

Table 16aS. Hypothesis 1.1. Among TNP non-user groups, the likelihood to buy *General Snus* by test claims vs. control - never tobacco users - legal age to age 24

	Control Vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=475)			Claim 2 (N= 479)			Claim 3 (N=468)			Control (N=472)					
	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>	475	.35	1.23	479	.38	1.46	468	.35	1.42	472	.36	1.42	0.588	0.425	0.542

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].

Table 16bS. Hypothesis 1.1. Among TNP non-user groups, the likelihood to buy *General Snus* by test claims vs. control - never tobacco users - aged older than 24 years

	Control Vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N= 470)			Claim 2 (N= 461)			Claim 3 (N=483)			Control (N=487)					
	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>	470	.23	1.15	461	.23	1.10	483	.23	1.10	487	.27	1.11	0.683	0.685	0.709

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

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

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

Table 16cS. Hypothesis 1.1. Among TNP non-user groups, the likelihood to buy *General Snus* by test claims vs. control - former cigarette smokers

	Block selected												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=488)			Claim 2 (N=482)			Claim 3 (N=483)			Control (N=472)					
	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>	488	.31	1.11	482	.30	1.14	483	.27	1.03	472	.20	.89	0.042	0.052	0.118

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

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

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

Table 17aS. Hypothesis 1.2. Among TNP user groups, the likelihood to buy *General Snus* by test claims vs. control - current cigarette users - legal age to 24

	Control Vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=451)			Claim 2 (N=452)			Claim 3 (N=446)			Control (N=458)					
	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>	451	2.19	2.81	452	2.14	2.77	446	2.06	2.74	458	1.84	2.53	0.027	0.047	0.108

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].

Table 17bS. Hypothesis 1.2. Among TNP user groups, the likelihood to buy *General Snus* by test claims vs. control - current cigarette users - aged older than 24 years

	Control Vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=479)			Claim 2 (N=470)			Claim 3 (N=472)			Control (N=486)					
	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>	479	2.00	2.82	470	1.71	2.46	472	1.69	2.62	486	1.45	2.48	0.001***	0.052	0.076

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].

Table 17cS. Hypothesis 1.2. Among TNP user groups, the likelihood to buy *General Snus* by test claims vs. control - current smokeless tobacco users

	Block selected												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=242)			Claim 2 (N=241)			Claim 3 (N=235)			Control (N=237)					
	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>	242	3.74	2.86	241	3.86	2.96	235	3.76	2.70	237	3.36	2.78	0.072	0.03	0.058

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].

Table 18aS. Hypotheses 1.3 and 1.4. Among current smokers, the likelihood to smoke cigarettes and use aids to stop smoking moving forward by test claims vs. control - current cigarette users - legal age to 24

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control ((N=458)				
		%	n	%	n	%	n	%	n			
Use cigarettes moving forward	Quit completely/cut back use	69.1%	302	72.0%	317	71.2%	314	67.9%	304	0.344	0.087	0.139
	Use the same amount/use more	30.9%	135	28.0%	123	28.8%	127	32.1%	144			
	<i>Don't Know</i>	-	14	-	9	-	5	-	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	53.6%	30	41.8%	23	49.2%	31	56.7%	38	0.637	0.949	0.804
	Use the same amount/use more	46.4%	26	58.2%	32	50.8%	32	43.3%	29			
	<i>Don't Know</i>	-	2	-	2	-	1	-	0			
	<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 18bS. Hypotheses 1.3 and 1.4. Among current smokers, the likelihood to smoke cigarettes and use aids to stop smoking moving forward by test claims vs. control - current cigarette users - aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	n	%	n	%	n	%	n			
Use cigarettes moving forward	Quit completely/cut back use	69.4%	317	68.4%	303	69.4%	317	68.2%	321	0.345	0.468	0.345
	Use the same amount/use more	30.6%	140	31.6%	140	30.6%	140	31.8%	150			
	<i>Don't Know</i>	-	22	-	26	-	15	-	15			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0			
Use aids that help stop smoking (e.g. Nicorette, Nicoderm CQ) moving forward	Quit completely/cut back use	54.9%	39	58.0%	40	50.8%	30	51.5%	35	0.341	0.222	0.528
	Use the same amount/use more	45.1%	32	42.0%	29	49.2%	29	48.5%	33			
	<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.

Table 19aS. Hypothesis 1.5. Among current smokers, the intention to quit smoking cigarettes by test claims vs. control - current cigarette users - legal age to 24

	Control Vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=451)			Claim 2 (N=452)			Claim 3 (N=446)			Control (N=458)					
	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation	Valid N	Mean	Standard Deviation n	Valid N	Mean	Standard Deviation			
MTSS Intention to quit cigarettes	445	3.38	1.90	449	3.47	1.81	437	3.42	1.83	454	3.28	1.77	0.803	0.944	0.879
MTSS Intention to quit cigarettes - Don't Know	6	-	-	3	-	-	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.

Table 19bS. Hypothesis 1.5. Among current smokers, the intention to quit smoking cigarettes by test claims vs. control - current cigarette users - aged older than 24 years

	Control Vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=479)			Claim 2 (N=470)			Claim 3 (N=472)			Control (N=486)					
	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	469	3.60	1.76	462	3.71	1.76	465	3.51	1.77	478	3.68	1.79	0.248	0.623	0.074
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.

Table 20aS. Hypothesis 1.6. Among TNP user groups, the intention to quit all other current TNP(s) (excludes cigarettes and aids to stop smoking) by test claims vs. control - current cigarette users - legal age to 24

	Control Vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=451)			Claim 2 (N=452)			Claim 3 (N=446)			Control (N=458)					
	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)	343	2.44	1.97	350	2.82	2.17	343	2.54	2.00	365	2.48	1.99	0.397	0.985	0.656
MTSS Intention to quit - All other current TNPs - Don't Know	13	-	-	8	-	-	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.

Table 20bS. Hypothesis 1.6. Among TNP user groups, the intention to quit all other current TNP(s) (excludes cigarettes and aids to stop smoking) by test claims vs. control - current cigarette users - aged older than 24 years

	Control Vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=479)			Claim 2 (N=470)			Claim 3 (N=472)			Control (N=486)					
	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)	272	3.29	2.09	257	3.28	2.00	260	3.30	2.05	245	3.42	2.10	0.235	0.222	0.251
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.

Table 20cS. Hypothesis 1.6. Among TNP user groups, the intention to quit all other current TNP(s) (excludes cigarettes and aids to stop smoking) by test claims vs. control - current smokeless tobacco users

	Control Vs. Claims (1/2/3)												p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
	Claim 1 (N=242)			Claim 2 (N=241)			Claim 3 (N=235)			Control (N=237)					
	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)	238	2.62	1.62	240	2.65	1.70	229	2.57	1.57	237	2.52	1.74	0.73	0.79	0.625
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.

Table 21aS . Hypothesis 2.1 Perceptions of absolute risk of health conditions to a person who uses *General Snus* daily and no other TNP by test claims vs. control - Never tobacco users legal age (per state) - 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=475)		Claim 2 (N= 479)		Claim 3 (N=468)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	37.9%	169	41.8%	182	34.2%	151	30.0%	122	0.008**	<0.001***	0.096
	Moderate chance/high chance/very high chance	62.1%	277	58.2%	253	65.8%	290	70.0%	284			
	<i>Don't Know</i>	-	28	-	43	-	25	-	65			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	1			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	37.3%	162	36.7%	146	31.7%	127	23.5%	84	<0.001***	<0.001**	0.006*
	Moderate chance/high chance/very high chance	62.7%	272	63.3%	252	68.3%	274	76.5%	273			
	<i>Don't Know</i>	-	40	-	80	-	64	-	113			
	<i>Decline to Answer</i>	-	1	-	1	-	3	-	2			
Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	38.4%	173	41.8%	183	35.9%	161	29.7%	123	0.003**	<0.001***	0.026*
	Moderate chance/high chance/very high chance	61.6%	277	58.2%	255	64.1%	287	70.3%	291			
	<i>Don't Know</i>	-	24	-	40	-	19	-	57			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	1			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	22.5%	102	18.2%	80	12.0%	54	7.6%	32	<0.001***	<0.001**	0.016*
	Moderate chance/high chance/very high chance	77.5%	351	81.8%	359	88.0%	397	92.4%	387			
	<i>Don't Know</i>	-	22	-	39	-	15	-	53			
	<i>Decline to Answer</i>	-	0	-	1	-	2	-	0			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	20.4%	93	12.1%	54	9.5%	43	5.3%	23	<0.001***	<0.001**	0.010*
	Moderate chance/high chance/very high chance	79.6%	363	87.9%	394	90.5%	412	94.7%	407			
	<i>Don't Know</i>	-	19	-	26	-	11	-	42			
	<i>Decline to Answer</i>	-	0	-	5	-	2	-	0			

Absolute risk of <u>heart disease</u>	Very low chance/low Chance	28.3%	127	31.6%	136	20.5%	89	15.4%	63	<0.001***	<0.001**	0.028*
	Moderate chance/high chance/very high chance	71.7%	321	68.4%	294	79.5%	345	84.6%	345			
	<i>Don't Know</i>	-	23	-	48	-	33	-	64			
	<i>Decline to Answer</i>	-	4	-	1	-	1	-	0			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	19.4%	89	12.9%	58	9.5%	43	5.3%	23	<0.001***	<0.001**	0.010*
	Moderate chance/high chance/very high chance	80.6%	370	87.1%	393	90.5%	411	94.7%	407			
	<i>Don't Know</i>	-	16	-	27	-	13	-	42			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	0			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	32.1%	141	27.7%	119	23.1%	98	19.3%	77	<0.001***	0.002**	0.088
	Moderate chance/high chance/very high chance	67.9%	298	72.3%	311	76.9%	326	80.8%	323			
	<i>Don't Know</i>	-	36	-	48	-	43	-	71			
	<i>Decline to Answer</i>	-	0	-	1	-	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.

Table 21bS. Hypothesis 2.1 Perceptions of absolute risk of health conditions to a person who uses *General Snus* daily and no other TNP by test claims vs. control - Never tobacco users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 470)		Claim 2 (N= 461)		Claim 3 (N=483)		Control (N=487)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	45.0%	190	41.0%	159	41.2%	178	29.1%	116	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	55.0%	232	59.0%	229	58.8%	254	70.9%	283			
	<i>Don't Know</i>	-	48	-	72	-	50	-	88			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	0			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	43.7%	183	40.4%	155	41.1%	178	28.8%	115	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	56.3%	236	59.6%	229	58.9%	255	71.2%	284			
	<i>Don't Know</i>	-	51	-	77	-	49	-	88			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			

Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	43.7%	185	38.9%	153	42.6%	190	25.6%	104	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	56.3%	238	61.1%	240	57.4%	256	74.4%	303			
	<i>Don't Know</i>	-	47	-	68	-	37	-	79			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	29.2%	122	16.4%	65	21.4%	95	11.9%	51	<0.001***	0.033*	<0.001**
	Moderate chance/high chance/very high chance	70.8%	296	83.6%	331	78.6%	348	88.1%	376			
	<i>Don't Know</i>	-	51	-	65	-	40	-	60			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	22.7%	97	10.7%	44	16.0%	72	7.8%	34	<0.001***	0.076	<0.001**
	Moderate chance/high chance/very high chance	77.3%	330	89.3%	368	84.0%	379	92.2%	400			
	<i>Don't Know</i>	-	43	-	49	-	32	-	53			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	35.9%	150	24.5%	95	26.0%	114	15.1%	61	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	64.1%	268	75.5%	292	74.0%	324	84.9%	344			
	<i>Don't Know</i>	-	51	-	74	-	45	-	82			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	24.0%	104	12.2%	50	15.6%	71	6.8%	30	<0.001***	0.004*	<0.001**
	Moderate chance/high chance/very high chance	76.0%	330	87.8%	361	84.4%	383	93.2%	408			
	<i>Don't Know</i>	-	36	-	50	-	28	-	49			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	36.6%	151	26.1%	99	28.1%	121	17.9%	71	<0.001***	0.003*	<0.001**
	Moderate chance/high chance/very high chance	63.4%	262	73.9%	281	71.9%	309	82.1%	325			
	<i>Don't Know</i>	-	56	-	81	-	53	-	91			
	<i>Decline to Answer</i>	-	1	-	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 21cS. Hypothesis 2.1 Perceptions of absolute risk of health conditions to a person who uses *General Snus* daily and no other TNP by test claims vs. control - Former cigarette smokers users legal age (per state) 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=488)		Claim 2 (N=482)		Claim 3 (N=483)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	57.8%	258	48.6%	211	50.7%	218	37.7%	152	<0.001***	0.001*	<0.001**
	Moderate chance/high chance/very high chance	42.2%	188	51.4%	223	49.3%	212	62.3%	251			
	<i>Don't Know</i>	-	41	-	48	-	53	-	69			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	60.0%	269	52.8%	228	53.3%	233	39.1%	156	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	40.0%	179	47.2%	204	46.7%	204	60.9%	243			
	<i>Don't Know</i>	-	40	-	50	-	46	-	73			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	58.2%	260	49.0%	215	50.0%	221	36.1%	146	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	41.8%	187	51.0%	224	50.0%	221	63.9%	258			
	<i>Don't Know</i>	-	40	-	43	-	41	-	68			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	33.5%	148	20.9%	90	18.0%	79	11.5%	48	<0.001***	<0.001**	0.004*
	Moderate chance/high chance/very high chance	66.5%	294	79.1%	340	82.0%	359	88.5%	370			
	<i>Don't Know</i>	-	46	-	52	-	45	-	54			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	24.8%	113	10.4%	47	8.8%	40	6.2%	27	<0.001***	0.011**	0.068
	Moderate chance/high chance/very high chance	75.2%	342	89.6%	404	91.2%	414	93.8%	410			
	<i>Don't Know</i>	-	33	-	31	-	29	-	35			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	41.0%	181	27.3%	117	25.4%	108	18.3%	73	<0.001***	0.001**	0.007*
	Moderate chance/high chance/very high chance	59.0%	261	72.7%	311	74.6%	318	81.8%	327			
	<i>Don't Know</i>	-	46	-	53	-	57	-	72			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0			

Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	24.3%	111	10.8%	49	8.8%	40	4.8%	21	<0.001***	<0.001**	0.010*
	Moderate chance/high chance/very high chance	75.7%	346	89.2%	405	91.2%	413	95.2%	413			
	<i>Don't Know</i>	-	31	-	28	-	29	-	38	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Absolute risk of <u>stroke</u>	Very low chance/low Chance	41.1%	179	29.6%	126	27.4%	115	17.2%	69	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	58.9%	257	70.4%	299	72.6%	304	82.8%	333			
	<i>Don't Know</i>	-	52	-	57	-	63	-	70	-	-	-
	<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.

Table 21dS. Hypothesis 2.1 Perceptions of absolute risk of health conditions to a person who uses *General Snus* daily and no other TNP by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	56.8%	247	54.1%	232	51.3%	215	38.7%	164	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	43.2%	188	45.9%	197	48.7%	204	61.3%	260			
	<i>Don't Know</i>	-	16	-	22	-	26	-	33	-	-	-
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	1	-	-	-
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	57.2%	243	50.5%	209	51.1%	212	36.2%	147	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	42.8%	182	49.5%	205	48.9%	203	63.8%	259			
	<i>Don't Know</i>	-	25	-	37	-	27	-	50	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	4	-	2	-	-	-

Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	60.2%	263	54.9%	237	53.4%	229	44.2%	188	<0.001***	0.001**	0.004*
	Moderate chance/high chance/very high chance	39.8%	174	45.1%	195	46.6%	200	55.8%	237			
	<i>Don't Know</i>	-	14	-	16	-	16	-	31			
	<i>Decline to Answer</i>	-	0	-	4	-	1	-	2			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	33.8%	147	23.9%	104	24.1%	103	10.5%	45	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	66.2%	288	76.1%	331	75.9%	325	89.5%	384			
	<i>Don't Know</i>	-	16	-	16	-	15	-	28			
	<i>Decline to Answer</i>	-	0	-	1	-	3	-	1			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	27.2%	119	19.6%	86	15.5%	67	6.2%	27	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	72.8%	318	80.4%	353	84.5%	366	93.8%	408			
	<i>Don't Know</i>	-	13	-	11	-	12	-	22			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	1			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	44.1%	190	37.0%	157	33.4%	142	19.9%	83	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	55.9%	241	63.0%	267	66.6%	283	80.1%	335			
	<i>Don't Know</i>	-	19	-	27	-	20	-	37			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	3			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	27.6%	121	19.8%	87	14.9%	64	5.9%	26	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	72.4%	318	80.2%	353	85.1%	366	94.1%	411			
	<i>Don't Know</i>	-	10	-	11	-	13	-	20			
	<i>Decline to Answer</i>	-	2	-	1	-	3	-	1			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	46.7%	200	39.6%	169	32.7%	137	22.4%	94	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	53.3%	228	60.4%	258	67.3%	282	77.6%	325			
	<i>Don't Know</i>	-	21	-	23	-	25	-	37			
	<i>Decline to Answer</i>	-	2	-	2	-	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.

Table 21eS. Hypothesis 2.1 Perceptions of absolute risk of health conditions to a person who uses *General Snus* daily and no other TNP by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	62.7%	283	59.8%	257	59.4%	263	49.2%	214	<0.001***	0.001**	0.001*
	Moderate chance/high chance/very high chance	37.3%	168	40.2%	173	40.6%	180	50.8%	221			
	<i>Don't Know</i>	-	27	-	40	-	29	-	51			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	64.4%	291	60.0%	259	63.0%	279	49.7%	215	<0.001***	0.001*	<0.001**
	Moderate chance/high chance/very high chance	35.6%	161	40.0%	173	37.0%	164	50.3%	218			
	<i>Don't Know</i>	-	26	-	38	-	29	-	53			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	65.1%	295	58.0%	250	60.7%	272	50.7%	221	<0.001***	0.015*	0.002**
	Moderate chance/high chance/very high chance	34.9%	158	42.0%	181	39.3%	176	49.3%	215			
	<i>Don't Know</i>	-	25	-	39	-	24	-	50			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	45.0%	200	32.3%	138	35.0%	154	18.3%	81	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	55.0%	244	67.7%	289	65.0%	286	81.7%	362			
	<i>Don't Know</i>	-	34	-	43	-	32	-	43			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	31.7%	145	19.3%	85	18.6%	84	7.7%	35	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	68.3%	312	80.7%	356	81.4%	367	92.3%	420			
	<i>Don't Know</i>	-	21	-	28	-	21	-	30			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	1			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	49.8%	224	40.1%	171	38.3%	166	28.8%	124	<0.001***	<0.001**	0.002*
	Moderate chance/high chance/very high chance	50.2%	226	59.9%	255	61.7%	267	71.2%	307			
	<i>Don't Know</i>	-	28	-	44	-	39	-	54			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1			

Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	33.6%	154	20.1%	90	18.2%	82	7.8%	36	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	66.4%	304	79.9%	357	81.8%	369	92.2%	423			
	<i>Don't Know</i>	-	19	-	22	-	21	-	27			
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	0			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	53.6%	241	41.3%	174	45.8%	196	29.6%	127	<0.001***	<0.001**	<0.001*
	Moderate chance/high chance/very high chance	46.4%	209	58.7%	247	54.2%	232	70.4%	302			
	<i>Don't Know</i>	-	28	-	49	-	44	-	57			
	<i>Decline to Answer</i>	-	1	-	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 21fS. Hypothesis 2.1 Perceptions of absolute risk of health conditions to a person who uses *General Snus* daily and no other TNP by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	n	%	n	%	n	%	n			
Absolute risk of <u>chronic bronchitis</u>	Very low chance/low Chance	70.7%	164	70.2%	160	63.8%	141	59.1%	133	0.005***	0.007**	0.154
	Moderate chance/high chance/very high chance	29.3%	68	29.8%	68	36.2%	80	40.9%	92			
	<i>Don't Know</i>	-	10	-	13	-	14	-	12			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>emphysema</u>	Very low chance/low Chance	73.2%	167	70.8%	160	69.1%	152	63.7%	144	0.014***	0.054	0.115
	Moderate chance/high chance/very high chance	26.8%	61	29.2%	66	30.9%	68	36.3%	82			
	<i>Don't Know</i>	-	14	-	15	-	15	-	11			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>lung cancer</u>	Very low chance/low Chance	73.2%	169	70.1%	157	67.6%	150	61.7%	140	0.004***	0.03	0.096
	Moderate chance/high chance/very high chance	26.8%	62	29.9%	67	32.4%	72	38.3%	87			
	<i>Don't Know</i>	-	11	-	14	-	13	-	10			
	<i>Decline to Answer</i>	-	0	-	3	-	0	-	0			

Absolute risk of <u>serious health problems</u>	Very low chance/low Chance	45.5%	105	36.6%	83	30.0%	66	24.1%	55	<0.001***	0.002**	0.081
	Moderate chance/high chance/very high chance	54.5%	126	63.4%	144	70.0%	154	75.9%	173			
	<i>Don't Know</i>	-	10	-	14	-	15	-	9			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Absolute risk of <u>gum disease</u>	Very low chance/low Chance	27.5%	64	21.0%	48	15.9%	36	9.2%	21	<0.001***	<0.001**	0.015*
	Moderate chance/high chance/very high chance	72.5%	169	79.0%	181	84.1%	191	90.8%	208			
	<i>Don't Know</i>	-	9	-	12	-	7	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Absolute risk of <u>heart disease</u>	Very low chance/low Chance	54.3%	126	45.8%	103	36.2%	80	28.4%	64	<0.001***	<0.001**	0.040*
	Moderate chance/high chance/very high chance	45.7%	106	54.2%	122	63.8%	141	71.6%	161			
	<i>Don't Know</i>	-	10	-	16	-	14	-	12			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Absolute risk of <u>mouth cancer</u>	Very low chance/low Chance	26.1%	61	16.7%	38	15.0%	34	9.6%	22	<0.001***	0.013**	0.039*
	Moderate chance/high chance/very high chance	73.9%	173	83.3%	190	85.0%	192	90.4%	207			
	<i>Don't Know</i>	-	8	-	13	-	8	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Absolute risk of <u>stroke</u>	Very low chance/low Chance	56.5%	130	45.6%	103	35.3%	77	29.9%	67	<0.001***	<0.001**	0.112
	Moderate chance/high chance/very high chance	43.5%	100	54.4%	123	64.7%	141	70.1%	157			
	<i>Don't Know</i>	-	12	-	15	-	17	-	13			
	<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 22aS . Hypotheses 3.1.1. and 3.1.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. cigarettes daily by test claims vs. control - Never tobacco users legal age (per state) - 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=475)		Claim 2 (N= 479)		Claim 3 (N=468)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	70.3%	315	67.1%	298	68.2%	298	51.1%	214	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	29.7%	133	32.9%	146	31.8%	139	48.9%	205			
	<i>Don't Know</i>	-	25	-	33	-	27	-	50			
	<i>Decline to Answer</i>	-	2	-	2	-	4	-	3			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	71.4%	310	64.1%	264	58.3%	245	46.3%	182	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	28.6%	124	35.9%	148	41.7%	175	53.7%	211			
	<i>Don't Know</i>	-	40	-	66	-	45	-	76			
	<i>Decline to Answer</i>	-	1	-	1	-	3	-	3			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	71.6%	326	67.3%	302	67.6%	302	56.3%	243	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	28.4%	129	32.7%	147	32.4%	145	43.8%	189			
	<i>Don't Know</i>	-	20	-	29	-	19	-	40			
	<i>Decline to Answer</i>	-	0	-	1	-	2	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	52.6%	236	44.6%	201	41.3%	183	25.2%	109	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	47.4%	213	55.4%	250	58.7%	260	74.8%	323			
	<i>Don't Know</i>	-	25	-	27	-	24	-	39			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	1			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	77.1%	350	67.4%	304	60.9%	271	56.0%	244	>.999	>.999	0.931
	A higher chance/A much higher chance	22.9%	104	32.6%	147	39.1%	174	44.0%	192			
	<i>Don't Know</i>	-	20	-	26	-	22	-	35			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	1			

Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	91.3%	410	88.9%	391	89.0%	387	87.6%	361	0.962	0.713	0.729
	A higher chance/A much higher chance	8.7%	39	11.1%	49	11.0%	48	12.4%	51			
	<i>Don't Know</i>	-	24	-	37	-	31	-	59	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	2	-	1	-	-	-
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	79.9%	362	70.2%	315	63.6%	280	60.1%	259	>.999	0.999	0.859
	A higher chance/A much higher chance	20.1%	91	29.8%	134	36.4%	160	39.9%	172			
	<i>Don't Know</i>	-	19	-	28	-	26	-	40	-	-	-
	<i>Decline to Answer</i>	-	3	-	2	-	2	-	1	-	-	-
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	89.4%	397	90.0%	387	86.2%	369	89.6%	371	0.462	0.574	0.065
	A higher chance/A much higher chance	10.6%	47	10.0%	43	13.8%	59	10.4%	43			
	<i>Don't Know</i>	-	29	-	47	-	37	-	58	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	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.

Table 22bS. Hypotheses 3.1.1. and 3.1.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. cigarettes daily by test claims vs. control - Never tobacco users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 470)		Claim 2 (N= 461)		Claim 3 (N=483)		Control (N=487)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	72.9%	318	69.9%	285	71.1%	318	47.2%	197	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	27.1%	118	30.1%	123	28.9%	129	52.8%	220			
	<i>Don't Know</i>	-	34	-	51	-	35	-	70			
	<i>Decline to Answer</i>	-	0	-	2	-	1	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	71.9%	317	69.1%	279	73.7%	323	51.2%	216	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	28.1%	124	30.9%	125	26.3%	115	48.8%	206			
	<i>Don't Know</i>	-	28	-	57	-	45	-	65			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	73.7%	330	72.2%	301	76.0%	345	49.1%	210	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	26.3%	118	27.8%	116	24.0%	109	50.9%	218			
	<i>Don't Know</i>	-	21	-	43	-	29	-	58			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	56.1%	248	43.2%	180	48.7%	214	25.7%	110	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	43.9%	194	56.8%	237	51.3%	225	74.3%	318			
	<i>Don't Know</i>	-	27	-	43	-	44	-	58			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	1			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	77.3%	338	63.6%	262	67.4%	296	58.7%	257	>.999	0.929	0.996
	A higher chance/A much higher chance	22.7%	99	36.4%	150	32.6%	143	41.3%	181			
	<i>Don't Know</i>	-	32	-	49	-	44	-	48	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1	-	-	-

Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	92.1%	407	89.8%	360	92.2%	401	87.3%	365	0.989	0.865	0.991
	A higher chance/A much higher chance	7.9%	35	10.2%	41	7.8%	34	12.7%	53			
	<i>Don't Know</i>	-	27	-	59	-	48	-	67			
	<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	77.9%	345	62.1%	257	67.0%	295	59.6%	261	>.999	0.771	0.989
	A higher chance/A much higher chance	22.1%	98	37.9%	157	33.0%	145	40.4%	177			
	<i>Don't Know</i>	-	25	-	46	-	43	-	49			
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	0			
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	90.3%	389	90.5%	361	91.8%	392	89.6%	370	0.626	0.664	0.866
	A higher chance/A much higher chance	9.7%	42	9.5%	38	8.2%	35	10.4%	43			
	<i>Don't Know</i>	-	38	-	60	-	56	-	73			
	<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.

Table 22cS. Hypotheses 3.1.1. and 3.1.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. cigarettes daily by test claims vs. control - Former cigarette smokers users legal age (per state) 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=488)		Claim 2 (N=482)		Claim 3 (N=483)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	83.3%	393	74.6%	335	73.9%	331	63.1%	269	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	16.7%	79	25.4%	114	26.1%	117	36.9%	157			
	<i>Don't Know</i>	-	16	-	33	-	34	-	46			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	81.8%	390	74.5%	336	74.3%	336	63.2%	273	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	18.2%	87	25.5%	115	25.7%	116	36.8%	159			
	<i>Don't Know</i>	-	11	-	31	-	30	-	39			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	82.1%	391	75.8%	345	75.2%	345	64.2%	280	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	17.9%	85	24.2%	110	24.8%	114	35.8%	156			
	<i>Don't Know</i>	-	11	-	27	-	22	-	36			
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	63.8%	303	46.0%	206	47.7%	218	32.3%	141	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	36.2%	172	54.0%	242	52.3%	239	67.7%	295			
	<i>Don't Know</i>	-	13	-	34	-	26	-	36			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	75.0%	354	58.8%	268	60.3%	273	57.4%	251	>.999	0.657	0.804
	A higher chance/A much higher chance	25.0%	118	41.2%	188	39.7%	180	42.6%	186			
	<i>Don't Know</i>	-	16	-	26	-	28	-	35	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	0	-	-	-
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	94.2%	442	93.5%	415	95.3%	429	93.7%	400	0.639	0.45	0.859
	A higher chance/A much higher chance	5.8%	27	6.5%	29	4.7%	21	6.3%	27			
	<i>Don't Know</i>	-	19	-	38	-	33	-	45	-	-	-
	<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	75.0%	354	64.1%	291	60.0%	276	54.3%	236	>.999	0.999	0.959
	A higher chance/A much higher chance	25.0%	118	35.9%	163	40.0%	184	45.7%	199			
	<i>Don't Know</i>	-	15	-	28	-	23	-	36	-	-	-
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1	-	-	-

Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	95.0%	441	93.2%	410	92.6%	402	91.9%	384	0.972	0.768	0.661
	A higher chance/A much higher chance	5.0%	23	6.8%	30	7.4%	32	8.1%	34			
	<i>Don't Know</i>	-	24	-	42	-	47	-	53	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	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.

Table 22dS. Hypotheses 3.1.1. and 3.1.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. cigarettes daily by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	75.2%	321	66.6%	285	73.6%	312	56.3%	241	<0.001***	0.001*	<0.001**
	The same chance/A higher chance/A much higher chance	24.8%	106	33.4%	143	26.4%	112	43.7%	187			
	<i>Don't Know</i>	-	22	-	22	-	21	-	25	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	1	-	5	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	75.8%	320	67.0%	282	69.3%	289	51.4%	209	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	24.2%	102	33.0%	139	30.7%	128	48.6%	198			
	<i>Don't Know</i>	-	28	-	28	-	28	-	48	-	-	-
	<i>Decline to Answer</i>	-	1	-	3	-	1	-	3	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	77.5%	337	68.6%	302	75.2%	321	57.6%	253	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	22.5%	98	31.4%	138	24.8%	106	42.4%	186			
	<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	61.9%	268	43.1%	188	47.0%	201	26.1%	114	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	38.1%	165	56.9%	248	53.0%	227	73.9%	323			
	<i>Don't Know</i>	-	16	-	12	-	18	-	17			
	<i>Decline to Answer</i>	-	2	-	4	-	0	-	4			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	72.8%	319	63.8%	277	67.2%	289	60.6%	263	>.999	0.836	0.978
	A higher chance/A much higher chance	27.2%	119	36.2%	157	32.8%	141	39.4%	171			
	<i>Don't Know</i>	-	13	-	17	-	16	-	22			
	<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	93.3%	405	90.8%	393	88.0%	374	86.0%	370	>.999	0.985	0.802
	A higher chance/A much higher chance	6.7%	29	9.2%	40	12.0%	51	14.0%	60			
	<i>Don't Know</i>	-	15	-	16	-	21	-	26			
	<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	78.6%	346	64.3%	284	67.2%	289	60.2%	263	>.999	0.893	0.984
	A higher chance/A much higher chance	21.4%	94	35.7%	158	32.8%	141	39.8%	174			
	<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	94.2%	403	90.1%	381	89.8%	380	88.7%	376	0.998	0.744	0.706
	A higher chance/A much higher chance	5.8%	25	9.9%	42	10.2%	43	11.3%	48			
	<i>Don't Know</i>	-	22	-	28	-	23	-	31			
	<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.

Table 22eS. Hypotheses 3.1.1. and 3.1.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. cigarettes daily by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	82.8%	376	72.8%	318	73.3%	330	60.3%	277	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	17.2%	78	27.2%	119	26.7%	120	39.7%	182			
	<i>Don't Know</i>	-	25	-	33	-	18	-	27			
	<i>Decline to Answer</i>	-	0	-	0	-	4	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	80.9%	368	70.1%	309	75.7%	342	58.8%	268	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	19.1%	87	29.9%	132	24.3%	110	41.2%	188			
	<i>Don't Know</i>	-	24	-	29	-	19	-	30			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	80.8%	370	73.9%	328	74.5%	341	59.9%	278	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	19.2%	88	26.1%	116	25.5%	117	40.1%	186			
	<i>Don't Know</i>	-	20	-	26	-	11	-	22			
	<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%	292	52.6%	234	54.2%	247	31.3%	145	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	36.1%	165	47.4%	211	45.8%	209	68.8%	319			
	<i>Don't Know</i>	-	22	-	25	-	15	-	21			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	78.0%	355	69.1%	302	65.3%	297	57.0%	262	>.999	>.999	0.995
	A higher chance/A much higher chance	22.0%	100	30.9%	135	34.7%	158	43.0%	198			
	<i>Don't Know</i>	-	22	-	32	-	17	-	26	-	-	-
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	0	-	-	-

Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	93.4%	422	91.1%	401	93.0%	412	89.6%	405	0.979	0.781	0.964
	A higher chance/A much higher chance	6.6%	30	8.9%	39	7.0%	31	10.4%	47			
	<i>Don't Know</i>	-	26	-	30	-	29	-	34			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	80.8%	370	68.7%	307	68.2%	307	60.5%	280	>.999	0.995	0.993
	A higher chance/A much higher chance	19.2%	88	31.3%	140	31.8%	143	39.5%	183			
	<i>Don't Know</i>	-	20	-	22	-	22	-	21			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	2			
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	94.9%	427	89.8%	387	91.3%	401	91.0%	413	0.989	0.276	0.578
	A higher chance/A much higher chance	5.1%	23	10.2%	44	8.7%	38	9.0%	41			
	<i>Don't Know</i>	-	28	-	39	-	33	-	32			
	<i>Decline to Answer</i>	-	1	-	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 22fS. Hypotheses 3.1.1. and 3.1.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. cigarettes daily by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	84.5%	201	79.0%	184	73.9%	167	73.4%	168	0.002***	0.079	0.449
	The same chance/A higher chance/A much higher chance	15.5%	37	21.0%	49	26.1%	59	26.6%	61			
	<i>Don't Know</i>	-	4	-	8	-	9	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	80.3%	187	81.3%	187	78.5%	175	71.6%	164	0.015**	0.007***	0.046*
	The same chance/A higher chance/A much higher chance	19.7%	46	18.7%	43	21.5%	48	28.4%	65			
	<i>Don't Know</i>	-	9	-	11	-	10	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	84.9%	203	79.3%	188	75.1%	172	77.6%	180	0.02	0.323	0.266
	The same chance/A higher chance/A much higher chance	15.1%	36	20.7%	49	24.9%	57	22.4%	52			
	<i>Don't Know</i>	-	3	-	4	-	6	-	5			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	73.3%	173	62.4%	146	57.0%	130	46.1%	106	<0.001***	<0.001**	0.010*
	The same chance/A higher chance/A much higher chance	26.7%	63	37.6%	88	43.0%	98	53.9%	124			
	<i>Don't Know</i>	-	6	-	6	-	7	-	7			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	76.9%	183	71.6%	166	69.9%	158	66.5%	155	0.994	0.88	0.782
	A higher chance/A much higher chance	23.1%	55	28.4%	66	30.1%	68	33.5%	78			
	<i>Don't Know</i>	-	4	-	9	-	9	-	4			
	<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	92.0%	219	90.1%	210	92.9%	210	93.1%	216	0.327	0.124	0.469
	A higher chance/A much higher chance	8.0%	19	9.9%	23	7.1%	16	6.9%	16			
	<i>Don't Know</i>	-	4	-	8	-	9	-	5			
	<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	79.9%	187	72.9%	167	66.8%	151	65.1%	151	>.999	0.966	0.652
	A higher chance/A much higher chance	20.1%	47	27.1%	62	33.2%	75	34.9%	81			
	<i>Don't Know</i>	-	8	-	12	-	9	-	4			
	<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	92.6%	214	92.3%	216	92.9%	208	95.2%	219	0.123	0.098	0.144
	A higher chance/A much higher chance	7.4%	17	7.7%	18	7.1%	16	4.8%	11			
	<i>Don't Know</i>	-	11	-	7	-	11	-	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 23aS . Hypotheses 3.2.1. and 3.2.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. daily use of both *General Snus* and cigarettes by test claims vs. control - Never tobacco users legal age (per state) - 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=475)		Claim 2 (N= 479)		Claim 3 (N=468)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	66.1%	298	63.2%	277	60.0%	265	51.9%	218	<0.001***	<0.001**	0.009*
	The same chance/A higher chance/A much higher chance	33.9%	153	36.8%	161	40.0%	177	48.1%	202			
	<i>Don't Know</i>	-	23	-	38	-	25	-	52	-	-	-
	<i>Decline to Answer</i>	-	1	-	3	-	1	-	0	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	66.4%	293	61.5%	257	57.8%	245	49.6%	197	<0.001***	<0.001**	0.010*
	The same chance/A higher chance/A much higher chance	33.6%	148	38.5%	161	42.2%	179	50.4%	200			
	<i>Don't Know</i>	-	33	-	59	-	41	-	73	-	-	-
	<i>Decline to Answer</i>	-	1	-	2	-	3	-	2	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	66.9%	303	63.1%	282	62.3%	276	53.6%	231	<0.001***	0.002**	0.005*
	The same chance/A higher chance/A much higher chance	33.1%	150	36.9%	165	37.7%	167	46.4%	200			
	<i>Don't Know</i>	-	21	-	31	-	23	-	41	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	0	-	-	-

Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	61.6%	279	55.9%	248	53.0%	237	45.9%	201	<0.001***	0.002**	0.017*
	The same chance/A higher chance/A much higher chance	38.4%	174	44.1%	196	47.0%	210	54.1%	237			
	<i>Don't Know</i>	-	21	-	34	-	19	-	34			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	0			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	80.1%	362	75.3%	336	76.4%	339	70.0%	305	>.999	0.964	0.984
	A higher chance/A much higher chance	19.9%	90	24.7%	110	23.6%	105	30.0%	131			
	<i>Don't Know</i>	-	22	-	31	-	22	-	36			
	<i>Decline to Answer</i>	-	1	-	2	-	2	-	0			
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	85.4%	386	83.0%	367	80.1%	358	83.1%	349	0.825	0.49	0.127
	A higher chance/A much higher chance	14.6%	66	17.0%	75	19.9%	89	16.9%	71			
	<i>Don't Know</i>	-	22	-	36	-	19	-	51			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	1			
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	79.9%	362	75.8%	338	76.2%	339	71.9%	314	0.998	0.908	0.929
	A higher chance/A much higher chance	20.1%	91	24.2%	108	23.8%	106	28.1%	123			
	<i>Don't Know</i>	-	21	-	31	-	20	-	34			
	<i>Decline to Answer</i>	-	1	-	2	-	3	-	1			
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	86.6%	388	81.7%	357	82.6%	360	79.5%	333	0.997	0.794	0.876
	A higher chance/A much higher chance	13.4%	60	18.3%	80	17.4%	76	20.5%	86			
	<i>Don't Know</i>	-	26	-	41	-	30	-	53			
	<i>Decline to Answer</i>	-	1	-	1	-	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.

Table 23bS. Hypotheses 3.2.1. and 3.2.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. daily use of both *General Snus* and cigarettes by test claims vs. control - Never tobacco users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 470)		Claim 2 (N= 461)		Claim 3 (N=483)		Control (N=487)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	59.7%	261	55.6%	224	59.6%	263	41.7%	171	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	40.3%	176	44.4%	179	40.4%	178	58.3%	239			
	<i>Don't Know</i>	-	32	-	57	-	42	-	76			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	1			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	58.8%	255	55.9%	224	61.3%	265	44.9%	189	<0.001***	0.001*	<0.001**
	The same chance/A higher chance/A much higher chance	41.2%	179	44.1%	177	38.7%	167	55.1%	232			
	<i>Don't Know</i>	-	33	-	59	-	51	-	66			
	<i>Decline to Answer</i>	-	3	-	1	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	59.2%	261	57.4%	234	60.3%	269	42.7%	183	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	40.8%	180	42.6%	174	39.7%	177	57.3%	246			
	<i>Don't Know</i>	-	26	-	53	-	37	-	58			
	<i>Decline to Answer</i>	-	3	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	53.1%	232	44.6%	186	49.2%	216	30.8%	132	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	46.9%	205	55.4%	231	50.8%	223	69.2%	296			
	<i>Don't Know</i>	-	30	-	44	-	43	-	59			
	<i>Decline to Answer</i>	-	3	-	0	-	1	-	0			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	73.2%	314	67.5%	278	70.8%	310	65.1%	284	0.995	0.764	0.963
	A higher chance/A much higher chance	26.8%	115	32.5%	134	29.2%	128	34.9%	152			
	<i>Don't Know</i>	-	39	-	48	-	45	-	50			
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	1			

Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	84.7%	375	80.2%	324	84.2%	363	77.0%	322	0.998	0.866	0.996
	A higher chance/A much higher chance	15.3%	68	19.8%	80	15.8%	68	23.0%	96			
	<i>Don't Know</i>	-	25	-	57	-	52	-	68			
	<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	76.3%	335	67.8%	282	69.8%	310	64.1%	277	>.999	0.87	0.964
	A higher chance/A much higher chance	23.7%	104	32.2%	134	30.2%	134	35.9%	155			
	<i>Don't Know</i>	-	29	-	44	-	38	-	55			
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	0			
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	82.9%	358	82.4%	328	83.2%	351	78.5%	328	0.948	0.922	0.958
	A higher chance/A much higher chance	17.1%	74	17.6%	70	16.8%	71	21.5%	90			
	<i>Don't Know</i>	-	36	-	62	-	60	-	67			
	<i>Decline to Answer</i>	-	2	-	1	-	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.

Table 23cS. Hypotheses 3.2.1. and 3.2.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. daily use of both *General Snus* and cigarettes by test claims vs. control - Former cigarette smokers users legal age (per state) 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=488)		Claim 2 (N=482)		Claim 3 (N=483)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	68.7%	321	59.9%	269	61.2%	273	49.4%	215	<0.001***	0.001*	<0.001**
	The same chance/A higher chance/A much higher chance	31.3%	146	40.1%	180	38.8%	173	50.6%	220			
	<i>Don't Know</i>	-	21	-	32	-	36	-	37			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	0			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	69.2%	321	58.1%	261	58.4%	263	53.9%	234	<0.001***	0.104	0.087
	The same chance/A higher chance/A much higher chance	30.8%	143	41.9%	188	41.6%	187	46.1%	200			
	<i>Don't Know</i>	-	23	-	32	-	32	-	38			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	70.4%	330	59.8%	269	60.0%	273	48.6%	213	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	29.6%	139	40.2%	181	40.0%	182	51.4%	225			
	<i>Don't Know</i>	-	18	-	31	-	27	-	33			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	60.0%	283	47.6%	215	41.8%	190	38.4%	167	<0.001***	0.003**	0.153
	The same chance/A higher chance/A much higher chance	40.0%	189	52.4%	237	58.2%	265	61.6%	268			
	<i>Don't Know</i>	-	16	-	30	-	28	-	36			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	75.3%	351	66.2%	300	65.1%	295	61.1%	265	>0.999	0.945	0.895
	A higher chance/A much higher chance	24.7%	115	33.8%	153	34.9%	158	38.9%	169			
	<i>Don't Know</i>	-	22	-	29	-	30	-	37			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	85.3%	396	83.3%	374	82.4%	370	79.1%	344	0.993	0.946	0.895
	A higher chance/A much higher chance	14.7%	68	16.7%	75	17.6%	79	20.9%	91			
	<i>Don't Know</i>	-	23	-	32	-	34	-	35			
	<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	74.0%	345	67.0%	304	68.0%	310	62.4%	272	>.999	0.923	0.96
	A higher chance/A much higher chance	26.0%	121	33.0%	150	32.0%	146	37.6%	164			
	<i>Don't Know</i>	-	22	-	27	-	27	-	35			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	1			

Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	86.9%	406	80.7%	355	81.4%	355	81.0%	340	0.993	0.46	0.57
	A higher chance/A much higher chance	13.1%	61	19.3%	85	18.6%	81	19.0%	80			
	<i>Don't Know</i>	-	21	-	42	-	45	-	51	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	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.

Table 23dS. Hypotheses 3.2.1. and 3.2.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. daily use of both *General Snus* and cigarettes by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	68.8%	296	53.9%	233	63.8%	271	50.2%	219	<0.001***	0.137	<0.001**
	The same chance/A higher chance/A much higher chance	31.2%	134	46.1%	199	36.2%	154	49.8%	217			
	<i>Don't Know</i>	-	20	-	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	66.0%	279	54.4%	231	63.7%	263	48.9%	204	<0.001***	0.057	<0.001**
	The same chance/A higher chance/A much higher chance	34.0%	144	45.6%	194	36.3%	150	51.1%	213			
	<i>Don't Know</i>	-	26	-	25	-	31	-	35	-	-	-
	<i>Decline to Answer</i>	-	2	-	2	-	2	-	6	-	-	-
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	67.5%	295	58.9%	258	66.0%	281	56.4%	246	<0.001***	0.229	0.002**
	The same chance/A higher chance/A much higher chance	32.5%	142	41.1%	180	34.0%	145	43.6%	190			
	<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	62.8%	273	48.5%	212	55.8%	240	42.4%	187	<0.001***	0.035*	<0.001**
	The same chance/A higher chance/A much higher chance	37.2%	162	51.5%	225	44.2%	190	57.6%	254			
	<i>Don't Know</i>	-	16	-	13	-	16	-	15			
	<i>Decline to Answer</i>	-	0	-	2	-	0	-	2			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	78.0%	336	72.6%	316	74.9%	326	66.8%	292	>.999	0.969	0.996
	A higher chance/A much higher chance	22.0%	95	27.4%	119	25.1%	109	33.2%	145			
	<i>Don't Know</i>	-	20	-	15	-	11	-	18			
	<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	84.0%	368	78.9%	341	79.2%	336	77.2%	332	0.994	0.27	0.236
	A higher chance/A much higher chance	16.0%	70	21.1%	91	20.8%	88	22.8%	98			
	<i>Don't Know</i>	-	13	-	19	-	22	-	23			
	<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	82.3%	359	67.7%	296	76.3%	328	69.9%	302	>.999	0.245	0.983
	A higher chance/A much higher chance	17.7%	77	32.3%	141	23.7%	102	30.1%	130			
	<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	84.7%	365	81.1%	347	83.4%	351	79.4%	340	0.978	0.726	0.93
	A higher chance/A much higher chance	15.3%	66	18.9%	81	16.6%	70	20.6%	88			
	<i>Don't Know</i>	-	19	-	22	-	25	-	28			
	<i>Decline to Answer</i>	-	1	-	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.

Table 23eS. Hypotheses 3.2.1. and 3.2.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. daily use of both *General Snus* and cigarettes by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	67.2%	301	59.6%	260	58.0%	262	46.2%	212	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	32.8%	147	40.4%	176	42.0%	190	53.8%	247			
	<i>Don't Know</i>	-	31	-	34	-	20	-	27			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	67.0%	301	58.0%	256	58.8%	266	48.5%	220	<0.001***	0.002*	0.001**
	The same chance/A higher chance/A much higher chance	33.0%	148	42.0%	185	41.2%	186	51.5%	234			
	<i>Don't Know</i>	-	29	-	28	-	19	-	31			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	64.3%	287	57.3%	252	59.2%	270	44.7%	207	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	35.7%	159	42.7%	188	40.8%	186	55.3%	256			
	<i>Don't Know</i>	-	32	-	30	-	15	-	23			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	58.6%	262	49.1%	218	49.8%	227	33.3%	155	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	41.4%	185	50.9%	226	50.2%	229	66.7%	310			
	<i>Don't Know</i>	-	31	-	26	-	15	-	17			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	4			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	77.4%	349	68.9%	303	68.0%	310	65.2%	300	>.999	0.878	0.812
	A higher chance/A much higher chance	22.6%	102	31.1%	137	32.0%	146	34.8%	160			
	<i>Don't Know</i>	-	27	-	29	-	15	-	24			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	2			

Relative risk of <u>heart disease</u>	The same chance/A much lower chance/A lower chance	86.3%	384	79.7%	349	82.5%	368	80.3%	362	0.992	0.414	0.806
	A higher chance/A much higher chance	13.7%	61	20.3%	89	17.5%	78	19.7%	89			
	<i>Don't Know</i>	-	33	-	32	-	26	-	34			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1			
Relative risk of <u>mouth cancer</u>	The same chance/A much lower chance/A lower chance	76.4%	346	67.6%	300	68.7%	311	62.7%	289	>.999	0.938	0.971
	A higher chance/A much higher chance	23.6%	107	32.4%	144	31.3%	142	37.3%	172			
	<i>Don't Know</i>	-	25	-	26	-	18	-	23			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	2			
Relative risk of <u>stroke</u>	The same chance/A much lower chance/A lower chance	87.6%	390	78.0%	337	77.9%	345	79.2%	358	>.999	0.333	0.315
	A higher chance/A much higher chance	12.4%	55	22.0%	95	22.1%	98	20.8%	94			
	<i>Don't Know</i>	-	33	-	36	-	29	-	33			
	<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.

Table 23fS. Hypotheses 3.2.1. and 3.2.2 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. daily use of both *General Snus* and cigarettes by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	71.2%	168	68.8%	161	63.9%	145	58.5%	134	0.002***	0.011**	0.12
	The same chance/A higher chance/A much higher chance	28.8%	68	31.2%	73	36.1%	82	41.5%	95			
	<i>Don't Know</i>	-	6	-	7	-	8	-	7			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	66.8%	155	72.5%	166	63.6%	143	53.9%	124	0.002**	<0.001***	0.018*
	The same chance/A higher chance/A much higher chance	33.2%	77	27.5%	63	36.4%	82	46.1%	106			
	<i>Don't Know</i>	-	9	-	12	-	10	-	7			
	<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%	164	74.0%	174	66.8%	151	58.2%	135	0.007**	<0.001***	0.028*
	The same chance/A higher chance/A much higher chance	30.8%	73	26.0%	61	33.2%	75	41.8%	97			
	<i>Don't Know</i>	-	5	-	6	-	9	-	5			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	69.0%	160	61.4%	143	59.9%	136	51.5%	119	<0.001***	0.016**	0.035*
	The same chance/A higher chance/A much higher chance	31.0%	72	38.6%	90	40.1%	91	48.5%	112			
	<i>Don't Know</i>	-	10	-	8	-	8	-	6			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>gum disease</u>	The same chance/A much lower chance/A lower chance	79.5%	186	74.7%	174	76.4%	175	74.5%	172	0.901	0.522	0.687
	A higher chance/A much higher chance	20.5%	48	25.3%	59	23.6%	54	25.5%	59			
	<i>Don't Know</i>	-	8	-	8	-	6	-	6			
	<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	86.3%	202	84.3%	198	85.4%	193	81.8%	189	0.908	0.758	0.849
	A higher chance/A much higher chance	13.7%	32	15.7%	37	14.6%	33	18.2%	42			
	<i>Don't Know</i>	-	8	-	6	-	9	-	6			
	<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	80.9%	190	75.5%	176	75.7%	171	72.7%	168	0.981	0.755	0.763
	A higher chance/A much higher chance	19.1%	45	24.5%	57	24.3%	55	27.3%	63			
	<i>Don't Know</i>	-	7	-	8	-	8	-	6			
	<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	85.8%	199	84.5%	196	83.2%	188	85.8%	200	0.492	0.341	0.216
	A higher chance/A much higher chance	14.2%	33	15.5%	36	16.8%	38	14.2%	33			
	<i>Don't Know</i>	-	10	-	8	-	9	-	4			
	<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.

Table 24aS. Hypothesis 3.3 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. never having used any TNP by test claims vs. control - Never tobacco users legal age (per state) - 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=475)		Claim 2 (N= 479)		Claim 3 (N=468)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	22.3%	99	20.0%	87	14.5%	64	13.0%	55	<0.001***	0.003**	0.256
	The same chance/A higher chance/A much higher chance	77.7%	345	80.0%	349	85.5%	376	87.0%	368			
	<i>Don't Know</i>	-	30	-	42	-	27	-	49			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	23.6%	103	18.9%	78	15.7%	68	13.0%	53	<0.001***	0.010**	0.134
	The same chance/A higher chance/A much higher chance	76.4%	333	81.1%	334	84.3%	366	87.0%	355			
	<i>Don't Know</i>	-	37	-	65	-	33	-	63			
	<i>Decline to Answer</i>	-	2	-	2	-	1	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	22.9%	103	18.2%	81	14.9%	67	14.8%	63	0.001***	0.085	0.478
	The same chance/A higher chance/A much higher chance	77.1%	346	81.8%	364	85.1%	383	85.2%	364			
	<i>Don't Know</i>	-	24	-	33	-	17	-	45			
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	0			

Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	18.4%	84	15.9%	71	11.0%	50	10.0%	44	<0.001***	0.004**	0.299
	The same chance/A higher chance/A much higher chance	81.6%	373	84.1%	375	89.0%	403	90.0%	398			
	<i>Don't Know</i>	-	17	-	31	-	15	-	30			
	<i>Decline to Answer</i>	-	1	-	2	-	0	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.1%	95	15.2%	68	10.1%	46	8.6%	38	<0.001***	0.002**	0.222
	The same chance/A higher chance/A much higher chance	78.9%	356	84.8%	380	89.9%	408	91.4%	402			
	<i>Don't Know</i>	-	23	-	29	-	13	-	32			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	22.0%	100	20.0%	88	15.1%	68	12.4%	52	<0.001***	0.001**	0.119
	The same chance/A higher chance/A much higher chance	78.0%	354	80.0%	352	84.9%	381	87.6%	368			
	<i>Don't Know</i>	-	21	-	38	-	18	-	52			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	20.4%	93	16.9%	76	10.9%	49	8.6%	38	<0.001***	<0.001**	0.116
	The same chance/A higher chance/A much higher chance	79.6%	363	83.1%	375	89.1%	399	91.4%	406			
	<i>Don't Know</i>	-	18	-	27	-	17	-	28			
	<i>Decline to Answer</i>	-	1	-	1	-	3	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	23.1%	103	17.7%	77	14.9%	66	13.3%	56	<0.001***	0.037	0.25
	The same chance/A higher chance/A much higher chance	76.9%	343	82.3%	358	85.1%	378	86.7%	366			
	<i>Don't Know</i>	-	27	-	42	-	23	-	50			
	<i>Decline to Answer</i>	-	2	-	2	-	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.

Table 24bS. Hypothesis 3.3 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. never having used any TNP by test claims vs. control - Never tobacco users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 470)		Claim 2 (N= 461)		Claim 3 (N=483)		Control (N=487)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	28.6%	123	23.7%	92	27.7%	122	17.1%	71	<0.001***	0.011*	<0.001**
	The same chance/A higher chance/A much higher chance	71.4%	307	76.3%	296	72.3%	319	82.9%	343			
	<i>Don't Know</i>	-	40	-	73	-	42	-	73			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	27.7%	118	24.7%	97	28.8%	123	19.6%	83	0.003**	0.039*	0.001***
	The same chance/A higher chance/A much higher chance	72.3%	308	75.3%	295	71.2%	304	80.4%	340			
	<i>Don't Know</i>	-	43	-	68	-	56	-	64			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	30.6%	132	24.7%	98	27.2%	120	18.9%	80	<0.001***	0.022*	0.002**
	The same chance/A higher chance/A much higher chance	69.4%	300	75.3%	298	72.8%	321	81.1%	343			
	<i>Don't Know</i>	-	36	-	65	-	42	-	64			
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	23.4%	102	20.0%	83	18.0%	81	13.0%	57	<0.001***	0.003**	0.020*
	The same chance/A higher chance/A much higher chance	76.6%	333	80.0%	331	82.0%	368	87.0%	380			
	<i>Don't Know</i>	-	33	-	47	-	33	-	50			
	<i>Decline to Answer</i>	-	2	-	0	-	1	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.2%	91	15.4%	65	15.7%	70	10.2%	45	<0.001***	0.011*	0.007**
	The same chance/A higher chance/A much higher chance	78.8%	338	84.6%	357	84.3%	375	89.8%	397			
	<i>Don't Know</i>	-	40	-	39	-	38	-	45			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			

Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	27.4%	119	22.0%	88	23.6%	103	15.4%	65	<0.001***	0.007*	0.001**
	The same chance/A higher chance/A much higher chance	72.6%	315	78.0%	312	76.4%	333	84.6%	358			
	<i>Don't Know</i>	-	32	-	61	-	47	-	63			
	<i>Decline to Answer</i>	-	4	-	0	-	0	-	1			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	19.5%	85	15.0%	63	17.0%	76	10.9%	48	<0.001***	0.036*	0.004**
	The same chance/A higher chance/A much higher chance	80.5%	352	85.0%	357	83.0%	370	89.1%	393			
	<i>Don't Know</i>	-	31	-	41	-	37	-	46			
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	24.6%	105	22.2%	88	23.3%	100	16.2%	69	0.001***	0.015*	0.005**
	The same chance/A higher chance/A much higher chance	75.4%	322	77.8%	309	76.7%	330	83.8%	356			
	<i>Don't Know</i>	-	41	-	62	-	52	-	62			
	<i>Decline to Answer</i>	-	2	-	2	-	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.

Table 24cS. Hypothesis 3.3 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. never having used any TNP by test claims vs. control - Former cigarette smokers users legal age (per state) 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=488)		Claim 2 (N=482)		Claim 3 (N=483)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	30.1%	137	27.9%	122	27.5%	120	21.0%	90	0.001***	0.010**	0.013*
	The same chance/A higher chance/A much higher chance	69.9%	318	72.1%	316	72.5%	316	79.0%	338			
	<i>Don't Know</i>	-	33	-	44	-	47	-	44			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	29.8%	137	27.5%	120	25.0%	109	20.9%	89	0.001***	0.013**	0.079
	The same chance/A higher chance/A much higher chance	70.2%	322	72.5%	317	75.0%	327	79.1%	336			
	<i>Don't Know</i>	-	29	-	45	-	47	-	47			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	29.5%	135	32.0%	139	26.0%	116	17.9%	77	<0.001***	<0.001**	0.002*
	The same chance/A higher chance/A much higher chance	70.5%	323	68.0%	296	74.0%	331	82.1%	352			
	<i>Don't Know</i>	-	30	-	47	-	36	-	43			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	20.9%	99	16.4%	74	15.1%	68	10.2%	45	<0.001***	0.003**	0.014*
	The same chance/A higher chance/A much higher chance	79.1%	374	83.6%	376	84.9%	382	89.8%	395			
	<i>Don't Know</i>	-	15	-	32	-	33	-	32			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	20.0%	94	14.8%	68	11.0%	50	9.9%	44	<0.001***	0.012**	0.291
	The same chance/A higher chance/A much higher chance	80.0%	377	85.2%	390	89.0%	403	90.1%	400			
	<i>Don't Know</i>	-	17	-	23	-	30	-	28			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	26.0%	120	20.9%	93	19.7%	88	14.8%	64	<0.001***	0.010**	0.028*
	The same chance/A higher chance/A much higher chance	74.0%	342	79.1%	352	80.3%	359	85.2%	368			
	<i>Don't Know</i>	-	26	-	37	-	35	-	40			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	22.5%	106	14.2%	65	10.1%	46	9.5%	42	<0.001***	0.014**	0.38
	The same chance/A higher chance/A much higher chance	77.5%	365	85.8%	392	89.9%	410	90.5%	401			
	<i>Don't Know</i>	-	17	-	25	-	27	-	29			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance	25.9%	118	21.6%	95	21.8%	95	15.4%	66	<0.001***	0.010*	0.008**
	The same chance/A higher chance/A much higher chance	74.1%	337	78.4%	345	78.2%	340	84.6%	362			
	<i>Don't Know</i>	-	33	-	42	-	48	-	44			
	<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 24dS. Hypothesis 3.3 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. never having used any TNP by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	28.3%	121	25.1%	107	24.9%	106	22.6%	98	0.028	0.191	0.214
	The same chance/A higher chance/A much higher chance	71.7%	307	74.9%	319	75.1%	320	77.4%	336			
	<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	28.1%	119	29.2%	124	27.3%	115	21.6%	91	0.015**	0.005***	0.028*
	The same chance/A higher chance/A much higher chance	71.9%	305	70.8%	300	72.7%	307	78.4%	330			
	<i>Don't Know</i>	-	26	-	26	-	23	-	34			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	3			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	29.0%	126	27.3%	118	26.2%	112	23.7%	103	0.038	0.117	0.199
	The same chance/A higher chance/A much higher chance	71.0%	308	72.7%	315	73.8%	315	76.3%	331			
	<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	22.8%	99	21.2%	93	19.8%	85	14.3%	63	0.001***	0.004**	0.016*
	The same chance/A higher chance/A much higher chance	77.2%	335	78.8%	345	80.2%	345	85.7%	377			
	<i>Don't Know</i>	-	16	-	13	-	16	-	15			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	3			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.4%	93	18.2%	79	17.8%	77	14.3%	63	0.003***	0.06	0.079
	The same chance/A higher chance/A much higher chance	78.6%	342	81.8%	355	82.2%	355	85.7%	377			
	<i>Don't Know</i>	-	16	-	15	-	14	-	16			
	<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%	109	23.5%	101	20.7%	88	14.6%	63	<0.001***	<0.001**	0.010*
	The same chance/A higher chance/A much higher chance	74.8%	324	76.5%	328	79.3%	338	85.4%	368			
	<i>Don't Know</i>	-	17	-	21	-	20	-	24			
	<i>Decline to Answer</i>	-	1	-	2	-	0	-	3			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	23.0%	101	21.9%	96	17.9%	77	16.1%	71	0.005***	0.013**	0.229
	The same chance/A higher chance/A much higher chance	77.0%	339	78.1%	342	82.1%	352	83.9%	371			
	<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	25.6%	111	25.8%	111	18.5%	79	17.0%	74	0.001***	0.001**	0.278
	The same chance/A higher chance/A much higher chance	74.4%	322	74.2%	320	81.5%	347	83.0%	361			
	<i>Don't Know</i>	-	18	-	20	-	20	-	21			
	<i>Decline to Answer</i>	-	0	-	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.

Table 24eS. Hypothesis 3.3 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. never having used any TNP by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	40.7%	180	34.7%	149	38.2%	170	27.9%	128	<0.001***	0.014*	<0.001**
	The same chance/A higher chance/A much higher chance	59.3%	262	65.3%	280	61.8%	275	72.1%	331			
	<i>Don't Know</i>	-	37	-	40	-	26	-	27			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	42.6%	185	34.9%	149	35.5%	158	28.9%	130	<0.001***	0.028*	0.017**
	The same chance/A higher chance/A much higher chance	57.4%	249	65.1%	278	64.5%	287	71.1%	320			
	<i>Don't Know</i>	-	44	-	43	-	26	-	36			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	40.5%	178	34.1%	146	36.7%	165	28.1%	130	<0.001***	0.027*	0.003**
	The same chance/A higher chance/A much higher chance	59.5%	262	65.9%	282	63.3%	284	71.9%	332			
	<i>Don't Know</i>	-	38	-	42	-	23	-	24			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	31.9%	141	22.4%	99	25.3%	114	16.8%	79	<0.001***	0.018*	0.001**
	The same chance/A higher chance/A much higher chance	68.1%	301	77.6%	343	74.7%	336	83.2%	390			
	<i>Don't Know</i>	-	37	-	28	-	21	-	16			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	28.7%	127	20.5%	90	23.2%	104	13.5%	63	<0.001***	0.003*	<0.001**
	The same chance/A higher chance/A much higher chance	71.3%	316	79.5%	350	76.8%	345	86.5%	402			
	<i>Don't Know</i>	-	33	-	30	-	23	-	21			
	<i>Decline to Answer</i>	-	3	-	0	-	0	-	0			

Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	36.6%	159	29.9%	130	33.3%	147	22.9%	104	<0.001***	0.009*	<0.001**
	The same chance/A higher chance/A much higher chance	63.4%	276	70.1%	305	66.7%	295	77.1%	350			
	<i>Don't Know</i>	-	43	-	34	-	29	-	32			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	29.8%	133	24.0%	107	23.6%	106	13.7%	64	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	70.2%	313	76.0%	339	76.4%	344	86.3%	404			
	<i>Don't Know</i>	-	33	-	24	-	22	-	17			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	39.0%	172	30.7%	132	28.5%	125	24.2%	109	<0.001***	0.015**	0.07
	The same chance/A higher chance/A much higher chance	61.0%	269	69.3%	298	71.5%	313	75.8%	342			
	<i>Don't Know</i>	-	37	-	40	-	34	-	34			
	<i>Decline to Answer</i>	-	1	-	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.

Table 24fS. Hypothesis 3.3 Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. never having used any TNP by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	32.8%	76	26.0%	60	26.8%	61	26.4%	61	0.067	0.458	0.466
	The same chance/A higher chance/A much higher chance	67.2%	156	74.0%	171	73.2%	167	73.6%	170			
	<i>Don't Know</i>	-	10	-	9	-	7	-	6			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	31.0%	71	30.1%	69	28.5%	63	25.3%	58	0.088	0.125	0.223
	The same chance/A higher chance/A much higher chance	69.0%	158	69.9%	160	71.5%	158	74.7%	171			
	<i>Don't Know</i>	-	13	-	12	-	13	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	33.9%	80	29.1%	67	28.3%	64	26.5%	61	0.042	0.266	0.334
	The same chance/A higher chance/A much higher chance	66.1%	156	70.9%	163	71.7%	162	73.5%	169			
	<i>Don't Know</i>	-	6	-	11	-	9	-	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	22.5%	53	20.2%	47	17.1%	39	18.3%	42	0.135	0.309	0.365
	The same chance/A higher chance/A much higher chance	77.5%	183	79.8%	186	82.9%	189	81.7%	187			
	<i>Don't Know</i>	-	6	-	8	-	7	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.0%	50	19.8%	46	14.8%	34	13.9%	32	0.022	0.045	0.395
	The same chance/A higher chance/A much higher chance	79.0%	188	80.2%	186	85.2%	196	86.1%	198			
	<i>Don't Know</i>	-	4	-	9	-	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	29.5%	69	24.9%	57	24.3%	55	20.6%	48	0.013***	0.136	0.169
	The same chance/A higher chance/A much higher chance	70.5%	165	75.1%	172	75.7%	171	79.4%	185			
	<i>Don't Know</i>	-	8	-	12	-	9	-	4			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	20.3%	48	20.3%	48	17.5%	40	14.9%	35	0.063	0.06	0.22
	The same chance/A higher chance/A much higher chance	79.7%	189	79.7%	188	82.5%	188	85.1%	200			
	<i>Don't Know</i>	-	5	-	5	-	7	-	2			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance	29.5%	69	22.0%	51	26.4%	60	20.1%	46	0.010***	0.309	0.054
	The same chance/A higher chance/A much higher chance	70.5%	165	78.0%	181	73.6%	167	79.9%	183			
	<i>Don't Know</i>	-	8	-	9	-	8	-	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.

Table 25aS. Hypothesis 3.4. Perceptions of relative risk of health conditions to a person who quits all TNP use except for *General Snus* vs. quitting all TNP use by test claims vs. control - Never tobacco users legal age (per state) - 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=475)		Claim 2 (N= 479)		Claim 3 (N=468)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	24.2%	111	19.0%	84	17.4%	78	16.3%	71	0.002***	0.145	0.322
	The same chance/A higher chance/A much higher chance	75.8%	347	81.0%	358	82.6%	369	83.7%	365			
	<i>Don't Know</i>	-	16	-	35	-	20	-	36			
	<i>Decline to Answer</i>	-	1	-	2	-	1	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	25.3%	112	20.6%	88	17.2%	74	14.9%	61	<0.001***	0.016**	0.179
	The same chance/A higher chance/A much higher chance	74.7%	331	79.4%	339	82.8%	355	85.1%	348			
	<i>Don't Know</i>	-	31	-	50	-	37	-	63			
	<i>Decline to Answer</i>	-	1	-	2	-	2	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	24.5%	111	20.8%	94	17.0%	76	16.4%	72	0.002***	0.046	0.411
	The same chance/A higher chance/A much higher chance	75.5%	342	79.2%	357	83.0%	371	83.6%	366			
	<i>Don't Know</i>	-	20	-	25	-	20	-	33			
	<i>Decline to Answer</i>	-	2	-	3	-	1	-	1			

Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	19.3%	89	13.6%	61	12.9%	58	8.3%	37	<0.001***	0.006**	0.013*
	The same chance/A higher chance/A much higher chance	80.7%	373	86.4%	389	87.1%	392	91.7%	408			
	<i>Don't Know</i>	-	12	-	28	-	17	-	27			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	20.9%	96	14.8%	67	13.7%	61	8.8%	39	<0.001***	0.003**	0.010*
	The same chance/A higher chance/A much higher chance	79.1%	364	85.2%	386	86.3%	385	91.2%	406			
	<i>Don't Know</i>	-	14	-	24	-	19	-	25			
	<i>Decline to Answer</i>	-	1	-	2	-	3	-	2			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	23.6%	108	17.0%	76	15.2%	68	14.3%	61	<0.001***	0.132	0.355
	The same chance/A higher chance/A much higher chance	76.4%	349	83.0%	370	84.8%	380	85.7%	366			
	<i>Don't Know</i>	-	17	-	30	-	20	-	44			
	<i>Decline to Answer</i>	-	1	-	3	-	0	-	1			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	21.0%	97	16.0%	73	13.8%	63	9.2%	41	<0.001***	0.001**	0.015*
	The same chance/A higher chance/A much higher chance	79.0%	365	84.0%	382	86.2%	392	90.8%	404			
	<i>Don't Know</i>	-	12	-	22	-	13	-	24			
	<i>Decline to Answer</i>	-	1	-	2	-	0	-	3			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	24.3%	110	18.6%	82	17.3%	77	13.2%	57	<0.001***	0.015**	0.043*
	The same chance/A higher chance/A much higher chance	75.7%	342	81.4%	360	82.7%	367	86.8%	376			
	<i>Don't Know</i>	-	21	-	36	-	22	-	39			
	<i>Decline to Answer</i>	-	2	-	1	-	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.

Table 25bS. Hypothesis 3.4. Perceptions of relative risk of health conditions to a person who quits all TNP use except for *General Snus* vs. quitting all TNP use by test claims vs. control - Never tobacco users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 470)		Claim 2 (N= 461)		Claim 3 (N=483)		Control (N=487)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	30.5%	132	27.9%	114	22.7%	100	16.1%	69	<0.001***	<0.001**	0.007*
	The same chance/A higher chance/A much higher chance	69.5%	301	72.1%	294	77.3%	341	83.9%	360			
	<i>Don't Know</i>	-	35	-	52	-	41	-	58			
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	28.7%	125	24.6%	102	24.7%	109	16.9%	73	<0.001***	0.003*	0.002***
	The same chance/A higher chance/A much higher chance	71.3%	311	75.4%	313	75.3%	332	83.1%	360			
	<i>Don't Know</i>	-	33	-	42	-	42	-	54			
	<i>Decline to Answer</i>	-	1	-	4	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	28.9%	127	24.7%	101	23.1%	102	16.7%	72	<0.001***	0.002**	0.009*
	The same chance/A higher chance/A much higher chance	71.1%	312	75.3%	308	76.9%	339	83.3%	358			
	<i>Don't Know</i>	-	29	-	49	-	41	-	57			
	<i>Decline to Answer</i>	-	2	-	3	-	1	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	22.4%	97	17.6%	75	17.1%	77	10.8%	48	<0.001***	0.002**	0.003*
	The same chance/A higher chance/A much higher chance	77.6%	336	82.4%	350	82.9%	373	89.2%	397			
	<i>Don't Know</i>	-	35	-	35	-	33	-	42			
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	22.6%	100	16.8%	72	15.2%	69	10.4%	47	<0.001***	0.003**	0.016*
	The same chance/A higher chance/A much higher chance	77.4%	342	83.2%	356	84.8%	384	89.6%	403			
	<i>Don't Know</i>	-	26	-	32	-	30	-	37			
	<i>Decline to Answer</i>	-	2	-	1	-	0	-	0			

Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	25.3%	109	20.7%	86	19.9%	88	14.5%	64	<0.001***	0.009**	0.018*
	The same chance/A higher chance/A much higher chance	74.7%	321	79.3%	330	80.1%	354	85.5%	376			
	<i>Don't Know</i>	-	38	-	44	-	40	-	47			
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	24.2%	107	16.1%	69	14.8%	67	9.8%	44	<0.001***	0.003**	0.011*
	The same chance/A higher chance/A much higher chance	75.8%	335	83.9%	359	85.2%	386	90.2%	406			
	<i>Don't Know</i>	-	26	-	31	-	30	-	36			
	<i>Decline to Answer</i>	-	2	-	2	-	0	-	1			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	26.6%	115	22.2%	91	22.0%	96	13.8%	59	<0.001***	0.001**	0.001*
	The same chance/A higher chance/A much higher chance	73.4%	318	77.8%	318	78.0%	341	86.2%	369			
	<i>Don't Know</i>	-	35	-	50	-	46	-	59			
	<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.

Table 25cS. Hypothesis 3.4. Perceptions of relative risk of health conditions to a person who quits all TNP use except for *General Snus* vs. quitting all TNP use by test claims vs. control - Former cigarette smokers users legal age (per state) 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=488)		Claim 2 (N=482)		Claim 3 (N=483)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	28.2%	131	22.9%	101	22.0%	99	15.8%	69	<0.001***	0.004**	0.009*
	The same chance/A higher chance/A much higher chance	71.8%	333	77.1%	341	78.0%	350	84.2%	368			
	<i>Don't Know</i>	-	24	-	40	-	34	-	35			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	27.6%	129	23.7%	105	22.2%	101	16.3%	71	<0.001***	0.003**	0.012*
	The same chance/A higher chance/A much higher chance	72.4%	338	76.3%	338	77.8%	353	83.7%	365			
	<i>Don't Know</i>	-	21	-	39	-	29	-	36			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	29.0%	136	22.3%	99	22.6%	102	16.5%	73	<0.001***	0.014*	0.011**
	The same chance/A higher chance/A much higher chance	71.0%	333	77.7%	344	77.4%	349	83.5%	369			
	<i>Don't Know</i>	-	19	-	39	-	30	-	29			
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	21.0%	99	14.2%	63	14.1%	64	11.4%	50	<0.001***	0.104	0.11
	The same chance/A higher chance/A much higher chance	79.0%	373	85.8%	381	85.9%	390	88.6%	390			
	<i>Don't Know</i>	-	16	-	37	-	29	-	32			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	20.6%	98	13.6%	63	13.3%	62	7.9%	35	<0.001***	0.003**	0.004*
	The same chance/A higher chance/A much higher chance	79.4%	377	86.4%	399	86.7%	403	92.1%	410			
	<i>Don't Know</i>	-	13	-	20	-	18	-	27			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	24.8%	116	19.9%	89	16.5%	75	12.8%	56	<0.001***	0.002**	0.059
	The same chance/A higher chance/A much higher chance	75.2%	352	80.1%	358	83.5%	379	87.2%	381			
	<i>Don't Know</i>	-	20	-	35	-	29	-	35			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	19.1%	91	12.6%	58	10.2%	47	9.1%	41	<0.001***	0.046	0.286
	The same chance/A higher chance/A much higher chance	80.9%	386	87.4%	402	89.8%	412	90.9%	408			
	<i>Don't Know</i>	-	11	-	22	-	21	-	23			
	<i>Decline to Answer</i>	-	0	-	0	-	3	-	0			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance	25.8%	120	19.1%	84	16.0%	73	14.2%	62	<0.001***	0.027	0.224
	The same chance/A higher chance/A much higher chance	74.2%	346	80.9%	356	84.0%	382	85.8%	374			
	<i>Don't Know</i>	-	22	-	39	-	27	-	36			
	<i>Decline to Answer</i>	-	0	-	3	-	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.

Table 25dS. Hypothesis 3.4. Perceptions of relative risk of health conditions to a person who quits all TNP use except for *General Snus* vs. quitting all TNP use by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	27.0%	117	29.6%	130	24.5%	105	18.8%	83	0.002**	<0.001***	0.020*
	The same chance/A higher chance/A much higher chance	73.0%	316	70.4%	309	75.5%	323	81.2%	358			
	<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	26.8%	114	27.1%	117	22.4%	95	19.6%	84	0.006**	0.005***	0.16
	The same chance/A higher chance/A much higher chance	73.2%	312	72.9%	315	77.6%	330	80.4%	345			
	<i>Don't Know</i>	-	22	-	17	-	20	-	25			
	<i>Decline to Answer</i>	-	3	-	3	-	1	-	4			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	26.7%	116	29.5%	130	24.8%	105	20.5%	90	0.014**	0.001***	0.065
	The same chance/A higher chance/A much higher chance	73.3%	318	70.5%	310	75.2%	319	79.5%	350			
	<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	23.4%	102	18.4%	81	18.9%	81	12.9%	57	<0.001***	0.013*	0.008**
	The same chance/A higher chance/A much higher chance	76.6%	333	81.6%	359	81.1%	348	87.1%	384			
	<i>Don't Know</i>	-	16	-	9	-	17	-	15			
	<i>Decline to Answer</i>	-	0	-	3	-	0	-	2			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	22.4%	98	20.1%	89	18.8%	81	15.7%	69	0.005***	0.044	0.109
	The same chance/A higher chance/A much higher chance	77.6%	339	79.9%	354	81.2%	349	84.3%	371			
	<i>Don't Know</i>	-	14	-	5	-	14	-	14			
	<i>Decline to Answer</i>	-	0	-	4	-	2	-	4			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	25.4%	110	23.5%	103	21.2%	91	17.5%	77	0.002***	0.013**	0.081
	The same chance/A higher chance/A much higher chance	74.6%	323	76.5%	335	78.8%	338	82.5%	364			
	<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	25.1%	109	22.0%	98	17.6%	76	15.6%	69	<0.001***	0.008**	0.224
	The same chance/A higher chance/A much higher chance	74.9%	325	78.0%	348	82.4%	357	84.4%	372			
	<i>Don't Know</i>	-	14	-	3	-	12	-	13			
	<i>Decline to Answer</i>	-	3	-	3	-	1	-	4			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	25.6%	111	25.2%	111	23.0%	100	18.7%	83	0.007***	0.010**	0.056
	The same chance/A higher chance/A much higher chance	74.4%	322	74.8%	330	77.0%	334	81.3%	361			
	<i>Don't Know</i>	-	17	-	10	-	12	-	12			
	<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.

Table 25eS. Hypothesis 3.4. Perceptions of relative risk of health conditions to a person who quits all TNP use except for *General Snus* vs. quitting all TNP use by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	37.3%	168	36.8%	162	37.7%	167	24.7%	113	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	62.7%	283	63.2%	278	62.3%	276	75.3%	344			
	<i>Don't Know</i>	-	27	-	30	-	28	-	27			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	2			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	40.3%	183	34.8%	154	38.3%	171	27.0%	124	<0.001***	0.005*	<0.001**
	The same chance/A higher chance/A much higher chance	59.7%	271	65.2%	288	61.7%	275	73.0%	336			
	<i>Don't Know</i>	-	24	-	28	-	26	-	25			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	37.5%	169	36.9%	163	39.0%	175	24.5%	113	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	62.5%	282	63.1%	279	61.0%	274	75.5%	348			
	<i>Don't Know</i>	-	27	-	28	-	23	-	23			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	2			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	30.9%	140	25.4%	113	28.9%	131	15.6%	73	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	69.1%	313	74.6%	332	71.1%	322	84.4%	395			
	<i>Don't Know</i>	-	26	-	25	-	19	-	17			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	30.4%	139	23.6%	106	23.9%	108	13.6%	64	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	69.6%	318	76.4%	343	76.1%	344	86.4%	408			
	<i>Don't Know</i>	-	22	-	20	-	18	-	13			
	<i>Decline to Answer</i>	-	0	-	1	-	2	-	1			

Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	35.0%	157	31.4%	139	32.9%	146	18.5%	86	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	65.0%	291	68.6%	304	67.1%	298	81.5%	378			
	<i>Don't Know</i>	-	29	-	27	-	26	-	21			
	<i>Decline to Answer</i>	-	2	-	0	-	2	-	1			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	30.1%	138	23.2%	105	22.5%	102	15.0%	71	<0.001***	0.001**	0.002*
	The same chance/A higher chance/A much higher chance	69.9%	320	76.8%	348	77.5%	352	85.0%	401			
	<i>Don't Know</i>	-	21	-	17	-	18	-	13			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	34.4%	154	32.0%	144	32.0%	141	19.3%	89	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	65.6%	294	68.0%	306	68.0%	299	80.7%	372			
	<i>Don't Know</i>	-	31	-	20	-	32	-	24			
	<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.

Table 25fS. Hypothesis 3.4. Perceptions of relative risk of health conditions to a person who quits all TNP use except for *General Snus* vs. quitting all TNP use by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	27.0%	63	26.2%	61	31.3%	71	23.3%	53	0.181	0.241	0.029
	The same chance/A higher chance/A much higher chance	73.0%	170	73.8%	172	68.7%	156	76.7%	174			
	<i>Don't Know</i>	-	9	-	8	-	8	-	10			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	30.0%	69	30.3%	69	27.0%	61	27.7%	64	0.293	0.273	0.432
	The same chance/A higher chance/A much higher chance	70.0%	161	69.7%	159	73.0%	165	72.3%	167			
	<i>Don't Know</i>	-	12	-	13	-	9	-	6			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	28.1%	66	28.1%	65	27.2%	62	25.1%	58	0.234	0.231	0.306
	The same chance/A higher chance/A much higher chance	71.9%	169	71.9%	166	72.8%	166	74.9%	173			
	<i>Don't Know</i>	-	7	-	9	-	7	-	6			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	20.6%	48	21.6%	50	21.6%	49	18.3%	42	0.27	0.194	0.193
	The same chance/A higher chance/A much higher chance	79.4%	185	78.4%	182	78.4%	178	81.7%	187			
	<i>Don't Know</i>	-	9	-	9	-	8	-	8			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	21.0%	50	20.8%	49	24.6%	56	18.1%	42	0.214	0.234	0.045
	The same chance/A higher chance/A much higher chance	79.0%	188	79.2%	187	75.4%	172	81.9%	190			
	<i>Don't Know</i>	-	4	-	5	-	7	-	4			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	25.4%	60	20.7%	48	26.3%	59	22.3%	51	0.213	0.66	0.156
	The same chance/A higher chance/A much higher chance	74.6%	176	79.3%	184	73.7%	165	77.7%	178			
	<i>Don't Know</i>	-	5	-	9	-	11	-	7			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	21.3%	51	21.8%	51	21.6%	50	15.5%	36	0.052	0.041	0.045
	The same chance/A higher chance/A much higher chance	78.7%	188	78.2%	183	78.4%	181	84.5%	196			
	<i>Don't Know</i>	-	3	-	7	-	4	-	5			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance	22.6%	53	23.6%	55	24.1%	55	21.1%	48	0.357	0.263	0.224
	The same chance/A higher chance/A much higher chance	77.4%	182	76.4%	178	75.9%	173	78.9%	179			
	<i>Don't Know</i>	-	7	-	8	-	7	-	10			
	<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 26aS. Hypothesis 4.1. Comprehension of the *General Snus* modified risk claims by test claims vs. control - Never tobacco users legal age (per state) - 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=475)		Claim 2 (N= 479)		Claim 3 (N=468)		Control (N=472)				
		%	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	82.3%	391	44.1%	211	50.2%	234	13.1%	62	<0.001***	<0.001**	<0.001*
	Incorrect	17.7%	84	55.9%	268	49.8%	232	86.9%	410			
	<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	75.5%	358	70.4%	337	70.2%	328	17.8%	84	<0.001***	<0.001**	<0.001*
	Incorrect	24.5%	116	29.6%	142	29.8%	139	82.2%	387			
	<i>Decline to answer</i>	-	1	-	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	79.4%	377	61.6%	295	79.7%	372	24.0%	113	<0.001***	<0.001**	<0.001*
	Incorrect	20.6%	98	38.4%	184	20.3%	95	76.0%	358			
	<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	42.1%	200	49.2%	235	45.9%	214	37.5%	177	0.074	<0.001***	0.004**
	Incorrect	57.9%	275	50.8%	243	54.1%	252	62.5%	295			
	<i>Decline to answer</i>	-	0	-	1	-	2	-	0			

General Snus production process	Correct	80.8%	383	85.6%	409	84.6%	395	85.4%	403	0.03	0.468	0.366
	Incorrect	19.2%	91	14.4%	69	15.4%	72	14.6%	69			
	<i>Decline to answer</i>	-	1	-	1	-	1	-	0	-	-	-
	Incorrect	22.4%	26	14.2%	17	18.1%	21	16.5%	19			
	<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.

Table 26bS. Hypothesis 4.1. Comprehension of the General Snus modified risk claims by test claims vs. control - Never tobacco users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 470)		Claim 2 (N= 461)		Claim 3 (N=483)		Control (N=487)				
		%	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	78.5%	368	39.8%	183	46.7%	224	9.9%	48	<0.001***	<0.001**	<0.001*
	Incorrect	21.5%	101	60.2%	277	53.3%	256	90.1%	439			
	<i>Decline to answer</i>	-	1	-	1	-	3	-	0			
MRTP Claim #2: Risk for certain tobacco-related diseases (Using <i>General Snus</i> instead of cigarettes)	Correct	74.9%	349	71.0%	325	73.5%	355	18.5%	90	<0.001***	<0.001**	<0.001*
	Incorrect	25.1%	117	29.0%	133	26.5%	128	81.5%	397			
	<i>Decline to answer</i>	-	4	-	3	-	0	-	0			
MRTP Claim #3: Risk for chronic lung disease and other tobacco-related ailments (Using <i>General Snus</i> instead of cigarettes)	Correct	77.0%	361	58.0%	266	78.3%	378	21.1%	103	<0.001***	<0.001**	<0.001*
	Incorrect	23.0%	108	42.0%	193	21.7%	105	78.9%	384			
	<i>Decline to answer</i>	-	1	-	2	-	0	-	0			
Number of cigarettes one can smoke a day for <i>General Snus</i> to lower risk of disease	Correct	37.7%	177	36.7%	169	38.4%	185	31.5%	153	0.023**	0.044*	0.012***
	Incorrect	62.3%	293	63.3%	291	61.6%	297	68.5%	333			
	<i>Decline to answer</i>	-	0	-	1	-	1	-	1			
<i>General Snus</i> production process	Correct	79.5%	373	79.7%	366	80.7%	389	84.3%	409	0.027	0.033	0.069
	Incorrect	20.5%	96	20.3%	93	19.3%	93	15.7%	76			
	<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.

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

Table 26cS. Hypothesis 4.1. Comprehension of the *General Snus* modified risk claims by test claims vs. control - Former cigarette smokers users legal age (per state) 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=488)		Claim 2 (N=482)		Claim 3 (N=483)		Control (N=472)				
		%	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	85.2%	416	38.9%	187	47.2%	228	8.7%	41	<0.001***	<0.001**	<0.001*
	Incorrect	14.8%	72	61.1%	294	52.8%	255	91.3%	430			
	<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	81.8%	399	77.0%	371	72.3%	349	18.0%	85	<0.001***	<0.001**	<0.001*
	Incorrect	18.2%	89	23.0%	111	27.7%	134	82.0%	387			
	<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	82.9%	403	64.7%	312	81.6%	394	23.3%	110	<0.001***	<0.001**	<0.001*
	Incorrect	17.1%	83	35.3%	170	18.4%	89	76.7%	362			
	<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	50.0%	244	43.4%	209	45.2%	218	37.4%	176	<0.001***	0.030*	0.007**
	Incorrect	50.0%	244	56.6%	273	54.8%	264	62.6%	295			
	<i>Decline to answer</i>	-	0	-	0	-	1	-	1	-	-	-
<i>General Snus</i> production process	Correct	89.1%	435	89.6%	432	85.1%	411	86.4%	408	0.101	0.065	0.276
	Incorrect	10.9%	53	10.4%	50	14.9%	72	13.6%	64			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0	-	-	-
	Incorrect	22.0%	27	28.1%	34	16.7%	20	19.0%	22			
	<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.

Table 26dS. Hypothesis 4.1. Comprehension of the *General Snus* modified risk claims by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	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	83.3%	375	49.6%	224	57.4%	255	16.0%	73	<0.001***	<0.001**	<0.001*
	Incorrect	16.7%	75	50.4%	228	42.6%	189	84.0%	384			
	<i>Decline to answer</i>	-	1	-	0	-	2	-	1	-	-	-
MRTP Claim #2: Risk for certain tobacco- related diseases (Using <i>General Snus</i> instead of cigarettes)	Correct	76.6%	344	74.6%	337	75.8%	338	27.3%	125	<0.001***	<0.001**	<0.001*
	Incorrect	23.4%	105	25.4%	115	24.2%	108	72.7%	333			
	<i>Decline to answer</i>	-	2	-	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	81.6%	367	68.1%	308	84.1%	375	33.6%	154	<0.001***	<0.001**	<0.001*
	Incorrect	18.4%	83	31.9%	144	15.9%	71	66.4%	304			
	<i>Decline to answer</i>	-	1	-	0	-	0	-	0	-	-	-
Number of cigarettes one can smoke a day for <i>General Snus</i> to lower risk of disease	Correct	56.3%	253	56.4%	255	56.7%	253	44.7%	203	<0.001***	<0.001**	<0.001*
	Incorrect	43.7%	196	43.6%	197	43.3%	193	55.3%	251			
	<i>Decline to answer</i>	-	2	-	0	-	0	-	4	-	-	-
<i>General Snus</i> production process	Correct	88.2%	398	86.9%	393	85.4%	381	86.4%	394	0.202	0.405	0.337
	Incorrect	11.8%	53	13.1%	59	14.6%	65	13.6%	62			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	2	-	-	-
	Incorrect	12.5%	14	14.2%	16	11.9%	13	15.2%	17			
	<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.

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

Table 26eS. Hypothesis 4.1. Comprehension of the *General Snus* modified risk claims by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	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	82.0%	392	49.1%	231	52.8%	249	15.4%	75	<0.001***	<0.001**	<0.001*
	Incorrect	18.0%	86	50.9%	239	47.2%	223	84.6%	411			
	<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	80.4%	385	79.6%	374	80.9%	382	23.0%	112	<0.001***	<0.001**	<0.001*
	Incorrect	19.6%	94	20.4%	96	19.1%	90	77.0%	374			
	<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	83.3%	399	71.4%	335	85.4%	403	30.2%	147	<0.001***	<0.001**	<0.001*
	Incorrect	16.7%	80	28.6%	134	14.6%	69	69.8%	339			
	<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	43.8%	209	48.5%	228	48.3%	228	34.0%	165	0.001*	<0.001***	<0.001**
	Incorrect	56.2%	268	51.5%	242	51.7%	244	66.0%	321			
	<i>Decline to answer</i>	-	2	-	0	-	0	-	0	-	-	-
<i>General Snus</i> production process	Correct	86.2%	412	85.5%	402	86.6%	408	84.1%	408	0.183	0.272	0.137
	Incorrect	13.8%	66	14.5%	68	13.4%	63	15.9%	77			
	<i>Decline to answer</i>	-	1	-	0	-	1	-	1	-	-	-
	Incorrect	26.3%	31	27.1%	32	26.9%	32	23.0%	28			
	<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.

Table 26fS. Hypothesis 4.1. Comprehension of the *General Snus* modified risk claims by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	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	88.0%	213	53.5%	129	55.7%	131	19.4%	46	<0.001***	<0.001**	<0.001*
	Incorrect	12.0%	29	46.5%	112	44.3%	104	80.6%	191			
	<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	82.2%	199	82.6%	199	77.4%	182	29.1%	69	<0.001***	<0.001**	<0.001*
	Incorrect	17.8%	43	17.4%	42	22.6%	53	70.9%	168			
	<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	82.6%	200	71.0%	171	83.8%	197	36.3%	86	<0.001***	<0.001**	<0.001*
	Incorrect	17.4%	42	29.0%	70	16.2%	38	63.7%	151			
	<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	54.5%	132	49.0%	118	51.9%	122	50.2%	119	0.171	0.392	0.356
	Incorrect	45.5%	110	51.0%	123	48.1%	113	49.8%	118			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0	-	-	-
<i>General Snus</i> production process	Correct	88.8%	215	91.3%	220	88.1%	207	90.3%	214	0.302	0.354	0.22
	Incorrect	11.2%	27	8.7%	21	11.9%	28	9.7%	23			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0	-	-	-
	Incorrect	23.0%	14	19.7%	12	20.3%	12	18.6%	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.

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

Table 27aS. Hypothesis 5.1. Among TNP user groups, the likelihood to use TNP moving forward by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	n	%	n	%	n	%	n			
Use E- cigarettes moving forward	Quit completely/cut back use/use the same amount	92.2%	235	94.0%	235	92.9%	237	94.8%	238	0.112	0.345	0.189
	Use more	7.8%	20	6.0%	15	7.1%	18	5.2%	13			
	<i>Don't know</i>	-	10	-	6	-	5	-	2			
	<i>Decline to answer</i>	-	0	-	1	-	0	-	2			
Use moist snuff moving forward	Quit completely/cut back use/Use the same amount	96.9%	62	100.0%	59	98.1%	53	96.8%	60	0.513	0.918	0.679
	Use more	3.1%	2	.0%	0	1.9%	1	3.2%	2			
	<i>Don't know</i>	-	2	-	2	-	1	-	2			
	<i>Decline to answer</i>	-	0	-	2	-	1	-	1			
Use chewing tobacco moving forward	Quit completely/cut back use/Use the same amount	95.8%	46	97.9%	46	97.8%	45	95.6%	43	0.526	0.734	0.728
	Use more	4.2%	2	2.1%	1	2.2%	1	4.4%	2			
	<i>Don't know</i>	-	0	-	2	-	0	-	1			
	<i>Decline to answer</i>	-	1	-	1	-	0	-	0			
Use snus moving forward	Quit completely/cut back use/Use the same amount	92.5%	49	85.3%	29	95.1%	39	92.3%	36	0.51	0.169	0.698
	Use more	7.5%	4	14.7%	5	4.9%	2	7.7%	3			
	<i>Don't know</i>	-	2	-	2	-	3	-	3			
	<i>Decline to answer</i>	-	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%	216	99.6%	222	98.2%	224	98.7%	233	0.641	0.828	0.335
	Use more	.9%	2	.4%	1	1.8%	4	1.3%	3			
	<i>Don't know</i>	-	6	-	4	-	6	-	3			
	<i>Decline to answer</i>	-	0	-	3	-	0	-	0			
Use pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	97.5%	79	100.0%	73	96.9%	63	98.7%	78	0.287	0.833	0.224
	Use more	2.5%	2	.0%	0	3.1%	2	1.3%	1			
	<i>Don't know</i>	-	1	-	1	-	2	-	2			
	<i>Decline to answer</i>	-	0	-	1	-	0	-	0			

Use hookahs or water pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	98.1%	158	98.2%	166	96.5%	138	98.9%	174	0.291	0.310	0.076
	Use more	1.9%	3	1.8%	3	3.5%	5	1.1%	2			
	<i>Don't know</i>	-	4	-	3	-	4	-	2			
	<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.

Table 27bS. Hypothesis 5.1. Among TNP user groups, the likelihood to use TNP moving forward by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	n	%	n	%	n	%	n			
Use E- cigarettes moving forward	Quit completely/cut back use/Use the same amount	94.0%	171	93.3%	154	93.4%	171	94.9%	167	0.351	0.271	0.280
	Use more	6.0%	11	6.7%	11	6.6%	12	5.1%	9			
	<i>Don't know</i>	-	10	-	10	-	5	-	4			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
Use moist snuff moving forward	Quit completely/cut back use/Use the same amount	97.7%	43	95.3%	41	97.4%	38	97.6%	41	0.514	0.286	0.479
	Use more	2.3%	1	4.7%	2	2.6%	1	2.4%	1			
	<i>Don't know</i>	-	6	-	1	-	0	-	1			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
Use chewing tobacco moving forward	Quit completely/cut back use/Use the same amount	100.0%	26	96.2%	25	100.0%	19	96.3%	26	0.839	0.489	0.802
	Use more	.0%	0	3.8%	1	.0%	0	3.7%	1			
	<i>Don't know</i>	-	1	-	0	-	0	-	0			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
Use snus moving forward	Quit completely/cut back use/Use the same amount	92.3%	24	89.7%	26	89.7%	26	87.1%	27	0.739	0.621	0.621
	Use more	7.7%	2	10.3%	3	10.3%	3	12.9%	4			
	<i>Don't know</i>	-	2	-	1	-	2	-	0			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			

Use cigars, cigarillos, or filtered cigars filled with tobacco moving forward	Quit completely/cut back use/Use the same amount	98.7%	153	97.8%	136	99.3%	144	99.3%	142	0.305	0.150	0.504
	Use more	1.3%	2	2.2%	3	.7%	1	.7%	1			
	<i>Don't know</i>	-	5	-	10	-	5	-	5			
	<i>Decline to answer</i>	-	1	-	0	-	0	-	0			
Use pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	100.0%	61	94.2%	49	100.0%	40	100.0%	40	-	0.061	-
	Use more	.0%	0	5.8%	3	.0%	0	.0%	0			
	<i>Don't know</i>	-	3	-	3	-	0	-	1			
	<i>Decline to answer</i>	-	0	-	1	-	0	-	0			
Use hookahs or water pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	98.4%	61	94.9%	56	100.0%	46	100.0%	54	0.175	0.047	-
	Use more	1.6%	1	5.1%	3	.0%	0	.0%	0			
	<i>Don't know</i>	-	2	-	1	-	0	-	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.

Table 27cS. Hypothesis 5.1. Among TNP user groups, the likelihood to use TNP moving forward by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	n	%	n	%	n	%	n			
Use E- cigarettes moving forward	Quit completely/cut back use/Use the same amount	100.0%	27	100.0%	30	96.4%	27	91.3%	21	0.941	0.950	0.781
	Use more	.0%	0	.0%	0	3.6%	1	8.7%	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%	187	99.5%	191	99.5%	197	100.0%	200	0.151	0.154	0.157
	Use more	.5%	1	.5%	1	.5%	1	.0%	0			
	<i>Don't know</i>	-	5	-	6	-	6	-	5			
	<i>Decline to answer</i>	-	0	-	1	-	0	-	0			

Use chewing tobacco moving forward	Quit completely/cut back use/Use the same amount	98.7%	74	100.0%	82	98.6%	71	97.3%	71	0.728	0.935	0.716
	Use more	1.3%	1	.0%	0	1.4%	1	2.7%	2			
	<i>Don't know</i>	-	0	-	3	-	2	-	0			
	<i>Decline to answer</i>	-	0	-	1	-	0	-	0			
Use snus moving forward	Quit completely/cut back use/Use the same amount	96.2%	75	94.9%	74	88.9%	72	94.5%	69	0.684	0.539	0.105
	Use more	3.8%	3	5.1%	4	11.1%	9	5.5%	4			
	<i>Don't know</i>	-	1	-	0	-	0	-	3			
	<i>Decline to answer</i>	-	0	-	0	-	1	-	0			
Use cigars, cigarillos, or filtered cigars filled with tobacco moving forward	Quit completely/cut back use/Use the same amount	98.7%	78	100.0%	73	100.0%	68	100.0%	81	0.155	-	-
	Use more	1.3%	1	.0%	0	.0%	0	.0%	0			
	<i>Don't know</i>	-	0	-	3	-	3	-	3			
	<i>Decline to answer</i>	-	0	-	0	-	0	-	0			
Use pipe tobacco moving forward	Quit completely/cut back use/Use the same amount	100.0%	15	100.0%	14	100.0%	15	100.0%	22	-	-	-
	Use more	.0%	0	.0%	0	.0%	0	.0%	0			
	<i>Don't know</i>	-	0	-	2	-	1	-	1			
	<i>Decline to answer</i>	-	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	0.785	0.850
	Use more	8.7%	2	.0%	0	.0%	0	5.0%	1			
	<i>Don't know</i>	-	1	-	0	-	0	-	0			
	<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 28aS. Hypothesis 6.1. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. moist snuff daily by test claims vs. control - Never tobacco users legal age (per state) - 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=475)		Claim 2 (N= 479)		Claim 3 (N=468)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	91.7%	388	93.1%	403	92.7%	381	91.2%	375	0.599	0.839	0.779
	A higher chance/A much higher chance	8.3%	35	6.9%	30	7.3%	30	8.8%	36			
	<i>Don't Know</i>	-	52	-	45	-	56	-	60			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	1			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	90.2%	369	91.1%	360	92.3%	370	88.7%	345	0.759	0.873	0.957
	A higher chance/A much higher chance	9.8%	40	8.9%	35	7.7%	31	11.3%	44			
	<i>Don't Know</i>	-	66	-	82	-	65	-	80			
	<i>Decline to Answer</i>	-	0	-	2	-	2	-	3			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	93.2%	398	91.0%	395	90.9%	380	89.2%	371	0.981	0.814	0.797
	A higher chance/A much higher chance	6.8%	29	9.0%	39	9.1%	38	10.8%	45			
	<i>Don't Know</i>	-	47	-	44	-	49	-	56			
	<i>Decline to Answer</i>	-	1	-	1	-	1	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	87.5%	384	85.6%	370	86.7%	372	86.0%	370	0.732	0.433	0.612
	A higher chance/A much higher chance	12.5%	55	14.4%	62	13.3%	57	14.0%	60			
	<i>Don't Know</i>	-	35	-	45	-	36	-	41			
	<i>Decline to Answer</i>	-	1	-	2	-	3	-	1			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	86.4%	369	83.0%	367	83.2%	351	78.4%	333	>.999	0.96	0.962
	A higher chance/A much higher chance	13.6%	58	17.0%	75	16.8%	71	21.6%	92			
	<i>Don't Know</i>	-	46	-	35	-	44	-	47			
	<i>Decline to Answer</i>	-	2	-	2	-	2	-	0			

Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	92.9%	394	90.8%	386	89.6%	372	88.8%	364	0.981	0.835	0.654
	A higher chance/A much higher chance	7.1%	30	9.2%	39	10.4%	43	11.2%	46			
	<i>Don't Know</i>	-	50	-	53	-	49	-	62			
	<i>Decline to Answer</i>	-	1	-	1	-	4	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	86.5%	373	83.1%	368	84.9%	360	80.2%	344	0.994	0.864	0.965
	A higher chance/A much higher chance	13.5%	58	16.9%	75	15.1%	64	19.8%	85			
	<i>Don't Know</i>	-	43	-	35	-	40	-	43			
	<i>Decline to Answer</i>	-	1	-	1	-	4	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	90.8%	375	93.3%	390	90.3%	373	89.5%	367	0.732	0.649	0.649
	A higher chance/A much higher chance	9.2%	38	6.7%	28	9.7%	40	10.5%	43			
	<i>Don't Know</i>	-	59	-	58	-	52	-	62			
	<i>Decline to Answer</i>	-	3	-	3	-	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.

Table 28bS. Hypothesis 6.1. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. moist snuff daily by test claims vs. control - Never tobacco users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 470)		Claim 2 (N= 461)		Claim 3 (N=483)		Control (N=487)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	95.2%	393	94.4%	371	95.4%	411	91.3%	378	0.986	0.956	0.991
	A higher chance/A much higher chance	4.8%	20	5.6%	22	4.6%	20	8.7%	36			
	<i>Don't Know</i>	-	56	-	67	-	52	-	73	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	0	-	-	-

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	94.7%	394	94.8%	367	93.6%	394	91.8%	381	0.953	0.956	0.839
	A higher chance/A much higher chance	5.3%	22	5.2%	20	6.4%	27	8.2%	34			
	<i>Don't Know</i>	-	53	-	73	-	62	-	71			
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	95.1%	404	93.0%	373	94.5%	412	91.5%	387	0.981	0.794	0.958
	A higher chance/A much higher chance	4.9%	21	7.0%	28	5.5%	24	8.5%	36			
	<i>Don't Know</i>	-	43	-	60	-	47	-	63			
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	92.0%	382	87.1%	363	92.2%	400	89.1%	385	0.927	0.176	0.938
	A higher chance/A much higher chance	8.0%	33	12.9%	54	7.8%	34	10.9%	47			
	<i>Don't Know</i>	-	51	-	44	-	48	-	55			
	<i>Decline to Answer</i>	-	4	-	0	-	1	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	86.6%	361	82.4%	337	85.2%	369	80.2%	349	0.993	0.79	0.974
	A higher chance/A much higher chance	13.4%	56	17.6%	72	14.8%	64	19.8%	86			
	<i>Don't Know</i>	-	51	-	52	-	49	-	51			
	<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	95.5%	399	92.7%	367	92.7%	393	89.7%	376	0.999	0.93	0.935
	A higher chance/A much higher chance	4.5%	19	7.3%	29	7.3%	31	10.3%	43			
	<i>Don't Know</i>	-	49	-	64	-	59	-	68			
	<i>Decline to Answer</i>	-	3	-	1	-	0	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	86.3%	364	82.8%	336	83.6%	361	81.0%	354	0.981	0.745	0.838
	A higher chance/A much higher chance	13.7%	58	17.2%	70	16.4%	71	19.0%	83			
	<i>Don't Know</i>	-	46	-	55	-	51	-	47			
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	3			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	94.0%	378	94.7%	372	95.4%	395	91.6%	383	0.908	0.955	0.987
	A higher chance/A much higher chance	6.0%	24	5.3%	21	4.6%	19	8.4%	35			
	<i>Don't Know</i>	-	66	-	66	-	69	-	68	-	-	-
	<i>Decline to Answer</i>	-	2	-	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.

Table 28cS. Hypothesis 6.1. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. moist snuff daily by test claims vs. control - Former cigarette smokers users legal age (per state) 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=488)		Claim 2 (N=482)		Claim 3 (N=483)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	97.3%	436	96.3%	415	97.0%	423	95.5%	401	0.928	0.724	0.883
	A higher chance/A much higher chance	2.7%	12	3.7%	16	3.0%	13	4.5%	19			
	<i>Don't Know</i>	-	38	-	51	-	47	-	52	-	-	-
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	0	-	-	-
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	97.1%	439	96.1%	418	96.6%	422	96.7%	404	0.656	0.331	0.473
	A higher chance/A much higher chance	2.9%	13	3.9%	17	3.4%	15	3.3%	14			
	<i>Don't Know</i>	-	36	-	47	-	45	-	54	-	-	-
	<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	96.5%	440	95.9%	421	97.5%	431	96.0%	409	0.647	0.467	0.895
	A higher chance/A much higher chance	3.5%	16	4.1%	18	2.5%	11	4.0%	17			
	<i>Don't Know</i>	-	32	-	43	-	41	-	46	-	-	-
	<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	95.3%	442	92.1%	407	92.9%	416	89.2%	381	>.999	0.926	0.97
	A higher chance/A much higher chance	4.7%	22	7.9%	35	7.1%	32	10.8%	46			
	<i>Don't Know</i>	-	24	-	40	-	34	-	45	-	-	-
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0	-	-	-
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	88.4%	405	86.0%	388	85.4%	385	81.5%	356	0.998	0.968	0.941
	A higher chance/A much higher chance	11.6%	53	14.0%	63	14.6%	66	18.5%	81			
	<i>Don't Know</i>	-	30	-	31	-	32	-	35	-	-	-
	<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	96.0%	430	95.8%	413	95.9%	423	92.9%	392	0.977	0.968	0.974
	A higher chance/A much higher chance	4.0%	18	4.2%	18	4.1%	18	7.1%	30			
	<i>Don't Know</i>	-	40	-	50	-	42	-	50	-	-	-
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	0	-	-	-
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	89.2%	411	81.8%	369	83.9%	381	83.0%	362	0.996	0.318	0.64
	A higher chance/A much higher chance	10.8%	50	18.2%	82	16.1%	73	17.0%	74			
	<i>Don't Know</i>	-	26	-	30	-	29	-	36	-	-	-
	<i>Decline to Answer</i>	-	1	-	1	-	0	-	0	-	-	-
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	96.2%	435	95.1%	406	95.5%	404	94.1%	381	0.931	0.74	0.824
	A higher chance/A much higher chance	3.8%	17	4.9%	21	4.5%	19	5.9%	24			
	<i>Don't Know</i>	-	36	-	55	-	58	-	65	-	-	-
	<i>Decline to Answer</i>	-	0	-	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.

Table 28dS. Hypothesis 6.1. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. moist snuff daily by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic</u> <u>bronchitis</u>	A much lower chance/A lower chance/The same chance	93.6%	395	92.3%	393	94.2%	393	90.6%	387	0.946	0.801	0.976
	A higher chance/A much higher chance	6.4%	27	7.7%	33	5.8%	24	9.4%	40			
	<i>Don't Know</i>	-	29	-	24	-	28	-	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	93.5%	391	92.0%	381	94.6%	386	89.3%	369	0.985	0.908	0.997
	A higher chance/A much higher chance	6.5%	27	8.0%	33	5.4%	22	10.7%	44			
	<i>Don't Know</i>	-	31	-	37	-	36	-	43			
	<i>Decline to Answer</i>	-	2	-	1	-	2	-	2			
Relative risk of <u>lung</u> <u>cancer</u>	A much lower chance/A lower chance/The same chance	93.9%	403	91.7%	396	93.0%	396	91.1%	398	0.945	0.622	0.846
	A higher chance/A much higher chance	6.1%	26	8.3%	36	7.0%	30	8.9%	39			
	<i>Don't Know</i>	-	22	-	18	-	19	-	19			
	<i>Decline to Answer</i>	-	0	-	2	-	1	-	2			
Relative risk of <u>serious</u> <u>health</u> <u>problems</u>	A much lower chance/A lower chance/The same chance	92.3%	398	90.5%	392	88.7%	377	87.0%	382	0.995	0.95	0.776
	A higher chance/A much higher chance	7.7%	33	9.5%	41	11.3%	48	13.0%	57			
	<i>Don't Know</i>	-	20	-	16	-	20	-	17			
	<i>Decline to Answer</i>	-	0	-	3	-	1	-	2			
Relative risk of <u>gum</u> <u>disease</u>	A much lower chance/A lower chance/The same chance	88.9%	385	83.7%	359	85.3%	360	79.8%	347	>.999	0.932	0.984
	A higher chance/A much higher chance	11.1%	48	16.3%	70	14.7%	62	20.2%	88			
	<i>Don't Know</i>	-	18	-	21	-	20	-	19			
	<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	94.7%	407	90.8%	386	91.0%	385	88.5%	377	0.999	0.867	0.887
	A higher chance/A much higher chance	5.3%	23	9.2%	39	9.0%	38	11.5%	49			
	<i>Don't Know</i>	-	20	-	26	-	22	-	27			
	<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	91.2%	396	84.5%	365	86.4%	361	82.4%	356	>.999	0.795	0.944
	A higher chance/A much higher chance	8.8%	38	15.5%	67	13.6%	57	17.6%	76			
	<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	93.6%	396	90.5%	381	92.3%	382	88.1%	377	0.997	0.872	0.979
	A higher chance/A much higher chance	6.4%	27	9.5%	40	7.7%	32	11.9%	51			
	<i>Don't Know</i>	-	26	-	30	-	32	-	28			
	<i>Decline to Answer</i>	-	2	-	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.

Table 28eS. Hypothesis 6.1. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. moist snuff daily by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	97.3%	428	96.7%	412	93.7%	417	95.4%	433	0.934	0.845	0.136
	A higher chance/A much higher chance	2.7%	12	3.3%	14	6.3%	28	4.6%	21			
	<i>Don't Know</i>	-	39	-	44	-	25	-	30			
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	2			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	96.3%	422	94.9%	407	94.6%	423	93.3%	420	0.979	0.833	0.793
	A higher chance/A much higher chance	3.7%	16	5.1%	22	5.4%	24	6.7%	30			
	<i>Don't Know</i>	-	41	-	41	-	25	-	36			
	<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	95.7%	427	93.3%	403	94.8%	422	93.9%	429	0.897	0.361	0.733
	A higher chance/A much higher chance	4.3%	19	6.7%	29	5.2%	23	6.1%	28			
	<i>Don't Know</i>	-	32	-	38	-	27	-	29			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	94.2%	419	91.1%	400	92.6%	412	91.2%	425	0.956	0.482	0.777
	A higher chance/A much higher chance	5.8%	26	8.9%	39	7.4%	33	8.8%	41			
	<i>Don't Know</i>	-	34	-	31	-	25	-	18			
	<i>Decline to Answer</i>	-	0	-	0	-	2	-	2			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	88.1%	393	83.8%	367	84.3%	380	79.3%	365	>.999	0.957	0.973
	A higher chance/A much higher chance	11.9%	53	16.2%	71	15.7%	71	20.7%	95			
	<i>Don't Know</i>	-	32	-	32	-	21	-	25			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	94.8%	417	94.4%	401	95.0%	417	92.8%	415	0.883	0.819	0.909
	A higher chance/A much higher chance	5.2%	23	5.6%	24	5.0%	22	7.2%	32			
	<i>Don't Know</i>	-	38	-	45	-	33	-	39			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	89.6%	405	84.1%	370	83.4%	373	79.6%	367	>.999	0.959	0.932
	A higher chance/A much higher chance	10.4%	47	15.9%	70	16.6%	74	20.4%	94			
	<i>Don't Know</i>	-	26	-	30	-	25	-	23			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	2			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	95.2%	413	93.5%	391	93.4%	409	93.5%	416	0.859	0.514	0.475
	A higher chance/A much higher chance	4.8%	21	6.5%	27	6.6%	29	6.5%	29			
	<i>Don't Know</i>	-	44	-	52	-	34	-	41			
	<i>Decline to Answer</i>	-	1	-	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 28fS. Hypothesis 6.1. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. moist snuff daily by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	97.0%	228	92.8%	218	94.7%	214	94.3%	216	0.924	0.248	0.568
	A higher chance/A much higher chance	3.0%	7	7.2%	17	5.3%	12	5.7%	13			
	<i>Don't Know</i>	-	7	-	6	-	9	-	8			
	<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	94.4%	220	93.4%	212	95.5%	214	95.2%	218	0.354	0.203	0.568
	A higher chance/A much higher chance	5.6%	13	6.6%	15	4.5%	10	4.8%	11			
	<i>Don't Know</i>	-	9	-	14	-	11	-	8			
	<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	93.9%	217	94.5%	224	94.6%	212	96.1%	222	0.142	0.208	0.229
	A higher chance/A much higher chance	6.1%	14	5.5%	13	5.4%	12	3.9%	9			
	<i>Don't Know</i>	-	11	-	4	-	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/The same chance	92.3%	216	93.1%	217	92.9%	209	93.9%	215	0.252	0.371	0.334
	A higher chance/A much higher chance	7.7%	18	6.9%	16	7.1%	16	6.1%	14			
	<i>Don't Know</i>	-	8	-	7	-	9	-	8			
	<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	91.5%	216	88.9%	208	88.8%	206	89.2%	206	0.805	0.46	0.447
	A higher chance/A much higher chance	8.5%	20	11.1%	26	11.2%	26	10.8%	25			
	<i>Don't Know</i>	-	6	-	7	-	3	-	6			
	<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	94.0%	219	93.1%	216	93.8%	212	92.6%	214	0.72	0.577	0.69
	A higher chance/A much higher chance	6.0%	14	6.9%	16	6.2%	14	7.4%	17			
	<i>Don't Know</i>	-	9	-	9	-	9	-	6			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	89.7%	209	88.0%	206	88.6%	203	88.7%	204	0.636	0.412	0.493
	A higher chance/A much higher chance	10.3%	24	12.0%	28	11.4%	26	11.3%	26			
	<i>Don't Know</i>	-	9	-	7	-	5	-	5			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	2			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	94.3%	217	93.0%	214	92.8%	207	95.7%	220	0.261	0.113	0.098
	A higher chance/A much higher chance	5.7%	13	7.0%	16	7.2%	16	4.3%	10			
	<i>Don't Know</i>	-	10	-	11	-	12	-	7			
	<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.

Table 29aS. Hypothesis 6.2. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. other brands of snus daily by test claims vs. control - Never tobacco users legal age (per state) - 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=475)		Claim 2 (N= 479)		Claim 3 (N=468)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	93.6%	411	91.0%	395	93.6%	393	88.6%	373	0.995	0.879	0.994
	A higher chance/A much higher chance	6.4%	28	9.0%	39	6.4%	27	11.4%	48			
	<i>Don't Know</i>	-	34	-	44	-	47	-	51			
	<i>Decline to Answer</i>	-	2	-	1	-	1	-	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	92.6%	389	91.1%	370	90.5%	370	88.1%	349	0.985	0.919	0.858
	A higher chance/A much higher chance	7.4%	31	8.9%	36	9.5%	39	11.9%	47			
	<i>Don't Know</i>	-	54	-	72	-	57	-	74			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	2			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	93.1%	404	91.8%	402	89.7%	385	91.0%	392	0.877	0.668	0.274
	A higher chance/A much higher chance	6.9%	30	8.2%	36	10.3%	44	9.0%	39			
	<i>Don't Know</i>	-	40	-	38	-	38	-	41			
	<i>Decline to Answer</i>	-	1	-	3	-	1	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	91.0%	404	89.1%	394	88.2%	383	89.6%	389	0.752	0.407	0.258
	A higher chance/A much higher chance	9.0%	40	10.9%	48	11.8%	51	10.4%	45			
	<i>Don't Know</i>	-	30	-	36	-	31	-	36			
	<i>Decline to Answer</i>	-	1	-	1	-	3	-	2			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	87.1%	386	84.2%	377	85.0%	367	80.9%	351	0.994	0.9	0.945
	A higher chance/A much higher chance	12.9%	57	15.8%	71	15.0%	65	19.1%	83			
	<i>Don't Know</i>	-	30	-	29	-	34	-	38			
	<i>Decline to Answer</i>	-	2	-	2	-	2	-	0			

Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	91.3%	399	91.3%	400	91.8%	390	90.1%	372	0.732	0.735	0.803
	A higher chance/A much higher chance	8.7%	38	8.7%	38	8.2%	35	9.9%	41			
	<i>Don't Know</i>	-	37	-	40	-	41	-	58			
	<i>Decline to Answer</i>	-	1	-	1	-	2	-	1			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	88.4%	390	85.6%	376	85.0%	367	77.8%	337	>.999	0.998	0.996
	A higher chance/A much higher chance	11.6%	51	14.4%	63	15.0%	65	22.2%	96			
	<i>Don't Know</i>	-	32	-	39	-	33	-	39			
	<i>Decline to Answer</i>	-	2	-	1	-	3	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	94.7%	411	91.9%	395	91.6%	382	89.5%	374	0.997	0.884	0.854
	A higher chance/A much higher chance	5.3%	23	8.1%	35	8.4%	35	10.5%	44			
	<i>Don't Know</i>	-	38	-	47	-	48	-	54			
	<i>Decline to Answer</i>	-	3	-	2	-	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.

Table 29bS. Hypothesis 6.2. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. other brands of snus daily by test claims vs. control - Never tobacco users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 470)		Claim 2 (N= 461)		Claim 3 (N=483)		Control (N=487)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	93.3%	388	95.0%	378	94.6%	404	91.5%	386	0.837	0.977	0.964
	A higher chance/A much higher chance	6.7%	28	5.0%	20	5.4%	23	8.5%	36			
	<i>Don't Know</i>	-	54	-	61	-	56	-	65			
	<i>Decline to Answer</i>	-	0	-	2	-	0	-	0			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	95.7%	398	93.2%	368	93.9%	399	91.6%	384	0.991	0.793	0.895
	A higher chance/A much higher chance	4.3%	18	6.8%	27	6.1%	26	8.4%	35			
	<i>Don't Know</i>	-	52	-	66	-	58	-	67			
	<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	96.0%	403	93.8%	375	93.9%	416	92.7%	392	0.98	0.73	0.766
	A higher chance/A much higher chance	4.0%	17	6.3%	25	6.1%	27	7.3%	31			
	<i>Don't Know</i>	-	47	-	61	-	37	-	64			
	<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	90.4%	378	88.4%	365	93.4%	410	89.6%	388	0.656	0.284	0.978
	A higher chance/A much higher chance	9.6%	40	11.6%	48	6.6%	29	10.4%	45			
	<i>Don't Know</i>	-	49	-	46	-	43	-	54			
	<i>Decline to Answer</i>	-	3	-	2	-	1	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	88.4%	373	84.6%	347	86.9%	379	81.6%	359	0.997	0.881	0.985
	A higher chance/A much higher chance	11.6%	49	15.4%	63	13.1%	57	18.4%	81			
	<i>Don't Know</i>	-	47	-	51	-	47	-	46			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	94.0%	391	92.7%	368	93.2%	398	89.9%	381	0.986	0.925	0.96
	A higher chance/A much higher chance	6.0%	25	7.3%	29	6.8%	29	10.1%	43			
	<i>Don't Know</i>	-	52	-	64	-	56	-	63			
	<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	87.6%	368	84.0%	352	83.8%	372	80.8%	358	0.997	0.891	0.877
	A higher chance/A much higher chance	12.4%	52	16.0%	67	16.2%	72	19.2%	85			
	<i>Don't Know</i>	-	48	-	42	-	39	-	44			
	<i>Decline to Answer</i>	-	2	-	0	-	0	-	0			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	93.3%	377	95.2%	375	95.3%	405	91.7%	388	0.807	0.976	0.982
	A higher chance/A much higher chance	6.7%	27	4.8%	19	4.7%	20	8.3%	35			
	<i>Don't Know</i>	-	63	-	66	-	57	-	64			
	<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.

Table 29cS. Hypothesis 6.2. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. other brands of snus daily by test claims vs. control - Former cigarette smokers users legal age (per state) 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=488)		Claim 2 (N=482)		Claim 3 (N=483)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	97.6%	441	96.3%	418	97.0%	414	96.7%	409	0.782	0.382	0.587
	A higher chance/A much higher chance	2.4%	11	3.7%	16	3.0%	13	3.3%	14			
	<i>Don't Know</i>	-	36	-	48	-	56	-	49			
	<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	97.4%	442	97.0%	421	97.9%	425	96.5%	409	0.779	0.673	0.903
	A higher chance/A much higher chance	2.6%	12	3.0%	13	2.1%	9	3.5%	15			
	<i>Don't Know</i>	-	34	-	47	-	49	-	47			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	96.7%	440	96.0%	413	97.5%	430	96.5%	413	0.568	0.364	0.809
	A higher chance/A much higher chance	3.3%	15	4.0%	17	2.5%	11	3.5%	15			
	<i>Don't Know</i>	-	33	-	51	-	41	-	44			
	<i>Decline to Answer</i>	-	0	-	1	-	1	-	0			

Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	94.9%	443	91.9%	410	93.1%	416	93.8%	407	0.759	0.144	0.335
	A higher chance/A much higher chance	5.1%	24	8.1%	36	6.9%	31	6.2%	27			
	<i>Don't Know</i>	-	21	-	36	-	35	-	37			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	90.7%	420	86.9%	391	85.9%	384	85.2%	375	0.994	0.763	0.613
	A higher chance/A much higher chance	9.3%	43	13.1%	59	14.1%	63	14.8%	65			
	<i>Don't Know</i>	-	25	-	32	-	36	-	31			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	97.1%	439	94.4%	403	96.2%	425	94.1%	400	0.986	0.565	0.919
	A higher chance/A much higher chance	2.9%	13	5.6%	24	3.8%	17	5.9%	25			
	<i>Don't Know</i>	-	36	-	55	-	41	-	47			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	91.1%	419	85.5%	384	87.3%	393	83.5%	364	>.999	0.799	0.948
	A higher chance/A much higher chance	8.9%	41	14.5%	65	12.7%	57	16.5%	72			
	<i>Don't Know</i>	-	27	-	33	-	33	-	36			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	97.6%	441	95.3%	408	94.6%	401	94.7%	394	0.986	0.659	0.465
	A higher chance/A much higher chance	2.4%	11	4.7%	20	5.4%	23	5.3%	22			
	<i>Don't Know</i>	-	36	-	54	-	57	-	56			
	<i>Decline to Answer</i>	-	0	-	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.

Table 29dS. Hypothesis 6.2. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. other brands of snus daily by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	95.5%	403	93.3%	390	91.5%	389	90.2%	387	0.999	0.949	0.748
	A higher chance/A much higher chance	4.5%	19	6.7%	28	8.5%	36	9.8%	42			
	<i>Don't Know</i>	-	28	-	31	-	21	-	28			
	<i>Decline to Answer</i>	-	1	-	3	-	0	-	1			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	94.5%	399	92.8%	388	93.7%	386	90.0%	371	0.993	0.923	0.972
	A higher chance/A much higher chance	5.5%	23	7.2%	30	6.3%	26	10.0%	41			
	<i>Don't Know</i>	-	27	-	33	-	33	-	44			
	<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	94.2%	407	93.1%	403	93.2%	397	91.5%	398	0.94	0.808	0.825
	A higher chance/A much higher chance	5.8%	25	6.9%	30	6.8%	29	8.5%	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	91.6%	395	89.3%	385	89.2%	379	86.6%	380	0.992	0.895	0.88
	A higher chance/A much higher chance	8.4%	36	10.7%	46	10.8%	46	13.4%	59			
	<i>Don't Know</i>	-	20	-	20	-	21	-	17			
	<i>Decline to Answer</i>	-	0	-	1	-	0	-	2			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	86.9%	372	83.4%	357	86.1%	366	83.0%	362	0.945	0.56	0.895
	A higher chance/A much higher chance	13.1%	56	16.6%	71	13.9%	59	17.0%	74			
	<i>Don't Know</i>	-	22	-	21	-	20	-	19			
	<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	94.2%	406	91.8%	391	90.3%	382	87.7%	378	>.999	0.975	0.888
	A higher chance/A much higher chance	5.8%	25	8.2%	35	9.7%	41	12.3%	53			
	<i>Don't Know</i>	-	20	-	25	-	21	-	24			
	<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	89.6%	389	87.1%	378	87.9%	376	82.1%	358	0.999	0.979	0.991
	A higher chance/A much higher chance	10.4%	45	12.9%	56	12.1%	52	17.9%	78			
	<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	96.2%	410	92.0%	389	92.1%	385	88.3%	378	>.999	0.962	0.968
	A higher chance/A much higher chance	3.8%	16	8.0%	34	7.9%	33	11.7%	50			
	<i>Don't Know</i>	-	24	-	28	-	27	-	28			
	<i>Decline to Answer</i>	-	1	-	1	-	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.

Table 29eS. Hypothesis 6.2. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. other brands of snus daily by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	95.7%	425	94.4%	405	93.9%	415	95.2%	435	0.65	0.3	0.196
	A higher chance/A much higher chance	4.3%	19	5.6%	24	6.1%	27	4.8%	22			
	<i>Don't Know</i>	-	35	-	41	-	29	-	29			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	0			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance/The same chance	96.8%	428	95.8%	415	95.0%	422	94.0%	422	0.979	0.895	0.756
	A higher chance/A much higher chance	3.2%	14	4.2%	18	5.0%	22	6.0%	27			
	<i>Don't Know</i>	-	37	-	37	-	27	-	36			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance/The same chance	96.4%	433	95.4%	419	94.7%	426	94.1%	432	0.95	0.814	0.64
	A higher chance/A much higher chance	3.6%	16	4.6%	20	5.3%	24	5.9%	27			
	<i>Don't Know</i>	-	29	-	31	-	20	-	27			
	<i>Decline to Answer</i>	-	1	-	0	-	2	-	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance/The same chance	94.9%	424	92.4%	402	92.8%	415	92.1%	431	0.954	0.571	0.666
	A higher chance/A much higher chance	5.1%	23	7.6%	33	7.2%	32	7.9%	37			
	<i>Don't Know</i>	-	32	-	35	-	24	-	16			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	2			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	87.4%	387	83.0%	365	85.0%	384	81.5%	379	0.992	0.716	0.919
	A higher chance/A much higher chance	12.6%	56	17.0%	75	15.0%	68	18.5%	86			
	<i>Don't Know</i>	-	35	-	30	-	20	-	21			
	<i>Decline to Answer</i>	-	1	-	0	-	0	-	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	95.9%	422	93.8%	407	95.0%	419	93.3%	420	0.956	0.606	0.857
	A higher chance/A much higher chance	4.1%	18	6.2%	27	5.0%	22	6.7%	30			
	<i>Don't Know</i>	-	38	-	36	-	30	-	36			
	<i>Decline to Answer</i>	-	1	-	0	-	1	-	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance/The same chance	88.9%	400	84.9%	378	85.8%	386	80.9%	373	>.999	0.946	0.976
	A higher chance/A much higher chance	11.1%	50	15.1%	67	14.2%	64	19.1%	88			
	<i>Don't Know</i>	-	29	-	25	-	21	-	24			
	<i>Decline to Answer</i>	-	0	-	0	-	1	-	1			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance/The same chance	95.9%	417	94.8%	402	94.7%	415	94.5%	426	0.835	0.592	0.576
	A higher chance/A much higher chance	4.1%	18	5.2%	22	5.3%	23	5.5%	25			
	<i>Don't Know</i>	-	43	-	45	-	34	-	35			
	<i>Decline to Answer</i>	-	1	-	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.

Table 29fS. Hypothesis 6.2. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. other brands of snus daily by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance/The same chance	95.7%	220	95.7%	224	94.7%	215	95.6%	218	0.508	0.524	0.327
	A higher chance/A much higher chance	4.3%	10	4.3%	10	5.3%	12	4.4%	10			
	<i>Don't Know</i>	-	12	-	7	-	8	-	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	96.5%	221	94.2%	213	95.5%	214	96.1%	219	0.601	0.185	0.392
	A higher chance/A much higher chance	3.5%	8	5.8%	13	4.5%	10	3.9%	9			
	<i>Don't Know</i>	-	13	-	15	-	11	-	9			
	<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%	226	94.5%	223	97.3%	218	97.4%	225	0.395	0.056	0.478
	A higher chance/A much higher chance	3.0%	7	5.5%	13	2.7%	6	2.6%	6			
	<i>Don't Know</i>	-	9	-	5	-	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/The same chance	92.7%	216	93.2%	218	93.3%	208	93.5%	215	0.371	0.446	0.465
	A higher chance/A much higher chance	7.3%	17	6.8%	16	6.7%	15	6.5%	15			
	<i>Don't Know</i>	-	9	-	7	-	12	-	7			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance/The same chance	91.5%	216	88.8%	207	89.3%	201	89.1%	204	0.813	0.467	0.534
	A higher chance/A much higher chance	8.5%	20	11.2%	26	10.7%	24	10.9%	25			
	<i>Don't Know</i>	-	6	-	8	-	10	-	7			
	<i>Decline to Answer</i>	-	0	-	0	-	0	-	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance/The same chance	93.9%	217	92.6%	213	94.2%	211	95.3%	221	0.265	0.116	0.306
	A higher chance/A much higher chance	6.1%	14	7.4%	17	5.8%	13	4.7%	11			
	<i>Don't Know</i>	-	11	-	11	-	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/The same chance	92.2%	212	89.6%	207	90.7%	206	90.1%	209	0.785	0.433	0.595
	A higher chance/A much higher chance	7.8%	18	10.4%	24	9.3%	21	9.9%	23			
	<i>Don't Know</i>	-	11	-	10	-	7	-	4			
	<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%	218	94.8%	218	95.5%	213	95.2%	220	0.411	0.411	0.556
	A higher chance/A much higher chance	5.2%	12	5.2%	12	4.5%	10	4.8%	11			
	<i>Don't Know</i>	-	12	-	11	-	12	-	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.

"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 30aS. Hypothesis 6.3. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. aids to help stop smoking daily by test claims vs. control - Never tobacco users legal age (per state) - 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=475)		Claim 2 (N= 479)		Claim 3 (N=468)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	29.7%	130	25.8%	111	24.4%	106	19.0%	79	<0.001***	0.009**	0.029*
	The same chance/A higher chance/A much higher chance	70.3%	307	74.2%	319	75.6%	329	81.0%	337			
	Don't Know	—	35	—	48	—	31	—	55			
	Decline to Answer	—	3	—	1	—	2	—	1			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	30.5%	130	26.2%	106	19.1%	80	17.4%	68	<0.001***	0.002**	0.271
	The same chance/A higher chance/A much higher chance	69.5%	296	73.8%	298	80.9%	339	82.6%	322			
	Don't Know	—	48	—	74	—	46	—	79			
	Decline to Answer	—	1	—	1	—	3	—	3			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	31.1%	137	24.9%	108	20.0%	87	20.1%	85	<0.001***	0.048	0.514
	The same chance/A higher chance/A much higher chance	68.9%	304	75.1%	326	80.0%	347	79.9%	337			
	Don't Know	—	33	—	44	—	33	—	48			
	Decline to Answer	—	1	—	1	—	1	—	2			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	25.0%	110	20.9%	92	20.1%	88	16.4%	71	0.001***	0.047	0.081
	The same chance/A higher chance/A much higher chance	75.0%	330	79.1%	349	79.9%	350	83.6%	361			
	Don't Know	—	34	—	36	—	29	—	40			
	Decline to Answer	—	1	—	2	—	1	—	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	24.7%	109	22.8%	100	16.3%	73	14.9%	65	<0.001***	0.002**	0.28
	The same chance/A higher chance/A much higher chance	75.3%	333	77.2%	339	83.7%	374	85.1%	371			
	Don't Know	—	31	—	38	—	19	—	35			
	Decline to Answer	—	2	—	2	—	2	—	1			

Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	31.6%	138	26.3%	113	22.0%	96	13.7%	57	<0.001***	<0.001**	0.001*
	The same chance/A higher chance/A much higher chance	68.4%	299	73.7%	317	78.0%	341	86.3%	358			
	<i>Don't Know</i>	—	38	—	48	—	28	—	57			
	<i>Decline to Answer</i>	—	0	—	1	—	3	—	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	27.3%	120	23.0%	102	13.4%	59	13.7%	59	<0.001***	<0.001**	0.543
	The same chance/A higher chance/A much higher chance	72.7%	319	77.0%	341	86.6%	381	86.3%	373			
	<i>Don't Know</i>	—	35	—	35	—	27	—	38			
	<i>Decline to Answer</i>	—	1	—	1	—	1	—	2			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	30.3%	129	24.6%	104	19.5%	84	16.0%	65	<0.001***	0.001**	0.095
	The same chance/A higher chance/A much higher chance	69.7%	297	75.4%	318	80.5%	346	84.0%	340			
	<i>Don't Know</i>	—	48	—	55	—	35	—	65			
	<i>Decline to Answer</i>	—	1	—	2	—	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.

Table 30bS. Hypothesis 6.3. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. aids to help stop smoking daily by test claims vs. control - Never tobacco users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 470)		Claim 2 (N= 461)		Claim 3 (N=483)		Control (N=487)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	30.7%	126	30.0%	115	31.6%	131	23.9%	95	0.014**	0.026*	0.007***
	The same chance/A higher chance/A much higher chance	69.3%	284	70.0%	268	68.4%	284	76.1%	303			
	<i>Don't Know</i>	—	59	—	77	—	67	—	89			
	<i>Decline to Answer</i>		1		1		1		0			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	32.7%	134	26.8%	99	35.5%	145	19.8%	81	<0.001***	0.011*	<0.001**
	The same chance/A higher chance/A much higher chance	67.3%	276	73.2%	271	64.5%	264	80.2%	328			
	<i>Don't Know</i>	—	58	—	90	—	74	—	77			
	<i>Decline to Answer</i>	—	2	—	1	—	0	—	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	33.7%	137	32.7%	126	32.8%	139	22.9%	96	<0.001***	0.001**	0.001*
	The same chance/A higher chance/A much higher chance	66.3%	270	67.3%	259	67.2%	285	77.1%	323			
	<i>Don't Know</i>	—	61	—	75	—	58	—	67			
	<i>Decline to Answer</i>	—	2	—	1	—	1	—	1			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	26.0%	108	20.9%	84	21.2%	91	14.2%	61	<0.001***	0.006*	0.004**
	The same chance/A higher chance/A much higher chance	74.0%	308	79.1%	317	78.8%	338	85.8%	368			
	<i>Don't Know</i>	—	51	—	58	—	53	—	58			
	<i>Decline to Answer</i>	—	3	—	2	—	1	—	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	24.5%	101	19.5%	78	17.5%	74	13.7%	60	<0.001***	0.012**	0.061
	The same chance/A higher chance/A much higher chance	75.5%	312	80.5%	322	82.5%	348	86.3%	378			
	<i>Don't Know</i>	—	55	—	61	—	61	—	49			
	<i>Decline to Answer</i>	—	2	—	0	—	0	—	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	33.8%	140	24.2%	95	29.5%	122	19.1%	77	<0.001***	0.038*	<0.001**
	The same chance/A higher chance/A much higher chance	66.2%	274	75.8%	297	70.5%	292	80.9%	327			
	<i>Don't Know</i>	—	53	—	69	—	69	—	82			
	<i>Decline to Answer</i>	—	3	—	0	—	0	—	1			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	24.9%	101	19.5%	77	20.6%	88	14.5%	63	<0.001***	0.027*	0.009**
	The same chance/A higher chance/A much higher chance	75.1%	305	80.5%	317	79.4%	339	85.5%	371			
	<i>Don't Know</i>	—	61	—	67	—	55	—	53			
	<i>Decline to Answer</i>	—	3	—	0	—	1	—	0			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance	32.3%	132	26.0%	98	29.4%	120	16.9%	69	<0.001***	0.001*	<0.001**
	The same chance/A higher chance/A much higher chance	67.7%	277	74.0%	279	70.6%	288	83.1%	340			
	<i>Don't Know</i>	—	60	—	83	—	75	—	76			
	<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.

Table 30cS. Hypothesis 6.3. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. aids to help stop smoking daily by test claims vs. control - Former cigarette smokers users legal age (per state) 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=488)		Claim 2 (N=482)		Claim 3 (N=483)		Control (N=472)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	32.8%	144	27.3%	116	28.1%	119	22.5%	93	<0.001***	0.053	0.031
	The same chance/A higher chance/A much higher chance	67.2%	295	72.7%	309	71.9%	305	77.5%	321			
	Don't Know	—	49	—	57	—	59	—	58			
	Decline to Answer	—	0	—	0	—	0	—	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	32.3%	142	31.1%	131	30.0%	130	21.9%	89	<0.001***	0.002**	0.004*
	The same chance/A higher chance/A much higher chance	67.7%	298	68.9%	290	70.0%	303	78.1%	318			
	Don't Know	—	48	—	59	—	49	—	65			
	Decline to Answer	—	0	—	2	—	1	—	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	34.7%	153	32.6%	139	29.1%	125	20.9%	87	<0.001***	<0.001**	0.003*
	The same chance/A higher chance/A much higher chance	65.3%	288	67.4%	287	70.9%	305	79.1%	329			
	Don't Know	—	47	—	56	—	53	—	56			
	Decline to Answer	—	0	—	0	—	0	—	0			

Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	28.4%	129	18.9%	82	17.6%	76	14.7%	62	<0.001***	0.052	0.131
	The same chance/A higher chance/A much higher chance	71.6%	326	81.1%	352	82.4%	357	85.3%	359			
	<i>Don't Know</i>	—	32	—	46	—	50	—	50			
	<i>Decline to Answer</i>	—	1	—	2	—	0	—	1			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	26.7%	120	18.4%	80	14.4%	63	10.4%	44	<0.001***	<0.001**	0.034*
	The same chance/A higher chance/A much higher chance	73.3%	330	81.6%	355	85.6%	373	89.6%	381			
	<i>Don't Know</i>	—	37	—	47	—	46	—	46			
	<i>Decline to Answer</i>	—	1	—	0	—	1	—	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	34.0%	151	24.8%	105	22.0%	94	18.7%	77	<0.001***	0.018**	0.123
	The same chance/A higher chance/A much higher chance	66.0%	293	75.2%	319	78.0%	334	81.3%	334			
	<i>Don't Know</i>	—	44	—	58	—	54	—	61			
	<i>Decline to Answer</i>	—	0	—	0	—	1	—	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	24.5%	109	16.7%	74	13.9%	60	9.6%	41	<0.001***	0.001**	0.025*
	The same chance/A higher chance/A much higher chance	75.5%	336	83.3%	368	86.1%	371	90.4%	386			
	<i>Don't Know</i>	—	42	—	40	—	52	—	44			
	<i>Decline to Answer</i>	—	1	—	0	—	0	—	1			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	30.6%	132	25.5%	106	23.9%	100	18.5%	76	<0.001***	0.008**	0.029*
	The same chance/A higher chance/A much higher chance	69.4%	300	74.5%	310	76.1%	318	81.5%	334			
	<i>Don't Know</i>	—	55	—	66	—	64	—	62			
	<i>Decline to Answer</i>	—	1	—	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.

Table 30dS. Hypothesis 6.3. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. aids to help stop smoking daily by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	34.5%	146	30.5%	130	33.7%	142	25.5%	109	0.002***	0.050*	0.004**
	The same chance/A higher chance/A much higher chance	65.5%	277	69.5%	296	66.3%	279	74.5%	319			
	<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	34.5%	143	30.3%	126	31.0%	127	28.3%	117	0.027	0.268	0.203
	The same chance/A higher chance/A much higher chance	65.5%	271	69.7%	290	69.0%	283	71.7%	296			
	<i>Don't Know</i>	—	36	—	35	—	34	—	43			
	<i>Decline to Answer</i>	—	1	—	1	—	2	—	2			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	35.4%	151	31.5%	137	29.8%	126	28.1%	122	0.011***	0.138	0.294
	The same chance/A higher chance/A much higher chance	64.6%	276	68.5%	298	70.2%	297	71.9%	312			
	<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	30.1%	129	26.0%	112	22.7%	97	19.0%	83	<0.001***	0.007**	0.095
	The same chance/A higher chance/A much higher chance	69.9%	299	74.0%	318	77.3%	331	81.0%	353			
	<i>Don't Know</i>	—	23	—	21	—	16	—	19			
	<i>Decline to Answer</i>	—	0	—	1	—	2	—	3			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	26.5%	113	21.6%	93	23.6%	101	15.9%	69	<0.001***	0.017*	0.003**
	The same chance/A higher chance/A much higher chance	73.5%	314	78.4%	338	76.4%	327	84.1%	364			
	<i>Don't Know</i>	—	24	—	19	—	15	—	21			
	<i>Decline to Answer</i>	—	0	—	2	—	3	—	4			

Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	31.2%	134	29.8%	127	29.3%	121	23.4%	101	0.005***	0.016**	0.026*
	The same chance/A higher chance/A much higher chance	68.8%	295	70.2%	299	70.7%	292	76.6%	331			
	<i>Don't Know</i>	—	21	—	23	—	32	—	23			
	<i>Decline to Answer</i>	—	1	—	3	—	1	—	3			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	29.0%	126	23.7%	101	25.0%	106	18.8%	81	<0.001***	0.041*	0.014**
	The same chance/A higher chance/A much higher chance	71.0%	309	76.3%	326	75.0%	318	81.2%	350			
	<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%	138	28.4%	118	27.6%	114	23.7%	101	0.002***	0.06	0.095
	The same chance/A higher chance/A much higher chance	67.5%	287	71.6%	298	72.4%	299	76.3%	326			
	<i>Don't Know</i>	—	26	—	34	—	32	—	28			
	<i>Decline to Answer</i>	—	0	—	2	—	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.

Table 30eS. Hypothesis 6.3. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. aids to help stop smoking daily by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	46.1%	200	36.2%	154	40.5%	176	29.2%	129	<0.001***	0.014*	<0.001**
	The same chance/A higher chance/A much higher chance	53.9%	234	63.8%	272	59.5%	259	70.8%	313			
	<i>Don't Know</i>	—	44	—	44	—	36	—	43			
	<i>Decline to Answer</i>	—	1	—	0	—	1	—	1			

Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	46.3%	198	39.2%	166	42.6%	185	32.4%	143	<0.001***	0.019*	0.001**
	The same chance/A higher chance/A much higher chance	53.7%	230	60.8%	257	57.4%	249	67.6%	298			
	<i>Don't Know</i>	—	51	—	47	—	37	—	45			
	<i>Decline to Answer</i>	—	0	—	0	—	1	—	0			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	42.4%	184	37.0%	157	41.6%	182	29.3%	132	<0.001***	0.008*	<0.001**
	The same chance/A higher chance/A much higher chance	57.6%	250	63.0%	267	58.4%	255	70.7%	319			
	<i>Don't Know</i>	—	44	—	46	—	34	—	35			
	<i>Decline to Answer</i>	—	1	—	0	—	1	—	0			
Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	35.5%	156	27.5%	118	28.5%	125	17.9%	82	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	64.5%	283	72.5%	311	71.5%	314	82.1%	375			
	<i>Don't Know</i>	—	40	—	41	—	32	—	28			
	<i>Decline to Answer</i>	—	0	—	0	—	1	—	1			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	35.2%	154	23.0%	100	25.2%	112	16.7%	74	<0.001***	0.009*	0.001**
	The same chance/A higher chance/A much higher chance	64.8%	284	77.0%	334	74.8%	333	83.3%	370			
	<i>Don't Know</i>	—	40	—	36	—	27	—	41			
	<i>Decline to Answer</i>	—	1	—	0	—	0	—	1			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	38.7%	167	34.5%	147	34.3%	149	22.0%	96	<0.001***	<0.001**	<0.001*
	The same chance/A higher chance/A much higher chance	61.3%	264	65.5%	279	65.7%	286	78.0%	341			
	<i>Don't Know</i>	—	46	—	43	—	36	—	49			
	<i>Decline to Answer</i>	—	2	—	1	—	1	—	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	35.5%	156	25.2%	110	23.5%	104	16.4%	74	<0.001***	0.001**	0.004*
	The same chance/A higher chance/A much higher chance	64.5%	283	74.8%	327	76.5%	338	83.6%	376			
	<i>Don't Know</i>	—	38	—	33	—	30	—	35			
	<i>Decline to Answer</i>	—	2	—	0	—	0	—	1			

Relative risk of <u>stroke</u>	A much lower chance/A lower chance	41.0%	178	32.8%	136	34.1%	146	27.7%	122	<0.001***	0.054	0.021**
	The same chance/A higher chance/A much higher chance	59.0%	256	67.2%	279	65.9%	282	72.3%	318			
	<i>Don't Know</i>	—	44	—	55	—	43	—	44			
	<i>Decline to Answer</i>	—	1	—	0	—	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.

Table 30fS. Hypothesis 6.3. Perceptions of relative risk of health conditions to a person who uses *General Snus* daily vs. aids to help stop smoking daily by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	n	%	n	%	n	%	n			
Relative risk of <u>chronic bronchitis</u>	A much lower chance/A lower chance	34.4%	77	34.4%	77	31.5%	70	28.8%	65	0.100	0.100	0.262
	The same chance/A higher chance/A much higher chance	65.6%	147	65.6%	147	68.5%	152	71.2%	161			
	<i>Don't Know</i>	—	18	—	17	—	13	—	11			
	<i>Decline to Answer</i>	—	0	—	0	—	0	—	0			
Relative risk of <u>emphysema</u>	A much lower chance/A lower chance	36.7%	83	38.9%	88	36.0%	80	31.4%	72	0.117	0.047	0.151
	The same chance/A higher chance/A much higher chance	63.3%	143	61.1%	138	64.0%	142	68.6%	157			
	<i>Don't Know</i>	—	16	—	15	—	13	—	7			
	<i>Decline to Answer</i>	—	0	—	0	—	0	—	1			
Relative risk of <u>lung cancer</u>	A much lower chance/A lower chance	34.6%	80	30.6%	70	33.8%	73	30.2%	70	0.153	0.463	0.206
	The same chance/A higher chance/A much higher chance	65.4%	151	69.4%	159	66.2%	143	69.8%	162			
	<i>Don't Know</i>	—	11	—	12	—	17	—	5			
	<i>Decline to Answer</i>	—	0	—	0	—	2	—	0			

Relative risk of <u>serious health problems</u>	A much lower chance/A lower chance	26.1%	61	27.1%	62	22.5%	51	21.0%	48	0.098	0.063	0.348
	The same chance/A higher chance/A much higher chance	73.9%	173	72.9%	167	77.5%	176	79.0%	181			
	<i>Don't Know</i>	—	8	—	12	—	8	—	8			
	<i>Decline to Answer</i>	—	0	—	0	—	0	—	0			
Relative risk of <u>gum disease</u>	A much lower chance/A lower chance	23.1%	54	25.7%	58	24.2%	55	19.8%	45	0.198	0.069	0.129
	The same chance/A higher chance/A much higher chance	76.9%	180	74.3%	168	75.8%	172	80.2%	182			
	<i>Don't Know</i>	—	8	—	14	—	8	—	10			
	<i>Decline to Answer</i>	—	0	—	1	—	0	—	0			
Relative risk of <u>heart disease</u>	A much lower chance/A lower chance	33.9%	77	31.1%	71	31.7%	71	26.6%	61	0.045	0.144	0.118
	The same chance/A higher chance/A much higher chance	66.1%	150	68.9%	157	68.3%	153	73.4%	168			
	<i>Don't Know</i>	—	15	—	13	—	11	—	8			
	<i>Decline to Answer</i>	—	0	—	0	—	0	—	0			
Relative risk of <u>mouth cancer</u>	A much lower chance/A lower chance	22.8%	53	28.1%	64	22.5%	51	17.2%	39	0.065	0.003***	0.079
	The same chance/A higher chance/A much higher chance	77.2%	179	71.9%	164	77.5%	176	82.8%	188			
	<i>Don't Know</i>	—	10	—	13	—	8	—	10			
	<i>Decline to Answer</i>	—	0	—	0	—	0	—	0			
Relative risk of <u>stroke</u>	A much lower chance/A lower chance	32.6%	73	33.0%	75	32.3%	72	28.2%	64	0.155	0.132	0.172
	The same chance/A higher chance/A much higher chance	67.4%	151	67.0%	152	67.7%	151	71.8%	163			
	<i>Don't Know</i>	—	18	—	14	—	11	—	9			
	<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.

Table 31aS. Hypothesis 7.1. Believability of the *General Snus* modified risk claims by test claims vs. control - Never tobacco users legal age (per state) - 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=475)		Claim 2 (N= 479)		Claim 3 (N=468)		Control (N=472)				
		%	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	61.9%	286	65.9%	301	72.3%	329	78.2%	355	<0.001***	<0.001**	0.020*
	Somewhat believable/Very believable	38.1%	176	34.1%	156	27.7%	126	21.8%	99			
	<i>Don't Know</i>	-	12	-	19	-	12	-	16			
	<i>Decline to Answer</i>	-	1	-	3	-	1	-	2			
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	63.8%	292	63.2%	289	67.0%	307	73.4%	331	0.001***	0.001**	0.018*
	Somewhat believable/Very believable	36.2%	166	36.8%	168	33.0%	151	26.6%	120			
	<i>Don't Know</i>	-	15	-	20	-	10	-	20			
	<i>Decline to Answer</i>	-	2	-	2	-	0	-	1			
MRTP Claim #3: No tobacco is totally safe, but using <i>General</i> <i>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	53.4%	246	50.9%	235	55.6%	255	60.5%	276	0.014**	0.002***	0.064
	Somewhat believable/Very believable	46.6%	215	49.1%	227	44.4%	204	39.5%	180			
	<i>Don't Know</i>	-	13	-	16	-	8	-	15			
	<i>Decline to Answer</i>	-	1	-	1	-	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.

Table 31bS. Hypothesis 7.1. Believability of the *General Snus* modified risk claims by test claims vs. control - Never tobacco users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N= 470)		Claim 2 (N= 461)		Claim 3 (N=483)		Control (N=487)				
		%	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	63.9%	283	69.6%	300	68.5%	316	79.7%	358	<0.001***	<0.001**	<0.001*
	Somewhat believable/Very believable	36.1%	160	30.4%	131	31.5%	145	20.3%	91			
	<i>Don't Know</i>	-	24	-	29	-	22	-	37			
	<i>Decline to Answer</i>	-	3	-	1	-	0	-	1			
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	60.8%	268	58.6%	253	61.6%	282	72.0%	324	<0.001***	<0.001**	<0.001*
	Somewhat believable/Very believable	39.2%	173	41.4%	179	38.4%	176	28.0%	126			
	<i>Don't Know</i>	-	27	-	28	-	25	-	36			
	<i>Decline to Answer</i>	-	2	-	1	-	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	56.0%	252	53.0%	230	56.7%	262	65.8%	296	0.002**	<0.001***	0.002*
	Somewhat believable/Very believable	44.0%	198	47.0%	204	43.3%	200	34.2%	154			
	<i>Don't Know</i>	-	18	-	25	-	21	-	35			
	<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.

Table 31cS. Hypothesis 7.1. Believability of the *General* Snus modified risk claims by test claims vs. control - Former cigarette smokers users legal age (per state) 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=488)		Claim 2 (N=482)		Claim 3 (N=483)		Control (N=472)				
		%	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	60.7%	294	67.8%	309	70.9%	329	76.1%	347	<0.001***	0.003**	0.038*
	Somewhat believable/Very believable	39.3%	190	32.2%	147	29.1%	135	23.9%	109			
	<i>Don't Know</i>	-	4	-	26	-	19	-	15			
	<i>Decline to Answer</i>	-	0	-	0	-	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	51.7%	248	52.4%	243	56.9%	268	65.4%	298	<0.001***	<0.001**	0.004*
	Somewhat believable/Very believable	48.3%	232	47.6%	221	43.1%	203	34.6%	158			
	<i>Don't Know</i>	-	7	-	18	-	12	-	16			
	<i>Decline to Answer</i>	-	1	-	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	44.5%	215	50.9%	238	48.6%	228	60.0%	274	<0.001***	0.003*	<0.001**
	Somewhat believable/Very believable	55.5%	268	49.1%	230	51.4%	241	40.0%	183			
	<i>Don't Know</i>	-	5	-	14	-	14	-	15			
	<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 31dS. Hypothesis 7.1. Believability of the *General Snus* modified risk claims by test claims vs. control - Current cigarette smokers users legal age (per state) - 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=451)		Claim 2 (N=452)		Claim 3 (N=446)		Control (N=458)				
		%	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	51.7%	230	60.1%	267	58.6%	258	67.4%	298	<0.001***	0.012*	0.003**
	Somewhat believable/Very believable	48.3%	215	39.9%	177	41.4%	182	32.6%	144			
	<i>Don't Know</i>	-	6	-	5	-	5	-	14			
	<i>Decline to Answer</i>	-	0	-	3	-	1	-	2			
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	46.1%	205	52.5%	234	48.0%	212	58.1%	259	<0.001***	0.046*	0.001**
	Somewhat believable/Very believable	53.9%	240	47.5%	212	52.0%	230	41.9%	187			
	<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	36.9%	165	44.7%	199	38.9%	172	50.3%	225	<0.001***	0.047*	<0.001**
	Somewhat believable/Very believable	63.1%	282	55.3%	246	61.1%	270	49.7%	222			
	<i>Don't Know</i>	-	4	-	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.

Table 31eS. Hypothesis 7.1. Believability of the *General Snus* modified risk claims by test claims vs. control - Current cigarette smokers users aged older than 24 years

		Control Vs. Claims (1/2/3)								p-value (C1 vs. control)	p-value (C2 vs. control)	p-value (C3 vs. control)
		Claim 1 (N=479)		Claim 2 (N=470)		Claim 3 (N=472)		Control (N=486)				
		%	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	45.9%	213	49.9%	226	47.7%	219	65.7%	306	<0.001***	<0.001**	<0.001*
	Somewhat believable/Very believable	54.1%	251	50.1%	227	52.3%	240	34.3%	160			
	<i>Don't Know</i>	-	14	-	17	-	13	-	20			
	<i>Decline to Answer</i>	-	1	-	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	38.1%	177	38.7%	176	39.2%	180	53.7%	248	<0.001***	<0.001**	<0.001*
	Somewhat believable/Very believable	61.9%	287	61.3%	279	60.8%	279	46.3%	214			
	<i>Don't Know</i>	-	14	-	15	-	13	-	24			
	<i>Decline to Answer</i>	-	1	-	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	35.8%	167	34.5%	158	31.6%	145	44.9%	210	0.002*	0.001**	<0.001***
	Somewhat believable/Very believable	64.2%	299	65.5%	300	68.4%	314	55.1%	258			
	<i>Don't Know</i>	-	12	-	12	-	13	-	18			
	<i>Decline to Answer</i>	-	1	-	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 31fS. Hypothesis 7.1. Believability of the *General Snus* modified risk claims by test claims vs. control - Current smokeless tobacco users legal age (per state) 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=242)		Claim 2 (N=241)		Claim 3 (N=235)		Control (N=237)				
		%	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	29.2%	70	38.0%	90	43.0%	99	45.3%	105	<0.001***	0.055	0.316
	Somewhat believable/Very believable	70.8%	170	62.0%	147	57.0%	131	54.7%	127			
	<i>Don't Know</i>	-	2	-	4	-	5	-	5			
	<i>Decline to Answer</i>	-	0	-	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	24.1%	58	31.5%	75	31.5%	74	36.6%	86	0.002***	0.122	0.121
	Somewhat believable/Very believable	75.9%	183	68.5%	163	68.5%	161	63.4%	149			
	<i>Don't Know</i>	-	1	-	3	-	0	-	2			
	<i>Decline to Answer</i>	-	0	-	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	20.4%	49	25.2%	60	26.2%	61	32.0%	74	0.002***	0.051	0.083
	Somewhat believable/Very believable	79.6%	191	74.8%	178	73.8%	172	68.0%	157			
	<i>Don't Know</i>	-	2	-	3	-	2	-	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.

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