



## **National Tobacco Behavior Monitor**

### **Methodological Report**

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## 1. INTRODUCTION

### 1.1. Overview

RAI Services Company (RAIS), working in conjunction with the research firm GfK Custom Research (GfK), has developed and implemented a post-market surveillance instrument, the National Tobacco Behavior Monitor (NTBM), to support regulatory submissions for in-market and new-to-market tobacco products. The NTBM is a repeated cross-sectional survey, designed to collect information on: (1) adult tobacco (and nicotine) product users and non-users, across various product categories; and, (2) adult product use behaviors by tobacco product category and brand/style, specific to initiation, quitting and recidivism. In conjunction with other research studies needed to support product submissions, data collected from the NTBM allow RAIS to empirically address the population health standards specific to the risks and benefits of tobacco product and brand/style use among the population as a whole. This report describes the methodological processes related to the development, implementation and execution of the NTBM.

### 1.2. Approach

In its present form, the NTBM represents an in-depth post-market surveillance instrument that collects empirical data from tobacco (and nicotine) product users and non-users, as well as product use behaviors specific to initiation, quitting and recidivism (by tobacco product category and brand/style). (b) (4), (b) (4)

### 1.3. Constructs of Interest

The NTBM is designed to collect information according to the following primary constructs of interest:

- Prevalence of tobacco product use
- Tobacco use behaviors of initiation, quitting and recidivism
- Tobacco product use and corresponding behaviors according to category and brand/style

The NTBM also collects information on respondent/household demographics, used to inform sample weighting; individual demographic variables include:

- Gender
- Education
- Race/ethnicity
- Current age
- (b) (4)
- (b) (4)

### Appendix A (b) (4)

## 2. OVERVIEW OF SAMPLE DESIGN

(b) (4)











































































