1%	316	67.3%	284	70.8%	311	64.9%	289	0.995	0.768	0.970
	A higher chance/A much higher chance	26.9%	116	32.7%	138	29.2%	128	35.1%	156			
	<i>Don't Know</i>	-	44	-	50	-	47	-	52	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	2	-	-	-
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	84.5%	377	80.0%	332	84.3%	364	76.4%	327	0.999	0.897	0.998
	A higher chance/A much higher chance	15.5%	69	20.0%	83	15.7%	68	23.6%	101			
	<i>Don't Know</i>	-	30	-	58	-	54	-	70	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	1	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	76.2%	336	67.4%	287	69.9%	311	63.8%	282	>0.999	0.866	0.973
	A higher chance/A much higher chance	23.8%	105	32.6%	139	30.1%	134	36.2%	160			
	<i>Don't Know</i>	-	34	-	46	-	40	-	57	-	-	-
	<i>Decline to Answer</i>	-	3	-	1	-	1	-	0	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	82.7%	359	81.7%	334	83.2%	352	78.0%	334	0.958	0.904	0.972
	A higher chance/A much higher chance	17.3%	75	18.3%	75	16.8%	71	22.0%	94			
	<i>Don't Know</i>	-	42	-	63	-	62	-	68	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	3	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

c. Former cigarette smokers - legal age and older

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	68.8%	322	60.0%	272	61.3%	274	49.4%	218	<0.001***	0.001*	<0.001**
	The same chance/A higher chance/A much higher chance	31.2%	146	40.0%	181	38.7%	173	50.6%	223			
	<i>Don't Know</i>	-	23	-	32	-	37	-	38			
	<i>Decline to Answer</i>	-	0	-	1	-	2	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	69.2%	322	58.0%	262	58.4%	264	53.6%	236	<0.001***	0.097	0.076
	The same chance/A higher chance/A much higher chance	30.8%	143	42.0%	190	41.6%	188	46.4%	204			
	<i>Don't Know</i>	-	25	-	33	-	32	-	39			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	70.5%	332	59.7%	271	60.0%	274	48.4%	215	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	29.5%	139	40.3%	183	40.0%	183	51.6%	229			
	<i>Don't Know</i>	-	19	-	31	-	27	-	34			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	60.0%	284	47.1%	215	41.8%	191	38.1%	168	<0.001***	0.003**	0.129
	The same chance/A higher chance/A much higher chance	40.0%	189	52.9%	241	58.2%	266	61.9%	273			
	<i>Don't Know</i>	-	18	-	30	-	28	-	37			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	75.4%	353	66.2%	302	65.1%	296	61.1%	269	>0.999	0.943	0.888
	A higher chance/A much higher chance	24.6%	115	33.8%	154	34.9%	159	38.9%	171			
	<i>Don't Know</i>	-	23	-	30	-	30	-	38			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1			
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	85.4%	397	83.4%	377	82.3%	371	78.9%	348	0.994	0.957	0.897
	A higher chance/A much higher chance	14.6%	68	16.6%	75	17.7%	80	21.1%	93			
	<i>Don't Know</i>	-	25	-	33	-	34	-	36			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	2			
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	74.1%	347	67.2%	308	68.1%	312	62.2%	275	>0.999	0.943	0.969
	A higher chance/A much higher chance	25.9%	121	32.8%	150	31.9%	146	37.8%	167			
	<i>Don't Know</i>	-	23	-	27	-	27	-	36			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	1			
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	87.0%	407	80.8%	358	81.5%	357	80.7%	343	0.994	0.516	0.618
	A higher chance/A much higher chance	13.0%	61	19.2%	85	18.5%	81	19.3%	82			
	<i>Don't Know</i>	-	23	-	43	-	45	-	53			
	<i>Decline to Answer</i>	-	0	-	0	-	3	-	1			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.												
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison.												
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

d. Current cigarette smokers - legal age to 24 years

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	68.5%	296	53.8%	235	63.6%	276	50.2%	221	<0.001***	0.146	<0.001**
	The same chance/A higher chance/A much higher chance	31.5%	136	46.2%	202	36.4%	158	49.8%	219			
	<i>Don't Know</i>	-	21	-	18	-	20	-	21			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	1			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	65.5%	279	54.4%	234	63.7%	269	48.9%	205	<0.001***	0.055	<0.001**
	The same chance/A higher chance/A much higher chance	34.5%	147	45.6%	196	36.3%	153	51.1%	214			
	<i>Don't Know</i>	-	26	-	25	-	31	-	37			
	<i>Decline to Answer</i>	-	2	-	2	-	2	-	6			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	67.0%	295	58.7%	260	65.7%	286	56.1%	247	<0.001***	0.221	0.002**
	The same chance/A higher chance/A much higher chance	33.0%	145	41.3%	183	34.3%	149	43.9%	193			
	<i>Don't Know</i>	-	14	-	10	-	19	-	20			
	<i>Decline to Answer</i>	-	0	-	4	-	1	-	2			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	62.3%	273	48.4%	214	56.0%	246	42.5%	189	<0.001***	0.038*	<0.001**
	The same chance/A higher chance/A much higher chance	37.7%	165	51.6%	228	44.0%	193	57.5%	256			
	<i>Don't Know</i>	-	16	-	13	-	16	-	15			
	<i>Decline to Answer</i>	-	0	-	2	-	0	-	2			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	77.4%	336	72.7%	320	75.2%	334	67.0%	295	>0.999	0.967	0.996
	A higher chance/A much higher chance	22.6%	98	27.3%	120	24.8%	110	33.0%	145			
	<i>Don't Know</i>	-	20	-	15	-	11	-	19			
	<i>Decline to Answer</i>	-	0	-	2	-	0	-	3			
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	83.7%	369	78.7%	344	79.4%	344	77.4%	335	0.990	0.685	0.771
	A higher chance/A much higher chance	16.3%	72	21.3%	93	20.6%	89	22.6%	98			
	<i>Don't Know</i>	-	13	-	19	-	22	-	24			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	5			
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	82.0%	360	67.9%	300	76.3%	335	69.7%	304	>0.999	0.277	0.986
	A higher chance/A much higher chance	18.0%	79	32.1%	142	23.7%	104	30.3%	132			
	<i>Don't Know</i>	-	15	-	12	-	15	-	23			
	<i>Decline to Answer</i>	-	0	-	3	-	1	-	3			
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	84.3%	366	81.0%	350	83.5%	359	79.4%	342	0.971	0.731	0.941
	A higher chance/A much higher chance	15.7%	68	19.0%	82	16.5%	71	20.6%	89			
	<i>Don't Know</i>	-	19	-	22	-	25	-	29			
	<i>Decline to Answer</i>	-	1	-	3	-	0	-	2			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.												
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison.												
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

e. Current cigarette smokers - older than 24 years of age

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	67.0%	302	59.3%	264	57.3%	263	46.1%	217	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	33.0%	149	40.7%	181	42.7%	196	53.9%	254			
	<i>Don't Know</i>	-	31	-	35	-	20	-	28			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	66.8%	302	57.8%	260	58.3%	267	48.1%	224	<0.001***	0.002*	0.001**
	The same chance/A higher chance/A much higher chance	33.2%	150	42.2%	190	41.7%	191	51.9%	242			
	<i>Don't Know</i>	-	29	-	29	-	20	-	32			
	<i>Decline to Answer</i>	-	2	-	1	-	2	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	63.9%	287	57.0%	256	58.3%	270	44.4%	211	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	36.1%	162	43.0%	193	41.7%	193	55.6%	264			
	<i>Don't Know</i>	-	32	-	31	-	15	-	24			
	<i>Decline to Answer</i>	-	2	-	0	-	2	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	58.4%	263	49.0%	222	49.4%	228	33.3%	159	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	41.6%	187	51.0%	231	50.6%	234	66.7%	318			
	<i>Don't Know</i>	-	31	-	27	-	16	-	18			
	<i>Decline to Answer</i>	-	2	-	0	-	2	-	4			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	77.1%	351	69.0%	310	67.8%	314	65.0%	307	>0.999	0.902	0.816
	A higher chance/A much higher chance	22.9%	104	31.0%	139	32.2%	149	35.0%	165			
	<i>Don't Know</i>	-	27	-	29	-	15	-	25	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	2	-	2	-	-	-
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	86.0%	386	79.6%	356	82.3%	373	79.9%	370	0.992	0.459	0.826
	A higher chance/A much higher chance	14.0%	63	20.4%	91	17.7%	80	20.1%	93			
	<i>Don't Know</i>	-	33	-	33	-	26	-	35	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	1	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	76.3%	348	67.5%	306	68.0%	313	63.0%	298	>0.999	0.927	0.947
	A higher chance/A much higher chance	23.7%	108	32.5%	147	32.0%	147	37.0%	175			
	<i>Don't Know</i>	-	25	-	27	-	18	-	24	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	2	-	2	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	87.5%	392	77.6%	343	77.5%	348	78.9%	366	>0.999	0.321	0.308
	A higher chance/A much higher chance	12.5%	56	22.4%	99	22.5%	101	21.1%	98			
	<i>Don't Know</i>	-	33	-	36	-	30	-	34	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	1	-	1	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

f. Current smokeless tobacco users - legal age and older

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	71.1%	170	69.1%	163	63.6%	147	57.8%	134	0.001***	0.006**	0.098
	The same chance/A higher chance/A much higher chance	28.9%	69	30.9%	73	36.4%	84	42.2%	98			
	<i>Don't Know</i>	-	6	-	7	-	10	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	66.8%	157	72.3%	167	63.2%	144	53.2%	124	0.001**	<0.001***	0.015*
	The same chance/A higher chance/A much higher chance	33.2%	78	27.7%	64	36.8%	84	46.8%	109			
	<i>Don't Know</i>	-	9	-	12	-	13	-	8			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	69.2%	166	74.3%	176	66.5%	153	57.4%	135	0.004**	<0.001***	0.022*
	The same chance/A higher chance/A much higher chance	30.8%	74	25.7%	61	33.5%	77	42.6%	100			
	<i>Don't Know</i>	-	5	-	6	-	11	-	6			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	68.5%	161	61.7%	145	59.7%	138	50.9%	119	<0.001***	0.009**	0.027*
	The same chance/A higher chance/A much higher chance	31.5%	74	38.3%	90	40.3%	93	49.1%	115			
	<i>Don't Know</i>	-	10	-	8	-	10	-	7			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

		Control vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	79.7%	189	74.9%	176	76.4%	178	74.4%	174	0.918	0.553	0.695
	A higher chance/A much higher chance	20.3%	48	25.1%	59	23.6%	55	25.6%	60			
	<i>Don't Know</i>	-	8	-	8	-	8	-	7	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	86.5%	205	84.4%	200	85.2%	196	81.6%	191	0.926	0.788	0.851
	A higher chance/A much higher chance	13.5%	32	15.6%	37	14.8%	34	18.4%	43			
	<i>Don't Know</i>	-	8	-	6	-	11	-	7	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	81.1%	193	75.7%	178	75.7%	174	72.6%	170	0.985	0.778	0.770
	A higher chance/A much higher chance	18.9%	45	24.3%	57	24.3%	56	27.4%	64			
	<i>Don't Know</i>	-	7	-	8	-	10	-	7	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	86.0%	202	84.6%	198	83.0%	190	85.6%	202	0.545	0.383	0.218
	A higher chance/A much higher chance	14.0%	33	15.4%	36	17.0%	39	14.4%	34			
	<i>Don't Know</i>	-	10	-	8	-	12	-	5	-	-	-
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

13.4.3.5 Hypothesis 3.3: The Test Groups Will Perceive the Relative Risk of Each Health Condition as Equal or Higher than the Control Group when Comparing Daily Use of *General* Snus vs. Never Having Used Any TNPs – All Study Cohorts

Post viewing the *General* Snus video claims, the perceptions of relative risk of health conditions to a person who uses *General* Snus daily vs. never used any TNPs was assessed between the test vs. control groups for all six cohorts (Tables 25a - 25f). Across cohorts except for smokeless tobacco, the majority of comparisons between the three test vs. control groups for each health condition showed that there were significantly lower proportions of respondents who perceived that a person using *General* Snus daily vs. never used any TNP had the same/a higher/a much higher chance of relative risk of each health condition compared with the control group. The cohort of smokeless tobacco users showed the least rejection of the hypothesis (3/24 test vs. control group comparisons). However, due to the lack of ability to recruit a full sample cohort, the smokeless tobacco users group was not statistically powered for the purpose of rejecting the null hypothesis.

For hypothesis 3.3, overall results were inconclusive in demonstrating that test groups perceived the relative risk of each health condition as equal or higher than the control group when comparing daily use of *General* Snus vs. never used any TNPs. However, all respondents across test and control groups perceived *General* Snus to pose a higher risk for each health condition than never having used any TNPs.

Table 25: Hypothesis 3.3 Perceptions of Relative Risk of Health Conditions to A Person Who Uses *General Snus* Daily vs. Never Having Used Any TNP by Test vs. Control

a. Never tobacco users - legal age to 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	22.5%	101	19.9%	87	14.6%	65	13.1%	56	<0.001***	0.004**	0.258
	The same chance/A higher chance/A much higher chance	77.5%	347	80.1%	351	85.4%	380	86.9%	372			
	<i>Don't Know</i>	-	31	-	42	-	27	-	50			
	<i>Decline to Answer</i>	-	1	-	2	-	2	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	23.9%	105	19.3%	80	15.5%	68	13.1%	54	<0.001***	0.008**	0.157
	The same chance/A higher chance/A much higher chance	76.1%	335	80.7%	335	84.5%	371	86.9%	359			
	<i>Don't Know</i>	-	38	-	65	-	33	-	64			
	<i>Decline to Answer</i>	-	2	-	2	-	2	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	23.2%	105	18.3%	82	14.7%	67	14.8%	64	0.001***	0.080	0.515
	The same chance/A higher chance/A much higher chance	76.8%	348	81.7%	365	85.3%	388	85.2%	368			
	<i>Don't Know</i>	-	25	-	33	-	17	-	46			
	<i>Decline to Answer</i>	-	2	-	2	-	2	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	18.7%	86	15.8%	71	11.1%	51	10.1%	45	<0.001***	0.005**	0.301
	The same chance/A higher chance/A much higher chance	81.3%	375	84.2%	378	88.9%	407	89.9%	402			
	<i>Don't Know</i>	-	18	-	31	-	15	-	31			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.1%	96	15.5%	70	10.0%	46	8.8%	39	<0.001***	0.001**	0.259
	The same chance/A higher chance/A much higher chance	78.9%	359	84.5%	381	90.0%	413	91.2%	406			
	<i>Don't Know</i>	-	24	-	29	-	13	-	33			
	<i>Decline to Answer</i>	-	1	-	2	-	2	-	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	22.5%	103	20.1%	89	15.2%	69	12.7%	54	<0.001***	0.002**	0.144
	The same chance/A higher chance/A much higher chance	77.5%	355	79.9%	353	84.8%	385	87.3%	371			
	<i>Don't Know</i>	-	22	-	39	-	18	-	53			
	<i>Decline to Answer</i>	-	0	-	1	-	2	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	20.7%	95	17.0%	77	11.0%	50	8.7%	39	<0.001***	<0.001**	0.118
	The same chance/A higher chance/A much higher chance	79.3%	365	83.0%	376	89.0%	403	91.3%	410			
	<i>Don't Know</i>	-	19	-	28	-	17	-	29			
	<i>Decline to Answer</i>	-	1	-	1	-	4	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	23.6%	106	18.0%	79	14.7%	66	13.6%	58	<0.001***	0.036	0.318
	The same chance/A higher chance/A much higher chance	76.4%	344	82.0%	359	85.3%	383	86.4%	369			
	<i>Don't Know</i>	-	28	-	42	-	23	-	51			
	<i>Decline to Answer</i>	-	2	-	2	-	2	-	0			

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

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

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

b. Never tobacco users - older than 24 years of age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	28.7%	124	24.1%	96	27.8%	123	16.8%	71	<0.001***	0.005*	<0.001**
	The same chance/A higher chance/A much higher chance	71.3%	308	75.9%	302	72.2%	319	83.2%	352			
	<i>Don't Know</i>	-	46	-	75	-	44	-	76			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	27.8%	119	25.1%	101	28.7%	123	19.2%	83	0.001**	0.019*	<0.001***
	The same chance/A higher chance/A much higher chance	72.2%	309	74.9%	301	71.3%	305	80.8%	350			
	<i>Don't Know</i>	-	49	-	70	-	58	-	65			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	30.6%	133	24.7%	100	27.4%	121	18.5%	80	<0.001***	0.014*	0.001**
	The same chance/A higher chance/A much higher chance	69.4%	301	75.3%	305	72.6%	321	81.5%	353			
	<i>Don't Know</i>	-	42	-	68	-	44	-	66			
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	23.6%	103	20.5%	87	18.2%	82	12.8%	57	<0.001***	0.001**	0.012*
	The same chance/A higher chance/A much higher chance	76.4%	334	79.5%	338	81.8%	368	87.2%	390			
	<i>Don't Know</i>	-	39	-	48	-	35	-	51			
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	1			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.3%	92	16.0%	69	15.9%	71	10.0%	45	<0.001***	0.004**	0.004*
	The same chance/A higher chance/A much higher chance	78.7%	339	84.0%	363	84.1%	375	90.0%	406			
	<i>Don't Know</i>	-	46	-	41	-	40	-	46			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	2			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	27.5%	120	22.4%	92	23.8%	104	15.2%	66	<0.001***	0.004*	0.001**
	The same chance/A higher chance/A much higher chance	72.5%	317	77.6%	319	76.2%	333	84.8%	367			
	<i>Don't Know</i>	-	37	-	62	-	49	-	64			
	<i>Decline to Answer</i>	-	4	-	0	-	0	-	2			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	19.6%	86	15.8%	68	17.2%	77	10.6%	48	<0.001***	0.012*	0.002**
	The same chance/A higher chance/A much higher chance	80.4%	353	84.2%	362	82.8%	370	89.4%	403			
	<i>Don't Know</i>	-	37	-	43	-	39	-	48			
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	24.7%	106	22.8%	93	23.4%	101	16.3%	71	0.001***	0.009*	0.004**
	The same chance/A higher chance/A much higher chance	75.3%	323	77.2%	315	76.6%	330	83.7%	364			
	<i>Don't Know</i>	-	47	-	63	-	54	-	63			
	<i>Decline to Answer</i>	-	2	-	2	-	1	-	1			

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

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

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

c. Former cigarette smokers - legal age and older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	30.3%	138	28.1%	124	27.6%	121	21.2%	92	0.001***	0.009**	0.014*
	The same chance/A higher chance/A much higher chance	69.7%	318	71.9%	317	72.4%	317	78.8%	342			
	<i>Don't Know</i>	-	35	-	45	-	47	-	45			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	29.8%	137	27.3%	120	24.9%	109	20.9%	90	0.001***	0.014**	0.080
	The same chance/A higher chance/A much higher chance	70.2%	322	72.7%	320	75.1%	329	79.1%	341			
	<i>Don't Know</i>	-	32	-	46	-	47	-	48			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	29.4%	135	32.0%	140	25.8%	116	18.2%	79	<0.001***	<0.001**	0.003*
	The same chance/A higher chance/A much higher chance	70.6%	324	68.0%	298	74.2%	333	81.8%	356			
	<i>Don't Know</i>	-	32	-	48	-	36	-	44			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	20.9%	99	16.3%	74	15.0%	68	10.3%	46	<0.001***	0.004**	0.017*
	The same chance/A higher chance/A much higher chance	79.1%	375	83.7%	380	85.0%	384	89.7%	400			
	<i>Don't Know</i>	-	17	-	32	-	33	-	33			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	19.9%	94	15.2%	70	11.2%	51	10.0%	45	<0.001***	0.009**	0.277
	The same chance/A higher chance/A much higher chance	80.1%	379	84.8%	391	88.8%	404	90.0%	405			
	<i>Don't Know</i>	-	18	-	24	-	30	-	29			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	26.1%	121	20.7%	93	19.8%	89	14.8%	65	<0.001***	0.011**	0.025*
	The same chance/A higher chance/A much higher chance	73.9%	342	79.3%	356	80.2%	360	85.2%	373			
	<i>Don't Know</i>	-	28	-	37	-	35	-	41			
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	22.4%	106	14.3%	66	10.0%	46	9.6%	43	<0.001***	0.014**	0.407
	The same chance/A higher chance/A much higher chance	77.6%	367	85.7%	395	90.0%	412	90.4%	406			
	<i>Don't Know</i>	-	18	-	25	-	27	-	30			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	25.9%	118	22.1%	98	22.2%	97	15.4%	67	<0.001***	0.006*	0.005**
	The same chance/A higher chance/A much higher chance	74.1%	338	77.9%	346	77.8%	340	84.6%	367			
	<i>Don't Know</i>	-	35	-	42	-	48	-	45			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			

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

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

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

d. Current cigarette smokers - legal age to 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	28.1%	121	25.8%	111	25.3%	110	22.6%	99	0.032	0.139	0.176
	The same chance/A higher chance/A much higher chance	71.9%	310	74.2%	320	74.7%	325	77.4%	339			
	<i>Don't Know</i>	-	23	-	23	-	19	-	22			
	<i>Decline to Answer</i>	-	0	-	3	-	1	-	2			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	27.9%	119	29.6%	127	28.1%	121	21.7%	92	0.019*	0.004***	0.016**
	The same chance/A higher chance/A much higher chance	72.1%	308	70.4%	302	71.9%	310	78.3%	331			
	<i>Don't Know</i>	-	26	-	26	-	23	-	36			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	3			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	28.8%	126	27.6%	121	26.8%	117	24.0%	105	0.051	0.108	0.166
	The same chance/A higher chance/A much higher chance	71.2%	311	72.4%	317	73.2%	319	76.0%	333			
	<i>Don't Know</i>	-	17	-	16	-	19	-	23			
	<i>Decline to Answer</i>	-	0	-	3	-	0	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	22.7%	99	21.2%	94	20.7%	91	14.4%	64	0.001***	0.004**	0.007*
	The same chance/A higher chance/A much higher chance	77.3%	338	78.8%	349	79.3%	348	85.6%	380			
	<i>Don't Know</i>	-	16	-	13	-	16	-	15			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	3			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.3%	93	18.7%	82	18.4%	81	14.7%	65	0.005***	0.055	0.070
	The same chance/A higher chance/A much higher chance	78.7%	344	81.3%	357	81.6%	360	85.3%	378			
	<i>Don't Know</i>	-	17	-	15	-	14	-	17			
	<i>Decline to Answer</i>	-	0	-	3	-	0	-	2			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	25.2%	110	24.0%	104	21.1%	92	15.0%	65	<0.001***	<0.001**	0.009*
	The same chance/A higher chance/A much higher chance	74.8%	326	76.0%	330	78.9%	343	85.0%	369			
	<i>Don't Know</i>	-	17	-	21	-	20	-	25			
	<i>Decline to Answer</i>	-	1	-	2	-	0	-	3			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	22.8%	101	22.3%	99	18.9%	83	16.4%	73	0.008***	0.012**	0.157
	The same chance/A higher chance/A much higher chance	77.2%	342	77.7%	344	81.1%	355	83.6%	373			
	<i>Don't Know</i>	-	10	-	13	-	17	-	14			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	2			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	25.5%	111	26.4%	115	19.1%	83	17.4%	76	0.002**	0.001***	0.254
	The same chance/A higher chance/A much higher chance	74.5%	325	73.6%	320	80.9%	352	82.6%	362			
	<i>Don't Know</i>	-	18	-	20	-	20	-	22			
	<i>Decline to Answer</i>	-	0	-	2	-	0	-	2			

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

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

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

e. Current cigarette smokers - older than 24 years of age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	40.7%	181	34.7%	152	38.1%	172	28.5%	134	<0.001***	0.021*	0.001**
	The same chance/A higher chance/A much higher chance	59.3%	264	65.3%	286	61.9%	280	71.5%	337			
	<i>Don't Know</i>	-	37	-	41	-	26	-	28			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	42.6%	186	35.1%	153	35.3%	159	29.2%	135	<0.001***	0.030	0.026
	The same chance/A higher chance/A much higher chance	57.4%	251	64.9%	283	64.7%	292	70.8%	327			
	<i>Don't Know</i>	-	44	-	44	-	27	-	37			
	<i>Decline to Answer</i>	-	2	-	0	-	2	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	40.4%	179	34.3%	150	36.6%	167	28.1%	133	<0.001***	0.021*	0.003**
	The same chance/A higher chance/A much higher chance	59.6%	264	65.7%	287	63.4%	289	71.9%	341			
	<i>Don't Know</i>	-	38	-	43	-	23	-	25			
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	31.9%	142	22.8%	103	25.0%	114	17.5%	84	<0.001***	0.020*	0.002**
	The same chance/A higher chance/A much higher chance	68.1%	303	77.2%	348	75.0%	342	82.5%	397			
	<i>Don't Know</i>	-	37	-	29	-	22	-	17			
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	1			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	28.7%	128	20.2%	91	22.9%	104	14.0%	67	<0.001***	0.006*	<0.001**
	The same chance/A higher chance/A much higher chance	71.3%	318	79.8%	359	77.1%	351	86.0%	410			
	<i>Don't Know</i>	-	33	-	30	-	23	-	22			
	<i>Decline to Answer</i>	-	4	-	0	-	2	-	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	36.5%	160	29.9%	133	32.7%	147	23.0%	107	<0.001***	0.009*	<0.001**
	The same chance/A higher chance/A much higher chance	63.5%	278	70.1%	312	67.3%	302	77.0%	359			
	<i>Don't Know</i>	-	43	-	34	-	29	-	33			
	<i>Decline to Answer</i>	-	2	-	1	-	2	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	29.8%	134	24.2%	110	23.2%	106	14.0%	67	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	70.2%	315	75.8%	345	76.8%	351	86.0%	413			
	<i>Don't Know</i>	-	33	-	25	-	22	-	18			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	1			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	39.0%	173	30.9%	136	28.4%	126	24.6%	114	<0.001***	0.017**	0.096
	The same chance/A higher chance/A much higher chance	61.0%	271	69.1%	304	71.6%	317	75.4%	349			
	<i>Don't Know</i>	-	37	-	40	-	36	-	35			
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	1			

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

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

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

f. Current smokeless tobacco users - legal age and older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	33.2%	78	26.2%	61	26.7%	62	26.1%	61	0.046	0.489	0.436
	The same chance/A higher chance/A much higher chance	66.8%	157	73.8%	172	73.3%	170	73.9%	173			
	<i>Don't Know</i>	-	10	-	9	-	9	-	7			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	31.5%	73	30.3%	70	28.4%	64	25.0%	58	0.061	0.101	0.203
	The same chance/A higher chance/A much higher chance	68.5%	159	69.7%	161	71.6%	161	75.0%	174			
	<i>Don't Know</i>	-	13	-	12	-	15	-	9			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	34.3%	82	29.3%	68	28.3%	65	26.2%	61	0.027	0.225	0.308
	The same chance/A higher chance/A much higher chance	65.7%	157	70.7%	164	71.7%	165	73.8%	172			
	<i>Don't Know</i>	-	6	-	11	-	11	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	22.6%	54	20.4%	48	17.2%	40	18.1%	42	0.113	0.262	0.596
	The same chance/A higher chance/A much higher chance	77.4%	185	79.6%	187	82.8%	192	81.9%	190			
	<i>Don't Know</i>	-	6	-	8	-	9	-	9			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.2%	51	20.1%	47	15.0%	35	13.7%	32	0.017***	0.034	0.353
	The same chance/A higher chance/A much higher chance	78.8%	190	79.9%	187	85.0%	199	86.3%	201			
	<i>Don't Know</i>	-	4	-	9	-	7	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	30.0%	71	25.1%	58	24.3%	56	20.3%	48	0.008***	0.109	0.149
	The same chance/A higher chance/A much higher chance	70.0%	166	74.9%	173	75.7%	174	79.7%	188			
	<i>Don't Know</i>	-	8	-	12	-	11	-	5			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	20.4%	49	20.2%	48	17.7%	41	14.7%	35	0.050	0.058	0.191
	The same chance/A higher chance/A much higher chance	79.6%	191	79.8%	190	82.3%	191	85.3%	203			
	<i>Don't Know</i>	-	5	-	5	-	9	-	3			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	30.0%	71	22.2%	52	26.5%	61	19.8%	46	0.006***	0.263	0.044
	The same chance/A higher chance/A much higher chance	70.0%	166	77.8%	182	73.5%	169	80.2%	186			
	<i>Don't Know</i>	-	8	-	9	-	11	-	9			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

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

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

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

13.4.3.6 Hypothesis 3.4: The Test Groups Will Perceive the Relative Risk of Each Health Condition as Equal or Higher than the Control Group when Comparing the Act of Quitting All TNP Use Except For *General* Snus vs. the Act of Quitting All TNP Use – All Responders

Post viewing the *General* Snus video claims, the perceptions of relative risk of health conditions to a person who quits all TNP use except for *General* Snus vs. quitting all TNP use was assessed between the test vs. control groups for all six cohorts (Tables 26a – 26f). Significantly lower proportions of respondents in the three test groups in all cohorts perceived the same/a higher/a much higher chance of relative risk of each health condition compared with the control group except for smokeless tobacco users. A comparable proportion of respondents in this latter cohort perceived that a person quitting all TNP use except for *General* Snus vs. quitting all TNP use had the same/a higher/a much higher chance of relative risk of each health condition compared with the control group. Although the smokeless tobacco users group was not statistically powered for the purpose of rejecting the null hypothesis, the cohort of smokeless tobacco users showed 100% support of the hypothesis.

The results failed to demonstrate (except among the smokeless tobacco cohort) that the three test groups perceived that the relative risk of each health condition was equal or higher than the control group when comparing quit all TNP use except for *General* Snus vs. quitting all TNP use. However, all respondents across the test or control groups perceived quitting all TNP use except for *General* Snus to pose a higher risk for each health condition than quitting all TNP use.

Table 26: Hypothesis 3.4. Perceptions of Relative Risk of Health Conditions to A Person Who Quits all TNP Use Except for *General Snus* vs. Quitting all TNP Use by Test vs. Control

a. Never tobacco users - legal age to 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	24.5%	113	19.1%	85	17.5%	79	16.3%	72	0.001***	0.136	0.323
	The same chance/A higher chance/A much higher chance	75.5%	349	80.9%	359	82.5%	373	83.7%	369			
	<i>Don't Know</i>	-	17	-	35	-	20	-	37			
	<i>Decline to Answer</i>	-	1	-	3	-	2	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	25.5%	114	20.9%	90	17.3%	75	15.0%	62	<0.001***	0.012**	0.181
	The same chance/A higher chance/A much higher chance	74.5%	333	79.1%	340	82.7%	359	85.0%	352			
	<i>Don't Know</i>	-	32	-	50	-	37	-	64			
	<i>Decline to Answer</i>	-	1	-	2	-	3	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	24.9%	114	21.0%	95	17.0%	77	16.7%	74	0.001***	0.051	0.447
	The same chance/A higher chance/A much higher chance	75.1%	343	79.0%	358	83.0%	375	83.3%	369			
	<i>Don't Know</i>	-	21	-	26	-	20	-	34			
	<i>Decline to Answer</i>	-	2	-	3	-	2	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	19.7%	92	13.7%	62	13.0%	59	8.4%	38	<0.001***	0.006**	0.014*
	The same chance/A higher chance/A much higher chance	80.3%	374	86.3%	391	87.0%	396	91.6%	412			
	<i>Don't Know</i>	-	13	-	28	-	17	-	28			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.1%	98	14.9%	68	13.7%	62	8.9%	40	<0.001***	0.002**	0.011*
	The same chance/A higher chance/A much higher chance	78.9%	366	85.1%	387	86.3%	389	91.1%	410			
	<i>Don't Know</i>	-	15	-	24	-	19	-	26			
	<i>Decline to Answer</i>	-	1	-	3	-	4	-	2			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	24.1%	111	17.2%	77	15.2%	69	14.6%	63	<0.001***	0.146	0.393
	The same chance/A higher chance/A much higher chance	75.9%	350	82.8%	371	84.8%	384	85.4%	369			
	<i>Don't Know</i>	-	18	-	30	-	20	-	45			
	<i>Decline to Answer</i>	-	1	-	4	-	1	-	1			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	21.2%	99	16.2%	74	13.9%	64	9.8%	44	<0.001***	0.002**	0.027*
	The same chance/A higher chance/A much higher chance	78.8%	367	83.8%	384	86.1%	396	90.2%	406			
	<i>Don't Know</i>	-	13	-	22	-	13	-	25			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	3			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	24.6%	112	18.9%	84	17.4%	78	13.2%	58	<0.001***	0.011**	0.044*
	The same chance/A higher chance/A much higher chance	75.4%	344	81.1%	361	82.6%	371	86.8%	380			
	<i>Don't Know</i>	-	22	-	36	-	22	-	40			
	<i>Decline to Answer</i>	-	2	-	1	-	3	-	0			

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

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

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

b. Never tobacco users - older than 24 years of age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	30.7%	134	28.2%	118	22.9%	101	15.7%	69	<0.001***	<0.001**	0.004*
	The same chance/A higher chance/A much higher chance	69.3%	302	71.8%	301	77.1%	341	84.3%	370			
	<i>Don't Know</i>	-	40	-	53	-	43	-	59			
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	1			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	28.9%	127	24.6%	105	24.9%	110	16.5%	73	<0.001***	0.001**	0.001*
	The same chance/A higher chance/A much higher chance	71.1%	313	75.4%	321	75.1%	332	83.5%	370			
	<i>Don't Know</i>	-	37	-	43	-	44	-	55			
	<i>Decline to Answer</i>	-	1	-	4	-	0	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	29.1%	129	25.0%	105	23.3%	103	16.4%	72	<0.001***	0.001**	0.005*
	The same chance/A higher chance/A much higher chance	70.9%	314	75.0%	315	76.7%	339	83.6%	368			
	<i>Don't Know</i>	-	33	-	50	-	43	-	58			
	<i>Decline to Answer</i>	-	2	-	3	-	1	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	22.7%	99	17.9%	78	17.3%	78	10.5%	48	<0.001***	0.001**	0.002*
	The same chance/A higher chance/A much higher chance	77.3%	337	82.1%	357	82.7%	373	89.5%	407			
	<i>Don't Know</i>	-	40	-	37	-	35	-	44			
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	22.9%	102	17.3%	76	15.4%	70	10.2%	47	<0.001***	0.001**	0.009*
	The same chance/A higher chance/A much higher chance	77.1%	343	82.7%	363	84.6%	384	89.8%	413			
	<i>Don't Know</i>	-	31	-	33	-	32	-	38			
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	25.6%	111	20.8%	89	20.1%	89	14.2%	64	<0.001***	0.005**	0.010*
	The same chance/A higher chance/A much higher chance	74.4%	322	79.2%	338	79.9%	354	85.8%	386			
	<i>Don't Know</i>	-	43	-	45	-	42	-	48			
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	1			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	24.4%	109	16.6%	73	15.0%	68	9.6%	44	<0.001***	0.001**	0.006*
	The same chance/A higher chance/A much higher chance	75.6%	337	83.4%	366	85.0%	386	90.4%	416			
	<i>Don't Know</i>	-	30	-	32	-	32	-	37			
	<i>Decline to Answer</i>	-	2	-	2	-	0	-	2			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	26.8%	117	22.4%	94	22.1%	97	13.5%	59	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	73.2%	320	77.6%	326	77.9%	341	86.5%	379			
	<i>Don't Know</i>	-	39	-	51	-	48	-	61			
	<i>Decline to Answer</i>	-	2	-	2	-	0	-	0			

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

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

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

c. Former cigarette smokers - legal age and older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	28.2%	131	22.9%	102	22.2%	100	16.0%	71	<0.001***	0.005**	0.010*
	The same chance/A higher chance/A much higher chance	71.8%	334	77.1%	344	77.8%	351	84.0%	372			
	<i>Don't Know</i>	-	26	-	40	-	34	-	36			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	27.6%	129	23.7%	106	22.4%	102	16.5%	73	<0.001***	0.004**	0.013*
	The same chance/A higher chance/A much higher chance	72.4%	339	76.3%	341	77.6%	354	83.5%	369			
	<i>Don't Know</i>	-	23	-	39	-	29	-	37			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	28.9%	136	22.4%	100	23.0%	104	16.7%	75	<0.001***	0.017*	0.010**
	The same chance/A higher chance/A much higher chance	71.1%	334	77.6%	347	77.0%	349	83.3%	373			
	<i>Don't Know</i>	-	21	-	39	-	30	-	30			
	<i>Decline to Answer</i>	-	0	-	0	-	3	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	20.9%	99	14.1%	63	14.0%	64	11.4%	51	<0.001***	0.119	0.121
	The same chance/A higher chance/A much higher chance	79.1%	374	85.9%	385	86.0%	392	88.6%	395			
	<i>Don't Know</i>	-	18	-	37	-	29	-	33			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	20.6%	98	13.7%	64	13.3%	62	8.0%	36	<0.001***	0.003**	0.005*
	The same chance/A higher chance/A much higher chance	79.4%	378	86.3%	402	86.7%	405	92.0%	415			
	<i>Don't Know</i>	-	15	-	20	-	18	-	28			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	24.7%	116	19.7%	89	16.4%	75	12.9%	57	<0.001***	0.003**	0.065
	The same chance/A higher chance/A much higher chance	75.3%	353	80.3%	362	83.6%	381	87.1%	386			
	<i>Don't Know</i>	-	22	-	35	-	29	-	36			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	19.0%	91	12.5%	58	10.2%	47	9.2%	42	<0.001***	0.054	0.311
	The same chance/A higher chance/A much higher chance	81.0%	387	87.5%	405	89.8%	414	90.8%	413			
	<i>Don't Know</i>	-	13	-	23	-	21	-	24			
	<i>Decline to Answer</i>	-	0	-	0	-	4	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	25.7%	120	19.1%	85	16.0%	73	14.3%	63	<0.001***	0.026	0.236
	The same chance/A higher chance/A much higher chance	74.3%	347	80.9%	359	84.0%	384	85.7%	379			
	<i>Don't Know</i>	-	24	-	39	-	27	-	37			
	<i>Decline to Answer</i>	-	0	-	3	-	2	-	0			

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

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

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

d. Current cigarette smokers - legal age to 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	26.8%	117	30.0%	133	24.9%	109	19.3%	86	0.004**	<0.001***	0.022*
	The same chance/A higher chance/A much higher chance	73.2%	319	70.0%	311	75.1%	328	80.7%	359			
	<i>Don't Know</i>	-	18	-	11	-	17	-	14			
	<i>Decline to Answer</i>	-	0	-	2	-	1	-	3			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	26.6%	114	27.2%	119	22.8%	99	19.7%	85	0.008**	0.004***	0.130
	The same chance/A higher chance/A much higher chance	73.4%	315	72.8%	318	77.2%	335	80.3%	347			
	<i>Don't Know</i>	-	22	-	17	-	20	-	26			
	<i>Decline to Answer</i>	-	3	-	3	-	1	-	4			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	26.5%	116	29.7%	132	25.4%	110	20.5%	91	0.017**	0.001***	0.042*
	The same chance/A higher chance/A much higher chance	73.5%	321	70.3%	313	74.6%	323	79.5%	353			
	<i>Don't Know</i>	-	16	-	11	-	19	-	13			
	<i>Decline to Answer</i>	-	1	-	1	-	3	-	5			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	23.3%	102	18.7%	83	19.4%	85	13.0%	58	<0.001***	0.011*	0.005**
	The same chance/A higher chance/A much higher chance	76.7%	336	81.3%	362	80.6%	353	87.0%	387			
	<i>Don't Know</i>	-	16	-	9	-	17	-	15			
	<i>Decline to Answer</i>	-	0	-	3	-	0	-	2			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	22.3%	98	20.1%	90	19.4%	85	15.8%	70	0.007***	0.048	0.082
	The same chance/A higher chance/A much higher chance	77.7%	342	79.9%	358	80.6%	354	84.2%	373			
	<i>Don't Know</i>	-	14	-	5	-	14	-	15			
	<i>Decline to Answer</i>	-	0	-	4	-	2	-	4			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	25.5%	111	23.7%	105	21.7%	95	17.8%	79	0.003***	0.014**	0.071
	The same chance/A higher chance/A much higher chance	74.5%	325	76.3%	338	78.3%	343	82.2%	366			
	<i>Don't Know</i>	-	17	-	12	-	17	-	14			
	<i>Decline to Answer</i>	-	1	-	2	-	0	-	3			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	24.9%	109	22.4%	101	18.1%	80	15.8%	70	<0.001***	0.006**	0.177
	The same chance/A higher chance/A much higher chance	75.1%	328	77.6%	350	81.9%	362	84.2%	374			
	<i>Don't Know</i>	-	14	-	3	-	12	-	14			
	<i>Decline to Answer</i>	-	3	-	3	-	1	-	4			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	25.5%	111	25.1%	112	23.5%	104	18.8%	84	0.008***	0.011**	0.043*
	The same chance/A higher chance/A much higher chance	74.5%	325	74.9%	334	76.5%	339	81.2%	363			
	<i>Don't Know</i>	-	17	-	10	-	12	-	13			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	2			

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

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

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

e. Current cigarette smokers - older than 24 years of age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	37.1%	169	36.3%	163	37.3%	168	25.2%	118	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	62.9%	286	63.7%	286	62.7%	282	74.8%	351			
	<i>Don't Know</i>	-	27	-	31	-	29	-	28			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	2			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	40.3%	184	34.4%	155	37.9%	172	27.1%	128	<0.001***	0.008*	<0.001**
	The same chance/A higher chance/A much higher chance	59.7%	273	65.6%	296	62.1%	282	72.9%	344			
	<i>Don't Know</i>	-	24	-	29	-	26	-	26			
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	37.4%	170	36.6%	165	38.6%	176	25.4%	120	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	62.6%	285	63.4%	286	61.4%	280	74.6%	353			
	<i>Don't Know</i>	-	27	-	29	-	23	-	24			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	2			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	30.9%	141	25.3%	115	28.4%	131	16.1%	77	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	69.1%	315	74.7%	339	71.6%	330	83.9%	402			
	<i>Don't Know</i>	-	26	-	26	-	19	-	19			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	30.4%	140	23.3%	107	23.5%	108	14.3%	69	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	69.6%	321	76.7%	352	76.5%	352	85.7%	415			
	<i>Don't Know</i>	-	22	-	20	-	18	-	14			
	<i>Decline to Answer</i>	-	0	-	1	-	2	-	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	34.7%	157	31.0%	140	32.5%	147	19.3%	92	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	65.3%	295	69.0%	312	67.5%	305	80.7%	384			
	<i>Don't Know</i>	-	29	-	28	-	26	-	22			
	<i>Decline to Answer</i>	-	2	-	0	-	2	-	1			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	30.2%	139	22.9%	106	22.1%	102	15.5%	75	<0.001***	0.002**	0.005*
	The same chance/A higher chance/A much higher chance	69.8%	322	77.1%	357	77.9%	359	84.5%	409			
	<i>Don't Know</i>	-	21	-	17	-	19	-	14			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	34.3%	155	31.7%	146	31.7%	142	20.1%	95	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	65.7%	297	68.3%	314	68.3%	306	79.9%	378			
	<i>Don't Know</i>	-	31	-	20	-	32	-	25			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			

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

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

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

f. Current smokeless tobacco users - legal age and older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	27.5%	65	26.8%	63	31.2%	72	23.0%	53	0.132	0.174	0.025
	The same chance/A higher chance/A much higher chance	72.5%	171	73.2%	172	68.8%	159	77.0%	177			
	<i>Don't Know</i>	-	9	-	8	-	10	-	11			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	30.5%	71	30.9%	71	27.0%	62	27.4%	64	0.228	0.202	0.538
	The same chance/A higher chance/A much higher chance	69.5%	162	69.1%	159	73.0%	168	72.6%	170			
	<i>Don't Know</i>	-	12	-	13	-	11	-	7			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	28.6%	68	28.8%	67	27.2%	63	24.8%	58	0.176	0.166	0.280
	The same chance/A higher chance/A much higher chance	71.4%	170	71.2%	166	72.8%	169	75.2%	176			
	<i>Don't Know</i>	-	7	-	9	-	9	-	7			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	20.8%	49	21.8%	51	21.6%	50	18.1%	42	0.234	0.159	0.170
	The same chance/A higher chance/A much higher chance	79.2%	187	78.2%	183	78.4%	181	81.9%	190			
	<i>Don't Know</i>	-	9	-	9	-	10	-	9			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.2%	51	21.0%	50	24.6%	57	17.9%	42	0.183	0.194	0.038
	The same chance/A higher chance/A much higher chance	78.8%	190	79.0%	188	75.4%	175	82.1%	193			
	<i>Don't Know</i>	-	4	-	5	-	9	-	5			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	25.9%	62	21.4%	50	26.3%	60	22.0%	51	0.157	0.564	0.139
	The same chance/A higher chance/A much higher chance	74.1%	177	78.6%	184	73.7%	168	78.0%	181			
	<i>Don't Know</i>	-	5	-	9	-	13	-	8			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	21.5%	52	22.0%	52	21.8%	51	15.3%	36	0.041	0.031	0.036
	The same chance/A higher chance/A much higher chance	78.5%	190	78.0%	184	78.2%	183	84.7%	199			
	<i>Don't Know</i>	-	3	-	7	-	6	-	6			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	23.1%	55	23.8%	56	24.1%	56	20.9%	48	0.279	0.222	0.200
	The same chance/A higher chance/A much higher chance	76.9%	183	76.2%	179	75.9%	176	79.1%	182			
	<i>Don't Know</i>	-	7	-	8	-	9	-	11			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

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

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

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

13.4.4 Objective 4: Assessment of the Comprehension of *General Snus* Modified Risk Claims

The results for the Objective 4 hypotheses are summarized below in Grid 4.

Grid 4: Objective 4 Hypotheses

Objective 4 Hypotheses	Never TNP Legal-24			Never TNP >24			Former Smokers			Current Smokers Legal-24			Current Smokers >24			Current Smokeless Tobacco		
	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C
4.1	Among all respondents, the test groups will have a higher comprehension of the <i>General Snus</i> claims than the control groups. Specifically, the questions test the comprehension of:																	
MRTP C1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MRTP C2	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
MRTP C3	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
# of cigarettes one can smoke a day for <i>General Snus</i> to lower risk of disease	O	X	X	X	O	X	X	X	X	X	X	X	X	X	X	O	O	O
<i>General Snus</i> production process	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O	O

T: Test claim; C: control, X: Yes, research hypothesis is supported; O: No, research hypothesis is not supported.

13.4.4.1 Hypothesis 4.1 - The Test Groups Will Have A Higher Comprehension of *General Snus* Claims than the Control Group – All Study Cohorts

Comprehension of the *General Snus* modified risk claims after viewing the *General Snus* video claims was assessed by the proportions of test respondents who provided correct response to questions regarding each of the 3 MRTP claims vs. the control for all six cohorts; responses of “don’t know” and “none of above” responses were coded as “incorrect (Tables 27a - 27f). There were statistically higher proportions of respondents in the three test groups that responded correctly about the MRTP claims after viewing the *General Snus* video claims compared with the control group among all six cohorts.

The results rejected the null hypothesis among the TNP users and non-users, and that test groups showed higher comprehension of MRTP Claims 1, 2, and 3 than the control group.

13.4.4.2 Comprehension of Number of Cigarettes One Can Smoke A Day to Lower Risk of Disease when Using *General Snus*

Among the cohorts of former cigarette smokers, and current cigarette smokers in both the legal age to 24 years and >24 years, there were statistically higher proportions of respondents in the three test groups who responded correctly to the number of cigarettes one person can smoke a day for *General Snus* users to lower the risk of disease compared with the control group

(Tables 27a - 27f). There was one test vs. control comparison in never cigarette smokers in both the legal age to 24 years and >24 years, and all 3 comparisons in the smokeless tobacco users that did not show statistically significant differences.

The results rejected the null hypothesis among the former cigarette smokers, current cigarette smokers, and two claims in the never TNP users in comprehension of the video question “number of cigarettes one can smoke a day to lower risk of disease when using *General Snus*”.

13.4.4.3 Comprehension of *General Snus* production process

There were no statistically significant differences in the proportions of respondents who were correct in the comprehension of the production process between test and control groups among all six cohorts (Tables 27a - 27f).

The results failed to reject the null hypothesis in comprehension of the *General Snus* production process.

Table 27: Hypothesis 4.1. Comprehension of the *General Snus* Modified Risk Claims by Test vs. Control

a. Never tobacco users - legal age to 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Risk for mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis (Using <i>General Snus</i> instead of cigarettes)	Correct	81.7%	392	44.0%	212	49.8%	235	13.4%	64	<0.001** *	<0.001**	<0.001 *
	Incorrect	18.3%	88	56.0%	270	50.2%	237	86.6%	414			
	<i>Decline to answer</i>	-	0	-	0	-	2	-	0			
MRTP Claim #2: Risk for certain tobacco-related diseases (Using <i>General Snus</i> instead of cigarettes)	Correct	75.2%	360	70.3%	339	69.3%	328	18.0%	86	<0.001** *	<0.001**	<0.001 *
	Incorrect	24.8%	119	29.7%	143	30.7%	145	82.0%	391			
	<i>Decline to answer</i>	-	-	-	0	-	1	-	1			
MRTP Claim #3: Risk for chronic lung disease and other tobacco-related ailments (Using <i>General Snus</i> instead of cigarettes)	Correct	79.0%	379	61.4%	296	78.9%	373	24.1%	115	<0.001** *	<0.001**	<0.001 *
	Incorrect	21.0%	101	38.6%	186	21.1%	100	75.9%	362			
	<i>Decline to answer</i>	-	0	-	0	-	1	-	1			
Number of cigarettes one can smoke a day for <i>General Snus</i> to lower risk of disease	Correct	42.3%	203	49.1%	236	45.6%	215	37.2%	178	0.055	<0.001** *	0.005**
	Incorrect	57.7%	277	50.9%	245	54.4%	257	62.8%	300			
	<i>Decline to answer</i>	-	0	-	1	-	2	-	0			
<i>General Snus</i> production process	Correct	80.4%	385	85.2%	410	84.1%	398	85.1%	407	0.025	0.484	0.334
	Incorrect	19.6%	94	14.8%	71	15.9%	75	14.9%	71			
	<i>Decline to answer</i>	-	1	-	1	-	1	-	0			

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

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

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

b. Never tobacco users - older than 24 years of age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Risk for mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis (Using <i>General Snus</i> instead of cigarettes)	Correct	77.6%	370	39.3%	185	46.7%	225	9.6%	48	<0.001***	<0.001**	<0.001*
	Incorrect	22.4%	107	60.7%	286	53.3%	257	90.4%	450			
	<i>Decline to answer</i>	-	1	-	2	-	4	-	1			
MRTP Claim #2: Risk for certain tobacco-related diseases (Using <i>General Snus</i> instead of cigarettes)	Correct	73.8%	350	69.9%	328	73.2%	355	18.1%	90	<0.001***	<0.001**	<0.001*
	Incorrect	26.2%	124	30.1%	141	26.8%	130	81.9%	407			
	<i>Decline to answer</i>	-	4	-	4	-	1	-	2			
MRTP Claim #3: Risk for chronic lung disease and other tobacco-related ailments (Using <i>General Snus</i> instead of cigarettes)	Correct	76.3%	364	57.2%	269	78.1%	379	20.7%	103	<0.001***	<0.001**	<0.001*
	Incorrect	23.7%	113	42.8%	201	21.9%	106	79.3%	395			
	<i>Decline to answer</i>	-	1	-	3	-	1	-	1			
Number of cigarettes one can smoke a day for <i>General Snus</i> to lower risk of disease	Correct	37.4%	179	36.0%	169	38.4%	186	31.2%	155	0.020**	0.058	0.009***
	Incorrect	62.6%	299	64.0%	301	61.6%	298	68.8%	342			
	<i>Decline to answer</i>	-	0	-	3	-	2	-	2			
<i>General Snus</i> production process	Correct	78.6%	375	79.3%	372	80.6%	390	83.5%	414	0.027	0.049	0.119
	Incorrect	21.4%	102	20.7%	97	19.4%	94	16.5%	82			
	<i>Decline to answer</i>	-	1	-	4	-	2	-	3			

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

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

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

c. Former cigarette smokers - legal age and older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Risk for mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis (Using <i>General Snus</i> instead of cigarettes)	Correct	85.1%	418	38.8%	188	46.9%	228	8.6%	41	<0.001***	<0.001**	<0.001*
	Incorrect	14.9%	73	61.2%	297	53.1%	258	91.4%	437			
	<i>Decline to answer</i>	-	0	-	1	-	0	-	1			
MRTP Claim #2: Risk for certain tobacco-related diseases (Using <i>General Snus</i> instead of cigarettes)	Correct	81.7%	401	76.5%	372	72.2%	351	18.2%	87	<0.001***	<0.001**	<0.001*
	Incorrect	18.3%	90	23.5%	114	27.8%	135	81.8%	392			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
MRTP Claim #3: Risk for chronic lung disease and other tobacco-related ailments (Using <i>General Snus</i> instead of cigarettes)	Correct	82.8%	405	64.6%	314	81.5%	396	23.0%	110	<0.001***	<0.001**	<0.001*
	Incorrect	17.2%	84	35.4%	172	18.5%	90	77.0%	369			
	<i>Decline to answer</i>	-	2	-	0	-	0	-	0			
Number of cigarettes one can smoke a day for <i>General Snus</i> to lower risk of disease	Correct	49.7%	244	43.2%	210	44.9%	218	37.0%	177	<0.001***	0.025*	0.006**
	Incorrect	50.3%	247	56.8%	276	55.1%	267	63.0%	301			
	<i>Decline to answer</i>	-	0	-	0	-	1	-	1			
<i>General Snus</i> production process	Correct	89.2%	438	89.1%	433	85.0%	413	85.8%	411	0.054	0.061	0.358
	Incorrect	10.8%	53	10.9%	53	15.0%	73	14.2%	68			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			

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

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

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

d. Current cigarette smokers - legal age to 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Risk for mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis (Using <i>General Snus</i> instead of cigarettes)	Correct	83.2%	377	50.0%	228	57.4%	260	16.1%	74	<0.001***	<0.001**	<0.001*
	Incorrect	16.8%	76	50.0%	228	42.6%	193	83.9%	387			
	<i>Decline to answer</i>	-	1	-	1	-	2	-	1			
MRTP Claim #2: Risk for certain tobacco-related diseases (Using <i>General Snus</i> instead of cigarettes)	Correct	76.3%	345	74.6%	340	76.0%	346	27.5%	127	<0.001***	<0.001**	<0.001*
	Incorrect	23.7%	107	25.4%	116	24.0%	109	72.5%	335			
	<i>Decline to answer</i>	-	2	-	1	-	0	-	0			
MRTP Claim #3: Risk for chronic lung disease and other tobacco-related ailments (Using <i>General Snus</i> instead of cigarettes)	Correct	81.5%	369	68.4%	312	84.4%	384	33.5%	155	<0.001***	<0.001**	<0.001*
	Incorrect	18.5%	84	31.6%	144	15.6%	71	66.5%	307			
	<i>Decline to answer</i>	-	1	-	1	-	0	-	0			
Number of cigarettes one can smoke a day for <i>General Snus</i> to lower risk of disease	Correct	56.2%	254	56.1%	256	56.0%	255	45.0%	206	<0.001***	<0.001**	<0.001*
	Incorrect	43.8%	198	43.9%	200	44.0%	200	55.0%	252			
	<i>Decline to answer</i>	-	2	-	1	-	0	-	4			
<i>General Snus</i> production process	Correct	88.1%	400	86.9%	397	85.7%	390	86.1%	396	0.181	0.364	0.436
	Incorrect	11.9%	54	13.1%	60	14.3%	65	13.9%	64			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	2			

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

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

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

e. Current cigarette smokers - older than 24 years of age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Risk for mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis (Using <i>General Snus</i> instead of cigarettes)	Correct	81.7%	394	49.2%	236	52.3%	251	15.2%	76	<0.001***	<0.001**	<0.001*
	Incorrect	18.3%	88	50.8%	244	47.7%	229	84.8%	423			
	<i>Decline to answer</i>	-	1	-	0	-	0	-	0			
MRTP Claim #2: Risk for certain tobacco-related diseases (Using <i>General Snus</i> instead of cigarettes)	Correct	79.9%	386	79.4%	381	80.6%	387	22.8%	114	<0.001***	<0.001**	<0.001*
	Incorrect	20.1%	97	20.6%	99	19.4%	93	77.2%	385			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
MRTP Claim #3: Risk for chronic lung disease and other tobacco-related ailments (Using <i>General Snus</i> instead of cigarettes)	Correct	83.0%	401	71.2%	341	85.0%	408	30.1%	150	<0.001***	<0.001**	<0.001*
	Incorrect	17.0%	82	28.8%	138	15.0%	72	69.9%	349			
	<i>Decline to answer</i>	-	0	-	1	-	0	-	0			
Number of cigarettes one can smoke a day for <i>General Snus</i> to lower risk of disease	Correct	43.7%	210	48.3%	232	47.9%	230	33.9%	169	0.001*	<0.001***	<0.001**
	Incorrect	56.3%	271	51.7%	248	52.1%	250	66.1%	330			
	<i>Decline to answer</i>	-	2	-	0	-	0	-	0			
<i>General Snus</i> production process	Correct	86.1%	415	85.4%	410	86.2%	413	83.3%	415	0.115	0.185	0.105
	Incorrect	13.9%	67	14.6%	70	13.8%	66	16.7%	83			
	<i>Decline to answer</i>	-	1	-	0	-	1	-	1			

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

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

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

f. Current smokeless tobacco users - legal age and older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Risk for mouth cancer, heart disease, lung cancer, stroke, emphysema and chronic bronchitis (Using <i>General Snus</i> instead of cigarettes)	Correct	87.8%	215	53.1%	129	55.6%	134	19.1%	46	<0.001***	<0.001**	<0.001*
	Incorrect	12.2%	30	46.9%	114	44.4%	107	80.9%	195			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
MRTP Claim #2: Risk for certain tobacco-related diseases (Using <i>General Snus</i> instead of cigarettes)	Correct	82.0%	201	82.7%	201	75.9%	183	28.6%	69	<0.001***	<0.001**	<0.001*
	Incorrect	18.0%	44	17.3%	42	24.1%	58	71.4%	172			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
MRTP Claim #3: Risk for chronic lung disease and other tobacco-related ailments (Using <i>General Snus</i> instead of cigarettes)	Correct	82.4%	202	70.8%	172	82.6%	199	35.7%	86	<0.001***	<0.001**	<0.001*
	Incorrect	17.6%	43	29.2%	71	17.4%	42	64.3%	155			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
Number of cigarettes one can smoke a day for <i>General Snus</i> to lower risk of disease	Correct	53.9%	132	49.4%	120	52.3%	126	49.4%	119	0.160	0.500	0.262
	Incorrect	46.1%	113	50.6%	123	47.7%	115	50.6%	122			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
<i>General Snus</i> production process	Correct	89.0%	218	91.4%	222	86.3%	208	89.6%	216	0.409	0.258	0.131
	Incorrect	11.0%	27	8.6%	21	13.7%	33	10.4%	25			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			

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

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

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

13.5 Results for Secondary Objectives

13.5.1 Objective 5: Compare the likelihood of Various Usage Intentions and Behaviors Related to *General* Snus and other TNP (e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos, or filtered cigars filled with tobacco, pipe tobacco, and hookah or waterpipe tobacco)

The results for the Objective 5 hypothesis are summarized below in Grid 5.

Grid 5: Objective 5 Hypothesis

Objective 5 Hypotheses	Never TNP Legal-24			Never TNP >24			Former Smokers			Current Smokers Legal-24			Current Smokers >24			Current Smokeless Tobacco		
	T1	T2	T3	T1	T2	T3	T1	T2	T3	T1	T2	T3	T1	T2	T3	T1	T2	T3
	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C
5.1	Among TNP user groups, the likelihood to use TNP moving forward will be equal or lower for the test groups than the control group. Specifically, the TNPs include:																	
E-cigarettes	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	X	X	X
Moist snuff	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	X	X	X
Chewing tobacco	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	X	X	X
Snus	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	X	X	X
Cigars, cigarillos, filtered cigars filled with tobacco	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	X	X	X
Pipe tobacco	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	X	X	X
Hookah or water pipe tobacco	-	-	-	-	-	-	-	-	-	X	X	X	X	X	X	X	X	X

T: Test claim; C: control; X: Yes, research hypothesis is supported.

13.5.1.1 Hypothesis 5.1: The Likelihood to Use TNP Moving Forward Will Be Equal or Lower for the Test Groups than the Control Group – TNP Users

Post viewing the *General* Snus video claims, the hypothesis of likelihood to use TNP moving forward was assessed between the test vs. control groups for current cigarette users legal age to 24 years of age (Table 28a), current cigarette users >24 years of age (Table 28b), and smokeless tobacco users (Table 28c). The proportion of respondents between the three test groups vs. the control group were comparable in the likelihood to quit completely/cut back use/use the same amount of e-cigarette, moist snuff, snus, chewing tobacco, use cigars, cigarillos, or filtered cigars filled with tobacco, pipe tobacco, or hookahs or water pipe tobacco. No statistically significant differences were observed in proportions of respondents who were likely to quit completely/cut back use/use the same amount of TNPs among the comparisons between the three test vs. control groups in current cigarette smokers and smokeless tobacco users.

Results failed to reject the null hypothesis among current cigarette smokers and smokeless tobacco users who viewed *General Snus* test claims; test groups reported equal or lower likelihood to use TNPs moving forward, compared with the control group.

Table 28. Hypothesis 5.1. Among TNP User Groups, the Likelihood to Use TNP Moving Forward by Test vs. Control

a. Current Cigarette Smokers - Legal Age to 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Use E-cigarettes moving forward	Quit completely/cut back use/use the same amount	92.2%	236	94.0%	237	93.1%	243	94.9%	240	0.110	0.345	0.201
	Use more	7.8%	20	6.0%	15	6.9%	18	5.1%	13			
	Don't know	-	12	-	6	-	6	-	2			
	Decline to answer	-	0	-	1	-	0	-	2			
Use moist snuff moving forward	Quit completely/cut back use/Use the same amount	96.9%	62	100.0%	59	98.2%	55	96.8%	61	0.506	0.916	0.685
	Use more	3.1%	2	0.0%	0	1.8%	1	3.2%	2			
	Don't know	-	2	-	2	-	1	-	2			
	Decline to answer	-	0	-	2	-	1	-	1			
Use chewing tobacco moving forward	Quit completely/cut back use/Use the same amount	95.8%	46	98.0%	48	97.9%	47	95.7%	44	0.517	0.740	0.734
	Use more	4.2%	2	2.0%	1	2.1%	1	4.3%	2			
	Don't know	-	0	-	2	-	0	-	1			
	Decline to answer	-	1	-	1	-	0	-	0			
Use snus moving forward	Quit completely/cut back use/Use the same amount	92.5%	49	85.3%	29	95.3%	41	92.5%	37	0.497	0.160	0.707
	Use more	7.5%	4	14.7%	5	4.7%	2	7.5%	3			
	Don't know	-	2	-	2	-	3	-	3			
	Decline to answer	-	0	-	0	-	0	-	0			
Use cigars, cigarillos, or filtered cigars filled with tobacco moving forward	Quit completely/cut back use/Use the same amount	99.1%	217	99.6%	224	98.3%	231	98.7%	236	0.638	0.827	0.343
	Use more	.9%	2	.4%	1	1.7%	4	1.3%	3			
	Don't know	-	7	-	4	-	6	-	4			
	Decline to answer	-	0	-	3	-	0	-	0			
Use pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	97.6%	80	100.0%	74	97.0%	65	98.8%	80	0.716	0.831	0.226
	Use more	2.4%	2	0.0%	0	3.0%	2	1.2%	1			
	Don't know	-	2	-	1	-	2	-	2			
	Decline to answer	-	0	-	1	-	0	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Use hookahs or water pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	98.1%	158	98.2%	168	96.6%	142	98.9%	176	0.286	0.310	0.080
	Use more	1.9%	3	1.8%	3	3.4%	5	1.1%	2			
	<i>Don't know</i>	-	4	-	3	-	4	-	3			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	1			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

b. Current Cigarette Smokers Older Than 24 Years of Age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Use E-cigarettes moving forward	Quit completely/cut back use/Use the same amount	93.5%	173	93.5%	158	93.5%	173	94.5%	171	0.349	0.349	0.349
	Use more	6.5%	12	6.5%	11	6.5%	12	5.5%	10			
	Don't know	-	10	-	10	-	5	-	4			
	Decline to answer	-	0	-	0	-	0	-	0			
Use moist snuff moving forward	Quit completely/cut back use/Use the same amount	97.8%	44	95.7%	45	97.4%	38	95.5%	42	0.728	0.527	0.685
	Use more	2.2%	1	4.3%	2	2.6%	1	4.5%	2			
	Don't know	-	6	-	1	-	0	-	1			
	Decline to answer	-	0	-	0	-	0	-	0			
Use chewing tobacco moving forward	Quit completely/cut back use/Use the same amount	100.0%	26	96.4%	27	100.0%	19	90.3%	28	0.948	0.824	0.919
	Use more	0.0%	0	3.6%	1	0.0%	0	9.7%	3			
	Don't know	-	1	-	0	-	0	-	0			
	Decline to answer	-	0	-	0	-	0	-	0			
Use snus moving forward	Quit completely/cut back use/Use the same amount	92.3%	24	87.5%	28	90.0%	27	84.8%	28	0.810	0.622	0.730
	Use more	7.7%	2	12.5%	4	10.0%	3	15.2%	5			
	Don't know	-	2	-	1	-	2	-	0			
	Decline to answer	-	0	-	0	-	0	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Use cigars, cigarillos, or filtered cigars filled with tobacco moving forward	Quit completely/cut back use/Use the same amount	98.7%	154	97.9%	141	99.3%	147	98.6%	144	0.527	0.320	0.723
	Use more	1.3%	2	2.1%	3	.7%	1	1.4%	2			
	Don't know	-	5	-	10	-	5	-	5			
	Decline to answer	-	1	-	0	-	0	-	0			
Use pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	100.0%	61	94.6%	53	100.0%	40	97.7%	42	0.884	0.224	0.834
	Use more	0.0%	0	5.4%	3	0.0%	0	2.3%	1			
	Don't know	-	3	-	3	-	0	-	1			
	Decline to answer	-	0	-	1	-	0	-	0			
Use hookahs or water pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	98.4%	61	95.2%	59	100.0%	47	98.2%	56	0.524	0.176	0.819
	Use more	1.6%	1	4.8%	3	0.0%	0	1.8%	1			
	Don't know	-	2	-	1	-	0	-	1			
	Decline to answer	-	0	-	0	-	0	-	0			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

c. Current Smokeless Tobacco Users Legal Age and Older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Use E-cigarettes moving forward	Quit completely/cut back use/Use the same amount	100.0%	27	100.0%	31	96.6%	28	91.7%	22	0.937	0.949	0.778
	Use more	0.0%	0	0.0%	0	3.4%	1	8.3%	2			
	<i>Don't know</i>	-	0	-	1	-	0	-	0			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
Use moist snuff moving forward	Quit completely/cut back use/Use the same amount	99.5%	190	99.5%	192	99.5%	201	100.0%	203	0.151	0.152	0.158
	Use more	.5%	1	.5%	1	.5%	1	0.0%	0			
	<i>Don't know</i>	-	5	-	6	-	6	-	6			
	<i>Decline to answer</i>	-	0	-	1	-	0	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Use chewing tobacco moving forward	Quit completely/cut back use/Use the same amount	98.7%	74	100.0%	83	98.6%	73	97.3%	73	0.720	0.933	0.716
	Use more	1.3%	1	0.0%	0	1.4%	1	2.7%	2			
	Don't know	-	0	-	3	-	2	-	0			
	Decline to answer	-	0	-	1	-	0	-	0			
Use snus moving forward	Quit completely/cut back use/Use the same amount	96.2%	75	94.9%	74	87.8%	72	94.6%	70	0.677	0.530	0.069
	Use more	3.8%	3	5.1%	4	12.2%	10	5.4%	4			
	Don't know	-	1	-	0	-	0	-	3			
	Decline to answer	-	0	-	0	-	1	-	0			
Use cigars, cigarillos, or filtered cigars filled with tobacco moving forward	Quit completely/cut back use/Use the same amount	98.8%	80	100.0%	73	100.0%	68	100.0%	82	0.157	-	-
	Use more	1.2%	1	0.0%	0	0.0%	0	0.0%	0			
	Don't know	-	0	-	3	-	3	-	3			
	Decline to answer	-	0	-	0	-	0	-	0			
Use pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	100.0%	16	100.0%	14	100.0%	16	100.0%	22	-	-	-
	Use more	0.0%	0	0.0%	0	0.0%	0	0.0%	0			
	Don't know	-	0	-	2	-	1	-	2			
	Decline to answer	-	0	-	0	-	0	-	0			
Use hookahs or water pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	91.3%	21	100.0%	12	100.0%	21	95.0%	19	0.318	0.784	0.850
	Use more	8.7%	2	0.0%	0	0.0%	0	5.0%	1			
	Don't know	-	1	-	0	-	0	-	0			
	Decline to answer	-	0	-	0	-	0	-	0			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - $p < 0.017$, ** - $p < 0.025$, and * - $p < 0.050$, respectively. Testing ends with the first non-significant comparison.
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.

13.5.2 Objective 6: Compare Perceptions of the Relative Risk Associated with Using *General Snus* with using Moist Snuff, Other Brands of Snus, and Aids that Help Stop Smoking

The results for the Objective 6 hypotheses are summarized below in Grid 6.

Grid 6: Objective 6 Hypotheses

Objective 6 Hypotheses	Never TNP Legal-24			Never TNP >24			Former Smokers			Current Smokers Legal-24			Current Smokers >24			Current Tobacco Smokeless		
	T1	T2	T3	T1	T2	T3	T1	T2	T3	T1	T2	T3	T1	T2	T3	T1	T2	T3
	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C	vs. C
6.1	Test groups will perceive the relative risks of each health condition as equal or lower than the control group, when comparing daily use of <i>General Snus</i> vs. daily use of moist snuff.																	
Chronic bronchitis	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Emphysema	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Lung cancer	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Serious health problems	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Gum disease	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Heart disease	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Mouth cancer	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Stroke	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6.2	Test groups will perceive the relative risks of each health condition as equal or lower than the control group, when comparing daily use of <i>General Snus</i> vs. daily use of other brands of snus.																	
Chronic bronchitis	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Emphysema	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Lung cancer	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Serious health problems	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Gum disease	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Heart disease	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Mouth cancer	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Stroke	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6.3	Test groups will perceive the relative risks of each health condition as equal or higher than the control group, when comparing daily use of <i>General Snus</i> vs. daily use of aids that help stop smoking.																	
Chronic bronchitis	O	O	O	O	O	O	O	X	X	O	O	O	O	O	O	X	X	X
Emphysema	O	O	X	O	O	O	O	O	O	X	X	X	O	O	O	X	X	X
Lung cancer	O	X	X	O	O	O	O	O	O	O	X	X	O	O	O	X	X	X
Serious health problems	O	X	X	O	O	O	O	X	X	O	O	X	O	O	O	X	X	X
Gum disease	O	O	X	O	O	O	O	O	O	O	O	O	O	O	O	X	X	X
Heart disease	O	O	O	O	O	O	O	O	X	O	O	O	O	O	O	X	X	X
Mouth cancer	O	O	X	O	O	O	O	O	O	O	O	O	O	O	O	X	O	X
Stroke	O	O	X	O	O	O	O	O	O	O	X	X	O	O	O	X	X	X

T: Test claim; C: control; X: Yes, research hypothesis is supported; O: No, research hypothesis is not supported.

13.5.2.1 Hypothesis 6.1: Test Groups Will Perceive Relative Risk of Each Health Condition as Equal or Lower than the Control Group when Comparing Daily Use of *General* Snus vs. Daily Use of Moist Snuff – All Study Cohorts

Post viewing the *General* Snus video claims, the perceptions of relative risk of each health condition to a person who uses *General* Snus daily vs. moist snuff use daily was assessed between the three test vs. control groups for all six cohorts (Tables 29a - 29f). There were comparable proportions of respondents in the three test groups who perceived that a person using *General* Snus daily vs. daily use of moist snuff had a much lower/a lower/the same chance of relative risk of health conditions compared with the control group. All comparisons between the three test vs. control groups for each health condition among all six cohorts showed no statistically significant differences.

The results failed to reject the null hypothesis among the TNP users and non-users. After viewing the video claims, the test groups perceived that the relative risk of each health condition was equal or lower than the control group when comparing daily use of *General* Snus vs. daily use of moist snuff.

13.5.2.2 Hypothesis 6.2. Test Groups will perceive the relative risk of health conditions as Equal or lower than the Control Group when Comparing Daily Use of *General* Snus vs. Daily Use of Other Brands of Snus – All Study Cohorts

Post viewing the *General* Snus video claims, the perceptions of relative risk of each health condition to a person who uses *General* Snus daily vs. other brands of Snus use daily was assessed between the test vs. control groups for all six cohorts (Tables 30a - 30f). There were comparable proportions of respondents in the three test groups who perceived that a person using *General* Snus daily vs. daily use of other brands of Snus had a much lower/a lower/the same chance of relative risk of each health condition compared with the control group. All comparisons between the three test vs. control groups for each health condition among all six cohorts showed that there were no statistically significant differences.

The results failed to reject the null hypothesis among the TNP users and non-users. After viewing the video claims, the test groups perceived that the relative risk of each health condition was equal or lower than the control group, when comparing daily use of *General* Snus vs. daily use of other brands of Snus.

13.5.2.3 Hypothesis 6.3. Test Groups will perceive the relative risk of health conditions as Equal or higher than the Control Group when Comparing Daily Use of *General* Snus vs. Daily Use of aids to help stop smoking – All Study Cohorts

Post viewing the *General* Snus video claims, the perceptions of relative risk of each health condition to a person who uses *General* Snus daily vs. use of aids that help stop smoking daily was assessed between the test vs. control groups for all six cohorts (Tables 31a - 31f).

The comparisons between the three test vs. control groups for each health condition among all six cohorts showed that there were generally significantly lower proportions of respondents in the three test groups in the cohort of never TNP users >24 years of age, and current cigarette smokers >24 years of age who perceived that a person who uses *General Snus* daily vs. use of aids that help stop smoking had the same/a higher/a much higher chance of relative risk of each health condition compared to the control group. The cohort of smokeless tobacco users showed the greatest number of comparisons that supported the hypothesis (23/24 test vs. control group comparisons). However, as noted before the sample size for the smokeless tobacco cohort was not adequately powered to reject the null hypothesis.

The results for Hypothesis 6.3 was inconclusive. The majority of the comparisons did not show that test groups perceived the relative risk of each health condition as equal or higher than the control group when comparing daily use of *General Snus* vs. daily use of aids that help stop smoking.

Table 29. Hypothesis 6.1. Perceptions of Relative Risk of Health Conditions to A Person Who Uses *General Snus* Daily vs. Moist Snuff Daily by Test vs. Control

a. Never Tobacco Users Legal Age to 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	91.8%	392	93.1%	406	92.3%	384	91.1%	379	0.641	0.862	0.735
	A higher chance/A much higher chance	8.2%	35	6.9%	30	7.7%	32	8.9%	37			
	<i>Don't Know</i>	-	53	-	45	-	56	-	61	-	-	-
	<i>Decline to Answer</i>	-	0	-	1	-	2	-	1	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	90.3%	373	91.2%	363	91.9%	373	88.8%	350	0.755	0.867	0.927
	A higher chance/A much higher chance	9.7%	40	8.8%	35	8.1%	33	11.2%	44			
	<i>Don't Know</i>	-	67	-	82	-	65	-	81	-	-	-
	<i>Decline to Answer</i>	-	0	-	2	-	3	-	3	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	93.0%	401	91.1%	398	90.8%	384	89.3%	376	0.973	0.808	0.762
	A higher chance/A much higher chance	7.0%	30	8.9%	39	9.2%	39	10.7%	45			
	<i>Don't Know</i>	-	48	-	44	-	49	-	57	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	0	-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	87.6%	388	85.5%	372	86.4%	375	86.0%	374	0.759	0.423	0.573
	A higher chance/A much higher chance	12.4%	55	14.5%	63	13.6%	59	14.0%	61			
	<i>Don't Know</i>	-	36	-	45	-	36	-	42	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
	<i>Decline to Answer</i>	-	1	-	2	-	4	-	1	-	-	-
Relative risk of <u>gum</u> <u>disease</u>	A much lower chance/A lower chance/The same chance	86.3%	372	83.1%	370	82.9%	354	78.4%	337	0.999	0.963	0.953
	A higher chance/A much higher chance	13.7%	59	16.9%	75	17.1%	73	21.6%	93			
	<i>Don't Know</i>	-	47	-	35	-	44	-	48	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	3	-	0	-	-	-
Relative risk of <u>heart</u> <u>disease</u>	A much lower chance/A lower chance/The same chance	93.0%	398	90.9%	388	89.0%	374	88.9%	369	0.981	0.826	0.524
	A higher chance/A much higher chance	7.0%	30	9.1%	39	11.0%	46	11.1%	46			
	<i>Don't Know</i>	-	51	-	54	-	49	-	63	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	5	-	0	-	-	-
Relative risk of <u>mouth</u> <u>cancer</u>	A much lower chance/A lower chance/The same chance	86.4%	376	83.2%	371	84.6%	363	80.0%	347	0.995	0.892	0.963
	A higher chance/A much higher chance	13.6%	59	16.8%	75	15.4%	66	20.0%	87			
	<i>Don't Know</i>	-	44	-	35	-	40	-	44	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	5	-	0	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	90.6%	378	93.3%	393	90.2%	377	89.6%	372	0.687	0.973	0.604
	A higher chance/A much higher chance	9.4%	39	6.7%	28	9.8%	41	10.4%	43			
	<i>Don't Know</i>	-	60	-	58	-	52	-	63	-	-	-
	<i>Decline to Answer</i>	-	3	-	3	-	4	-	0	-	-	-

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison.

	Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
	%	n	%	n	%	n	%	n			
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.											

b. Never Tobacco Users Older Than 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	95.0%	395	93.8%	378	95.4%	412	90.3%	382	0.995	0.968	0.998
	A higher chance/A much higher chance	5.0%	21	6.2%	25	4.6%	20	9.7%	41			
	<i>Don't Know</i>	-	61	-	69	-	54	-	75	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	1	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	94.5%	396	94.7%	377	93.6%	395	90.8%	386	0.980	0.984	0.934
	A higher chance/A much higher chance	5.5%	23	5.3%	21	6.4%	27	9.2%	39			
	<i>Don't Know</i>	-	58	-	74	-	64	-	72	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	2	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	94.9%	406	92.7%	381	94.5%	413	90.5%	392	0.993	0.872	0.987
	A higher chance/A much higher chance	5.1%	22	7.3%	30	5.5%	24	9.5%	41			
	<i>Don't Know</i>	-	48	-	62	-	49	-	64	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	2	-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	91.9%	384	86.7%	371	92.2%	401	88.2%	390	0.962	0.245	0.975
	A higher chance/A much higher chance	8.1%	34	13.3%	57	7.8%	34	11.8%	52			
	<i>Don't Know</i>	-	56	-	45	-	50	-	56	-	-	-
	<i>Decline to Answer</i>	-	4	-	0	-	1	-	1	-	-	-
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	86.4%	363	81.7%	343	85.3%	370	79.7%	354	0.996	0.764	0.984
	A higher chance/A much higher chance	13.6%	57	18.3%	77	14.7%	64	20.3%	90			
	<i>Don't Know</i>	-	56	-	53	-	51	-	52	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	3	-	-	-
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	95.3%	402	91.9%	374	92.7%	394	88.8%	381	>0.999	0.934	0.975
	A higher chance/A much higher chance	4.7%	20	8.1%	33	7.3%	31	11.2%	48			
	<i>Don't Know</i>	-	53	-	65	-	61	-	69	-	-	-
	<i>Decline to Answer</i>	-	3	-	1	-	0	-	1	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	86.1%	366	82.5%	343	83.6%	362	80.1%	358	0.991	0.813	0.912
	A higher chance/A much higher chance	13.9%	59	17.5%	73	16.4%	71	19.9%	89			
	<i>Don't Know</i>	-	50	-	57	-	53	-	48	-	-	-
	<i>Decline to Answer</i>	-	3	-	0	-	0	-	4	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	93.8%	380	94.0%	379	95.4%	396	90.9%	389	0.944	0.957	0.995
	A higher chance/A much higher chance	6.2%	25	6.0%	24	4.6%	19	9.1%	39			
	<i>Don't Know</i>	-	71	-	68	-	71	-	69	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	0	-	2	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

c. Former Cigarette Smokers Legal Age and Older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	97.3%	437	96.3%	418	97.0%	425	95.1%	405	0.960	0.815	0.931
	A higher chance/A much higher chance	2.7%	12	3.7%	16	3.0%	13	4.9%	21			
	<i>Don't Know</i>	-	40	-	52	-	47	-	53	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	0	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	97.1%	440	95.9%	420	96.6%	424	96.2%	408	0.773	0.400	0.611
	A higher chance/A much higher chance	2.9%	13	4.1%	18	3.4%	15	3.8%	16			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
	<i>Don't Know</i>	-	38	-	48	-	45	-	55	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	0	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	96.5%	441	95.9%	425	97.5%	433	95.8%	414	0.697	0.531	0.919
	A higher chance/A much higher chance	3.5%	16	4.1%	18	2.5%	11	4.2%	18			
	<i>Don't Know</i>	-	34	-	43	-	41	-	47	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	95.1%	442	92.2%	411	92.9%	418	88.9%	385	>0.999	0.950	0.980
	A higher chance/A much higher chance	4.9%	23	7.8%	35	7.1%	32	11.1%	48			
	<i>Don't Know</i>	-	26	-	40	-	34	-	46	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	0	-	-	-
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	88.5%	406	86.1%	391	85.4%	386	81.3%	360	0.999	0.976	0.952
	A higher chance/A much higher chance	11.5%	53	13.9%	63	14.6%	66	18.7%	83			
	<i>Don't Know</i>	-	32	-	32	-	33	-	36	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	96.0%	431	95.9%	416	95.9%	425	92.5%	396	0.987	0.982	0.985
	A higher chance/A much higher chance	4.0%	18	4.1%	18	4.1%	18	7.5%	32			
	<i>Don't Know</i>	-	42	-	51	-	42	-	51	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	0	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	89.2%	412	82.0%	373	84.0%	383	82.8%	366	0.997	0.373	0.684
	A higher chance/A much higher chance	10.8%	50	18.0%	82	16.0%	73	17.2%	76			
	<i>Don't Know</i>	-	28	-	30	-	29	-	37	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	0	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	96.2%	436	95.1%	410	95.5%	406	93.7%	385	0.959	0.821	0.883
	A higher chance/A much higher chance	3.8%	17	4.9%	21	4.5%	19	6.3%	26			
	<i>Don't Know</i>	-	38	-	55	-	58	-	66	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	3	-	2	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

d. Current Cigarette Smokers Legal Age to 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	93.4%	397	92.3%	398	93.9%	399	90.7%	391	0.927	0.804	0.959

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
		A higher chance/A much higher chance	6.6%	28	7.7%	33	6.1%	26	9.3%			
	<i>Don't Know</i>	-	29	-	24	-	29	-	30	-	-	-
	<i>Decline to Answer</i>	-	0	-	2	-	1	-	1	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	93.3%	393	91.9%	385	94.7%	395	89.4%	372	0.979	0.889	0.998
	A higher chance/A much higher chance	6.7%	28	8.1%	34	5.3%	22	10.6%	44			
	<i>Don't Know</i>	-	31	-	37	-	36	-	44	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	2	-	2	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	93.5%	404	91.8%	401	92.9%	404	90.9%	401	0.923	0.669	0.854
	A higher chance/A much higher chance	6.5%	28	8.2%	36	7.1%	31	9.1%	40			
	<i>Don't Know</i>	-	22	-	18	-	19	-	19	-	-	-
	<i>Decline to Answer</i>	-	0	-	2	-	1	-	2	-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	92.1%	399	90.6%	397	88.9%	386	87.1%	385	0.993	0.952	0.799
	A higher chance/A much higher chance	7.9%	34	9.4%	41	11.1%	48	12.9%	57			
	<i>Don't Know</i>	-	21	-	16	-	20	-	18	-	-	-
	<i>Decline to Answer</i>	-	0	-	3	-	1	-	2	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	89.0%	387	83.6%	363	85.4%	368	79.9%	350	>0.999	0.923	0.983
	A higher chance/A much higher chance	11.0%	48	16.4%	71	14.6%	63	20.1%	88			
	<i>Don't Know</i>	-	19	-	21	-	20	-	20	-	-	-
	<i>Decline to Answer</i>	-	0	-	2	-	4	-	4	-	-	-
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	94.5%	409	90.7%	390	91.0%	393	88.6%	380	0.999	0.846	0.877
	A higher chance/A much higher chance	5.5%	24	9.3%	40	9.0%	39	11.4%	49			
	<i>Don't Know</i>	-	20	-	26	-	22	-	28	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	5	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	90.8%	397	84.2%	368	86.2%	368	82.1%	358	>0.999	0.797	0.949
	A higher chance/A much higher chance	9.2%	40	15.8%	69	13.8%	59	17.9%	78			
	<i>Don't Know</i>	-	16	-	19	-	26	-	22	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	4	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	93.2%	397	90.6%	385	92.2%	390	88.2%	380	0.994	0.875	0.976
	A higher chance/A much higher chance	6.8%	29	9.4%	40	7.8%	33	11.8%	51			
	<i>Don't Know</i>	-	26	-	30	-	32	-	29	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	0	-	2	-	-	-

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

	Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
	%	n	%	n	%	n	%	n			
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.											

e. Current Cigarette Smokers Older Than 24 Years of Age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	97.1%	430	96.3%	420	93.1%	421	94.8%	442	0.954	0.860	0.138
	A higher chance/A much higher chance	2.9%	13	3.7%	16	6.9%	31	5.2%	24			
	<i>Don't Know</i>	-	39	-	44	-	25	-	31	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	3	-	2	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	96.1%	424	94.5%	414	94.0%	426	92.9%	429	0.985	0.847	0.765
	A higher chance/A much higher chance	3.9%	17	5.5%	24	6.0%	27	7.1%	33			
	<i>Don't Know</i>	-	42	-	42	-	26	-	37	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	95.5%	429	93.2%	411	94.2%	426	93.4%	438	0.923	0.454	0.705
	A higher chance/A much higher chance	4.5%	20	6.8%	30	5.8%	26	6.6%	31			
	<i>Don't Know</i>	-	32	-	38	-	27	-	30	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	0	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	94.0%	421	90.8%	407	91.6%	414	90.8%	434	0.965	0.511	0.666
	A higher chance/A much higher chance	6.0%	27	9.2%	41	8.4%	38	9.2%	44			
	<i>Don't Know</i>	-	34	-	32	-	25	-	19			
	<i>Decline to Answer</i>	-	1	-	0	-	3	-	2			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	88.0%	395	83.7%	374	83.4%	382	79.2%	374	>0.999	0.958	0.948
	A higher chance/A much higher chance	12.0%	54	16.3%	73	16.6%	76	20.8%	98			
	<i>Don't Know</i>	-	32	-	33	-	21	-	26			
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	94.6%	419	94.0%	408	94.6%	422	92.4%	424	0.910	0.833	0.914
	A higher chance/A much higher chance	5.4%	24	6.0%	26	5.4%	24	7.6%	35			
	<i>Don't Know</i>	-	38	-	46	-	33	-	40			
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	89.5%	407	83.7%	376	82.6%	375	79.5%	376	>0.999	0.952	0.886
	A higher chance/A much higher chance	10.5%	48	16.3%	73	17.4%	79	20.5%	97			
	<i>Don't Know</i>	-	26	-	31	-	25	-	24			
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	2			
Relative risk of stroke	A much lower chance/A lower	95.0%	415	93.4%	398	92.6%	411	93.0%	425	0.892	0.600	0.401

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
	chance/The same chance											
	A higher chance/A much higher chance	5.0%	22	6.6%	28	7.4%	33	7.0%	32			
	Don't Know	-	44	-	54	-	35	-	42			
	Decline to Answer	-	2	-	0	-	1	-	0			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

f. Current Smokeless Tobacco Users Legal Age and Older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	97.1%	231	92.8%	220	94.8%	217	94.0%	218	0.948	0.310	0.644
	A higher chance/A much higher chance	2.9%	7	7.2%	17	5.2%	12	6.0%	14			
	<i>Don't Know</i>	-	7	-	6	-	12	-	9	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	94.5%	223	93.4%	214	95.2%	216	94.4%	219	0.518	0.335	0.642
	A higher chance/A much higher chance	5.5%	13	6.6%	15	4.8%	11	5.6%	13			
	<i>Don't Know</i>	-	9	-	14	-	14	-	9	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	94.0%	220	94.6%	226	94.3%	215	95.7%	224	0.201	0.278	0.240
	A higher chance/A much higher chance	6.0%	14	5.4%	13	5.7%	13	4.3%	10			
	<i>Don't Know</i>	-	11	-	4	-	13	-	7			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	92.4%	219	93.2%	219	92.6%	212	93.5%	217	0.316	0.441	0.343
	A higher chance/A much higher chance	7.6%	18	6.8%	16	7.4%	17	6.5%	15			
	<i>Don't Know</i>	-	8	-	7	-	11	-	9			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	91.6%	219	89.0%	210	88.6%	209	88.9%	208	0.843	0.513	0.455
	A higher chance/A much higher chance	8.4%	20	11.0%	26	11.4%	27	11.1%	26			
	<i>Don't Know</i>	-	6	-	7	-	5	-	7			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	94.1%	222	93.2%	218	93.5%	215	92.3%	216	0.776	0.639	0.688
	A higher chance/A much higher chance	5.9%	14	6.8%	16	6.5%	15	7.7%	18			
	<i>Don't Know</i>	-	9	-	9	-	11	-	7			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of mouth cancer	A much lower chance/A lower	89.8%	212	88.1%	208	88.4%	206	88.4%	206	0.689	0.463	0.500

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
	chance/The same chance											
	A higher chance/A much higher chance	10.2%	24	11.9%	28	11.6%	27	11.6%	27			
	Don't Know	-	9	-	7	-	7	-	6			
	Decline to Answer	-	0	-	0	-	1	-	2			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	94.4%	220	93.1%	216	92.5%	209	95.3%	222	0.338	0.158	0.105
	A higher chance/A much higher chance	5.6%	13	6.9%	16	7.5%	17	4.7%	11			
	Don't Know	-	10	-	11	-	15	-	8			
	Decline to Answer	-	2	-	0	-	0	-	0			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

Table 30. Hypothesis 6.2. Perceptions of Relative Risk of Health Conditions to A Person Who Uses *General* Snus Daily vs. Other Brands of Snus Daily by Test vs. Control

a. Never Tobacco Users Legal Age to Age 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of	A much lower chance/A lower chance/The same chance	93.7%	415	91.1%	397	93.2%	396	88.5%	377	0.996	0.892	0.991

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
<u>chronic bronchitis</u>	A higher chance/A much higher chance	6.3%	28	8.9%	39	6.8%	29	11.5%	49	-	-	-
	<i>Don't Know</i>	-	35	-	44	-	47	-	52			
	<i>Decline to Answer</i>	-	2	-	2	-	2	-	0			
Relative risk of <u>emphysem a</u>	A much lower chance/A lower chance/The same chance	92.7%	393	91.2%	373	90.3%	374	88.0%	353	0.988	0.930	0.856
	A higher chance/A much higher chance	7.3%	31	8.8%	36	9.7%	40	12.0%	48			
	<i>Don't Know</i>	-	55	-	72	-	57	-	75			
	<i>Decline to Answer</i>	-	1	-	1	-	3	-	2			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	93.2%	408	91.6%	404	89.6%	389	91.1%	397	0.875	0.615	0.239
	A higher chance/A much higher chance	6.8%	30	8.4%	37	10.4%	45	8.9%	39			
	<i>Don't Know</i>	-	41	-	38	-	38	-	42			
	<i>Decline to Answer</i>	-	1	-	3	-	2	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	91.1%	408	89.2%	396	88.2%	387	89.3%	392	0.813	0.480	0.297
	A higher chance/A much higher chance	8.9%	40	10.8%	48	11.8%	52	10.7%	47			
	<i>Don't Know</i>	-	31	-	37	-	31	-	37			
	<i>Decline to Answer</i>	-	1	-	1	-	4	-	2			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	87.0%	389	84.0%	379	84.9%	371	80.6%	354	0.995	0.908	0.952
	A higher chance/A much higher chance	13.0%	58	16.0%	72	15.1%	66	19.4%	85			
	<i>Don't Know</i>	-	31	-	29	-	34	-	39			
	<i>Decline to Answer</i>	-	2	-	2	-	3	-	0			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	91.4%	403	91.2%	402	91.4%	393	90.2%	377	0.727	0.687	0.728
	A higher chance/A much higher chance	8.6%	38	8.8%	39	8.6%	37	9.8%	41			
	<i>Don't Know</i>	-	38	-	40	-	41	-	59	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	3	-	1	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	88.5%	394	85.7%	379	84.9%	371	77.6%	340	0.999	0.999	0.997
	A higher chance/A much higher chance	11.5%	51	14.3%	63	15.1%	66	22.4%	98			
	<i>Don't Know</i>	-	33	-	39	-	33	-	40	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	4	-	0	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	94.5%	414	91.7%	397	91.5%	386	89.6%	379	0.996	0.853	0.824
	A higher chance/A much higher chance	5.5%	24	8.3%	36	8.5%	36	10.4%	44			
	<i>Don't Know</i>	-	39	-	47	-	48	-	55	-	-	-
	<i>Decline to Answer</i>	-	3	-	2	-	4	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

b. Never Tobacco Users Older Than 24 Years of Age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	93.1%	390	94.1%	384	94.6%	405	90.7%	391	0.896	0.968	0.986
	A higher chance/A much higher chance	6.9%	29	5.9%	24	5.4%	23	9.3%	40			
	<i>Don't Know</i>	-	59	-	63	-	58	-	67	-	-	-
	<i>Decline to Answer</i>	-	0	-	2	-	0	-	1	-	-	-
Relative risk of <u>emphysem a</u>	A much lower chance/A lower chance/The same chance	95.5%	400	93.1%	378	93.9%	400	90.7%	389	0.997	0.900	0.961
	A higher chance/A much higher chance	4.5%	19	6.9%	28	6.1%	26	9.3%	40			
	<i>Don't Know</i>	-	57	-	67	-	60	-	69	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	1	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	95.7%	405	93.4%	383	93.9%	417	91.7%	397	0.993	0.830	0.900
	A higher chance/A much higher chance	4.3%	18	6.6%	27	6.1%	27	8.3%	36			
	<i>Don't Know</i>	-	52	-	63	-	39	-	66	-	-	-
	<i>Decline to Answer</i>	-	3	-	0	-	3	-	0	-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	90.3%	380	87.7%	372	93.4%	411	88.7%	393	0.771	0.328	0.993
	A higher chance/A much higher chance	9.7%	41	12.3%	52	6.6%	29	11.3%	50			
	<i>Don't Know</i>	-	54	-	47	-	45	-	56	-	-	-
	<i>Decline to Answer</i>	-	3	-	2	-	1	-	0	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	88.3%	376	84.1%	354	87.0%	381	80.8%	363	0.999	0.895	0.994
	A higher chance/A much higher chance	11.7%	50	15.9%	67	13.0%	57	19.2%	86			
	<i>Don't Know</i>	-	51	-	52	-	48	-	48	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	2	-	-	-
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	93.8%	394	92.1%	375	93.2%	399	88.7%	385	0.996	0.954	0.990
	A higher chance/A much higher chance	6.2%	26	7.9%	32	6.8%	29	11.3%	49			
	<i>Don't Know</i>	-	56	-	66	-	58	-	65	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	0	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	87.5%	370	83.7%	359	83.8%	373	80.1%	363	0.998	0.914	0.925
	A higher chance/A much higher chance	12.5%	53	16.3%	70	16.2%	72	19.9%	90			
	<i>Don't Know</i>	-	52	-	44	-	41	-	46	-	-	-
	<i>Decline to Answer</i>	-	3	-	0	-	0	-	0	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	93.1%	379	94.6%	382	95.3%	406	91.0%	394	0.872	0.976	0.994
	A higher chance/A much higher chance	6.9%	28	5.4%	22	4.7%	20	9.0%	39			
	<i>Don't Know</i>	-	68	-	68	-	59	-	66	-	-	-
	<i>Decline to Answer</i>	-	3	-	1	-	1	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

c. Former Cigarette Smokers Legal Age and Older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	97.6%	442	96.3%	422	97.0%	416	96.3%	413	0.869	0.524	0.715
	A higher chance/A much higher chance	2.4%	11	3.7%	16	3.0%	13	3.7%	16			
	<i>Don't Know</i>	-	38	-	48	-	56	-	50	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>emphysem a</u>	A much lower chance/A lower chance/The same chance	97.4%	443	97.0%	424	97.9%	427	96.0%	413	0.864	0.785	0.948
	A higher chance/A much higher chance	2.6%	12	3.0%	13	2.1%	9	4.0%	17			
	<i>Don't Know</i>	-	36	-	48	-	49	-	48	-	-	-
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	1	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	96.7%	441	96.1%	417	97.5%	432	96.1%	417	0.692	0.500	0.886
	A higher chance/A much higher chance	3.3%	15	3.9%	17	2.5%	11	3.9%	17			
	<i>Don't Know</i>	-	35	-	51	-	41	-	45	-	-	-
	<i>Decline to Answer</i>	-	0	-	1	-	2	-	0	-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	94.9%	444	91.8%	413	93.1%	418	93.4%	411	0.826	0.177	0.426
	A higher chance/A much higher chance	5.1%	24	8.2%	37	6.9%	31	6.6%	29			
	<i>Don't Know</i>	-	23	-	36	-	35	-	38	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	1	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum</u> <u>disease</u>	A much lower chance/A lower chance/The same chance	90.7%	421	87.0%	394	86.0%	386	85.0%	379	0.996	0.806	0.663
	A higher chance/A much higher chance	9.3%	43	13.0%	59	14.0%	63	15.0%	67			
	<i>Don't Know</i>	-	27	-	33	-	36	-	32	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1	-	-	-
Relative risk of <u>heart</u> <u>disease</u>	A much lower chance/A lower chance/The same chance	97.1%	440	94.4%	407	96.2%	427	93.7%	404	0.992	0.668	0.950
	A higher chance/A much higher chance	2.9%	13	5.6%	24	3.8%	17	6.3%	27			
	<i>Don't Know</i>	-	38	-	55	-	41	-	48	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>mouth</u> <u>cancer</u>	A much lower chance/A lower chance/The same chance	91.1%	420	85.7%	388	87.4%	395	83.3%	368	0.999	0.839	0.960
	A higher chance/A much higher chance	8.9%	41	14.3%	65	12.6%	57	16.7%	74			
	<i>Don't Know</i>	-	29	-	33	-	33	-	37	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	97.6%	442	95.4%	412	94.6%	403	94.3%	398	0.993	0.758	0.573
	A higher chance/A much higher chance	2.4%	11	4.6%	20	5.4%	23	5.7%	24			
	<i>Don't Know</i>	-	38	-	54	-	57	-	57	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	3	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

d. Current Cigarette Smokers Legal Age to 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	95.1%	404	93.1%	394	91.7%	398	89.8%	389	0.998	0.958	0.829
	A higher chance/A much higher chance	4.9%	21	6.9%	29	8.3%	36	10.2%	44			
	<i>Don't Know</i>	-	28	-	31	-	21	-	28			
	<i>Decline to Answer</i>	-	1	-	3	-	0	-	1			
Relative risk of <u>emphysem a</u>	A much lower chance/A lower chance/The same chance	94.6%	402	92.9%	393	93.6%	394	90.1%	373	0.993	0.928	0.967
	A higher chance/A much higher chance	5.4%	23	7.1%	30	6.4%	27	9.9%	41			
	<i>Don't Know</i>	-	27	-	33	-	33	-	46			
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	2			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	94.0%	409	93.2%	408	93.3%	406	91.6%	402	0.919	0.811	0.838
	A higher chance/A much higher chance	6.0%	26	6.8%	30	6.7%	29	8.4%	37			
	<i>Don't Know</i>	-	19	-	15	-	20	-	22			
	<i>Decline to Answer</i>	-	0	-	4	-	0	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	91.5%	397	89.2%	389	89.2%	387	86.2%	382	0.993	0.912	0.907
	A higher chance/A much higher chance	8.5%	37	10.8%	47	10.8%	47	13.8%	61			
	<i>Don't Know</i>	-	20	-	20	-	21	-	17			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	2			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	86.5%	373	83.1%	360	86.2%	374	83.1%	365	0.919	0.500	0.893
	A higher chance/A much higher chance	13.5%	58	16.9%	73	13.8%	60	16.9%	74			
	<i>Don't Know</i>	-	22	-	21	-	20	-	20	-	-	-
	<i>Decline to Answer</i>	-	1	-	3	-	1	-	3	-	-	-
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	93.8%	407	91.6%	395	90.5%	391	87.8%	381	0.999	0.969	0.901
	A higher chance/A much higher chance	6.2%	27	8.4%	36	9.5%	41	12.2%	53			
	<i>Don't Know</i>	-	20	-	25	-	21	-	25	-	-	-
	<i>Decline to Answer</i>	-	0	-	1	-	2	-	3	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	89.2%	390	87.0%	382	87.9%	384	81.8%	360	0.999	0.983	0.994
	A higher chance/A much higher chance	10.8%	47	13.0%	57	12.1%	53	18.2%	80			
	<i>Don't Know</i>	-	17	-	15	-	18	-	20	-	-	-
	<i>Decline to Answer</i>	-	0	-	3	-	0	-	2	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	95.8%	411	92.0%	393	92.0%	393	88.4%	381	0.999	0.964	0.964
	A higher chance/A much higher chance	4.2%	18	8.0%	34	8.0%	34	11.6%	50			
	<i>Don't Know</i>	-	24	-	28	-	27	-	29	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	2	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

e. Current Cigarette Smokers Aged Older Than 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	95.3%	427	94.1%	413	93.1%	418	94.7%	444	0.672	0.349	0.160
	A higher chance/A much higher chance	4.7%	21	5.9%	26	6.9%	31	5.3%	25			
	<i>Don't Know</i>	-	35	-	41	-	29	-	30	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	0	-	-	-
Relative risk of <u>emphysem a</u>	A much lower chance/A lower chance/The same chance	96.6%	430	95.2%	421	94.7%	425	93.5%	431	0.985	0.873	0.771
	A higher chance/A much higher chance	3.4%	15	4.8%	21	5.3%	24	6.5%	30			
	<i>Don't Know</i>	-	38	-	38	-	29	-	37	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	1	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	96.2%	435	95.3%	428	94.1%	429	93.8%	442	0.953	0.839	0.560
	A higher chance/A much higher chance	3.8%	17	4.7%	21	5.9%	27	6.2%	29			
	<i>Don't Know</i>	-	29	-	31	-	20	-	28	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	4	-	0	-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	94.7%	426	92.1%	409	92.1%	418	91.7%	440	0.965	0.599	0.589
	A higher chance/A much higher chance	5.3%	24	7.9%	35	7.9%	36	8.3%	40			
	<i>Don't Know</i>	-	32	-	36	-	24	-	17	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	2	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	87.0%	389	82.9%	372	84.5%	388	81.3%	388	0.991	0.725	0.903
	A higher chance/A much higher chance	13.0%	58	17.1%	77	15.5%	71	18.7%	89			
	<i>Don't Know</i>	-	35	-	31	-	20	-	22	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0	-	-	-
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	95.5%	424	93.5%	414	94.6%	424	92.9%	429	0.955	0.639	0.867
	A higher chance/A much higher chance	4.5%	20	6.5%	29	5.4%	24	7.1%	33			
	<i>Don't Know</i>	-	38	-	37	-	30	-	37	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	0	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	88.7%	402	84.6%	384	85.1%	389	80.5%	381	0.999	0.947	0.968
	A higher chance/A much higher chance	11.3%	51	15.4%	70	14.9%	68	19.5%	92			
	<i>Don't Know</i>	-	29	-	26	-	21	-	25	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	1	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	95.7%	419	94.5%	409	94.1%	418	94.0%	435	0.876	0.627	0.549
	A higher chance/A much higher chance	4.3%	19	5.5%	24	5.9%	26	6.0%	28			
	<i>Don't Know</i>	-	43	-	46	-	35	-	36	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

f. Current Smokeless Tobacco Users Legal Age and Older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	95.7%	223	95.3%	225	94.8%	218	95.2%	220	0.596	0.521	0.411
	A higher chance/A much higher chance	4.3%	10	4.7%	11	5.2%	12	4.8%	11			
	<i>Don't Know</i>	-	12	-	7	-	11	-	10	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Relative risk of <u>emphysem a</u>	A much lower chance/A lower chance/The same chance	96.6%	224	94.3%	215	95.2%	217	95.2%	220	0.762	0.326	0.487
	A higher chance/A much higher chance	3.4%	8	5.7%	13	4.8%	11	4.8%	11			
	<i>Don't Know</i>	-	13	-	15	-	13	-	10	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	97.0%	229	94.5%	225	96.9%	221	96.6%	226	0.610	0.141	0.584
	A higher chance/A much higher chance	3.0%	7	5.5%	13	3.1%	7	3.4%	8			
	<i>Don't Know</i>	-	9	-	5	-	13	-	7	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	92.8%	219	93.2%	220	93.0%	211	93.1%	217	0.443	0.515	0.470
	A higher chance/A much higher chance	7.2%	17	6.8%	16	7.0%	16	6.9%	16			
	<i>Don't Know</i>	-	9	-	7	-	14	-	8	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum</u> <u>disease</u>	A much lower chance/A lower chance/The same chance	91.6%	219	88.9%	209	89.1%	204	88.8%	206	0.850	0.520	0.540
	A higher chance/A much higher chance	8.4%	20	11.1%	26	10.9%	25	11.2%	26			
	<i>Don't Know</i>	-	6	-	8	-	12	-	8	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1	-	-	-
Relative risk of <u>heart</u> <u>disease</u>	A much lower chance/A lower chance/The same chance	93.6%	219	92.7%	215	93.9%	214	94.9%	223	0.272	0.160	0.314
	A higher chance/A much higher chance	6.4%	15	7.3%	17	6.1%	14	5.1%	12			
	<i>Don't Know</i>	-	11	-	11	-	13	-	6	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Relative risk of <u>mouth</u> <u>cancer</u>	A much lower chance/A lower chance/The same chance	92.3%	215	89.7%	209	90.5%	209	89.8%	211	0.827	0.488	0.598
	A higher chance/A much higher chance	7.7%	18	10.3%	24	9.5%	22	10.2%	24			
	<i>Don't Know</i>	-	11	-	10	-	9	-	5	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	1	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	94.8%	221	94.8%	220	95.1%	215	94.4%	221	0.577	0.573	0.630
	A higher chance/A much higher chance	5.2%	12	5.2%	12	4.9%	11	5.6%	13			
	<i>Don't Know</i>	-	12	-	11	-	15	-	7	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

Table 31. Hypothesis 6.3. Perceptions of Relative Risk of Health Conditions to A Person Who Uses *General* Snus Daily vs. Aids to Help Stop Smoking Daily by Test vs. Control

a. Never Tobacco Users Legal Age to 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	29.9%	132	25.9%	112	24.3%	107	18.8%	79	<0.001***	0.006**	0.024*
	The same chance/A higher chance/A much higher chance	70.1%	309	74.1%	320	75.7%	333	81.2%	342			
	<i>Don't Know</i>	-	36	-	49	-	31	-	56	-	-	-
	<i>Decline to Answer</i>	-	3	-	1	-	3	-	1	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	30.7%	132	26.1%	106	18.9%	80	17.5%	69	<0.001***	0.002**	0.302
	The same chance/A higher chance/A much higher chance	69.3%	298	73.9%	300	81.1%	344	82.5%	326			
	<i>Don't Know</i>	-	49	-	75	-	46	-	80	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	4	-	3	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	31.2%	139	25.0%	109	19.8%	87	20.4%	87	<0.001***	0.052	0.581
	The same chance/A higher chance/A much higher chance	68.8%	306	75.0%	327	80.2%	352	79.6%	340			
	<i>Don't Know</i>	-	34	-	44	-	33	-	49	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	2	-	2	-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	25.5%	113	21.2%	94	20.3%	90	16.5%	72	0.001***	0.037	0.071
	The same chance/A higher chance/A much higher chance	74.5%	331	78.8%	350	79.7%	353	83.5%	365			
	<i>Don't Know</i>	-	35	-	36	-	29	-	41	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	2	-	0	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>gum</u> <u>disease</u>	A much lower chance/A lower chance	24.7%	110	23.1%	102	16.2%	73	15.0%	66	<0.001***	0.001**	0.313
	The same chance/A higher chance/A much higher chance	75.3%	336	76.9%	340	83.8%	379	85.0%	375			
	<i>Don't Know</i>	-	32	-	38	-	19	-	36			
	<i>Decline to Answer</i>	-	2	-	2	-	3	-	1			
Relative risk of <u>heart</u> <u>disease</u>	A much lower chance/A lower chance	31.7%	140	26.6%	115	21.9%	97	14.0%	59	<0.001***	<0.001**	0.001*
	The same chance/A higher chance/A much higher chance	68.3%	301	73.4%	318	78.1%	345	86.0%	361			
	<i>Don't Know</i>	-	39	-	48	-	28	-	58			
	<i>Decline to Answer</i>	-	0	-	1	-	4	-	0			
Relative risk of <u>mouth</u> <u>cancer</u>	A much lower chance/A lower chance	27.8%	123	23.1%	103	13.3%	59	13.7%	60	<0.001***	<0.001**	0.576
	The same chance/A higher chance/A much higher chance	72.2%	320	76.9%	343	86.7%	385	86.3%	377			
	<i>Don't Know</i>	-	36	-	35	-	28	-	39			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	2			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	30.5%	131	24.9%	106	19.3%	84	16.1%	66	<0.001***	0.001**	0.111
	The same chance/A higher chance/A much higher chance	69.5%	299	75.1%	319	80.7%	351	83.9%	344			
	<i>Don't Know</i>	-	49	-	55	-	35	-	66			
	<i>Decline to Answer</i>	-	1	-	2	-	4	-	2			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

b. Never Tobacco Users Older Than 24 Years of Age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	31.0%	128	30.3%	119	31.7%	132	23.3%	95	0.007**	0.013*	0.004***
	The same chance/A higher chance/A much higher chance	69.0%	285	69.7%	274	68.3%	284	76.7%	312			
	<i>Don't Know</i>	-	64	-	79	-	69	-	90	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	2	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	32.9%	136	27.0%	103	35.6%	146	19.3%	81	<0.001***	0.005*	<0.001**
	The same chance/A higher chance/A much higher chance	67.1%	277	73.0%	278	64.4%	264	80.7%	338			
	<i>Don't Know</i>	-	63	-	91	-	76	-	78	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	2	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	33.9%	139	32.7%	129	32.9%	140	22.4%	96	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	66.1%	271	67.3%	266	67.1%	285	77.6%	333			
	<i>Don't Know</i>	-	66	-	77	-	60	-	69	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	1	-	-	-
Relative risk of <u>serious</u>	A much lower chance/A lower chance	26.3%	110	21.4%	88	21.2%	91	13.9%	61	<0.001***	0.002**	0.002*

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
<u>health problems</u>	The same chance/A higher chance/A much higher chance	73.7%	309	78.6%	324	78.8%	339	86.1%	378			
	<i>Don't Know</i>	-	56	-	59	-	55	-	59	-	-	-
	<i>Decline to Answer</i>	-	3	-	2	-	1	-	1	-	-	-
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	24.7%	103	19.7%	81	17.7%	75	13.4%	60	<0.001***	0.007**	0.040*
	The same chance/A higher chance/A much higher chance	75.3%	314	80.3%	330	82.3%	348	86.6%	387			
	<i>Don't Know</i>	-	59	-	62	-	63	-	50	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	2	-	-	-
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	34.0%	142	24.6%	99	29.6%	123	18.6%	77	<0.001***	0.019*	<0.001**
	The same chance/A higher chance/A much higher chance	66.0%	276	75.4%	304	70.4%	292	81.4%	337			
	<i>Don't Know</i>	-	57	-	70	-	71	-	83	-	-	-
	<i>Decline to Answer</i>	-	3	-	0	-	0	-	2	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	25.2%	103	20.1%	81	20.8%	89	14.2%	63	<0.001***	0.011*	0.005**
	The same chance/A higher chance/A much higher chance	74.8%	306	79.9%	322	79.2%	339	85.8%	381			
	<i>Don't Know</i>	-	65	-	70	-	57	-	54	-	-	-
	<i>Decline to Answer</i>	-	4	-	0	-	1	-	1	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	32.5%	134	26.0%	101	29.6%	121	16.7%	70	<0.001***	0.001*	<0.001**

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
	The same chance/A higher chance/A much higher chance	67.5%	278	74.0%	287	70.4%	288	83.3%	349			
	<i>Don't Know</i>	-	65	-	84	-	77	-	77	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	3	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

c. Former Cigarette Smokers Legal Age and Older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	33.0%	145	27.5%	118	28.4%	121	22.6%	95	<0.001***	0.050	0.027
	The same chance/A higher chance/A much higher chance	67.0%	295	72.5%	311	71.6%	305	77.4%	325			
	<i>Don't Know</i>	-	51	-	57	-	59	-	59	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	32.4%	143	31.1%	132	30.1%	131	21.8%	90	<0.001***	0.001**	0.003*
	The same chance/A higher chance/A much higher chance	67.6%	298	68.9%	292	69.9%	304	78.2%	323			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
	<i>Don't Know</i>	-	50	-	60	-	49	-	66	-	-	-
	<i>Decline to Answer</i>	-	0	-	2	-	2	-	0	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	34.8%	154	32.3%	139	28.9%	125	21.1%	89	<0.001***	<0.001**	0.004*
	The same chance/A higher chance/A much higher chance	65.2%	288	67.7%	291	71.1%	307	78.9%	333			
	<i>Don't Know</i>	-	49	-	56	-	53	-	57	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	28.5%	130	18.9%	83	17.5%	76	14.8%	63	<0.001***	0.050	0.139
	The same chance/A higher chance/A much higher chance	71.5%	326	81.1%	355	82.5%	359	85.2%	364			
	<i>Don't Know</i>	-	34	-	46	-	50	-	51	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	1	-	-	-
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	26.6%	120	18.7%	82	14.6%	64	10.4%	45	<0.001***	<0.001**	0.032*
	The same chance/A higher chance/A much higher chance	73.4%	331	81.3%	356	85.4%	374	89.6%	386			
	<i>Don't Know</i>	-	39	-	48	-	46	-	47	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	1	-	-	-
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	33.9%	151	24.8%	106	21.9%	94	18.7%	78	<0.001***	0.016**	0.127
	The same chance/A higher chance/A much higher chance	66.1%	294	75.2%	321	78.1%	336	81.3%	339			
	<i>Don't Know</i>	-	46	-	59	-	54	-	62	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	0	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	24.4%	109	16.8%	75	13.9%	60	9.7%	42	<0.001***	0.001**	0.029*
	The same chance/A higher chance/A much higher chance	75.6%	337	83.2%	371	86.1%	373	90.3%	391			
	<i>Don't Know</i>	-	44	-	40	-	52	-	45	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	1	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	30.5%	132	26.0%	109	24.1%	101	18.6%	77	<0.001***	0.005**	0.025*
	The same chance/A higher chance/A much higher chance	69.5%	301	74.0%	311	75.9%	318	81.4%	338			
	<i>Don't Know</i>	-	57	-	66	-	65	-	64	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

d. Current Cigarette Smokers Legal Age to 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
Relative risk of	A much lower chance/A lower chance	34.3%	146	31.1%	134	34.2%	147	25.7%	111	0.003***	0.039*	0.003**

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)			
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)							
		%	n	%	n	%	n	%	n						
<u>chronic bronchitis</u>	The same chance/A higher chance/A much higher chance	65.7%	280	68.9%	297	65.8%	283	74.3%	321						
	<i>Don't Know</i>	-	28	-	24	-	25	-	29	-	-	-			
	<i>Decline to Answer</i>	-	0	-	2	-	0	-	1	-	-	-			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	34.3%	143	30.6%	129	32.2%	135	28.4%	118	0.034	0.242	0.117			
	The same chance/A higher chance/A much higher chance	65.7%	274	69.4%	292	67.8%	284	71.6%	297						
	<i>Don't Know</i>	-	36	-	35	-	34	-	45				-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	2				-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	35.1%	151	32.0%	141	30.3%	131	28.3%	124	0.016***	0.114	0.257			
	The same chance/A higher chance/A much higher chance	64.9%	279	68.0%	299	69.7%	301	71.7%	314						
	<i>Don't Know</i>	-	22	-	15	-	22	-	23				-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	1	-	1				-	-	-
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	29.9%	129	26.4%	115	23.3%	102	19.1%	84	<0.001***	0.005**	0.064			
	The same chance/A higher chance/A much higher chance	70.1%	302	73.6%	320	76.7%	335	80.9%	355						
	<i>Don't Know</i>	-	23	-	21	-	16	-	20				-	-	-
	<i>Decline to Answer</i>	-	0	-	1	-	2	-	3				-	-	-
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	26.3%	113	22.2%	97	24.3%	106	16.3%	71	<0.001***	0.013*	0.002**			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
	The same chance/A higher chance/A much higher chance	73.7%	317	77.8%	339	75.7%	330	83.7%	365			
	<i>Don't Know</i>	-	24	-	19	-	16	-	22			
	<i>Decline to Answer</i>	-	0	-	2	-	3	-	4			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	31.3%	135	30.4%	131	29.9%	126	23.4%	102	0.005***	0.011**	0.017*
	The same chance/A higher chance/A much higher chance	68.8%	297	69.6%	300	70.1%	296	76.6%	333			
	<i>Don't Know</i>	-	21	-	23	-	32	-	24			
	<i>Decline to Answer</i>	-	1	-	3	-	1	-	3			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	28.8%	126	24.1%	104	25.4%	110	19.1%	83	<0.001***	0.037*	0.013**
	The same chance/A higher chance/A much higher chance	71.2%	312	75.9%	328	74.6%	323	80.9%	352			
	<i>Don't Know</i>	-	15	-	23	-	21	-	25			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	2			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	32.5%	139	28.8%	121	28.0%	118	24.0%	103	0.003***	0.054	0.091
	The same chance/A higher chance/A much higher chance	67.5%	289	71.2%	299	72.0%	304	76.0%	327			
	<i>Don't Know</i>	-	26	-	34	-	32	-	29			
	<i>Decline to Answer</i>	-	0	-	3	-	1	-	3			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison.

	Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
	%	n	%	n	%	n	%	n			
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.											

e. Current Cigarette Smokers Older Than 24 Years of Age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	46.0%	201	36.3%	158	40.5%	179	29.7%	135	<0.001***	0.018*	<0.001**
	The same chance/A higher chance/A much higher chance	54.0%	236	63.7%	277	59.5%	263	70.3%	319			
	<i>Don't Know</i>	-	44	-	45	-	36	-	44	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	2	-	1	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	46.2%	199	39.1%	169	42.5%	187	32.9%	149	<0.001***	0.027*	0.002**
	The same chance/A higher chance/A much higher chance	53.8%	232	60.9%	263	57.5%	253	67.1%	304			
	<i>Don't Know</i>	-	51	-	48	-	38	-	46	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	0	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	42.1%	184	37.2%	161	41.4%	184	29.2%	135	<0.001***	0.005*	<0.001**
	The same chance/A higher chance/A much higher chance	57.9%	253	62.8%	272	58.6%	260	70.8%	328			
	<i>Don't Know</i>	-	44	-	47	-	34	-	36	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	2	-	0	-	-	-
Relative risk of serious	A much lower chance/A lower chance	35.3%	156	27.9%	122	28.5%	127	18.3%	86	<0.001***	<0.001**	<0.001*

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
<u>health problems</u>	The same chance/A higher chance/A much higher chance	64.7%	286	72.1%	316	71.5%	318	81.7%	383			
	<i>Don't Know</i>	-	40	-	42	-	32	-	29	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	3	-	1	-	-	-
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	34.8%	154	23.3%	103	25.0%	113	16.9%	77	<0.001***	0.009*	0.001**
	The same chance/A higher chance/A much higher chance	65.2%	288	76.7%	340	75.0%	339	83.1%	379			
	<i>Don't Know</i>	-	40	-	36	-	27	-	42	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	1	-	-	-
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	38.6%	168	34.5%	150	33.9%	150	22.3%	100	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	61.4%	267	65.5%	285	66.1%	292	77.7%	349			
	<i>Don't Know</i>	-	46	-	44	-	36	-	50	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	2	-	0	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	35.5%	157	25.5%	114	23.7%	106	16.5%	76	<0.001***	<0.001**	0.003*
	The same chance/A higher chance/A much higher chance	64.5%	285	74.5%	333	76.3%	342	83.5%	386			
	<i>Don't Know</i>	-	38	-	33	-	31	-	36	-	-	-
	<i>Decline to Answer</i>	-	3	-	0	-	1	-	1	-	-	-
Relative risk of stroke	A much lower chance/A lower chance	41.0%	179	32.9%	140	33.9%	147	27.7%	125	<0.001***	0.044*	0.022**

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
	The same chance/A higher chance/A much higher chance	59.0%	258	67.1%	285	66.1%	287	72.3%	327			
	<i>Don't Know</i>	-	44	-	55	-	44	-	45	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	2	-	2	-	-	-

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison.
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.

f. Current Smokeless Tobacco Users Legal Age and Older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of chronic <u>bronchitis</u>	A much lower chance/A lower chance	34.8%	79	35.0%	79	31.4%	71	28.4%	65	0.070	0.066	0.240
	The same chance/A higher chance/A much higher chance	65.2%	148	65.0%	147	68.6%	155	71.6%	164			
	<i>Don't Know</i>	-	18	-	17	-	15	-	12			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	37.1%	85	39.0%	89	36.0%	81	31.0%	72	0.084	0.036	0.130
	The same chance/A higher chance/A much higher chance	62.9%	144	61.0%	139	64.0%	144	69.0%	160			
	<i>Don't Know</i>	-	16	-	15	-	16	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>lung</u> <u>cancer</u>	A much lower chance/A lower chance	35.0%	82	31.2%	72	33.6%	74	30.6%	72	0.155	0.451	0.247
	The same chance/A higher chance/A much higher chance	65.0%	152	68.8%	159	66.4%	146	69.4%	163			
	<i>Don't Know</i>	-	11	-	12	-	19	-	6	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	0	-	-	-
Relative risk of <u>serious</u> <u>health</u> <u>problems</u>	A much lower chance/A lower chance	26.2%	62	27.3%	63	22.5%	52	20.7%	48	0.081	0.049	0.317
	The same chance/A higher chance/A much higher chance	73.8%	175	72.7%	168	77.5%	179	79.3%	184			
	<i>Don't Know</i>	-	8	-	12	-	10	-	9	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Relative risk of <u>gum</u> <u>disease</u>	A much lower chance/A lower chance	23.2%	55	26.3%	60	24.2%	56	19.6%	45	0.169	0.043	0.112
	The same chance/A higher chance/A much higher chance	76.8%	182	73.7%	168	75.8%	175	80.4%	185			
	<i>Don't Know</i>	-	8	-	14	-	10	-	11	-	-	-
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0	-	-	-
Relative risk of <u>heart</u> <u>disease</u>	A much lower chance/A lower chance	34.3%	79	31.7%	73	31.6%	72	26.3%	61	0.030	0.099	0.106
	The same chance/A higher chance/A much higher chance	65.7%	151	68.3%	157	68.4%	156	73.7%	171			
	<i>Don't Know</i>	-	15	-	13	-	13	-	9	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	23.0%	54	27.9%	64	22.5%	52	17.0%	39	0.052	0.002***	0.067
	The same chance/A higher chance/A much higher chance	77.0%	181	72.1%	165	77.5%	179	83.0%	191			
	<i>Don't Know</i>	-	10	-	14	-	10	-	11	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	33.0%	75	33.6%	77	32.3%	73	27.8%	64	0.113	0.089	0.149
	The same chance/A higher chance/A much higher chance	67.0%	152	66.4%	152	67.7%	153	72.2%	166			
	<i>Don't Know</i>	-	18	-	14	-	14	-	10	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

13.5.3 Objective 7: Assess the believability of the *General Snus* Modified Risk Claims

The results for the Objective 7 hypothesis are summarized below in Grid 7.

Grid 7: Objective 7 Hypothesis

Objective 7 Hypotheses	Never TNP Legal-24			Never TNP >24			Former Smokers			Current Smokers Legal-24			Current Smokers >24			Current Tobacco Smokeless		
	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C	T1 vs. C	T2 vs. C	T3 vs. C
MRTP Claim 1	X	X	X	X	X	X	X	X	O	X	X	X	X	X	X	X	O	O
MRTP Claim 2	X	X	X	X	X	X	X	X	X	X	O	X	X	X	X	X	O	O
MRTP Claim 3	X	X	O	X	X	X	X	X	X	X	O	X	X	X	X	X	O	O

X: Yes, research hypothesis is supported; O: No, research hypothesis is not supported.

MRTP Claim #1: Using *General Snus* instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis.

MRTP Claim #2: Using *General Snus* instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users.

MRTP Claim #3: No tobacco is totally safe, but using *General Snus* instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments.

13.5.3.1 Hypothesis 7.1. Test Groups Will Find the *General Snus* Claims More Believable Than the Control Group – All Study Cohorts

Believability of the *General Snus* modified risk tobacco product claims was assessed among the three test vs. control groups (Tables 32a - 32f, Section 16.1). Generally, there were statistically higher proportions of respondents in the three test groups who found the MRTP Claims 1, 2, and 3 somewhat/very believable compared with the control group. All of the comparisons were statistically significant except for 10 test vs. control comparisons among all the respondents.

In summary, the majority of the comparisons between the three test vs. control groups rejected the null hypothesis. Notably, all of the comparisons for Claim 1 rejected the null hypothesis across all cohorts.

Table 32. Hypothesis 7.1. Believability of the *General* Snus Modified Risk Claims by Test vs. Control

a. Never Tobacco Users Legal Age to 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Using <i>General</i> Snus instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	Not at all believable/A little believable	62.0%	289	65.9%	303	72.0%	331	78.2%	359	<0.001***	<0.001**	0.014*
	Somewhat believable/Very believable	38.0%	177	34.1%	157	28.0%	129	21.8%	100			
	<i>Don't Know</i>	-	13	-	19	-	12	-	17			
	<i>Decline to Answer</i>	-	1	-	3	-	2	-	2			
MRTP Claim #2: Using <i>General</i> Snus instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users	Not at all believable/A little believable	63.9%	295	63.3%	291	66.7%	309	73.5%	335	0.001**	<0.001***	0.013*
	Somewhat believable/Very believable	36.1%	167	36.7%	169	33.3%	154	26.5%	121			
	<i>Don't Know</i>	-	16	-	20	-	10	-	21			
	<i>Decline to Answer</i>	-	2	-	2	-	1	-	1			
MRTP Claim #3: No tobacco is totally safe, but using <i>General</i> Snus instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments	Not at all believable/A little believable	53.5%	249	51.0%	237	55.4%	257	60.7%	279	0.015**	0.002***	0.052
	Somewhat believable/Very believable	46.5%	216	49.0%	228	44.6%	207	39.3%	181			
	<i>Don't Know</i>	-	14	-	16	-	8	-	16			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	2			

Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests.
Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison.

	Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N= 480)		Claim 2 (N= 482)		Claim 3 (N=474)		Control (N=478)				
	%	n	%	n	%	n	%	n			
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.											

b. Never Tobacco Users Older Than 24 Years of Age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Using <i>General</i> Snus instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	Not at all believable/A little believable	64.1%	286	69.7%	308	68.8%	319	79.6%	366	<0.001***	<0.001**	<0.001*
	Somewhat believable/Very believable	35.9%	160	30.3%	134	31.3%	145	20.4%	94			
	<i>Don't Know</i>	-	29	-	30	-	22	-	38	-	-	-
	<i>Decline to Answer</i>	-	3	-	1	-	0	-	1	-	-	-
MRTP Claim #2: Using <i>General</i> Snus instead of cigarettes would significantly reduce harm and the risk of certain tobacco- related diseases to individual tobacco users	Not at all believable/A little believable	61.0%	271	58.7%	260	61.8%	285	72.0%	332	<0.001***	<0.001**	0.001*
	Somewhat believable/Very believable	39.0%	173	41.3%	183	38.2%	176	28.0%	129			
	<i>Don't Know</i>	-	32	-	29	-	25	-	37	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	1	-	-	-
MRTP Claim #3: No tobacco is totally safe, but using <i>General</i> Snus instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco- related ailments	Not at all believable/A little believable	56.2%	255	53.3%	237	57.0%	265	65.9%	304	0.001**	<0.001***	0.003*
	Somewhat believable/Very believable	43.8%	199	46.7%	208	43.0%	200	34.1%	157			
	<i>Don't Know</i>	-	22	-	26	-	21	-	36	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	0	-	2	-	-	-

	Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N= 478)		Claim 2 (N= 473)		Claim 3 (N=486)		Control (N=499)				
	%	n	%	n	%	n	%	n			
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.											

c. Former Cigarette Smokers Legal Age and Older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Using <i>General</i> Snus instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	Not at all believable/A little believable	60.8%	295	67.8%	312	71.0%	331	75.8%	350	<0.001***	0.004**	0.052
	Somewhat believable/Very believable	39.2%	190	32.2%	148	29.0%	135	24.2%	112			
	<i>Don't Know</i>	-	6	-	26	-	19	-	16	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1	-	-	-
MRTP Claim #2: Using <i>General</i> Snus instead of cigarettes would significantly reduce harm and the risk of certain tobacco- related diseases to individual tobacco users	Not at all believable/A little believable	51.9%	250	52.2%	244	56.7%	268	65.3%	301	<0.001***	<0.001**	0.003*
	Somewhat believable/Very believable	48.1%	232	47.8%	223	43.3%	205	34.7%	160			
	<i>Don't Know</i>	-	8	-	19	-	12	-	18	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0	-	-	-
MRTP Claim #3: No tobacco is totally safe, but using <i>General</i> Snus	Not at all believable/A little believable	44.7%	217	50.8%	240	48.6%	229	59.8%	277	<0.001***	0.003*	<0.001**

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 491)		Claim 2 (N= 486)		Claim 3 (N=486)		Control (N=479)				
		%	n	%	n	%	n	%	n			
instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco- related ailments	Somewhat believable/Very believable	55.3%	268	49.2%	232	51.4%	242	40.2%	186			
	<i>Don't Know</i>	-	6	-	14	-	14	-	16	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

d. Current Cigarette Smokers Legal Age to 24 Years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Using <i>General</i> Snus instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	Not at all believable/A little believable	51.6%	231	60.1%	270	58.6%	263	67.0%	299	<0.001***	0.016*	0.004**
	Somewhat believable/Ver y believable	48.4%	217	39.9%	179	41.4%	186	33.0%	147			
	<i>Don't Know</i>	-	6	-	5	-	5	-	14			
	<i>Decline to Answer</i>	-	0	-	3	-	1	-	2			
MRTP Claim #2: Using <i>General</i> Snus instead of cigarettes would significantly reduce harm and the risk of certain tobacco- related diseases to	Not at all believable/A little believable	46.2%	207	52.5%	237	47.9%	216	57.8%	260	<0.001***	0.057	0.001**
	Somewhat believable/Ver y believable	53.8%	241	47.5%	214	52.1%	235	42.2%	190			

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 454)		Claim 2 (N= 457)		Claim 3 (N=455)		Control (N=462)				
		%	n	%	n	%	n	%	n			
individual tobacco users	<i>Don't Know</i>	-	5	-	3	-	4	-	11	-	-	-
	<i>Decline to Answer</i>	-	1	-	3	-	0	-	1	-	-	-
MRTP Claim #3: No tobacco is totally safe, but using <i>General Snus</i> instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments	Not at all believable/A little believable	37.0%	166	44.9%	202	39.5%	178	50.3%	227	<0.001***	0.051	0.001**
	Somewhat believable/Very believable	63.0%	283	55.1%	248	60.5%	273	49.7%	224			
	<i>Don't Know</i>	-	5	-	4	-	4	-	10	-	-	-
	<i>Decline to Answer</i>	-	0	-	3	-	0	-	1	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

e. Current Cigarette Smokers Older Than 24 Years of Age

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Using <i>General Snus</i> instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	Not at all believable/A little believable	46.0%	215	49.7%	230	48.0%	224	64.9%	310	<0.001***	<0.001**	<0.001*
	Somewhat believable/Ver y believable	54.0%	252	50.3%	233	52.0%	243	35.1%	168			
	<i>Don't Know</i>	-	14	-	17	-	13	-	21	-	-	-

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 483)		Claim 2 (N= 480)		Claim 3 (N=480)		Control (N=499)				
		%	n	%	n	%	n	%	n			
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	0	-	-	-
MRTP Claim #2: Using <i>General Snus</i> instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users	Not at all believable/A little believable	38.4%	179	38.7%	180	39.5%	184	53.0%	251	<0.001***	<0.001**	<0.001*
	Somewhat believable/Very believable	61.6%	287	61.3%	285	60.5%	282	47.0%	223			
	<i>Don't Know</i>	-	14	-	15	-	14	-	25	-	-	-
	<i>Decline to Answer</i>	-	3	-	0	-	0	-	0	-	-	-
MRTP Claim #3: No tobacco is totally safe, but using <i>General Snus</i> instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments	Not at all believable/A little believable	36.0%	169	34.6%	162	32.1%	150	44.0%	211	0.006*	0.002**	<0.001***
	Somewhat believable/Very believable	64.0%	300	65.4%	306	67.9%	317	56.0%	269			
	<i>Don't Know</i>	-	12	-	12	-	13	-	19	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison. "Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.												

f. Current Smokeless Tobacco Users Legal Age and Older

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
		%	n	%	n	%	n	%	n			
MRTP Claim #1: Using <i>General</i> Snus instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	Not at all believable/A little believable	29.2%	71	38.1%	91	43.2%	101	45.3%	107	<0.001***	0.054	0.317
	Somewhat believable/Ver y believable	70.8%	172	61.9%	148	56.8%	133	54.7%	129			
	<i>Don't Know</i>	-	2	-	4	-	7	-	5	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
MRTP Claim #2: Using <i>General</i> Snus instead of cigarettes would significantly reduce harm and the risk of certain tobacco- related diseases to individual tobacco users	Not at all believable/A little believable	24.2%	59	31.7%	76	31.8%	76	36.8%	88	0.001***	0.117	0.124
	Somewhat believable/Ver y believable	75.8%	185	68.3%	164	68.2%	163	63.2%	151			
	<i>Don't Know</i>	-	1	-	3	-	2	-	2	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
MRTP Claim #3: No tobacco is totally safe, but using <i>General</i> Snus instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco- related ailments	Not at all believable/A little believable	20.6%	50	25.4%	61	26.9%	64	32.3%	76	0.002***	0.048	0.097
	Somewhat believable/Ver y believable	79.4%	193	74.6%	179	73.1%	174	67.7%	159			
	<i>Don't Know</i>	-	2	-	3	-	3	-	6	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0	-	-	-
Note. N=total respondents; SD=standard deviation. Two-sample comparisons were between each claim vs. control. P-values were reported from one-tailed independent two-sample proportion tests. Statistical significance was adjusted according to the Holm procedure, whereby p-values ordered from lowest to highest are compared (in that order) against target, adjusted p-values of *** - p<0.017, ** - p<0.025, and * - p<0.050, respectively. Testing ends with the first non-significant comparison.												

	Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N= 245)		Claim 2 (N= 243)		Claim 3 (N=241)		Control (N=241)				
	%	n	%	n	%	n	%	n			
"Don't know" and "Decline to answer" were not included in the total column % count and these categories were not tested for statistical significance.											

13.6 Results for Sensitivity Analyses

Sensitivity analyses were conducted for every hypothesis outcome with the outliers removed ([Statistical Tables 16s - 31s](#), Appendix 17.1).

The results of the sensitivity analyses demonstrated that the exclusion of the outliers did not affect the overall pattern of statistical significance of any of the hypotheses from the full sample analyses. There were only 13 instances observed that differed from the main bivariate analysis results:

Results which were not supportive of hypothesis in full sample analysis but were supported in sensitivity analyses: 9 Instances

- Hypothesis 3.3, test groups perceived the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing daily use of *General Snus* vs. never having used any TNP:
 - Cohort of smokeless tobacco users, Claim 1 vs. control for gum disease ($p=0.022$).
- Hypothesis 3.4, test groups perceived the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing daily use of the act of quitting all TNPs use except for *General Snus* vs. the act of quitting all TNPs use:
 - Cohort of current cigarette users legal age to 24 years of age, Claim 3 vs. control for lung cancer ($p=0.065$).
 - Cohort of current cigarette users legal age to 24 years of age, Claim 3 vs. control for stroke ($p=0.056$).
- Hypothesis 4.1, among all respondents, the test groups had a higher comprehension of the *General Snus* claims than the control group:
 - Cohort of never cigarette users >24 years of age, Claim 2 vs. control for “Number of cigarettes one can smoke a day for *General Snus* to lower risk of disease” ($p=0.044$).
- Hypothesis 6.3, test groups perceived the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing daily use of *General Snus* vs daily use of aids that help stop smoking:
 - Cohort of never cigarette users >24 years of age, Claim 3 vs. control for gum disease ($p=0.061$).
 - Cohort of current cigarette users >24 years of age, Claim 2 vs. control for stroke ($p=0.054$).
- Hypothesis 7.1, Among all respondents, the test groups found the *General Snus* claims more believable than the control group.

- Cohort of former cigarette smokers, Claim 3 vs. control for MRTP Claim 1 “Using *General Snus* instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis” (7.1a) (p=0.038).
- Cohort of current cigarette smokers legal age to 24 years, Claim 2 vs. control for MRTP Claim 2 “Using *General Snus* instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users” (7.1b) (p=0.046).
- Cohort of current cigarette smokers legal age to 24 years, Claim 2 vs. control for MRTP Claim 3 “No tobacco is totally safe, but using *General Snus* instead of cigarettes puts you at a lower risk of chronic lung disease and other tobacco-related ailments” (7.1c) (p=0.047).

Results which were supportive of hypothesis in full sample analysis but were not supported in sensitivity analyses: 4 Instances

- Hypothesis 2.1, Test groups perceived the absolute risks of each health condition (respiratory and non-respiratory) as lower than the control group, when daily use of only *General Snus* and no other TNP:
 - Cohort of smokeless tobacco users, Claim 2 vs. control for lung cancer (p=0.03).
- Hypothesis 3.1.1, Test groups perceived the relative risks of each respiratory health condition as lower than the control group, when comparing daily use of *General Snus* vs. daily use of cigarettes:
 - Cohort of smokeless tobacco users, Claim 1 vs. control for lung cancer (p=0.02).
- Hypothesis 3.3, test groups perceived the relative risks of each health condition (respiratory and non-respiratory) as equal or higher than the control group, when comparing daily use of *General Snus* vs. never having used any TNP:
 - Cohort of current cigarette users >24 years of age, Claim 2 vs. control for emphysema (p=0.028).
 - Cohort of current cigarette users >24 years of age, Claim 3 vs. control for emphysema (p=0.017).

13.7 Summary of Results

The demographic data were comparable among the three test and control groups within each cohort. Respondents’ mean age was 39.8 years (range: 18 – 99 years). Overall, 36.8% of respondents were 18-24 years of age. Cigarettes were used fairly regularly among most of the respondents across the three test and control groups in the current cigarette smokers legal age to 24 years (range: 94.3% to 96.1%) and current cigarette smokers >24 years of age (range: 97.6% to 98.6%). Among the 2 current cigarette smoker groups, greater than 60% of the respondents were smoking cigarettes every day. Among the current smokeless tobacco users legal age and older,

moist snuff was used regularly in more than 90% of respondents; greater than 50% of respondents used smokeless tobacco every day.

In general, the outcomes of the results assessing each objective revealed the effectiveness of the three *General Snus* MRTTP claims in the context of a single *General Snus* description provided in a video advertisement.

Primary Objectives

Objective 1

Likelihood to buy *General Snus*: Results demonstrated that among TNP non-user groups (never TNP users and former smokers), the likelihood to initiate or re-initiate TNP use with *General Snus* (i.e., buy *General Snus*) among the test groups were equal or lower than the control group. Additionally, greater likelihood to buy *General Snus* was demonstrated among current smokers >24 for Claim 1.

Likelihood to use TNPs: Among current cigarette smokers, the likelihood to smoke cigarettes moving forward was not lower for the test than the control groups. However, the likelihood to use aids to stop smoking moving forward was equal or higher in the test group compared with the control group.

Intention to quit: The intention to quit smoking cigarettes in current cigarette smokers was equal or higher for the test than the control groups. Similarly, among TNP user groups, the intention to quit all other current TNP(s) (excludes cigarettes and aids to stop smoking) was equal or higher for the test than the control groups.

Objective 2

Perceived absolute risk: The perception of the absolute risks of each respiratory health condition (chronic bronchitis, emphysema, lung cancer, and serious health problems) and non-respiratory health condition (gum disease, heart disease, mouth cancer and stroke) from the daily use of only *General Snus* and no other TNP was lower for the test than the control groups for Claim 1. With a few exceptions, similar patterns of findings were shown for Claims 2 and 3.

Objective 3

Perceived relative risk: Generally across cohorts, with a few exceptions for Claims 2 and 3, test groups perceived that the relative risks of each respiratory health condition were lower than the control group, when comparing daily use of *General Snus* vs. daily use of cigarettes, and also when comparing daily use of *General Snus* vs. daily use of both *General Snus* and cigarettes. Additionally, the test groups perceived that the relative risks of each non-respiratory health condition were equal or lower than the control group when comparing daily use of *General Snus* vs. daily use of cigarettes, and when comparing daily use of *General Snus* vs. daily use of both *General Snus* and cigarettes.

The test groups in the cohorts of non-TNP users and current smokers did not perceive that the relative risks of each health condition (respiratory and non-respiratory) were equal or higher than the control group in most of the comparisons, when comparing daily use of *General Snus* vs. never having used any TNP. However, all respondents across test and control groups perceived the daily use of *General Snus* to pose higher risk for each health condition than never having used any TNP.

Similarly, the test groups in the cohorts of non-TNP users and current smokers did not perceive that the relative risks of each health condition (respiratory and non-respiratory) were equal or higher than the control in most of the comparisons, when comparing the act of quitting all TNP use except for *General Snus* vs. the act of quitting all TNP use. However, all respondents across cohorts perceived the act of quitting all TNPs except for *General Snus* to pose higher risk for each health condition than quitting all TNPs.

Objective 4

Comprehension of MRTP claims: Among the TNP users and non-users, the test groups showed higher comprehension of MRTP Claims 1, 2, and 3, and the question “number of cigarettes one can smoke a day for *General Snus* to lower risk of disease” than the control group. Respondents in the test groups did not have a higher comprehension of the production process of *General Snus* than the control group.

Secondary Objectives

Objective 5

Likelihood to use TNPs moving forward: Among all TNP users, the likelihood to use other TNPs (e-cigarettes, moist snuff, chewing tobacco, snus, cigars, cigarillos, or filtered cigars filled with tobacco, pipe tobacco, and hookah or waterpipe tobacco) moving forward was equal or lower for the test than the control groups.

Objective 6

Relative risk: Across cohorts, the test groups perceived that the relative risks of each health condition (respiratory and non-respiratory) were equal or lower than the control group, when comparing daily use of *General Snus* vs. daily use of moist snuff, and when comparing daily use of *General Snus* vs. daily use of other brands of snus.

The test groups in the cohorts of non-TNP users and current smokers did not perceive that the relative risks of each health condition (respiratory and non-respiratory) were equal or higher than the control group in the majority of the comparisons, when comparing daily use of *General Snus* vs. daily use of aids that help stop smoking. However, all respondents across test and control groups perceived the daily use of *General Snus* to pose higher risk for each health condition than daily use of aids that help stop smoking.

Objective 7

Believability: Generally, the test groups found *General* Snus modified risk claims more believable than the control group. Specifically, test groups perceived Claim 1 as more believable across all six study cohorts (compared with control), whereas Claims 2 and 3 was not perceived to be more believable among the current smokeless tobacco users.

Sensitivity Results

While the sensitivity findings did not differ from all overall pattern of findings using the full sample, it did add an additional nine comparisons which supported hypotheses and four comparisons which did not support hypotheses.

14. DISCUSSION AND OVERALL CONCLUSIONS

The principal research question was “How does the presence of a statement claiming that *General* Snus usage reduced health risk compared to cigarette smoking (MRTP claim) affect intentions and behaviors of U.S. adult consumers, when compared with the absence of that same claim?” This observational study incorporated three *General* Snus claims and one control videos to assess seven objectives regarding the perceptions and behavioral intentions of using *General* Snus and other TNPs, and the chances in relative risk of respiratory and non-respiratory health conditions of *General* Snus and other TNPs among both TNP users and non-users.

14.1 Strengths and Limitations of the Study

This study was conducted based on fundamental social and statistical science, with valuable guidance provided by the Center for Tobacco Products (([FDA Guidance for Industry, 2011](#)), to evaluate the risks and benefits to the population, including users and non-users of tobacco products. Additionally, CTP provided feedback on a draft study protocol and questionnaire; feedback addressed how best to assess the impact of MRTP claims on consumers’ usage intentions and behaviors and perceptions of risk ([FDA CTP Response Letter, 2017](#)). The study also benefited from guidance for best practices in consumer research for Tobacco Product Perception and Intention Studies (TPPIS), based on a March 2017 meeting between the FDA and SMNA ([CTP Addendum, 2017](#)).

The resulting study featured many strengths. The study benefitted from the substantial number of individuals included in the survey panels, which provided statistical power for all the test parameters within the primary objectives. Additionally, respondents in the study were asked to complete an in-depth registration profile which included numerous logic checks to ensure quality. In so doing, this insured that selected participants were able and willing to follow the protocol requirements and be included in the analyses.

The use of qualitative cognitive interviews prior to the execution of the quantitative survey ensured that the materials were appropriate and sufficiently clear to respondents. As a result, the

questionnaire offered both completeness and simplicity. For example, there were several questions regarding health issues, whether respiratory or non-respiratory; questions addressed both absolute and relative risks. Consistency of response suggests questions were asked both rigorously and clearly.

The simplicity of the test/control design allowed for direct, easily-interpreted results. More over, the use of random assignment of the respondents into the test and control groups helped to eliminate confounders. As shown in descriptive results, respondent demographics, current and historic TNP use, and perceptions of health risks prior to viewing video claims were appropriately balanced across test and control groups.

Finally, in virtually all cases survey questions utilized validated scales, or scales directly comparable to studies in literature. In particular, usage of the Juster Scale and Motivation to Stop Scale allowed for simple, justifiable interpretation. Scales used in risk perception questions line up with other tobacco-related research, such as NCC HINTS.

There were several limitations to the current study, arguably none of which should draw concern regarding data integrity. Testing three potential MRTP claims simultaneously necessitated the use of an adjusted Type I error rate when conducting statistical tests of hypotheses, which in turn made it tougher to make conclusions in regard to primary objectives.

Recruitment constraints among smokeless tobacco users resulted in limited statistical power, a detriment when considering FDA's advice on how to draw conclusions when the null hypothesis contains the desired result.

Researchers could not analyze respondents who responded "don't know" or "decline to answer". Like prospective clinical studies, we set evaluability rules; as such, those who responded "don't know" or "decline to answer" were excluded from the evaluable subset of responders, which was the primary population for analyses. Arguably, "don't know" could have been utilized more frequently by respondents, given the relatively low knowledge of snus within the total US population.

While all statistical hypotheses were constructed in a test vs. control design, in at least one instance, the absence of a benchmark figure limited implications. Similar to other TNP studies, an identifiable standard for "success" (e.g., a specific threshold for correct responses) does not exist when measuring comprehension of claims. Perhaps more importantly, the assessment of consumers' behavioral intentions and risk perceptions were based on a one-time exposure to messaging within the confines of a ~30 minutes survey. Realistically, we would expect that if a consumer hears the same message over and over, via multiple media, it will have greater impact over time.

Every effort was made to approximate the socio demographic profiles of the adult population enrolled in the PATH study (n=32,320; [Hyland et al., 2017](#)), though it was difficult to achieve the necessary quotas among the younger cigarette users. In the end, the socio-demographic proportions in the current study were within $\pm 20\%$ of the corresponding PATH characteristics. Even if the current study's socio-demographic profiles mirrored PATH precisely, the study sample may not

be as representative of the US population as is, for example, the US Census. While online surveys represent the status quo in consumer research, there exists a non-zero probability of underrepresentation of respondent types, e.g., elderly, sickly, or people who lack technological prowess.

14.2 Overall Conclusions

Conclusion: Study findings support the conclusion that, overall, the proposed modified risk claims for *General Snus* did not appear to demonstrate a detrimental effect. In addition, Claim 1 was effective in meeting primary objectives. Specifically, results demonstrated that:

- Consumers who did not use TNPs were not enticed to start after viewing the claims.
- For current TNP users, the likelihood to buy *General Snus* was supported among current cigarette users greater than 24 years of age who viewed Claim 1.
- The claims had no impact on intention to quit cigarettes, use of aids to help stop smoking or all other TNPs among TNP users.
- Respondents who viewed the claims compared with those who did not view the claims perceived lower absolute risk for health conditions from the daily use of only *General Snus* and no other TNP.
- Among respondents who viewed the claims compared with those who did not view the claims, *General Snus* was perceived as a relative lower risk than cigarettes for health conditions.
- All respondents fully comprehended the three *General Snus* MRTP claims.
- The majority of respondents found the three *General Snus* MRTP claims to be believable. Specifically, Claim 1 demonstrated consistently higher believability among test respondents v. control.

Notably, when examining the whole body of results, across study objectives and cohorts, claim 1 (*using General Snus instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis*) consistently achieved the most support for the study hypotheses. Thus, claim 1 is the strongest among the three MRTP claims.

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APPENDICES

16.1 Statistical Tables

Table Number	Title
1	Screener - Summary
2	Cohort - Summary
3a	Demographics - Categorical Variables
3b	Demographics - Continuous Variables
4	Study Design - Summary
5	MTSS Intention to quit (prior to viewing video claims)
6	Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition
7	Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition
8	Manipulation check/Comprehension for Claims and Warnings
9	Perceptions of absolute risk of health conditions to a person who uses <i>General</i> Snus daily and no other TNP
10	Perceptions of relative risk of chronic disease
11	MTSS Intention to quit - (post viewing video claims) / Use TNP/ Using <i>General</i> Snus / Believability of Claims
12	Demographics by test claims vs. control (note: this table is created for each of the study cohorts)
13	Historic and current TNP use by test claims vs. control (note: this table is created for each of the study cohorts)
14	Intention to quit TNP (prior to viewing video claims) by test claims vs. control (note: this table will be created for each of the study cohorts)
15	Perceptions of absolute health risks (prior to viewing video claims) by test claims vs. control (note: this table is created for each of the study cohorts)
16s - 31s	Sensitivity analyses - hypothesis outcome with the outliers removed from Statistical Tables 16 – 31 (See Attachment 17.1)

Table 1: Screener - Summary

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Current resident	Yes	100.0%	10532	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970
State	Alabama	1.6%	168	1.1%	22	1.3%	26	1.1%	21	2.5%	45	1.9%	36	1.9%	18
	Alaska	.3%	29	.4%	8	.4%	7	.2%	4	.1%	2	.1%	1	.7%	7
	Arizona	2.2%	230	1.3%	24	2.7%	52	2.4%	47	2.0%	36	2.3%	45	2.7%	26
	Arkansas	1.0%	101	.6%	12	1.1%	21	.6%	12	1.3%	24	1.3%	25	.7%	7
	California	7.6%	798	8.1%	155	9.6%	186	8.2%	159	6.0%	110	7.1%	138	5.2%	50
	Colorado	1.8%	192	1.3%	24	2.0%	38	2.4%	46	2.0%	36	1.3%	25	2.4%	23
	Connecticut	1.3%	137	1.4%	26	1.4%	28	.8%	16	1.7%	31	1.3%	26	1.0%	10
	Delaware	.3%	33	.3%	6	.3%	6	.6%	12	.1%	1	.4%	7	.1%	1
	Florida	6.6%	700	6.6%	127	7.6%	148	8.8%	170	5.2%	95	5.9%	114	4.7%	46
	Georgia	3.2%	336	3.1%	60	2.9%	57	2.8%	55	4.0%	74	3.1%	61	3.0%	29
	Hawaii	.3%	30	.2%	4	.5%	10	.3%	5	.2%	4	.3%	5	.2%	2
	Idaho	.7%	70	1.1%	21	.4%	7	.5%	10	.8%	15	.5%	10	.7%	7
	Illinois	3.8%	400	2.9%	56	4.4%	85	4.9%	95	3.0%	55	4.0%	78	3.2%	31
	Indiana	2.2%	234	2.6%	50	1.2%	24	1.6%	32	2.9%	53	2.8%	55	2.1%	20
	Iowa	1.2%	124	1.9%	37	1.0%	20	1.0%	19	.9%	16	1.0%	19	1.3%	13
	Kansas	.9%	91	.5%	10	.6%	11	.9%	17	.8%	14	1.1%	22	1.8%	17
	Kentucky	2.2%	227	1.4%	26	2.0%	39	1.9%	36	3.0%	55	2.5%	48	2.4%	23
	Louisiana	1.3%	135	1.4%	26	1.1%	22	.8%	16	1.5%	27	1.6%	31	1.3%	13
	Maine	.5%	54	.5%	10	.5%	10	.6%	11	.2%	4	.7%	13	.6%	6
	Maryland	2.0%	211	2.3%	44	2.2%	42	1.6%	31	2.5%	45	1.8%	35	1.4%	14
	Massachusetts	1.8%	192	1.5%	29	2.6%	50	2.2%	43	1.1%	20	2.1%	40	1.0%	10
	Michigan	3.1%	326	1.9%	37	3.1%	60	3.7%	72	3.3%	60	3.7%	72	2.6%	25
	Minnesota	1.7%	176	1.8%	35	1.7%	33	1.5%	29	1.9%	34	1.3%	25	2.1%	20

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Mississippi		.8%	80	.6%	12	.7%	14	.5%	9	1.0%	18	1.0%	20	.7%	7
Missouri		2.2%	227	1.7%	33	1.8%	35	1.7%	33	2.5%	45	2.8%	55	2.7%	26
Montana		.4%	38	.3%	5	.5%	9	.4%	7	.4%	8	.3%	5	.4%	4
Nebraska		.7%	69	.6%	11	.8%	16	.6%	12	.8%	14	.5%	9	.7%	7
Nevada		1.2%	124	1.4%	26	1.0%	19	1.6%	31	.9%	16	1.1%	22	1.0%	10
New Hampshire		.6%	61	.6%	12	.8%	15	.5%	9	.7%	13	.5%	9	.3%	3
New Jersey		2.1%	217	2.0%	38	2.3%	45	2.7%	52	1.6%	29	2.2%	43	1.0%	10
New Mexico		.6%	60	.6%	12	.4%	8	.9%	18	.4%	7	.4%	7	.8%	8
New York		5.1%	536	4.1%	78	6.6%	127	6.4%	124	4.1%	75	5.0%	98	3.5%	34
North Carolina		3.8%	405	3.9%	75	3.3%	63	2.8%	54	4.8%	87	4.1%	79	4.8%	47
North Dakota		.3%	29	.6%	11	.2%	3	.2%	3	.5%	9	.1%	1	.2%	2
Ohio		4.4%	463	2.7%	52	4.0%	77	4.4%	86	4.3%	78	6.0%	116	5.6%	54
Oklahoma		1.3%	139	1.2%	23	.9%	18	1.4%	27	1.6%	29	1.1%	21	2.2%	21
Oregon		1.5%	163	.8%	16	1.7%	32	2.2%	43	1.6%	29	1.5%	30	1.3%	13
Pennsylvania		5.9%	621	6.8%	130	4.5%	88	6.1%	119	6.0%	109	5.7%	110	6.7%	65
Rhode Island		.3%	32	.7%	13	.3%	5	.1%	1	.2%	4	.4%	8	.1%	1
South Carolina		1.8%	191	2.1%	41	2.2%	43	1.2%	23	1.5%	28	1.5%	30	2.7%	26
South Dakota		.2%	21	.4%	8	.1%	2	.1%	1	.3%	6	.1%	1	.3%	3
Tennessee		2.7%	281	2.4%	46	2.2%	43	2.5%	49	2.8%	52	2.8%	54	3.8%	37
Texas		6.7%	708	8.7%	166	6.9%	133	5.4%	104	6.0%	110	5.7%	111	8.7%	84
Utah		.9%	100	2.1%	40	1.1%	21	.6%	11	.8%	14	.3%	5	.9%	9
Vermont		.2%	20	.3%	5	.3%	5	.1%	2	.2%	4	.2%	3	.1%	1
Virginia		2.9%	308	4.4%	84	2.2%	43	2.3%	44	2.9%	53	3.0%	58	2.7%	26
Washington		2.4%	254	2.5%	48	2.0%	39	2.7%	53	2.9%	53	2.2%	43	1.9%	18
Washington, D.C.		.1%	11	.2%	4	.1%	1	.1%	2	.1%	2	.1%	2	.0%	0
West Virginia		1.0%	103	1.0%	19	.7%	13	.6%	11	1.6%	30	1.0%	19	1.1%	11

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
	Wisconsin	2.4%	255	2.9%	55	1.7%	33	2.6%	51	2.3%	42	2.5%	49	2.6%	25
	Wyoming	.2%	22	.1%	2	.2%	4	.3%	5	.4%	8	.2%	3	.0%	0
State: Decline to answer	Did not select 'Decline to answer'	100.0%	10532	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970
Region	Northeast	17.8%	1870	17.8%	341	19.3%	373	19.4%	377	15.8%	289	18.0%	350	14.4%	140
	Midwest	22.9%	2415	20.6%	395	20.6%	399	23.2%	450	23.3%	426	25.8%	502	25.1%	243
	South	39.3%	4137	41.4%	793	37.8%	732	34.8%	676	42.4%	775	38.7%	751	42.3%	410
	West	20.0%	2110	20.1%	385	22.3%	432	22.6%	439	18.5%	338	17.5%	339	18.2%	177
Respondent age	18-24	36.8%	3871	100.0%	1914	.0%	0	2.6%	50	100.0%	1828	.0%	0	8.1%	79
	25-34	12.2%	1281	.0%	0	18.6%	361	9.7%	189	.0%	0	27.1%	527	21.0%	204
	35-44	12.1%	1276	.0%	0	19.4%	375	13.8%	268	.0%	0	22.7%	441	19.8%	192
	45-54	14.1%	1489	.0%	0	20.9%	405	18.4%	357	.0%	0	23.2%	451	28.5%	276
	55+	24.8%	2615	.0%	0	41.1%	795	55.5%	1078	.0%	0	26.9%	523	22.6%	219
Gender	Male	50.9%	5366	42.3%	810	38.3%	742	50.8%	986	48.6%	888	53.2%	1034	93.4%	906
	Female	49.1%	5166	57.7%	1104	61.7%	1194	49.2%	956	51.4%	940	46.8%	908	6.6%	64
Pregnancy status	I am currently pregnant	3.3%	170	2.5%	28	1.5%	18	2.5%	24	7.7%	72	2.4%	22	9.4%	6
	I intend on getting pregnant in the next 6 months	7.1%	369	5.7%	63	3.4%	40	2.1%	20	20.0%	188	5.7%	52	9.4%	6
	None of the above	87.6%	4527	89.6%	989	93.7%	1119	94.5%	903	68.4%	643	90.9%	825	75.0%	48
	Don't know	1.8%	93	2.0%	22	1.3%	15	.9%	9	3.7%	35	.9%	8	6.3%	4
	Decline to answer	.1%	7	.2%	2	.2%	2	.0%	0	.2%	2	.1%	1	.0%	0
Race/Ethnic background	Caucasian/White	79.6%	8388	67.8%	1298	78.1%	1512	87.2%	1694	80.4%	1469	79.7%	1548	89.4%	867
	Black/African American	9.1%	956	11.5%	220	10.3%	200	6.0%	117	8.6%	157	11.8%	230	3.3%	32
	Hispanic	4.9%	519	9.4%	179	4.2%	82	3.3%	64	4.5%	83	4.4%	86	2.6%	25

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
	Asian or Pacific Islander	3.2%	337	6.8%	131	5.0%	97	1.2%	24	1.8%	32	2.0%	39	1.4%	14
	Native American or Alaskan native	.7%	72	.6%	11	.4%	8	.7%	14	1.0%	18	.4%	8	1.3%	13
	Mixed racial background	2.1%	218	3.5%	67	1.3%	26	1.1%	21	3.6%	65	1.2%	23	1.6%	16
	Other	.4%	42	.4%	8	.6%	11	.4%	8	.2%	4	.4%	8	.3%	3
Highest grade or level of school completed	Less than high school	.6%	67	.8%	15	.3%	6	.4%	7	1.1%	20	.7%	14	.5%	5
	Some high school, no diploma	4.2%	440	6.4%	122	2.1%	40	2.4%	47	7.0%	128	4.6%	90	1.3%	13
	General Educational Development (GED)	4.9%	511	1.7%	33	3.9%	75	5.0%	98	6.6%	120	8.6%	167	1.9%	18
	High school graduate-diploma	28.5%	3000	26.9%	514	27.7%	536	26.8%	520	32.4%	593	36.3%	705	13.6%	132
	Some college but no degree	25.0%	2633	33.9%	649	14.2%	274	21.8%	424	35.5%	649	20.5%	398	24.6%	239
	Associate degree	8.5%	890	7.8%	149	7.6%	147	10.2%	199	6.3%	115	8.7%	169	11.4%	111
	Bachelor's degree (ex: BA, AB, BS)	19.8%	2088	20.7%	397	25.8%	499	20.6%	400	10.3%	188	15.0%	291	32.3%	313
	Post-graduate degree (e.g. MBA, PhD, JD, etc.)	8.6%	903	1.8%	35	18.5%	359	12.7%	247	.8%	15	5.6%	108	14.3%	139
Ever used any of the following tobacco or nicotine products, even just one or two	Yes	64.4%	6785	11.7%	223	16.9%	327	100.0%	1942	100.0%	1828	100.0%	1942	53.9%	523
	No	35.6%	3747	88.3%	1691	83.1%	1609	.0%	0	.0%	0	.0%	0	46.1%	447

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
times - Cigarettes															
Ever used any of the following tobacco or nicotine products, even just one or two times - E-cigarettes	Yes	36.6%	3850	8.5%	162	1.9%	36	27.0%	525	87.4%	1597	66.0%	1281	25.7%	249
	No	63.4%	6678	91.5%	1752	98.1%	1900	73.0%	1417	12.5%	229	34.0%	661	74.1%	719
	Don't know	.0%	3	.0%	0	.0%	0	.0%	0	.1%	1	.0%	0	.2%	2
	Decline to answer	.0%	1	.0%	0	.0%	0	.0%	0	.1%	1	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	21.8%	2291	1.9%	37	1.8%	34	13.4%	260	35.4%	647	21.3%	414	92.7%	899
	No	78.2%	8236	98.1%	1877	98.2%	1902	86.6%	1682	64.5%	1179	78.5%	1525	7.3%	71
	Don't know	.0%	5	.0%	0	.0%	0	.0%	0	.1%	2	.2%	3	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	17.4%	1833	.8%	16	1.8%	35	12.9%	251	29.2%	533	16.4%	318	70.1%	680
	No	82.5%	8693	99.2%	1898	98.2%	1901	87.0%	1690	70.7%	1292	83.6%	1623	29.8%	289
	Don't know	.0%	4	.0%	0	.0%	0	.1%	1	.1%	2	.0%	0	.1%	1
	Decline to answer	.0%	2	.0%	0	.0%	0	.0%	0	.1%	1	.1%	1	.0%	0

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Ever used any of the following tobacco or nicotine products, even just one or two times - Snus (pouch tobacco product, different than moist snuff)	Yes	15.8%	1668	.9%	17	.9%	17	9.2%	178	29.5%	540	17.7%	343	59.1%	573
	No	84.0%	8850	99.1%	1897	99.1%	1919	90.8%	1763	70.1%	1282	82.1%	1594	40.7%	395
	Don't know	.1%	12	.0%	0	.0%	0	.1%	1	.2%	4	.3%	5	.2%	2
	Decline to answer	.0%	2	.0%	0	.0%	0	.0%	0	.1%	2	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	22.1%	2324	.5%	9	.4%	7	29.2%	567	33.4%	611	45.3%	879	25.9%	251
	No	77.9%	8203	99.4%	1903	99.6%	1929	70.8%	1375	66.6%	1217	54.6%	1061	74.0%	718
	Don't know	.0%	3	.1%	1	.0%	0	.0%	0	.0%	0	.1%	1	.1%	1
	Decline to answer	.0%	2	.1%	1	.0%	0	.0%	0	.0%	0	.1%	1	.0%	0

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	44.2%	4655	8.8%	169	10.0%	193	55.2%	1072	80.1%	1464	57.0%	1106	67.1%	651
	No	55.8%	5874	91.2%	1745	90.0%	1743	44.7%	869	19.9%	364	43.0%	836	32.7%	317
	Don't know	.0%	3	.0%	0	.0%	0	.1%	1	.0%	0	.0%	0	.2%	2
Ever used any of the following tobacco or nicotine products, even just one or two times - Pipe tobacco	Yes	20.1%	2113	1.2%	23	2.3%	45	29.9%	580	37.2%	680	26.0%	504	29.0%	281
	No	79.8%	8409	98.8%	1891	97.7%	1891	70.1%	1361	62.6%	1145	73.8%	1434	70.8%	687
	Don't know	.1%	9	.0%	0	.0%	0	.1%	1	.1%	2	.2%	4	.2%	2
	Decline to answer	.0%	1	.0%	0	.0%	0	.0%	0	.1%	1	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Hookah or water pipe tobacco	Yes	26.1%	2749	12.4%	237	4.5%	87	17.9%	348	70.7%	1292	28.4%	551	24.1%	234
	No	73.8%	7773	87.6%	1677	95.5%	1849	82.0%	1592	29.3%	536	71.4%	1387	75.5%	732
	Don't know	.1%	7	.0%	0	.0%	0	.1%	1	.0%	0	.2%	3	.3%	3
	Decline to answer	.0%	3	.0%	0	.0%	0	.1%	1	.0%	0	.1%	1	.1%	1
Number of cigarettes smoked in entire	1 or more puffs but never a whole cigarette	2.5%	167	38.1%	85	20.8%	68	.0%	0	.0%	0	.0%	0	2.7%	14
	1 to 10 cigarettes	3.6%	247	33.6%	75	35.2%	115	.0%	0	.0%	0	.0%	0	10.9%	57

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
life [among ever smokers]	11 to 20 cigarettes	2.0%	133	15.7%	35	19.6%	64	.0%	0	.0%	0	.0%	0	6.5%	34
	21 to 50 cigarettes	1.8%	120	8.5%	19	15.6%	51	.0%	0	.0%	0	.0%	0	9.6%	50
	51 to 99	1.0%	67	4.0%	9	8.9%	29	.0%	0	.0%	0	.0%	0	5.5%	29
	100 or more cigarettes	89.0%	6042	.0%	0	.0%	0	100.0%	1942	100.0%	1828	100.0%	1942	63.1%	330
	Don't know	.1%	9	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	1.7%	9
Ever used any of the following tobacco or nicotine products fairly regularly - Cigarettes [among ever users]	Yes	84.0%	5702	3.6%	8	6.7%	22	89.8%	1743	95.4%	1743	98.2%	1908	53.2%	278
	No	15.9%	1078	96.4%	215	93.0%	304	10.2%	199	4.4%	81	1.8%	34	46.8%	245
	Don't know	.1%	4	.0%	0	.3%	1	.0%	0	.2%	3	.0%	0	.0%	0
	Decline to answer	.0%	1	.0%	0	.0%	0	.0%	0	.1%	1	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - E-cigarettes [among ever users]	Yes	60.7%	2336	.0%	0	.0%	0	62.9%	330	68.1%	1087	61.2%	784	54.2%	135
	No	39.1%	1507	100.0%	162	100.0%	36	37.0%	194	31.8%	508	38.7%	496	44.6%	111
	Don't know	.2%	7	.0%	0	.0%	0	.2%	1	.1%	2	.1%	1	1.2%	3
Ever used any of the following tobacco or nicotine products fairly regularly - Moist snuff (available in loose form,	Yes	60.5%	1385	.0%	0	.0%	0	38.5%	100	40.0%	259	47.1%	195	92.4%	831
	No	39.4%	902	100.0%	37	100.0%	34	61.2%	159	59.5%	385	52.9%	219	7.6%	68
	Don't know	.1%	3	.0%	0	.0%	0	.0%	0	.5%	3	.0%	0	.0%	0
	Decline to answer	.0%	1	.0%	0	.0%	0	.4%	1	.0%	0	.0%	0	.0%	0

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
also known as dip, and in pouches) [among ever users]															
Ever used any of the following tobacco or nicotine products fairly regularly - Chewing tobacco (also known as loose leaf chewing tobacco) [among ever users]	Yes	42.7%	782	.0%	0	.0%	0	27.1%	68	38.5%	205	37.4%	119	57.4%	390
	No	57.2%	1048	100.0%	16	100.0%	35	72.9%	183	61.2%	326	62.3%	198	42.6%	290
	Don't know	.2%	3	.0%	0	.0%	0	.0%	0	.4%	2	.3%	1	.0%	0

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Ever used any of the following tobacco or nicotine products fairly regularly - Snus (pouch tobacco product, different than moist snuff) [among ever users]	Yes	41.2%	688	.0%	0	.0%	0	27.5%	49	34.1%	184	39.9%	137	55.5%	318
	No	58.5%	976	100.0%	17	100.0%	17	72.5%	129	65.6%	354	59.8%	205	44.3%	254
	Don't know	.2%	4	.0%	0	.0%	0	.0%	0	.4%	2	.3%	1	.2%	1
Ever used any of the following tobacco or nicotine products fairly regularly - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ) [among ever users]	Yes	50.6%	1176	55.6%	5	28.6%	2	60.0%	340	47.5%	290	48.1%	423	46.2%	116
	No	49.0%	1139	44.4%	4	71.4%	5	39.3%	223	52.2%	319	51.5%	453	53.8%	135
	Don't know	.4%	9	.0%	0	.0%	0	.7%	4	.3%	2	.3%	3	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigars, cigarillos, filtered cigars	Yes	42.1%	1959	.0%	0	.0%	0	39.6%	424	50.7%	742	48.1%	532	40.1%	261
	No	57.6%	2680	100.0%	169	100.0%	193	60.3%	646	48.8%	714	51.4%	569	59.8%	389
	Don't know	.3%	14	.0%	0	.0%	0	.2%	2	.5%	7	.4%	4	.2%	1
	Decline to answer	.0%	2	.0%	0	.0%	0	.0%	0	.1%	1	.1%	1	.0%	0

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
filled with tobacco [among ever users]															
Ever used any of the following tobacco or nicotine products fairly regularly - Pipe tobacco [among ever users]	Yes	38.4%	811	.0%	0	.0%	0	43.4%	252	37.1%	252	42.3%	213	33.5%	94
	No	61.3%	1295	100.0%	23	100.0%	45	56.0%	325	62.4%	424	57.7%	291	66.5%	187
	Don't know	.2%	5	.0%	0	.0%	0	.5%	3	.3%	2	.0%	0	.0%	0
	Decline to answer	.1%	2	.0%	0	.0%	0	.0%	0	.3%	2	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Hookah or water pipe tobacco [among ever users]	Yes	33.0%	906	.0%	0	.0%	0	25.6%	89	42.3%	546	35.9%	198	31.2%	73
	No	66.9%	1839	100.0%	237	100.0%	87	74.1%	258	57.5%	743	64.1%	353	68.8%	161
	Don't know	.1%	4	.0%	0	.0%	0	.3%	1	.2%	3	.0%	0	.0%	0
Current use - Cigarettes [among ever users]	Every day	41.3%	2800	.0%	0	.0%	0	.0%	0	68.3%	1248	79.9%	1552	.0%	0
	Some days	14.3%	970	.0%	0	.0%	0	.0%	0	31.7%	580	20.1%	390	.0%	0
	Not at all	44.4%	3015	100.0%	223	100.0%	327	100.0%	1942	.0%	0	.0%	0	100.0%	523
Current use - E-cigarettes [among ever users]	Every day	19.8%	762	.0%	0	.0%	0	26.3%	138	23.8%	380	15.4%	197	18.9%	47
	Some days	35.2%	1357	.0%	0	.0%	0	13.1%	69	42.0%	671	43.1%	552	26.1%	65
	Not at all	44.8%	1726	100.0%	162	100.0%	36	60.6%	318	34.1%	545	41.5%	531	53.8%	134
	Don't know	.1%	5	.0%	0	.0%	0	.0%	0	.1%	1	.1%	1	1.2%	3
Current use - Moist snuff	Every day	27.2%	624	.0%	0	.0%	0	.0%	0	10.2%	66	9.4%	39	57.7%	519
	Some days	27.3%	626	.0%	0	.0%	0	.4%	1	28.9%	187	34.8%	144	32.7%	294

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
(available in loose form, also known as dip, and in pouches) [among ever users]	Not at all	45.0%	1032	100.0%	37	100.0%	34	99.2%	258	60.4%	391	54.8%	227	9.5%	85
	Don't know	.4%	9	.0%	0	.0%	0	.4%	1	.5%	3	1.0%	4	.1%	1
Current use - Chewing tobacco (also known as loose leaf chewing tobacco) [among ever users]	Every day	6.4%	118	.0%	0	.0%	0	.0%	0	6.8%	36	5.0%	16	9.7%	66
	Some days	27.1%	497	.0%	0	.0%	0	.4%	1	30.0%	160	28.0%	89	36.3%	247
	Not at all	66.4%	1217	100.0%	16	100.0%	35	99.6%	250	63.2%	337	67.0%	213	53.8%	366
	Don't know	.1%	1	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.1%	1
Current use - Snus (pouch tobacco product, different than moist snuff) [among ever users]	Every day	7.3%	122	.0%	0	.0%	0	.6%	1	3.1%	17	6.1%	21	14.5%	83
	Some days	30.2%	504	.0%	0	.0%	0	1.1%	2	30.2%	163	30.6%	105	40.8%	234
	Not at all	62.1%	1035	100.0%	17	100.0%	17	97.8%	174	66.7%	360	62.7%	215	44.0%	252
	Don't know	.2%	4	.0%	0	.0%	0	.0%	0	.0%	0	.6%	2	.3%	2
	Decline to answer	.2%	3	.0%	0	.0%	0	.6%	1	.0%	0	.0%	0	.3%	2
Current use - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ) [among ever users]	Every day	5.1%	119	22.2%	2	.0%	0	4.4%	25	5.2%	32	4.4%	39	8.4%	21
	Some days	24.2%	562	44.4%	4	14.3%	1	3.9%	22	35.8%	219	29.4%	258	23.1%	58
	Not at all	70.1%	1630	33.3%	3	85.7%	6	91.0%	516	58.3%	356	65.6%	577	68.5%	172
	Don't know	.5%	11	.0%	0	.0%	0	.7%	4	.5%	3	.5%	4	.0%	0
	Decline to answer	.1%	2	.0%	0	.0%	0	.0%	0	.2%	1	.1%	1	.0%	0
Current use - Cigars, cigarillos, filtered cigars filled with	Every day	6.3%	292	.0%	0	.0%	0	3.1%	33	9.6%	141	9.4%	104	2.2%	14
	Some days	37.0%	1722	.0%	0	.0%	0	9.9%	106	54.7%	801	46.7%	516	45.9%	299
	Not at all	56.5%	2630	100.0%	169	100.0%	193	86.7%	929	35.4%	518	43.9%	485	51.6%	336
	Don't know	.2%	9	.0%	0	.0%	0	.2%	2	.3%	4	.1%	1	.3%	2
	Decline to answer	.0%	2	.0%	0	.0%	0	.2%	2	.0%	0	.0%	0	.0%	0

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
tobacco [among ever users]															
Current use - Pipe tobacco [among ever users]	Every day	4.8%	101	.0%	0	.0%	0	1.9%	11	5.3%	36	8.1%	41	4.6%	13
	Some days	24.5%	517	.0%	0	.0%	0	2.4%	14	40.6%	276	33.1%	167	21.4%	60
	Not at all	70.5%	1489	100.0%	23	100.0%	45	95.3%	553	53.8%	366	58.5%	295	73.7%	207
	Don't know	.2%	5	.0%	0	.0%	0	.2%	1	.3%	2	.2%	1	.4%	1
	Decline to answer	.0%	1	.0%	0	.0%	0	.2%	1	.0%	0	.0%	0	.0%	0
Current use - Hookah or water pipe tobacco [among ever users]	Every day	3.3%	90	.0%	0	.0%	0	1.4%	5	4.1%	53	4.5%	25	3.0%	7
	Some days	34.2%	941	.0%	0	.0%	0	12.9%	45	47.9%	619	37.6%	207	29.9%	70
	Not at all	62.0%	1705	100.0%	237	100.0%	87	85.3%	297	47.7%	616	56.8%	313	66.2%	155
	Don't know	.4%	12	.0%	0	.0%	0	.3%	1	.3%	4	.9%	5	.9%	2
	Decline to answer	.0%	1	.0%	0	.0%	0	.0%	0	.0%	0	.2%	1	.0%	0
Current occupation - I do financial analysis	NO TO: I do financial analysis	99.0%	10426	98.6%	1888	99.1%	1919	99.4%	1931	98.5%	1801	99.6%	1935	98.1%	952
	I do financial analysis	1.0%	106	1.4%	26	.9%	17	.6%	11	1.5%	27	.4%	7	1.9%	18
Current occupation - I am an occupational therapist	NO TO: I am an occupational therapist	99.8%	10513	99.6%	1906	99.9%	1935	100.0%	1942	99.6%	1821	99.9%	1940	99.9%	969
	I am an occupational therapist	.2%	19	.4%	8	.1%	1	.0%	0	.4%	7	.1%	2	.1%	1
Current occupation - I work in marketing	NO TO: I work in marketing	100.0%	10532	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970
Current occupation - I work in market research	NO TO: I work in market research	100.0%	10532	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Current occupation - I work in advertising	NO TO: I work in advertising	100.0%	10532	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970
Current occupation - My employer makes products that contain tobacco and/or nicotine	NO TO: My employer makes products that contain tobacco and/or nicotine	100.0%	10532	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970
Current occupation - I am a medical doctor	NO TO: I am a medical doctor	100.0%	10532	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970
Current occupation - None of the above	NO TO: None of the above	1.2%	125	1.8%	34	.9%	18	.6%	11	1.9%	34	.5%	9	2.0%	19
	None of the above	98.8%	10407	98.2%	1880	99.1%	1918	99.4%	1931	98.1%	1794	99.5%	1933	98.0%	951
Current occupation - Decline to answer	NO TO: Decline to answer	100.0%	10532	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970
Last participation in paid survey related to tobacco products	I have never taken a survey related to tobacco products	79.5%	8374	89.9%	1721	86.8%	1680	72.6%	1409	86.1%	1574	66.8%	1297	71.4%	693
	3 - 4 weeks ago	2.6%	279	1.8%	34	2.2%	43	2.8%	54	2.0%	37	4.2%	82	3.0%	29
	More than 4 weeks ago	17.8%	1879	8.3%	159	11.0%	213	24.7%	479	11.9%	217	29.0%	563	25.6%	248
Informed consent	Yes	100.0%	10532	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970

Table 2: Cohorts - Summary

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Never tobacco users legal age (per state) - age 24 years	NO TO: Never tobacco users legal age (per state) - age 24 years	81.8%	8618	.0%	0	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970
	Never tobacco users legal age (per state) - age 24 years	18.2%	1914	100.0%	1914	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0
Never tobacco users aged older than 24 years	NO TO: Never tobacco users aged older than 24 years	81.6%	8596	100.0%	1914	.0%	0	100.0%	1942	100.0%	1828	100.0%	1942	100.0%	970
	Never tobacco users aged older than 24 years	18.4%	1936	.0%	0	100.0%	1936	.0%	0	.0%	0	.0%	0	.0%	0
Former cigarette smokers legal age (per state) and older	NO TO: Former cigarette smokers legal age (per state) and older	81.6%	8590	100.0%	1914	100.0%	1936	.0%	0	100.0%	1828	100.0%	1942	100.0%	970
	Former cigarette smokers legal age (per state) and older	18.4%	1942	.0%	0	.0%	0	100.0%	1942	.0%	0	.0%	0	.0%	0
Current cigarette smokers legal age (per state) - 24 years	NO TO: Current cigarette smokers legal age (per state) - 24 years	82.6%	8704	100.0%	1914	100.0%	1936	100.0%	1942	.0%	0	100.0%	1942	100.0%	970
	Current cigarette smokers legal age	17.4%	1828	.0%	0	.0%	0	.0%	0	100.0%	1828	.0%	0	.0%	0

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
	(per state) - 24 years														
Current cigarette smokers aged older than 24 years	NO TO: Current cigarette smokers aged older than 24 years	81.6%	8590	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	.0%	0	100.0%	970
	Current cigarette smokers aged older than 24 years	18.4%	1942	.0%	0	.0%	0	.0%	0	.0%	0	100.0%	1942	.0%	0
Current smokeless tobacco users legal age (per state) and older	NO TO: Current smokeless tobacco users legal age (per state) and older	90.8%	9562	100.0%	1914	100.0%	1936	100.0%	1942	100.0%	1828	100.0%	1942	.0%	0
	Current smokeless tobacco users legal age (per state) and older	9.2%	970	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	100.0%	970

Table 3a: Demographics - Categorical Variables

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Marital status	Now married	41.9%	4416	15.7%	300	57.9%	1121	58.0%	1126	20.2%	369	46.0%	894	62.5%	606
	Widowed	3.0%	311	.1%	2	4.9%	94	6.4%	124	.2%	3	3.9%	76	1.2%	12
	Divorced	9.1%	962	.1%	1	10.6%	206	16.2%	314	1.1%	21	15.6%	303	12.1%	117
	Separated	1.4%	150	.5%	10	1.3%	25	1.3%	25	1.4%	25	2.9%	56	.9%	9
	Never married	44.2%	4660	83.4%	1596	24.8%	480	18.1%	352	76.7%	1402	31.2%	606	23.1%	224
	Decline to answer	.3%	33	.3%	5	.5%	10	.1%	1	.4%	8	.4%	7	.2%	2
Household income in the past 12 months	Less than \$10,000	6.8%	720	11.4%	219	5.8%	112	2.6%	51	10.8%	198	6.1%	118	2.3%	22
	\$10,000 to \$14,999	5.6%	586	6.9%	133	3.7%	72	3.9%	76	8.0%	147	6.9%	134	2.5%	24
	\$15,000 to \$24,999	10.2%	1073	10.0%	192	7.7%	150	9.8%	191	14.2%	260	12.4%	240	4.1%	40
	\$25,000 to \$34,999	13.2%	1387	11.8%	226	10.6%	205	12.3%	238	17.8%	325	16.9%	328	6.7%	65
	\$35,000 to \$49,999	14.6%	1536	13.2%	252	14.8%	287	15.4%	299	15.4%	282	15.9%	309	11.0%	107
	\$50,000 to \$74,999	18.6%	1955	15.9%	304	19.5%	377	21.8%	423	15.5%	284	19.1%	371	20.2%	196
	\$75,000 to \$99,999	11.0%	1158	8.3%	159	13.7%	265	13.1%	254	6.9%	126	10.2%	198	16.1%	156
	\$100,000 to \$199,999	12.8%	1351	8.6%	165	15.9%	307	15.6%	303	6.9%	126	9.0%	175	28.4%	275
	\$200,000 or more	2.4%	257	1.6%	30	4.1%	79	2.4%	47	.7%	12	1.2%	24	6.7%	65
	Don't know	1.9%	197	6.0%	114	.8%	15	.4%	7	2.6%	47	.5%	9	.5%	5
	Decline to answer	3.0%	312	6.3%	120	3.5%	67	2.7%	53	1.1%	21	1.9%	36	1.5%	15

		Total sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Likelihood to switch from cigarettes to a new tobacco product considered to be less harmful than cigarettes [among current cigarette smokers]	No chance, almost none	30.9%	1165	.0%	0	.0%	0	.0%	0	29.7%	543	32.0%	622	.0%	0
	Very slight possibility	13.4%	507	.0%	0	.0%	0	.0%	0	13.1%	239	13.8%	268	.0%	0
	Slight possibility	10.3%	389	.0%	0	.0%	0	.0%	0	10.2%	186	10.5%	203	.0%	0
	Some possibility	7.6%	286	.0%	0	.0%	0	.0%	0	7.1%	129	8.1%	157	.0%	0
	Fair possibility	5.9%	224	.0%	0	.0%	0	.0%	0	6.1%	112	5.8%	112	.0%	0
	Fairly good possibility	7.8%	293	.0%	0	.0%	0	.0%	0	8.3%	152	7.3%	141	.0%	0
	Good possibility	5.8%	220	.0%	0	.0%	0	.0%	0	6.2%	114	5.5%	106	.0%	0
	Probable	4.3%	162	.0%	0	.0%	0	.0%	0	4.8%	87	3.9%	75	.0%	0
	Very probable	5.5%	207	.0%	0	.0%	0	.0%	0	5.9%	108	5.1%	99	.0%	0
	Almost sure	3.6%	135	.0%	0	.0%	0	.0%	0	3.7%	67	3.5%	68	.0%	0
	Certain, practically certain	4.8%	182	.0%	0	.0%	0	.0%	0	5.0%	91	4.7%	91	.0%	0
Stated understanding of survey content	I have read and understand this statement.	99.8%	10506	99.8%	1910	99.7%	1930	99.9%	1940	99.6%	1820	99.8%	1939	99.7%	967
	I do not understand this statement	.2%	16	.2%	3	.1%	2	.1%	1	.3%	5	.1%	2	.3%	3
	Decline to answer	.1%	10	.1%	1	.2%	4	.1%	1	.2%	3	.1%	1	.0%	0

Table 3b: Demographics - Continuous Variables

	Total Sample											
	N=10532											
	Valid N	Mean	Standard Deviation	Median	Maximum	Minimum						
Adults in the household (18 and older)	10365	2.62	3.57	2.00	50	1						
Children in the household (less than 18 years old)	10365	.55	1.07	0.00	20	0						
Respondent age	10532	39.75	18.22	35.00	99	18						
	Never tobacco users legal age (per state) - age 24 years						Never tobacco users aged older than 24 years					
	N=1914						N=1936					
	Valid N	Mean	Standard Deviation	Median	Maximum	Minimum	Valid N	Mean	Standard Deviation	Median	Maximum	Minimum
Adults in the household (18 and older)	1870	3.44	4.17	3.00	50	1	1903	2.33	3.49	2.00	50	1
Children in the household (less than 18 years old)	1870	.47	1.04	0.00	17	0	1903	.48	1.06	0.00	17	0
Respondent age	1914	21.46	2.00	22.00	24	18	1936	50.95	15.47	51.00	99	25
	Former cigarette smokers legal age (per state) and older						Current cigarette smokers legal age (per state) - 24 years					
	N=1942						N=1828					
	Valid N	Mean	Standard Deviation	Median	Maximum	Minimum	Valid N	Mean	Standard Deviation	Median	Maximum	Minimum
Adults in the household (18 and older)	1917	2.25	3.28	2.00	49	1	1806	2.99	3.64	2.00	50	1
Children in the household (less than 18 years old)	1917	.40	.90	0.00	8	0	1806	.63	1.07	0.00	17	0
Respondent age	1942	55.44	15.60	58.00	99	18	1828	22.08	1.72	22.00	24	18
	Current cigarette smokers aged older than 24 years						Current smokeless tobacco users legal age (per state) and older					
	N=1942						N=970					
	Valid N	Mean	Standard Deviation	Median	Maximum	Minimum	Valid N	Mean	Standard Deviation	Median	Maximum	Minimum
Adults in the household (18 and older)	1918	2.18	2.71	2.00	50	1	951	2.51	4.08	2.00	50	1

Children in the household (less than 18 years old)	1918	.69	1.09	0.00	7	0	951	.74	1.28	0.00	20	0
Respondent age	1942	45.55	13.68	45.00	83	25	970	43.79	13.25	45.00	78	18

Table 5: MTSS Intention to Quit (Prior to Viewing Video Claims)

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - cigarettes (prior to viewing video claims) [among current users]	I don't want to stop smoking	11.2%	424	0.0%	0	0.0%	0	0.0%	0	11.2%	204	11.3%	220	0.0%	0
	I think I should stop smoking but don't really want to	29.5%	1112	0.0%	0	0.0%	0	0.0%	0	33.8%	617	25.5%	495	0.0%	0
	I want to stop smoking but haven't thought about when	15.5%	583	0.0%	0	0.0%	0	0.0%	0	16.9%	309	14.1%	274	0.0%	0
	I REALLY want to stop smoking but I don't know when I will	16.2%	611	0.0%	0	0.0%	0	0.0%	0	13.3%	244	18.9%	367	0.0%	0
	I want to stop smoking and hope to soon	13.0%	491	0.0%	0	0.0%	0	0.0%	0	11.3%	207	14.6%	284	0.0%	0
	I REALLY want to stop smoking and intend to in the next 3 months	5.5%	206	0.0%	0	0.0%	0	0.0%	0	4.6%	84	6.3%	122	0.0%	0
	I REALLY want to stop smoking and intend to in the next month	7.5%	282	0.0%	0	0.0%	0	0.0%	0	7.5%	137	7.5%	145	0.0%	0
	Don't know	1.6%	61	0.0%	0	0.0%	0	0.0%	0	1.4%	26	1.8%	35	0.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - e-cigarettes (prior to viewing video claims) [among "every day" and "some days" users]	I don't want to stop using e-cigarettes	38.2%	809	0.0%	0	0.0%	0	38.2%	79	44.3%	466	29.4%	220	39.3%	44
	I think I should stop using e-cigarettes but don't really want to	17.2%	364	0.0%	0	0.0%	0	24.2%	50	16.8%	177	15.4%	115	19.6%	22
	I want to stop using e-cigarettes but haven't thought about when	10.3%	218	0.0%	0	0.0%	0	7.2%	15	9.6%	101	12.1%	91	9.8%	11
	I REALLY want to stop using e-cigarettes but I don't know when I will	7.6%	160	0.0%	0	0.0%	0	8.2%	17	4.3%	45	11.2%	84	12.5%	14
	I want to stop using e-cigarettes and hope to soon	8.6%	183	0.0%	0	0.0%	0	9.7%	20	7.2%	76	10.3%	77	8.9%	10
	I REALLY want to stop using e-cigarettes and intend to in the next 3 months	4.1%	86	0.0%	0	0.0%	0	1.9%	4	2.8%	29	6.3%	47	5.4%	6
	I REALLY want to stop using e-cigarettes and intend to in the next month	8.9%	189	0.0%	0	0.0%	0	5.3%	11	9.7%	102	9.7%	73	2.7%	3
	Don't know	5.2%	110	0.0%	0	0.0%	0	5.3%	11	5.2%	55	5.6%	42	1.8%	2

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - moist snuff (prior to viewing video claims) [among "every day" and "some days" users]	I don't want to stop using moist snuff	18.3%	229	0.0%	0	0.0%	0	0.0%	0	22.9%	58	11.5%	21	18.5%	150
	I think I should stop using moist snuff but don't really want to	27.4%	342	0.0%	0	0.0%	0	100.0%	1	15.8%	40	13.1%	24	34.1%	277
	I want to stop using moist snuff but haven't thought about when	12.7%	159	0.0%	0	0.0%	0	0.0%	0	11.5%	29	17.5%	32	12.1%	98
	I REALLY want to stop using moist snuff but I don't know when I will	11.4%	142	0.0%	0	0.0%	0	0.0%	0	6.3%	16	15.8%	29	11.9%	97
	I want to stop using moist snuff and hope to soon	10.4%	130	0.0%	0	0.0%	0	0.0%	0	12.6%	32	15.3%	28	8.6%	70
	I REALLY want to stop using moist snuff and intend to in the next 3 months	5.7%	71	0.0%	0	0.0%	0	0.0%	0	5.1%	13	7.7%	14	5.4%	44
	I REALLY want to stop using moist snuff and intend to in the next month	10.8%	135	0.0%	0	0.0%	0	0.0%	0	19.4%	49	11.5%	21	8.0%	65
	Don't know	3.4%	42	0.0%	0	0.0%	0	0.0%	0	6.3%	16	7.7%	14	1.5%	12

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - chewing tobacco (prior to viewing video claims) [among "every day" and "some days" users]	I don't want to stop using chewing tobacco	22.0%	135	0.0%	0	0.0%	0	0.0%	0	25.0%	49	15.2%	16	22.4%	70
	I think I should stop using chewing tobacco but don't really want to	22.3%	137	0.0%	0	0.0%	0	0.0%	0	13.3%	26	12.4%	13	31.3%	98
	I want to stop using chewing tobacco but haven't thought about when	10.2%	63	0.0%	0	0.0%	0	0.0%	0	7.7%	15	8.6%	9	12.5%	39
	I REALLY want to stop using chewing tobacco but I don't know when I will	12.2%	75	0.0%	0	0.0%	0	0.0%	0	10.7%	21	19.0%	20	10.9%	34
	I want to stop using chewing tobacco and hope to soon	10.2%	63	0.0%	0	0.0%	0	0.0%	0	11.2%	22	14.3%	15	8.3%	26
	I REALLY want to stop using chewing tobacco and intend to in the next 3 months	6.2%	38	0.0%	0	0.0%	0	0.0%	0	5.6%	11	8.6%	9	5.8%	18
	I REALLY want to stop using chewing tobacco and intend to in the next month	13.7%	84	0.0%	0	0.0%	0	100.0%	1	22.4%	44	16.2%	17	7.0%	22
	Don't know	3.3%	20	0.0%	0	0.0%	0	0.0%	0	4.1%	8	5.7%	6	1.9%	6

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - Snus (prior to viewing video claims) [among "every day" and "some days" users]	I don't want to stop using snus	19.0%	119	0.0%	0	0.0%	0	33.3%	1	20.0%	36	11.9%	15	21.1%	67
	I think I should stop using snus but don't really want to	19.5%	122	0.0%	0	0.0%	0	0.0%	0	11.7%	21	7.9%	10	28.7%	91
	I want to stop using snus but haven't thought about when	12.8%	80	0.0%	0	0.0%	0	0.0%	0	12.8%	23	14.3%	18	12.3%	39
	I REALLY want to stop using snus but I don't know when I will	11.2%	70	0.0%	0	0.0%	0	0.0%	0	9.4%	17	16.7%	21	10.1%	32
	I want to stop using snus and hope to soon	12.9%	81	0.0%	0	0.0%	0	0.0%	0	13.3%	24	15.9%	20	11.7%	37
	I REALLY want to stop using snus and intend to in the next 3 months	4.5%	28	0.0%	0	0.0%	0	0.0%	0	4.4%	8	7.1%	9	3.5%	11
	I REALLY want to stop using snus and intend to in the next month	15.2%	95	0.0%	0	0.0%	0	0.0%	0	21.1%	38	23.0%	29	8.8%	28
	Don't know	5.0%	31	0.0%	0	0.0%	0	66.7%	2	7.2%	13	3.2%	4	3.8%	12

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - aids that help stop smoking (prior to viewing video claims) [among "every day" and "some days" users]	I don't want to stop using aids that help stop smoking	30.7%	209	16.7%	1	0.0%	0	2.1%	1	44.6%	112	27.9%	83	15.2%	12
	I think I should stop using aids that help stop smoking but don't really want to	9.1%	62	0.0%	0	100.0%	1	10.6%	5	8.8%	22	6.7%	20	17.7%	14
	I want to stop using aids that help stop smoking but haven't thought about when	9.7%	66	0.0%	0	0.0%	0	2.1%	1	6.8%	17	10.4%	31	21.5%	17
	I REALLY want to stop using aids that help stop smoking but I don't know when I will	11.6%	79	16.7%	1	0.0%	0	14.9%	7	8.8%	22	13.5%	40	11.4%	9
	I want to stop using aids that help stop smoking and hope to soon	12.9%	88	16.7%	1	0.0%	0	23.4%	11	13.1%	33	11.8%	35	10.1%	8
	I REALLY want to stop using aids that help stop smoking and intend to in the next 3 months	8.8%	60	0.0%	0	0.0%	0	17.0%	8	4.8%	12	10.8%	32	10.1%	8
	I REALLY want to stop using aids that help stop smoking and intend to in the next month	11.0%	75	50.0%	3	0.0%	0	23.4%	11	7.6%	19	11.4%	34	10.1%	8
	Don't know	6.2%	42	0.0%	0	0.0%	0	6.4%	3	5.6%	14	7.4%	22	3.8%	3

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - cigars, cigarillos, or filtered cigars (prior to viewing video claims) [among "every day" and "some days" users]	I don't want to stop using cigars, cigarillos, or filtered cigars	27.5%	553	0.0%	0	0.0%	0	33.1%	46	27.7%	261	18.4%	114	42.2%	132
	I think I should stop using cigars, cigarillos, or filtered cigars but don't really want to	20.4%	411	0.0%	0	0.0%	0	26.6%	37	20.3%	191	17.9%	111	23.0%	72
	I want to stop using cigars, cigarillos, or filtered cigars but haven't thought about when	11.4%	229	0.0%	0	0.0%	0	6.5%	9	11.8%	111	12.1%	75	10.9%	34
	I REALLY want to stop using cigars, cigarillos, or filtered cigars but I don't know when I will	8.5%	171	0.0%	0	0.0%	0	8.6%	12	7.2%	68	11.9%	74	5.4%	17
	I want to stop using cigars, cigarillos, or filtered cigars and hope to soon	9.1%	184	0.0%	0	0.0%	0	7.2%	10	9.4%	89	12.3%	76	2.9%	9
	I REALLY want to stop using cigars, cigarillos, or filtered cigars and intend to in the next 3 months	4.6%	93	0.0%	0	0.0%	0	2.2%	3	4.5%	42	6.8%	42	1.9%	6
	I REALLY want to stop using cigars, cigarillos, or filtered cigars and intend to in the next month	13.0%	261	0.0%	0	0.0%	0	7.9%	11	14.2%	134	14.4%	89	8.6%	27
	Don't know	5.6%	112	0.0%	0	0.0%	0	7.9%	11	4.9%	46	6.3%	39	5.1%	16

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - pipes filled with tobacco (prior to viewing video claims) [among "every day" and "some days" users]	I don't want to stop using pipes filled with tobacco	24.4%	151	0.0%	0	0.0%	0	40.0%	10	23.7%	74	17.8%	37	41.1%	30
	I think I should stop using pipes filled with tobacco but don't really want to	16.3%	101	0.0%	0	0.0%	0	24.0%	6	16.0%	50	14.9%	31	19.2%	14
	I want to stop using pipes filled with tobacco but haven't thought about when	12.1%	75	0.0%	0	0.0%	0	8.0%	2	14.1%	44	9.6%	20	12.3%	9
	I REALLY want to stop using pipes filled with tobacco but I don't know when I will	8.7%	54	0.0%	0	0.0%	0	4.0%	1	6.1%	19	13.5%	28	8.2%	6
	I want to stop using pipes filled with tobacco and hope to soon	9.7%	60	0.0%	0	0.0%	0	8.0%	2	9.9%	31	11.1%	23	5.5%	4
	I REALLY want to stop using pipes filled with tobacco and intend to in the next 3 months	5.0%	31	0.0%	0	0.0%	0	0.0%	0	4.5%	14	7.2%	15	2.7%	2
	I REALLY want to stop using pipes filled with tobacco and intend to in the next month	15.5%	96	0.0%	0	0.0%	0	4.0%	1	16.7%	52	17.3%	36	9.6%	7
	Don't know	8.1%	50	0.0%	0	0.0%	0	12.0%	3	9.0%	28	8.7%	18	1.4%	1

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - hookahs or water pipes filled with tobacco (prior to viewing video claims) [among "every day" and "some days" users]	I don't want to stop using hookahs or water pipes filled with tobacco	37.1%	382	0.0%	0	0.0%	0	48.0%	24	39.9%	268	28.4%	66	31.2%	24
	I think I should stop using hookahs or water pipes filled with tobacco but don't really want to	18.6%	192	0.0%	0	0.0%	0	18.0%	9	18.8%	126	15.9%	37	26.0%	20
	I want to stop using hookahs or water pipes filled with tobacco but haven't thought about when	10.2%	105	0.0%	0	0.0%	0	8.0%	4	10.0%	67	9.9%	23	14.3%	11
	I REALLY want to stop using hookahs or water pipes filled with tobacco but I don't know when I will	5.7%	59	0.0%	0	0.0%	0	0.0%	0	3.9%	26	11.2%	26	9.1%	7
	I want to stop using hookahs or water pipes filled with tobacco and hope to soon	6.1%	63	0.0%	0	0.0%	0	6.0%	3	5.1%	34	8.6%	20	7.8%	6
	I REALLY want to stop using hookahs or water pipes filled with tobacco and intend to in the next 3 months	3.6%	37	0.0%	0	0.0%	0	0.0%	0	2.5%	17	6.5%	15	6.5%	5
	I REALLY want to stop using hookahs or water pipes filled with tobacco and intend to in the next month	12.3%	127	0.0%	0	0.0%	0	10.0%	5	13.4%	90	12.9%	30	2.6%	2
	Don't know	6.4%	66	0.0%	0	0.0%	0	10.0%	5	6.5%	44	6.5%	15	2.6%	2

Table 6: Perceived Chance a Person Who SMOKES Cigarettes Every Day but Uses No Other Tobacco Products Suffers from the Following Condition

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Chronic bronchitis	Very low chance	.9%	90	.9%	17	.8%	15	.3%	5	1.2%	22	.8%	15	1.6%	16
	Low chance	2.3%	246	1.7%	33	1.7%	32	1.4%	27	3.4%	62	3.3%	65	2.8%	27
	Moderate chance	18.4%	1941	14.6%	280	13.4%	260	16.3%	317	22.6%	414	25.6%	497	17.8%	173
	High chance	38.5%	4052	39.9%	763	36.6%	708	39.3%	764	39.4%	720	35.1%	681	42.9%	416
	Very high chance	35.0%	3681	35.7%	683	41.6%	806	38.8%	753	29.3%	536	31.0%	602	31.0%	301
	Don't know	4.8%	510	7.0%	134	5.7%	111	3.9%	76	3.9%	72	4.2%	81	3.7%	36
	Decline to answer	.1%	12	.2%	4	.2%	4	.0%	0	.1%	2	.1%	1	.1%	1
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Emphysema	Very low chance	1.0%	107	1.1%	22	1.0%	19	.3%	6	1.4%	26	1.1%	22	1.2%	12
	Low chance	2.4%	258	2.0%	39	1.1%	22	1.0%	20	5.0%	91	3.1%	60	2.7%	26
	Moderate chance	17.3%	1821	17.3%	331	11.4%	220	13.3%	258	24.3%	444	22.2%	431	14.1%	137
	High chance	32.7%	3448	29.4%	562	31.9%	618	34.1%	662	31.0%	567	33.1%	642	40.9%	397
	Very high chance	37.7%	3975	28.4%	544	48.1%	931	48.1%	935	27.9%	510	36.1%	701	36.5%	354
	Don't know	8.6%	910	21.5%	412	6.4%	123	3.1%	61	10.2%	186	4.4%	85	4.4%	43
	Decline to answer	.1%	13	.2%	4	.2%	3	.0%	0	.2%	4	.1%	1	.1%	1
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Gum disease	Very low chance	1.9%	197	1.6%	31	1.5%	29	1.0%	19	2.4%	43	2.1%	40	3.6%	35
	Low chance	7.6%	796	4.3%	83	5.4%	105	7.2%	140	7.8%	143	9.0%	174	15.6%	151
	Moderate chance	26.0%	2742	19.0%	364	23.5%	455	28.7%	558	26.3%	481	29.2%	567	32.7%	317
	High chance	32.4%	3417	37.8%	723	31.7%	614	31.7%	615	34.1%	623	29.5%	573	27.7%	269
	Very high chance	27.9%	2936	33.9%	648	31.0%	601	27.3%	531	27.1%	496	25.7%	499	16.6%	161
	Don't know	4.1%	430	3.1%	60	6.7%	129	4.1%	79	2.1%	39	4.5%	87	3.7%	36
	Decline to answer	.1%	14	.3%	5	.2%	3	.0%	0	.2%	3	.1%	2	.1%	1

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Heart disease	Very low chance	.8%	86	.8%	16	1.1%	21	.3%	5	.8%	14	1.0%	20	1.0%	10
	Low chance	2.7%	289	2.4%	45	2.1%	40	1.5%	29	4.9%	90	3.3%	64	2.2%	21
	Moderate chance	22.1%	2330	23.8%	456	16.8%	326	18.3%	356	24.9%	455	26.9%	522	22.2%	215
	High chance	38.0%	4003	38.8%	742	37.3%	722	39.0%	757	38.9%	712	34.2%	665	41.8%	405
	Very high chance	32.0%	3369	28.8%	552	37.0%	717	37.4%	726	27.0%	493	30.8%	598	29.2%	283
	Don't know	4.2%	442	5.2%	100	5.5%	106	3.5%	68	3.4%	63	3.7%	72	3.4%	33
	Decline to answer	.1%	13	.2%	3	.2%	4	.1%	1	.1%	1	.1%	1	.3%	3
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Lung cancer	Very low chance	.9%	92	1.0%	20	.8%	16	.3%	5	.9%	16	.9%	17	1.9%	18
	Low chance	1.5%	160	.7%	13	.6%	12	1.1%	21	2.0%	37	2.7%	52	2.6%	25
	Moderate chance	13.5%	1423	6.8%	131	8.8%	171	13.5%	262	15.6%	285	22.3%	433	14.5%	141
	High chance	33.4%	3515	33.8%	646	31.6%	611	33.8%	656	36.9%	674	30.5%	592	34.6%	336
	Very high chance	48.6%	5118	55.7%	1066	55.1%	1067	49.8%	968	43.4%	793	40.9%	794	44.3%	430
	Don't know	2.0%	215	1.9%	36	2.9%	57	1.5%	29	1.1%	21	2.7%	53	2.0%	19
	Decline to answer	.1%	9	.1%	2	.1%	2	.1%	1	.1%	2	.1%	1	.1%	1
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Mouth cancer	Very low chance	2.1%	216	1.8%	35	1.4%	28	1.2%	24	2.7%	49	2.1%	41	4.0%	39
	Low chance	8.0%	842	5.1%	97	5.4%	104	7.7%	150	8.8%	161	10.3%	200	13.4%	130
	Moderate chance	26.5%	2787	19.6%	375	22.2%	430	27.9%	541	26.4%	483	31.4%	609	36.0%	349
	High chance	31.1%	3279	36.5%	698	30.4%	588	31.9%	619	32.6%	596	27.0%	525	26.1%	253
	Very high chance	28.4%	2989	33.1%	633	35.0%	677	28.2%	547	26.4%	482	24.9%	483	17.2%	167
	Don't know	3.9%	412	3.8%	73	5.6%	108	3.1%	61	3.1%	56	4.3%	83	3.2%	31
	Decline to answer	.1%	7	.2%	3	.1%	1	.0%	0	.1%	1	.1%	1	.1%	1

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Stroke	Very low chance	1.2%	125	1.4%	26	1.2%	23	.4%	7	1.6%	30	1.1%	21	1.9%	18
	Low chance	4.4%	462	4.1%	79	2.3%	45	2.8%	54	7.3%	133	6.0%	117	3.5%	34
	Moderate chance	27.5%	2895	29.3%	560	21.5%	417	25.8%	501	30.0%	549	31.5%	612	26.4%	256
	High chance	34.9%	3679	35.1%	672	35.3%	684	35.7%	693	35.8%	655	30.4%	590	39.7%	385
	Very high chance	25.0%	2633	20.2%	386	30.7%	595	29.5%	572	20.2%	370	24.9%	483	23.4%	227
	Don't know	6.9%	728	9.8%	188	8.8%	170	5.9%	115	4.8%	88	6.1%	118	5.1%	49
	Decline to answer	.1%	10	.2%	3	.1%	2	.0%	0	.2%	3	.1%	1	.1%	1
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Serious health problems	Very low chance	.7%	71	.8%	15	.6%	11	.2%	3	.5%	10	1.1%	22	1.0%	10
	Low chance	1.6%	168	.6%	11	.7%	14	1.3%	26	2.5%	45	2.4%	46	2.7%	26
	Moderate chance	15.8%	1669	9.9%	189	12.2%	237	14.3%	277	17.8%	325	24.8%	482	16.4%	159
	High chance	34.2%	3597	32.2%	617	33.3%	645	35.8%	695	34.8%	637	30.9%	600	41.5%	403
	Very high chance	45.1%	4748	54.5%	1044	49.2%	953	46.0%	894	42.7%	781	37.3%	725	36.2%	351
	Don't know	2.6%	271	1.9%	37	3.8%	73	2.4%	47	1.6%	30	3.3%	65	2.0%	19
	Decline to answer	.1%	8	.1%	1	.2%	3	.0%	0	.0%	0	.1%	2	.2%	2

Table 7: Perceived Chance of a Typical Person Who Has NEVER Used Tobacco or Nicotine Products Suffers from the Following Condition

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Chronic bronchitis	Very low chance	23.4%	2461	28.2%	540	20.0%	387	16.4%	319	28.9%	528	24.4%	473	22.1%	214
	Low chance	45.9%	4837	47.5%	909	48.1%	932	50.6%	983	40.2%	734	41.0%	797	49.7%	482
	Moderate chance	22.1%	2324	16.3%	312	21.5%	416	26.1%	506	23.4%	427	24.6%	477	19.2%	186
	High chance	2.5%	264	1.9%	37	2.3%	45	1.5%	29	2.6%	48	3.3%	65	4.1%	40
	Very high chance	1.4%	147	1.2%	23	1.4%	27	.7%	13	1.5%	28	2.0%	39	1.8%	17
	Don't know	4.7%	494	4.8%	92	6.6%	127	4.7%	92	3.4%	63	4.6%	89	3.2%	31
	Decline to answer	.0%	5	.1%	1	.1%	2	.0%	0	.0%	0	.1%	2	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Emphysema	Very low chance	29.4%	3095	29.6%	567	30.6%	592	24.6%	477	31.1%	568	30.9%	601	29.9%	290
	Low chance	44.6%	4702	41.8%	800	45.2%	875	52.1%	1011	40.6%	742	42.2%	820	46.8%	454
	Moderate chance	15.4%	1627	11.1%	213	14.0%	271	17.4%	338	17.6%	322	17.7%	344	14.3%	139
	High chance	1.9%	200	1.5%	28	1.8%	34	1.4%	27	1.8%	33	2.3%	45	3.4%	33
	Very high chance	1.6%	170	1.3%	24	1.9%	36	.7%	14	1.9%	35	2.4%	46	1.5%	15
	Don't know	6.9%	729	14.6%	280	6.5%	125	3.8%	74	7.0%	128	4.3%	84	3.9%	38
	Decline to answer	.1%	9	.1%	2	.2%	3	.1%	1	.0%	0	.1%	2	.1%	1
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Gum disease	Very low chance	27.4%	2881	33.6%	644	23.1%	448	19.5%	379	33.5%	613	26.7%	518	28.8%	279
	Low chance	40.6%	4280	42.3%	810	41.2%	798	43.2%	838	38.2%	699	37.5%	728	42.0%	407
	Moderate chance	23.4%	2460	16.8%	322	25.0%	484	29.3%	569	20.9%	382	25.9%	503	20.6%	200
	High chance	2.6%	278	2.2%	43	2.5%	48	1.9%	37	2.9%	53	3.2%	62	3.6%	35
	Very high chance	1.6%	168	1.5%	28	1.7%	32	.8%	16	2.1%	38	1.9%	36	1.9%	18
	Don't know	4.3%	456	3.4%	66	6.4%	123	5.3%	102	2.3%	42	4.7%	92	3.2%	31
	Decline to answer	.1%	9	.1%	1	.2%	3	.1%	1	.1%	1	.2%	3	.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Heart disease	Very low chance	13.7%	1440	15.6%	298	10.7%	208	7.7%	150	19.4%	355	15.6%	303	13.0%	126
	Low chance	31.6%	3327	35.6%	682	28.7%	555	30.8%	599	33.1%	605	29.6%	575	32.1%	311
	Moderate chance	43.7%	4604	39.3%	753	47.2%	913	51.8%	1006	37.9%	693	42.0%	815	43.7%	424
	High chance	4.8%	505	4.2%	80	5.1%	98	4.2%	81	4.6%	84	5.3%	102	6.2%	60
	Very high chance	1.8%	191	1.5%	29	1.9%	37	1.0%	20	1.9%	35	2.7%	53	1.8%	17
	Don't know	4.3%	456	3.7%	70	6.4%	123	4.4%	86	2.9%	53	4.7%	92	3.3%	32
	Decline to answer	.1%	9	.1%	2	.1%	2	.0%	0	.2%	3	.1%	2	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Lung cancer	Very low chance	27.5%	2895	33.4%	640	24.9%	483	19.5%	378	33.7%	616	26.6%	517	26.9%	261
	Low chance	45.3%	4766	46.6%	892	48.5%	939	50.5%	980	39.3%	718	39.8%	772	47.9%	465
	Moderate chance	19.8%	2087	14.0%	268	17.4%	336	24.3%	472	20.0%	365	24.6%	477	17.4%	169
	High chance	2.4%	253	1.7%	33	2.6%	50	1.4%	27	3.0%	55	2.7%	52	3.7%	36
	Very high chance	1.8%	192	1.5%	29	2.1%	40	1.2%	23	1.9%	34	2.5%	49	1.8%	17
	Don't know	3.2%	334	2.7%	51	4.4%	86	3.2%	62	2.2%	40	3.8%	73	2.3%	22
	Decline to answer	.0%	5	.1%	1	.1%	2	.0%	0	.0%	0	.1%	2	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Mouth cancer	Very low chance	39.1%	4119	45.0%	862	38.9%	754	33.0%	641	42.4%	775	36.6%	710	38.9%	377
	Low chance	43.0%	4530	41.2%	789	43.7%	846	50.2%	974	38.9%	712	41.3%	803	41.9%	406
	Moderate chance	10.8%	1139	7.6%	146	8.8%	170	11.4%	221	12.0%	220	14.1%	274	11.1%	108
	High chance	1.7%	184	1.8%	35	1.5%	29	1.0%	19	2.3%	42	1.4%	28	3.2%	31
	Very high chance	1.6%	167	1.1%	22	1.9%	36	.8%	15	1.8%	32	2.1%	41	2.2%	21
	Don't know	3.6%	384	3.1%	59	5.1%	99	3.7%	72	2.5%	45	4.3%	83	2.7%	26
	Decline to answer	.1%	9	.1%	1	.1%	2	.0%	0	.1%	2	.2%	3	.1%	1

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Stroke	Very low chance	13.8%	1458	15.7%	301	11.3%	218	8.0%	155	20.0%	365	15.2%	296	12.7%	123
	Low chance	33.2%	3498	37.3%	714	33.1%	640	33.5%	650	31.8%	581	29.9%	580	34.3%	333
	Moderate chance	42.7%	4498	38.1%	730	42.9%	830	49.1%	954	39.9%	730	42.9%	833	43.4%	421
	High chance	3.7%	387	2.9%	56	3.7%	71	3.1%	61	3.4%	63	4.8%	94	4.3%	42
	Very high chance	1.5%	155	1.3%	24	1.6%	31	.9%	17	1.7%	31	2.1%	41	1.1%	11
	Don't know	5.0%	527	4.5%	86	7.4%	144	5.4%	105	3.1%	57	4.9%	96	4.0%	39
	Decline to answer	.1%	9	.2%	3	.1%	2	.0%	0	.1%	1	.1%	2	.1%	1
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Serious health problems	Very low chance	14.1%	1487	16.4%	314	11.9%	231	9.2%	179	19.0%	348	15.2%	295	12.4%	120
	Low chance	32.2%	3393	35.4%	678	33.3%	644	32.3%	628	30.2%	552	29.2%	567	33.4%	324
	Moderate chance	42.3%	4457	39.4%	754	42.1%	816	47.8%	928	39.8%	727	42.1%	818	42.7%	414
	High chance	4.7%	492	3.5%	67	4.0%	78	4.6%	89	5.3%	97	5.6%	108	5.5%	53
	Very high chance	2.1%	220	1.6%	31	1.7%	33	1.1%	22	2.8%	51	2.9%	57	2.7%	26
	Don't know	4.5%	474	3.6%	68	6.7%	130	4.9%	96	2.9%	53	4.9%	95	3.3%	32
	Decline to answer	.1%	9	.1%	2	.2%	4	.0%	0	.0%	0	.1%	2	.1%	1

Table 8: Manipulation Check/Comprehension for Claims and Warnings

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Manipulation check: Video communicate information about any smokeless tobacco products	Yes	92.4%	9734	90.9%	1739	90.2%	1746	92.0%	1787	94.7%	1732	93.2%	1810	94.8%	920
	No	5.6%	590	6.3%	120	6.9%	134	6.2%	121	4.0%	73	5.3%	103	4.0%	39
	Don't know	1.9%	198	2.8%	53	2.6%	51	1.8%	34	1.2%	22	1.4%	28	1.0%	10
	Decline to answer	.1%	10	.1%	2	.3%	5	.0%	0	.1%	1	.1%	1	.1%	1
Manipulation check: Video communicate information about a smokeless tobacco product having a blend of 22 tobaccos	Yes	87.5%	9212	88.6%	1695	85.0%	1645	86.5%	1679	90.5%	1655	86.2%	1674	89.1%	864
	No	7.5%	785	6.5%	124	8.1%	157	8.0%	156	5.7%	105	8.3%	161	8.5%	82
	Don't know	5.0%	529	4.9%	93	6.8%	131	5.5%	107	3.7%	68	5.5%	106	2.5%	24
	Decline to answer	.1%	6	.1%	2	.2%	3	.0%	0	.0%	0	.1%	1	.0%	0
Manipulation check: Video communicate information warning about the use of the product	Yes	93.7%	9867	92.0%	1760	93.1%	1803	94.9%	1843	93.2%	1703	93.9%	1824	96.3%	934
	No	5.0%	531	6.7%	128	4.8%	92	4.4%	85	5.5%	101	5.0%	98	2.8%	27
	Don't know	1.2%	128	1.4%	26	1.9%	37	.7%	14	1.3%	23	1.0%	20	.8%	8
	Decline to answer	.1%	6	.0%	0	.2%	4	.0%	0	.1%	1	.0%	0	.1%	1
Manipulation check: Video communicate information about drinking water after product use	Yes	6.5%	684	7.2%	137	6.8%	132	4.1%	79	6.1%	112	7.7%	150	7.6%	74
	No	88.3%	9298	86.7%	1660	86.0%	1665	91.6%	1778	89.1%	1628	87.7%	1704	89.0%	863
	Don't know	5.1%	538	5.9%	113	7.0%	135	4.4%	85	4.8%	87	4.4%	86	3.3%	32
	Decline to answer	.1%	12	.2%	4	.2%	4	.0%	0	.1%	1	.1%	2	.1%	1
Manipulation check: Video communicate information about having more energy after using the product	Yes	6.0%	635	6.8%	130	5.2%	101	2.7%	53	7.1%	130	7.5%	145	7.8%	76
	No	88.5%	9324	86.2%	1649	87.0%	1684	93.3%	1811	88.0%	1608	87.6%	1702	89.7%	870
	Don't know	5.3%	561	6.8%	131	7.5%	145	4.0%	77	4.9%	90	4.8%	94	2.5%	24
	Decline to answer	.1%	12	.2%	4	.3%	6	.1%	1	.0%	0	.1%	1	.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	Puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	47.7%	5026	47.2%	903	42.8%	828	45.1%	875	51.4%	939	49.3%	957	54.0%	524
	Does not affect your risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	10.5%	1105	13.4%	256	9.0%	174	8.4%	163	12.5%	229	9.5%	185	10.1%	98
	Puts you at higher risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	14.1%	1481	15.1%	289	15.7%	304	14.7%	285	14.7%	269	12.8%	249	8.8%	85
	None of the above	20.2%	2127	14.7%	281	22.3%	431	23.8%	462	15.8%	289	22.9%	444	22.7%	220
	Don't know	7.4%	775	9.6%	183	9.9%	191	8.0%	155	5.3%	97	5.5%	106	4.4%	43
	Decline to answer	.2%	18	.1%	2	.4%	8	.1%	2	.3%	5	.1%	1	.0%	0
Risk for certain tobacco-related diseases	Reduces risk of certain tobacco-related diseases	62.0%	6527	58.2%	1113	58.0%	1123	62.4%	1211	63.3%	1158	65.3%	1268	67.4%	654
	Does not affect the risk for certain tobacco-related diseases	12.2%	1284	15.4%	295	10.6%	205	11.1%	216	13.5%	247	11.4%	222	10.2%	99
	Increases risk of certain tobacco-related diseases	9.3%	982	9.6%	184	9.9%	192	10.2%	198	9.6%	175	8.3%	161	7.4%	72
	None of the above	10.9%	1151	8.5%	162	13.6%	263	11.0%	213	9.1%	166	11.8%	229	12.2%	118
	Don't know	5.4%	571	8.2%	157	7.3%	142	5.4%	104	4.3%	79	3.2%	62	2.8%	27
	Decline to answer	.2%	17	.2%	3	.6%	11	.0%	0	.2%	3	.0%	0	.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Risk for chronic lung disease and other tobacco-related ailments	Puts you at lower risk for chronic lung disease and other tobacco-related ailments	63.4%	6682	60.8%	1163	57.6%	1115	63.1%	1225	66.7%	1220	66.9%	1300	67.9%	659
	Does not affect your risk for chronic lung disease and other tobacco-related ailments	10.1%	1063	12.8%	245	9.6%	185	8.0%	156	12.9%	235	8.1%	158	8.7%	84
	Puts you at higher risk for chronic lung disease and other tobacco-related ailments	5.7%	601	6.9%	132	6.0%	117	5.1%	100	5.3%	97	5.5%	107	4.9%	48
	None of the above	14.1%	1484	9.8%	187	17.4%	336	16.8%	326	10.2%	186	15.4%	300	15.4%	149
	Don't know	6.5%	689	9.7%	185	9.1%	177	6.8%	133	4.8%	88	3.9%	76	3.1%	30
	Decline to answer	.1%	13	.1%	2	.3%	6	.1%	2	.1%	2	.1%	1	.0%	0
When using <i>General Snus</i> , number of cigarettes you can smoke and be at lower risk of disease	Zero (0) cigarettes	44.4%	4679	43.5%	832	35.6%	689	43.7%	849	53.1%	971	43.3%	841	51.2%	497
	Up to 5 cigarettes	3.7%	390	5.2%	99	2.4%	47	1.3%	25	5.8%	106	4.3%	83	3.1%	30
	Up to 20 cigarettes	1.7%	179	1.7%	33	1.2%	24	.6%	12	2.0%	36	2.8%	54	2.1%	20
	As many as you want to smoke	5.0%	530	4.8%	92	2.2%	42	4.0%	77	8.6%	157	6.1%	118	4.5%	44
	None of the above	15.8%	1661	10.8%	207	19.4%	375	21.0%	408	11.8%	215	15.1%	293	16.8%	163
	Don't know	29.2%	3072	33.9%	648	38.8%	752	29.3%	569	18.4%	336	28.4%	551	22.3%	216
	Decline to answer	.2%	21	.2%	3	.4%	7	.1%	2	.4%	7	.1%	2	.0%	0
<i>General Snus</i> production process	Impurities	84.9%	8946	83.6%	1600	80.1%	1551	87.3%	1695	86.6%	1583	85.1%	1653	89.1%	864
	Bitterness	2.8%	295	4.2%	80	3.4%	65	2.2%	43	2.4%	44	2.3%	45	1.9%	18
	Flavors	2.0%	215	2.0%	38	2.0%	39	.7%	13	3.0%	54	2.7%	52	2.0%	19
	Sugar	.7%	71	.8%	16	.6%	11	.1%	2	1.1%	20	.7%	14	.8%	8

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
	None of the above	5.1%	534	4.3%	83	7.0%	135	5.5%	106	3.3%	61	5.6%	109	4.1%	40
	Don't know	4.3%	453	4.9%	94	6.5%	125	4.3%	83	3.5%	64	3.4%	66	2.2%	21
	Decline to answer	.2%	18	.2%	3	.5%	10	.0%	0	.1%	2	.2%	3	.0%	0
General Snus - WARNING SERIES 4	General Snus is not a safe alternative to cigarettes	78.0%	2052	81.1%	387	70.9%	344	78.2%	381	85.7%	390	73.6%	357	79.4%	193
	General Snus does not cause gum disease and tooth loss	1.6%	42	2.5%	12	1.6%	8	.4%	2	1.1%	5	2.1%	10	2.1%	5
	General Snus is not addictive	2.4%	62	1.9%	9	3.9%	19	1.0%	5	1.8%	8	2.9%	14	2.9%	7
	General Snus does not cause mouth cancer	1.6%	43	1.5%	7	.6%	3	.6%	3	3.1%	14	2.3%	11	2.1%	5
	None of the above	13.3%	351	8.2%	39	19.0%	92	16.8%	82	6.2%	28	16.1%	78	13.2%	32
	Don't know	3.0%	80	4.6%	22	3.9%	19	2.9%	14	2.0%	9	3.1%	15	.4%	1
	Decline to answer	.1%	2	.2%	1	.0%	0	.0%	0	.2%	1	.0%	0	.0%	0
General Snus - WARNING SERIES 2	General Snus can cause mouth cancer	83.2%	2191	83.6%	403	77.6%	375	87.0%	420	86.9%	397	82.9%	403	79.8%	193
	General Snus is a completely safe alternative to cigarettes	4.7%	123	4.6%	22	3.7%	18	2.9%	14	5.3%	24	5.3%	26	7.9%	19
	General Snus will never cause gum disease and tooth loss	.6%	16	.4%	2	.6%	3	.2%	1	.7%	3	1.0%	5	.8%	2
	General Snus is not addictive	1.3%	35	2.5%	12	1.9%	9	.6%	3	.7%	3	.8%	4	1.7%	4
	None of the above	7.9%	209	6.6%	32	11.8%	57	7.5%	36	5.3%	24	7.4%	36	9.9%	24
	Don't know	2.1%	54	2.3%	11	3.7%	18	1.9%	9	1.1%	5	2.3%	11	.0%	0
	Decline to answer	.2%	5	.0%	0	.6%	3	.0%	0	.2%	1	.2%	1	.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
General Snus - WARNING SERIES 3	General Snus can cause gum disease and tooth loss	83.3%	2194	85.3%	407	78.5%	380	87.3%	425	84.7%	388	83.1%	403	78.9%	191
	General Snus does not cause mouth cancer	.6%	16	.8%	4	.8%	4	.4%	2	.7%	3	.2%	1	.8%	2
	General Snus is a completely safe alternative to cigarettes	5.3%	139	5.5%	26	5.0%	24	4.3%	21	4.6%	21	6.2%	30	7.0%	17
	General Snus is not addictive	1.1%	28	.6%	3	1.7%	8	.4%	2	1.5%	7	1.0%	5	1.2%	3
	None of the above	7.8%	206	6.1%	29	10.5%	51	6.6%	32	6.8%	31	7.8%	38	10.3%	25
	Don't know	1.7%	45	1.7%	8	2.9%	14	1.0%	5	1.5%	7	1.4%	7	1.7%	4
	Decline to answer	.2%	5	.0%	0	.6%	3	.0%	0	.2%	1	.2%	1	.0%	0
General Snus - WARNING SERIES 1	General Snus is addictive	78.2%	2059	80.3%	384	75.8%	367	79.4%	385	81.4%	373	74.9%	364	76.5%	186
	General Snus does not cause mouth cancer	.8%	22	1.0%	5	.0%	0	.6%	3	.9%	4	1.6%	8	.8%	2
	General Snus is a completely safe alternative to cigarettes	7.4%	196	9.0%	43	5.8%	28	5.2%	25	7.2%	33	10.3%	50	7.0%	17
	General Snus does not cause gum disease and tooth loss	1.3%	33	1.0%	5	1.2%	6	1.0%	5	1.1%	5	1.4%	7	2.1%	5
	None of the above	9.0%	237	4.8%	23	13.8%	67	10.1%	49	7.0%	32	8.0%	39	11.1%	27
	Don't know	3.2%	83	3.6%	17	3.3%	16	3.7%	18	2.2%	10	3.5%	17	2.1%	5
	Decline to answer	.2%	4	.2%	1	.0%	0	.0%	0	.2%	1	.2%	1	.4%	1

Table 9: Perceptions of Absolute Risk of Health Conditions to a Person Who Uses *General* Snus Daily and No Other TNP

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceptions of absolute risk of chronic bronchitis	Very low chance	7.9%	836	3.7%	71	3.7%	71	6.1%	119	10.8%	198	12.1%	235	14.6%	142
	Low chance	36.0%	3796	29.2%	558	29.8%	577	37.5%	729	36.8%	673	41.1%	799	47.4%	460
	Moderate chance	33.0%	3472	38.3%	734	35.0%	678	33.0%	640	33.9%	620	29.2%	567	24.0%	233
	High chance	9.8%	1033	15.1%	289	11.4%	220	8.8%	171	8.9%	162	6.8%	133	6.0%	58
	Very high chance	4.1%	436	4.9%	93	6.2%	120	3.5%	68	4.0%	74	2.9%	57	2.5%	24
	Don't know	8.9%	941	8.5%	163	13.7%	265	11.0%	214	5.3%	97	7.7%	149	5.5%	53
	Decline to answer	.2%	18	.3%	6	.3%	5	.1%	1	.2%	4	.1%	2	.0%	0
Perceptions of absolute risk of emphysema	Very low chance	8.1%	848	3.9%	74	3.9%	75	6.4%	125	9.6%	176	12.5%	242	16.1%	156
	Low chance	35.3%	3717	23.5%	450	28.9%	559	39.7%	771	35.4%	648	42.1%	818	48.6%	471
	Moderate chance	31.8%	3348	38.2%	732	34.3%	665	31.0%	602	33.5%	613	27.5%	534	20.8%	202
	High chance	9.7%	1026	13.9%	266	12.2%	237	8.4%	164	9.0%	165	7.0%	135	6.1%	59
	Very high chance	4.2%	439	4.4%	85	6.4%	123	3.6%	69	4.3%	78	3.2%	63	2.2%	21
	Don't know	10.7%	1130	15.6%	299	14.0%	272	10.9%	211	7.6%	139	7.6%	148	6.3%	61
	Decline to answer	.2%	24	.4%	8	.3%	5	.0%	0	.5%	9	.1%	2	.0%	0
Perceptions of absolute risk of gum disease	Very low chance	2.5%	266	1.7%	33	1.6%	31	1.7%	33	3.4%	63	4.2%	81	2.6%	25
	Low chance	12.2%	1281	9.7%	185	11.3%	219	10.3%	200	13.5%	247	14.5%	282	15.3%	148
	Moderate chance	27.4%	2881	24.7%	472	26.0%	503	25.3%	492	25.6%	468	29.9%	580	37.7%	366
	High chance	30.5%	3207	32.9%	630	29.6%	573	32.6%	634	30.8%	563	27.3%	531	28.5%	276
	Very high chance	21.4%	2257	25.4%	486	21.8%	422	23.3%	452	23.1%	423	18.6%	361	11.6%	113
	Don't know	5.9%	618	5.2%	100	9.6%	185	6.7%	131	3.2%	58	5.3%	103	4.2%	41
	Decline to answer	.2%	22	.4%	8	.2%	3	.0%	0	.3%	6	.2%	4	.1%	1

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceptions of absolute risk of heart disease	Very low chance	4.5%	473	2.7%	51	2.6%	51	2.8%	55	6.0%	110	7.2%	139	6.9%	67
	Low chance	23.9%	2521	19.3%	369	19.3%	373	22.3%	434	25.9%	473	28.9%	562	32.0%	310
	Moderate chance	41.9%	4411	44.0%	842	41.8%	809	42.8%	832	41.0%	750	39.9%	774	41.6%	404
	High chance	14.8%	1555	19.3%	369	16.0%	309	15.1%	293	15.3%	279	10.7%	208	10.0%	97
	Very high chance	5.4%	564	5.5%	106	6.7%	130	5.0%	97	5.8%	106	4.6%	89	3.7%	36
	Don't know	9.4%	985	8.9%	170	13.4%	260	11.8%	230	5.6%	103	8.5%	166	5.8%	56
	Decline to answer	.2%	23	.4%	7	.2%	4	.1%	1	.4%	7	.2%	4	.0%	0
Perceptions of absolute risk of lung cancer	Very low chance	8.5%	893	4.3%	82	3.6%	69	6.2%	121	11.4%	208	12.8%	249	16.9%	164
	Low chance	36.5%	3845	29.4%	563	29.3%	567	37.6%	731	39.5%	722	41.5%	806	47.0%	456
	Moderate chance	32.1%	3383	37.4%	715	35.5%	688	32.4%	630	32.1%	586	28.2%	548	22.3%	216
	High chance	10.1%	1059	15.3%	293	12.3%	238	9.7%	189	8.6%	157	6.4%	124	6.0%	58
	Very high chance	4.6%	485	6.0%	114	6.8%	131	3.9%	76	3.8%	70	3.8%	73	2.2%	21
	Don't know	8.0%	843	7.4%	142	12.3%	239	10.0%	194	4.2%	77	7.2%	139	5.4%	52
	Decline to answer	.2%	24	.3%	5	.2%	4	.1%	1	.4%	8	.2%	3	.3%	3
Perceptions of absolute risk of mouth cancer	Very low chance	2.5%	265	1.5%	29	1.3%	25	1.7%	33	3.3%	60	4.6%	90	2.9%	28
	Low chance	12.2%	1280	9.8%	188	12.0%	233	10.0%	194	13.6%	248	14.7%	286	13.5%	131
	Moderate chance	27.1%	2853	25.2%	483	25.6%	495	24.3%	471	24.9%	456	28.6%	556	40.4%	392
	High chance	29.6%	3113	32.0%	613	27.3%	528	31.9%	620	31.2%	570	27.1%	526	26.4%	256
	Very high chance	22.9%	2412	26.0%	498	24.8%	480	25.4%	494	23.6%	432	20.0%	388	12.4%	120
	Don't know	5.6%	587	5.2%	100	8.8%	171	6.6%	129	3.0%	54	4.7%	91	4.3%	42
	Decline to answer	.2%	22	.2%	3	.2%	4	.1%	1	.4%	8	.3%	5	.1%	1

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceptions of absolute risk of stroke	Very low chance	4.7%	497	3.0%	57	2.5%	49	3.3%	64	6.2%	114	7.6%	147	6.8%	66
	Low chance	25.0%	2633	20.0%	383	20.5%	397	22.3%	433	27.2%	497	31.3%	608	32.5%	315
	Moderate chance	41.9%	4415	44.9%	860	41.6%	805	43.4%	843	42.2%	772	37.8%	735	41.2%	400
	High chance	13.1%	1384	16.5%	316	13.8%	268	14.3%	278	12.6%	230	9.9%	192	10.3%	100
	Very high chance	4.8%	501	4.9%	94	6.4%	124	4.0%	78	5.4%	99	4.0%	78	2.9%	28
	Don't know	10.3%	1080	10.4%	200	14.9%	289	12.6%	245	5.8%	106	9.2%	179	6.3%	61
	Decline to answer	.2%	22	.2%	4	.2%	4	.1%	1	.5%	10	.2%	3	.0%	0
Perceptions of absolute risk of serious health problems	Very low chance	3.5%	366	1.6%	30	2.3%	45	2.3%	45	4.4%	81	5.7%	111	5.6%	54
	Low chance	18.3%	1928	12.6%	242	15.1%	292	16.9%	329	18.0%	329	24.6%	477	26.7%	259
	Moderate chance	41.0%	4314	38.7%	741	41.4%	801	41.7%	810	41.6%	760	40.1%	779	43.6%	423
	High chance	19.2%	2024	26.8%	513	18.7%	362	19.8%	385	19.9%	364	13.9%	270	13.4%	130
	Very high chance	9.9%	1046	13.1%	251	10.8%	209	8.9%	173	11.7%	213	7.7%	149	5.3%	51
	Don't know	7.9%	836	6.9%	132	11.5%	223	10.3%	200	4.1%	75	7.9%	154	5.4%	52
	Decline to answer	.2%	18	.3%	5	.2%	4	.0%	0	.3%	6	.1%	2	.1%	1

Table 10: Perceptions of Relative Risk of Chronic Disease

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceptions of relative risk of chronic bronchitis to a person who uses <i>General</i> Snus daily vs. cigarettes user	A much lower chance	17.4%	1831	11.0%	211	10.3%	199	15.6%	303	22.2%	405	22.6%	438	28.4%	275
	A lower chance	47.2%	4969	48.1%	921	47.8%	925	53.2%	1033	41.7%	763	45.1%	876	46.5%	451
	The same chance	20.3%	2141	24.3%	466	22.2%	429	17.7%	343	21.9%	400	18.6%	361	14.6%	142
	A higher chance	5.4%	571	5.9%	112	5.7%	111	4.5%	87	5.8%	106	5.4%	105	5.2%	50
	A much higher chance	2.7%	287	2.8%	54	3.5%	67	2.1%	41	2.9%	53	2.7%	52	2.1%	20
	Don't know	6.6%	699	7.2%	138	10.4%	201	6.8%	133	5.0%	91	5.4%	104	3.3%	32
	Decline to answer	.3%	34	.6%	12	.2%	4	.1%	2	.5%	10	.3%	6	.0%	0
Perceptions of relative risk of chronic bronchitis to a person who uses <i>General</i> Snus daily vs. moist snuff user	A much lower chance	7.7%	807	4.2%	81	4.6%	90	6.2%	121	10.0%	182	12.0%	234	10.2%	99
	A lower chance	27.4%	2885	25.8%	494	26.8%	518	26.3%	510	26.9%	492	29.4%	571	30.9%	300
	The same chance	50.4%	5305	51.5%	986	49.5%	959	54.3%	1054	49.8%	911	46.8%	908	50.2%	487
	A higher chance	3.7%	385	4.5%	87	3.5%	68	2.2%	43	5.3%	97	2.7%	53	3.8%	37
	A much higher chance	1.7%	179	2.5%	47	2.0%	39	1.0%	19	1.6%	30	1.6%	31	1.3%	13
	Don't know	9.0%	951	11.2%	215	13.4%	259	9.9%	192	6.1%	112	7.2%	139	3.5%	34
	Decline to answer	.2%	20	.2%	4	.2%	3	.2%	3	.2%	4	.3%	6	.0%	0
Perceptions of relative risk of chronic bronchitis to a person who uses <i>General</i> Snus daily vs. other brands of snus user	A much lower chance	7.5%	787	4.4%	84	4.3%	83	6.3%	122	9.9%	181	11.1%	216	10.4%	101
	A lower chance	25.0%	2636	23.0%	440	25.1%	486	23.6%	459	24.0%	439	28.2%	547	27.3%	265
	The same chance	53.2%	5598	55.4%	1061	51.7%	1001	57.3%	1112	52.8%	965	48.4%	939	53.6%	520
	A higher chance	3.7%	394	5.4%	103	3.8%	74	1.8%	34	4.6%	84	3.5%	67	3.3%	32
	A much higher chance	1.9%	200	2.2%	42	2.2%	42	1.1%	22	2.5%	46	1.9%	36	1.2%	12

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
	Don't know	8.5%	900	9.3%	178	12.8%	247	9.9%	192	5.9%	108	7.0%	135	4.1%	40
	Decline to answer	.2%	17	.3%	6	.2%	3	.1%	1	.3%	5	.1%	2	.0%	0
Perceptions of relative risk of chronic bronchitis to a person who uses <i>General Snus</i> daily vs. aids that help stop smoking	A much lower chance	7.3%	765	4.1%	78	4.7%	91	5.7%	110	10.3%	189	11.1%	215	8.5%	82
	A lower chance	20.2%	2123	18.4%	352	19.8%	383	19.0%	369	19.1%	349	23.6%	458	21.9%	212
	The same chance	32.4%	3409	27.7%	531	32.1%	621	35.4%	688	29.3%	536	32.9%	639	40.6%	394
	A higher chance	23.2%	2443	29.6%	566	21.4%	414	22.5%	437	26.3%	481	18.3%	355	19.6%	190
	A much higher chance	7.0%	733	10.8%	207	6.2%	120	5.7%	111	9.0%	164	5.2%	101	3.1%	30
	Don't know	9.8%	1037	9.0%	172	15.6%	302	11.6%	226	5.8%	106	8.7%	169	6.4%	62
	Decline to answer	.2%	22	.4%	8	.3%	5	.1%	1	.2%	3	.3%	5	.0%	0
Perceptions of relative risk of chronic bronchitis to a person who uses <i>General Snus</i> daily vs. both cigarettes and <i>General Snus</i> user	A much lower chance	12.9%	1356	9.1%	175	7.1%	137	10.4%	201	17.5%	320	17.0%	330	19.9%	193
	A lower chance	41.8%	4405	46.4%	888	40.7%	787	45.6%	885	38.7%	708	36.9%	716	43.4%	421
	The same chance	22.5%	2371	21.6%	414	24.7%	479	21.7%	421	22.0%	402	23.6%	459	20.2%	196
	A higher chance	9.6%	1011	9.4%	180	9.6%	185	9.2%	178	9.8%	179	10.5%	203	8.9%	86
	A much higher chance	6.2%	653	5.7%	110	6.5%	125	6.4%	124	7.3%	134	6.1%	118	4.3%	42
	Don't know	6.8%	715	7.4%	141	11.3%	219	6.7%	130	4.4%	80	5.9%	114	3.2%	31
	Decline to answer	.2%	21	.3%	6	.2%	4	.2%	3	.3%	5	.1%	2	.1%	1
Perceptions of relative risk of chronic bronchitis to a person who uses <i>General Snus</i> daily vs. never	A much lower chance	8.1%	856	5.1%	98	5.1%	98	6.2%	120	10.6%	193	13.5%	262	8.8%	85
	A lower chance	16.0%	1684	11.0%	211	16.3%	316	18.3%	355	13.6%	248	19.4%	377	18.2%	177
	The same chance	26.5%	2795	19.9%	380	26.8%	519	28.6%	555	24.1%	440	28.8%	559	35.3%	342
	A higher chance	25.3%	2667	29.2%	558	26.2%	508	25.8%	501	24.8%	454	20.3%	395	25.9%	251

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
having used any tobacco or nicotine products	A much higher chance	16.1%	1696	26.8%	512	13.1%	254	12.3%	238	21.9%	400	11.0%	213	8.1%	79
	Don't know	7.8%	817	7.8%	150	12.4%	241	8.9%	172	4.8%	87	6.8%	132	3.6%	35
	Decline to answer	.2%	17	.3%	5	.0%	0	.1%	1	.3%	6	.2%	4	.1%	1
Perceptions of relative risk of emphysema to a person who uses <i>General Snus</i> daily vs. cigarettes user	A much lower chance	16.3%	1717	9.1%	174	9.8%	189	16.4%	318	19.1%	350	21.4%	416	27.8%	270
	A lower chance	46.5%	4897	43.5%	833	49.2%	953	52.7%	1023	41.5%	759	45.4%	881	46.2%	448
	The same chance	20.8%	2193	25.9%	496	22.2%	430	18.5%	359	22.5%	412	18.8%	366	13.4%	130
	A higher chance	5.6%	592	6.5%	125	5.1%	99	3.9%	75	6.7%	122	5.8%	113	6.0%	58
	A much higher chance	2.6%	278	2.5%	48	3.0%	59	2.5%	49	2.4%	43	3.0%	58	2.2%	21
	Don't know	7.9%	829	12.0%	229	10.6%	205	5.9%	115	7.3%	134	5.4%	105	4.2%	41
	Decline to answer	.2%	26	.5%	9	.1%	1	.2%	3	.4%	8	.2%	3	.2%	2
Perceptions of relative risk of emphysema to a person who uses <i>General Snus</i> daily vs. moist snuff user	A much lower chance	7.4%	779	4.1%	79	5.1%	98	5.0%	98	9.5%	173	12.0%	234	10.0%	97
	A lower chance	27.2%	2863	24.1%	461	26.9%	521	27.3%	530	27.5%	503	28.1%	546	31.1%	302
	The same chance	49.1%	5173	48.0%	919	48.3%	935	54.8%	1064	47.5%	869	47.0%	913	48.8%	473
	A higher chance	3.8%	404	5.7%	109	3.7%	72	1.9%	37	4.9%	89	3.1%	61	3.7%	36
	A much higher chance	1.9%	201	2.2%	43	2.0%	38	1.3%	25	2.1%	39	2.1%	40	1.6%	16
	Don't know	10.3%	1090	15.4%	295	13.8%	268	9.6%	186	8.1%	148	7.6%	147	4.7%	46
	Decline to answer	.2%	22	.4%	8	.2%	4	.1%	2	.4%	7	.1%	1	.0%	0
Perceptions of relative risk of emphysema to a person who uses	A much lower chance	7.3%	771	3.8%	73	4.7%	91	6.3%	122	9.4%	172	11.5%	224	9.2%	89
	A lower chance	24.8%	2612	22.7%	435	23.8%	460	23.4%	455	24.9%	455	27.1%	527	28.9%	280
	The same chance	52.5%	5529	51.5%	985	52.5%	1016	58.2%	1130	51.1%	935	49.2%	956	52.3%	507

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
General Snus daily vs. other brands of snus user	A higher chance	3.7%	388	5.9%	113	3.9%	76	1.6%	32	4.3%	79	3.0%	58	3.1%	30
	A much higher chance	1.8%	185	2.2%	42	1.9%	37	1.0%	19	2.3%	42	1.6%	32	1.3%	13
	Don't know	9.7%	1025	13.5%	259	13.1%	253	9.3%	181	7.6%	139	7.3%	142	5.3%	51
	Decline to answer	.2%	22	.4%	7	.2%	3	.2%	3	.3%	6	.2%	3	.0%	0
Perceptions of relative risk of emphysema to a person who uses General Snus daily vs. aids that help stop smoking	A much lower chance	7.4%	778	4.2%	80	4.4%	86	5.4%	105	10.3%	189	11.7%	228	9.3%	90
	A lower chance	20.2%	2127	16.0%	307	19.6%	380	20.1%	391	18.4%	336	24.5%	476	24.4%	237
	The same chance	31.4%	3307	25.7%	492	33.0%	638	35.4%	688	27.4%	500	31.3%	608	39.3%	381
	A higher chance	22.9%	2415	30.5%	583	21.3%	412	21.9%	426	26.3%	481	17.4%	338	18.0%	175
	A much higher chance	6.7%	706	10.1%	193	5.5%	107	5.3%	103	9.1%	166	5.5%	106	3.2%	31
	Don't know	11.1%	1171	13.1%	250	15.9%	308	11.6%	225	8.2%	150	9.4%	183	5.7%	55
	Decline to answer	.3%	28	.5%	9	.3%	5	.2%	4	.3%	6	.2%	3	.1%	1
Perceptions of relative risk of emphysema to a person who uses General Snus daily vs. both cigarettes and General Snus user	A much lower chance	12.4%	1310	8.2%	156	7.6%	147	11.0%	213	15.2%	278	16.9%	329	19.3%	187
	A lower chance	41.2%	4342	43.9%	841	40.9%	792	44.9%	871	38.8%	709	37.3%	724	41.8%	405
	The same chance	22.0%	2312	21.9%	419	23.2%	449	21.1%	409	22.4%	409	22.8%	442	19.0%	184
	A higher chance	10.2%	1075	9.1%	174	10.6%	206	10.0%	194	10.1%	185	10.8%	210	10.9%	106
	A much higher chance	6.0%	627	5.5%	105	6.1%	118	6.3%	122	6.3%	116	6.2%	121	4.6%	45
	Don't know	7.9%	828	10.9%	208	11.4%	220	6.6%	129	6.5%	119	5.7%	110	4.3%	42
	Decline to answer	.4%	38	.6%	11	.2%	4	.2%	4	.7%	12	.3%	6	.1%	1
Perceptions of relative risk of emphysema to a	A much lower chance	8.2%	862	4.8%	91	5.7%	110	6.4%	125	10.3%	189	13.1%	254	9.6%	93
	A lower chance	16.0%	1684	11.3%	216	16.3%	316	17.0%	331	14.8%	270	19.5%	379	17.7%	172

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
person who uses <i>General</i> Snus daily vs. never having used any tobacco or nicotine products	The same chance	25.5%	2682	18.7%	357	24.4%	473	29.2%	567	21.7%	397	28.6%	555	34.3%	333
	A higher chance	25.2%	2653	27.9%	534	27.0%	522	26.3%	510	24.6%	449	20.4%	396	24.9%	242
	A much higher chance	16.2%	1701	26.6%	509	13.9%	270	12.1%	235	22.2%	405	10.4%	202	8.2%	80
	Don't know	8.8%	927	10.4%	200	12.5%	242	8.9%	173	6.1%	111	7.8%	152	5.1%	49
	Decline to answer	.2%	23	.4%	7	.2%	3	.1%	1	.4%	7	.2%	4	.1%	1
Perceptions of relative risk of gum disease to a person who uses <i>General</i> Snus daily vs. cigarettes user	A much lower chance	6.1%	647	3.9%	75	4.1%	79	4.5%	87	9.0%	164	8.5%	166	7.8%	76
	A lower chance	22.7%	2390	25.3%	484	21.1%	409	21.1%	409	21.5%	393	22.3%	433	27.0%	262
	The same chance	33.6%	3543	32.5%	622	35.2%	681	34.0%	661	33.2%	607	32.9%	638	34.4%	334
	A higher chance	23.3%	2452	23.0%	440	21.7%	420	26.7%	518	22.8%	417	22.6%	439	22.5%	218
	A much higher chance	8.4%	888	9.5%	181	8.4%	163	8.0%	156	9.5%	174	8.4%	163	5.3%	51
	Don't know	5.6%	593	5.5%	106	9.3%	181	5.6%	108	3.8%	70	5.1%	99	3.0%	29
	Decline to answer	.2%	19	.3%	6	.2%	3	.2%	3	.2%	3	.2%	4	.0%	0
Perceptions of relative risk of gum disease to a person who uses <i>General</i> Snus daily vs. moist snuff user	A much lower chance	4.6%	489	3.0%	57	3.1%	60	3.5%	67	6.8%	125	6.4%	125	5.7%	55
	A lower chance	21.5%	2267	21.7%	416	19.7%	381	18.4%	358	22.4%	409	21.7%	421	29.1%	282
	The same chance	52.1%	5489	50.2%	960	51.1%	989	57.6%	1118	51.1%	934	50.4%	979	52.5%	509
	A higher chance	9.5%	1002	10.2%	195	9.8%	189	9.0%	174	9.6%	176	10.1%	197	7.3%	71
	A much higher chance	4.9%	521	5.5%	105	5.1%	99	4.7%	91	5.1%	94	5.4%	104	2.9%	28
	Don't know	7.0%	736	9.1%	174	11.0%	212	6.8%	133	4.4%	80	5.8%	112	2.6%	25
	Decline to answer	.3%	28	.4%	7	.3%	6	.1%	1	.5%	10	.2%	4	.0%	0
Perceptions of relative risk of	A much lower chance	4.2%	440	2.5%	48	3.2%	62	3.0%	58	6.2%	114	6.0%	116	4.3%	42

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
gum disease to a person who uses <i>General</i> Snus daily vs. other brands of snus user	A lower chance	18.9%	1991	20.0%	383	16.3%	315	16.2%	314	20.4%	373	19.6%	380	23.3%	226
	The same chance	56.6%	5963	55.5%	1062	56.7%	1097	62.2%	1208	53.9%	985	53.6%	1041	58.8%	570
	A higher chance	8.8%	922	9.4%	180	8.7%	169	7.0%	135	9.4%	172	9.8%	191	7.7%	75
	A much higher chance	4.8%	508	5.3%	101	4.7%	91	5.0%	97	5.1%	93	5.4%	104	2.3%	22
	Don't know	6.5%	685	6.9%	133	10.3%	199	6.6%	128	4.5%	83	5.6%	108	3.5%	34
	Decline to answer	.2%	23	.4%	7	.2%	3	.1%	2	.4%	8	.1%	2	.1%	1
Perceptions of relative risk of gum disease to a person who uses <i>General</i> Snus daily vs. aids that help stop smoking	A much lower chance	5.0%	526	3.7%	71	3.1%	60	3.8%	73	7.4%	136	7.2%	140	4.7%	46
	A lower chance	14.3%	1505	14.6%	280	13.4%	259	12.3%	238	13.7%	251	15.8%	307	17.5%	170
	The same chance	23.2%	2439	19.9%	381	25.2%	487	24.3%	472	21.4%	391	24.0%	467	24.8%	241
	A higher chance	32.4%	3417	32.3%	618	31.3%	606	34.2%	665	31.5%	576	30.2%	586	37.7%	366
	A much higher chance	17.2%	1807	22.5%	431	14.8%	286	16.0%	310	21.0%	384	15.1%	293	10.6%	103
	Don't know	7.7%	808	6.5%	125	12.1%	234	9.3%	180	4.4%	81	7.5%	145	4.4%	43
	Decline to answer	.3%	30	.4%	8	.2%	4	.2%	4	.5%	9	.2%	4	.1%	1
Perceptions of relative risk of gum disease to a person who uses <i>General</i> Snus daily vs. both cigarettes and <i>General</i> Snus user	A much lower chance	6.1%	638	5.2%	100	3.4%	66	4.3%	84	9.2%	168	7.8%	152	7.0%	68
	A lower chance	29.5%	3107	38.4%	735	24.9%	483	24.8%	482	32.8%	600	25.4%	494	32.3%	313
	The same chance	31.5%	3314	27.2%	520	33.6%	651	33.7%	654	28.3%	517	32.7%	636	34.6%	336
	A higher chance	16.4%	1732	13.2%	253	17.4%	336	19.6%	380	14.8%	270	17.5%	340	15.8%	153
	A much higher chance	10.4%	1097	9.8%	187	10.4%	202	11.3%	219	11.1%	203	11.2%	217	7.1%	69
	Don't know	5.9%	619	5.9%	113	10.0%	193	6.2%	121	3.6%	65	4.9%	96	3.2%	31
	Decline to answer	.2%	25	.3%	6	.3%	5	.1%	2	.3%	5	.4%	7	.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceptions of relative risk of gum disease to a person who uses <i>General Snus</i> daily vs. never having used any tobacco or nicotine products	A much lower chance	5.4%	571	4.3%	82	3.5%	67	3.8%	74	7.4%	135	8.3%	162	5.3%	51
	A lower chance	10.4%	1093	8.8%	169	10.8%	210	9.6%	186	10.2%	186	11.7%	228	11.8%	114
	The same chance	17.5%	1842	14.7%	281	19.3%	373	17.0%	330	17.1%	312	19.3%	375	17.6%	171
	A higher chance	28.9%	3039	21.9%	420	29.1%	563	34.4%	669	23.1%	422	29.6%	574	40.3%	391
	A much higher chance	32.2%	3394	44.8%	858	28.3%	547	29.9%	580	38.6%	705	25.2%	489	22.2%	215
	Don't know	5.4%	572	5.2%	99	8.9%	173	5.2%	101	3.4%	63	5.6%	108	2.9%	28
	Decline to answer	.2%	21	.3%	5	.2%	3	.1%	2	.3%	5	.3%	6	.0%	0
Perceptions of relative risk of heart disease to a person who uses <i>General Snus</i> daily vs. cigarettes user	A much lower chance	10.5%	1103	5.8%	111	6.1%	119	8.8%	171	13.7%	250	14.2%	275	18.2%	177
	A lower chance	41.1%	4331	40.6%	777	40.0%	775	45.0%	873	36.2%	662	41.2%	800	45.8%	444
	The same chance	32.8%	3456	35.2%	673	33.9%	656	33.5%	651	35.3%	645	30.2%	587	25.2%	244
	A higher chance	5.6%	594	6.6%	127	5.9%	114	3.9%	76	6.8%	124	5.2%	101	5.4%	52
	A much higher chance	2.8%	294	3.3%	64	3.0%	58	1.6%	31	3.3%	61	2.9%	57	2.4%	23
	Don't know	6.9%	730	8.0%	153	10.8%	210	7.2%	139	4.3%	79	6.2%	120	3.0%	29
	Decline to answer	.2%	24	.5%	9	.2%	4	.1%	1	.4%	7	.1%	2	.1%	1
Perceptions of relative risk of heart disease to a person who uses <i>General Snus</i> daily vs. moist snuff user	A much lower chance	6.0%	635	3.8%	72	3.9%	76	4.5%	88	8.2%	149	9.4%	183	6.9%	67
	A lower chance	26.0%	2739	24.5%	469	24.5%	475	24.4%	474	26.6%	486	27.0%	524	32.1%	311
	The same chance	52.1%	5490	51.6%	988	51.7%	1000	57.0%	1106	51.3%	937	49.7%	966	50.8%	493
	A higher chance	4.3%	458	5.7%	110	4.3%	84	2.9%	57	5.4%	98	3.5%	67	4.3%	42
	A much higher chance	2.3%	245	2.7%	51	2.5%	48	1.5%	29	3.0%	54	2.2%	42	2.2%	21
	Don't know	8.9%	940	11.3%	217	12.8%	248	9.6%	186	5.3%	96	8.1%	157	3.7%	36

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
	Decline to answer	.2%	25	.4%	7	.3%	5	.1%	2	.4%	8	.2%	3	.0%	0
Perceptions of relative risk of heart disease to a person who uses <i>General</i> Snus daily vs. other brands of snus user	A much lower chance	5.8%	614	4.0%	77	3.9%	76	4.3%	83	7.8%	143	9.4%	182	5.5%	53
	A lower chance	23.5%	2479	22.1%	423	22.5%	436	22.1%	429	23.3%	426	25.8%	502	27.1%	263
	The same chance	55.5%	5849	56.2%	1075	53.8%	1041	60.0%	1166	55.0%	1005	51.9%	1007	57.2%	555
	A higher chance	4.2%	446	5.4%	103	4.3%	83	2.9%	57	5.4%	98	3.4%	66	4.0%	39
	A much higher chance	2.3%	247	2.7%	52	2.7%	53	1.2%	24	3.2%	59	2.1%	40	2.0%	19
	Don't know	8.3%	879	9.3%	178	12.7%	245	9.4%	182	5.0%	91	7.3%	142	4.2%	41
	Decline to answer	.2%	18	.3%	6	.1%	2	.1%	1	.3%	6	.2%	3	.0%	0
Perceptions of relative risk of heart disease to a person who uses <i>General</i> Snus daily vs. aids that help stop smoking	A much lower chance	6.2%	648	3.6%	68	4.2%	82	4.6%	89	9.0%	165	9.4%	182	6.4%	62
	A lower chance	18.8%	1980	17.9%	343	18.5%	359	17.5%	340	18.0%	329	19.9%	386	23.0%	223
	The same chance	31.1%	3273	26.4%	505	32.5%	629	33.7%	654	27.1%	495	33.2%	645	35.6%	345
	A higher chance	26.7%	2815	32.8%	627	23.7%	458	26.5%	515	29.8%	545	21.6%	419	25.9%	251
	A much higher chance	7.5%	790	10.1%	193	6.3%	122	6.2%	121	10.2%	186	6.6%	129	4.0%	39
	Don't know	9.5%	1001	9.0%	173	14.5%	281	11.4%	221	5.5%	100	9.1%	176	5.2%	50
	Decline to answer	.2%	25	.3%	5	.3%	5	.1%	2	.4%	8	.3%	5	.0%	0
Perceptions of relative risk of heart disease to a person who uses <i>General</i> Snus daily vs. both cigarettes and <i>General</i> Snus user	A much lower chance	9.5%	1003	7.2%	137	5.4%	104	6.6%	129	13.6%	249	12.5%	243	14.5%	141
	A lower chance	39.7%	4177	44.7%	856	37.6%	727	41.9%	813	37.8%	691	34.4%	668	43.5%	422
	The same chance	27.1%	2856	25.1%	481	29.4%	569	28.4%	551	24.7%	452	29.6%	574	23.6%	229
	A higher chance	10.2%	1072	9.4%	180	10.2%	197	9.9%	192	11.0%	201	10.3%	200	10.5%	102
	A much higher chance	6.6%	693	6.4%	123	6.4%	124	6.4%	124	8.3%	151	6.5%	127	4.5%	44

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
	Don't know	6.7%	707	6.8%	130	11.0%	212	6.6%	128	4.3%	78	6.5%	127	3.3%	32
	Decline to answer	.2%	24	.4%	7	.2%	3	.3%	5	.3%	6	.2%	3	.0%	0
Perceptions of relative risk of heart disease to a person who uses <i>General Snus</i> daily vs. never having used any tobacco or nicotine products	A much lower chance	6.6%	694	4.5%	87	4.6%	89	4.5%	87	8.8%	160	10.5%	204	6.9%	67
	A lower chance	14.5%	1522	11.9%	228	15.1%	293	14.5%	281	11.5%	211	17.7%	343	17.1%	166
	The same chance	22.9%	2411	18.2%	348	24.5%	475	24.6%	478	20.6%	377	25.7%	499	24.1%	234
	A higher chance	29.2%	3078	29.1%	557	28.9%	559	33.2%	645	25.5%	466	25.6%	498	36.4%	353
	A much higher chance	19.6%	2062	29.2%	559	15.6%	302	15.9%	308	28.7%	525	13.1%	254	11.8%	114
	Don't know	7.1%	743	6.9%	132	11.0%	212	7.3%	141	4.5%	83	7.2%	139	3.7%	36
	Decline to answer	.2%	22	.2%	3	.3%	6	.1%	2	.3%	6	.3%	5	.0%	0
Perceptions of relative risk of lung cancer to a person who uses <i>General Snus</i> daily vs. cigarettes user	A much lower chance	19.0%	2005	13.7%	263	10.1%	195	16.8%	326	25.1%	459	22.5%	437	33.5%	325
	A lower chance	47.8%	5032	47.8%	915	51.5%	997	53.6%	1041	41.8%	765	45.8%	889	43.8%	425
	The same chance	19.3%	2030	22.4%	428	21.2%	410	18.2%	353	19.5%	356	18.4%	357	13.0%	126
	A higher chance	5.6%	588	6.8%	131	5.6%	108	3.9%	76	6.0%	109	5.8%	113	5.3%	51
	A much higher chance	3.0%	320	3.2%	62	3.2%	61	2.3%	44	4.0%	73	3.0%	58	2.3%	22
	Don't know	5.1%	533	5.8%	111	8.3%	161	5.0%	98	3.4%	62	4.1%	80	2.2%	21
	Decline to answer	.2%	24	.2%	4	.2%	4	.2%	4	.2%	4	.4%	8	.0%	0
Perceptions of relative risk of lung cancer to a person who uses <i>General Snus</i> daily	A much lower chance	7.7%	807	3.9%	74	5.0%	97	6.0%	117	9.8%	180	12.6%	245	9.7%	94
	A lower chance	27.2%	2867	26.6%	509	27.2%	526	26.4%	512	27.3%	499	27.9%	542	28.8%	279
	The same chance	51.2%	5389	51.0%	976	50.1%	969	55.8%	1084	50.9%	931	47.2%	917	52.8%	512
	A higher chance	4.1%	428	5.4%	104	4.1%	80	2.2%	43	5.2%	95	3.5%	68	3.9%	38

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
vs. moist snuff user	A much higher chance	1.9%	197	2.6%	49	1.9%	37	1.0%	20	2.2%	40	2.0%	39	1.2%	12
	Don't know	7.8%	826	10.3%	198	11.5%	223	8.5%	165	4.3%	78	6.5%	127	3.6%	35
	Decline to answer	.2%	18	.2%	4	.2%	4	.1%	1	.3%	5	.2%	4	.0%	0
Perceptions of relative risk of lung cancer to a person who uses <i>General Snus</i> daily vs. other brands of snus user	A much lower chance	7.3%	764	4.0%	77	4.1%	80	5.3%	103	10.4%	190	11.1%	216	10.1%	98
	A lower chance	25.3%	2665	22.5%	430	26.8%	518	23.5%	457	24.9%	456	28.1%	546	26.6%	258
	The same chance	54.5%	5738	57.0%	1091	51.9%	1004	59.1%	1147	53.6%	979	50.1%	972	56.2%	545
	A higher chance	3.5%	365	5.4%	103	3.6%	70	1.9%	36	4.3%	78	2.8%	55	2.4%	23
	A much higher chance	1.9%	205	2.5%	48	2.0%	38	1.2%	24	2.4%	44	2.0%	39	1.2%	12
	Don't know	7.3%	769	8.3%	159	11.4%	220	8.9%	172	4.2%	76	5.6%	108	3.5%	34
	Decline to answer	.2%	26	.3%	6	.3%	6	.2%	3	.3%	5	.3%	6	.0%	0
Perceptions of relative risk of lung cancer to a person who uses <i>General Snus</i> daily vs. aids that help stop smoking	A much lower chance	7.5%	787	4.1%	78	4.6%	89	5.7%	111	11.3%	207	10.9%	212	9.3%	90
	A lower chance	20.5%	2157	18.0%	344	21.4%	415	20.4%	396	18.6%	340	23.3%	452	21.6%	210
	The same chance	32.4%	3415	27.6%	528	32.6%	632	35.1%	681	30.0%	548	32.5%	632	40.6%	394
	A higher chance	23.7%	2493	31.6%	604	21.3%	412	21.7%	422	26.4%	482	19.4%	376	20.3%	197
	A much higher chance	6.8%	717	10.1%	193	5.7%	111	6.0%	116	8.9%	163	5.4%	105	3.0%	29
	Don't know	8.9%	938	8.4%	160	14.0%	272	11.1%	215	4.5%	82	8.3%	161	4.9%	48
	Decline to answer	.2%	25	.4%	7	.3%	5	.1%	1	.3%	6	.2%	4	.2%	2
Perceptions of relative risk of lung cancer to a person who uses	A much lower chance	13.5%	1426	10.1%	193	6.9%	134	11.4%	222	18.8%	344	16.1%	313	22.7%	220
	A lower chance	42.3%	4458	47.3%	905	42.3%	818	44.8%	870	40.7%	744	36.6%	711	42.3%	410
	The same chance	21.6%	2277	21.2%	406	24.7%	478	21.4%	415	18.9%	345	23.3%	452	18.7%	181

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
General Snus daily vs. both cigarettes and General Snus user	A higher chance	10.0%	1057	9.2%	177	10.2%	197	9.4%	183	10.4%	191	11.2%	218	9.4%	91
	A much higher chance	6.5%	682	5.7%	110	6.2%	120	7.0%	136	7.3%	134	7.3%	142	4.1%	40
	Don't know	5.8%	607	6.2%	118	9.6%	185	5.7%	111	3.4%	63	5.3%	102	2.9%	28
	Decline to answer	.2%	25	.3%	5	.2%	4	.3%	5	.4%	7	.2%	4	.0%	0
Perceptions of relative risk of lung cancer to a person who uses General Snus daily vs. never having used any tobacco or nicotine products	A much lower chance	8.2%	863	4.7%	90	5.3%	103	6.5%	127	11.2%	204	12.5%	243	9.9%	96
	A lower chance	16.5%	1733	11.9%	228	17.1%	331	17.7%	343	14.5%	265	19.9%	386	18.6%	180
	The same chance	25.9%	2725	19.6%	375	24.0%	465	29.5%	573	22.9%	418	28.8%	559	34.5%	335
	A higher chance	25.9%	2724	30.9%	591	27.7%	536	26.5%	514	23.7%	434	20.9%	406	25.1%	243
	A much higher chance	16.4%	1730	26.3%	503	14.4%	279	11.5%	224	23.4%	428	11.1%	216	8.2%	80
	Don't know	7.0%	741	6.3%	121	11.4%	220	8.2%	160	4.1%	75	6.6%	129	3.7%	36
	Decline to answer	.2%	16	.3%	6	.1%	2	.1%	1	.2%	4	.2%	3	.0%	0
Perceptions of relative risk of mouth cancer to a person who uses General Snus daily vs. cigarettes user	A much lower chance	6.1%	646	4.4%	84	3.9%	75	4.6%	89	8.9%	163	8.7%	169	6.8%	66
	A lower chance	24.5%	2579	26.2%	502	23.6%	457	22.0%	427	23.8%	435	24.4%	473	29.4%	285
	The same chance	33.2%	3492	33.5%	642	33.1%	641	33.6%	653	32.8%	599	33.1%	642	32.5%	315
	A higher chance	22.4%	2356	20.6%	395	21.2%	411	26.4%	513	22.2%	405	21.4%	416	22.3%	216
	A much higher chance	8.2%	863	8.7%	166	9.0%	175	7.9%	153	9.2%	168	7.7%	150	5.3%	51
	Don't know	5.4%	566	6.1%	116	8.9%	173	5.4%	104	2.8%	51	4.4%	86	3.7%	36
	Decline to answer	.3%	30	.5%	9	.2%	4	.2%	3	.4%	7	.3%	6	.1%	1
Perceptions of relative risk of mouth cancer to a	A much lower chance	4.8%	502	3.2%	61	3.3%	63	3.1%	61	6.8%	124	7.2%	139	5.6%	54
	A lower chance	22.1%	2330	22.4%	429	18.9%	365	19.1%	371	23.4%	428	21.5%	417	33.0%	320

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
person who uses <i>General</i> Snus daily vs. moist snuff user	The same chance	51.7%	5445	50.5%	967	51.7%	1001	56.7%	1102	51.4%	939	50.4%	978	47.2%	458
	A higher chance	8.7%	920	9.2%	176	9.1%	176	8.9%	172	8.5%	156	8.5%	165	7.7%	75
	A much higher chance	5.6%	589	5.8%	111	6.0%	116	5.6%	109	4.9%	90	6.8%	132	3.2%	31
	Don't know	6.8%	713	8.5%	163	10.7%	208	6.4%	124	4.5%	83	5.5%	106	3.0%	29
	Decline to answer	.3%	33	.4%	7	.4%	7	.2%	3	.4%	8	.3%	5	.3%	3
Perceptions of relative risk of mouth cancer to a person who uses <i>General</i> Snu daily vs. other brands of snus user	A much lower chance	4.4%	463	2.6%	49	2.8%	54	2.7%	52	7.1%	129	7.0%	135	4.5%	44
	A lower chance	19.4%	2045	19.2%	368	17.4%	337	16.9%	329	21.3%	389	20.2%	392	23.7%	230
	The same chance	56.3%	5928	55.7%	1067	55.5%	1074	61.3%	1190	54.6%	998	53.0%	1029	58.8%	570
	A higher chance	7.6%	803	8.1%	155	8.3%	161	7.2%	139	7.8%	143	7.8%	152	5.5%	53
	A much higher chance	5.7%	603	6.4%	123	6.4%	124	5.0%	98	5.1%	94	6.6%	129	3.6%	35
	Don't know	6.3%	666	7.6%	145	9.5%	183	6.8%	132	3.8%	70	5.2%	101	3.6%	35
	Decline to answer	.2%	24	.4%	7	.2%	3	.1%	2	.3%	5	.2%	4	.3%	3
Perceptions of relative risk of mouth cancer to a person who uses <i>General</i> Snus daily vs. aids that help stop smoking	A much lower chance	5.1%	537	3.7%	71	3.0%	59	3.0%	59	8.3%	151	7.5%	146	5.3%	51
	A lower chance	14.4%	1515	14.3%	274	14.3%	277	11.7%	227	14.9%	272	15.8%	307	16.3%	158
	The same chance	23.1%	2428	20.4%	391	24.0%	465	23.9%	465	20.5%	375	25.1%	487	25.3%	245
	A higher chance	31.7%	3342	31.0%	593	29.5%	572	34.6%	671	31.0%	566	29.5%	573	37.8%	367
	A much higher chance	17.6%	1852	23.0%	441	16.1%	311	17.3%	336	20.5%	374	14.7%	286	10.7%	104
	Don't know	7.9%	832	7.2%	138	12.7%	246	9.3%	181	4.6%	84	7.1%	138	4.6%	45
	Decline to answer	.2%	26	.3%	6	.3%	6	.2%	3	.3%	6	.3%	5	.0%	0
Perceptions of relative risk of	A much lower chance	6.1%	641	5.0%	96	3.2%	62	3.7%	72	9.2%	169	8.1%	158	8.7%	84

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
mouth cancer to a person who uses <i>General</i> Snus daily vs. both cigarettes and <i>General</i> Snus user	A lower chance	30.0%	3159	38.7%	740	25.7%	497	25.2%	489	33.4%	610	25.2%	490	34.3%	333
	The same chance	31.4%	3303	27.7%	530	33.9%	657	35.1%	681	28.4%	520	31.8%	617	30.7%	298
	A higher chance	15.8%	1663	12.4%	238	16.3%	316	18.4%	358	14.4%	263	17.3%	335	15.8%	153
	A much higher chance	10.9%	1146	10.1%	193	11.5%	222	11.6%	226	10.6%	194	12.5%	242	7.1%	69
	Don't know	5.6%	589	5.6%	108	9.1%	177	5.8%	113	3.6%	65	4.8%	94	3.3%	32
	Decline to answer	.3%	31	.5%	9	.3%	5	.2%	3	.4%	7	.3%	6	.1%	1
Perceptions of relative risk of mouth cancer to a person who uses <i>General</i> Snus daily vs. never having used any tobacco or nicotine products	A much lower chance	5.7%	599	4.0%	76	3.5%	68	3.5%	68	8.9%	162	8.9%	172	5.5%	53
	A lower chance	10.9%	1148	9.7%	185	10.9%	211	9.9%	193	10.6%	194	12.6%	245	12.4%	120
	The same chance	17.6%	1856	14.5%	278	18.4%	356	17.6%	341	16.2%	297	20.5%	399	19.1%	185
	A higher chance	27.7%	2919	21.2%	405	28.8%	557	33.2%	644	23.4%	428	27.0%	524	37.2%	361
	A much higher chance	32.9%	3460	45.5%	871	29.7%	575	30.6%	595	37.7%	689	25.8%	501	23.6%	229
	Don't know	5.1%	534	4.9%	93	8.6%	167	5.1%	100	3.0%	54	5.0%	98	2.3%	22
	Decline to answer	.2%	16	.3%	6	.1%	2	.1%	1	.2%	4	.2%	3	.0%	0
Perceptions of relative risk of stroke to a person who uses <i>General</i> Snus daily vs. cigarettes user	A much lower chance	10.2%	1079	6.5%	124	6.3%	122	8.7%	169	12.8%	234	14.3%	277	15.8%	153
	A lower chance	39.8%	4191	36.0%	689	39.0%	756	44.7%	868	36.1%	659	39.5%	768	46.5%	451
	The same chance	33.4%	3518	37.9%	726	33.6%	650	31.5%	611	36.3%	664	31.2%	605	27.0%	262
	A higher chance	5.5%	575	7.1%	135	5.7%	111	4.0%	77	6.0%	110	5.1%	100	4.3%	42
	A much higher chance	2.7%	285	3.1%	59	2.9%	56	2.3%	44	2.7%	50	2.8%	54	2.3%	22
	Don't know	8.2%	859	9.0%	173	12.2%	237	8.7%	169	5.7%	105	7.0%	135	4.1%	40
	Decline to answer	.2%	25	.4%	8	.2%	4	.2%	4	.3%	6	.2%	3	.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceptions of relative risk of stroke to a person who uses <i>General</i> Snus daily vs. moist snuff user	A much lower chance	6.1%	645	3.4%	66	4.0%	77	4.7%	92	8.0%	147	9.8%	190	7.5%	73
	A lower chance	25.2%	2658	25.4%	486	24.2%	468	22.5%	436	24.5%	448	27.0%	524	30.5%	296
	The same chance	51.9%	5466	50.6%	968	51.6%	999	57.1%	1109	52.4%	957	48.1%	935	51.3%	498
	A higher chance	4.2%	441	5.6%	107	3.6%	69	2.5%	48	5.7%	104	3.7%	71	4.3%	42
	A much higher chance	2.1%	225	2.3%	44	2.0%	38	1.8%	35	2.7%	49	2.3%	44	1.5%	15
	Don't know	10.1%	1065	12.2%	233	14.4%	279	11.2%	217	6.4%	117	9.0%	175	4.5%	44
	Decline to answer	.3%	32	.5%	10	.3%	6	.3%	5	.3%	6	.2%	3	.2%	2
Perceptions of relative risk of stroke to a person who uses <i>General</i> Snus daily vs. other brands of snus user	A much lower chance	5.8%	612	3.2%	62	3.9%	76	5.0%	97	8.1%	148	8.7%	168	6.3%	61
	A lower chance	23.2%	2448	22.3%	426	22.1%	427	21.4%	416	23.2%	424	25.4%	493	27.0%	262
	The same chance	55.7%	5868	56.8%	1088	54.6%	1058	58.8%	1142	55.0%	1006	52.5%	1020	57.1%	554
	A higher chance	3.8%	405	5.0%	95	3.6%	69	2.6%	51	5.5%	101	3.0%	58	3.2%	31
	A much higher chance	1.9%	203	2.4%	45	2.1%	40	1.4%	27	1.9%	35	2.0%	39	1.8%	17
	Don't know	9.2%	969	9.9%	189	13.5%	261	10.6%	206	5.9%	108	8.2%	160	4.6%	45
	Decline to answer	.3%	27	.5%	9	.3%	5	.2%	3	.3%	6	.2%	4	.0%	0
Perceptions of relative risk of stroke to a person who uses <i>General</i> Snus daily vs. aids that help stop smoking	A much lower chance	6.1%	642	4.2%	80	4.1%	80	4.6%	90	8.4%	154	8.8%	170	7.0%	68
	A lower chance	18.5%	1951	16.0%	307	17.9%	346	16.9%	329	17.9%	327	21.7%	421	22.8%	221
	The same chance	31.5%	3315	26.9%	514	33.8%	655	33.2%	645	28.9%	528	32.2%	626	35.8%	347
	A higher chance	25.3%	2660	31.3%	599	22.1%	428	24.9%	484	28.4%	519	20.7%	402	23.5%	228
	A much higher chance	7.7%	807	10.4%	200	6.1%	119	7.2%	139	9.4%	172	6.6%	129	4.9%	48
	Don't know	10.7%	1125	10.7%	205	15.7%	303	13.0%	252	6.6%	121	9.7%	188	5.8%	56

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
	Decline to answer	.3%	32	.5%	9	.3%	5	.2%	3	.4%	7	.3%	6	.2%	2
Perceptions of relative risk of stroke to a person who uses <i>General</i> Snus daily vs. both cigarettes and <i>General</i> Snus user	A much lower chance	9.4%	988	6.5%	125	5.6%	109	7.4%	143	12.9%	235	12.6%	244	13.6%	132
	A lower chance	38.3%	4036	42.2%	807	37.1%	718	39.8%	772	37.0%	676	33.6%	652	42.4%	411
	The same chance	27.8%	2931	27.2%	521	28.5%	552	28.3%	550	27.7%	506	28.5%	553	25.7%	249
	A higher chance	10.3%	1087	10.0%	192	10.3%	200	9.6%	187	10.3%	189	11.7%	227	9.5%	92
	A much higher chance	6.1%	647	5.9%	112	5.9%	115	6.3%	122	6.6%	121	6.5%	127	5.2%	50
	Don't know	7.7%	814	7.9%	152	12.1%	235	8.4%	164	5.2%	95	6.8%	133	3.6%	35
	Decline to answer	.3%	29	.3%	5	.4%	7	.2%	4	.3%	6	.3%	6	.1%	1
Perceptions of relative risk of stroke to a person who uses <i>General</i> Snus daily vs. never having used any tobacco or nicotine products	A much lower chance	6.9%	724	4.8%	92	4.6%	89	5.2%	101	8.8%	160	10.8%	209	7.5%	73
	A lower chance	14.2%	1500	11.3%	217	14.6%	282	14.4%	279	12.3%	225	17.5%	340	16.2%	157
	The same chance	23.1%	2430	18.5%	354	24.2%	468	23.9%	464	21.9%	400	25.4%	493	25.9%	251
	A higher chance	28.8%	3032	28.2%	539	31.0%	600	32.3%	628	25.0%	457	24.3%	472	34.6%	336
	A much higher chance	19.2%	2019	29.4%	562	13.6%	264	15.4%	299	27.5%	502	14.2%	276	12.0%	116
	Don't know	7.7%	806	7.5%	144	11.7%	227	8.8%	170	4.4%	80	7.6%	148	3.8%	37
	Decline to answer	.2%	21	.3%	6	.3%	6	.1%	1	.2%	4	.2%	4	.0%	0
Perceptions of relative risk of serious health problems to a person who uses <i>General</i> Snus daily vs. cigarettes user	A much lower chance	8.1%	856	5.2%	100	4.4%	86	6.6%	128	10.4%	190	11.5%	224	13.2%	128
	A lower chance	35.9%	3778	33.1%	634	34.7%	672	38.3%	744	32.4%	592	36.3%	705	44.4%	431
	The same chance	39.1%	4114	43.1%	824	39.6%	767	39.0%	758	41.2%	754	37.2%	722	29.8%	289
	A higher chance	7.3%	771	8.1%	155	7.4%	143	6.6%	128	7.5%	138	7.4%	143	6.6%	64
	A much higher chance	3.8%	398	4.0%	77	4.3%	83	3.6%	70	4.4%	81	3.0%	59	2.9%	28

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
	Don't know	5.6%	590	6.2%	119	9.4%	182	5.8%	112	3.4%	63	4.4%	85	3.0%	29
	Decline to answer	.2%	25	.3%	5	.2%	3	.1%	2	.5%	10	.2%	4	.1%	1
Perceptions of relative risk of serious health problems to a person who uses <i>General Snus</i> daily vs. moist snuff user	A much lower chance	4.9%	516	3.0%	57	3.0%	59	3.4%	66	7.4%	136	7.1%	137	6.3%	61
	A lower chance	22.5%	2367	22.2%	424	20.0%	387	20.3%	395	22.8%	416	24.0%	466	28.8%	279
	The same chance	56.4%	5938	53.7%	1028	56.8%	1100	61.5%	1195	55.5%	1015	55.3%	1073	54.3%	527
	A higher chance	5.8%	614	7.7%	148	5.7%	111	4.8%	93	6.5%	118	5.0%	97	4.8%	47
	A much higher chance	3.2%	335	4.7%	90	3.4%	66	2.3%	45	3.4%	62	2.7%	53	2.0%	19
	Don't know	7.0%	732	8.3%	159	10.7%	207	7.5%	146	4.1%	75	5.7%	110	3.6%	35
	Decline to answer	.3%	30	.4%	8	.3%	6	.1%	2	.3%	6	.3%	6	.2%	2
Perceptions of relative risk of serious health problems to a person who uses <i>General Snus</i> daily vs. other brands of snus user	A much lower chance	5.1%	532	3.3%	63	2.9%	57	3.0%	58	8.0%	147	7.8%	152	5.7%	55
	A lower chance	19.5%	2053	19.2%	368	18.0%	349	17.7%	344	19.1%	349	21.8%	424	22.6%	219
	The same chance	60.3%	6355	60.2%	1152	59.4%	1150	66.1%	1284	57.9%	1059	57.5%	1117	61.1%	593
	A higher chance	5.2%	543	6.1%	116	5.6%	109	4.0%	77	6.0%	110	4.3%	84	4.8%	47
	A much higher chance	3.1%	329	3.7%	71	3.3%	63	2.3%	44	4.5%	82	2.6%	51	1.9%	18
	Don't know	6.6%	695	7.1%	136	10.4%	202	6.8%	132	4.3%	78	5.6%	109	3.9%	38
	Decline to answer	.2%	25	.4%	8	.3%	6	.2%	3	.2%	3	.3%	5	.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceptions of relative risk of serious health problems to a person who uses <i>General Snus</i> daily vs. aids that help stop smoking	A much lower chance	5.3%	554	4.0%	77	2.7%	52	3.2%	63	8.5%	156	8.0%	156	5.2%	50
	A lower chance	15.8%	1663	15.3%	292	15.4%	298	14.9%	289	15.0%	274	17.3%	335	18.0%	175
	The same chance	30.6%	3218	25.0%	478	32.6%	632	31.8%	618	27.4%	501	32.7%	636	36.4%	353
	A higher chance	30.8%	3240	33.8%	647	28.5%	552	32.6%	633	32.2%	589	26.5%	514	31.4%	305
	A much higher chance	9.6%	1016	14.3%	274	8.6%	166	7.9%	153	12.1%	222	7.9%	153	4.9%	48
	Don't know	7.7%	813	7.4%	141	11.8%	229	9.3%	181	4.4%	80	7.4%	143	4.0%	39
	Decline to answer	.3%	28	.3%	5	.4%	7	.3%	5	.3%	6	.3%	5	.0%	0
Perceptions of relative risk of serious health problems to a person who uses <i>General Snus</i> daily vs. both cigarettes and <i>General Snus</i> user	A much lower chance	8.3%	873	6.8%	130	4.3%	83	5.7%	110	11.4%	209	11.0%	214	13.1%	127
	A lower chance	38.8%	4085	44.0%	842	35.5%	688	38.5%	748	39.0%	713	33.9%	658	44.9%	436
	The same chance	29.9%	3150	28.1%	537	32.9%	637	31.6%	613	27.6%	504	32.3%	628	23.8%	231
	A higher chance	10.2%	1071	8.7%	167	10.4%	201	11.3%	220	10.0%	183	10.7%	208	9.5%	92
	A much higher chance	7.0%	733	6.4%	123	7.0%	136	7.0%	136	8.5%	155	6.9%	134	5.1%	49
	Don't know	5.7%	597	5.7%	110	9.7%	187	5.8%	113	3.3%	60	4.7%	92	3.6%	35
	Decline to answer	.2%	23	.3%	5	.2%	4	.1%	2	.2%	4	.4%	8	.0%	0
Perceptions of relative risk of serious health problems to a person who uses <i>General Snus</i> daily vs. never having used any tobacco	A much lower chance	6.1%	642	4.3%	83	4.0%	78	4.2%	82	8.9%	163	9.0%	175	6.3%	61
	A lower chance	11.4%	1202	8.9%	170	13.0%	251	10.6%	205	10.1%	185	13.8%	268	12.7%	123
	The same chance	20.9%	2197	17.6%	337	22.2%	429	20.3%	394	18.1%	331	24.9%	484	22.9%	222
	A higher chance	29.4%	3100	23.6%	452	29.5%	571	36.6%	711	24.2%	442	28.5%	554	38.1%	370
	A much higher chance	26.5%	2793	40.4%	773	22.2%	430	22.3%	434	35.1%	642	18.1%	352	16.7%	162
	Don't know	5.5%	580	5.0%	95	8.9%	173	5.9%	115	3.3%	60	5.4%	105	3.3%	32

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
or nicotine products	Decline to answer	.2%	18	.2%	4	.2%	4	.1%	1	.3%	5	.2%	4	.0%	0
Perceptions of relative risk of chronic bronchitis to a person who quits all TNP use except for <i>General</i> Snus vs. quitting all TNP use	A much lower chance	6.0%	627	3.2%	61	4.0%	77	4.8%	94	8.0%	147	8.9%	173	7.7%	75
	A lower chance	17.7%	1864	15.0%	288	17.8%	345	16.0%	310	16.3%	298	22.9%	445	18.4%	178
	The same chance	34.4%	3623	27.3%	523	34.0%	658	37.2%	722	31.6%	578	36.2%	703	45.3%	439
	A higher chance	28.6%	3011	37.2%	712	28.4%	550	29.0%	564	31.3%	572	20.3%	394	22.6%	219
	A much higher chance	7.0%	732	11.2%	215	5.5%	106	5.9%	115	9.1%	167	5.6%	108	2.2%	21
	Don't know	6.2%	653	5.7%	109	10.1%	195	7.0%	136	3.3%	60	5.9%	115	3.9%	38
	Decline to answer	.2%	22	.3%	6	.3%	5	.1%	1	.3%	6	.2%	4	.0%	0
Perceptions of relative risk of emphysema to a person who quits all TNP use except for <i>General</i> Snus vs. quitting all TNP use	A much lower chance	6.3%	660	3.4%	65	4.6%	90	4.6%	90	7.7%	141	9.9%	193	8.4%	81
	A lower chance	17.4%	1830	14.4%	276	16.8%	325	16.5%	320	15.1%	276	23.0%	446	19.3%	187
	The same chance	34.7%	3653	27.0%	516	35.1%	679	38.6%	749	32.4%	593	35.8%	695	43.4%	421
	A higher chance	27.7%	2920	35.5%	679	27.6%	535	27.9%	542	31.2%	570	19.7%	383	21.8%	211
	A much higher chance	6.8%	719	9.9%	189	6.3%	122	5.8%	112	8.3%	152	6.0%	117	2.8%	27
	Don't know	6.9%	723	9.6%	183	9.2%	179	6.6%	128	4.6%	85	5.4%	105	4.4%	43
	Decline to answer	.3%	27	.3%	6	.3%	6	.1%	1	.6%	11	.2%	3	.0%	0
Perceptions of relative risk of gum disease to a person who quits all TNP use except for <i>General</i> Snus vs. quitting all TNP use	A much lower chance	5.0%	522	3.2%	62	3.9%	75	3.6%	69	7.5%	137	6.7%	131	4.9%	48
	A lower chance	12.0%	1268	10.8%	206	11.4%	220	9.8%	191	11.3%	206	15.1%	293	15.7%	152
	The same chance	18.0%	1893	14.8%	284	21.1%	409	15.3%	298	16.6%	303	21.6%	419	18.6%	180
	A higher chance	37.0%	3895	35.0%	670	35.7%	691	42.3%	821	35.8%	654	32.5%	632	44.0%	427
	A much higher chance	23.5%	2480	31.2%	598	20.8%	403	24.8%	481	25.7%	470	20.0%	389	14.3%	139

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Perceptions of relative risk of heart disease to a person who quits all TNP use except for <i>General</i> Snus vs. quitting all TNP use	Don't know	4.2%	444	4.4%	84	6.9%	134	4.2%	81	2.6%	48	3.8%	74	2.4%	23
	Decline to answer	.3%	30	.5%	10	.2%	4	.1%	1	.5%	10	.2%	4	.1%	1
	A much lower chance	5.3%	554	3.8%	73	4.2%	82	3.5%	68	6.6%	120	7.8%	152	6.1%	59
	A lower chance	15.2%	1605	12.9%	247	14.0%	271	13.9%	269	14.8%	270	19.8%	384	16.9%	164
	The same chance	29.8%	3135	25.1%	481	30.6%	593	30.5%	593	25.5%	466	33.2%	644	36.9%	358
	A higher chance	35.2%	3703	40.0%	765	34.7%	672	37.6%	730	38.7%	708	26.6%	517	32.1%	311
	A much higher chance	8.5%	896	11.9%	228	7.0%	135	8.2%	159	10.8%	198	7.0%	135	4.2%	41
Perceptions of relative risk of lung cancer to a person who quits all TNP use except for <i>General</i> Snus vs. quitting all TNP use	Don't know	5.8%	613	5.9%	113	9.2%	178	6.3%	122	3.3%	60	5.4%	105	3.6%	35
	Decline to answer	.2%	26	.4%	7	.3%	5	.1%	1	.3%	6	.3%	5	.2%	2
	A much lower chance	6.4%	669	3.8%	72	4.3%	83	4.0%	77	8.8%	161	10.0%	194	8.5%	82
	A lower chance	17.6%	1851	15.0%	288	16.8%	326	17.4%	338	15.8%	288	22.5%	437	17.9%	174
	The same chance	34.9%	3676	27.8%	532	33.8%	655	38.1%	739	32.8%	600	36.3%	705	45.9%	445
	A higher chance	28.0%	2952	36.4%	697	28.8%	557	27.9%	541	30.4%	556	19.9%	386	22.2%	215
	A much higher chance	7.1%	751	11.3%	216	6.4%	124	6.3%	123	8.4%	154	5.8%	113	2.2%	21
Perceptions of relative risk of mouth cancer to a person who quits all TNP use except for <i>General</i> Snus	Don't know	5.7%	599	5.3%	101	9.5%	184	6.2%	120	3.2%	59	5.3%	103	3.3%	32
	Decline to answer	.3%	34	.4%	8	.4%	7	.2%	4	.5%	10	.2%	4	.1%	1
	A much lower chance	5.1%	538	3.6%	68	3.6%	70	3.5%	67	7.2%	131	7.9%	153	5.1%	49
	A lower chance	11.8%	1248	11.1%	213	11.6%	224	8.8%	171	12.5%	229	13.9%	269	14.6%	142
	The same chance	18.1%	1905	15.0%	287	20.5%	396	16.6%	322	17.5%	320	20.4%	396	19.0%	184
	A higher chance	36.4%	3835	34.8%	666	35.5%	687	41.3%	803	33.3%	608	33.0%	641	44.3%	430

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
vs. quitting all TNP use	A much higher chance	24.2%	2554	31.3%	600	21.8%	422	25.4%	494	26.6%	486	21.1%	410	14.6%	142
	Don't know	4.0%	421	3.8%	73	6.8%	131	4.2%	81	2.4%	43	3.7%	71	2.3%	22
	Decline to answer	.3%	31	.4%	7	.3%	6	.2%	4	.6%	11	.1%	2	.1%	1
Perceptions of relative risk of stroke to a person who quits all TNP use except for <i>General</i> Snus vs. quitting all TNP use	A much lower chance	5.4%	568	3.5%	67	4.0%	78	3.7%	71	7.9%	145	7.8%	151	5.8%	56
	A lower chance	15.5%	1636	13.8%	265	14.9%	289	13.9%	270	14.6%	266	19.9%	387	16.4%	159
	The same chance	30.3%	3189	26.1%	499	31.5%	609	31.6%	614	25.9%	473	33.1%	643	36.2%	351
	A higher chance	34.7%	3653	38.8%	742	32.2%	623	36.9%	716	39.4%	720	26.6%	516	34.6%	336
	A much higher chance	7.8%	825	11.2%	215	6.9%	134	7.2%	139	9.2%	168	7.0%	136	3.4%	33
	Don't know	6.1%	641	6.3%	120	10.3%	199	6.5%	127	2.8%	52	5.6%	108	3.6%	35
	Decline to answer	.2%	20	.3%	6	.2%	4	.3%	5	.2%	4	.1%	1	.0%	0
Perceptions of relative risk of serious health problems to a person who quits all TNP use except for <i>General</i> Snus vs. quitting all TNP use	A much lower chance	4.7%	495	2.7%	51	3.7%	71	2.9%	57	6.6%	120	7.4%	143	5.5%	53
	A lower chance	12.5%	1320	10.4%	200	12.0%	232	11.3%	220	11.4%	208	16.5%	321	14.3%	139
	The same chance	26.8%	2821	22.0%	421	29.0%	561	25.6%	498	24.1%	440	31.7%	615	29.5%	286
	A higher chance	36.9%	3887	38.8%	742	36.2%	700	41.1%	799	38.4%	702	29.1%	566	39.0%	378
	A much higher chance	13.8%	1450	21.4%	410	11.0%	213	12.8%	249	16.2%	296	10.6%	205	7.9%	77
	Don't know	5.2%	543	4.5%	86	8.1%	156	6.0%	117	3.1%	57	4.6%	90	3.8%	37
	Decline to answer	.2%	16	.2%	4	.2%	3	.1%	2	.3%	5	.1%	2	.0%	0

Table 11: MTSS Intention to Quit - (Post Viewing Video Claims) / Use TNP/ Using *General* Snus / Believability of Claims

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Likelihood to buy <i>General</i> Snus	No chance, almost none	69.7%	7337	89.7%	1716	92.8%	1796	89.8%	1743	46.6%	851	55.0%	1069	16.7%	162
	Very slight possibility	7.5%	794	3.7%	70	2.5%	48	4.2%	82	13.7%	251	11.1%	216	13.1%	127
	Slight possibility	4.4%	464	1.3%	25	.9%	17	2.2%	42	7.9%	145	6.9%	134	10.4%	101
	Some possibility	3.8%	396	.8%	16	.8%	15	1.1%	21	6.0%	110	6.6%	129	10.8%	105
	Fair possibility	3.2%	342	1.1%	21	1.0%	19	1.0%	19	5.7%	104	4.2%	81	10.1%	98
	Fairly good possibility	3.1%	330	.7%	14	.7%	13	.8%	16	5.5%	100	4.3%	84	10.6%	103
	Good possibility	2.5%	263	1.0%	19	.3%	6	.3%	6	4.4%	80	3.0%	58	9.7%	94
	Probable	1.9%	197	.5%	9	.2%	4	.2%	3	4.0%	73	2.1%	40	7.0%	68
	Very probable	2.0%	207	.6%	11	.5%	9	.2%	4	3.2%	59	3.5%	67	5.9%	57
	Almost sure	.9%	94	.3%	5	.2%	4	.2%	3	1.1%	21	1.5%	29	3.3%	32
	Certain, practically certain	1.0%	108	.4%	8	.3%	5	.2%	3	1.9%	34	1.8%	35	2.4%	23
MTSS Intention to quit - Cigarettes (post viewing video claims) [among current users]	I don't want to stop smoking	10.6%	400	0.0%	0	0.0%	0	0.0%	0	11.0%	201	10.2%	199	0.0%	0
	I think I should stop smoking but don't really want to	27.9%	1051	0.0%	0	0.0%	0	0.0%	0	31.5%	575	24.5%	476	0.0%	0
	I want to stop smoking but haven't thought about when	15.0%	567	0.0%	0	0.0%	0	0.0%	0	16.8%	307	13.4%	260	0.0%	0
	I REALLY want to stop smoking but I don't know when I will	15.9%	601	0.0%	0	0.0%	0	0.0%	0	12.9%	236	18.8%	365	0.0%	0
	I want to stop smoking and hope to soon	13.5%	509	0.0%	0	0.0%	0	0.0%	0	11.0%	201	15.9%	308	0.0%	0
	I REALLY want to stop smoking and intend to in the next 3 months	5.9%	224	0.0%	0	0.0%	0	0.0%	0	5.3%	97	6.5%	127	0.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
	I REALLY want to stop smoking and intend to in the next month	9.6%	362	0.0%	0	0.0%	0	0.0%	0	10.3%	188	9.0%	174	0.0%	0
	Don't know	1.5%	56	0.0%	0	0.0%	0	0.0%	0	1.3%	23	1.7%	33	0.0%	0
MTSS Intention to quit - e-cigarettes (post viewing video claims) [among every day and some days users]	I don't want to stop using e-cigarettes	33.1%	701	0.0%	0	0.0%	0	33.3%	69	39.0%	410	24.7%	185	33.0%	37
	I think I should stop using e-cigarettes but don't really want to	17.9%	380	0.0%	0	0.0%	0	27.5%	57	18.2%	191	14.4%	108	21.4%	24
	I want to stop using e-cigarettes but haven't thought about when	11.5%	243	0.0%	0	0.0%	0	6.8%	14	10.8%	114	12.7%	95	17.9%	20
	I REALLY want to stop using e-cigarettes but I don't know when I will	8.5%	181	0.0%	0	0.0%	0	10.6%	22	5.6%	59	11.5%	86	12.5%	14
	I want to stop using e-cigarettes and hope to soon	9.6%	203	0.0%	0	0.0%	0	8.2%	17	7.3%	77	13.2%	99	8.9%	10
	I REALLY want to stop using e-cigarettes and intend to in the next 3 months	4.8%	102	0.0%	0	0.0%	0	2.4%	5	3.9%	41	6.9%	52	3.6%	4
	I REALLY want to stop using e-cigarettes and intend to in the next month	10.6%	224	0.0%	0	0.0%	0	6.8%	14	11.3%	119	11.9%	89	1.8%	2
	Don't know	4.0%	85	0.0%	0	0.0%	0	4.3%	9	3.8%	40	4.7%	35	.9%	1

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - moist snuff (post viewing video claims) [among every day and some days users]	I don't want to stop using moist snuff	16.0%	200	0.0%	0	0.0%	0	0.0%	0	20.9%	53	10.4%	19	15.7%	128
	I think I should stop using moist snuff but don't really want to	28.1%	351	0.0%	0	0.0%	0	0.0%	0	16.6%	42	16.9%	31	34.2%	278
	I want to stop using moist snuff but haven't thought about when	13.0%	163	0.0%	0	0.0%	0	0.0%	0	11.5%	29	11.5%	21	13.9%	113
	I REALLY want to stop using moist snuff but I don't know when I will	11.5%	144	0.0%	0	0.0%	0	0.0%	0	7.9%	20	13.7%	25	12.2%	99
	I want to stop using moist snuff and hope to soon	11.1%	139	0.0%	0	0.0%	0	0.0%	0	10.7%	27	15.8%	29	10.2%	83
	I REALLY want to stop using moist snuff and intend to in the next 3 months	6.1%	76	0.0%	0	0.0%	0	0.0%	0	8.7%	22	9.3%	17	4.6%	37
	I REALLY want to stop using moist snuff and intend to in the next month	11.3%	141	0.0%	0	0.0%	0	100.0%	1	19.0%	48	15.3%	28	7.9%	64
	Don't know	2.9%	36	0.0%	0	0.0%	0	0.0%	0	4.7%	12	7.1%	13	1.4%	11

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - chewing tobacco (post viewing video claims) [among every day and some days users]	I don't want to stop using chewing tobacco	20.0%	123	0.0%	0	0.0%	0	0.0%	0	21.9%	43	18.1%	19	19.5%	61
	I think I should stop using chewing tobacco but don't really want to	22.9%	141	0.0%	0	0.0%	0	0.0%	0	16.3%	32	12.4%	13	30.7%	96
	I want to stop using chewing tobacco but haven't thought about when	13.2%	81	0.0%	0	0.0%	0	0.0%	0	15.8%	31	6.7%	7	13.7%	43
	I REALLY want to stop using chewing tobacco but I don't know when I will	12.4%	76	0.0%	0	0.0%	0	0.0%	0	9.7%	19	18.1%	19	12.1%	38
	I want to stop using chewing tobacco and hope to soon	8.5%	52	0.0%	0	0.0%	0	0.0%	0	6.6%	13	10.5%	11	8.9%	28
	I REALLY want to stop using chewing tobacco and intend to in the next 3 months	6.3%	39	0.0%	0	0.0%	0	0.0%	0	5.1%	10	9.5%	10	6.1%	19
	I REALLY want to stop using chewing tobacco and intend to in the next month	14.1%	87	0.0%	0	0.0%	0	100.0%	1	21.4%	42	21.9%	23	6.7%	21
	Don't know	2.6%	16	0.0%	0	0.0%	0	0.0%	0	3.1%	6	2.9%	3	2.2%	7

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - Snus (post viewing video claims) [among every day and some days users]	I don't want to stop using snus	21.2%	133	0.0%	0	0.0%	0	33.3%	1	23.3%	42	13.5%	17	23.0%	73
	I think I should stop using snus but don't really want to	23.3%	146	0.0%	0	0.0%	0	33.3%	1	19.4%	35	14.3%	18	29.0%	92
	I want to stop using snus but haven't thought about when	12.9%	81	0.0%	0	0.0%	0	0.0%	0	10.6%	19	16.7%	21	12.9%	41
	I REALLY want to stop using snus but I don't know when I will	10.9%	68	0.0%	0	0.0%	0	0.0%	0	10.6%	19	11.1%	14	11.0%	35
	I want to stop using snus and hope to soon	9.3%	58	0.0%	0	0.0%	0	0.0%	0	8.3%	15	12.7%	16	8.5%	27
	I REALLY want to stop using snus and intend to in the next 3 months	5.0%	31	0.0%	0	0.0%	0	0.0%	0	3.9%	7	9.5%	12	3.8%	12
	I REALLY want to stop using snus and intend to in the next month	12.3%	77	0.0%	0	0.0%	0	0.0%	0	17.2%	31	18.3%	23	7.3%	23
	Don't know	5.1%	32	0.0%	0	0.0%	0	33.3%	1	6.7%	12	4.0%	5	4.4%	14

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - aids that help stop smoking (post viewing video claims) [among every day and some days users]	I don't want to stop using aids that help stop smoking	26.0%	177	16.7%	1	0.0%	0	2.1%	1	41.0%	103	20.5%	61	13.9%	11
	I think I should stop using aids that help stop smoking but don't really want to	10.4%	71	16.7%	1	100.0%	1	12.8%	6	10.8%	27	8.1%	24	15.2%	12
	I want to stop using aids that help stop smoking but haven't thought about when	10.1%	69	0.0%	0	0.0%	0	2.1%	1	11.2%	28	9.1%	27	16.5%	13
	I REALLY want to stop using aids that help stop smoking but I don't know when I will	11.3%	77	0.0%	0	0.0%	0	17.0%	8	4.8%	12	14.8%	44	16.5%	13
	I want to stop using aids that help stop smoking and hope to soon	11.7%	80	33.3%	2	0.0%	0	14.9%	7	9.2%	23	12.8%	38	12.7%	10
	I REALLY want to stop using aids that help stop smoking and intend to in the next 3 months	10.1%	69	16.7%	1	0.0%	0	17.0%	8	8.4%	21	12.1%	36	3.8%	3
	I REALLY want to stop using aids that help stop smoking and intend to in the next month	14.7%	100	16.7%	1	0.0%	0	27.7%	13	10.4%	26	16.8%	50	12.7%	10
	Don't know	5.6%	38	0.0%	0	0.0%	0	6.4%	3	4.4%	11	5.7%	17	8.9%	7

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - cigars, cigarillos, or filtered cigars (post viewing video claims) [among every day and some days users]	I don't want to stop using cigars, cigarillos, or filtered cigars	23.6%	476	0.0%	0	0.0%	0	30.2%	42	24.2%	228	15.3%	95	35.5%	111
	I think I should stop using cigars, cigarillos, or filtered cigars but don't really want to	21.4%	432	0.0%	0	0.0%	0	28.1%	39	21.2%	200	18.2%	113	25.6%	80
	I want to stop using cigars, cigarillos, or filtered cigars but haven't thought about when	10.4%	210	0.0%	0	0.0%	0	9.4%	13	10.4%	98	11.1%	69	9.6%	30
	I REALLY want to stop using cigars, cigarillos, or filtered cigars but I don't know when I will	9.4%	189	0.0%	0	0.0%	0	7.2%	10	7.4%	70	14.4%	89	6.4%	20
	I want to stop using cigars, cigarillos, or filtered cigars and hope to soon	10.0%	201	0.0%	0	0.0%	0	7.9%	11	10.4%	98	11.6%	72	6.4%	20
	I REALLY want to stop using cigars, cigarillos, or filtered cigars and intend to in the next 3 months	5.0%	100	0.0%	0	0.0%	0	2.9%	4	4.4%	41	7.1%	44	3.5%	11
	I REALLY want to stop using cigars, cigarillos, or filtered cigars and intend to in the next month	15.6%	315	0.0%	0	0.0%	0	7.9%	11	18.3%	172	17.4%	108	7.7%	24
	Don't know	4.5%	91	0.0%	0	0.0%	0	6.5%	9	3.7%	35	4.8%	30	5.4%	17

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - pipes filled with tobacco (post viewing video claims) [among every day and some days users]	I don't want to stop using pipes filled with tobacco	22.7%	140	0.0%	0	0.0%	0	40.0%	10	23.1%	72	16.3%	34	32.9%	24
	I think I should stop using pipes filled with tobacco but don't really want to	16.8%	104	0.0%	0	0.0%	0	20.0%	5	17.3%	54	13.9%	29	21.9%	16
	I want to stop using pipes filled with tobacco but haven't thought about when	11.2%	69	0.0%	0	0.0%	0	8.0%	2	11.2%	35	10.6%	22	13.7%	10
	I REALLY want to stop using pipes filled with tobacco but I don't know when I will	8.9%	55	0.0%	0	0.0%	0	4.0%	1	8.3%	26	10.6%	22	8.2%	6
	I want to stop using pipes filled with tobacco and hope to soon	12.3%	76	0.0%	0	0.0%	0	8.0%	2	11.9%	37	15.4%	32	6.8%	5
	I REALLY want to stop using pipes filled with tobacco and intend to in the next 3 months	5.5%	34	0.0%	0	0.0%	0	4.0%	1	5.1%	16	6.7%	14	4.1%	3
	I REALLY want to stop using pipes filled with tobacco and intend to in the next month	16.3%	101	0.0%	0	0.0%	0	8.0%	2	16.0%	50	19.7%	41	11.0%	8
	Don't know	6.3%	39	0.0%	0	0.0%	0	8.0%	2	7.1%	22	6.7%	14	1.4%	1

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
MTSS Intention to quit - hookahs or water pipes filled with tobacco (post viewing video claims) [among every day and some days users]	I don't want to stop using hookahs or water pipes filled with tobacco	33.4%	344	0.0%	0	0.0%	0	42.0%	21	35.6%	239	27.6%	64	26.0%	20
	I think I should stop using hookahs or water pipes filled with tobacco but don't really want to	19.3%	199	0.0%	0	0.0%	0	22.0%	11	19.9%	134	15.1%	35	24.7%	19
	I want to stop using hookahs or water pipes filled with tobacco but haven't thought about when	10.4%	107	0.0%	0	0.0%	0	8.0%	4	9.7%	65	10.8%	25	16.9%	13
	I REALLY want to stop using hookahs or water pipes filled with tobacco but I don't know when I will	7.0%	72	0.0%	0	0.0%	0	0.0%	0	6.0%	40	9.9%	23	11.7%	9
	I want to stop using hookahs or water pipes filled with tobacco and hope to soon	6.3%	65	0.0%	0	0.0%	0	4.0%	2	5.2%	35	9.5%	22	7.8%	6
	I REALLY want to stop using hookahs or water pipes filled with tobacco and intend to in the next 3 months	4.6%	47	0.0%	0	0.0%	0	2.0%	1	4.0%	27	6.9%	16	3.9%	3
	I REALLY want to stop using hookahs or water pipes filled with tobacco and intend to in the next month	15.0%	155	0.0%	0	0.0%	0	14.0%	7	15.5%	104	15.9%	37	9.1%	7
	Don't know	4.1%	42	0.0%	0	0.0%	0	8.0%	4	4.2%	28	4.3%	10	0.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Use cigarettes moving forward	Quit completely	19.5%	734	0.0%	0	0.0%	0	0.0%	0	18.9%	346	20.0%	388	0.0%	0
	Cut back use	47.5%	1792	0.0%	0	0.0%	0	0.0%	0	49.4%	903	45.8%	889	0.0%	0
	Use the same amount	28.6%	1078	0.0%	0	0.0%	0	0.0%	0	27.8%	508	29.4%	570	0.0%	0
	Use more	1.1%	41	0.0%	0	0.0%	0	0.0%	0	1.5%	27	.7%	14	0.0%	0
	Don't know	3.2%	119	0.0%	0	0.0%	0	0.0%	0	2.2%	40	4.1%	79	0.0%	0
	Decline to answer	.2%	6	0.0%	0	0.0%	0	0.0%	0	.2%	4	.1%	2	0.0%	0
Use e-cigarettes moving forward	Quit completely	19.5%	414	0.0%	0	0.0%	0	12.1%	25	19.2%	202	22.6%	169	16.1%	18
	Cut back use	35.4%	750	0.0%	0	0.0%	0	37.7%	78	34.1%	358	35.0%	262	46.4%	52
	Use the same amount	36.6%	776	0.0%	0	0.0%	0	47.3%	98	37.7%	396	32.6%	244	33.9%	38
	Use more	5.4%	114	0.0%	0	0.0%	0	0.0%	0	6.3%	66	6.0%	45	2.7%	3
	Don't know	2.9%	62	0.0%	0	0.0%	0	2.9%	6	2.5%	26	3.9%	29	.9%	1
	Decline to answer	.1%	3	0.0%	0	0.0%	0	0.0%	0	.3%	3	0.0%	0	0.0%	0
Use moist snuff moving forward	Quit completely	18.6%	232	0.0%	0	0.0%	0	100.0%	1	25.3%	64	27.9%	51	14.3%	116
	Cut back use	39.6%	495	0.0%	0	0.0%	0	0.0%	0	36.4%	92	36.6%	67	41.3%	336
	Use the same amount	37.3%	466	0.0%	0	0.0%	0	0.0%	0	32.0%	81	27.9%	51	41.1%	334
	Use more	1.1%	14	0.0%	0	0.0%	0	0.0%	0	2.0%	5	3.3%	6	.4%	3
	Don't know	3.0%	38	0.0%	0	0.0%	0	0.0%	0	2.8%	7	4.4%	8	2.8%	23
	Decline to answer	.4%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	.1%	1
Use chewing tobacco moving forward	Quit completely	26.2%	161	0.0%	0	0.0%	0	100.0%	1	30.6%	60	26.7%	28	23.0%	72
	Cut back use	40.0%	246	0.0%	0	0.0%	0	0.0%	0	37.8%	74	42.9%	45	40.6%	127
	Use the same amount	29.6%	182	0.0%	0	0.0%	0	0.0%	0	26.0%	51	25.7%	27	33.2%	104
	Use more	2.3%	14	0.0%	0	0.0%	0	0.0%	0	3.1%	6	3.8%	4	1.3%	4
	Don't know	1.5%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	3	1.0%	1	1.6%	5
	Decline to answer	.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	.3%	1
Use snus moving forward	Quit completely	16.5%	103	0.0%	0	0.0%	0	0.0%	0	19.4%	35	17.5%	22	14.5%	46
	Cut back use	34.7%	217	0.0%	0	0.0%	0	33.3%	1	38.3%	69	37.3%	47	31.5%	100
	Use the same amount	37.5%	235	0.0%	0	0.0%	0	0.0%	0	28.9%	52	30.2%	38	45.7%	145
	Use more	7.8%	49	0.0%	0	0.0%	0	0.0%	0	7.8%	14	11.1%	14	6.6%	21
	Don't know	3.4%	21	0.0%	0	0.0%	0	66.7%	2	5.6%	10	4.0%	5	1.3%	4

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Use aids that help stop smoking moving forward	Decline to answer	.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	.3%	1
	Quit completely	23.1%	157	33.3%	2	100.0%	1	40.4%	19	17.9%	45	25.9%	77	16.5%	13
	Cut back use	29.5%	201	50.0%	3	0.0%	0	34.0%	16	31.5%	79	24.2%	72	39.2%	31
	Use the same amount	27.2%	185	16.7%	1	0.0%	0	17.0%	8	27.1%	68	28.6%	85	29.1%	23
	Use more	15.7%	107	0.0%	0	0.0%	0	4.3%	2	21.1%	53	14.5%	43	11.4%	9
	Don't know	4.6%	31	0.0%	0	0.0%	0	4.3%	2	2.4%	6	6.7%	20	3.8%	3
Use cigars, cigarillos, or filtered cigars filled with tobacco moving forward	Quit completely	24.7%	498	0.0%	0	0.0%	0	16.5%	23	26.3%	248	29.5%	183	14.1%	44
	Cut back use	40.6%	817	0.0%	0	0.0%	0	33.1%	46	42.0%	396	41.5%	257	37.7%	118
	Use the same amount	30.3%	611	0.0%	0	0.0%	0	43.2%	60	28.0%	264	23.5%	146	45.0%	141
	Use more	1.0%	20	0.0%	0	0.0%	0	.7%	1	1.1%	10	1.3%	8	.3%	1
	Don't know	3.2%	64	0.0%	0	0.0%	0	6.5%	9	2.2%	21	4.0%	25	2.9%	9
	Decline to answer	.2%	4	0.0%	0	0.0%	0	0.0%	0	.3%	3	.2%	1	0.0%	0
Use pipe tobacco moving forward	Quit completely	28.3%	175	0.0%	0	0.0%	0	8.0%	2	26.3%	82	36.1%	75	21.9%	16
	Cut back use	37.7%	233	0.0%	0	0.0%	0	40.0%	10	42.0%	131	31.7%	66	35.6%	26
	Use the same amount	28.5%	176	0.0%	0	0.0%	0	36.0%	9	27.6%	86	26.4%	55	35.6%	26
	Use more	1.6%	10	0.0%	0	0.0%	0	4.0%	1	1.6%	5	1.9%	4	0.0%	0
	Don't know	3.6%	22	0.0%	0	0.0%	0	12.0%	3	2.2%	7	3.4%	7	6.8%	5
	Decline to answer	.3%	2	0.0%	0	0.0%	0	0.0%	0	.3%	1	.5%	1	0.0%	0
Use hookahs or water pipe tobacco moving forward	Quit completely	24.5%	253	0.0%	0	0.0%	0	16.0%	8	23.7%	159	29.7%	69	22.1%	17
	Cut back use	38.6%	398	0.0%	0	0.0%	0	46.0%	23	39.7%	267	34.1%	79	37.7%	29
	Use the same amount	32.8%	338	0.0%	0	0.0%	0	36.0%	18	32.4%	218	32.3%	75	35.1%	27
	Use more	2.0%	21	0.0%	0	0.0%	0	0.0%	0	1.9%	13	2.2%	5	3.9%	3
	Don't know	1.9%	20	0.0%	0	0.0%	0	2.0%	1	2.1%	14	1.7%	4	1.3%	1
	Decline to answer	.1%	1	0.0%	0	0.0%	0	0.0%	0	.1%	1	0.0%	0	0.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
Using <i>General</i> Snus instead of cigarettes puts you at lower risk for mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis	Not at all believable	34.1%	3587	37.0%	708	41.1%	795	40.9%	795	31.5%	576	27.9%	541	17.7%	172
	A Little believable	25.4%	2674	30.0%	574	25.0%	484	25.4%	493	26.6%	487	22.6%	438	20.4%	198
	Somewhat believable	25.2%	2653	21.6%	414	21.1%	408	22.4%	435	25.4%	464	29.4%	570	37.3%	362
	Very believable	11.7%	1235	7.8%	149	6.5%	125	7.7%	150	14.5%	265	16.8%	326	22.7%	220
	Don't know	3.4%	360	3.2%	61	6.1%	119	3.5%	67	1.6%	30	3.3%	65	1.9%	18
	Decline to answer	.2%	23	.4%	8	.3%	5	.1%	2	.3%	6	.1%	2	0.0%	0
Using <i>General</i> Snus instead of cigarettes would significantly reduce harm and the risk of certain tobacco-related diseases to individual tobacco users	Not at all believable	24.0%	2523	30.0%	575	31.1%	603	25.6%	498	23.0%	420	16.7%	324	10.6%	103
	A Little believable	27.8%	2931	34.2%	655	28.2%	545	29.1%	565	27.4%	500	24.2%	470	20.2%	196
	Somewhat believable	29.8%	3135	23.9%	457	24.1%	467	30.7%	596	30.8%	563	34.5%	670	39.4%	382
	Very believable	15.0%	1577	8.0%	154	10.0%	194	11.5%	224	17.3%	317	21.0%	407	29.0%	281
	Don't know	3.3%	346	3.5%	67	6.4%	123	2.9%	57	1.3%	23	3.5%	68	.8%	8
	Decline to answer	.2%	20	.3%	6	.2%	4	.1%	2	.3%	5	.2%	3	0.0%	0
No tobacco is totally safe, but using <i>General</i> Snus instead of cigarettes puts you at a lower risk of chronic lung disease and other	Not at all believable	17.9%	1884	21.1%	403	25.5%	494	20.2%	392	15.2%	278	13.2%	257	6.2%	60
	A Little believable	27.3%	2878	32.3%	619	29.3%	567	29.4%	571	27.1%	495	22.4%	435	19.7%	191
	Somewhat believable	31.3%	3294	29.8%	570	26.8%	518	32.1%	624	30.7%	562	34.1%	663	36.8%	357
	Very believable	20.5%	2155	13.7%	262	12.7%	246	15.7%	304	25.5%	466	27.2%	529	35.9%	348
	Don't know	2.9%	302	2.8%	54	5.4%	105	2.6%	50	1.3%	23	2.9%	56	1.4%	14
	Decline to answer	.2%	19	.3%	6	.3%	6	.1%	1	.2%	4	.1%	2	0.0%	0

		Total Sample		Never tobacco users legal age (per state) - age 24 years		Never tobacco users aged older than 24 years		Former cigarette smokers legal age (per state) and older		Current cigarette smokers legal age (per state) - 24 years		Current cigarette smokers aged older than 24 years		Current smokeless tobacco users legal age (per state) and older	
		N=10532		N=1914		N=1936		N=1942		N=1828		N=1942		N=970	
		Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count	Column Valid N %	Count
tobacco-related ailments															

Table 12a. Demographics by Test Claims vs. Control - Never Tobacco Users Legal Age (per State) - Age 24 Years

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
Geographic region	Northeast	18.1%	87	17.0%	82	18.1%	86	18.0%	86
	Midwest	20.4%	98	21.2%	102	20.9%	99	20.1%	96
	South	41.5%	199	41.3%	199	41.4%	196	41.6%	199
	West	20.0%	96	20.5%	99	19.6%	93	20.3%	97
Respondent age	18-20	33.3%	160	29.9%	144	28.7%	136	28.2%	135
	21-24	66.7%	320	70.1%	338	71.3%	338	71.8%	343
	25-34	.0%	0	.0%	0	.0%	0	.0%	0
	35-44	.0%	0	.0%	0	.0%	0	.0%	0
	45-54	.0%	0	.0%	0	.0%	0	.0%	0
	55+	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Gender	Male	42.3%	203	43.2%	208	41.8%	198	42.1%	201
	Female	57.7%	277	56.8%	274	58.2%	276	57.9%	277
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Pregnancy status	I am currently pregnant	2.5%	7	3.3%	9	2.2%	6	2.2%	6
	I intend on getting pregnant in the next 6 months	4.7%	13	7.3%	20	4.7%	13	6.1%	17
	None of the above	89.2%	247	87.2%	239	92.0%	254	89.9%	249
	Don't know	3.2%	9	2.2%	6	.7%	2	1.8%	5
	Decline to answer	.4%	1	.0%	0	.4%	1	.0%	0

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
Race/Ethnic background	Caucasian/White	67.7%	325	67.8%	327	68.6%	325	67.2%	321
	Black/African American	12.1%	58	11.0%	53	10.3%	49	12.6%	60
	Hispanic	9.4%	45	10.0%	48	10.3%	49	7.7%	37
	Asian or Pacific Islander	6.0%	29	7.1%	34	7.0%	33	7.3%	35
	Native American or Alaskan native	.0%	0	.8%	4	.4%	2	1.0%	5
	Mixed racial background	4.2%	20	2.7%	13	3.2%	15	4.0%	19
	Other	.6%	3	.6%	3	.2%	1	.2%	1
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Highest grade or level of school completed	Less than high school	.8%	4	.8%	4	1.1%	5	.4%	2
	Some high school, no diploma	6.5%	31	6.0%	29	5.9%	28	7.1%	34
	General Educational Development	2.1%	10	2.3%	11	1.3%	6	1.3%	6
	High school graduate-diploma	25.8%	124	26.8%	129	27.0%	128	27.8%	133
	Some college but no degree	35.6%	171	34.2%	165	33.1%	157	32.6%	156
	Associate degree	6.0%	29	8.5%	41	7.4%	35	9.2%	44
	Bachelor's degree	20.8%	100	19.9%	96	22.8%	108	19.5%	93
	Post-graduate degree	2.3%	11	1.5%	7	1.5%	7	2.1%	10
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Marital status	Now married	14.2%	68	16.8%	81	16.7%	79	15.1%	72
	Widowed	.0%	0	.2%	1	.2%	1	.0%	0
	Divorced	.0%	0	.0%	0	.2%	1	.0%	0
	Separated	.2%	1	.8%	4	.2%	1	.8%	4
	Never married	85.4%	410	81.7%	394	82.5%	391	83.9%	401
	Decline to answer	.2%	1	.4%	2	.2%	1	.2%	1
Household income in the past 12 months	Less than \$25,000	27.7%	133	28.2%	136	28.5%	135	29.3%	140
	\$25,000 to \$49,999	26.9%	129	24.5%	118	24.9%	118	23.6%	113
	\$50,000 to \$74,999	12.5%	60	17.8%	86	16.7%	79	16.5%	79
	\$75,000 to \$99,999	7.7%	37	9.3%	45	9.3%	44	6.9%	33
	\$100,000 or more	12.1%	58	9.8%	47	9.5%	45	9.4%	45
	Don't know	7.1%	34	5.2%	25	5.5%	26	6.1%	29
	Decline to answer	6.0%	29	5.2%	25	5.7%	27	8.2%	39
	1	16.1%	75	15.3%	72	17.4%	81	15.6%	73

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
Adults in the household (18 and older)	2	28.9%	135	29.7%	140	29.2%	136	31.9%	149
	3	26.1%	122	26.5%	125	26.2%	122	27.4%	128
	4	18.8%	88	18.7%	88	18.9%	88	14.6%	68
	5+	10.1%	47	9.8%	46	8.2%	38	10.5%	49
Children in the household (less than 18 years old)	0	71.7%	335	70.5%	332	72.5%	337	72.2%	337
	1	16.3%	76	19.3%	91	15.5%	72	19.7%	92
	2	7.5%	35	5.9%	28	9.2%	43	5.6%	26
	3	2.4%	11	2.8%	13	1.5%	7	1.7%	8
	4	.6%	3	1.5%	7	.4%	2	.9%	4
	5+	1.5%	7	.0%	0	.9%	4	.0%	0
Adults/Children in the household: Decline to answer	No	97.3%	467	97.7%	471	98.1%	465	97.7%	467
	Yes	2.7%	13	2.3%	11	1.9%	9	2.3%	11

Table 12b. Demographics by Test Claims vs. Control - Never Tobacco Users Aged Older than 24 Years

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
Geographic region	Northeast	18.8%	90	19.0%	90	19.8%	96	19.4%	97
	Midwest	20.3%	97	20.5%	97	20.6%	100	21.0%	105
	South	37.9%	181	38.1%	180	37.7%	183	37.7%	188
	West	23.0%	110	22.4%	106	22.0%	107	21.8%	109
Respondent age	18-20	.0%	0	.0%	0	.0%	0	.0%	0
	21-24	.0%	0	.0%	0	.0%	0	.0%	0
	25-34	19.0%	91	18.4%	87	18.9%	92	18.2%	91
	35-44	19.9%	95	20.1%	95	19.5%	95	18.0%	90
	45-54	20.5%	98	21.1%	100	20.2%	98	21.8%	109
	55+	40.6%	194	40.4%	191	41.4%	201	41.9%	209
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Gender	Male	38.7%	185	38.5%	182	38.3%	186	37.9%	189
	Female	61.3%	293	61.5%	291	61.7%	300	62.1%	310

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
Pregnancy status	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
	I am currently pregnant	1.4%	4	1.4%	4	2.3%	7	1.0%	3
	I intend on getting pregnant in the next 6 months	3.1%	9	2.7%	8	4.3%	13	3.2%	10
	None of the above	94.5%	277	93.8%	273	92.0%	276	94.5%	293
	Don't know	.7%	2	1.7%	5	1.3%	4	1.3%	4
Race/Ethnic background	Decline to answer	.3%	1	.3%	1	.0%	0	.0%	0
	Caucasian/White	78.7%	376	79.1%	374	77.2%	375	77.6%	387
	Black/African American	10.7%	51	9.1%	43	10.3%	50	11.2%	56
	Hispanic	4.2%	20	4.7%	22	4.7%	23	3.4%	17
	Asian or Pacific Islander	4.0%	19	5.3%	25	5.1%	25	5.6%	28
	Native American or Alaskan native	.8%	4	.2%	1	.4%	2	.2%	1
	Mixed racial background	.6%	3	1.3%	6	1.9%	9	1.6%	8
	Other	1.0%	5	.4%	2	.4%	2	.4%	2
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
Highest grade or level of school completed	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
	Less than high school	.0%	0	.6%	3	.2%	1	.4%	2
	Some high school, no diploma	1.9%	9	2.1%	10	1.2%	6	3.0%	15
	General Educational Development	3.8%	18	3.0%	14	4.7%	23	4.0%	20
	High school graduate-diploma	28.2%	135	28.1%	133	28.2%	137	26.3%	131
	Some college but no degree	15.1%	72	13.7%	65	15.2%	74	12.6%	63
	Associate degree	7.7%	37	7.2%	34	7.0%	34	8.4%	42
	Bachelor's degree	26.8%	128	26.2%	124	26.3%	128	23.8%	119
	Post-graduate degree	16.5%	79	19.0%	90	17.1%	83	21.4%	107
Marital status	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
	Now married	58.4%	279	57.7%	273	60.3%	293	55.3%	276
	Widowed	6.1%	29	3.6%	17	6.0%	29	3.8%	19
	Divorced	10.3%	49	10.8%	51	10.1%	49	11.4%	57
	Separated	.6%	3	1.9%	9	.8%	4	1.8%	9
Household income in the past 12 months	Never married	24.1%	115	25.4%	120	22.6%	110	27.1%	135
	Decline to answer	.6%	3	.6%	3	.2%	1	.6%	3
	Less than \$25,000	18.0%	86	17.1%	81	13.6%	66	20.2%	101
	\$25,000 to \$49,999	23.6%	113	23.7%	112	30.7%	149	23.6%	118

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
	\$50,000 to \$74,999	22.0%	105	18.6%	88	21.4%	104	16.0%	80
	\$75,000 to \$99,999	13.2%	63	15.9%	75	10.7%	52	15.0%	75
	\$100,000 or more	20.3%	97	19.5%	92	19.5%	95	20.4%	102
	Don't know	.4%	2	1.1%	5	1.4%	7	.2%	1
	Decline to answer	2.5%	12	4.2%	20	2.7%	13	4.4%	22
Adults in the household (18 and older)	1	23.7%	112	22.2%	103	24.2%	115	26.1%	128
	2	58.5%	276	59.5%	276	58.8%	280	55.2%	271
	3	12.3%	58	11.0%	51	12.0%	57	12.4%	61
	4	4.0%	19	4.5%	21	3.6%	17	3.5%	17
	5+	1.5%	7	2.8%	13	1.5%	7	2.9%	14
Children in the household (less than 18 years old)	0	78.8%	372	72.6%	337	74.2%	353	76.6%	376
	1	8.3%	39	12.1%	56	12.8%	61	9.8%	48
	2	7.8%	37	7.8%	36	8.2%	39	8.8%	43
	3	3.0%	14	5.2%	24	3.4%	16	3.7%	18
	4	1.1%	5	1.5%	7	1.3%	6	.4%	2
Adults/Children in the household: Decline to answer	5+	1.1%	5	.9%	4	.2%	1	.8%	4
	No	98.7%	472	98.1%	464	97.9%	476	98.4%	491
	Yes	1.3%	6	1.9%	9	2.1%	10	1.6%	8

Table 12c. Demographics by Test Claims vs. Control - Former Cigarette Smokers Legal Age (per State) and Older

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
Geographic region	Northeast	18.9%	93	19.1%	93	19.8%	96	19.8%	95
	Midwest	23.0%	113	22.8%	111	23.0%	112	23.8%	114
	South	35.0%	172	34.8%	169	35.0%	170	34.4%	165
	West	23.0%	113	23.3%	113	22.2%	108	21.9%	105
Respondent age	18-20	.2%	1	.8%	4	.4%	2	.2%	1
	21-24	2.4%	12	2.1%	10	2.5%	12	1.7%	8
	25-34	10.2%	50	9.9%	48	10.3%	50	8.6%	41

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
	35-44	13.2%	65	13.4%	65	13.8%	67	14.8%	71
	45-54	18.5%	91	18.7%	91	18.3%	89	18.0%	86
	55+	55.4%	272	55.1%	268	54.7%	266	56.8%	272
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Gender	Male	51.1%	251	50.0%	243	51.0%	248	50.9%	244
	Female	48.9%	240	50.0%	243	49.0%	238	49.1%	235
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Pregnancy status	I am currently pregnant	3.8%	9	3.3%	8	1.3%	3	1.7%	4
	I intend on getting pregnant in the next 6 months	1.3%	3	2.5%	6	2.9%	7	1.7%	4
	None of the above	94.6%	227	93.8%	228	93.7%	223	95.7%	225
	Don't know	.4%	1	.4%	1	2.1%	5	.9%	2
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Race/Ethnic background	Caucasian/White	86.8%	426	87.0%	423	87.0%	423	88.1%	422
	Black/African American	6.3%	31	6.2%	30	6.4%	31	5.2%	25
	Hispanic	3.3%	16	2.9%	14	3.9%	19	3.1%	15
	Asian or Pacific Islander	1.2%	6	1.2%	6	1.0%	5	1.5%	7
	Native American or Alaskan native	.8%	4	.8%	4	.8%	4	.4%	2
	Mixed racial background	1.0%	5	1.2%	6	.4%	2	1.7%	8
	Other	.6%	3	.6%	3	.4%	2	.0%	0
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Highest grade or level of school completed	Less than high school	.2%	1	.4%	2	.4%	2	.4%	2
	Some high school, no diploma	2.4%	12	3.5%	17	1.4%	7	2.3%	11
	General Educational Development	3.9%	19	4.7%	23	6.0%	29	5.6%	27
	High school graduate-diploma	27.9%	137	25.9%	126	27.2%	132	26.1%	125
	Some college but no degree	22.0%	108	22.6%	110	21.6%	105	21.1%	101
	Associate degree	10.0%	49	11.7%	57	9.5%	46	9.8%	47
	Bachelor's degree	20.0%	98	19.1%	93	21.6%	105	21.7%	104
	Post-graduate degree	13.6%	67	11.9%	58	12.3%	60	12.9%	62
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Marital status	Now married	61.3%	301	56.6%	275	56.2%	273	57.8%	277
	Widowed	5.9%	29	6.2%	30	5.8%	28	7.7%	37

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
	Divorced	15.3%	75	16.3%	79	17.7%	86	15.4%	74
	Separated	1.0%	5	1.2%	6	1.0%	5	1.9%	9
	Never married	16.5%	81	19.8%	96	19.1%	93	17.1%	82
	Decline to answer	.0%	0	.0%	0	.2%	1	.0%	0
Household income in the past 12 months	Less than \$25,000	15.1%	74	15.2%	74	15.8%	77	19.4%	93
	\$25,000 to \$49,999	29.1%	143	29.0%	141	23.9%	116	28.6%	137
	\$50,000 to \$74,999	21.6%	106	21.6%	105	24.3%	118	19.6%	94
	\$75,000 to \$99,999	14.3%	70	13.0%	63	14.8%	72	10.2%	49
	\$100,000 or more	17.3%	85	17.9%	87	17.9%	87	19.0%	91
	Don't know	.4%	2	.4%	2	.6%	3	.0%	0
	Decline to answer	2.2%	11	2.9%	14	2.7%	13	3.1%	15
Adults in the household (18 and older)	1	24.0%	117	25.0%	120	28.3%	135	25.4%	120
	2	60.6%	295	57.7%	277	55.6%	265	59.0%	279
	3	11.3%	55	10.4%	50	10.7%	51	11.0%	52
	4	2.3%	11	4.2%	20	4.4%	21	2.5%	12
	5+	1.8%	9	2.7%	13	1.0%	5	2.1%	10
Children in the household (less than 18 years old)	0	77.8%	379	78.8%	378	78.6%	375	76.7%	363
	1	10.5%	51	9.4%	45	11.5%	55	10.6%	50
	2	7.0%	34	7.5%	36	5.9%	28	8.5%	40
	3	2.7%	13	2.7%	13	2.9%	14	3.0%	14
	4	1.4%	7	1.0%	5	.6%	3	.6%	3
	5+	.6%	3	.6%	3	.4%	2	.6%	3
Adults/Children in the household: Decline to answer	No	99.2%	487	98.8%	480	98.1%	477	98.7%	473
	Yes	.8%	4	1.2%	6	1.9%	9	1.3%	6

Table 12d. Demographics by Test Claims vs. Control - Current Cigarette Smokers Legal Age (per State) - 24 Years

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
Geographic region	Northeast	16.1%	73	15.8%	72	15.8%	72	15.6%	72

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
	Midwest	23.3%	106	23.2%	106	23.5%	107	23.2%	107
	South	42.7%	194	42.0%	192	42.6%	194	42.2%	195
	West	17.8%	81	19.0%	87	18.0%	82	19.0%	88
Respondent age	18-20	18.3%	83	15.5%	71	18.5%	84	16.7%	77
	21-24	81.7%	371	84.5%	386	81.5%	371	83.3%	385
	25-34	.0%	0	.0%	0	.0%	0	.0%	0
	35-44	.0%	0	.0%	0	.0%	0	.0%	0
	45-54	.0%	0	.0%	0	.0%	0	.0%	0
	55+	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Gender	Male	48.5%	220	48.1%	220	48.4%	220	49.4%	228
	Female	51.5%	234	51.9%	237	51.6%	235	50.6%	234
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Pregnancy status	I am currently pregnant	6.8%	16	7.6%	18	7.2%	17	9.0%	21
	I intend on getting pregnant in the next 6 months	19.7%	46	24.9%	59	20.0%	47	15.4%	36
	None of the above	68.4%	160	65.0%	154	69.8%	164	70.5%	165
	Don't know	5.1%	12	2.5%	6	2.6%	6	4.7%	11
	Decline to answer	.0%	0	.0%	0	.4%	1	.4%	1
Race/Ethnic background	Caucasian/White	80.2%	364	80.1%	366	80.2%	365	81.0%	374
	Black/African American	8.8%	40	9.0%	41	9.2%	42	7.4%	34
	Hispanic	4.2%	19	5.5%	25	4.0%	18	4.5%	21
	Asian or Pacific Islander	2.4%	11	1.5%	7	.9%	4	2.2%	10
	Native American or Alaskan native	1.1%	5	.4%	2	1.3%	6	1.1%	5
	Mixed racial background	3.3%	15	3.3%	15	4.2%	19	3.5%	16
	Other	.0%	0	.2%	1	.2%	1	.4%	2
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
Highest grade or level of school completed	Less than high school	1.3%	6	1.5%	7	.2%	1	1.3%	6
	Some high school, no diploma	5.7%	26	8.8%	40	7.5%	34	6.1%	28
	General Educational Development	7.3%	33	7.7%	35	5.5%	25	5.8%	27
	High school graduate-diploma	33.5%	152	28.9%	132	33.4%	152	34.0%	157
	Some college but no degree	35.0%	159	35.7%	163	35.2%	160	36.1%	167
	Associate degree	6.2%	28	5.9%	27	8.1%	37	5.0%	23
	Bachelor's degree	10.8%	49	10.5%	48	9.0%	41	10.8%	50
	Post-graduate degree	.2%	1	1.1%	5	1.1%	5	.9%	4
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Marital status	Now married	20.9%	95	20.6%	94	22.2%	101	17.1%	79
	Widowed	.0%	0	.0%	0	.2%	1	.4%	2
	Divorced	1.1%	5	2.2%	10	.7%	3	.6%	3
	Separated	.9%	4	.7%	3	2.0%	9	1.9%	9
	Never married	76.9%	349	75.9%	347	74.5%	339	79.4%	367
	Decline to answer	.2%	1	.7%	3	.4%	2	.4%	2
Household income in the past 12 months	Less than \$25,000	31.9%	145	33.7%	154	31.9%	145	34.8%	161
	\$25,000 to \$49,999	34.1%	155	33.5%	153	32.5%	148	32.7%	151
	\$50,000 to \$74,999	14.5%	66	14.7%	67	18.0%	82	14.9%	69
	\$75,000 to \$99,999	7.9%	36	7.0%	32	6.4%	29	6.3%	29
	\$100,000 or more	8.1%	37	6.6%	30	7.3%	33	8.2%	38
	Don't know	2.4%	11	3.3%	15	2.6%	12	1.9%	9
	Decline to answer	.9%	4	1.3%	6	1.3%	6	1.1%	5
Adults in the household (18 and older)	1	16.3%	73	20.2%	91	18.1%	81	17.9%	82
	2	43.9%	197	42.0%	189	42.2%	189	40.1%	184
	3	21.2%	95	18.4%	83	20.5%	92	25.3%	116
	4	11.4%	51	11.1%	50	11.2%	50	9.6%	44
	5+	7.3%	33	8.2%	37	8.0%	36	7.2%	33
Children in the household (less than 18 years old)	0	58.8%	264	60.7%	273	63.4%	284	63.6%	292
	1	24.3%	109	24.9%	112	21.4%	96	21.8%	100
	2	11.4%	51	9.3%	42	8.9%	40	10.5%	48
	3	4.2%	19	3.6%	16	4.0%	18	3.3%	15
	4	1.1%	5	.7%	3	1.1%	5	.7%	3

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
Adults/Children in the household: Decline to answer	5+	.2%	1	.9%	4	1.1%	5	.2%	1
	No	98.9%	449	98.5%	450	98.5%	448	99.4%	459
	Yes	1.1%	5	1.5%	7	1.5%	7	.6%	3

Table 12e. Demographics by Test Claims vs. Control - Current Cigarette Smokers Aged Older Than 24 Years

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
Geographic region	Northeast	19.3%	93	17.5%	84	17.9%	86	17.4%	87
	Midwest	26.1%	126	25.6%	123	26.3%	126	25.5%	127
	South	38.1%	184	39.0%	187	38.8%	186	38.9%	194
	West	16.6%	80	17.9%	86	17.1%	82	18.2%	91
Respondent age	18-20	.0%	0	.0%	0	.0%	0	.0%	0
	21-24	.0%	0	.0%	0	.0%	0	.0%	0
	25-34	26.7%	129	27.1%	130	26.5%	127	28.3%	141
	35-44	22.8%	110	22.7%	109	23.3%	112	22.0%	110
	45-54	23.2%	112	23.3%	112	23.3%	112	23.0%	115
	55+	27.3%	132	26.9%	129	26.9%	129	26.7%	133
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Gender	Male	52.6%	254	52.9%	254	53.1%	255	54.3%	271
	Female	47.4%	229	47.1%	226	46.9%	225	45.7%	228
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Pregnancy status	I am currently pregnant	3.1%	7	2.2%	5	1.8%	4	2.6%	6
	I intend on getting pregnant in the next 6 months	6.1%	14	4.9%	11	6.2%	14	5.7%	13
	None of the above	90.4%	207	92.9%	210	91.6%	206	88.6%	202
	Don't know	.4%	1	.0%	0	.4%	1	2.6%	6
	Decline to answer	.0%	0	.0%	0	.0%	0	.4%	1
Race/Ethnic background	Caucasian/White	79.5%	384	81.3%	390	79.8%	383	78.4%	391
	Black/African American	12.2%	59	10.4%	50	11.5%	55	13.2%	66
	Hispanic	4.3%	21	4.4%	21	4.0%	19	5.0%	25

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
	Asian or Pacific Islander	1.7%	8	2.3%	11	2.1%	10	2.0%	10
	Native American or Alaskan native	.4%	2	.2%	1	.6%	3	.4%	2
	Mixed racial background	1.7%	8	1.0%	5	1.5%	7	.6%	3
	Other	.2%	1	.4%	2	.6%	3	.4%	2
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Highest grade or level of school completed	Less than high school	.4%	2	1.0%	5	.8%	4	.6%	3
	Some high school, no diploma	3.1%	15	3.5%	17	5.6%	27	6.2%	31
	General Educational Development	8.9%	43	9.8%	47	8.1%	39	7.6%	38
	High school graduate-diploma	37.7%	182	36.0%	173	35.4%	170	36.1%	180
	Some college but no degree	18.4%	89	20.8%	100	22.7%	109	20.0%	100
	Associate degree	7.5%	36	9.6%	46	8.1%	39	9.6%	48
	Bachelor's degree	17.4%	84	13.3%	64	13.8%	66	15.4%	77
	Post-graduate degree	6.6%	32	5.8%	28	5.4%	26	4.4%	22
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Marital status	Now married	45.5%	220	44.4%	213	45.2%	217	48.9%	244
	Widowed	5.4%	26	3.3%	16	3.3%	16	3.6%	18
	Divorced	14.9%	72	16.3%	78	16.5%	79	14.8%	74
	Separated	2.7%	13	3.1%	15	3.8%	18	2.0%	10
	Never married	30.6%	148	32.7%	157	31.0%	149	30.5%	152
	Decline to answer	.8%	4	.2%	1	.2%	1	.2%	1
Household income in the past 12 months	Less than \$25,000	26.1%	126	24.2%	116	25.2%	121	25.9%	129
	\$25,000 to \$49,999	30.6%	148	35.0%	168	32.3%	155	33.3%	166
	\$50,000 to \$74,999	19.7%	95	20.0%	96	19.8%	95	17.0%	85
	\$75,000 to \$99,999	9.1%	44	10.0%	48	10.6%	51	11.0%	55
	\$100,000 or more	11.8%	57	9.0%	43	9.6%	46	10.6%	53
	Don't know	.8%	4	.4%	2	.6%	3	.0%	0
	Decline to answer	1.9%	9	1.5%	7	1.9%	9	2.2%	11
Adults in the household (18 and older)	1	28.0%	134	28.6%	135	29.7%	141	25.2%	124
	2	54.4%	260	53.6%	253	52.2%	248	53.3%	263
	3	12.6%	60	11.4%	54	12.4%	59	13.0%	64
	4	4.0%	19	3.8%	18	4.4%	21	4.7%	23

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
Children in the household (less than 18 years old)	5+	1.0%	5	2.5%	12	1.3%	6	3.9%	19
	0	61.9%	296	66.3%	313	62.1%	295	59.2%	292
	1	17.6%	84	14.6%	69	18.5%	88	20.1%	99
	2	12.3%	59	10.8%	51	10.9%	52	13.6%	67
	3	4.8%	23	6.1%	29	5.5%	26	4.7%	23
	4	2.7%	13	1.3%	6	2.3%	11	1.6%	8
	5+	.6%	3	.8%	4	.6%	3	.8%	4
Adults/Children in the household: Decline to answer	No	99.0%	478	98.3%	472	99.0%	475	98.8%	493
	Yes	1.0%	5	1.7%	8	1.0%	5	1.2%	6

Table 12f. Demographics by Test Claims vs. Control - Current Smokeless Tobacco Users Legal Age (per State) and Older

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
Geographic region	Northeast	14.3%	35	14.4%	35	14.9%	36	14.1%	34
	Midwest	25.7%	63	25.5%	62	24.1%	58	24.9%	60
	South	41.6%	102	42.0%	102	41.9%	101	43.6%	105
	West	18.4%	45	18.1%	44	19.1%	46	17.4%	42
Respondent age	18-20	2.4%	6	1.6%	4	2.5%	6	.8%	2
	21-24	5.7%	14	6.6%	16	4.6%	11	8.3%	20
	25-34	20.8%	51	21.0%	51	21.6%	52	20.7%	50
	35-44	19.6%	48	19.3%	47	19.9%	48	20.3%	49
	45-54	29.0%	71	28.8%	70	29.5%	71	26.6%	64
	55+	22.4%	55	22.6%	55	22.0%	53	23.2%	56
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Gender	Male	93.1%	228	93.8%	228	93.4%	225	93.4%	225
	Female	6.9%	17	6.2%	15	6.6%	16	6.6%	16
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Pregnancy status	I am currently pregnant	17.6%	3	.0%	0	6.3%	1	12.5%	2
	I intend on getting pregnant in the next 6 months	11.8%	2	6.7%	1	18.8%	3	.0%	0

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
	None of the above	64.7%	11	86.7%	13	68.8%	11	81.3%	13
	Don't know	5.9%	1	6.7%	1	6.3%	1	6.3%	1
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Race/Ethnic background	Caucasian/White	88.6%	217	90.1%	219	89.2%	215	89.6%	216
	Black/African American	3.3%	8	3.3%	8	3.3%	8	3.3%	8
	Hispanic	4.1%	10	2.1%	5	2.9%	7	1.2%	3
	Asian or Pacific Islander	.8%	2	1.6%	4	2.1%	5	1.2%	3
	Native American or Alaskan native	1.2%	3	1.6%	4	1.7%	4	.8%	2
	Mixed racial background	2.0%	5	.8%	2	.8%	2	2.9%	7
	Other	.0%	0	.4%	1	.0%	0	.8%	2
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Highest grade or level of school completed	Less than high school	.0%	0	.8%	2	.8%	2	.4%	1
	Some high school, no diploma	1.6%	4	2.1%	5	.4%	1	1.2%	3
	General Educational Development	1.2%	3	3.7%	9	1.2%	3	1.2%	3
	High school graduate-diploma	15.1%	37	11.1%	27	15.4%	37	12.9%	31
	Some college but no degree	23.7%	58	24.3%	59	25.3%	61	25.3%	61
	Associate degree	11.0%	27	11.9%	29	8.7%	21	14.1%	34
	Bachelor's degree	35.1%	86	30.0%	73	32.0%	77	32.0%	77
	Post-graduate degree	12.2%	30	16.0%	39	16.2%	39	12.9%	31
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Marital status	Now married	60.8%	149	63.8%	155	64.7%	156	60.6%	146
	Widowed	1.6%	4	.4%	1	1.2%	3	1.7%	4
	Divorced	11.0%	27	11.5%	28	12.4%	30	13.3%	32
	Separated	.8%	2	1.6%	4	.0%	0	1.2%	3
	Never married	25.7%	63	22.6%	55	21.6%	52	22.4%	54
	Decline to answer	.0%	0	.0%	0	.0%	0	.8%	2
Household income in the past 12 months	Less than \$25,000	6.5%	16	9.5%	23	12.0%	29	7.5%	18
	\$25,000 to \$49,999	12.7%	31	21.0%	51	16.6%	40	20.7%	50
	\$50,000 to \$74,999	22.4%	55	19.3%	47	18.3%	44	20.7%	50
	\$75,000 to \$99,999	18.0%	44	9.9%	24	20.7%	50	15.8%	38
	\$100,000 or more	38.4%	94	38.3%	93	30.3%	73	33.2%	80

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
	Don't know	.0%	0	.8%	2	.0%	0	1.2%	3
	Decline to answer	2.0%	5	1.2%	3	2.1%	5	.8%	2
Adults in the household (18 and older)	1	23.7%	57	16.9%	40	20.1%	47	22.2%	53
	2	61.4%	148	59.1%	140	61.1%	143	57.7%	138
	3	9.5%	23	14.3%	34	10.7%	25	12.6%	30
	4	3.3%	8	5.9%	14	5.6%	13	4.6%	11
	5+	2.1%	5	3.8%	9	2.6%	6	2.9%	7
Children in the household (less than 18 years old)	0	68.0%	164	59.5%	141	54.7%	128	58.6%	140
	1	13.7%	33	21.1%	50	23.1%	54	18.0%	43
	2	10.8%	26	12.7%	30	13.7%	32	17.2%	41
	3	5.4%	13	4.6%	11	6.8%	16	4.2%	10
	4	1.7%	4	1.3%	3	.4%	1	1.3%	3
	5+	.4%	1	.8%	2	1.3%	3	.8%	2
Adults/Children in the household: Decline to answer	No	98.4%	241	97.5%	237	97.1%	234	99.2%	239
	Yes	1.6%	4	2.5%	6	2.9%	7	.8%	2

Table 13a. Historic and Current TNP Use by Test Claims vs. Control - Never Tobacco Users Legal Age (per State) - Age 24 Years

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigarettes	Yes	10.4%	50	11.6%	56	11.6%	55	13.0%	62
	No	89.6%	430	88.4%	426	88.4%	419	87.0%	416
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - E-cigarettes	Yes	8.1%	39	8.5%	41	8.4%	40	8.8%	42
	No	91.9%	441	91.5%	441	91.6%	434	91.2%	436
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Moist snuff	Yes	2.1%	10	1.7%	8	2.1%	10	1.9%	9
	No	97.9%	470	98.3%	474	97.9%	464	98.1%	469

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
(available in loose form, also known as dip, and in pouches)	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	.4%	2	1.0%	5	.4%	2	1.5%	7
	No	99.6%	478	99.0%	477	99.6%	472	98.5%	471
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Snus (pouch tobacco product, different than moist snuff)	Yes	.6%	3	1.0%	5	.6%	3	1.3%	6
	No	99.4%	477	99.0%	477	99.4%	471	98.7%	472
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	.6%	3	.4%	2	.6%	3	.2%	1
	No	99.2%	476	99.6%	480	99.4%	471	99.6%	476
	Don't know	.0%	0	.0%	0	.0%	0	.2%	1
	Decline to answer	.2%	1	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	7.9%	38	8.9%	43	8.6%	41	9.8%	47
	No	92.1%	442	91.1%	439	91.4%	433	90.2%	431
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Pipe tobacco	Yes	1.3%	6	1.0%	5	1.5%	7	1.0%	5
	No	98.8%	474	99.0%	477	98.5%	467	99.0%	473
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Hookah or water pipe tobacco	Yes	13.5%	65	13.9%	67	11.0%	52	11.1%	53
	No	86.5%	415	86.1%	415	89.0%	422	88.9%	425
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Number of cigarettes smoked in entire life [among ever users]	1 or more puffs but never a whole cigarette	36.0%	18	37.5%	21	47.3%	26	32.3%	20
	1 to 10 cigarettes	24.0%	12	39.3%	22	25.5%	14	43.5%	27
	11 to 20 cigarettes	24.0%	12	7.1%	4	16.4%	9	16.1%	10
	21 to 50 cigarettes	12.0%	6	10.7%	6	5.5%	3	6.5%	4
	51 to 99	4.0%	2	5.4%	3	5.5%	3	1.6%	1

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
	100 or more cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigarettes	Yes	2.0%	1	7.1%	4	3.6%	2	1.6%	1
	No	98.0%	49	92.9%	52	96.4%	53	98.4%	61
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - E-cigarettes	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	39	100.0%	41	100.0%	40	100.0%	42
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	10	100.0%	8	100.0%	10	100.0%	9
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	2	100.0%	5	100.0%	2	100.0%	7
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Snus	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	3	100.0%	5	100.0%	3	100.0%	6
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	66.7%	2	50.0%	1	66.7%	2	.0%	0
	No	33.3%	1	50.0%	1	33.3%	1	100.0%	1
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	38	100.0%	43	100.0%	41	100.0%	47
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Pipe tobacco	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	6	100.0%	5	100.0%	7	100.0%	5

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Hookah or water pipe tobacco	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	65	100.0%	67	100.0%	52	100.0%	53
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Cigarettes [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	50	100.0%	56	100.0%	55	100.0%	62
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - E-cigarettes [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	39	100.0%	41	100.0%	40	100.0%	42
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Moist snuff (available in loose form, also known as dip, and in pouches) [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	10	100.0%	8	100.0%	10	100.0%	9
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Chewing tobacco (also known as loose leaf chewing tobacco) [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	2	100.0%	5	100.0%	2	100.0%	7
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Snus [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	3	100.0%	5	100.0%	3	100.0%	6
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ) [among ever users]	Every Day	33.3%	1	.0%	0	33.3%	1	.0%	0
	Some Days	33.3%	1	50.0%	1	66.7%	2	.0%	0

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
	Not At All	33.3%	1	50.0%	1	.0%	0	100.0%	1
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Cigars, cigarillos, filtered cigars filled with tobacco [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	38	100.0%	43	100.0%	41	100.0%	47
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Pipe tobacco [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	6	100.0%	5	100.0%	7	100.0%	5
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Hookah or water pipe tobacco [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	65	100.0%	67	100.0%	52	100.0%	53
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

Table 13b. Historic and Current TNP Use by Test Claims vs. Control - Never Tobacco Users Aged Older Than 24 Years

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigarettes	Yes	13.4%	64	16.9%	80	20.2%	98	17.0%	85
	No	86.6%	414	83.1%	393	79.8%	388	83.0%	414
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - E-cigarettes	Yes	.6%	3	3.4%	16	1.4%	7	2.0%	10
	No	99.4%	475	96.6%	457	98.6%	479	98.0%	489
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	1.5%	7	1.9%	9	1.6%	8	2.0%	10
	No	98.5%	471	98.1%	464	98.4%	478	98.0%	489
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	1.7%	8	1.7%	8	2.1%	10	1.8%	9
	No	98.3%	470	98.3%	465	97.9%	476	98.2%	490
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Snus (pouch tobacco product, different than moist snuff)	Yes	1.3%	6	.8%	4	.6%	3	.8%	4
	No	98.7%	472	99.2%	469	99.4%	483	99.2%	495
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	.2%	1	.4%	2	.2%	1	.6%	3
	No	99.8%	477	99.6%	471	99.8%	485	99.4%	496
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	9.0%	43	10.4%	49	11.5%	56	9.0%	45
	No	91.0%	435	89.6%	424	88.5%	430	91.0%	454
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Pipe tobacco	Yes	1.3%	6	1.9%	9	3.9%	19	2.2%	11
	No	98.7%	472	98.1%	464	96.1%	467	97.8%	488
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
Ever used any of the following tobacco or nicotine products, even just one or two times - Hookah or water pipe tobacco	Yes	2.3%	11	5.9%	28	5.1%	25	4.6%	23
	No	97.7%	467	94.1%	445	94.9%	461	95.4%	476
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Number of cigarettes smoked in entire life [among ever users]	1 or more puffs but never a whole cigarette	23.4%	15	16.3%	13	20.4%	20	23.5%	20
	1 to 10 cigarettes	31.3%	20	28.8%	23	40.8%	40	37.6%	32
	11 to 20 cigarettes	21.9%	14	22.5%	18	17.3%	17	17.6%	15
	21 to 50 cigarettes	12.5%	8	18.8%	15	16.3%	16	14.1%	12
	51 to 99	10.9%	7	13.8%	11	5.1%	5	7.1%	6
	100 or more cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigarettes	Yes	9.4%	6	5.0%	4	8.2%	8	4.7%	4
	No	90.6%	58	93.8%	75	91.8%	90	95.3%	81
	Don't Know	.0%	0	1.3%	1	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - E-cigarettes	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	3	100.0%	16	100.0%	7	100.0%	10
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	7	100.0%	9	100.0%	8	100.0%	10
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	8	100.0%	8	100.0%	10	100.0%	9
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Snus	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	6	100.0%	4	100.0%	3	100.0%	4
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	.0%	0	.0%	0	100.0%	1	33.3%	1
	No	100.0%	1	100.0%	2	.0%	0	66.7%	2
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	43	100.0%	49	100.0%	56	100.0%	45
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Pipe tobacco	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	6	100.0%	9	100.0%	19	100.0%	11
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Hookah or water pipe tobacco	Yes	.0%	0	.0%	0	.0%	0	.0%	0
	No	100.0%	11	100.0%	28	100.0%	25	100.0%	23
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Cigarettes [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	64	100.0%	80	100.0%	98	100.0%	85
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - E-cigarettes [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	3	100.0%	16	100.0%	7	100.0%	10
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Moist snuff (available in loose form, also known as dip, and in pouches) [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	7	100.0%	9	100.0%	8	100.0%	10
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
Current use - Chewing tobacco (also known as loose leaf chewing tobacco) [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	8	100.0%	8	100.0%	10	100.0%	9
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Snus [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	6	100.0%	4	100.0%	3	100.0%	4
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ) [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	100.0%	1	.0%	0
	Not At All	100.0%	1	100.0%	2	.0%	0	100.0%	3
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Cigars, cigarillos, filtered cigars filled with tobacco [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	43	100.0%	49	100.0%	56	100.0%	45
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Pipe tobacco [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	6	100.0%	9	100.0%	19	100.0%	11
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Hookah or water pipe tobacco [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	11	100.0%	28	100.0%	25	100.0%	23
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

Table 13c. Historic and Current TNP Use by Test Claims vs. Control - Former Cigarette Smokers Legal Age (per State) and Older

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigarettes	Yes	100.0%	491	100.0%	486	100.0%	486	100.0%	479
	No	.0%	0	.0%	0	.0%	0	.0%	0
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - E-cigarettes	Yes	27.3%	134	27.0%	131	26.1%	127	27.8%	133
	No	72.7%	357	73.0%	355	73.9%	359	72.2%	346
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	12.6%	62	16.3%	79	11.5%	56	13.2%	63
	No	87.4%	429	83.7%	407	88.5%	430	86.8%	416
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	13.4%	66	14.2%	69	11.9%	58	12.1%	58
	No	86.6%	425	85.8%	417	87.9%	427	87.9%	421
	Don't know	.0%	0	.0%	0	.2%	1	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Snus (pouch tobacco product, different than moist snuff)	Yes	8.6%	42	11.1%	54	9.1%	44	7.9%	38
	No	91.2%	448	88.9%	432	90.9%	442	92.1%	441
	Don't know	.2%	1	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	27.9%	137	29.6%	144	30.9%	150	28.4%	136
	No	72.1%	354	70.4%	342	69.1%	336	71.6%	343
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	57.0%	280	56.0%	272	55.6%	270	52.2%	250
	No	43.0%	211	44.0%	214	44.2%	215	47.8%	229
	Don't know	.0%	0	.0%	0	.2%	1	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Pipe tobacco	Yes	30.1%	148	31.1%	151	28.2%	137	30.1%	144
	No	69.9%	343	68.9%	335	71.6%	348	69.9%	335
	Don't know	.0%	0	.0%	0	.2%	1	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
Ever used any of the following tobacco or nicotine products, even just one or two times - Hookah or water pipe tobacco	Yes	16.3%	80	18.1%	88	18.7%	91	18.6%	89
	No	83.5%	410	81.9%	398	81.3%	395	81.2%	389
	Don't know	.0%	0	.0%	0	.0%	0	.2%	1
	Decline to answer	.2%	1	.0%	0	.0%	0	.0%	0
Number of cigarettes smoked in entire life [among ever users]	1 or more puffs but never a whole cigarette	.0%	0	.0%	0	.0%	0	.0%	0
	1 to 10 cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	11 to 20 cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	21 to 50 cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	51 to 99	.0%	0	.0%	0	.0%	0	.0%	0
	100 or more cigarettes	100.0%	491	100.0%	486	100.0%	486	100.0%	479
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigarettes	Yes	89.8%	441	89.3%	434	89.1%	433	90.8%	435
	No	10.2%	50	10.7%	52	10.9%	53	9.2%	44
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - E-cigarettes	Yes	59.0%	79	58.0%	76	68.5%	87	66.2%	88
	No	41.0%	55	42.0%	55	30.7%	39	33.8%	45
	Don't Know	.0%	0	.0%	0	.8%	1	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	37.1%	23	38.0%	30	39.3%	22	39.7%	25
	No	62.9%	39	62.0%	49	58.9%	33	60.3%	38
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	1.8%	1	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	24.2%	16	29.0%	20	29.3%	17	25.9%	15
	No	75.8%	50	71.0%	49	70.7%	41	74.1%	43
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Snus	Yes	21.4%	9	29.6%	16	22.7%	10	36.8%	14
	No	78.6%	33	70.4%	38	77.3%	34	63.2%	24
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	62.0%	85	50.7%	73	58.0%	87	69.9%	95
	No	37.2%	51	48.6%	70	40.7%	61	30.1%	41
	Don't Know	.7%	1	.7%	1	1.3%	2	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	40.4%	113	39.3%	107	39.3%	106	39.2%	98
	No	59.6%	167	59.9%	163	60.7%	164	60.8%	152
	Don't Know	.0%	0	.7%	2	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Pipe tobacco	Yes	39.9%	59	45.0%	68	51.8%	71	37.5%	54
	No	59.5%	88	53.6%	81	48.2%	66	62.5%	90
	Don't Know	.7%	1	1.3%	2	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Hookah or water pipe tobacco	Yes	23.8%	19	28.4%	25	23.1%	21	27.0%	24
	No	76.3%	61	71.6%	63	75.8%	69	73.0%	65
	Don't Know	.0%	0	.0%	0	1.1%	1	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Cigarettes [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	491	100.0%	486	100.0%	486	100.0%	479
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - E-cigarettes [among ever users]	Every Day	23.9%	32	27.5%	36	27.6%	35	26.3%	35
	Some Days	14.9%	20	11.5%	15	11.8%	15	14.3%	19
	Not At All	61.2%	82	61.1%	80	60.6%	77	59.4%	79
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Moist snuff (available in loose form, also known as dip, and in pouches) [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	1.6%	1
	Not At All	100.0%	62	100.0%	79	98.2%	55	98.4%	62
	Don't Know	.0%	0	.0%	0	1.8%	1	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
Current use - Chewing tobacco (also known as loose leaf chewing tobacco) [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	1.4%	1	.0%	0	.0%	0
	Not At All	100.0%	66	98.6%	68	100.0%	58	100.0%	58
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Snus [among ever users]	Every Day	.0%	0	1.9%	1	.0%	0	.0%	0
	Some Days	2.4%	1	.0%	0	2.3%	1	.0%	0
	Not At All	97.6%	41	98.1%	53	97.7%	43	97.4%	37
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	2.6%	1
Current use - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ) [among ever users]	Every Day	1.5%	2	5.6%	8	4.0%	6	6.6%	9
	Some Days	5.8%	8	4.2%	6	3.3%	5	2.2%	3
	Not At All	92.7%	127	88.9%	128	91.3%	137	91.2%	124
	Don't Know	.0%	0	1.4%	2	1.3%	2	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Cigars, cigarillos, filtered cigars filled with tobacco [among ever users]	Every Day	3.9%	11	3.3%	9	3.7%	10	1.2%	3
	Some Days	11.4%	32	8.8%	24	10.4%	28	8.8%	22
	Not At All	83.9%	235	87.1%	237	85.9%	232	90.0%	225
	Don't Know	.7%	2	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.7%	2	.0%	0	.0%	0
Current use - Pipe tobacco [among ever users]	Every Day	2.0%	3	3.3%	5	2.2%	3	.0%	0
	Some Days	3.4%	5	2.6%	4	1.5%	2	2.1%	3
	Not At All	93.9%	139	94.0%	142	96.4%	132	97.2%	140
	Don't Know	.0%	0	.0%	0	.0%	0	.7%	1
	Decline to Answer	.7%	1	.0%	0	.0%	0	.0%	0
Current use - Hookah or water pipe tobacco [among ever users]	Every Day	1.3%	1	.0%	0	2.2%	2	2.2%	2
	Some Days	16.3%	13	10.2%	9	12.1%	11	13.5%	12
	Not At All	82.5%	66	89.8%	79	85.7%	78	83.1%	74
	Don't Know	.0%	0	.0%	0	.0%	0	1.1%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

Table 13d. Historic and Current TNP Use by Test Claims vs. Control - Current Cigarette Smokers Legal Age (per State) - 24 Years

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigarettes	Yes	100.0%	454	100.0%	457	100.0%	455	100.0%	462
	No	.0%	0	.0%	0	.0%	0	.0%	0
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - E-cigarettes	Yes	86.8%	394	87.1%	398	87.5%	398	88.1%	407
	No	13.0%	59	12.9%	59	12.3%	56	11.9%	55
	Don't know	.2%	1	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.2%	1	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	38.5%	175	37.2%	170	30.3%	138	35.5%	164
	No	61.5%	279	62.8%	287	69.2%	315	64.5%	298
	Don't know	.0%	0	.0%	0	.4%	2	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	31.7%	144	28.4%	130	28.4%	129	28.1%	130
	No	68.1%	309	71.3%	326	71.4%	325	71.9%	332
	Don't know	.0%	0	.2%	1	.2%	1	.0%	0
	Decline to answer	.2%	1	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Snus (pouch tobacco product, different than moist snuff)	Yes	33.7%	153	27.4%	125	26.8%	122	30.3%	140
	No	65.9%	299	72.6%	332	72.5%	330	69.5%	321
	Don't know	.2%	1	.0%	0	.7%	3	.0%	0
	Decline to answer	.2%	1	.0%	0	.0%	0	.2%	1
Ever used any of the following tobacco or nicotine products, even just one or two times - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	32.6%	148	31.5%	144	33.6%	153	35.9%	166
	No	67.4%	306	68.5%	313	66.4%	302	64.1%	296
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	78.4%	356	78.8%	360	82.0%	373	81.2%	375
	No	21.6%	98	21.2%	97	18.0%	82	18.8%	87
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Pipe tobacco	Yes	37.4%	170	35.9%	164	36.5%	166	39.0%	180
	No	62.3%	283	63.9%	292	63.3%	288	61.0%	282
	Don't know	.2%	1	.0%	0	.2%	1	.0%	0
	Decline to answer	.0%	0	.2%	1	.0%	0	.0%	0

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
Ever used any of the following tobacco or nicotine products, even just one or two times - Hookah or water pipe tobacco	Yes	68.7%	312	72.9%	333	71.2%	324	69.9%	323
	No	31.3%	142	27.1%	124	28.8%	131	30.1%	139
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Number of cigarettes smoked in entire life [among ever users]	1 or more puffs but never a whole cigarette	.0%	0	.0%	0	.0%	0	.0%	0
	1 to 10 cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	11 to 20 cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	21 to 50 cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	51 to 99	.0%	0	.0%	0	.0%	0	.0%	0
	100 or more cigarettes	100.0%	454	100.0%	457	100.0%	455	100.0%	462
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigarettes	Yes	96.3%	437	94.3%	431	94.7%	431	96.1%	444
	No	3.5%	16	5.3%	24	5.1%	23	3.9%	18
	Don't Know	.2%	1	.2%	1	.2%	1	.0%	0
	Decline to Answer	.0%	0	.2%	1	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - E-cigarettes	Yes	66.8%	263	66.6%	265	69.6%	277	69.3%	282
	No	33.2%	131	33.2%	132	30.4%	121	30.5%	124
	Don't Know	.0%	0	.3%	1	.0%	0	.2%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	40.6%	71	38.8%	66	43.5%	60	37.8%	62
	No	59.4%	104	60.0%	102	55.8%	77	62.2%	102
	Don't Know	.0%	0	1.2%	2	.7%	1	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	41.7%	60	40.0%	52	34.1%	44	37.7%	49
	No	58.3%	84	60.0%	78	65.1%	84	61.5%	80
	Don't Know	.0%	0	.0%	0	.8%	1	.8%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Snus	Yes	38.6%	59	32.0%	40	33.6%	41	31.4%	44
	No	60.8%	93	68.0%	85	65.6%	80	68.6%	96
	Don't Know	.7%	1	.0%	0	.8%	1	.0%	0

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	45.9%	68	52.1%	75	43.8%	67	48.2%	80
	No	53.4%	79	47.9%	69	56.2%	86	51.2%	85
	Don't Know	.7%	1	.0%	0	.0%	0	.6%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	49.4%	176	51.9%	187	49.6%	185	51.7%	194
	No	49.7%	177	47.8%	172	49.6%	185	48.0%	180
	Don't Know	.8%	3	.0%	0	.8%	3	.3%	1
	Decline to Answer	.0%	0	.3%	1	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Pipe tobacco	Yes	37.6%	64	39.6%	65	35.5%	59	35.6%	64
	No	62.4%	106	59.8%	98	63.9%	106	63.3%	114
	Don't Know	.0%	0	.0%	0	.0%	0	1.1%	2
	Decline to Answer	.0%	0	.6%	1	.6%	1	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Hookah or water pipe tobacco	Yes	47.8%	149	39.6%	132	38.6%	125	43.3%	140
	No	52.2%	163	60.1%	200	61.1%	198	56.3%	182
	Don't Know	.0%	0	.3%	1	.3%	1	.3%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Cigarettes [among ever users]	Every Day	67.2%	305	71.1%	325	64.6%	294	70.1%	324
	Some Days	32.8%	149	28.9%	132	35.4%	161	29.9%	138
	Not At All	.0%	0	.0%	0	.0%	0	.0%	0
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - E-cigarettes [among ever users]	Every Day	24.9%	98	21.4%	85	24.6%	98	24.3%	99
	Some Days	43.1%	170	43.7%	174	42.5%	169	38.8%	158
	Not At All	32.0%	126	34.9%	139	32.9%	131	36.6%	149
	Don't Know	.0%	0	.0%	0	.0%	0	.2%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Moist snuff (available in loose form, also known as dip, and in pouches) [among ever users]	Every Day	10.9%	19	8.8%	15	11.6%	16	9.8%	16
	Some Days	26.9%	47	28.2%	48	30.4%	42	30.5%	50
	Not At All	62.3%	109	62.4%	106	58.0%	80	58.5%	96
	Don't Know	.0%	0	.6%	1	.0%	0	1.2%	2
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
Current use - Chewing tobacco (also known as loose leaf chewing tobacco) [among ever users]	Every Day	5.6%	8	6.2%	8	8.5%	11	6.9%	9
	Some Days	28.5%	41	33.8%	44	28.7%	37	29.2%	38
	Not At All	66.0%	95	60.0%	78	62.8%	81	63.8%	83
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Snus [among ever users]	Every Day	5.2%	8	1.6%	2	2.5%	3	2.9%	4
	Some Days	30.7%	47	27.2%	34	35.2%	43	27.9%	39
	Not At All	64.1%	98	71.2%	89	62.3%	76	69.3%	97
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ) [among ever users]	Every Day	5.4%	8	6.3%	9	3.9%	6	5.4%	9
	Some Days	34.5%	51	34.0%	49	39.2%	60	35.5%	59
	Not At All	59.5%	88	59.0%	85	56.9%	87	57.8%	96
	Don't Know	.7%	1	.0%	0	.0%	0	1.2%	2
	Decline to Answer	.0%	0	.7%	1	.0%	0	.0%	0
Current use - Cigars, cigarillos, filtered cigars filled with tobacco [among ever users]	Every Day	8.1%	29	9.4%	34	11.3%	42	9.6%	36
	Some Days	55.3%	197	55.0%	198	53.4%	199	55.2%	207
	Not At All	36.2%	129	35.3%	127	35.1%	131	34.9%	131
	Don't Know	.3%	1	.3%	1	.3%	1	.3%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Pipe tobacco [among ever users]	Every Day	7.1%	12	6.1%	10	5.4%	9	2.8%	5
	Some Days	42.4%	72	40.2%	66	36.1%	60	43.3%	78
	Not At All	50.6%	86	53.0%	87	58.4%	97	53.3%	96
	Don't Know	.0%	0	.6%	1	.0%	0	.6%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Hookah or water pipe tobacco [among ever users]	Every Day	4.5%	14	3.6%	12	3.7%	12	4.6%	15
	Some Days	48.4%	151	48.6%	162	42.9%	139	51.7%	167
	Not At All	46.5%	145	47.7%	159	53.1%	172	43.3%	140
	Don't Know	.6%	2	.0%	0	.3%	1	.3%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

Table 13e. Historic and Current TNP Use by Test Claims vs. Control - Current Cigarette Smokers Aged Older Than 24 years

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigarettes	Yes	100.0%	483	100.0%	480	100.0%	480	100.0%	499
	No	.0%	0	.0%	0	.0%	0	.0%	0
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - E-cigarettes	Yes	66.7%	322	66.7%	320	67.3%	323	63.3%	316
	No	33.3%	161	33.3%	160	32.7%	157	36.7%	183
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	21.7%	105	21.9%	105	21.9%	105	19.8%	99
	No	77.8%	376	78.1%	375	77.9%	374	80.2%	400
	Don't know	.4%	2	.0%	0	.2%	1	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	17.0%	82	15.8%	76	17.3%	83	15.4%	77
	No	83.0%	401	84.2%	404	82.7%	397	84.4%	421
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.2%	1
Ever used any of the following tobacco or nicotine products, even just one or two times - Snus (pouch tobacco product, different than moist snuff)	Yes	16.4%	79	19.6%	94	18.1%	87	16.6%	83
	No	83.0%	401	80.4%	386	81.9%	393	83.0%	414
	Don't know	.6%	3	.0%	0	.0%	0	.4%	2
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	46.8%	226	46.3%	222	44.0%	211	44.1%	220
	No	53.0%	256	53.8%	258	56.0%	269	55.7%	278
	Don't know	.2%	1	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.2%	1
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	56.7%	274	55.6%	267	59.4%	285	56.1%	280
	No	43.3%	209	44.4%	213	40.6%	195	43.9%	219
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Pipe tobacco	Yes	27.5%	133	27.1%	130	26.0%	125	23.2%	116
	No	72.3%	349	72.7%	349	74.0%	355	76.4%	381
	Don't know	.2%	1	.2%	1	.0%	0	.4%	2
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
Ever used any of the following tobacco or nicotine products, even just one or two times - Hookah or water pipe tobacco	Yes	28.8%	139	30.4%	146	24.8%	119	29.5%	147
	No	71.2%	344	69.6%	334	74.8%	359	70.1%	350
	Don't know	.0%	0	.0%	0	.2%	1	.4%	2
	Decline to answer	.0%	0	.0%	0	.2%	1	.0%	0
Number of cigarettes smoked in entire life [among ever users]	1 or more puffs but never a whole cigarette	.0%	0	.0%	0	.0%	0	.0%	0
	1 to 10 cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	11 to 20 cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	21 to 50 cigarettes	.0%	0	.0%	0	.0%	0	.0%	0
	51 to 99	.0%	0	.0%	0	.0%	0	.0%	0
	100 or more cigarettes	100.0%	483	100.0%	480	100.0%	480	100.0%	499
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigarettes	Yes	98.6%	476	98.3%	472	98.5%	473	97.6%	487
	No	1.4%	7	1.7%	8	1.5%	7	2.4%	12
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - E-cigarettes	Yes	60.9%	196	63.4%	203	62.2%	201	58.2%	184
	No	38.8%	125	36.6%	117	37.8%	122	41.8%	132
	Don't Know	.3%	1	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	45.7%	48	44.8%	47	42.9%	45	55.6%	55
	No	54.3%	57	55.2%	58	57.1%	60	44.4%	44
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	29.3%	24	39.5%	30	30.1%	25	51.9%	40
	No	70.7%	58	60.5%	46	68.7%	57	48.1%	37
	Don't Know	.0%	0	.0%	0	1.2%	1	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Snus	Yes	35.4%	28	35.1%	33	46.0%	40	43.4%	36
	No	64.6%	51	64.9%	61	52.9%	46	56.6%	47
	Don't Know	.0%	0	.0%	0	1.1%	1	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	46.5%	105	50.5%	112	49.3%	104	46.4%	102
	No	53.5%	121	48.6%	108	50.2%	106	53.6%	118
	Don't Know	.0%	0	.9%	2	.5%	1	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	51.1%	140	50.9%	136	45.6%	130	45.0%	126
	No	48.5%	133	49.1%	131	53.7%	153	54.3%	152
	Don't Know	.4%	1	.0%	0	.7%	2	.4%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.4%	1
Ever used any of the following tobacco or nicotine products fairly regularly - Pipe tobacco	Yes	47.4%	63	46.9%	61	32.8%	41	41.4%	48
	No	52.6%	70	53.1%	69	67.2%	84	58.6%	68
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Hookah or water pipe tobacco	Yes	32.4%	45	34.2%	50	41.2%	49	36.7%	54
	No	67.6%	94	65.8%	96	58.8%	70	63.3%	93
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Cigarettes [among ever users]	Every Day	80.7%	390	77.9%	374	80.6%	387	80.4%	401
	Some Days	19.3%	93	22.1%	106	19.4%	93	19.6%	98
	Not At All	.0%	0	.0%	0	.0%	0	.0%	0
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - E-cigarettes [among ever users]	Every Day	14.3%	46	16.9%	54	16.1%	52	14.2%	45
	Some Days	46.3%	149	39.1%	125	42.7%	138	44.3%	140
	Not At All	39.1%	126	44.1%	141	41.2%	133	41.5%	131
	Don't Know	.3%	1	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Moist snuff (available in loose form, also known as dip, and in pouches) [among ever users]	Every Day	9.5%	10	8.6%	9	8.6%	9	11.1%	11
	Some Days	39.0%	41	37.1%	39	28.6%	30	34.3%	34
	Not At All	51.4%	54	53.3%	56	60.0%	63	54.5%	54
	Don't Know	.0%	0	1.0%	1	2.9%	3	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
Current use - Chewing tobacco (also known as loose leaf chewing tobacco) [among ever users]	Every Day	7.3%	6	5.3%	4	.0%	0	7.8%	6
	Some Days	25.6%	21	31.6%	24	22.9%	19	32.5%	25
	Not At All	67.1%	55	63.2%	48	77.1%	64	59.7%	46
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Snus [among ever users]	Every Day	6.3%	5	6.4%	6	4.6%	4	7.2%	6
	Some Days	29.1%	23	28.7%	27	32.2%	28	32.5%	27
	Not At All	64.6%	51	63.8%	60	63.2%	55	59.0%	49
	Don't Know	.0%	0	1.1%	1	.0%	0	1.2%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ) [among ever users]	Every Day	4.4%	10	4.5%	10	2.8%	6	5.9%	13
	Some Days	29.6%	67	29.7%	66	28.4%	60	29.5%	65
	Not At All	65.0%	147	65.3%	145	68.2%	144	64.1%	141
	Don't Know	.9%	2	.5%	1	.0%	0	.5%	1
	Decline to Answer	.0%	0	.0%	0	.5%	1	.0%	0
Current use - Cigars, cigarillos, filtered cigars filled with tobacco [among ever users]	Every Day	8.8%	24	9.4%	25	8.8%	25	10.7%	30
	Some Days	50.4%	138	48.3%	129	44.9%	128	43.2%	121
	Not At All	40.9%	112	42.3%	113	46.3%	132	45.7%	128
	Don't Know	.0%	0	.0%	0	.0%	0	.4%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Pipe tobacco [among ever users]	Every Day	6.8%	9	12.3%	16	4.8%	6	8.6%	10
	Some Days	41.4%	55	33.8%	44	27.2%	34	29.3%	34
	Not At All	51.9%	69	53.8%	70	68.0%	85	61.2%	71
	Don't Know	.0%	0	.0%	0	.0%	0	.9%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Hookah or water pipe tobacco [among ever users]	Every Day	3.6%	5	7.5%	11	3.4%	4	3.4%	5
	Some Days	42.4%	59	35.6%	52	36.1%	43	36.1%	53
	Not At All	52.5%	73	56.2%	82	60.5%	72	58.5%	86
	Don't Know	1.4%	2	.7%	1	.0%	0	1.4%	2
	Decline to Answer	.0%	0	.0%	0	.0%	0	.7%	1

Table 13f. Historic and Current TNP Use by Test Claims vs. Control - Current Smokeless Tobacco Users Legal Age (per State) and Older

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigarettes	Yes	55.1%	135	58.8%	143	47.7%	115	53.9%	130
	No	44.9%	110	41.2%	100	52.3%	126	46.1%	111
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - E-cigarettes	Yes	27.8%	68	29.6%	72	24.5%	59	20.7%	50
	No	72.2%	177	69.5%	169	75.5%	182	79.3%	191
	Don't know	.0%	0	.8%	2	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	89.4%	219	92.2%	224	93.8%	226	95.4%	230
	No	10.6%	26	7.8%	19	6.2%	15	4.6%	11
	Don't know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	69.0%	169	70.0%	170	68.9%	166	72.6%	175
	No	30.6%	75	30.0%	73	31.1%	75	27.4%	66
	Don't know	.4%	1	.0%	0	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Snus (pouch tobacco product, different than moist snuff)	Yes	60.4%	148	60.5%	147	58.5%	141	56.8%	137
	No	39.6%	97	38.7%	94	41.5%	100	43.2%	104
	Don't know	.0%	0	.8%	2	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	24.5%	60	27.6%	67	25.3%	61	26.1%	63
	No	75.5%	185	72.0%	175	74.7%	180	73.9%	178
	Don't know	.0%	0	.4%	1	.0%	0	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	69.0%	169	69.5%	169	59.3%	143	70.5%	170
	No	31.0%	76	30.0%	73	40.2%	97	29.5%	71
	Don't know	.0%	0	.4%	1	.4%	1	.0%	0
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Pipe tobacco	Yes	32.7%	80	28.8%	70	27.0%	65	27.4%	66
	No	67.3%	165	71.2%	173	72.2%	174	72.6%	175
	Don't know	.0%	0	.0%	0	.8%	2	.0%	0

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products, even just one or two times - Hookah or water pipe tobacco	Yes	28.6%	70	23.9%	58	21.6%	52	22.4%	54
	No	71.0%	174	75.7%	184	77.6%	187	77.6%	187
	Don't know	.4%	1	.0%	0	.8%	2	.0%	0
	Decline to answer	.0%	0	.4%	1	.0%	0	.0%	0
Number of cigarettes smoked in entire life [among ever users]	1 or more puffs but never a whole cigarette	5.2%	7	2.1%	3	1.7%	2	1.5%	2
	1 to 10 cigarettes	5.9%	8	14.0%	20	11.3%	13	12.3%	16
	11 to 20 cigarettes	5.2%	7	7.0%	10	3.5%	4	10.0%	13
	21 to 50 cigarettes	9.6%	13	8.4%	12	8.7%	10	11.5%	15
	51 to 99	7.4%	10	4.9%	7	5.2%	6	4.6%	6
	100 or more cigarettes	63.7%	86	62.2%	89	69.6%	80	57.7%	75
	Don't know	3.0%	4	1.4%	2	.0%	0	2.3%	3
	Decline to answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigarettes	Yes	56.3%	76	53.1%	76	54.8%	63	48.5%	63
	No	43.7%	59	46.9%	67	45.2%	52	51.5%	67
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - E-cigarettes	Yes	54.4%	37	47.2%	34	64.4%	38	52.0%	26
	No	45.6%	31	51.4%	37	33.9%	20	46.0%	23
	Don't Know	.0%	0	1.4%	1	1.7%	1	2.0%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Moist snuff (available in loose form, also known as dip, and in pouches)	Yes	95.0%	208	90.6%	203	93.4%	211	90.9%	209
	No	5.0%	11	9.4%	21	6.6%	15	9.1%	21
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Chewing tobacco (also known as loose leaf chewing tobacco)	Yes	56.8%	96	64.7%	110	54.2%	90	53.7%	94
	No	43.2%	73	35.3%	60	45.8%	76	46.3%	81
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Snus	Yes	54.7%	81	54.4%	80	54.6%	77	58.4%	80
	No	45.3%	67	45.6%	67	44.7%	63	41.6%	57

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
	Don't Know	.0%	0	.0%	0	.7%	1	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ)	Yes	45.0%	27	43.3%	29	42.6%	26	54.0%	34
	No	55.0%	33	56.7%	38	57.4%	35	46.0%	29
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Cigars, cigarillos, filtered cigars filled with tobacco	Yes	38.5%	65	39.6%	67	41.3%	59	41.2%	70
	No	61.5%	104	60.4%	102	58.7%	84	58.2%	99
	Don't Know	.0%	0	.0%	0	.0%	0	.6%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Pipe tobacco	Yes	30.0%	24	24.3%	17	40.0%	26	40.9%	27
	No	70.0%	56	75.7%	53	60.0%	39	59.1%	39
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Ever used any of the following tobacco or nicotine products fairly regularly - Hookah or water pipe tobacco	Yes	35.7%	25	19.0%	11	28.8%	15	40.7%	22
	No	64.3%	45	81.0%	47	71.2%	37	59.3%	32
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Cigarettes [among ever users]	Every Day	.0%	0	.0%	0	.0%	0	.0%	0
	Some Days	.0%	0	.0%	0	.0%	0	.0%	0
	Not At All	100.0%	135	100.0%	143	100.0%	115	100.0%	130
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - E-cigarettes [among ever users]	Every Day	16.2%	11	22.2%	16	22.0%	13	14.0%	7
	Some Days	23.5%	16	22.2%	16	27.1%	16	34.0%	17
	Not At All	58.8%	40	55.6%	40	50.8%	30	48.0%	24
	Don't Know	1.5%	1	.0%	0	.0%	0	4.0%	2
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Moist snuff (available in loose form, also known as dip, and in pouches) [among ever users]	Every Day	54.8%	120	61.6%	138	56.6%	128	57.8%	133
	Some Days	34.7%	76	27.7%	62	35.4%	80	33.0%	76
	Not At All	10.5%	23	10.7%	24	7.5%	17	9.1%	21
	Don't Know	.0%	0	.0%	0	.4%	1	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
Current use - Chewing tobacco (also known as loose leaf chewing tobacco) [among ever users]	Every Day	10.1%	17	10.0%	17	7.8%	13	10.9%	19
	Some Days	34.3%	58	41.2%	70	38.0%	63	32.0%	56
	Not At All	55.6%	94	48.8%	83	54.2%	90	56.6%	99
	Don't Know	.0%	0	.0%	0	.0%	0	.6%	1
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Snus [among ever users]	Every Day	14.2%	21	14.3%	21	12.8%	18	16.8%	23
	Some Days	39.2%	58	38.8%	57	46.1%	65	39.4%	54
	Not At All	46.6%	69	45.6%	67	41.1%	58	42.3%	58
	Don't Know	.0%	0	.7%	1	.0%	0	.7%	1
	Decline to Answer	.0%	0	.7%	1	.0%	0	.7%	1
Current use - Aids to help stop smoking (e.g. Nicorette, Nicoderm CQ) [among ever users]	Every Day	11.7%	7	6.0%	4	9.8%	6	6.3%	4
	Some Days	21.7%	13	23.9%	16	24.6%	15	22.2%	14
	Not At All	66.7%	40	70.1%	47	65.6%	40	71.4%	45
	Don't Know	.0%	0	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Cigars, cigarillos, filtered cigars filled with tobacco [among ever users]	Every Day	3.0%	5	3.0%	5	1.4%	2	1.2%	2
	Some Days	45.0%	76	42.0%	71	48.3%	69	48.8%	83
	Not At All	51.5%	87	54.4%	92	50.3%	72	50.0%	85
	Don't Know	.6%	1	.6%	1	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Pipe tobacco [among ever users]	Every Day	3.8%	3	5.7%	4	6.2%	4	3.0%	2
	Some Days	16.3%	13	17.1%	12	20.0%	13	33.3%	22
	Not At All	78.8%	63	77.1%	54	73.8%	48	63.6%	42
	Don't Know	1.3%	1	.0%	0	.0%	0	.0%	0
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Current use - Hookah or water pipe tobacco [among ever users]	Every Day	5.7%	4	1.7%	1	1.9%	1	1.9%	1
	Some Days	28.6%	20	19.0%	11	38.5%	20	35.2%	19
	Not At All	65.7%	46	79.3%	46	59.6%	31	59.3%	32
	Don't Know	.0%	0	.0%	0	.0%	0	3.7%	2
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

Table 14a. Intention to Quit TNP (Prior to Viewing Video Claims) by Test Claims vs. Control - Current Cigarette Smokers Legal Age (per State) - 24 Years

	Test Claims Vs. Control (N=1828)											
	Claim 1 (N=454)			Claim 2 (N=457)			Claim 3 (N=455)			Control (N=462)		
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation
MTSS Intention to quit - Cigarettes (prior to viewing video claims)	449	3.20	1.78	452	3.34	1.73	444	3.24	1.67	457	3.18	1.71
MTSS Intention to quit - Cigarettes (prior to viewing video claims) <i>Don't know</i>	5	-	-	5	-	-	11	-	-	5	-	-
MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco) - Pre Video	342	2.17	1.77	352	2.59	2.07	347	2.27	1.86	368	2.27	1.87
MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco) - Pre Video <i>Don't know</i>	17	-	-	10	-	-	11	-	-	8	-	-
MTSS Intention to quit - aids that help stop smoking (prior to viewing video claims)	58	2.76	2.02	52	2.73	2.04	62	2.76	2.02	65	2.95	2.27
MTSS Intention to quit - aids that help stop smoking (prior to viewing video claims) <i>Don't know</i>	1	-	-	6	-	-	4	-	-	3	-	-

Table 14b. Intention to Quit TNP (Prior to Viewing Video Claims) by Test Claims vs. Control - Current Cigarette Smokers Aged Older than 24 Years

	Test Claims Vs. Control (N=1942)											
	Claim 1 (N=483)			Claim 2 (N=480)			Claim 3 (N=480)			Control (N=499)		
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation
MTSS Intention to quit - Cigarettes (prior to viewing video claims)	472	3.45	1.73	472	3.58	1.77	472	3.43	1.77	491	3.52	1.72
MTSS Intention to quit - Cigarettes (prior to viewing video claims) <i>Don't know</i>	11	-	-	8	-	-	8	-	-	8	-	-
MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco) - Pre Video	278	3.02	1.99	260	2.97	2.00	256	3.06	2.05	251	3.18	2.02
MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco) - Pre Video <i>Don't know</i>	11	-	-	16	-	-	18	-	-	12	-	-
MTSS Intention to quit - aids that help stop smoking (prior to viewing video claims)	72	3.49	2.12	71	3.63	2.39	58	3.33	2.15	74	3.77	1.99
MTSS Intention to quit - aids that help stop smoking (prior to viewing video claims) <i>Don't know</i>	5	-	-	5	-	-	8	-	-	4	-	-

**Table 14c. Intention to Quit TNP (Prior to Viewing Video Claims) by Test Claims vs. Control - Current Smokeless Tobacco Users
Legal Age (per State) and Older**

	Test Claims Vs. Control (N=970)											
	Claim 1 (N=245)			Claim 2 (N=243)			Claim 3 (N=241)			Control (N=241)		
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation
MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco) - Pre Video	243	2.45	1.64	242	2.53	1.70	233	2.48	1.55	238	2.36	1.69
MTSS Intention to quit - All other current TNPs (moist snuff, chewing tobacco, snus, cigar, cigarillos, or filtered cigar, pipes filled with tobacco, hookah or water pipe filled with tobacco) - Pre Video <i>Don't know</i>	2	-	-	1	-	-	8	-	-	3		
MTSS Intention to quit - aids that help stop smoking (prior to viewing video claims)	19	3.53	1.87	19	3.53	2.29	21	4.19	1.78	17	2.88	1.62
MTSS Intention to quit - aids that help stop smoking (prior to viewing video claims) <i>Don't know</i>	1	-	-	1	-	-	0	-	-	1		

**Table 15a. Perceptions of Absolute Health Risks (Prior to Viewing Video Claims) by Test Claims vs. Control - Never Tobacco Users
Legal Age (per State) - Age 24 Years**

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Chronic bronchitis	Very Low Chance	.8%	4	.8%	4	1.1%	5	.8%	4
	Low Chance	2.5%	12	1.2%	6	1.1%	5	2.1%	10
	Moderate Chance	14.2%	68	17.6%	85	14.1%	67	12.6%	60
	High Chance	38.1%	183	39.6%	191	39.7%	188	42.1%	201
	Very High Chance	36.7%	176	33.2%	160	38.8%	184	34.1%	163
	Don't Know	7.5%	36	7.1%	34	5.1%	24	8.4%	40
	Decline to Answer	.2%	1	.4%	2	.2%	1	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Emphysema	Very Low Chance	.8%	4	1.7%	8	1.5%	7	.6%	3
	Low Chance	2.3%	11	2.7%	13	1.3%	6	1.9%	9
	Moderate Chance	17.3%	83	15.4%	74	18.6%	88	18.0%	86
	High Chance	29.2%	140	30.7%	148	30.2%	143	27.4%	131
	Very High Chance	27.9%	134	26.1%	126	31.4%	149	28.2%	135
	Don't Know	22.3%	107	23.4%	113	16.7%	79	23.6%	113
	Decline to Answer	.2%	1	.0%	0	.4%	2	.2%	1
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Gum disease	Very Low Chance	1.9%	9	.8%	4	2.1%	10	1.7%	8
	Low Chance	3.5%	17	4.8%	23	4.2%	20	4.8%	23
	Moderate Chance	20.4%	98	18.7%	90	17.3%	82	19.7%	94
	High Chance	38.1%	183	39.8%	192	35.2%	167	37.9%	181
	Very High Chance	32.1%	154	31.5%	152	38.4%	182	33.5%	160
	Don't Know	4.0%	19	4.1%	20	2.1%	10	2.3%	11
	Decline to Answer	.0%	0	.2%	1	.6%	3	.2%	1
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Heart disease	Very Low Chance	.8%	4	.8%	4	.6%	3	1.0%	5
	Low Chance	1.9%	9	2.5%	12	2.3%	11	2.7%	13
	Moderate Chance	24.0%	115	25.3%	122	24.7%	117	21.3%	102
	High Chance	38.3%	184	40.9%	197	35.4%	168	40.4%	193
	Very High Chance	30.0%	144	24.7%	119	32.3%	153	28.5%	136
	Don't Know	5.0%	24	5.8%	28	4.2%	20	5.9%	28
	Decline to Answer	.0%	0	.0%	0	.4%	2	.2%	1

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Lung cancer	Very Low Chance	1.5%	7	1.2%	6	.8%	4	.6%	3
	Low Chance	.8%	4	1.2%	6	.4%	2	.2%	1
	Moderate Chance	5.2%	25	8.3%	40	7.0%	33	6.9%	33
	High Chance	34.6%	166	33.6%	162	33.8%	160	33.1%	158
	Very High Chance	55.2%	265	54.6%	263	56.5%	268	56.5%	270
	Don't Know	2.5%	12	1.0%	5	1.3%	6	2.7%	13
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Mouth cancer	Very Low Chance	1.9%	9	1.7%	8	2.5%	12	1.3%	6
	Low Chance	4.4%	21	6.8%	33	4.4%	21	4.6%	22
	Moderate Chance	21.3%	102	18.3%	88	19.2%	91	19.7%	94
	High Chance	35.2%	169	36.5%	176	36.9%	175	37.2%	178
	Very High Chance	33.1%	159	32.8%	158	34.0%	161	32.4%	155
	Don't Know	4.2%	20	3.9%	19	2.5%	12	4.6%	22
	Decline to Answer	.0%	0	.0%	0	.4%	2	.2%	1
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Stroke	Very Low Chance	1.5%	7	1.5%	7	.8%	4	1.7%	8
	Low Chance	4.6%	22	4.4%	21	3.6%	17	4.0%	19
	Moderate Chance	28.1%	135	31.5%	152	26.4%	125	31.0%	148
	High Chance	36.3%	174	34.9%	168	34.2%	162	35.1%	168
	Very High Chance	19.0%	91	17.4%	84	24.7%	117	19.7%	94
	Don't Know	10.6%	51	10.4%	50	9.9%	47	8.4%	40
	Decline to Answer	.0%	0	.0%	0	.4%	2	.2%	1
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Serious health problems	Very Low Chance	.8%	4	.8%	4	.6%	3	.8%	4
	Low Chance	.4%	2	.8%	4	.8%	4	.2%	1
	Moderate Chance	11.9%	57	9.1%	44	9.9%	47	8.6%	41
	High Chance	29.8%	143	34.6%	167	32.1%	152	32.4%	155
	Very High Chance	54.8%	263	52.7%	254	55.5%	263	55.2%	264
	Don't Know	2.3%	11	1.9%	9	.8%	4	2.7%	13
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Chronic bronchitis	Very Low Chance	27.1%	130	31.1%	150	26.2%	124	28.5%	136
	Low Chance	48.3%	232	43.4%	209	49.8%	236	48.5%	232
	Moderate Chance	15.0%	72	18.3%	88	17.3%	82	14.6%	70
	High Chance	2.9%	14	1.9%	9	1.1%	5	1.9%	9
	Very High Chance	.4%	2	.2%	1	2.1%	10	2.1%	10
	Don't Know	6.3%	30	5.2%	25	3.4%	16	4.4%	21
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Emphysema	Very Low Chance	28.8%	138	31.5%	152	27.2%	129	31.0%	148
	Low Chance	40.8%	196	38.8%	187	46.4%	220	41.2%	197
	Moderate Chance	12.1%	58	10.4%	50	12.2%	58	9.8%	47
	High Chance	1.7%	8	1.7%	8	.6%	3	1.9%	9
	Very High Chance	1.0%	5	.2%	1	2.5%	12	1.3%	6
	Don't Know	15.6%	75	17.2%	83	10.8%	51	14.9%	71
	Decline to Answer	.0%	0	.2%	1	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Gum disease	Very Low Chance	32.3%	155	35.1%	169	34.0%	161	33.3%	159
	Low Chance	45.6%	219	41.1%	198	40.5%	192	42.1%	201
	Moderate Chance	14.8%	71	17.2%	83	18.8%	89	16.5%	79
	High Chance	3.1%	15	1.9%	9	1.9%	9	2.1%	10
	Very High Chance	1.0%	5	.6%	3	2.1%	10	2.1%	10
	Don't Know	3.1%	15	4.1%	20	2.5%	12	4.0%	19
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Heart disease	Very Low Chance	14.8%	71	15.1%	73	14.3%	68	18.0%	86
	Low Chance	36.3%	174	38.8%	187	34.4%	163	33.1%	158
	Moderate Chance	39.6%	190	34.9%	168	43.7%	207	39.3%	188
	High Chance	3.8%	18	5.8%	28	3.8%	18	3.3%	16
	Very High Chance	1.3%	6	.4%	2	2.1%	10	2.3%	11
	Don't Know	4.4%	21	4.8%	23	1.5%	7	4.0%	19
	Decline to Answer	.0%	0	.2%	1	.2%	1	.0%	0

		Test Claims Vs. Control (N=1914)							
		Claim 1 (N=480)		Claim 2 (N=482)		Claim 3 (N=474)		Control (N=478)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Lung cancer	Very Low Chance	31.9%	153	34.9%	168	30.2%	143	36.8%	176
	Low Chance	45.8%	220	45.0%	217	50.8%	241	44.8%	214
	Moderate Chance	15.0%	72	15.1%	73	13.9%	66	11.9%	57
	High Chance	2.3%	11	1.5%	7	1.5%	7	1.7%	8
	Very High Chance	1.5%	7	.8%	4	1.9%	9	1.9%	9
	Don't Know	3.5%	17	2.7%	13	1.5%	7	2.9%	14
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Mouth cancer	Very Low Chance	41.5%	199	45.6%	220	47.0%	223	46.0%	220
	Low Chance	43.1%	207	40.9%	197	39.5%	187	41.4%	198
	Moderate Chance	7.9%	38	8.3%	40	8.2%	39	6.1%	29
	High Chance	2.7%	13	1.7%	8	1.1%	5	1.9%	9
	Very High Chance	1.7%	8	.0%	0	1.7%	8	1.3%	6
	Don't Know	3.1%	15	3.5%	17	2.3%	11	3.3%	16
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Stroke	Very Low Chance	16.3%	78	14.7%	71	13.5%	64	18.4%	88
	Low Chance	36.3%	174	39.0%	188	39.7%	188	34.3%	164
	Moderate Chance	38.1%	183	36.3%	175	37.8%	179	40.4%	193
	High Chance	3.5%	17	4.1%	20	2.3%	11	1.7%	8
	Very High Chance	.6%	3	.6%	3	2.3%	11	1.5%	7
	Don't Know	5.2%	25	5.0%	24	4.0%	19	3.8%	18
	Decline to Answer	.0%	0	.2%	1	.4%	2	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Serious health problems	Very Low Chance	15.4%	74	17.2%	83	14.8%	70	18.2%	87
	Low Chance	36.7%	176	33.6%	162	36.7%	174	34.7%	166
	Moderate Chance	38.1%	183	39.8%	192	40.9%	194	38.7%	185
	High Chance	4.4%	21	3.3%	16	2.7%	13	3.6%	17
	Very High Chance	1.3%	6	1.5%	7	2.1%	10	1.7%	8
	Don't Know	4.0%	19	4.6%	22	2.5%	12	3.1%	15
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0

Table 15b. Perceptions of Absolute Health Risks (Prior to Viewing Video Claims) by Test Claims vs. Control - Never Tobacco Users Aged Older Than 24 Years

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Chronic bronchitis	Very Low Chance	.6%	3	.4%	2	1.0%	5	1.0%	5
	Low Chance	1.3%	6	1.7%	8	2.3%	11	1.4%	7
	Moderate Chance	14.9%	71	12.7%	60	12.1%	59	14.0%	70
	High Chance	35.8%	171	38.3%	181	37.0%	180	35.3%	176
	Very High Chance	40.0%	191	40.6%	192	42.8%	208	43.1%	215
	Don't Know	7.1%	34	6.3%	30	4.5%	22	5.0%	25
	Decline to Answer	.4%	2	.0%	0	.2%	1	.2%	1
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Emphysema	Very Low Chance	1.0%	5	.8%	4	1.0%	5	1.0%	5
	Low Chance	.6%	3	1.3%	6	.8%	4	1.8%	9
	Moderate Chance	12.1%	58	12.7%	60	9.9%	48	10.8%	54
	High Chance	34.1%	163	27.3%	129	31.5%	153	34.7%	173
	Very High Chance	45.4%	217	51.4%	243	50.8%	247	44.9%	224
	Don't Know	6.3%	30	6.6%	31	6.0%	29	6.6%	33
	Decline to Answer	.4%	2	.0%	0	.0%	0	.2%	1
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Gum disease	Very Low Chance	1.3%	6	1.7%	8	1.0%	5	2.0%	10
	Low Chance	4.2%	20	6.1%	29	5.6%	27	5.8%	29
	Moderate Chance	24.7%	118	24.5%	116	22.2%	108	22.6%	113
	High Chance	32.0%	153	27.5%	130	33.3%	162	33.9%	169
	Very High Chance	29.9%	143	33.6%	159	32.1%	156	28.7%	143
	Don't Know	7.3%	35	6.6%	31	5.8%	28	7.0%	35
	Decline to Answer	.6%	3	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Heart disease	Very Low Chance	1.0%	5	.8%	4	.8%	4	1.6%	8
	Low Chance	1.7%	8	2.1%	10	2.7%	13	1.8%	9
	Moderate Chance	17.2%	82	19.9%	94	15.4%	75	15.0%	75
	High Chance	37.4%	179	32.1%	152	39.7%	193	39.7%	198
	Very High Chance	37.7%	180	37.2%	176	37.0%	180	36.3%	181
	Don't Know	4.6%	22	7.4%	35	4.3%	21	5.6%	28
	Decline to Answer	.4%	2	.4%	2	.0%	0	.0%	0

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Lung cancer	Very Low Chance	.6%	3	1.1%	5	.6%	3	1.0%	5
	Low Chance	.6%	3	1.5%	7	.2%	1	.2%	1
	Moderate Chance	9.8%	47	8.5%	40	9.3%	45	7.8%	39
	High Chance	32.8%	157	29.2%	138	30.5%	148	33.7%	168
	Very High Chance	52.5%	251	57.1%	270	57.8%	281	53.1%	265
	Don't Know	3.1%	15	2.7%	13	1.6%	8	4.2%	21
	Decline to Answer	.4%	2	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Mouth cancer	Very Low Chance	1.3%	6	1.5%	7	1.9%	9	1.2%	6
	Low Chance	5.0%	24	5.3%	25	6.0%	29	5.2%	26
	Moderate Chance	23.6%	113	21.4%	101	22.6%	110	21.2%	106
	High Chance	29.9%	143	29.4%	139	29.2%	142	32.9%	164
	Very High Chance	34.1%	163	37.0%	175	36.6%	178	32.3%	161
	Don't Know	5.9%	28	5.5%	26	3.7%	18	7.2%	36
	Decline to Answer	.2%	1	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Stroke	Very Low Chance	1.7%	8	.2%	1	.8%	4	2.0%	10
	Low Chance	2.1%	10	2.7%	13	2.3%	11	2.2%	11
	Moderate Chance	22.2%	106	23.9%	113	21.0%	102	19.2%	96
	High Chance	34.9%	167	30.0%	142	38.9%	189	37.3%	186
	Very High Chance	29.7%	142	31.5%	149	31.5%	153	30.3%	151
	Don't Know	9.0%	43	11.6%	55	5.6%	27	9.0%	45
	Decline to Answer	.4%	2	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Serious health problems	Very Low Chance	.8%	4	.2%	1	.6%	3	.6%	3
	Low Chance	.6%	3	1.1%	5	.8%	4	.4%	2
	Moderate Chance	15.5%	74	10.8%	51	10.3%	50	12.4%	62
	High Chance	32.2%	154	32.3%	153	34.2%	166	34.5%	172
	Very High Chance	46.9%	224	51.4%	243	51.6%	251	47.1%	235
	Don't Know	3.6%	17	4.0%	19	2.5%	12	5.0%	25
	Decline to Answer	.4%	2	.2%	1	.0%	0	.0%	0

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Chronic bronchitis	Very Low Chance	18.8%	90	23.3%	110	20.0%	97	18.0%	90
	Low Chance	46.2%	221	48.8%	231	47.7%	232	49.7%	248
	Moderate Chance	24.7%	118	17.1%	81	23.7%	115	20.4%	102
	High Chance	2.1%	10	2.1%	10	2.9%	14	2.2%	11
	Very High Chance	1.0%	5	2.3%	11	.8%	4	1.4%	7
	Don't Know	6.9%	33	6.3%	30	4.7%	23	8.2%	41
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Emphysema	Very Low Chance	28.9%	138	33.2%	157	31.7%	154	28.7%	143
	Low Chance	46.0%	220	43.6%	206	47.5%	231	43.7%	218
	Moderate Chance	14.4%	69	12.3%	58	12.1%	59	17.0%	85
	High Chance	1.5%	7	2.1%	10	2.1%	10	1.4%	7
	Very High Chance	2.5%	12	1.9%	9	1.0%	5	2.0%	10
	Don't Know	6.5%	31	6.8%	32	5.6%	27	7.0%	35
	Decline to Answer	.2%	1	.2%	1	.0%	0	.2%	1
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Gum disease	Very Low Chance	22.4%	107	28.1%	133	21.0%	102	21.2%	106
	Low Chance	42.1%	201	37.6%	178	44.2%	215	40.9%	204
	Moderate Chance	24.5%	117	23.3%	110	25.5%	124	26.7%	133
	High Chance	3.3%	16	2.3%	11	2.9%	14	1.4%	7
	Very High Chance	.8%	4	1.9%	9	1.2%	6	2.6%	13
	Don't Know	6.7%	32	6.8%	32	5.1%	25	6.8%	34
	Decline to Answer	.2%	1	.0%	0	.0%	0	.4%	2
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Heart disease	Very Low Chance	11.3%	54	11.2%	53	10.9%	53	9.6%	48
	Low Chance	27.0%	129	27.3%	129	29.0%	141	31.3%	156
	Moderate Chance	47.9%	229	48.0%	227	49.0%	238	43.9%	219
	High Chance	5.2%	25	4.7%	22	4.5%	22	5.8%	29
	Very High Chance	1.9%	9	2.1%	10	1.9%	9	1.8%	9
	Don't Know	6.5%	31	6.8%	32	4.7%	23	7.4%	37
	Decline to Answer	.2%	1	.0%	0	.0%	0	.2%	1

		Test Claims Vs. Control (N=1936)							
		Claim 1 (N=478)		Claim 2 (N=473)		Claim 3 (N=486)		Control (N=499)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Lung cancer	Very Low Chance	24.5%	117	25.2%	119	25.9%	126	24.2%	121
	Low Chance	46.2%	221	49.0%	232	49.6%	241	49.1%	245
	Moderate Chance	18.2%	87	17.1%	81	17.3%	84	16.8%	84
	High Chance	3.6%	17	1.9%	9	2.5%	12	2.4%	12
	Very High Chance	2.5%	12	2.3%	11	1.6%	8	1.8%	9
	Don't Know	4.8%	23	4.4%	21	3.1%	15	5.4%	27
	Decline to Answer	.2%	1	.0%	0	.0%	0	.2%	1
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Mouth cancer	Very Low Chance	40.2%	192	40.4%	191	38.7%	188	36.7%	183
	Low Chance	41.0%	196	44.0%	208	45.1%	219	44.7%	223
	Moderate Chance	10.5%	50	7.2%	34	8.6%	42	8.8%	44
	High Chance	1.0%	5	1.3%	6	2.7%	13	1.0%	5
	Very High Chance	2.1%	10	1.9%	9	1.4%	7	2.0%	10
	Don't Know	5.0%	24	5.3%	25	3.5%	17	6.6%	33
	Decline to Answer	.2%	1	.0%	0	.0%	0	.2%	1
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Stroke	Very Low Chance	10.9%	52	12.5%	59	10.5%	51	11.2%	56
	Low Chance	33.5%	160	31.5%	149	35.2%	171	32.1%	160
	Moderate Chance	40.6%	194	43.3%	205	43.8%	213	43.7%	218
	High Chance	5.0%	24	3.0%	14	3.3%	16	3.4%	17
	Very High Chance	1.9%	9	1.7%	8	1.2%	6	1.6%	8
	Don't Know	7.9%	38	8.0%	38	6.0%	29	7.8%	39
	Decline to Answer	.2%	1	.0%	0	.0%	0	.2%	1
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Serious health problems	Very Low Chance	13.0%	62	12.3%	58	12.3%	60	10.2%	51
	Low Chance	32.6%	156	33.4%	158	35.4%	172	31.7%	158
	Moderate Chance	41.4%	198	41.0%	194	41.2%	200	44.9%	224
	High Chance	3.8%	18	4.9%	23	4.3%	21	3.2%	16
	Very High Chance	1.7%	8	1.9%	9	1.9%	9	1.4%	7
	Don't Know	7.1%	34	6.3%	30	4.9%	24	8.4%	42
	Decline to Answer	.4%	2	.2%	1	.0%	0	.2%	1

Table 15c. Perceptions of Absolute Health Risks (Prior to Viewing Video Claims) by Test Claims vs. Control - Former Cigarette Smokers Legal Age (per State) and Older

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Chronic bronchitis	Very Low Chance	.0%	0	.6%	3	.4%	2	.0%	0
	Low Chance	1.8%	9	.8%	4	1.0%	5	1.9%	9
	Moderate Chance	15.3%	75	18.1%	88	17.3%	84	14.6%	70
	High Chance	42.2%	207	34.6%	168	39.3%	191	41.3%	198
	Very High Chance	36.7%	180	41.4%	201	37.9%	184	39.2%	188
	Don't Know	4.1%	20	4.5%	22	4.1%	20	2.9%	14
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Emphysema	Very Low Chance	.2%	1	.8%	4	.2%	1	.0%	0
	Low Chance	1.6%	8	.6%	3	1.0%	5	.8%	4
	Moderate Chance	13.2%	65	14.2%	69	14.0%	68	11.7%	56
	High Chance	33.6%	165	33.7%	164	34.0%	165	35.1%	168
	Very High Chance	48.7%	239	46.7%	227	48.1%	234	49.1%	235
	Don't Know	2.6%	13	3.9%	19	2.7%	13	3.3%	16
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Gum disease	Very Low Chance	.8%	4	1.2%	6	1.0%	5	.8%	4
	Low Chance	8.1%	40	7.4%	36	7.4%	36	5.8%	28
	Moderate Chance	30.5%	150	28.0%	136	30.2%	147	26.1%	125
	High Chance	30.8%	151	32.1%	156	30.5%	148	33.4%	160
	Very High Chance	26.3%	129	28.0%	136	26.3%	128	28.8%	138
	Don't Know	3.5%	17	3.3%	16	4.5%	22	5.0%	24
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Heart disease	Very Low Chance	.2%	1	.4%	2	.2%	1	.2%	1
	Low Chance	2.4%	12	.8%	4	1.6%	8	1.0%	5
	Moderate Chance	19.6%	96	18.7%	91	18.3%	89	16.7%	80
	High Chance	39.5%	194	37.9%	184	37.0%	180	41.5%	199
	Very High Chance	34.6%	170	38.5%	187	38.7%	188	37.8%	181
	Don't Know	3.5%	17	3.7%	18	4.1%	20	2.7%	13
	Decline to Answer	.2%	1	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Lung cancer	Very Low Chance	.2%	1	.4%	2	.2%	1	.2%	1
	Low Chance	1.6%	8	.4%	2	1.2%	6	1.0%	5
	Moderate Chance	13.0%	64	13.2%	64	15.6%	76	12.1%	58
	High Chance	32.8%	161	35.8%	174	32.7%	159	33.8%	162
	Very High Chance	50.9%	250	49.2%	239	48.4%	235	50.9%	244
	Don't Know	1.2%	6	1.0%	5	1.9%	9	1.9%	9
	Decline to Answer	.2%	1	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Mouth cancer	Very Low Chance	.6%	3	1.4%	7	1.0%	5	1.9%	9
	Low Chance	8.6%	42	8.4%	41	8.2%	40	5.6%	27
	Moderate Chance	29.9%	147	29.0%	141	28.6%	139	23.8%	114
	High Chance	28.9%	142	31.9%	155	32.1%	156	34.7%	166
	Very High Chance	28.9%	142	26.5%	129	26.7%	130	30.5%	146
	Don't Know	3.1%	15	2.7%	13	3.3%	16	3.5%	17
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Stroke	Very Low Chance	.4%	2	.6%	3	.2%	1	.2%	1
	Low Chance	2.4%	12	2.5%	12	2.9%	14	3.3%	16
	Moderate Chance	27.5%	135	26.7%	130	25.5%	124	23.4%	112
	High Chance	36.3%	178	35.0%	170	36.4%	177	35.1%	168
	Very High Chance	27.1%	133	28.6%	139	29.2%	142	33.0%	158
	Don't Know	6.3%	31	6.6%	32	5.8%	28	5.0%	24
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Serious health problems	Very Low Chance	.0%	0	.4%	2	.2%	1	.0%	0
	Low Chance	2.2%	11	.6%	3	1.4%	7	1.0%	5
	Moderate Chance	14.1%	69	15.8%	77	14.0%	68	13.2%	63
	High Chance	37.9%	186	35.0%	170	37.7%	183	32.6%	156
	Very High Chance	43.0%	211	46.7%	227	43.6%	212	50.9%	244
	Don't Know	2.9%	14	1.4%	7	3.1%	15	2.3%	11
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Chronic bronchitis	Very Low Chance	15.5%	76	14.8%	72	16.5%	80	19.0%	91
	Low Chance	52.1%	256	52.1%	253	50.2%	244	48.0%	230
	Moderate Chance	26.1%	128	25.9%	126	26.7%	130	25.5%	122
	High Chance	1.4%	7	1.4%	7	1.6%	8	1.5%	7
	Very High Chance	.2%	1	.6%	3	.6%	3	1.3%	6
	Don't Know	4.7%	23	5.1%	25	4.3%	21	4.8%	23
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Emphysema	Very Low Chance	22.2%	109	22.8%	111	26.1%	127	27.1%	130
	Low Chance	55.8%	274	55.3%	269	50.0%	243	47.0%	225
	Moderate Chance	16.9%	83	16.0%	78	18.1%	88	18.6%	89
	High Chance	1.6%	8	1.2%	6	1.4%	7	1.3%	6
	Very High Chance	.6%	3	.4%	2	.6%	3	1.3%	6
	Don't Know	2.9%	14	3.9%	19	3.7%	18	4.8%	23
	Decline to Answer	.0%	0	.2%	1	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Gum disease	Very Low Chance	17.7%	87	20.6%	100	20.0%	97	19.8%	95
	Low Chance	43.0%	211	45.5%	221	40.7%	198	43.4%	208
	Moderate Chance	32.4%	159	25.9%	126	31.3%	152	27.6%	132
	High Chance	1.2%	6	2.5%	12	2.3%	11	1.7%	8
	Very High Chance	.8%	4	.6%	3	.4%	2	1.5%	7
	Don't Know	4.9%	24	4.9%	24	5.1%	25	6.1%	29
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Heart disease	Very Low Chance	6.3%	31	6.2%	30	9.3%	45	9.2%	44
	Low Chance	29.7%	146	35.6%	173	27.6%	134	30.5%	146
	Moderate Chance	54.4%	267	49.0%	238	54.3%	264	49.5%	237
	High Chance	4.5%	22	4.3%	21	3.9%	19	4.0%	19
	Very High Chance	.6%	3	.8%	4	.8%	4	1.9%	9
	Don't Know	4.5%	22	4.1%	20	4.1%	20	5.0%	24
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=491)		Claim 2 (N=486)		Claim 3 (N=486)		Control (N=479)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Lung cancer	Very Low Chance	17.7%	87	19.5%	95	18.9%	92	21.7%	104
	Low Chance	51.7%	254	50.8%	247	51.0%	248	48.2%	231
	Moderate Chance	24.4%	120	24.3%	118	25.5%	124	23.0%	110
	High Chance	1.6%	8	1.4%	7	1.0%	5	1.5%	7
	Very High Chance	1.6%	8	.6%	3	.8%	4	1.7%	8
	Don't Know	2.9%	14	3.3%	16	2.7%	13	4.0%	19
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Mouth cancer	Very Low Chance	31.2%	153	33.5%	163	34.2%	166	33.2%	159
	Low Chance	52.3%	257	51.0%	248	48.8%	237	48.4%	232
	Moderate Chance	11.2%	55	10.5%	51	12.6%	61	11.3%	54
	High Chance	1.0%	5	1.0%	5	.8%	4	1.0%	5
	Very High Chance	1.0%	5	.4%	2	.2%	1	1.5%	7
	Don't Know	3.3%	16	3.5%	17	3.5%	17	4.6%	22
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Stroke	Very Low Chance	6.5%	32	8.0%	39	8.8%	43	8.6%	41
	Low Chance	32.4%	159	36.6%	178	31.3%	152	33.6%	161
	Moderate Chance	52.3%	257	46.7%	227	50.6%	246	46.8%	224
	High Chance	2.6%	13	2.9%	14	3.9%	19	3.1%	15
	Very High Chance	.8%	4	.4%	2	.6%	3	1.7%	8
	Don't Know	5.3%	26	5.3%	26	4.7%	23	6.3%	30
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Serious health problems	Very Low Chance	8.4%	41	8.6%	42	9.3%	45	10.6%	51
	Low Chance	33.4%	164	33.5%	163	30.0%	146	32.4%	155
	Moderate Chance	49.1%	241	47.5%	231	49.8%	242	44.7%	214
	High Chance	2.9%	14	4.5%	22	4.9%	24	6.1%	29
	Very High Chance	1.2%	6	1.2%	6	.6%	3	1.5%	7
	Don't Know	5.1%	25	4.5%	22	5.3%	26	4.8%	23
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

Table 15d. Perceptions of Absolute Health Risks (Prior to Viewing Video Claims) by Test Claims vs. Control - Current Cigarette Smokers Legal Age (per State) - 24 Years

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Chronic bronchitis	Very Low Chance	.9%	4	2.0%	9	.7%	3	1.3%	6
	Low Chance	2.2%	10	4.4%	20	4.8%	22	2.2%	10
	Moderate Chance	23.3%	106	22.1%	101	20.0%	91	25.1%	116
	High Chance	37.7%	171	42.7%	195	38.5%	175	38.7%	179
	Very High Chance	30.0%	136	26.5%	121	31.4%	143	29.4%	136
	Don't Know	5.7%	26	2.2%	10	4.6%	21	3.2%	15
	Decline to Answer	.2%	1	.2%	1	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Emphysema	Very Low Chance	1.8%	8	1.3%	6	1.1%	5	1.5%	7
	Low Chance	3.7%	17	4.4%	20	6.4%	29	5.4%	25
	Moderate Chance	26.0%	118	23.2%	106	21.5%	98	26.4%	122
	High Chance	29.1%	132	33.9%	155	31.2%	142	29.9%	138
	Very High Chance	29.5%	134	26.0%	119	30.1%	137	26.0%	120
	Don't Know	9.3%	42	11.2%	51	9.5%	43	10.8%	50
	Decline to Answer	.7%	3	.0%	0	.2%	1	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Gum disease	Very Low Chance	2.0%	9	2.2%	10	2.4%	11	2.8%	13
	Low Chance	8.1%	37	8.5%	39	7.3%	33	7.4%	34
	Moderate Chance	26.4%	120	27.4%	125	25.7%	117	25.8%	119
	High Chance	32.6%	148	35.7%	163	32.7%	149	35.3%	163
	Very High Chance	28.0%	127	24.1%	110	29.9%	136	26.6%	123
	Don't Know	2.9%	13	2.2%	10	1.8%	8	1.7%	8
	Decline to Answer	.0%	0	.0%	0	.2%	1	.4%	2
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Heart disease	Very Low Chance	.7%	3	.7%	3	.4%	2	1.3%	6
	Low Chance	7.0%	32	3.9%	18	4.4%	20	4.3%	20
	Moderate Chance	25.8%	117	24.3%	111	24.8%	113	24.7%	114
	High Chance	35.0%	159	44.2%	202	38.2%	174	38.3%	177
	Very High Chance	27.3%	124	23.9%	109	29.7%	135	27.1%	125
	Don't Know	4.2%	19	3.1%	14	2.2%	10	4.3%	20
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Lung cancer	Very Low Chance	.9%	4	.7%	3	.4%	2	1.5%	7
	Low Chance	2.6%	12	3.1%	14	1.3%	6	1.1%	5
	Moderate Chance	14.1%	64	17.7%	81	14.1%	64	16.5%	76
	High Chance	37.4%	170	38.9%	178	35.4%	161	35.7%	165
	Very High Chance	43.2%	196	38.7%	177	47.5%	216	44.2%	204
	Don't Know	1.8%	8	.7%	3	1.1%	5	1.1%	5
	Decline to Answer	.0%	0	.2%	1	.2%	1	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Mouth cancer	Very Low Chance	3.1%	14	2.0%	9	2.0%	9	3.7%	17
	Low Chance	7.9%	36	10.5%	48	8.1%	37	8.7%	40
	Moderate Chance	27.3%	124	26.3%	120	26.6%	121	25.5%	118
	High Chance	29.1%	132	34.6%	158	33.8%	154	32.9%	152
	Very High Chance	28.6%	130	23.4%	107	26.8%	122	26.6%	123
	Don't Know	3.7%	17	3.3%	15	2.6%	12	2.6%	12
	Decline to Answer	.2%	1	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Stroke	Very Low Chance	3.3%	15	.7%	3	1.3%	6	1.3%	6
	Low Chance	5.9%	27	8.5%	39	6.8%	31	7.8%	36
	Moderate Chance	28.9%	131	31.5%	144	31.2%	142	28.6%	132
	High Chance	33.9%	154	37.0%	169	35.4%	161	37.0%	171
	Very High Chance	20.9%	95	18.2%	83	21.3%	97	20.6%	95
	Don't Know	6.8%	31	4.2%	19	3.5%	16	4.8%	22
	Decline to Answer	.2%	1	.0%	0	.4%	2	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Serious health problems	Very Low Chance	.7%	3	.4%	2	.4%	2	.6%	3
	Low Chance	2.4%	11	2.8%	13	2.2%	10	2.4%	11
	Moderate Chance	18.3%	83	18.8%	86	17.1%	78	16.9%	78
	High Chance	33.5%	152	37.2%	170	32.5%	148	36.1%	167
	Very High Chance	43.4%	197	39.8%	182	45.9%	209	41.8%	193
	Don't Know	1.8%	8	.9%	4	1.8%	8	2.2%	10
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Chronic bronchitis	Very Low Chance	27.3%	124	29.1%	133	27.7%	126	31.4%	145
	Low Chance	40.7%	185	39.6%	181	42.0%	191	38.3%	177
	Moderate Chance	23.1%	105	23.2%	106	23.3%	106	23.8%	110
	High Chance	2.0%	9	3.7%	17	2.2%	10	2.6%	12
	Very High Chance	1.8%	8	1.3%	6	1.5%	7	1.5%	7
	Don't Know	5.1%	23	3.1%	14	3.3%	15	2.4%	11
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Emphysema	Very Low Chance	31.1%	141	31.1%	142	31.6%	144	30.5%	141
	Low Chance	42.1%	191	40.5%	185	39.6%	180	40.3%	186
	Moderate Chance	16.1%	73	18.4%	84	19.3%	88	16.7%	77
	High Chance	1.5%	7	.4%	2	2.4%	11	2.8%	13
	Very High Chance	2.4%	11	2.2%	10	1.3%	6	1.7%	8
	Don't Know	6.8%	31	7.4%	34	5.7%	26	8.0%	37
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Gum disease	Very Low Chance	30.0%	136	35.9%	164	33.8%	154	34.4%	159
	Low Chance	41.0%	186	34.1%	156	38.0%	173	39.8%	184
	Moderate Chance	21.6%	98	22.8%	104	20.0%	91	19.3%	89
	High Chance	2.2%	10	3.1%	14	3.7%	17	2.6%	12
	Very High Chance	2.6%	12	1.5%	7	2.4%	11	1.7%	8
	Don't Know	2.4%	11	2.6%	12	2.0%	9	2.2%	10
	Decline to Answer	.2%	1	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Heart disease	Very Low Chance	16.3%	74	20.4%	93	19.6%	89	21.4%	99
	Low Chance	33.3%	151	32.6%	149	33.0%	150	33.5%	155
	Moderate Chance	40.1%	182	37.4%	171	38.5%	175	35.7%	165
	High Chance	4.4%	20	4.8%	22	4.4%	20	4.8%	22
	Very High Chance	2.2%	10	2.2%	10	1.8%	8	1.5%	7
	Don't Know	3.5%	16	2.4%	11	2.6%	12	3.0%	14
	Decline to Answer	.2%	1	.2%	1	.2%	1	.0%	0

		Test Claims Vs. Control (N=1828)							
		Claim 1 (N=454)		Claim 2 (N=457)		Claim 3 (N=455)		Control (N=462)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Lung cancer	Very Low Chance	31.1%	141	35.9%	164	33.8%	154	34.0%	157
	Low Chance	43.4%	197	37.4%	171	38.5%	175	37.9%	175
	Moderate Chance	17.4%	79	20.8%	95	21.3%	97	20.3%	94
	High Chance	3.3%	15	2.4%	11	2.6%	12	3.7%	17
	Very High Chance	2.0%	9	1.8%	8	1.8%	8	1.9%	9
	Don't Know	2.9%	13	1.8%	8	2.0%	9	2.2%	10
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Mouth cancer	Very Low Chance	40.5%	184	44.6%	204	40.7%	185	43.7%	202
	Low Chance	42.7%	194	34.6%	158	38.9%	177	39.6%	183
	Moderate Chance	9.7%	44	13.6%	62	14.3%	65	10.6%	49
	High Chance	1.5%	7	2.0%	9	3.1%	14	2.6%	12
	Very High Chance	2.4%	11	2.2%	10	1.1%	5	1.3%	6
	Don't Know	2.9%	13	2.8%	13	2.0%	9	2.2%	10
	Decline to Answer	.2%	1	.2%	1	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Stroke	Very Low Chance	15.4%	70	22.5%	103	21.3%	97	20.6%	95
	Low Chance	33.5%	152	30.4%	139	29.5%	134	33.8%	156
	Moderate Chance	41.6%	189	38.5%	176	42.4%	193	37.2%	172
	High Chance	2.6%	12	3.7%	17	3.5%	16	3.9%	18
	Very High Chance	2.6%	12	1.8%	8	1.1%	5	1.3%	6
	Don't Know	4.2%	19	2.8%	13	2.2%	10	3.2%	15
	Decline to Answer	.0%	0	.2%	1	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Serious health problems	Very Low Chance	15.9%	72	19.9%	91	19.3%	88	21.0%	97
	Low Chance	30.4%	138	30.4%	139	31.4%	143	28.6%	132
	Moderate Chance	41.2%	187	39.8%	182	38.7%	176	39.4%	182
	High Chance	5.3%	24	4.6%	21	6.4%	29	5.0%	23
	Very High Chance	3.5%	16	2.6%	12	1.8%	8	3.2%	15
	Don't Know	3.7%	17	2.6%	12	2.4%	11	2.8%	13
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

Table 15e. Perceptions of Absolute Health Risks (Prior to Viewing Video Claims) by Test Claims vs. Control - Current Cigarette Smokers Aged Older Than 24 Years

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Chronic bronchitis	Very Low Chance	.6%	3	.8%	4	.6%	3	1.0%	5
	Low Chance	3.3%	16	3.8%	18	2.7%	13	3.6%	18
	Moderate Chance	27.3%	132	24.0%	115	27.5%	132	23.6%	118
	High Chance	34.4%	166	35.0%	168	33.5%	161	37.3%	186
	Very High Chance	29.6%	143	32.1%	154	32.1%	154	30.3%	151
	Don't Know	4.8%	23	4.4%	21	3.3%	16	4.2%	21
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Emphysema	Very Low Chance	.8%	4	2.3%	11	.8%	4	.6%	3
	Low Chance	2.9%	14	2.9%	14	3.8%	18	2.8%	14
	Moderate Chance	22.8%	110	19.6%	94	21.7%	104	24.6%	123
	High Chance	33.1%	160	34.8%	167	31.5%	151	32.9%	164
	Very High Chance	35.0%	169	36.5%	175	39.0%	187	34.1%	170
	Don't Know	5.4%	26	4.0%	19	3.1%	15	5.0%	25
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Gum disease	Very Low Chance	1.4%	7	1.9%	9	2.3%	11	2.6%	13
	Low Chance	8.1%	39	8.5%	41	10.8%	52	8.4%	42
	Moderate Chance	30.4%	147	28.3%	136	28.8%	138	29.3%	146
	High Chance	29.8%	144	28.5%	137	28.1%	135	31.5%	157
	Very High Chance	25.3%	122	27.5%	132	26.3%	126	23.8%	119
	Don't Know	4.8%	23	5.2%	25	3.5%	17	4.4%	22
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Heart disease	Very Low Chance	.8%	4	1.3%	6	1.0%	5	1.0%	5
	Low Chance	3.9%	19	2.9%	14	2.9%	14	3.4%	17
	Moderate Chance	29.6%	143	23.5%	113	27.5%	132	26.9%	134
	High Chance	30.0%	145	34.8%	167	35.6%	171	36.5%	182
	Very High Chance	31.3%	151	33.5%	161	30.2%	145	28.3%	141
	Don't Know	4.3%	21	4.0%	19	2.5%	12	4.0%	20
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Lung cancer	Very Low Chance	.8%	4	1.3%	6	.4%	2	1.0%	5
	Low Chance	2.5%	12	1.7%	8	3.5%	17	3.0%	15
	Moderate Chance	25.1%	121	20.8%	100	21.7%	104	21.6%	108
	High Chance	28.8%	139	31.0%	149	29.2%	140	32.9%	164
	Very High Chance	39.3%	190	42.3%	203	42.9%	206	39.1%	195
	Don't Know	3.5%	17	2.9%	14	2.1%	10	2.4%	12
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Mouth cancer	Very Low Chance	1.7%	8	2.7%	13	2.3%	11	1.8%	9
	Low Chance	8.5%	41	9.6%	46	12.1%	58	11.0%	55
	Moderate Chance	34.4%	166	30.2%	145	32.3%	155	28.7%	143
	High Chance	25.9%	125	27.9%	134	23.8%	114	30.5%	152
	Very High Chance	24.4%	118	25.2%	121	26.7%	128	23.2%	116
	Don't Know	5.2%	25	4.4%	21	2.7%	13	4.8%	24
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Stroke	Very Low Chance	.8%	4	1.9%	9	.6%	3	1.0%	5
	Low Chance	6.4%	31	4.6%	22	6.7%	32	6.4%	32
	Moderate Chance	33.5%	162	30.2%	145	32.7%	157	29.7%	148
	High Chance	28.6%	138	31.7%	152	28.5%	137	32.7%	163
	Very High Chance	24.4%	118	26.3%	126	25.4%	122	23.4%	117
	Don't Know	6.2%	30	5.4%	26	5.8%	28	6.8%	34
	Decline to Answer	.0%	0	.0%	0	.2%	1	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Serious health problems	Very Low Chance	.4%	2	2.1%	10	1.0%	5	1.0%	5
	Low Chance	2.5%	12	1.7%	8	2.3%	11	3.0%	15
	Moderate Chance	25.5%	123	24.8%	119	25.6%	123	23.4%	117
	High Chance	29.8%	144	31.0%	149	30.6%	147	32.1%	160
	Very High Chance	36.6%	177	38.1%	183	37.5%	180	37.1%	185
	Don't Know	5.0%	24	2.3%	11	2.7%	13	3.4%	17
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Chronic bronchitis	Very Low Chance	23.6%	114	25.2%	121	23.1%	111	25.5%	127
	Low Chance	40.8%	197	41.9%	201	41.3%	198	40.3%	201
	Moderate Chance	25.9%	125	25.2%	121	25.2%	121	22.0%	110
	High Chance	2.5%	12	2.3%	11	4.2%	20	4.4%	22
	Very High Chance	1.4%	7	2.3%	11	1.7%	8	2.6%	13
	Don't Know	5.6%	27	3.1%	15	4.4%	21	5.2%	26
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Emphysema	Very Low Chance	33.3%	161	32.3%	155	27.3%	131	30.9%	154
	Low Chance	41.2%	199	40.4%	194	46.9%	225	40.5%	202
	Moderate Chance	18.2%	88	18.1%	87	17.3%	83	17.2%	86
	High Chance	1.4%	7	1.9%	9	2.9%	14	3.0%	15
	Very High Chance	.8%	4	3.1%	15	2.1%	10	3.4%	17
	Don't Know	4.8%	23	4.2%	20	3.3%	16	5.0%	25
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Gum disease	Very Low Chance	26.3%	127	27.1%	130	28.1%	135	25.3%	126
	Low Chance	36.9%	178	38.5%	185	37.7%	181	36.9%	184
	Moderate Chance	27.7%	134	24.0%	115	26.3%	126	25.7%	128
	High Chance	2.1%	10	3.3%	16	2.3%	11	5.0%	25
	Very High Chance	1.9%	9	2.5%	12	1.5%	7	1.6%	8
	Don't Know	5.0%	24	4.4%	21	4.0%	19	5.6%	28
	Decline to Answer	.2%	1	.2%	1	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Heart disease	Very Low Chance	15.7%	76	16.7%	80	13.8%	66	16.2%	81
	Low Chance	31.1%	150	28.1%	135	30.0%	144	29.3%	146
	Moderate Chance	40.4%	195	43.5%	209	44.2%	212	39.9%	199
	High Chance	5.0%	24	5.0%	24	5.6%	27	5.4%	27
	Very High Chance	2.3%	11	2.5%	12	2.5%	12	3.6%	18
	Don't Know	5.4%	26	4.2%	20	3.8%	18	5.6%	28
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0

		Test Claims Vs. Control (N=1942)							
		Claim 1 (N=483)		Claim 2 (N=480)		Claim 3 (N=480)		Control (N=499)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Lung cancer	Very Low Chance	28.2%	136	27.1%	130	24.4%	117	26.9%	134
	Low Chance	40.2%	194	37.7%	181	39.4%	189	41.7%	208
	Moderate Chance	23.0%	111	27.3%	131	26.3%	126	21.8%	109
	High Chance	2.5%	12	2.3%	11	2.9%	14	3.0%	15
	Very High Chance	1.0%	5	2.5%	12	3.5%	17	3.0%	15
	Don't Know	5.0%	24	3.1%	15	3.3%	16	3.6%	18
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Mouth cancer	Very Low Chance	36.2%	175	35.8%	172	36.9%	177	37.3%	186
	Low Chance	42.9%	207	39.8%	191	40.8%	196	41.9%	209
	Moderate Chance	13.3%	64	16.5%	79	15.2%	73	11.6%	58
	High Chance	1.0%	5	1.0%	5	1.3%	6	2.4%	12
	Very High Chance	1.7%	8	2.3%	11	2.3%	11	2.2%	11
	Don't Know	4.8%	23	4.6%	22	3.3%	16	4.4%	22
	Decline to Answer	.2%	1	.0%	0	.2%	1	.2%	1
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Stroke	Very Low Chance	15.3%	74	16.5%	79	13.1%	63	16.0%	80
	Low Chance	28.8%	139	28.8%	138	30.4%	146	31.5%	157
	Moderate Chance	44.5%	215	43.5%	209	44.2%	212	39.5%	197
	High Chance	4.1%	20	5.2%	25	4.8%	23	5.2%	26
	Very High Chance	1.2%	6	2.3%	11	2.1%	10	2.8%	14
	Don't Know	5.8%	28	3.8%	18	5.2%	25	5.0%	25
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Serious health problems	Very Low Chance	14.7%	71	16.7%	80	12.9%	62	16.4%	82
	Low Chance	32.3%	156	27.5%	132	30.0%	144	27.1%	135
	Moderate Chance	39.8%	192	43.1%	207	43.5%	209	42.1%	210
	High Chance	5.8%	28	5.2%	25	5.4%	26	5.8%	29
	Very High Chance	1.7%	8	3.1%	15	3.3%	16	3.6%	18
	Don't Know	5.6%	27	4.4%	21	4.6%	22	5.0%	25
	Decline to Answer	.2%	1	.0%	0	.2%	1	.0%	0

Table 15f. Perceptions of Absolute Health Risks (Prior to Viewing Video Claims) by Test Claims vs. Control - Current Smokeless Tobacco Users Legal Age (per State) and Older

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Chronic bronchitis	Very Low Chance	2.0%	5	2.1%	5	2.1%	5	.4%	1
	Low Chance	3.3%	8	2.5%	6	4.1%	10	1.2%	3
	Moderate Chance	18.4%	45	16.9%	41	16.6%	40	19.5%	47
	High Chance	41.2%	101	46.1%	112	41.1%	99	43.2%	104
	Very High Chance	30.2%	74	28.4%	69	32.8%	79	32.8%	79
	Don't Know	4.9%	12	3.7%	9	3.3%	8	2.9%	7
	Decline to Answer	.0%	0	.4%	1	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Emphysema	Very Low Chance	1.2%	3	1.2%	3	1.2%	3	1.2%	3
	Low Chance	2.9%	7	2.1%	5	2.9%	7	2.9%	7
	Moderate Chance	13.9%	34	13.6%	33	15.8%	38	13.3%	32
	High Chance	38.8%	95	44.4%	108	38.6%	93	41.9%	101
	Very High Chance	36.7%	90	33.7%	82	37.3%	90	38.2%	92
	Don't Know	6.1%	15	4.9%	12	4.1%	10	2.5%	6
	Decline to Answer	.4%	1	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Gum disease	Very Low Chance	3.3%	8	4.1%	10	5.8%	14	1.2%	3
	Low Chance	19.6%	48	16.9%	41	12.9%	31	12.9%	31
	Moderate Chance	30.6%	75	30.9%	75	32.4%	78	36.9%	89
	High Chance	24.9%	61	30.5%	74	28.6%	69	27.0%	65
	Very High Chance	17.1%	42	13.2%	32	16.6%	40	19.5%	47
	Don't Know	4.1%	10	4.5%	11	3.7%	9	2.5%	6
	Decline to Answer	.4%	1	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Heart disease	Very Low Chance	.4%	1	.0%	0	2.9%	7	.8%	2
	Low Chance	2.4%	6	2.9%	7	1.7%	4	1.7%	4
	Moderate Chance	23.3%	57	21.8%	53	21.2%	51	22.4%	54
	High Chance	41.2%	101	42.4%	103	39.0%	94	44.4%	107
	Very High Chance	28.2%	69	28.0%	68	31.5%	76	29.0%	70
	Don't Know	4.5%	11	4.5%	11	2.9%	7	1.7%	4
	Decline to Answer	.0%	0	.4%	1	.8%	2	.0%	0

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Lung cancer	Very Low Chance	2.0%	5	2.5%	6	2.5%	6	.4%	1
	Low Chance	1.6%	4	2.9%	7	3.7%	9	2.1%	5
	Moderate Chance	15.9%	39	11.9%	29	18.3%	44	12.0%	29
	High Chance	39.2%	96	36.6%	89	28.2%	68	34.4%	83
	Very High Chance	38.8%	95	43.6%	106	44.8%	108	50.2%	121
	Don't Know	2.4%	6	2.1%	5	2.5%	6	.8%	2
	Decline to Answer	.0%	0	.4%	1	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Mouth cancer	Very Low Chance	2.9%	7	5.8%	14	5.4%	13	2.1%	5
	Low Chance	15.9%	39	12.3%	30	13.3%	32	12.0%	29
	Moderate Chance	37.6%	92	34.6%	84	32.0%	77	39.8%	96
	High Chance	23.3%	57	28.4%	69	28.2%	68	24.5%	59
	Very High Chance	16.3%	40	14.4%	35	17.8%	43	20.3%	49
	Don't Know	3.7%	9	4.5%	11	3.3%	8	1.2%	3
	Decline to Answer	.4%	1	.0%	0	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Stroke	Very Low Chance	1.6%	4	2.1%	5	2.9%	7	.8%	2
	Low Chance	5.7%	14	2.5%	6	2.5%	6	3.3%	8
	Moderate Chance	25.3%	62	28.4%	69	25.7%	62	26.1%	63
	High Chance	39.6%	97	39.5%	96	38.6%	93	41.1%	99
	Very High Chance	21.2%	52	23.5%	57	25.3%	61	23.7%	57
	Don't Know	6.5%	16	3.7%	9	5.0%	12	5.0%	12
	Decline to Answer	.0%	0	.4%	1	.0%	0	.0%	0
Perceived chance a person who SMOKES cigarettes every day but uses no other tobacco products suffers from the following condition - Serious health problems	Very Low Chance	.8%	2	1.2%	3	1.2%	3	.8%	2
	Low Chance	3.3%	8	1.6%	4	4.1%	10	1.7%	4
	Moderate Chance	14.7%	36	16.0%	39	17.4%	42	17.4%	42
	High Chance	46.1%	113	41.2%	100	36.1%	87	42.7%	103
	Very High Chance	32.7%	80	37.0%	90	39.0%	94	36.1%	87
	Don't Know	2.0%	5	2.5%	6	2.1%	5	1.2%	3
	Decline to Answer	.4%	1	.4%	1	.0%	0	.0%	0

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Chronic bronchitis	Very Low Chance	20.0%	49	22.2%	54	22.0%	53	24.1%	58
	Low Chance	53.9%	132	50.6%	123	46.5%	112	47.7%	115
	Moderate Chance	15.9%	39	18.9%	46	20.3%	49	21.6%	52
	High Chance	4.1%	10	3.3%	8	5.4%	13	3.7%	9
	Very High Chance	.8%	2	1.6%	4	2.9%	7	1.7%	4
	Don't Know	5.3%	13	3.3%	8	2.9%	7	1.2%	3
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Emphysema	Very Low Chance	33.9%	83	27.2%	66	29.0%	70	29.5%	71
	Low Chance	44.1%	108	50.2%	122	46.1%	111	46.9%	113
	Moderate Chance	13.1%	32	14.0%	34	14.1%	34	16.2%	39
	High Chance	3.3%	8	2.1%	5	5.4%	13	2.9%	7
	Very High Chance	1.2%	3	2.1%	5	.8%	2	2.1%	5
	Don't Know	4.5%	11	4.5%	11	4.6%	11	2.1%	5
	Decline to Answer	.0%	0	.0%	0	.0%	0	.4%	1
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Gum disease	Very Low Chance	28.2%	69	32.5%	79	22.8%	55	31.5%	76
	Low Chance	42.9%	105	39.9%	97	42.7%	103	42.3%	102
	Moderate Chance	19.6%	48	17.7%	43	24.5%	59	20.7%	50
	High Chance	3.3%	8	4.1%	10	4.6%	11	2.5%	6
	Very High Chance	2.0%	5	1.6%	4	1.7%	4	2.1%	5
	Don't Know	4.1%	10	4.1%	10	3.7%	9	.8%	2
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Heart disease	Very Low Chance	13.9%	34	9.5%	23	14.9%	36	13.7%	33
	Low Chance	36.3%	89	35.0%	85	24.1%	58	32.8%	79
	Moderate Chance	38.8%	95	44.0%	107	47.7%	115	44.4%	107
	High Chance	4.1%	10	7.4%	18	8.3%	20	5.0%	12
	Very High Chance	2.0%	5	1.6%	4	1.2%	3	2.1%	5
	Don't Know	4.9%	12	2.5%	6	3.7%	9	2.1%	5
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0

		Test Claims Vs. Control (N=970)							
		Claim 1 (N=245)		Claim 2 (N=243)		Claim 3 (N=241)		Control (N=241)	
		%	n	%	n	%	n	%	n
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Lung cancer	Very Low Chance	30.2%	74	24.7%	60	22.8%	55	29.9%	72
	Low Chance	45.7%	112	49.8%	121	51.0%	123	45.2%	109
	Moderate Chance	16.3%	40	17.3%	42	17.4%	42	18.7%	45
	High Chance	2.4%	6	3.7%	9	5.0%	12	3.7%	9
	Very High Chance	2.4%	6	2.1%	5	.8%	2	1.7%	4
	Don't Know	2.9%	7	2.5%	6	2.9%	7	.8%	2
	Decline to Answer	.0%	0	.0%	0	.0%	0	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Mouth cancer	Very Low Chance	39.6%	97	40.3%	98	33.2%	80	42.3%	102
	Low Chance	44.5%	109	39.1%	95	45.2%	109	38.6%	93
	Moderate Chance	9.8%	24	12.8%	31	10.0%	24	12.0%	29
	High Chance	1.6%	4	2.1%	5	5.8%	14	3.3%	8
	Very High Chance	1.6%	4	2.5%	6	2.1%	5	2.5%	6
	Don't Know	2.9%	7	3.3%	8	3.3%	8	1.2%	3
	Decline to Answer	.0%	0	.0%	0	.4%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Stroke	Very Low Chance	13.1%	32	11.1%	27	13.7%	33	12.9%	31
	Low Chance	38.0%	93	36.6%	89	29.0%	70	33.6%	81
	Moderate Chance	37.1%	91	42.8%	104	47.3%	114	46.5%	112
	High Chance	5.3%	13	3.7%	9	4.6%	11	3.7%	9
	Very High Chance	.4%	1	1.6%	4	.8%	2	1.7%	4
	Don't Know	6.1%	15	4.1%	10	4.1%	10	1.7%	4
	Decline to Answer	.0%	0	.0%	0	.4%	1	.0%	0
Perceived chance of a typical person who has NEVER used tobacco or nicotine products suffers from the following condition - Serious health problems	Very Low Chance	14.7%	36	9.9%	24	11.2%	27	13.7%	33
	Low Chance	36.3%	89	34.6%	84	26.6%	64	36.1%	87
	Moderate Chance	39.6%	97	43.2%	105	48.1%	116	39.8%	96
	High Chance	3.7%	9	5.8%	14	6.2%	15	6.2%	15
	Very High Chance	2.4%	6	3.7%	9	2.5%	6	2.1%	5
	Don't Know	3.3%	8	2.9%	7	5.0%	12	2.1%	5
	Decline to Answer	.0%	0	.0%	0	.4%	1	.0%	0

SIGNATURE PAGE

I approve of this *General Snus*[®] final report.

Name (typed or printed): **Lulu Lee, PhD, Director, Health Outcomes Research**

Institution: **Kantar Health, Inc.**

Signature:  Date: **30 July 2018**
(Day Month Year)

Name (typed or printed): **Steve Seiferheld, Director of Market Research**

Institution: **Swedish Match North America**

Signature:  Date: **30 July 2018**
(Day Month Year)