

**Camel SNUS Modified Risk Messaging:  
Preliminary Research on Comprehension and Perceptions  
among Tobacco Users and Non-Users**

**Final Report**

March 10, 2015

Prepared for:  
**RAI Services Company**

Prepared By:  
**NAXION**

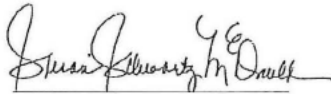
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*This research was conducted on behalf of RAIS in support of tobacco product-related regulatory submissions, and will only be used and/or disseminated for such purposes.*

**Camel SNUS Modified Risk Messaging: Preliminary Research for Comprehension and Perceptions among Tobacco Users and Non-Users – Final Report**

*This study was conducted in accordance with the Council of American Survey Research Organizations (CASRO) and the International Organization for Standardization (ISO 20252:2012) guidelines. The principals below have reviewed and approved the report, and are forwarding it as the "Final Report".*

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Consulting Officer:



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Date: 3/10/2015

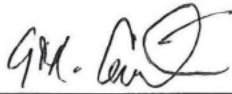
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## **1. STUDY BACKGROUND AND OBJECTIVES**

### **1.1 Study Background**

RAI Services Company (RAIS),<sup>1</sup> on behalf of R. J. Reynolds Tobacco Company, intends to submit a Modified Risk Tobacco Product (MRTP) application to the U.S. Food and Drug Administration (FDA) requesting that the Agency issue a “risk modification” order for Camel SNUS. The MRTP application will include a study of comprehension and perceptions of Camel SNUS proposed modified risk messaging among tobacco users and non-users.

### **1.2 Study Objectives**

RAIS commissioned preliminary research to assess the clarity of the proposed modified risk messaging; this research likewise included an assessment of comprehension questions designed to measure how well consumers understand that messaging and questions on perceptions of risk.

## **2. DETAILED STUDY DESIGN**

### **2.1 Research Overview**

Research was conducted in four distinct phases, with changes to the modified risk messaging and survey questions incorporated between each phase.

Phase 1: In-person interviews in Philadelphia, PA

Phase 2: In-person interviews in New York, NY

Phase 3: Online pre-test

Phase 4: Online pre-test

### **2.2 Phase 1: In-person interviews in Philadelphia, PA**

NAXION conducted 61 in-person interviews with consumers in Philadelphia, PA on June 2 and 3, 2014 to assess the clarity of the proposed modified risk messaging, as well as questions on consumer comprehension and perceptions of risk.

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<sup>1</sup> RAIS is a wholly owned subsidiary of Reynolds American Inc. (RAI), which bears primary responsibility for coordinating implementation of the Family Smoking Prevention and Tobacco Control Act for itself and RAI’s FDA-regulated tobacco operating companies, namely R. J. Reynolds Tobacco Company, American Snuff Company, LLC, and Santa Fe Natural Tobacco Company, Inc.

### 2.2.1 Recruiting and Sample

Schlesinger Associates, an international market research firm, contacted members of their local panel in the Philadelphia metropolitan area to participate in a 15-minute in-person interview in exchange for \$25. Members were asked a series of questions to (1) identify consumers between the ages of 18 and 75 who were willing and able to participate in interviews on the scheduled dates, and (2) place those consumers in appropriate demographic and tobacco user quota groups (i.e., current, former and never tobacco users). They used the REALM-Short Form (SF),<sup>2</sup> a seven-word pronunciation test to identify “limited health literacy” respondents (*refer to Appendix for screener questions and REALM-SF*). Eleven respondents were identified as “limited health literacy”. The remaining 50 interviews included 10 current tobacco users, 20 former tobacco users, and 20 never tobacco users, based on self-reported lifetime tobacco usage and current use of tobacco<sup>3</sup>. In addition, the sample consisted of a mix of the following demographic variables: education, age, gender, and ethnicity.

### 2.2.2 Interview Flow and Content

Following a few brief introductory remarks regarding video recording, confidentiality, and computer navigation, the interviewer initiated a computer-based presentation of the Camel SNUS proposed modified risk messaging, along with the comprehension and risk perception questions (*refer to Appendix for materials*), and then left the room. After the respondent completed the on-line questions, the interviewer returned and conducted a cognitive debrief to understand the thinking behind the respondent’s answers – particularly for items answered incorrectly – and elicit suggestions regarding how to clarify either the proposed modified risk messaging or the questions being asked about that messaging.

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<sup>2</sup> Arozullah, AM, Yarnold, PR, et al., 2007; Development and validation of a short-form, rapid estimate of adult literacy in medicine. NCBI PubMed.gov. Med Care, 45 (11): 1026-33. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/18049342>.

<sup>3</sup> Current Users defined as consumers who have ever used tobacco (even once or twice), meet historical usage requirements (i.e., lifetime usage (100+) for cigarettes or ever fairly regular use for all other tobacco products) for at least one tobacco product, and now use tobacco “every day” or “some days”. Former Users defined as consumers who have ever used tobacco (even once or twice), meet historical usage requirements for at least one tobacco product, but do not currently use tobacco at all. Never Users defined as consumers who have never used any tobacco (even once or twice) (*refer to Appendix for tobacco use definition questions*).



### 2.2.3 Analysis

Data analysis consisted of determining the percentage of respondents who answered each item correctly on the comprehension test; qualitative observations regarding why consumers answered some questions incorrectly and participants' suggestions for how to improve the clarity of the questions; and, calculating mean ratings for the perceptions of risk questions.

### 2.2.4 Results

Table 1 (below) summarizes findings for each of the individual proposed comprehension questions.

**Table 1: Comprehension of Proposed Messaging  
-Percent of Respondents Answering Correctly and Comments-**

Question ( <i>Correct response</i> )	% Correct	Comments
If you are a current tobacco user, the best option is to quit all tobacco products ( <i>True</i> )	64%	Incorrect answers were attributed to not seeing the information in the stimulus
If you are not a tobacco user, the best option is not to start tobacco use ( <i>True</i> )	79%	Incorrect answers were attributed to not seeing the information in the stimulus
There are no health risks associated with using Camel SNUS ( <i>False</i> )	93%	No relevant comments
Smokers must stop using their current tobacco and use Camel SNUS instead to reduce, but not eliminate, their tobacco-related health risks ( <i>True</i> ) <b>OR*</b> Switching completely to Camel SNUS greatly reduces your risk of serious disease ( <i>True</i> )	44%	Wording was switched after Day 1 because consumers were unwilling to infer that you must switch completely to gain the benefit. Continued incorrect answers were attributed to not seeing the information in the stimulus.

\* June 2 respondents were shown the first statement, while the majority of June 3 respondents viewed the second statement.

Results for the second set of comprehension questions – which address the risk of using Camel SNUS relative to continuing to smoke – appear in Table 2.

**Table 2: Comprehension of Proposed Messaging**

**- % of Respondents Answering Each Item Correctly –**

*Question: Now, what does the information communicate to you about the risk associated with Camel SNUS, regardless of if you believe the information or not?*

	% Selecting “Camel SNUS has less risk than cigarettes, but still has some risk”
Lung cancer	87%
Respiratory disease	80%
Heart disease	74%
Oral cancer	70%

Qualitative observations suggest that many consumers do not read the “No Smoke=Less Risk” section of the stimulus generally, and the second paragraph regarding lung cancer, respiratory disease, heart disease, and oral cancer specifically. When consumers attend to the information, they generally answer correctly, but when they neglect to see it, they answer based on their beliefs. Importantly, no more than 3% of consumers answer “no health risks” for any item.

Study participants recommended making the key “No Smoke=Less Risk” section larger/more noticeable by:

- moving this section to the left or middle of the messaging materials, since the stimulus is read left to right;
- using a larger font; and,
- using color to draw the eye to this section.

*Table 3* provides mean risk perception ratings for each of three types of tobacco products (i.e., Camel SNUS, cigarettes and smokeless tobacco products other than Camel SNUS).

**Table 3: Perceptions of Risk****- Mean Ratings -**

<i>Impact of using each tobacco product on a person's risk of developing...</i>	<b>Risk Perception Ratings for Each Tobacco Product – All Respondents –</b>		
	Camel SNUS	Cigarettes	Smokeless Tobacco other than Camel SNUS
Lung cancer	4.0	6.7	4.5
Oral cancer	4.9	6.0	5.7
Respiratory disease	3.7	6.7	4.0
Heart disease	4.2	6.5	4.6
Generally poorer health	4.8	6.7	5.2
Addiction	5.2	6.8	5.7

Mean risk ratings for Camel SNUS are lower than both cigarettes and other smokeless tobacco for every item. Qualitative observations indicate that the lower ratings for addiction are based on beliefs that some smokers are addicted to the sensation of holding a cigarette, pulling in the smoke, and other sensations that would not be present with Camel SNUS.

### **2.2.5 Changes for Next Phase of Research**

These findings resulted in recommending the following changes to the Camel SNUS proposed modified risk messaging and comprehension/perceptions questions:

- add “Use Camel SNUS exclusively instead of cigarettes” under the “How Do I Use It” section;
- increase the font size of, and add color to the “No Smoke=Less Risk” and “No Tobacco Product Is Safe” sections;
- re-organize the placement of the “No Smoke=Less Risk” and “No Tobacco Product Is Safe” sections, in an effort to make the stimulus easier to read;
- use a “Yes/No/Don’t Know” response format for the first comprehension question (Q1b);
- present the first comprehension question (Q1b) in a question format, with the following wording:



- “Is quitting the best choice for a smoker who is concerned about the health risks from smoking?”
- “Should adults who do not use or who have quit using tobacco products start using Camel SNUS?”
- “Do smokers need to completely switch their tobacco use from cigarettes to Camel SNUS in order to significantly reduce their health risks from smoking?”
- “Is Camel SNUS addictive?”
- “Should the Camel SNUS pouch be disposed of in the trash?”
- change rating scale anchors for risk perception questions (Q2a-Q2f) to “1= No Risk” and “7=Significant Risk”, as some respondents were confused by the “Increase in Risk” wording.

### **2.3 Phase 2: In-person interviews in New York, NY**

NAXION conducted 55 in-person interviews with consumers in New York, NY on September 17 and 18, 2014 to assess the clarity of the revised modified risk messaging, as well as revised questions on consumer comprehension and perceptions of risk.

#### **2.3.1 Recruiting and Sample**

Schlesinger Associates, an international market research firm, contacted members of their local panel in the New York City metropolitan area to participate in a 30-minute in-person interview in exchange for \$75. Members were asked a series of questions to (1) identify consumers between the ages of 18 and 75 who were willing and able to participate in interviews on the scheduled dates, and (2) place those consumers in appropriate demographic and tobacco user quota groups (i.e., current, former and never tobacco users). They used the REALM-SF<sup>4</sup> to identify “limited health literacy” respondents (*refer to Appendix for screener questions and REALM-SF*). Fourteen respondents were identified as “limited health literacy”. The remaining 41 interviews included 14 current tobacco users, 14 former tobacco users, and 13 never tobacco users,

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<sup>4</sup> Arozullah, AM, Yarnold, PR, et al., 2007; Development and validation of a short-form, rapid estimate of adult literacy in medicine. NCBI PubMed.gov. Med Care, 45 (11): 1026-33. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/18049342>



based on self-reported lifetime tobacco usage and current use of tobacco<sup>5</sup>. In addition, the sample consisted of a mix of the following demographic variables: education, age, gender, and ethnicity.

### **2.3.2 Interview Flow and Content**

Following a few brief introductory remarks regarding video recording, confidentiality, and computer navigation, the interviewer initiated a computer-based presentation of the Camel SNUS proposed modified risk messaging, along with the comprehension and risk perception questions (*including three new questions to assess beliefs; refer to Appendix for materials*), and then left the room. After the respondent completed the on-line questions, the interviewer returned and conducted a cognitive debrief to understand the thinking behind the respondent's answers – particularly for items answered incorrectly – and elicit suggestions regarding how to clarify either the proposed modified risk messaging or the questions being asked about that messaging.

### **2.3.3 Analysis**

Data analysis consisted of determining the percentage of respondents who answered each item correctly on the comprehension test; qualitative observations regarding why consumers answered some questions incorrectly and participants' suggestions for how to improve the clarity of the questions; and, calculating mean ratings for the perceptions of risk questions.

### **2.3.4 Results**

*Table 4* (below) summarizes findings for each of the individual proposed comprehension questions.

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<sup>5</sup> Current Users defined as consumers who have ever used tobacco (even once or twice), meet historical usage requirements (i.e., lifetime usage (100+) for cigarettes or ever fairly regular use for all other tobacco products) for at least one tobacco product, and now use tobacco "every day" or "some days". Former Users defined as consumers who have ever used tobacco (even once or twice), meet historical usage requirements for at least one tobacco product, but do not currently use tobacco at all. Never Users defined as consumers who have never used any tobacco (even once or twice) (*refer to Appendix for tobacco use definition questions*).

**Table 4: Comprehension of Proposed Messaging**  
**- Percent of Respondents Answering Correctly and Comments-**

<b>Question (<i>Correct response</i>)</b>	<b>% Correct</b>	<b>Comments</b>
Is quitting the best choice for a smoker who is concerned about the health risks from smoking? ( <i>Yes</i> )	95%	No relevant comments
Should adults who do not use or who have quit using tobacco products start using Camel SNUS? ( <i>No</i> )	93%	No relevant comments
Do smokers need to completely switch their tobacco use from cigarettes to Camel SNUS in order to significantly reduce their health risks from smoking? ( <i>Yes</i> )	73%	Incorrect answers were attributed to respondents focusing on the phrase “significantly reduce their health risks from smoking” (which several did not believe) rather than focusing on the need for smokers to switch completely to Camel SNUS in order to get a health benefit (which most respondents believed).
Is Camel SNUS addictive? ( <i>Yes</i> )	75%	Incorrect answers were attributed to not seeing the information in the stimulus
Should the Camel SNUS pouch be disposed of in the trash? ( <i>Yes</i> )	89%	Incorrect answers were attributed to not seeing the information in the stimulus

Results for the second set of comprehension questions – which address the risk of using Camel SNUS relative to continuing to smoke – appear in *Table 5*.

**Table 5: Comprehension of Proposed Messaging**  
**- % of Respondents Answering Each Item Correctly –**

*Question: Now, what does the information communicate to you about the risk associated with Camel Snus, regardless of if you believe the information or not?*

	<b>% Selecting “Camel SNUS has less risk than cigarettes, but still has some risk”</b>
Lung cancer	80%
Respiratory disease	78%
Heart disease	76%
Oral cancer	67%

Qualitative observations suggest that many consumers still do not read the “No Smoke=Less Risk” section of the stimulus generally, and the second paragraph regarding disease risks specifically. When consumers attend to the information, they generally answer correctly, but when they neglect to see it, they answer based on their beliefs. Importantly, no more than 7% of consumers answer “no health risks” for any item. Consumers did not offer any suggestions regarding the stimuli.

Table 6 provides mean risk perception ratings for each of three types of tobacco products (i.e., Camel SNUS, cigarettes and smokeless tobacco products other than Camel SNUS).

**Table 6: Perceptions of Risk  
- Mean Ratings -**

<i>Impact of using each tobacco product on a person's risk of developing...</i>	<b>Risk Perception Ratings for Each Tobacco Product – All Respondents –</b>		
	Camel SNUS	Cigarettes	Smokeless Tobacco other than Camel SNUS
Lung cancer	3.7	6.8	4.3
Oral cancer	5.3	6.4	5.7
Respiratory disease	3.7	6.7	4.3
Heart disease	4.2	6.6	4.8
Generally poorer health	4.8	6.7	5.2
Addiction	5.2	6.7	5.7

Mean risk ratings for Camel SNUS are lower than both cigarettes and other smokeless tobacco for every item. Qualitative observations indicate that the lower ratings for addiction are based on beliefs that some smokers are addicted to the sensation of holding a cigarette, pulling in the smoke, and other sensations that would not be present with Camel SNUS.

Less than a quarter of respondents believe that Camel SNUS reduces the risk of smoking-related diseases not discussed in the proposed modified risk messaging (*refer to Table 7, below*). Qualitative follow-up reveals that those respondents believe that Camel SNUS could reduce the risk of other smoking-related diseases such as “diabetes,” “bladder cancer,” and “loss of fingers” because they associated those conditions with the smoke from cigarettes, which Camel SNUS eliminates. Respondents are clear, however, that they are



extrapolating from the stimulus based on their own “hunch” or “personal experience”, and that the messaging materials only provide information on lung cancer, respiratory disease, heart disease, and oral cancer.

**Table 7: Perceptions of Risk for Other Smoking-Related Diseases**  
- % of Respondents –

*Question: Do you believe that Camel SNUS reduces the risk of smoking related diseases other than lung cancer, respiratory disease, heart disease and oral cancer?*

	% of Respondents
Yes	22%
No	38%
Don't know	40%

Results from the final perception question regarding whether Camel SNUS presents more risk to health than cessation aids and quitting tobacco entirely are provided in *Table 8*.

**Table 8: Perceptions of Risk Relative to Cessation Aids and Quitting Tobacco**  
- % of Respondents –

	% of Respondents
Using Camel SNUS presents <i>more</i> risk to your health than using cessation aids (e.g., gum, patches, lozenges).	
True	55%
False	16%
Don't know	29%
Using Camel SNUS presents <i>more</i> risk to your health than quitting tobacco entirely.	
True	73%
False	16%
Don't know	11%

Qualitative follow-up reveals that some consumers believe that the nicotine in cessation aids renders these products as harmful as Camel SNUS. Other respondents are confused by the term “cessation aids”, and are unsure what this means.

Consumers who answer “False” or “Don’t know” to “quitting tobacco entirely” admit to misunderstanding the question, and answer correctly when the statement is re-worded to say “Camel SNUS is NOT a safer alternative than quitting tobacco entirely.” This same re-wording is also applicable for the cessation aids statement.

### **2.3.5 Changes for Next Phase of Research**

These findings resulted in recommending the following changes to the Camel SNUS proposed modified risk messaging and comprehension/perceptions questions:

- bolding/highlighting references to Camel SNUS being addictive;
- bolding/highlighting references to smokers needing to completely switch their tobacco use from cigarettes to Camel SNUS in order to receive a health benefit;
- updating the question text in the comprehension question Q1a in the following manner to aid clarity:
  - “Do smokers need to completely switch their tobacco use from cigarettes to Camel SNUS in order to receive any health benefit?”
- changing the question text in Q2g in the following manner to aid clarity:
  - “Does Camel SNUS reduce the risk of other smoking related diseases that are not discussed in the ad?”
- edit text in questions regarding perceived risk of Camel SNUS relative to cessation aids and quitting tobacco entirely, as follows:
  - “Camel SNUS is NOT a safer alternative than products that are used to quit tobacco such as gum, patches, and lozenges.”
  - “Camel SNUS is NOT a safer alternative than quitting tobacco entirely.”

## **2.4 Phase 3: Online Pre-test**

NAXION conducted 215 web-based interviews between September 25 and September 29, 2014 with members of the Research Now web panel to assess consumers' comprehension of the revised modified risk messaging.

### **2.4.1 Recruiting and Sample Design**

Members of the Research Now national consumer online panel, a demographically balanced panel with over three million members from all 50 states in the United States plus the District of Columbia, received an email inviting them to participate in screening for the survey. Those who agreed to participate proceeded to answer a few qualifying questions designed to monitor quotas developed to maximize representativeness of the sample with respect to basic demographic parameters (e.g., smoking behavior, age, gender, education, and ethnicity/race) and tobacco user group (current, former and never tobacco users, as well as experimenters). Consumers received \$4 for completing the 15-minute survey. The full distribution of respondents is detailed in *Table 9*.

**Table 9: Sample Distribution**  
**- Demographics by Tobacco Status –**

	(n) =	Total	Current Users	Former Users	Never Users	Experi-menters
<b><u>Region:</u></b>						
Northeast		38	12	15	11	6
Midwest		47	16	13	18	4
South		65	18	27	20	8
West		37	12	14	11	10
<b><u>Age (years):</u></b>						
18-30		44	13	10	21	19
31-50		57	22	19	16	6
51-75		86	23	40	23	3
<b><u>Gender:</u></b>						
Male		81	25	35	21	15
Female		106	33	34	39	13
<b><u>Race/Ethnicity:</u></b>						
Hispanic		35	12	12	11	4
Non-Hispanic White		99	28	41	30	24
Non-Hispanic Black		36	12	12	12	0
Non-Hispanic Asian		23	7	8	8	1
<b><u>Education Level:</u></b>						
High School (or less)		57	19	19	19	5
Some College		65	24	22	19	11
Bachelor's Plus		65	15	28	22	12



### 2.4.2 Survey Content

Respondents were presented with one of four stimuli (3 print advertisements and 1 direct mail piece) that included modified risk messaging for Camel SNUS, and then a series of comprehension and perception questions (*refer to Appendix*).

### 2.4.3 Analytic Approach

Data analysis focused on the percent of consumers – overall and among sub-groups of interest – who answered each comprehension question correctly. Note that data in the total column were not weighted to account for quota sampling because the research was not powered to address performance in the general population, but rather to provide directional information regarding the performance among sub-groups.

### 2.4.4 Results

*Table 10* (below) presents comprehension data overall and by sub-groups of interest (i.e., tobacco user group and health literacy level<sup>6</sup>), and shows that consumers continue to struggle with the question regarding the need to completely switch to receive any health benefit. In addition, respondents with “adequate health literacy” outperform respondents with “limited health literacy”, as would be expected.

Results for the second set of comprehension questions – which address the risk of using Camel SNUS relative to continuing to smoke – are presented in *Table 11* (below). Once again, consumers with “adequate health literacy” outperform consumers with “limited health literacy.” It is also noteworthy that performance levels are lower than those observed in previous qualitative research. Given that the question was unchanged, it is possible that the decrease in performance reflects respondents paying more attention to the stimuli when the research was conducted in-person.

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<sup>6</sup> Respondents who score 3 points or less on the “Newest Vital Sign” health literacy test (Weiss, BD, Mays, MZ, et al., 2005; Quick Assessment of Literacy in Primary Care: The Newest Vital Sign. *The Annals of Family Medicine*, 3(6):514-522. Retrieved from <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1466931/>) are defined as “limited health literacy”, and respondents scoring 4 or higher are defined as “adequate health literacy”. Thirty two percent of respondents are “limited health literacy”, and 68% are “adequate health literacy.”

**Table 10: Comprehension**

**- % of Respondents Answering Each Item Correctly (Q1a) -**

	Total	Current Users	Former Users	Never Users	Experi-menters	Adequate Literacy <sup>‡</sup>	Limited Literacy
Is quitting the best choice for a smoker who is concerned about the health risks from smoking? (Yes)	88%	83%	91%	90%	86%	94%	75%
Should adults who do not use or who have quit using tobacco products start using Camel SNUS? (No)	81%	83%	90%	72%	75%	90%	62%
Do smokers need to completely switch their tobacco use from cigarettes to Camel SNUS in order to receive any health benefit? (Yes)	46%	41%	57%	43%	32%	53%	30%
Is Camel SNUS addictive? (Yes)	73%	74%	78%	67%	75%	84%	52%

<sup>‡</sup> Respondents who score 3 points or less on the "Newest Vital Sign" health literacy test are defined as "limited health literacy", and respondents scoring 4 or higher are defined as "adequate health literacy".

**Table 11: Comprehension**

**- % of Respondents Answering Each Item Correctly (Q1b) -**

*Question: Now, what does the information communicate to you about the risk associated with Camel Snus, regardless of if you believe the information or not?*

	% Selecting "Camel SNUS has less risk than cigarettes, but still has some risk"						
	Total	Current Users	Former Users	Never Users	Experi-menters	Adequate Literacy <sup>‡</sup>	Limited Literacy
Lung cancer	59%	48%	68%	63%	46%	70%	35%
Oral cancer	47%	38%	46%	53%	50%	55%	29%
Respiratory disease	61%	53%	72%	60%	50%	71%	41%
Heart disease	58%	55%	75%	48%	43%	68%	38%

<sup>‡</sup> Respondents who score 3 points or less on the "Newest Vital Sign" health literacy test are defined as "limited health literacy", and respondents scoring 4 or higher are defined as "adequate health literacy".

*Table 12* provides mean risk perception ratings on a 7-point scale (i.e., “1” means “no risk” and “7” means “substantial risk”) for each of three types of tobacco products (i.e., Camel SNUS, cigarettes and smokeless tobacco products other than Camel SNUS).

**Table 12: Risk Perceptions**

**- Mean Ratings -**

<i>Impact of using each tobacco product on a person's risk of developing...</i>	Risk Perception Ratings for Each Tobacco Product – All Respondents –		
	Camel SNUS MRTP	Cigarettes	Smokeless Tobacco other than Camel SNUS
Lung cancer	4.7	6.5	5.1
Oral cancer	5.7	6.0	6.1
Respiratory disease	4.5	6.5	5.0
Heart disease	5.2	6.3	5.6
Generally poorer health	5.6	6.4	5.9
Addiction	5.9	6.5	6.2

Mean risk ratings for Camel SNUS are lower than both cigarettes and other smokeless tobacco for every item.

No more than a quarter of respondents in any sub-group reported that Camel SNUS reduces the risk of smoking-related diseases other than the diseases mentioned in the stimulus (i.e., lung cancer, oral cancer, respiratory disease, and heart disease). Responses to this question (Q2g) are presented in *Table 13*.



**Table 13: Perceptions of Other Smoking Related Diseases**

**- % of Respondents –**

*Question: “Does Camel SNUS reduce the risk of other smoking related diseases that are not discussed in the ad?”*

	<b>Total</b>	<b>Current Users</b>	<b>Former Users</b>	<b>Never Users</b>	<b>Experi-menters</b>	<b>Adequate Literacy<sup>‡</sup></b>	<b>Limited Literacy</b>
Yes	17%	14%	14%	18%	25%	16%	17%
No	33%	33%	32%	33%	39%	27%	48%
Don’t know	50%	53%	54%	48%	36%	57%	35%

<sup>‡</sup> Respondents who score 3 points or less on the “Newest Vital Sign” health literacy test are defined as “limited health literacy”, and respondents scoring 4 or higher are defined as “adequate health literacy”.

Finally, at least 62% of consumers in every sub-group reported that Camel SNUS presents greater health risk than using cessation aids, and at least 58% report that using Camel SNUS is not safer than quitting tobacco altogether. Responses to these questions are presented in *Table 14*.

**Table 14: Perceptions of Cessation Aids and Quitting Tobacco**

- % of Respondents -

	Total	Current Users	Former Users	Never Users	Experi-menters	Adequate Literacy <sup>‡</sup>	Limited Literacy
Camel SNUS is <u>NOT</u> a safer alternative than products that are used to quit tobacco such as gum, patches, and lozenges.							
True	76%	81%	74%	70%	82%	82%	62%
False	11%	10%	7%	17%	7%	8%	18%
Don't know	13%	9%	19%	13%	11%	10%	20%
Camel SNUS is <u>NOT</u> a safer alternative than quitting tobacco entirely.							
True	74%	71%	80%	67%	82%	82%	58%
False	18%	17%	16%	23%	11%	13%	28%
Don't know	8%	12%	4%	10%	7%	5%	14%

<sup>‡</sup> Respondents who score 3 points or less on the "Newest Vital Sign" health literacy test are defined as "limited health literacy", and respondents scoring 4 or higher are defined as "adequate health literacy".

#### 2.4.5 Changes for Next Phase of Research

These findings resulted in recommending the following changes to the Camel SNUS proposed modified risk messaging and comprehension questions:

- move the statement "Like all tobacco products, Camel SNUS contains nicotine and is addictive" to the "What is Camel SNUS?" section;
- bold/highlight references to smokers needing to use Camel SNUS instead of cigarettes in order to receive a health benefit;
- move the "No Smoke=Less Risk" to the top of the page;
- under "No Smoke=Less Risk", move "Smokers who **switch completely** from cigarettes to Camel SNUS can significantly reduce their risk of lung cancer, oral cancer, respiratory disease, and heart disease" statement to the top of this section

- also, bold the words “switch completely” in this statement
- under “No Tobacco Product Is Safe”, move last bullet (“Remember, smokers must completely switch...”) to the top of this section and change wording to “However, smokers who use Camel SNUS **instead of** cigarettes can significantly reduce their health risks from smoking”;
- Clarify the question text in Q1a by asking:
  - “Can smokers who use Camel SNUS instead of continuing to smoke cigarettes reduce their risk of smoking-related diseases?”
  - “Is Camel SNUS, which contains nicotine, addictive?”
- add the following comprehension question to assess knowledge of “the need to switch completely” differently:

According to the ad, what do smokers need to do in order to receive a health benefit from using Camel SNUS?

*Select one.*

Stop smoking completely and use Camel SNUS instead	<input type="radio"/>
Reduce their smoking by half and use Camel SNUS in addition	<input type="radio"/>
Not change their smoking habits, but use Camel SNUS as well	<input type="radio"/>
Don't know	<input type="radio"/>

- add an open-end question after Q2g (“Does Camel SNUS reduce the risk of other smoking related diseases that are not discussed in the ad?”) for respondents who say “Yes” to this question in order to gain insight into respondents’ beliefs.

## 2.5 **Phase 4: Online Pre-test**

NAXION conducted 211 web-based interviews between October 7 and 9, 2014 with members of the Research Now web panel to assess consumers’ comprehension of the revised modified risk messaging.

### 2.5.1 **Recruiting and Sample Design**

Members of the Research Now national consumer online panel, a demographically balanced panel with over three million members from all 50 states in the United States plus the District of Columbia, received an email inviting them to participate in screening for the survey. Those who agreed to



participate proceeded to answer a few qualifying questions designed to monitor quotas developed to maximize representativeness of the sample with respect to basic demographic parameters (e.g., smoking behavior, age, gender, education, and ethnicity/race) and tobacco user group (current, former and never tobacco users, as well as experimenters). Consumers received \$4 for completing the 15-minute survey. The full distribution of respondents is detailed in *Table 15*.

**Table 15: Sample Distribution**  
**- Demographics by Tobacco Status –**

	Total	Current Users	Former Users	Never Users	Experimenters
(n) =	211	60	63	58	30
<b><u>Region:</u></b>					
Northeast	30	10	9	11	3
Midwest	44	18	16	10	11
South	58	15	20	23	12
West	49	17	18	14	4
<b><u>Age (years):</u></b>					
18-30	24	7	5	12	9
31-50	80	31	27	22	12
51-75	77	22	31	24	9
<b><u>Gender:</u></b>					
Male	83	26	31	26	11
Female	98	34	32	32	19
<b><u>Race/Ethnicity:</u></b>					
Hispanic	36	12	12	12	6
Non-Hispanic White	91	31	33	27	10
Non-Hispanic Black	34	10	12	12	6
Non-Hispanic Asian	22	7	7	8	8
<b><u>Education Level:</u></b>					
High School (or less)	46	22	11	13	3
Some College	60	23	24	13	10
Bachelor's Plus	75	15	28	32	17

### 2.5.2 Survey Content

Because the previous phases of research showed no differences among the four different stimuli (i.e., print advertisements), one Camel SNUS stimulus was chosen for this round of research. Four different versions of the stimulus were



created, one with each of the four government mandated health warnings. Respondents were randomly assigned to see one of the four versions, and then answered a series of comprehension and perception questions. Half of the sample saw the original question regarding the need to “completely switch” to Camel SNUS, and half the respondents saw a modified version of the question (*refer to Appendix for materials*).

### **2.5.3 Analytic Approach**

Data analysis focused on the percent of consumers – overall and among sub-groups of interest – who answered each comprehension question correctly. Note that data in the total column were not weighted to account for quota sampling because the research was not powered to address performance in the general population, but rather to provide directional information regarding the performance among sub-groups.

### **2.5.4 Results**

*Table 16a* (below) presents comprehension data overall and by sub-groups (i.e., tobacco user group and health literacy level<sup>7</sup>), and shows that consumers perform well on three key comprehension questions. In addition, the data show that respondents with “adequate health literacy” outperform respondents with “limited health literacy”, as would be expected.

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<sup>7</sup> Respondents who score 3 points or less on the “Newest Vital Sign” health literacy test (Weiss, BD, Mays, MZ, et al., 2005; Quick Assessment of Literacy in Primary Care: The Newest Vital Sign. *The Annals of Family Medicine*, 3(6):514-522. Retrieved from <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1466931/>) are defined as “limited health literacy”, and respondents scoring 4 or higher are defined as “adequate health literacy”. Thirty four percent of respondents are “limited health literacy”, and 66% are “adequate health literacy.”

**Table 16a: Comprehension**  
**- % of Respondents Answering Each Item Correctly (Q1a) -**

	Total	Current Users	Former Users	Never Users	Experi-menters	Adequate Literacy <sup>‡</sup>	Limited Literacy
Is quitting the best choice for a smoker who is concerned about the health risks from smoking? <i>(Yes)</i>	88%	92%	94%	81%	83%	97%	70%
Should adults who do not use or who have quit using tobacco products start using Camel SNUS? <i>(No)</i>	83%	82%	89%	79%	83%	89%	72%
Is Camel SNUS, which contains nicotine, addictive? <i>(Yes)</i>	82%	82%	86%	81%	77%	92%	62%

<sup>‡</sup> Respondents who score 3 points or less on the "Newest Vital Sign" health literacy test are defined as "limited health literacy", and respondents scoring 4 or higher are defined as "adequate health literacy".

*Table 16b* provides a comparison of consumers' performance on two questions designed to assess what smokers must do to obtain the health benefit from using Camel SNUS, and shows that more consumers in every category appear to understand the revised question more than the original question.

**Table 16b: Comparison of Questions Regarding How to Obtain Health Benefit**  
**- % of Respondents -**

	Total	Current Users	Former Users	Never Users	Experi-menters	Adequate Literacy <sup>‡</sup>	Limited Literacy
Can smokers who use Camel SNUS instead of continuing to smoke cigarettes reduce their risk of smoking-related diseases? <i>(Yes)</i>	55%	57%	61%	47%	53%	66%	30%
According to the ad, what do smokers need to do in order to receive a health benefit from using Camel SNUS? <i>(Stop smoking completely and use Camel SNUS instead)</i>	71%	67%	78%	64%	80%	78%	60%

<sup>‡</sup> Respondents who score 3 points or less on the "Newest Vital Sign" health literacy test are defined as "limited health literacy", and respondents scoring 4 or higher are defined as "adequate health literacy".

Results for the second set of comprehension questions – which address the risk of using Camel SNUS relative to continuing to smoke – are presented in *Table 17*. Consumers with “adequate health literacy” outperform consumers with “limited health literacy.” And, performance levels are lower than those observed in previous qualitative research, which is likely due to the level of attention paid to stimuli when research was conducted in-person.

**Table 17: Comprehension**

**- % of Respondents Answering Each Item Correctly (Q1b) –**

*Question: Now, what does the information communicate to you about the risk associated with Camel Snus, regardless of if you believe the information or not?*

	% Selecting “Camel SNUS has less risk than cigarettes, but still has some risk”						
	Total	Current Users	Former Users	Never Users	Experi-menters	Adequate Literacy <sup>‡</sup>	Limited Literacy
Lung cancer	64%	60%	75%	53%	73%	74%	45%
Oral cancer	45%	37%	59%	43%	40%	53%	31%
Respiratory disease	63%	60%	70%	55%	67%	73%	42%
Heart disease	57%	50%	68%	45%	70%	67%	37%

<sup>‡</sup> Respondents who score 3 points or less on the “Newest Vital Sign” health literacy test are defined as “limited health literacy”, and respondents scoring 4 or higher are defined as “adequate health literacy”.

*Table 18* provides mean risk perception ratings on a 7-point scale (i.e., “1” means “no risk” and “7” means “substantial risk”) for each of three types of tobacco products (i.e., Camel SNUS, cigarettes and smokeless tobacco products other than Camel SNUS). Mean risk ratings for Camel SNUS are lower than both cigarettes and other smokeless tobacco for every item.



**Table 18: Risk Perceptions****- Mean Ratings -**

<i>Impact of using each tobacco product on a person's risk of developing...</i>	Risk Perception Ratings for Each Tobacco Product – All Respondents –		
	Camel SNUS	Cigarettes	Smokeless Tobacco other than Camel SNUS
Lung cancer	4.6	6.5	5.3
Oral cancer	5.6	6.0	6.0
Respiratory disease	4.4	6.5	4.9
Heart disease	5.1	6.3	5.4
Generally poorer health	5.5	6.4	6.0
Addiction	6.0	6.6	6.2

Data presented in *Table 19* show that no more than a quarter of respondents in any sub-group report that Camel SNUS reduces the risk of smoking-related diseases other than the diseases mentioned in the stimulus (i.e., lung cancer, oral cancer, respiratory disease, and heart disease).

**Table 19: Perceptions of Other Smoking Related Diseases****- % of Respondents –**

*Question: "Does Camel SNUS reduce the risk of other smoking-related diseases that are not discussed in the ad?"*

	Total	Current Users	Former Users	Never Users	Experi-menters	Adequate Literacy <sup>‡</sup>	Limited Literacy
Yes	15%	23%	13%	9%	13%	14%	15%
No	30%	22%	19%	41%	47%	27%	37%
Don't know	55%	55%	68%	50%	40%	59%	48%

<sup>‡</sup> Respondents who score 3 points or less on the "Newest Vital Sign" health literacy test are defined as "limited health literacy", and respondents scoring 4 or higher are defined as "adequate health literacy".

Finally, at least 62% of consumers in every sub-group believe that Camel SNUS presents greater health risk than using cessation aids; and, at least 69% believe that using Camel SNUS is not safer than quitting tobacco altogether (*Table 20*).

**Table 20: Perceptions of Cessation Aids and Quitting Tobacco**

**- % of Respondents -**

	<b>Total</b>	<b>Current Users</b>	<b>Former Users</b>	<b>Never Users</b>	<b>Experi-menters</b>	<b>Adequate Literacy<sup>‡</sup></b>	<b>Limited Literacy</b>
Camel SNUS is <u>NOT</u> a safer alternative than products that are used to quit tobacco such as gum, patches, and lozenges.							
True	70%	68%	76%	65%	73%	75%	62%
False	15%	17%	13%	14%	17%	12%	20%
Don't know	15%	15%	11%	21%	10%	13%	18%
Camel SNUS is <u>NOT</u> a safer alternative than quitting tobacco entirely.							
True	74%	70%	82%	72%	70%	77%	69%
False	16%	13%	16%	14%	23%	16%	16%
Don't know	10%	17%	2%	14%	7%	7%	15%

<sup>‡</sup> Respondents who score 3 points or less on the "Newest Vital Sign" health literacy test are defined as "limited health literacy", and respondents scoring 4 or higher are defined as "adequate health literacy".

### 2.5.5 Conclusions

These findings lead us to recommend fielding the proposed Comprehension and Perception study after the following adjustments are made to the survey instrument:

- adopt the comprehension question regarding what smokers must do to obtain the health benefit of Camel SNUS, which was first tested in the final on-line pre-test research; and,
- eliminate the open-end follow-up question for those who answer "yes, Camel SNUS reduces the risk of other smoking-related diseases that are not discussed in the ad".

## **APPENDIX**

**Appendix Items:**

- 1. REALM-SF test (pg. 28)**
- 2. Phase 1: Philadelphia In-Person Interview Screeners (pg. 29)**
- 3. Phase 1: On-line Survey Document for Philadelphia Research (pg. 44)**
- 4. Phase 1: Camel SNUS MRTP Ad Used for Philadelphia Research (pg. 53)**
- 5. Phase 2: New York City In-Person Interview Screeners (pg. 56)**
- 6. Phase 2: On-line Survey Document for New York City Research (pg. 70)**
- 7. Phase 2: Camel SNUS MRTP Ads Used for New York City Research (pg. 83)**
- 8. Phase 3: On-line Survey Document (pg. 94)**
- 9. Phase 3: Camel SNUS MRTP Ads Used (pg. 119)**
- 10. Phase 4: On-line Survey Document (pg. 130)**
- 11. Phase 4: Camel SNUS MRTP Ads Used (pg. 160)**



## 1. REALM-SF TEST

The REALM-SF has been validated and field tested in diverse research settings, and has excellent agreement with the 66-item REALM instrument in terms of grade-level assignments. The REALM-SF test consists of seven words that respondents must pronounce. Recruiters spelled the word to respondents and asked them to say each word. If fewer than four words are pronounced correctly, the respondent was classified as “low literacy.”

The words included in the REALM-SF test are listed below:

Menopause
Antibiotics
Exercise
Jaundice
Rectal
Anemia
Behavior

## 2. PHASE 1: PHILADELPHIA IN-PERSON INTERVIEW SCREENERS

### LOW-LITERACY SCREENER - PHILADELPHIA

- Consumer Research -

CALL MALE OR FEMALE – 18 YEARS OR OLDER

RECRUIT 15

- ☐ Current Tobacco Users
- ☐ Potential Quitter
- ☐ Former Tobacco Users
- ☐ Never Tobacco Users
- ☐ Current Experimenter

NAME:

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE #: ( ) \_\_\_\_\_ CELL: ( ) \_\_\_\_\_  
(AREA CODE) (AREA CODE)

EMAIL ADDRESS (REQUIRED):

### SCHEDULE

Appointment:

Monday, June 2 @, 2014 \_\_\_\_\_ AM/PM

**SUGGESTED INTRODUCTION:** Hello, I'm \_\_\_\_\_ calling for National Analysts Worldwide, a marketing research and consulting company. We're conducting a consumer health research study and we're inviting individuals who qualify to participate in a 15-minute in-person interview in Philadelphia on June 2<sup>nd</sup>.

Are you available on that day?

Yes ☐

No ☐ **THANK AND TERMINATE**

I'm going to spell some words for you. Please write down the following words and then read them out loud to me.

**[Score as pronounced correctly or not; a pause of more than 5 seconds counts as incorrect]**

**(*READ LETTERS ONLY – DO NOT READ THE WORD*)**

1. M-E-N-O-P-A-U-S-E
2. A-N-T-I-B-I-O-T-I-C-S
3. E-X-E-R-C-I-S-E
4. J-A-U-N-D-I-C-E
5. R-E-C-T-A-L
6. A-N-E-M-I-A
7. B-E-H-A-V-I-O-R

Record number pronounced correctly \_\_\_\_\_

**RESPONDENT QUALIFIES AS "LOW LITERACY" IF ONLY 1, 2, OR 3 WORDS ARE PRONOUNCED CORRECTLY.**

**IF RESPONDENT QUALIFIES, ASK THE REMAINING QUESTIONS. RESPONDENTS CAN ONLY TERMINATE IN THESE QUESTIONS BASED ON AGE. WE ARE TAKING ALL-COMERS FOR LOW LITERACY (NO QUOTAS SET FOR TOBACCO USE OR DEMOGRAPHICS).**

- 1a. Would you consider yourself to be – or to have been at any time in the past – a "regular user" of any of the following products? We leave it to you to define regular use. **(READ)**

	Yes I am – or was – a regular user	No, I have never been a regular user
Beer or malt-based beverages?	( )	( )
Bottled water (still or carbonated)?	( )	( )
Nutritional supplements/vitamins?	( )	( )
Tobacco products?	( )	( )



1b. In your entire life, have you... **(READ)**

		Yes	No
A	Smoked 100 or more cigarettes (5 packs)?	( )	( )
B	Smoked 50 or more cigars/cigarillos?	( )	( )
C	Used pipe tobacco 50 times or more?	( )	( )
D	Used smokeless tobacco (e.g., loose leaf chewing, moist snuff, SNUS) 20 or more times?	( )	( )

1c. Please indicate how often you use each of the following types of tobacco. **(READ)**

		Every Day	Some Days	Not at All
A	Cigarettes	( )	( )	( )
B	Cigars/cigarillos	( )	( )	( )
C	Pipe tobacco	( )	( )	( )
D	Smokeless tobacco (e.g., loose leaf chewing tobacco, moist snuff, SNUS, etc)	( )	( )	( )

**CLASSIFY:**

- 1) **CURRENT TOBACCO USER:** 1b is "YES" FOR AT LEAST 1 ROW AND 1c is "EVERY DAY" OR "SOME DAYS" FOR THAT ROW
- 2) **FORMER TOBACCO USER:** 1b is "YES" FOR AT LEAST 1 ROW AND 1c is "NOT AT ALL" FOR THAT/THOSE ROW(S)
- 3) **NEVER TOBACCO USER:** 1b is "NO" FOR ALL ROWS AND 1c is "NOT AT ALL" FOR ALL ROWS
- 4) **CURRENT EXPERIMENTER:** 1b is "NO" FOR ALL ROWS AND AT LEAST 1 ROW IN 1c is "EVERY DAY" OR "SOME DAYS"

**ASK 1d-1g FOR CURRENT TOBACCO USERS ONLY; OTHERWISE SKIP TO Q2**

- 1d. During the past 12 months, have you stopped using tobacco for one day or longer because you were trying to quit using tobacco? **(READ)**

Yes	( )
No	( )

- 1e. How much do you want to quit using tobacco? **(READ)**

Not at all	( )
A little	( )
Somewhat	( )
A lot	( )
No opinion	( )

- 1f. How likely do you think it is that you will try to quit using tobacco within the next 30 days? **(READ)**

Very unlikely	( )
Somewhat unlikely	( )
Somewhat likely	( )
Very likely	( )
No opinion	( )

- 1g. If you did try to quit using tobacco within the next 30 days, how likely do you think it is that you would succeed in quitting? **(READ)**

Very unlikely	( )
Somewhat unlikely	( )
Somewhat likely	( )
Very likely	( )
No opinion	( )

**CLASSIFY RESPONDENT AS “POTENTIAL QUITTER” IF:**

- 1d = YES **AND**
  - 1e = SOMEWHAT OR A LOT **AND**
  - 1f = SOMEWHAT OR VERY LIKELY **AND**
  - 1g = SOMEWHAT OR VERY LIKELY
- 

**(READ)** The following questions are being asked so that we can recruit a broad mix of people.

2. Is your age: **(READ)**

Under 18,	( )	<b>TERMINATE</b>
18 to 30,	( )	
31-40,	( )	
41-50,	( )	
51-60,	( )	
61 to 70,	( )	
71-75,	( )	
Over 75?	( )	<b>TERMINATE</b>

3. Gender. **(RECORD BY OBSERVATION)**

Male	( )
Female	( )



4. What is the highest grade you have completed in school? **(READ)**

Less than High School,	( )
High school,	( )
Some college or technical/vocational training,	( )
Four years of college (Bachelor's degree),	( )
More than Bachelor's degree?	( )

5a. Do you consider yourself to be of Hispanic, Latino, or Spanish origin? **(READ)**

Yes	( )
No	( )

5b. What do you consider to be your race? **(READ)**

White	( )
African American / Black	( )
Asian	( )
Other	( )

**ASK Q6 IF 1b ROW D ("Used smokeless tobacco") IS "YES"; OTHERWISE SKIP TO Q.7**

6. Earlier you indicated that you have used smokeless tobacco. Which of the following types of smokeless tobacco have you used? **(READ)**

		Yes	No
A	Loose leaf chewing tobacco	<input type="radio"/>	<input type="radio"/>
B	Moist snuff tobacco	<input type="radio"/>	<input type="radio"/>
C	SNUS	<input type="radio"/>	<input type="radio"/>
D	Some other type of smokeless tobacco	<input type="radio"/>	<input type="radio"/>

**Note to recruiters: "SNUS" rhymes with "moose"**

ASK Q7 IF ("SNUS") IS "YES" IN Q6 ROW C. MUST SAY "YES" TO AT LEAST 1 ROW.

7. Which of the following brands of SNUS have you used? (READ)

*Have you used ...*

SNUS	Yes	No
Camel?	<input type="radio"/>	<input type="radio"/>
Copenhagen?	<input type="radio"/>	<input type="radio"/>
General?	<input type="radio"/>	<input type="radio"/>
General Swedish Variety?	<input type="radio"/>	<input type="radio"/>
Grand Prix?	<input type="radio"/>	<input type="radio"/>
Klondike?	<input type="radio"/>	<input type="radio"/>
Marlboro?	<input type="radio"/>	<input type="radio"/>
Nordic Ice?	<input type="radio"/>	<input type="radio"/>
Skoal?	<input type="radio"/>	<input type="radio"/>
Tourney?	<input type="radio"/>	<input type="radio"/>
Triumph?	<input type="radio"/>	<input type="radio"/>
Some other brand of SNUS?	<input type="radio"/>	<input type="radio"/>

**EXTEND INVITATION TO ELIGIBLE RESPONDENT AND RECORD INFORMATION ON FRONT.**

We'd like to invite you to participate in an individual interview for this research project. If you need glasses for reading, please bring those to the interview as there will be material for you to read.

You will receive \$\_\_\_\_\_ for participation in this research project.

**Note to recruiters:** *As part of our ISO certification, we require that the following be read to each respondent.*

Thank you for your time. We look forward to having a discussion with you regarding consumer health. We want to assure you that it is National Analysts Worldwide's policy to keep interviews anonymous and responses confidential. At no stage will your name or other identifying information be associated with your responses.

The interview may be recorded or viewed by others.

For further information on National Analysts Worldwide's privacy policy, you can visit their website at [www.nationalanalysts.com/privacy/domestic-global.asp](http://www.nationalanalysts.com/privacy/domestic-global.asp)

Please let us know if you have any questions or concerns about your upcoming appointment with National Analysts Worldwide.

**TOBACCO SCREENER (NON-LOW LITERACY) - PHILADELPHIA**

- Consumer Research -

**CALL MALE OR FEMALE – 18 YEARS OF AGE OR OLDER  
RECRUIT 65**

**CHECK ONE:**

- ☐ 15 Current Tobacco Users (as defined in screener)  
☐ 25 Former Tobacco Users (as defined in screener)  
☐ 25 Never Tobacco Users (as defined in screener)

**CHECK ONE:**

- ☐ Potential Quitter  
☐ Current Experimenter

NAME:

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE #: ( ) \_\_\_\_\_ CELL: ( ) \_\_\_\_\_  
(AREA CODE) (AREA CODE)

EMAIL ADDRESS (REQUIRED):

**SCHEDULE**

Appointment:

Monday, June 2, 2014 @ \_\_\_\_\_ AM/PM

Tuesday, June 3, 2014 @ \_\_\_\_\_ AM/PM



**SUGGESTED INTRODUCTION:** Hello, I'm \_\_\_\_\_ calling for National Analysts Worldwide, a marketing research and consulting company. We're conducting a consumer health research study and we're inviting individuals who qualify to participate in a 15-minute in-person interview in Philadelphia on June 2<sup>nd</sup> or June 3<sup>rd</sup>.

Are you available on one of those days?

Yes                      (   )

No                        (   ) **THANK AND TERMINATE**

- 1a. Would you consider yourself to be – or to have been at any time in the past – a “regular user” of any of the following products? We leave it to you to define regular use. **(READ)**

	Yes I am – or was – a regular user	No, I have never been a regular user
Beer or malt-based beverages?	( )	( )
Bottled water (still or carbonated)?	( )	( )
Nutritional supplements/vitamins?	( )	( )
Tobacco products?	( )	( )

- 1b. In your entire life, have you... **(READ)**

	Yes	No
<b>A</b> Smoked 100 or more cigarettes (5 packs)?	( )	( )
<b>B</b> Smoked 50 or more cigars/cigarillos?	( )	( )
<b>C</b> Used pipe tobacco 50 times or more?	( )	( )
<b>D</b> Used smokeless tobacco (e.g., loose leaf chewing, moist snuff, SNUS) 20 or more times?	( )	( )

- 1c. Please indicate how often you use each of the following types of tobacco. **(READ)**

	Every Day	Some Days	Not at All
<b>A</b> Cigarettes	( )	( )	( )
<b>B</b> Cigars/cigarillos	( )	( )	( )
<b>C</b> Pipe tobacco	( )	( )	( )
<b>D</b> Smokeless tobacco (e.g., loose leaf chewing tobacco, moist snuff, SNUS, etc)	( )	( )	( )

**CLASSIFY:**

- 5) **CURRENT TOBACCO USER:** 1b is “YES” FOR AT LEAST 1 ROW AND 1c is “EVERY DAY” OR “SOME DAYS” FOR THAT ROW
- 6) **FORMER TOBACCO USER:** 1b is “YES” FOR AT LEAST 1 ROW AND 1c is “NOT AT ALL” FOR THAT/THOSE ROW(S)
- 7) **NEVER TOBACCO USER:** 1b is “NO” FOR ALL ROWS AND 1c is “NOT AT ALL” FOR ALL ROWS
- 8) **CURRENT EXPERIMENTER:** 1b is “NO” FOR ALL ROWS AND AT LEAST 1 ROW IN 1c is “EVERY DAY” OR “SOME DAYS”

**ASK 1d-1g FOR CURRENT TOBACCO USERS ONLY; OTHERWISE SKIP TO Q.2**

- 1d. During the past 12 months, have you stopped using tobacco for one day or longer because you were trying to quit using tobacco? **(READ)**

Yes	( )
No	( )

- 1e. How much do you want to quit using tobacco? **(READ)**

Not at all	( )
A little	( )
Somewhat	( )
A lot	( )
No opinion	( )

- 1f. How likely do you think it is that you will try to quit using tobacco within the next 30 days? **(READ)**

Very unlikely	( )
Somewhat unlikely	( )
Somewhat likely	( )
Very likely	( )
No opinion	( )



- 1g. If you did try to quit using tobacco within the next 30 days, how likely do you think it is that you would succeed in quitting? **(READ)**

Very unlikely	( )
Somewhat unlikely	( )
Somewhat likely	( )
Very likely	( )
No opinion	( )

**CLASSIFY RESPONDENT AS "POTENTIAL QUITTER" IF:**

- 1d = YES **AND**
  - 1e = SOMEWHAT OR A LOT **AND**
  - 1f = SOMEWHAT OR VERY LIKELY **AND**
  - 1g = SOMEWHAT OR VERY LIKELY
- 

**(READ)** The following questions are being asked so that we can recruit a broad mix of people.

2. Is your age: **(READ)**

Under 18,	( )	TERMINATE
18 to 30,	( )	RECRUIT A MIX OF: <b>18-30</b> <b>31-50</b> <b>51-75</b>
31-40,	( )	
41-50,	( )	
51-60,	( )	
61 to 70,	( )	
71-75,	( )	TERMINATE
Over 75?	( )	

3. Gender. **(RECORD BY OBSERVATION)**

Male	( )	RECRUIT A MIX
Female	( )	

4. What is the highest grade you have completed in school? **(READ)**

Less than High School,	( )	<b>RECRUIT A MIX OF:</b> Less than high school/high school Some college or tech/vocational Bachelor's degree+
High school,	( )	
Some college or technical/vocational training,	( )	
Four years of college (Bachelor's degree),	( )	
More than Bachelor's degree?	( )	

5a. Do you consider yourself to be of Hispanic, Latino, or Spanish origin? **(READ)**

Yes	( )
No	( )

5b. What do you consider to be your race? **(READ)**

White	( )	<b>RECRUIT A MIX</b>
African American / Black	( )	
Asian	( )	
Other	( )	

**ASK Q6 IF 1b ROW D ("Used smokeless tobacco") IS "YES"; OTHERWISE SKIP**

6. Earlier you indicated that you have used smokeless tobacco. Have you used each of the following types of smokeless tobacco? **(READ)**

		Yes	No
<b>A</b>	Loose leaf chewing tobacco	o	o
<b>B</b>	Moist snuff tobacco	o	o
<b>C</b>	SNUS	o	o
<b>D</b>	Some other type of smokeless tobacco	o	o

**Note to recruiters: "SNUS" rhymes with "moose"**

ASK Q7 IF ("SNUS") IS "YES" IN Q6 ROW C. MUST SAY "YES" TO AT LEAST 1 ROW.

7. Which of the following brands of SNUS have you used? (READ)

*Have you used ...*

SNUS	Yes	No
Camel?	<input type="radio"/>	<input type="radio"/>
Copenhagen?	<input type="radio"/>	<input type="radio"/>
General?	<input type="radio"/>	<input type="radio"/>
General Swedish Variety?	<input type="radio"/>	<input type="radio"/>
Grand Prix?	<input type="radio"/>	<input type="radio"/>
Klondike?	<input type="radio"/>	<input type="radio"/>
Marlboro?	<input type="radio"/>	<input type="radio"/>
Nordic Ice?	<input type="radio"/>	<input type="radio"/>
Skool?	<input type="radio"/>	<input type="radio"/>
Tourney?	<input type="radio"/>	<input type="radio"/>
Triumph?	<input type="radio"/>	<input type="radio"/>
Some other brand of SNUS?	<input type="radio"/>	<input type="radio"/>

**EXTEND INVITATION TO ELIGIBLE RESPONDENT AND RECORD INFORMATION ON FRONT.**

We'd like to invite you to participate in an individual interview for this research project. If you need glasses for reading, please bring those to the interview as there will be material for you to read.

You will receive \$\_\_\_\_\_ for participation in this research project.

**Note to recruiters:** *As part of our ISO certification, we require that the following be read to each respondent.*

Thank you for your time. We look forward to having a discussion with you regarding consumer health. We want to assure you that it is National Analysts Worldwide's policy to keep interviews anonymous and responses confidential. At no stage will your name or other identifying information be associated with your responses.

The interview may be recorded or viewed by others.

For further information on National Analysts Worldwide's privacy policy, you can visit their website at [www.nationalanalysts.com/privacy/domestic-global.asp](http://www.nationalanalysts.com/privacy/domestic-global.asp)

Please let us know if you have any questions or concerns about your upcoming appointment with National Analysts Worldwide.



### **3. PHASE 1: ON-LINE SURVEY DOCUMENT FOR PHILADELPHIA RESEARCH**

Research conducted on behalf of RAIS in anticipation of potential FDA requirements.  
Research shall only be used and/or disseminated for regulatory-related activities.

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#### **Camel SNUS MRTP Comprehension and Perceptions Survey** –Survey–

This survey focuses on new information about an existing tobacco product. Everyone is asked all of the questions in this survey, regardless of whether or not they currently use tobacco.

Please take your time and review the information on the next few screens closely so that you will be able to answer the questions that follow.

#### **PROGRAMMER:**

##### **1. SHOW ALL**

---

Please carefully review the product information below. Take as much time as you need.

[INSERT STIMULI BASED ON NAID LEAD DIGIT]

1. [INSERT STIMULI BASED ON NAID ID LEAD DIGIT]

*First, we are going to ask two separate questions about what the ad says and then we will ask some questions about what you believe.*

Q1b. Regardless of what you believe, does the ad communicate to you that each statement below is “true”, “false”, or don’t you know?

*Select one response per row.*

	True	False	Don’t know/Not Sure
If you are a current tobacco user, the best option is to quit all tobacco products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are not a tobacco user, the best option is not to start tobacco use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are no health risks associated with using Camel SNUS Frost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switching completely to Camel SNUS greatly reduces your risk of serious disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL
  2. SHOW Q1b 1<sup>ST</sup> AND THEN Q1a
  3. RANDOMIZE ROW ORDER
  4. INSERT STIMULI ON SAME SCREEN
-

Q1a. Now, what does the information communicate to you about the risk associated with Camel SNUS Frost, regardless of if you believe the information or not.

*Select one response per row.*

		The information communicates that Camel SNUS Frost has...			
		Same level of health risk as continuing to smoke	Less health risk than continuing to smoke, but has some risk	No health risk at all	I don't know/not sure
1	Lung cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Oral cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Respiratory disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL
2. RANDOMIZE ROW ORDER
3. INSERT STIMULI ON SAME SCREEN AS Q1A

## SHOW ALL

We are interested in your perceptions of various types of risks associated with using different types of tobacco products.

For the following series of questions, *assume that not using tobacco is associated with no increase in risk.*

Please estimate what impact using each type of tobacco has on a person's risk of developing each condition, using a 7-point scale where "1" means "No Increase in Risk" (same for non-users as for users) and "7" means "Substantial Increase in Risk".

Q2a. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing lung cancer.

	No Increase In Risk ↓				Substantial Increase In risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### PROGRAMMER:

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT

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Q2b. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing oral cancer.

	No Increase In Risk ↓				Substantial Increase In risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT
-

Q2c. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing respiratory disease.

	No Increase In Risk ↓				Substantial Increase In risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMER:

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT
- 

Q2d. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing heart disease.

	No Increase In Risk ↓				Substantial Increase In risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMER:

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT
-

Q2e. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing generally poorer health.

	No Increase In Risk ↓				Substantial Increase In risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT

Q2f. Now please rate how **addictive** you believe each of the following types of tobacco are, using a 7-point scale where "1" means "Not At All Addictive" and "7" means "Extremely Addictive".

	Not At All Addictive ↓				Extremely Addictive ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT



Please note that the goal of this survey is only to assess how clearly the risks associated with tobacco products are communicated. It is **not** intended to encourage you or anyone else to continue/start using tobacco products.

- Individuals should consider the conclusions of the U.S. Surgeon General, the Centers for Disease control, and other public health and medical officials when making decisions regarding smoking.
- The best course of action for tobacco users concerned about their health is to quit.
- Minors should never use tobacco products and adults who do not use or have quit using tobacco products should not start.
- Adults who smoke should avoid exposing minors to secondhand smoke, and adult smokers should comply with rules and regulations designed to respect the rights of other adults.

**PROGRAMMER:**

**1. ASK ALL**

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All information contained in this advertising is provided for your information only and for regulatory research purposes only. In order to advertise that a smokeless tobacco product is less harmful than a cigarette or another smokeless tobacco product, the company must first obtain clearance from the Food and Drug Administration ("FDA"). As part of that clearance process, a company must present evidence demonstrating that consumers perceive and understand the statements that the company is making about the product in its proposed advertising. This research is aimed at developing advertising that will achieve this. The advertisements used in this research study have not and will not be used by the company to promote its products commercially without first obtaining clearance from FDA to do so.

The information and opinions expressed here are believed to be accurate, based on sound science and the best judgment available to the company. However, no action or inaction should be taken based on the contents of this information; instead, you should consult appropriate health professionals on any matter relating to your health.

**THANK YOU SCREEN**

**PROGRAMMER: ASK ALL**









## 5. PHASE 2: NEW YORK CITY IN-PERSON INTERVIEW SCREENERS

### LOW LITERACY SCREENER

- Consumer Research -

CALL MALE OR FEMALE – 18 YEARS OR OLDER

RECRUIT 15

( ) Current Tobacco Users

( ) Potential Quitter

( ) Former Tobacco Users

( ) Never Tobacco Users

( ) Current Experimenter

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE #: ( \_\_\_\_\_ ) CELL: ( \_\_\_\_\_ )

\_\_\_\_\_  
(AREA CODE)

\_\_\_\_\_  
(AREA CODE)

EMAIL ADDRESS (REQUIRED): \_\_\_\_\_

### SCHEDULE

Appointment:

Wednesday, September 17, 2014 @ \_\_\_\_\_ AM/PM

**SUGGESTED INTRODUCTION:** Hello, I'm \_\_\_\_\_ calling for NAXION, a marketing research and consulting company. We're conducting a consumer health research study and we're inviting individuals who qualify to participate in a 30-minute in-person interview on September 17<sup>th</sup>.

Are you available on that day?

Yes ( )

No ( ) THANK AND TERMINATE

I'm going to spell some words for you. Please write down the following words and then read them out loud to me.

**[Score as pronounced correctly or not; a pause of more than 5 seconds counts as incorrect]**

**(READ LETTERS ONLY – DO NOT READ THE WORD)**

8. M-E-N-O-P-A-U-S-E

9. A-N-T-I-B-I-O-T-I-C-S

10. E-X-E-R-C-I-S-E

11. J-A-U-N-D-I-C-E

12. R-E-C-T-A-L

13. A-N-E-M-I-A

14. B-E-H-A-V-I-O-R

Record number pronounced correctly \_\_\_\_\_

**RESPONDENT QUALIFIES AS "LOW LITERACY" IF ONLY 1, 2, OR 3 WORDS ARE PRONOUNCED CORRECTLY.**

**IF RESPONDENT QUALIFIES, ASK THE REMAINING QUESTIONS. RESPONDENTS CAN ONLY TERMINATE IN THESE QUESTIONS BASED ON AGE. WE ARE TAKING ALL-COMERS FOR LOW LITERACY (NO QUOTAS SET FOR TOBACCO USE OR DEMOGRAPHICS).**

- 1a. Would you consider yourself to be – or to have been at any time in the past – a "regular user" of any of the following products? We leave it to you to define regular use. **(READ)**

	Yes I am – or was – a regular user	No, I have never been a regular user
Beer or malt-based beverages?	( )	( )
Bottled water (still or carbonated)?	( )	( )
Nutritional supplements/vitamins?	( )	( )

Tobacco products?	( )	( )
-------------------	-----	-----

1b. In your entire life, have you... **(READ)**

		Yes	No
A	Smoked 100 or more cigarettes (5 packs)?	( )	( )
B	Smoked 50 or more cigars/cigarillos?	( )	( )
C	Used pipe tobacco 50 times or more?	( )	( )
D	Used smokeless tobacco (e.g., loose leaf chewing, moist snuff, SNUS) 20 or more times?	( )	( )

1c. Please indicate how often you use each of the following types of tobacco. **(READ)**

		Every Day	Some Days	Not at All
A	Cigarettes	( )	( )	( )
B	Cigars/cigarillos	( )	( )	( )
C	Pipe tobacco	( )	( )	( )
D	Smokeless tobacco (e.g., loose leaf chewing tobacco, moist snuff, SNUS, etc)	( )	( )	( )

**CLASSIFY:**

- 9) **CURRENT TOBACCO USER:** 1b is "YES" FOR AT LEAST 1 ROW AND 1c is "EVERY DAY" OR "SOME DAYS" FOR THAT ROW
- 10) **FORMER TOBACCO USER:** 1b is "YES" FOR AT LEAST 1 ROW AND 1c is "NOT AT ALL" FOR THAT/THOSE ROW(S)
- 11) **NEVER TOBACCO USER:** 1b is "NO" FOR ALL ROWS AND 1c is "NOT AT ALL" FOR ALL ROWS
- 12) **CURRENT EXPERIMENTER:** 1b is "NO" FOR ALL ROWS AND AT LEAST 1 ROW IN 1c is "EVERY DAY" OR "SOME DAYS"

**ASK 1d-1g FOR CURRENT TOBACCO USERS ONLY; OTHERWISE SKIP TO Q2**

- 1d. During the past 12 months, have you stopped using tobacco for one day or longer because you were trying to quit using tobacco? **(READ)**

Yes	( )
No	( )

- 1e. How much do you want to quit using tobacco? **(READ)**

Not at all	( )
A little	( )
Somewhat	( )
A lot	( )
No opinion	( )

- 1f. How likely do you think it is that you will try to quit using tobacco within the next 30 days? **(READ)**

Very unlikely	( )
Somewhat unlikely	( )
Somewhat likely	( )
Very likely	( )
No opinion	( )



- 1g. If you did try to quit using tobacco within the next 30 days, how likely do you think it is that you would succeed in quitting? **(READ)**

Very unlikely	( )
Somewhat unlikely	( )
Somewhat likely	( )
Very likely	( )
No opinion	( )

**CLASSIFY RESPONDENT AS POTENTIAL QUITTER IF:**

- 1d = YES **AND**
  - 1e = SOMEWHAT OR A LOT **AND**
  - 1f = SOMEWHAT OR VERY LIKELY **AND**
  - 1g = SOMEWHAT OR VERY LIKELY
- 

**(READ)** The following questions are being asked so that we can recruit a broad mix of people.

2. Is your age: **(READ)**

Under 18,	( )	<b>TERMINATE</b>
18 to 30,	( )	
31-40,	( )	
41-50,	( )	
51-60,	( )	
61 to 70,	( )	
71-75,	( )	
Over 75?	( )	<b>TERMINATE</b>

3. Gender. **(RECORD BY OBSERVATION)**

Male	( )
Female	( )

4. What is the highest grade you have completed in school? **(READ)**

Less than High School,	( )
High school,	( )
Some college or technical/vocational training,	( )
Four years of college (Bachelor's degree),	( )
More than Bachelor's degree?	( )

- 5a. Do you consider yourself to be of Hispanic, Latino, or Spanish origin? **(READ)**

Yes	( )
No	( )

- 5b. What do you consider to be your race? **(READ)**

White	( )
African American / Black	( )
Asian	( )
Other	( )

**ASK Q6 IF Q1b ROW D ("Used smokeless tobacco") IS "YES"; OTHERWISE SKIP TO INVITATION**

6. Earlier you indicated that you have used smokeless tobacco. Which of the following types of smokeless tobacco have you used? **(READ)**

		Yes	No
A	Loose leaf chewing tobacco	<input type="radio"/>	<input type="radio"/>
B	Moist snuff tobacco	<input type="radio"/>	<input type="radio"/>
C	SNUS	<input type="radio"/>	<input type="radio"/>
D	Some other type of smokeless tobacco	<input type="radio"/>	<input type="radio"/>

**Note to recruiters: "SNUS" rhymes with "moose"**

ASK Q7 IF ("SNUS") IS "YES" IN Q6 ROW C. MUST SAY "YES" TO AT LEAST 1 ROW.

7. Which of the following brands of SNUS have you used? (READ)

*Have you used ...*

SNUS	Yes	No
Camel?	<input type="radio"/>	<input type="radio"/>
Copenhagen?	<input type="radio"/>	<input type="radio"/>
General?	<input type="radio"/>	<input type="radio"/>
General Swedish Variety?	<input type="radio"/>	<input type="radio"/>
Grand Prix?	<input type="radio"/>	<input type="radio"/>
Klondike?	<input type="radio"/>	<input type="radio"/>
Marlboro?	<input type="radio"/>	<input type="radio"/>
Nordic Ice?	<input type="radio"/>	<input type="radio"/>
Skoal?	<input type="radio"/>	<input type="radio"/>
Tourney?	<input type="radio"/>	<input type="radio"/>
Triumph?	<input type="radio"/>	<input type="radio"/>
Some other brand of SNUS?	<input type="radio"/>	<input type="radio"/>

**EXTEND INVITATION TO ELIGIBLE RESPONDENT AND RECORD INFORMATION ON FRONT.**

We'd like to invite you to participate in an individual interview for this research project. If you need glasses for reading, please bring those to the interview as there will be material for you to read.

You will receive \$\_\_\_\_\_ for participation in this research project.

**Note to recruiters:** *The following MUST be read verbatim to each respondent at the time of recruiting.*

Thank you for your time. We look forward to having a discussion with you regarding consumer health. We want to assure you that it is NAXION's policy to keep interviews anonymous and responses confidential. At no stage will your name or other identifying information be associated with your responses.

The interview may be recorded or listened to by others.

For further information on **NAXION**'s privacy policy, you can visit their website at [www.nationalanalysts.com/privacy/domestic-global.asp](http://www.nationalanalysts.com/privacy/domestic-global.asp)

Please let us know if you have any questions or concerns about your upcoming appointment with **NAXION**.



**NYC TOBACCO SCREENER (NON-LOW LITERACY)**  
- Consumer Research -

**CALL MALE OR FEMALE – 18 YEARS OF AGE OR OLDER**  
**RECRUIT 30**

**CHECK ONE:**

- ☐ 15 Current Tobacco Users (as defined in screener)  
☐ 15 Former Tobacco Users (as defined in screener)  
☐ 15 Never Tobacco Users (as defined in screener)

**CHECK ONE (no quotas for these 2 groups):**

- ☐ Potential Quitter  
☐ Current Experimenter

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE #: ( \_\_\_\_\_ ) \_\_\_\_\_ CELL: ( \_\_\_\_\_ ) \_\_\_\_\_  
(AREA CODE) (AREA CODE)

EMAIL ADDRESS (REQUIRED): \_\_\_\_\_

**SCHEDULE**

**Appointment:**

Wednesday, September 17, 2014 @ \_\_\_\_\_ AM/PM

Thursday, September 18, 2014 @ \_\_\_\_\_ AM/PM

**SUGGESTED INTRODUCTION:** Hello, I'm \_\_\_\_\_ calling for NAXION, a marketing research and consulting company. We're conducting a consumer health research study and we're inviting individuals who qualify to participate in a 30-minute in-person interview on September 17<sup>th</sup> or 18<sup>th</sup>.  
Are you available on one of those days?

Yes ( )

No ( ) **THANK AND TERMINATE**

- 1a. Would you consider yourself to be – or to have been at any time in the past – a “regular user” of any of the following products? We leave it to you to define regular use. **(READ)**

	Yes I am – or was – a regular user	No, I have never been a regular user
Beer or malt-based beverages?	( )	( )
Bottled water (still or carbonated)?	( )	( )
Nutritional supplements/vitamins?	( )	( )
Tobacco products?	( )	( )

- 1b. In your entire life, have you... **(READ)**

		Yes	No
<b>A</b>	Smoked 100 or more cigarettes (5 packs)?	( )	( )
<b>B</b>	Smoked 50 or more cigars/cigarillos?	( )	( )
<b>C</b>	Used pipe tobacco 50 times or more?	( )	( )
<b>D</b>	Used smokeless tobacco (e.g., loose leaf chewing, moist snuff, SNUS) 20 or more times?	( )	( )

- 1c. Please indicate how often you use each of the following types of tobacco. **(READ)**

		Every Day	Some Days	Not at All
<b>A</b>	Cigarettes	( )	( )	( )
<b>B</b>	Cigars/cigarillos	( )	( )	( )
<b>C</b>	Pipe tobacco	( )	( )	( )
<b>D</b>	Smokeless tobacco (e.g., loose leaf chewing tobacco, moist snuff, SNUS, etc)	( )	( )	( )

**CLASSIFY:**

**13) CURRENT TOBACCO USER:** 1b is “YES” FOR AT LEAST 1 ROW AND 1c is “EVERY DAY” OR “SOME DAYS” FOR THAT ROW

14) **FORMER TOBACCO USER:** 1b is "YES" FOR AT LEAST 1 ROW AND 1c is "NOT AT ALL" FOR THAT/THOSE ROW(S)

15) **NEVER TOBACCO USER:** 1b is "NO" FOR ALL ROWS AND 1c is "NOT AT ALL" FOR ALL ROWS

16) **CURRENT EXPERIMENTER:** 1b is "NO" FOR ALL ROWS AND AT LEAST 1 ROW IN 1c is "EVERY DAY" OR "SOME DAYS"

ASK 1d-1g FOR *CURRENT TOBACCO USERS* ONLY; OTHERWISE SKIP TO Q.2

- 1d. During the past 12 months, have you stopped using tobacco for one day or longer because you were trying to quit using tobacco? **(READ)**

Yes	( )
No	( )

- 1e. How much do you want to quit using tobacco? **(READ)**

Not at all	( )
A little	( )
Somewhat	( )
A lot	( )
No opinion	( )

- 1f. How likely do you think it is that you will try to quit using tobacco within the next 30 days? **(READ)**

Very unlikely	( )
Somewhat unlikely	( )
Somewhat likely	( )
Very likely	( )
No opinion	( )

- 1g. If you did try to quit using tobacco within the next 30 days, how likely do you think it is that you would succeed in quitting? **(READ)**

Very unlikely	( )
Somewhat unlikely	( )
Somewhat likely	( )
Very likely	( )
No opinion	( )

**CLASSIFY RESPONDENT AS POTENTIAL QUITTER IF:**

- 1d = YES **AND**
- 1e = SOMEWHAT OR A LOT **AND**
- 1f = SOMEWHAT OR VERY LIKELY **AND**
- 1g = SOMEWHAT OR VERY LIKELY

---

**(READ)** The following questions are being asked so that we can recruit a broad mix of people.

2. Is your age: **(READ)**

Under 18,	( )	TERMINATE
18 to 30,	( )	RECRUIT A MIX OF: <b>18-30</b> <b>31-50</b> <b>51-75</b>
31-40,	( )	
41-50,	( )	
51-60,	( )	
61 to 70,	( )	
71-75,	( )	TERMINATE
Over 75?	( )	

3. Gender. **(RECORD BY OBSERVATION)**

Male	( )	RECRUIT A MIX
Female	( )	

4. What is the highest grade you have completed in school? **(READ)**

Less than High School,	( )	<b>RECRUIT A MIX OF:</b> Less than high school/high school Some college or tech/vocational Bachelor's degree+
High school,	( )	
Some college or technical/vocational training,	( )	
Four years of college (Bachelor's degree),	( )	
More than Bachelor's degree?	( )	

5a. Do you consider yourself to be of Hispanic, Latino, or Spanish origin? **(READ)**

Yes	( )
No	( )

5b. What do you consider to be your race? **(READ)**

White	( )	<b>RECRUIT A MIX</b>
African American / Black	( )	
Asian	( )	
Other	( )	

**ASK Q6 IF Q1b ROW D ("Used smokeless tobacco") IS "YES"; OTHERWISE SKIP TO INVITATION**

6. Earlier you indicated that you have used smokeless tobacco. Have you used each of the following types of smokeless tobacco? **(READ)**

		Yes	No
<b>A</b>	Loose leaf chewing tobacco	<input type="radio"/>	<input type="radio"/>
<b>B</b>	Moist snuff tobacco	<input type="radio"/>	<input type="radio"/>
<b>C</b>	SNUS	<input type="radio"/>	<input type="radio"/>
<b>D</b>	Some other type of smokeless tobacco	<input type="radio"/>	<input type="radio"/>

**Note to recruiters: "SNUS" rhymes with "moose"**

**ASK Q7 IF ("SNUS") IS "YES" IN Q6 ROW C. MUST SAY "YES" TO AT LEAST 1 ROW.**



7. Which of the following brands of SNUS have you used? **(READ)**

*Have you used ...*

<b>SNUS</b>	<b>Yes</b>	<b>No</b>
Camel?	<input type="radio"/>	<input type="radio"/>
Copenhagen?	<input type="radio"/>	<input type="radio"/>
General?	<input type="radio"/>	<input type="radio"/>
General Swedish Variety?	<input type="radio"/>	<input type="radio"/>
Grand Prix?	<input type="radio"/>	<input type="radio"/>
Klondike?	<input type="radio"/>	<input type="radio"/>
Marlboro?	<input type="radio"/>	<input type="radio"/>
Nordic Ice?	<input type="radio"/>	<input type="radio"/>
Skoal?	<input type="radio"/>	<input type="radio"/>
Tourney?	<input type="radio"/>	<input type="radio"/>
Triumph?	<input type="radio"/>	<input type="radio"/>
Some other brand of SNUS?	<input type="radio"/>	<input type="radio"/>

**EXTEND INVITATION TO ELIGIBLE RESPONDENT AND RECORD INFORMATION ON FRONT.**

We'd like to invite you to participate in an individual interview for this research project. If you need glasses for reading, please bring those to the interview as there will be material for you to read.

You will receive \$\_\_\_\_\_ for participation in this research project.

**Note to recruiters:** *The following MUST be read verbatim to each respondent at the time of recruiting.*

Thank you for your time. We look forward to having a discussion with you regarding consumer health. We want to assure you that it is **NAXION's** policy to keep interviews anonymous and responses confidential. At no stage will your name or other identifying information be associated with your responses.

The interview may be recorded or listened to by others.

For further information on **NAXION's** privacy policy, you can visit their website at [www.nationalanalysts.com/privacy/domestic-global.asp](http://www.nationalanalysts.com/privacy/domestic-global.asp)

Please let us know if you have any questions or concerns about your upcoming appointment with **NAXION**.

## 6. PHASE 2: ON-LINE SURVEY DOCUMENT FOR NEW YORK CITY RESEARCH

Research conducted on behalf of RAIS in anticipation of potential FDA requirements.  
Research shall only be used and/or disseminated for regulatory-related activities.

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### Camel SNUS MRTP Comprehension and Perceptions: 2<sup>nd</sup> Round of Interviews –Survey–

This survey focuses on new information about an existing tobacco product. Everyone is asked all of the questions in this survey, regardless of whether or not they currently use tobacco.

Please take your time and review the information on the next few screens closely so that you will be able to answer the questions that follow.

#### PROGRAMMER:

##### 2. SHOW ALL

---

Programmer:

There will need to be 4 arms (one for each ad). Here's the arm breakdown:

Arm 1: Ad #1 ("Discover")

Arm 2: Ad #2 ("Freedom")

Arm 3: Ad #3 ("Swap")

Arm 4: Ad #4 (DM piece)

Please carefully review the product information below. Take as much time as you need.  
Please scroll down to view all of the product information and the questions which follow it.

[INSERT STIMULI BASED ON NAID LEAD DIGIT]

*First, we are going to ask two questions about what the ad says and then we will ask some questions about what you believe.*

Q1a. Please answer the following questions based on what the ad communicates to you (whether or not you believe the information).

*Select one response per row.*

	Yes	No	Don't know/Not Sure
Is quitting the best choice for a smoker who is concerned about the health risks from smoking?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Should adults who do not use or who have quit using tobacco products start using Camel SNUS?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do smokers need to completely switch their tobacco use from cigarettes to Camel SNUS in order to significantly reduce their health risks from smoking?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is Camel SNUS addictive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Should the Camel SNUS pouch be disposed of in the trash?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER (NOTE THIS QUESTION WAS ORIGINALLY Q1b):**

5. ASK ALL
6. RANDOMIZE ROW ORDER
7. INSERT STIMULI ON SAME SCREEN

Q1b. Now, what does the information communicate to you about the risk associated with Camel SNUS, regardless of if you believe the information or not.

*Select one response per row.*

		The information communicates that Camel SNUS has...			
		Same level of health risk as continuing to smoke	Less health risk than continuing to smoke, but has some risk	No health risk at all	I don't know/not sure
1	Lung cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Oral cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Respiratory disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER (NOTE THIS QUESTION WAS ORIGINALLY Q1a):**

4. ASK ALL
5. RANDOMIZE ROW ORDER
6. INSERT STIMULI ON SAME SCREEN AS Q1A

## SHOW ALL

We are interested in your beliefs related to various risks associated with using different types of tobacco products.

Please estimate what impact using each type of tobacco has on a person's risk of developing each condition, using a 7-point scale where "1" means "No Risk" and "7" means "Substantial Risk".

Q2a. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing lung cancer.

	No Risk ↓						Substantial risk ↓
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### PROGRAMMER:

#### 2. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT

---



Q2b. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing oral cancer.

	No Risk ↓				Substantial risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

2. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT

---

Q2c. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing respiratory disease.

	No Risk ↓				Substantial risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

2. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT

---

Q2d. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing heart disease.

	No Risk ↓				Substantial risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

2. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT

---

Q2e. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing generally poorer health.

	No Risk ↓				Substantial risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**2. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT**

Q2f. Now please rate how **addictive** you believe each of the following types of tobacco are, using a 7-point scale where “1” means “Not At All Addictive” and “7” means “Extremely Addictive”.

	<div> <div>Not At All Addictive</div> <div>Extremely Addictive</div> </div>						
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT**

Q2g. Do you believe that Camel SNUS reduces the risk of smoking related diseases other than lung cancer, respiratory disease, heart disease and oral cancer?

Yes	<input type="radio"/>
No	<input type="radio"/>
Don't know	<input type="radio"/>

Now we are interested in your perceptions of various types of health risks associated with using CAMEL SNUS relative to using smoking cessation aids (e.g., gum, patches and lozenges) and quitting tobacco entirely instead of continuing to smoke.

Q5a. Do you believe the following statement is true, false, or you don't know?

Using CAMEL SNUS presents *more* risk to your health than using cessation aids (e.g., gum patches, and lozenges).

True	<input type="radio"/>
False	<input type="radio"/>
Don't know	<input type="radio"/>

Q5b. Do you believe the following statement is true, false, or you don't know?

Using CAMEL SNUS presents *more* risk to your health than quitting tobacco entirely.

True	<input type="radio"/>
False	<input type="radio"/>
Don't know	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL
  2. SHOW Q5a AND Q5b ON SAME SCREEN
-



The remaining questions are not about tobacco. These questions are to help us get a better sense of who you are and how you make decisions about your health. The information below is from the back of a container of a pint of ice cream. Please use this information to answer the following questions.

Nutrition Facts			
Serving Size		½ cup	
Servings per container		4	
Amount per serving			
Calories	250	Fat Cal	120
			%DV
Total Fat 13g			20%
Sat Fat 9g			40%
Cholesterol 28mg			12%
Sodium 55mg			2%
Total Carbohydrate 30g			12%
Dietary Fiber 2g			
Sugars 23g			
Protein 4g			8%

\*Percentage Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Ingredients:** Cream, Skim Milk, Liquid Sugar, Water, Egg Yolks, Brown Sugar, Milkfat, Peanut Oil, Sugar, Butter, Salt, Carrageenan, Vanilla Extract.

PROGRAMMER:

1. ASK ALL

6a. If you eat the entire container, how many calories will you eat?

\_\_\_\_\_ Calories

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6b. If you are allowed to eat 60 grams of carbohydrates as a snack, how many cups of ice cream could you have?

\_\_\_\_\_ Cups

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6c. Your doctor advises you to reduce the amount of saturated fat in your diet. You usually have 42 g of saturated fat each day, which includes one serving of ice cream. If you stop eating ice cream, how many grams of saturated fat would you be consuming each day?

\_\_\_\_\_ Grams

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6d. If you usually eat 2,500 calories in a day, what percentage of your daily value of calories will you be eating if you eat one serving?

\_\_\_\_\_ %

**PROGRAMMER:**

1. ASK ALL
2. SHOW LABEL ON SAME SCREEN

---

For the next few questions, pretend that you are allergic to the following substances:  
penicillin, peanuts, latex gloves, and bee stings.

6e. Is it safe for you to eat this ice cream?

Yes	<input type="radio"/>
No	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6f. Why isn't it safe to eat this ice cream? *(Select one.)*

It is high in calories	<input type="radio"/>
It contains peanut oil	<input type="radio"/>
It is high in fat	<input type="radio"/>
The ice cream container is coated with latex	<input type="radio"/>
People who are allergic to penicillin should not eat ice cream	<input type="radio"/>

**PROGRAMMER:**

1. ASK IF 6E IS "NO"
  2. SHOW LABEL ON SAME SCREEN
-

Please note that the goal of this survey is only to assess how clearly the risks associated with tobacco products are communicated. It is not intended to encourage you or anyone else to continue/start using tobacco products.

- Individuals should consider the conclusions of the U.S. Surgeon General, the Centers for Disease control, and other public health and medical officials when making decisions regarding smoking.
- The best course of action for tobacco users concerned about their health is to quit.
- Minors should never use tobacco products and adults who do not use or have quit using tobacco products should not start.
- Adults who smoke should avoid exposing minors to secondhand smoke, and adult smokers should comply with rules and regulations designed to respect the rights of other adults.

**PROGRAMMER:**

**2. ASK ALL**

---

All information contained in this advertising is provided for your information only and for regulatory research purposes only. In order to advertise that a smokeless tobacco product is less harmful than a cigarette or another smokeless tobacco product, the company must first obtain clearance from the Food and Drug Administration ("FDA"). As part of that clearance process, a company must present evidence demonstrating that consumers perceive and understand the statements that the company is making about the product in its proposed advertising. This research is aimed at developing advertising that will achieve this. The advertisements used in this research study have not and will not be used by the company to promote its products commercially without first obtaining clearance from FDA to do so.

The information and opinions expressed here are believed to be accurate, based on sound science and the best judgment available to the company. However, no action or inaction should be taken based on the contents of this information; instead, you should consult appropriate health professionals on any matter relating to your health.

**THANK YOU SCREEN**

**PROGRAMMER: ASK ALL**





























## 8. PHASE 3: ONLINE SURVEY DOCUMENT

Research conducted on behalf of RAIS in anticipation of potential FDA requirements.  
Research shall only be used and/or disseminated for regulatory-related activities.

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### Camel SNUS MRTTP Comprehension and Perceptions Survey - Screener -

Thank you for visiting our survey site to answer a few qualifying questions. This survey is strictly for research purposes only.

It is NAXION's policy to keep interviews anonymous and responses confidential. Consistent with this policy, NAXION will only entrust survey data with other entities when: 1) the participant gives explicit permission to release this data, or 2) the data is shared with an entity who agrees in writing that the data will be held strictly confidential and that the data will be used for research purposes only, or 3) the release of this data is required by law.

You will not be contacted for sales purposes as a result of participating in this survey.

For further information on NAXION's privacy policy, you can view our website at [www.naxionthinking.com/privacy-policy/privacy-policy-domestic-and-global-information](http://www.naxionthinking.com/privacy-policy/privacy-policy-domestic-and-global-information). To view our respondent incentive statement, visit [www.naxionthinking.com/incentivestatement](http://www.naxionthinking.com/incentivestatement).

All questions on each screen must be answered before you move to the next screen, so please be sure you have answered every question before trying to move forward. On the next few screens you will be asked a few questions to see if you qualify for this study. If you qualify, the survey itself should take less than 15 minutes to complete.

---

**PROGRAMMER: THIS SCREENER IS NEARLY IDENTICAL TO THE RAI 227 SCREENER (WITH A FEW CHANGES IN YELLOW HIGHLIGHT).**

- 1) INSERT STANDARD INSTRUCTION SCREEN
- 2) THIS IS A 4-ARM SURVEY WITH ARMS BALANCED ON TOBACCO STATUS (CURRENT, FORMER, NEVER), TYPE OF TOBACCO USED (SNUS AND CAMEL SNUS), AND DEMOGRAPHICS

**FIELD OPS: RECRUIT RESPONDENTS FROM ONLY "TRADITIONAL" RESEARCH NOW PANEL  
DO NOT ALLOW SURVEY TO BE TAKEN VIA IPHONE/BLACKBERRY, etc.**

**HAVE RECRUITERS DRAW SAMPLE...**

- 1) ACCORDING TO MINIMUM PURCHASE AGE IN STATE (SEE S7 INSTRUCTIONS)
- 2) ACCORDING TO QUOTA
- 3) NOTE THAT NO STATES ARE EXCLUDED

**Table of Contents – do not display this line or grid**

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In this survey we are interested in the opinions of people who have been, or are, regular users of certain products, as well as people who have never used them.

S1a. Would you consider yourself to be – or to have been at any time in the past – a “regular user” of any of the following products? We leave it to you to define regular use.

*Select “yes” or “no” for each row.*

	Yes I am – or was – a regular user	No, I have never been a regular user
Beer or malt-based beverages?	<input type="radio"/>	<input type="radio"/>
Bottled water (still or carbonated)?	<input type="radio"/>	<input type="radio"/>
Nutritional supplements/vitamins?	<input type="radio"/>	<input type="radio"/>
Tobacco products?	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**1) DISPLAY ROWS IN RANDOM ORDER**

---

S1b. In your entire life, have you... (Select "yes" or "no" for each row)

	Yes	No
Smoked 100 or more cigarettes (5 packs)?	<input type="radio"/>	<input type="radio"/>
Smoked 50 or more cigars/cigarillos?	<input type="radio"/>	<input type="radio"/>
Used pipe tobacco 50 times or more?	<input type="radio"/>	<input type="radio"/>
Used smokeless tobacco (e.g., loose leaf chewing, moist snuff, SNUS) 20 or more times?	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**1) ASK ALL**

---

S1c. Please indicate how often you use each of the following types of tobacco.

*Select one response in each row.*

	Every Day	Some Days	Not at All
Cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigars/cigarillos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pipe tobacco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco (e.g., loose leaf chewing tobacco, moist snuff, SNUS, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**1) ASK ALL**

**PROGRAMMER TO CLASSIFY RESPONDENTS AS FOLLOWS:**

**17) CURRENT:** S1b IS "YES" FOR AT LEAST 1 ROW AND S1c IS "EVERY DAY" OR "SOME DAYS" FOR THAT ROW

**18) FORMER:** S1b IS "YES" FOR AT LEAST 1 ROW AND S1c IS "NOT AT ALL" FOR THAT/THOSE ROW(S)

**19) NEVER:** S1b IS "NO" FOR ALL ROWS AND 1c IS "NOT AT ALL" FOR ALL ROWS

**20) CURRENT EXPERIMENTER:** S1b IS "NO" FOR ALL ROWS AND AT LEAST 1 ROW IN 1c IS "EVERY DAY" OR "SOME DAYS"

---

S1d. During the past 12 months, have you stopped using tobacco for one day or longer because you were trying to quit using tobacco? *Select one.*

Yes	<input type="radio"/>
No	<input type="radio"/>

**PROGRAMMER:**

**1) ASK CURRENT USERS**

---

S1e. How much do you want to quit using tobacco? *Select one.*

Not at all	<input type="radio"/>
A little	<input type="radio"/>
Somewhat	<input type="radio"/>
A lot	<input type="radio"/>
No opinion	<input type="radio"/>

**PROGRAMMER:**

**1) ASK CURRENT USERS**

---

S1f. How likely do you think it is that you will try to quit using tobacco within the next 30 days?

*Select one.*

Very unlikely	<input type="radio"/>
Somewhat unlikely	<input type="radio"/>
Somewhat likely	<input type="radio"/>
Very likely	<input type="radio"/>
No opinion	<input type="radio"/>

**PROGRAMMER:**

**1) ASK CURRENT USERS**

---



S1g. If you did try to quit using tobacco within the next 30 days, how likely do you think it is that you would succeed in quitting? *Select one.*

Very unlikely	<input type="radio"/>
Somewhat unlikely	<input type="radio"/>
Somewhat likely	<input type="radio"/>
Very likely	<input type="radio"/>
No opinion	<input type="radio"/>

**PROGRAMMER:**

**1) ASK CURRENT USERS**

**CLASSIFY RESPONDENT AS POTENTIAL QUITTER IF:**

- S1D = YES AND
  - S1E = SOMEWHAT OR A LOT AND
  - S1F = SOMEWHAT OR VERY LIKELY AND
  - S1G = SOMEWHAT OR VERY LIKELY
- 

S2. What is your current age?

\_\_\_\_\_ Years

**PROGRAMMER:**

1. RANGE IS 10-99
  2. IF < 18 OR IF > 75, TERMINATE NOW
- 

S3. What is your gender?

Male	<input type="radio"/>
Female	<input type="radio"/>

---

S4. What is the highest grade you have completed in school? *(Select one)*

Less than High School	<input type="radio"/>
High school	<input type="radio"/>
Some college or technical/vocational training	<input type="radio"/>
Four years of college (Bachelor's degree)	<input type="radio"/>
More than Bachelor's degree	<input type="radio"/>

---

S5a. Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

Yes	<input type="radio"/>
No	<input type="radio"/>

S5b. What do you consider to be your race? *(Select all that apply)*

White	<input type="checkbox"/>
African American / Black	<input type="checkbox"/>
Asian	<input type="checkbox"/>
Other	<input type="checkbox"/>

**PROGRAMMER:**

**1. DISPLAY S5a AND S5b ON SAME SCREEN**

---

S6. Which of the following best describes your total household income?

Under \$25,000	<input type="radio"/>
\$25,000 to \$49,999	<input type="radio"/>
\$50,000 to \$74,999	<input type="radio"/>
\$75,000 to \$99,999	<input type="radio"/>
\$100,000 or more	<input type="radio"/>

---

S7. In what state do you currently reside?

[SHOW POP UP LIST OF STATES]

**PROGRAMMER:**

1. IF STATE IS ALABAMA, ALASKA, NEW JERSEY OR UTAH AND S2= 18, TERMINATE NOW  
(Minimum age for tobacco purchase in these states is 19)
  2. NOTE THAT RESPONDENTS IN ALL 50 US STATES ARE ELIGIBLE TO PARTICIPATE IN THIS STUDY
- 

S8. Earlier you indicated that you have used smokeless tobacco. Have you used each of the following types of smokeless tobacco? *Select "yes" or "no" for each row.*

	Yes	No
Loose leaf chewing tobacco	<input type="radio"/>	<input type="radio"/>
Moist snuff tobacco	<input type="radio"/>	<input type="radio"/>
SNUS	<input type="radio"/>	<input type="radio"/>
Some other type of smokeless tobacco	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK IF S1b ROW 4 IS "YES"
2. MUST SAY "YES" TO AT LEAST 1 ROW

- S9. Which of the following brands of SNUS have you used? *Select “yes” or “no” for each row.*

*Have you used ...*

<b>SNUS</b>	Yes	No
Camel	<input type="radio"/>	<input type="radio"/>
Copenhagen	<input type="radio"/>	<input type="radio"/>
General	<input type="radio"/>	<input type="radio"/>
General Swedish Variety	<input type="radio"/>	<input type="radio"/>
Grand Prix	<input type="radio"/>	<input type="radio"/>
Klondike	<input type="radio"/>	<input type="radio"/>
Marlboro	<input type="radio"/>	<input type="radio"/>
Nordic Ice	<input type="radio"/>	<input type="radio"/>
Skoal	<input type="radio"/>	<input type="radio"/>
Tourney	<input type="radio"/>	<input type="radio"/>
Triumph	<input type="radio"/>	<input type="radio"/>
Some other brand of SNUS	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK IF S8 ROW 3 IS “YES”
  2. MUST SAY “YES” TO AT LEAST 1 ROW
- 

**ARM ASSIGNMENT: CHECK QUOTAS TO SEE IF ELIGIBLE FOR EACH SURVEY ARM**

**ARMS:**

Arm 1: Ad #1 (“Discover”)

Arm 2: Ad #2 (“Freedom”)

Arm 3: Ad #3 (“Swap”)

Arm 4: Ad #4 (DM piece)

**IF ELIGIBLE FOR MORE THAN ONE ARM, ASSIGN WHERE NEEDED THE MOST TO BALANCE:**

- a) Smoking status: Current, Former, Never
  - b) Has used SNUS (S8 ROW 3 is COLUMN 1)
  - c) Has used Camel SNUS (S9 ROW 1 is “YES”)
  - d) Other demographics
  - e) Current Experimenters
-

**PROGRAMMER: CHECK QUOTAS AND INVITE IF ELIGIBLE**

You have qualified for our survey, and we'd like to invite you to participate. The survey will require approximately 15 minutes to complete, and we ask for your undivided attention once you begin it. If you do not have 15 minutes right now, please click "Stop," and return any time during the next 24 hours when you have an uninterrupted 15 minutes.

**Camel SNUS MRTTP Comprehension and Perceptions Survey**  
–Survey –

This survey focuses on new information about an existing tobacco product. Everyone is asked all of the questions in this survey, regardless of whether or not they currently use tobacco.

Please take your time and review the information on the next few screens closely so that you will be able to answer the questions that follow.

**PROGRAMMER:**

**1. ASK ALL**

---



Please carefully review the product information below. Take as much time as you need.  
Please scroll down to view all of the product information and the questions which follow it.

[INSERT STIMULI BASED ON NAID LEAD DIGIT]

*First, we are going to ask two questions about what the ad says and then we will ask some questions about what you believe.*

Q1a. Please answer the following questions based on what the ad communicates to you (whether or not you believe the information).

*Select one response per row.*

	Yes	No	Don't know/Not Sure
Is quitting the best choice for a smoker who is concerned about the health risks from smoking?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Should adults who do not use or who have quit using tobacco products start using Camel SNUS?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do smokers need to completely switch their tobacco use from cigarettes to Camel SNUS in order to receive any health benefit?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is Camel SNUS addictive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMER (NOTE THIS QUESTION WAS ORIGINALLY Q1b):

1. ASK ALL
2. RANDOMIZE ROW ORDER
3. INSERT STIMULI ON SAME SCREEN

Q1b. Now, what does the information communicate to you about the risk associated with Camel SNUS, regardless of if you believe the information or not.

*Select one response per row.*

		The information communicates that Camel SNUS has...			
		Same level of health risk as continuing to smoke	Less health risk than continuing to smoke, but has some risk	No health risk at all	I don't know/not sure
1	Lung cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Oral cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Respiratory disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER (NOTE THIS QUESTION WAS ORIGINALLY Q1a):**

1. ASK ALL
2. RANDOMIZE ROW ORDER
3. INSERT STIMULI ON SAME SCREEN AS Q1A

Q2g. Does Camel SNUS reduce the risk of other smoking-related diseases that are not discussed in the ad?

Yes	<input type="radio"/>
No	<input type="radio"/>
Don't know	<input type="radio"/>

PROGRAMMER: Q2G MOVED FORWARD AND QUESTION TEXT EDITED

---

**SHOW ALL**

We are interested in your beliefs related to various risks associated with using different types of tobacco products.

Please estimate what impact using each type of tobacco has on a person's risk of developing each condition, using a 7-point scale where "1" means "No Risk" and "7" means "Substantial Risk".

Q2a. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing lung cancer.

	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center;"> <b>No Risk</b> ↓         </div> <div style="text-align: center;"> <b>Substantial risk</b> ↓         </div> </div>						
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMER:

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT

---

Q2b. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing oral cancer.

	No Risk ↓				Substantial risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT
-

Q2c. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing respiratory disease.

	No Risk ↓					Substantial risk ↓	
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT
- 

Q2d. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing heart disease.

	No Risk ↓					Substantial risk ↓	
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT
-

Q2e. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing generally poorer health.

	No Risk ↓				Substantial risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT**



Q2f. Now please rate how addictive you believe each of the following types of tobacco are, using a 7-point scale where “1” means “Not At All Addictive” and “7” means “Extremely Addictive”.

	<div> <div>Not At All Addictive</div> <div>Extremely Addictive</div> </div>						
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT**

---

Now we are interested in your perceptions of various types of health risks associated with using CAMEL SNUS relative to using smoking cessation aids (e.g., gum, patches and lozenges) and quitting tobacco entirely instead of continuing to smoke.

Q5a. Do you believe the following statement is true, false, or you don't know?

Camel SNUS is NOT a safer alternative than products that are used to quit tobacco such as gum, patches, and lozenges.

True	<input type="radio"/>
False	<input type="radio"/>
Don't know	<input type="radio"/>

Q5b. Do you believe the following statement is true, false, or you don't know?

Camel SNUS is NOT a safer alternative than quitting tobacco entirely.

True	<input type="radio"/>
False	<input type="radio"/>
Don't know	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL
  2. SHOW Q5a AND Q5b ON SAME SCREEN
-

The remaining questions are not about tobacco. These questions are to help us get a better sense of who you are and how you make decisions about your health. The information below is from the back of a container of a pint of ice cream. Please use this information to answer the following questions.

Nutrition Facts			
Serving Size		½ cup	
Servings per container		4	
Amount per serving			
Calories	250	Fat Cal	120
			%DV
Total Fat 13g		20%	
Sat Fat 9g		40%	
Cholesterol 28mg		12%	
Sodium 55mg		2%	
Total Carbohydrate 30g		12%	
Dietary Fiber 2g			
Sugars 23g			
Protein 4g		8%	

\*Percentage Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Ingredients:** Cream, Skim Milk, Liquid Sugar, Water, Egg Yolks, Brown Sugar, Milkfat, Peanut Oil, Sugar, Butter, Salt, Carrageenan, Vanilla Extract.

PROGRAMMER:

1. ASK ALL

6a. If you eat the entire container, how many calories will you eat?

\_\_\_\_\_ Calories

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6b. If you are allowed to eat 60 grams of carbohydrates as a snack, how many cups of ice cream could you have?

\_\_\_\_\_ Cups

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6c. Your doctor advises you to reduce the amount of saturated fat in your diet. You usually have 42 g of saturated fat each day, which includes one serving of ice cream. If you stop eating ice cream, how many grams of saturated fat would you be consuming each day?

\_\_\_\_\_ Grams

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6d. If you usually eat 2,500 calories in a day, what percentage of your daily value of calories will you be eating if you eat one serving?

\_\_\_\_\_ %

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
-

For the next few questions, pretend that you are allergic to the following substances: penicillin, peanuts, latex gloves, and bee stings.

6e. Is it safe for you to eat this ice cream?

Yes	<input type="radio"/>
No	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6f. Why isn't it safe to eat this ice cream? (*Select one.*)

It is high in calories	<input type="radio"/>
It contains peanut oil	<input type="radio"/>
It is high in fat	<input type="radio"/>
The ice cream container is coated with latex	<input type="radio"/>
People who are allergic to penicillin should not eat ice cream	<input type="radio"/>

**PROGRAMMER:**

1. ASK IF 6E IS "NO"
  2. SHOW LABEL ON SAME SCREEN
-

Please note that the goal of this survey is only to assess how clearly the risks associated with tobacco products are communicated. It is not intended to encourage you or anyone else to continue/start using tobacco products.

- Individuals should consider the conclusions of the U.S. Surgeon General, the Centers for Disease control, and other public health and medical officials when making decisions regarding smoking.
- The best course of action for tobacco users concerned about their health is to quit.
- Minors should never use tobacco products and adults who do not use or have quit using tobacco products should not start.
- Adults who smoke should avoid exposing minors to secondhand smoke, and adult smokers should comply with rules and regulations designed to respect the rights of other adults.

**PROGRAMMER:**

**3. ASK ALL**

---

All information contained in this advertising is provided for your information only and for regulatory research purposes only. In order to advertise that a smokeless tobacco product is less harmful than a cigarette or another smokeless tobacco product, the company must first obtain clearance from the Food and Drug Administration ("FDA"). As part of that clearance process, a company must present evidence demonstrating that consumers perceive and understand the statements that the company is making about the product in its proposed advertising. This research is aimed at developing advertising that will achieve this. The advertisements used in this research study have not and will not be used by the company to promote its products commercially without first obtaining clearance from FDA to do so.

The information and opinions expressed here are believed to be accurate, based on sound science and the best judgment available to the company. However, no action or inaction should be taken based on the contents of this information; instead, you should consult appropriate health professionals on any matter relating to your health.

**THANK YOU SCREEN**

**PROGRAMMER: ASK ALL**



**QUOTAS PER ARM (TOTAL= 225):**

	Current Tobacco User	Former Tobacco User	Never-Tobacco User
	<b>19</b>	<b>19</b>	<b>19</b>
Northeast	3 - 4	3 - 4	3 - 4
Midwest	3 - 5	3 - 5	3 - 5
South	6 - 8	6 - 8	6 - 8
West	3 - 5	3 - 5	3 - 5
18-30	5 - 6	2 - 3	5 - 6
31-50	7 - 8	6 - 7	7 - 8
51-75	5 - 6	9 - 10	5 - 6
Male	9 - 10	9 - 10	9 - 10
Female	9 - 10	9 - 10	9 - 10
Hispanic	2 - 3	2 - 3	2 - 3
Non-Hispanic - White	11 - 13	11 - 13	11 - 13
Non-Hispanic - Black	2 - 3	2 - 3	2 - 3
Non-Hispanic - Asian/Other	1 - 2	1 - 2	1 - 2
Up to High School	9 - 10	6 - 8	6 - 7
Some College	5 - 6	5 - 6	5 - 6
Bachelor's Plus	3 - 4	6 - 7	6 - 8

<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Connecticut	Indiana	Alabama	Alaska
Maine	Illinois	Arkansas	Arizona
Massachusetts	Iowa	Delaware	California
New Hampshire	Kansas	District of Columbia	Colorado
Rhode Island	Michigan	Florida	Hawaii
New Jersey	Minnesota	Georgia	Idaho
New York	Missouri	Kentucky	Montana
Pennsylvania	Nebraska	Louisiana	Nevada

Vermont

North Dakota

Maryland

New Mexico

Ohio

Mississippi

Oregon

South Dakota

North Carolina

Utah

Wisconsin

Oklahoma

Washington

South Carolina

Wyoming

Tennessee

Texas

Virginia

West Virginia



























## 10. PHASE 4: ONLINE SURVEY DOCUMENT

Research conducted on behalf of RAIS in anticipation of potential FDA requirements.  
Research shall only be used and/or disseminated for regulatory-related activities.

---

### Camel SNUS MRTTP Comprehension and Perceptions Survey

- Screener -

Thank you for visiting our survey site to answer a few qualifying questions. This survey is strictly for research purposes only.

It is NAXION's policy to keep interviews anonymous and responses confidential. Consistent with this policy, NAXION will only entrust survey data with other entities when: 1) the participant gives explicit permission to release this data, or 2) the data is shared with an entity who agrees in writing that the data will be held strictly confidential and that the data will be used for research purposes only, or 3) the release of this data is required by law.

You will not be contacted for sales purposes as a result of participating in this survey.

For further information on NAXION's privacy policy, you can view our website at [www.naxionthinking.com/privacy-policy/privacy-policy-domestic-and-global-information](http://www.naxionthinking.com/privacy-policy/privacy-policy-domestic-and-global-information). To view our respondent incentive statement, visit [www.naxionthinking.com/incentivestatement](http://www.naxionthinking.com/incentivestatement).

All questions on each screen must be answered before you move to the next screen, so please be sure you have answered every question before trying to move forward. On the next few screens you will be asked a few questions to see if you qualify for this study. If you qualify, the survey itself should take less than 15 minutes to complete.

---

#### PROGRAMMER:

- 3) INSERT STANDARD INSTRUCTION SCREEN
- 4) THIS IS A 4-ARM SURVEY WITH ARMS BALANCED ON TOBACCO STATUS (CURRENT, FORMER, NEVER), TYPE OF TOBACCO USED (SNUS AND CAMEL SNUS), AND DEMOGRAPHICS

FIELD OPS: RECRUIT RESPONDENTS FROM ONLY "TRADITIONAL" RESEARCH NOW PANEL  
DO NOT ALLOW SURVEY TO BE TAKEN VIA IPHONE/BLACKBERRY, etc.

HAVE RECRUITERS DRAW SAMPLE...

- 4) ACCORDING TO MINIMUM PURCHASE AGE IN STATE (SEE S7 INSTRUCTIONS)
- 5) ACCORDING TO QUOTA
- 6) NOTE THAT NO STATES ARE EXCLUDED

**Table of Contents – do not display this line or grid**

Screener	Page 2
Questionnaire	Page 10
Quotas	Page 19

S2. What is your current age?

\_\_\_\_\_ Years

**PROGRAMMER:**

- 3. RANGE IS 10-99**
  - 4. IF < 18 OR IF > 75, TERMINATE NOW**
- 

S7. In what state do you currently reside?

**[SHOW POP UP LIST OF STATES]**

**PROGRAMMER:**

- 3. IF STATE IS ALABAMA, ALASKA, NEW JERSEY OR UTAH AND S2= 18, TERMINATE NOW**  
**(Minimum age for tobacco purchase in these states is 19)**
  - 4. NOTE THAT RESPONDENTS IN ALL 50 US STATES AND DC ARE ELIGIBLE TO PARTICIPATE IN THIS STUDY**
-

S1a1. Have you ever used any of the following tobacco products, even one or two times?

*(Select "yes" or "no" for each row)*

		Yes	No
1	Cigarettes	<input type="radio"/>	<input type="radio"/>
2	Roll-your-own Cigarettes	<input type="radio"/>	<input type="radio"/>
3	E-cigarettes	<input type="radio"/>	<input type="radio"/>
4	Tobacco Heating Cigarettes	<input type="radio"/>	<input type="radio"/>
5	Cigarillos (si-geh-RI-lohs) and Filtered Cigars	<input type="radio"/>	<input type="radio"/>
6	Bidis (BEE-dees) or Kreteks (KREH-techs)	<input type="radio"/>	<input type="radio"/>
7	Traditional Cigars	<input type="radio"/>	<input type="radio"/>
8	Pipe Tobacco	<input type="radio"/>	<input type="radio"/>
9	Hookah (WHO-kah)	<input type="radio"/>	<input type="radio"/>
10	Smokeless Tobacco, like dip, chew, or snuff	<input type="radio"/>	<input type="radio"/>
11	Snus (SNOOS) Pouches	<input type="radio"/>	<input type="radio"/>
12	Dissolvable tobacco	<input type="radio"/>	<input type="radio"/>
13	Other tobacco product	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**1) ASK ALL**

---

S1a2. Have you ever used any of the following tobacco product(s) fairly regularly?

(Select "yes" or "no" for each row)

		Yes	No
1	Cigarettes	<input type="radio"/>	<input type="radio"/>
2	Roll-your-own Cigarettes	<input type="radio"/>	<input type="radio"/>
3	E-cigarettes	<input type="radio"/>	<input type="radio"/>
4	Tobacco Heating Cigarettes	<input type="radio"/>	<input type="radio"/>
5	Cigarillos (si-geh-RI-lohs) and Filtered Cigars	<input type="radio"/>	<input type="radio"/>
6	Bidis (BEE-dees) or Kreteks (KREH-techs)	<input type="radio"/>	<input type="radio"/>
7	Traditional Cigars	<input type="radio"/>	<input type="radio"/>
8	Pipe Tobacco	<input type="radio"/>	<input type="radio"/>
9	Hookah (WHO-kah)	<input type="radio"/>	<input type="radio"/>
10	Smokeless Tobacco, like dip, chew, or snuff	<input type="radio"/>	<input type="radio"/>
11	Snus (SNOOS) Pouches	<input type="radio"/>	<input type="radio"/>
12	Dissolvable tobacco	<input type="radio"/>	<input type="radio"/>
13	Other tobacco product	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

- 1) ASK IF ANY ROW IN S1a1 IS "YES"
  - 2) ONLY SHOW ROWS THAT ARE "YES" IN S1a1
-



S1b. How many cigarettes have you smoked in your entire life? A pack usually has 20 cigarettes in it. *Select one.*

1	1 or more puffs but never a whole cigarette	<input type="radio"/>
2	1 to 10 cigarettes (about ½ pack total)	<input type="radio"/>
3	11 to 20 cigarettes (about ½ pack to 1 pack)	<input type="radio"/>
4	21 to 50 cigarettes (more than 1 pack but less than 3 packs)	<input type="radio"/>
5	51 to 99 (more than 2 ½ packs but less than 5 packs)	<input type="radio"/>
6	100 or more cigarettes (5 packs or more)	<input type="radio"/>

**PROGRAMMER:**

**2) ASK IF S1a1 ROW 1 = "YES"**

---

S1c. Please indicate how often you use each of the following types of tobacco.  
*Select one response in each row.*

		Every Day	Some Days	Not at All
1	Cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Roll-your-own Cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	E-cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Tobacco Heating Cigarettes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Cigarillos (si-geh-RI-lohs) and Filtered Cigars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Bidis (BEE-dees) or Kreteks (KREH-techs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	Traditional Cigars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	Pipe Tobacco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Hookah (WHO-kah)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	Smokeless Tobacco, like dip, chew, or snuff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	Snus (SNOOS) Pouches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	Dissolvable tobacco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	Other tobacco product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

- 1) ASK IF ANY ROW IS "YES" IN S1A1
- 2) SHOW ROWS THAT ARE "YES" IN S1A1

PROGRAMMER TO CLASSIFY RESPONDENTS AS FOLLOWS:

DEFINE AS NEVER USER IF:

- S1a1 is "NO" FOR ALL ROWS

IF DO NOT QUALIFY AS NEVER USER, DEFINE AS CURRENT CIGARETTE USER IF:

- S1a1 ROW 1 (Cigarettes) IS "Yes" AND
- S1b IS ROW 6 (100+ Cigarettes) AND
- S1c ROW 1 (Cigarettes) IS "EVERY DAY" OR "SOME DAYS"

IF DO NOT QUALIFY AS NEVER OR CURRENT CIGARETTE USER, DEFINE AS CURRENT TOBACCO USER (NON-CIGARETTE) IF:

- S1a1 ROW 2 IS "YES" AND
- S1a2 ROW 2 IS "YES" AND
- S1c ROW 2 IS "EVERY DAY" OR "SOME DAYS"
- CYCLE THROUGH THIS LOGIC FOR ALL ROWS 2 THROUGH 13 TO SEE IF AT LEAST ONE ROW/PRODUCT QUALIFIES

IF DO NOT QUALIFY FOR ANY OF THE ABOVE, DEFINE AS FORMER CIGARETTE USER IF:

- S1a1 ROW 1 IS "YES" AND
- S1b IS ROW 6 (100+ Cigarettes) AND
- S1c ROW 1 IS "NOT AT ALL"

IF DO NOT QUALIFY FOR ANY OF THE ABOVE, DEFINE AS FORMER TOBACCO USER (NON-CIGARETTE) IF:

- S1a1 ROW 2 IS "YES" AND
- S1a2 ROW 2 IS "YES" AND
- S1c ROW 2 IS "NOT AT ALL"
- CYCLE THROUGH THIS LOGIC FOR ALL ROWS 2 THROUGH 13 TO SEE IF AT LEAST ONE ROW/PRODUCT QUALIFIES

IF DO NOT QUALIFY FOR ANY OF THE ABOVE, DEFINE AS CIGARETTE EXPERIMENTER IF:

- S1a1 ROW 1 IS "YES" AND
- S1b IS NOT ROW 6 (100+ CIGARETTES) AND
- S1c ROW 1 IS "EVERY DAY" OR "SOME DAYS"

IF DO NOT QUALIFY FOR ANY OF THE ABOVE, DEFINE AS NON-CIGARETTE EXPERIMENTER IF:

- S1a1 ROW 2 IS "YES" AND
- S1a2 ROW 2 IS "NO" AND
- S1c ROW 2 IS "EVERY DAY" OR "SOME DAYS"
- CYCLE THROUGH THIS LOGIC FOR ALL ROWS 2 THROUGH 13 TO SEE IF AT LEAST ONE ROW/PRODUCT QUALIFIES

IF DO NOT QUALIFY FOR ANY OF THE ABOVE, DEFINE AS FORMER CIGARETTE EXPERIMENTER IF:

- S1a1 ROW 1 IS "YES" AND
- S1b IS NOT ROW 6 (100+ CIGARETTES) AND
- S1c ROW 1 "NOT AT ALL"

IF DO NOT QUALIFY FOR ANY OF THE ABOVE, DEFINE AS FORMER NON-CIGARETTE EXPERIMENTER IF:

- S1a1 ROW 2 IS "YES" AND
- S1a2 ROW 2 IS "NO" AND
- S1c ROW 2 IS "NOT AT ALL"
- CYCLE THROUGH THIS LOGIC FOR ALL ROWS 2 THROUGH 13 TO SEE IF AT LEAST ONE ROW/PRODUCT QUALIFIES

**QUOTA GROUPS:**

- 1) CURRENT USERS =
  - a. CURRENT CIGARETTE USERS
  - b. CURRENT TOBACCO USERS (NON-CIGARETTE)
- 2) FORMER USERS =
  - a. FORMER CIGARETTE USERS
  - b. FORMER TOBACCO USERS (NON-CIGARETTE)
  - c. FORMER CIGARETTE EXPERIMENTERS
  - d. FORMER NON-CIGARETTE EXPERIMENTERS
- 3) NEVER USERS
- 4) EXPERIMENTERS =
  - a. CIGARETTE EXPERIMENTERS
  - b. NON-CIGARETTE EXPERIMENTERS

WE WILL BE BALANCE ARMS ON SNUS USERS (CURRENT OR FORMER): HERE IS HOW TO DEFINE THESE GROUPS:

**CURRENT SNUS USER IS:**

- a) S1a1 ROW 11 IS "YES" AND
- b) S1a2 ROW 11 IS "YES" AND
- c) S1c ROW 11 IS "EVERY DAY" OR "SOME DAYS"

**FORMER SNUS USER IS:**

- a) S1a1 ROW 11 IS "YES" AND
- b) S1a2 ROW 11 IS "YES" AND
- c) S1c ROW 11 IS "NOT AT ALL"

S1d. During the past 12 months, have you stopped using tobacco for one day or longer because you were trying to quit using tobacco? *Select one.*

Yes	<input type="radio"/>
No	<input type="radio"/>

**PROGRAMMER:**

**2) ASK CURRENT USERS**

---

S1e. How much do you want to quit using tobacco? *Select one.*

Not at all	<input type="radio"/>
A little	<input type="radio"/>
Somewhat	<input type="radio"/>
A lot	<input type="radio"/>
No opinion	<input type="radio"/>

**PROGRAMMER:**

**2) ASK CURRENT USERS**

---

S1f. How likely do you think it is that you will try to quit using tobacco within the next 30 days?

*Select one.*

Very unlikely	<input type="radio"/>
Somewhat unlikely	<input type="radio"/>
Somewhat likely	<input type="radio"/>
Very likely	<input type="radio"/>
No opinion	<input type="radio"/>

**PROGRAMMER:**

**2) ASK CURRENT USERS**

---

S1g. If you did try to quit using tobacco within the next 30 days, how likely do you think it is that you would succeed in quitting? *Select one.*

Very unlikely	<input type="radio"/>
Somewhat unlikely	<input type="radio"/>
Somewhat likely	<input type="radio"/>
Very likely	<input type="radio"/>
No opinion	<input type="radio"/>

**PROGRAMMER:**

**2) ASK CURRENT USERS**

**CLASSIFY RESPONDENT AS POTENTIAL QUITTER IF:**

- S1D = YES AND
  - S1E = SOMEWHAT *OR* A LOT AND
  - S1F = SOMEWHAT *OR* VERY LIKELY AND
  - S1G = SOMEWHAT *OR* VERY LIKELY
- 

S3. What is your gender?

Male	<input type="radio"/>
Female	<input type="radio"/>

---



S4. What is the highest grade you have completed in school? *(Select one)*

Less than High School	<input type="radio"/>
High school	<input type="radio"/>
Some college or technical/vocational training	<input type="radio"/>
Four years of college (Bachelor's degree)	<input type="radio"/>
More than Bachelor's degree	<input type="radio"/>

---

S5a. Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

Yes	<input type="radio"/>
No	<input type="radio"/>

S5b. What do you consider to be your race? *(Select all that apply)*

White	<input type="checkbox"/>
African American / Black	<input type="checkbox"/>
Asian	<input type="checkbox"/>
Other	<input type="checkbox"/>

**PROGRAMMER:**

**2. DISPLAY S5a AND S5b ON SAME SCREEN**

---

S6. Which of the following best describes your total household income?

Under \$25,000	<input type="radio"/>
\$25,000 to \$49,999	<input type="radio"/>
\$50,000 to \$74,999	<input type="radio"/>
\$75,000 to \$99,999	<input type="radio"/>
\$100,000 or more	<input type="radio"/>

---

- S9. Earlier you indicated that you have used Snus. Which of the following brands of SNUS have you used? *Select "yes" or "no" for each row.*

*Have you used ...*

<b>SNUS</b>	<b>Yes</b>	<b>No</b>
Camel	<input type="radio"/>	<input type="radio"/>
Copenhagen	<input type="radio"/>	<input type="radio"/>
General	<input type="radio"/>	<input type="radio"/>
General Swedish Variety	<input type="radio"/>	<input type="radio"/>
Grand Prix	<input type="radio"/>	<input type="radio"/>
Klondike	<input type="radio"/>	<input type="radio"/>
Marlboro	<input type="radio"/>	<input type="radio"/>
Nordic Ice	<input type="radio"/>	<input type="radio"/>
Skoal	<input type="radio"/>	<input type="radio"/>
Tourney	<input type="radio"/>	<input type="radio"/>
Triumph	<input type="radio"/>	<input type="radio"/>
Some other brand of SNUS	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

- 3. ASK IF CURRENT OR FORMER SNUS USER**
  - 4. MUST SAY "YES" TO AT LEAST 1 ROW**
- 

**ARM ASSIGNMENT: CHECK QUOTAS TO SEE IF ELIGIBLE FOR EACH SURVEY ARM**

**ARMS:**

Arm 1: Warning #1

Arm 2: Warning #2

Arm 3: Warning #3

Arm 4: Warning #4

**IF ELIGIBLE FOR MORE THAN ONE ARM, ASSIGN WHERE NEEDED THE MOST TO BALANCE:**

- a) Smoking status: Current, Former, Never
  - b) **CURRENT/FORMER SNUS USERS**
  - c) Has used Camel SNUS (S9 ROW 1 is "YES")
  - d) Demographics
  - e) Current Experimenters
-

**PROGRAMMER: CHECK QUOTAS AND INVITE IF ELIGIBLE**

You have qualified for our survey, and we'd like to invite you to participate. The survey will require approximately 15 minutes to complete, and we ask for your undivided attention once you begin it. If you do not have 15 minutes right now, please click "Stop," and return any time during the next 24 hours when you have an uninterrupted 15 minutes.

**Camel SNUS MRTTP Comprehension & Perceptions Survey**  
–Survey–

This survey focuses on new information about an existing tobacco product. Everyone is asked all of the questions in this survey, regardless of whether or not they currently use tobacco.

Please take your time and review the information on the next few screens closely so that you will be able to answer the questions that follow.

**PROGRAMMER:**

**1. ASK ALL**

---

Please carefully review the product information below. Take as much time as you need.  
Please scroll down to view all of the product information and the questions which follow it.

[INSERT STIMULI BASED ON NAID LEAD DIGIT]

*First, we are going to ask two questions about what the ad says and then we will ask some questions about what you believe.*

Q1a. Please answer the following questions based on what the ad communicates to you (whether or not you believe the information).

*Select one response per row.*

		Yes	No	Don't know/Not Sure
1	Is quitting the best choice for a smoker who is concerned about the health risks from smoking?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Should adults who do not use or who have quit using tobacco products start using Camel SNUS?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Can smokers who use Camel Snus instead of continuing to smoke cigarettes reduce their risk of smoking-related diseases?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Is Camel Snus, which contains nicotine, addictive?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

8. ASK ROWS 1 , 2, AND 4 TO ALL
1. RANDOMIZE ROW ORDER
2. INSERT STIMULI ON SAME SCREEN
3. ASK ROW 3 TO ONLY HALF OF RESPONDENTS

Q1a2. According to the ad, what do smokers need to do in order to receive a health benefit from using Camel Snus?

*Select one.*

Stop smoking completely and use Camel Snus instead	<input type="radio"/>
Reduce their smoking by half and use Camel Snus in addition	<input type="radio"/>
Not change their smoking habits, but use Camel Snus as well	<input type="radio"/>
Don't know	<input type="radio"/>

**PROGRAMMER:**

1. ASK ONLY IF Q1A ROW 3 IS NA (SO ULTIMATELY HALF OF RESPONDENTS SHOULD SEE Q1A ALL 4 ROWS AND NOT Q1A2 AND THE OTHER HALF SHOULD SEE Q1A ROWS 1, 2, AND 4 AND Q1A2)
2. INSERT STIMULI ON SAME SCREEN
3. RANDOMIZE APPEARANCE OF ROWS 1 AND 3

Q1b. Now, what does the information communicate to you about the risk associated with Camel SNUS, regardless of if you believe the information or not?

*Select one response per row.*

		The information communicates that Camel SNUS has...			
		Same level of health risk as continuing to smoke	Less health risk than continuing to smoke, but has some risk	No health risk at all	I don't know/not sure
1	Lung cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Oral cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Respiratory disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL
2. RANDOMIZE ROW ORDER
3. INSERT STIMULI ON SAME SCREEN



## SHOW ALL

We are interested in your beliefs related to various health risks associated with using different types of tobacco products.

Please estimate what impact using each type of tobacco has on a person's risk of developing each condition, using a 7-point scale where "1" means "No Risk" and "7" means "Substantial Risk".

Q2a. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing lung cancer.

	No Risk ↓						Substantial risk ↓
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### PROGRAMMER:

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT
-

Q2b. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing oral cancer.

	No Risk ↓				Substantial risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT
-

Q2c. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing respiratory disease.

	No Risk ↓				Substantial risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT
- 

Q2d. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing heart disease.

	No Risk ↓				Substantial risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT
-

Q2e. Please estimate what impact you believe using each type of tobacco has on a person's risk of developing generally poorer health.

	No Risk ↓				Substantial risk ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**1. ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT**

Q2f. Now please rate how addictive you believe each of the following types of tobacco are, using a 7-point scale where “1” means “Not At All Addictive” and “7” means “Extremely Addictive”.

	Not At All Addictive ↓				Extremely Addictive ↓		
	1	2	3	4	5	6	7
Camel SNUS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cigarette smoking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smokeless tobacco use other than Camel SNUS (e.g., chewing tobacco, snuff, dissolvable tobacco, and other brands of SNUS. Smokeless tobacco does <u>not</u> include e-cigarettes.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**ASK ALL AND SHOW ALL 3 ROWS AND ALL TEXT**

---





Now we are interested in your perceptions of various types of health risks associated with using CAMEL SNUS relative to using smoking cessation aids (e.g., gum, patches and lozenges) and quitting tobacco entirely instead of continuing to smoke.

Q5a. Do you believe the following statement is true, false, or you don't know?

Camel SNUS is NOT a safer alternative than products that are used to quit tobacco such as gum, patches, and lozenges.

True	<input type="radio"/>
False	<input type="radio"/>
Don't know	<input type="radio"/>

Q5b. Do you believe the following statement is true, false, or you don't know?

Camel SNUS is NOT a safer alternative than quitting tobacco entirely.

True	<input type="radio"/>
False	<input type="radio"/>
Don't know	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL
  2. SHOW Q5a AND Q5b ON SAME SCREEN
-

The remaining questions are not about tobacco. These questions are to help us get a better sense of who you are and how you make decisions about your health. The information below is from the back of a container of a pint of ice cream. Please use this information to answer the following questions.

Nutrition Facts			
Serving Size		½ cup	
Servings per container		4	
Amount per serving			
Calories	250	Fat Cal	120
			%DV
Total Fat 13g		20%	
Sat Fat 9g		40%	
Cholesterol 28mg		12%	
Sodium 55mg		2%	
Total Carbohydrate 30g		12%	
Dietary Fiber 2g			
Sugars 23g			
Protein 4g		8%	

\*Percentage Daily Values (DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Ingredients:** Cream, Skim Milk, Liquid Sugar, Water, Egg Yolks, Brown Sugar, Milkfat, Peanut Oil, Sugar, Butter, Salt, Carrageenan, Vanilla Extract.

PROGRAMMER:

1. ASK ALL

6a. If you eat the entire container, how many calories will you eat?

\_\_\_\_\_ Calories

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6b. If you are allowed to eat 60 grams of carbohydrates as a snack, how many cups of ice cream could you have?

\_\_\_\_\_ Cups

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6c. Your doctor advises you to reduce the amount of saturated fat in your diet. You usually have 42 g of saturated fat each day, which includes one serving of ice cream. If you stop eating ice cream, how many grams of saturated fat would you be consuming each day?

\_\_\_\_\_ Grams

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6d. If you usually eat 2,500 calories in a day, what percentage of your daily value of calories will you be eating if you eat one serving?

\_\_\_\_\_ %

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
-

For the next few questions, pretend that you are allergic to the following substances: penicillin, peanuts, latex gloves, and bee stings.

6e. Is it safe for you to eat this ice cream?

Yes	<input type="radio"/>
No	<input type="radio"/>

**PROGRAMMER:**

1. ASK ALL
  2. SHOW LABEL ON SAME SCREEN
- 

6f. Why isn't it safe to eat this ice cream? *(Select one.)*

It is high in calories	<input type="radio"/>
It contains peanut oil	<input type="radio"/>
It is high in fat	<input type="radio"/>
The ice cream container is coated with latex	<input type="radio"/>
People who are allergic to penicillin should not eat ice cream	<input type="radio"/>

**PROGRAMMER:**

1. ASK IF 6E IS "NO"
  2. SHOW LABEL ON SAME SCREEN
-

Please note that the goal of this survey is only to assess how clearly the risks associated with tobacco products are communicated. It is not intended to encourage you or anyone else to continue/start using tobacco products.

- Individuals should consider the conclusions of the U.S. Surgeon General, the Centers for Disease control, and other public health and medical officials when making decisions regarding smoking.
- The best course of action for tobacco users concerned about their health is to quit.
- Minors should never use tobacco products and adults who do not use or have quit using tobacco products should not start.
- Adults who smoke should avoid exposing minors to secondhand smoke, and adult smokers should comply with rules and regulations designed to respect the rights of other adults.

**PROGRAMMER:**

**1. ASK ALL**

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All information contained in this advertising is provided for your information only and for regulatory research purposes only. In order to advertise that a smokeless tobacco product is less harmful than a cigarette or another smokeless tobacco product, the company must first obtain clearance from the Food and Drug Administration ("FDA"). As part of that clearance process, a company must present evidence demonstrating that consumers perceive and understand the statements that the company is making about the product in its proposed advertising. This research is aimed at developing advertising that will achieve this. The advertisements used in this research study have not and will not be used by the company to promote its products commercially without first obtaining clearance from FDA to do so.

The information and opinions expressed here are believed to be accurate, based on sound science and the best judgment available to the company. However, no action or inaction should be taken based on the contents of this information; instead, you should consult appropriate health professionals on any matter relating to your health.

**THANK YOU SCREEN**

**PROGRAMMER: ASK ALL**



**QUOTAS PER ARM (TOTAL= 225):**

	Current Tobacco User	Former Tobacco User	Never-Tobacco User
	19	19	19
Northeast	3 - 4	3 - 4	3 - 4
Midwest	3 - 5	3 - 5	3 - 5
South	6 - 8	6 - 8	6 - 8
West	3 - 5	3 - 5	3 - 5
18-30	5 - 6	2 - 3	5 - 6
31-50	7 - 8	6 - 7	7 - 8
51-75	5 - 6	9 - 10	5 - 6
Male	9 - 10	9 - 10	9 - 10
Female	9 - 10	9 - 10	9 - 10
Hispanic	2 - 3	2 - 3	2 - 3
Non-Hispanic - White	11 - 13	11 - 13	11 - 13
Non-Hispanic - Black	2 - 3	2 - 3	2 - 3
Non-Hispanic - Asian/Other	1 - 2	1 - 2	1 - 2
Up to High School	9 - 10	6 - 8	6 - 7
Some College	5 - 6	5 - 6	5 - 6
Bachelor's Plus	3 - 4	6 - 7	6 - 8

<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Connecticut	Indiana	Alabama	Alaska
Maine	Illinois	Arkansas	Arizona
Massachusetts	Iowa	Delaware	California
New Hampshire	Kansas	District of Columbia	Colorado
Rhode Island	Michigan	Florida	Hawaii
New Jersey	Minnesota	Georgia	Idaho
New York	Missouri	Kentucky	Montana
Pennsylvania	Nebraska	Louisiana	Nevada



Vermont

North Dakota

Maryland

New Mexico

Ohio

Mississippi

Oregon

South Dakota

North Carolina

Utah

Wisconsin

Oklahoma

Washington

South Carolina

Wyoming

Tennessee

Texas

Virginia

West Virginia

























