

(b) (4)

IQOS® with Marlboro HeatSticks®  
Cross-sectional Postmarket Adult  
Consumer Study

FINAL ANALYSIS TLF

All completed questionnaires

January 10, 2022

## Contents

|  |    |
|--|----|
| Table 1: Types of Tobacco Products Ever Tried, Used to Lifetime Criterion, and Currently Using.....  | 3  |
| Table 2: Types of Tobacco Products Ever Tried, Used to Lifetime Criterion, and Currently Using Prior to Trying IQOS®.....                    | 5  |
| Table 3: Exclusive or Dual/Poly Tobacco Use with IQOS®.....  | 7  |
| Table 4: Number of Days Used IQOS® in Past 30 Days/Number of IQOS® Marlboro HeatSticks® Used in Past 30 Days.....                            | 8  |
| Table 5: Number of Days Smoked Cigarettes in Past 30 Days/Numbers of Cigarettes Smoked in Past 30 Days.....                                  | 10 |
| Table 6: Amount of Tobacco Product Use 30 Days Before Trying IQOS® Relative to Current Tobacco Product Use.....                              | 11 |
| Table 7: Use of IQOS® Not as Intended.....   | 13 |
| Table 8: Risk Perceptions - IQOS® and Cigarettes .....   | 14 |
| Table 9: Perceptions about IQOS®.....  | 15 |
| Table 10: Initiation: First Tobacco Product Ever Tried/First Tobacco Product Ever Used on a Consistent Basis.....                            | 16 |
| Table 11: Initiation of IQOS® Among Long-Term Former Established Smokers and Long-Term Former Established Users of All Tobacco Products..... | 19 |
| Table 12: Complete Switching to IQOS® After First Trying IQOS®.....  | 20 |
| Table 13: Relapse, Re-Initiation and Initiation of Cigarette Smoking After First Trying IQOS®.....   | 21 |
| Table 14: Complete Switching from IQOS® to Established Cigarette Smoking After Initiating Tobacco Use with IQOS®.....                        | 22 |
| Table 15-1: Past 12 Month Quit Attempts, Motivation to Stop Smoking, and Completely Quit Smoking Cigarettes among Current IQOS® Users.....   | 23 |
| Table 15-2: Past 12 Month Quit Attempts, Motivation to Stop Smoking, and Completely Quit Smoking Cigarettes among Former IQOS® Users.....    | 24 |
| Table 16-1: Tobacco Cessation Treatment Use.....   | 25 |
| Table 16-2: Tobacco Cessation Treatment Use - Menthol HeatSticks users.....  | 26 |
| Table 16-3: Tobacco Cessation Treatment Use - Non-Menthol HeatSticks users.....  | 27 |
| Table 16-4: Tobacco Cessation Treatment Use - Menthol cigarette smokers.....   | 28 |
| Table 16-5: Tobacco Cessation Treatment Use - Non-menthol cigarette smokers.....   | 29 |
| Table 17: Completely Quitting IQOS®.....   | 30 |
| Table 18: Demographics and Background Information .....  | 31 |
| Table 19: Health Related Information.....  | 35 |
| Table 20: Length of Time Using IQOS® and Cigarettes.....   | 37 |
| Table 21: IQOS® Dependence.....  | 38 |
| Table 22: Cigarette Dependence.....  | 39 |
| Table 23: HeatSticks® Varieties Trial/Usage.....   | 40 |
| Table 24: Cigarette Smoker Status among Current Established IQOS® Users.....   | 41 |

**Table 1: Types of Tobacco Products Ever Tried, Used to Lifetime Criterion, and Currently Using**

| Measure  | Ever Established IQOS® Users<br>% (CI) | Current Established<br>IQOS® Users<br>% (CI) | Former Established<br>IQOS® Users<br>% (CI) |
|--|--|--|---|
| Base (Total Participants)  |  |  |   |
| <b>Ever Tried</b>  | (b)                                    |  |   |
| Cigarettes   | (b) (4)                                |  |   |
| Cigars   |  |  |   |
| Pipe filled with tobacco   |  |  |   |
| Hookah   |  |  |   |
| E-vapor products   |  |  |   |
| Smokeless tobacco  |  |  |   |
| Oral tobacco-derived nicotine products   |  |  |   |
| Any tobacco  |  |  |   |
| <b>Used to Lifetime Criterion (numeric criterion or consistent basis, as applicable)</b> |  |  |   |
| Cigarettes   |  |  |   |
| Cigars   |  |  |   |
| Pipe filled with tobacco   |  |  |   |
| Hookah   |  |  |   |
| E-vapor products   |  |  |   |
| Smokeless tobacco  |  |  |   |
| Oral tobacco-derived nicotine products   |  |  |   |
| Any tobacco  |  |  |   |
| <b>Current Use</b>   |  |  |   |
| Cigarettes   | (b) (4)                                |  |   |
| Cigars   |  |  |   |
| Pipe filled with tobacco   |  |  |   |
| Hookah   |  |  |   |
| E-vapor products   |  |  |   |
| Smokeless tobacco  |  |  |   |
| Oral tobacco-derived nicotine products   |  |  |   |
| Any tobacco  |  |  |   |
| <b>Current Use</b>   |  |  |   |
| Cigarettes   |  |  |   |
| Cigars   |  |  |   |
| Pipe filled with tobacco   |  |  |   |
| Hookah   |  |  |   |
| E-vapor products   |  |  |   |
| Smokeless tobacco  |  |  |   |
| Oral tobacco-derived nicotine products   |  |  |   |
| Any tobacco  |  |  |   |

Date of analysis: 10/JAN/22  
(P): Low Statistical Precision  
(S): Low Sample Size

Protocol No.: (b) (4)

**Table 2: Types of Tobacco Products Ever Tried, Used to Lifetime Criterion, and Currently Using Prior to Trying IQOS®**

| Measure  | Ever Established IQOS® Users<br>% (CI) | Current Established IQOS® Users<br>% (CI) | Former Established IQOS® Users<br>% (CI) |
|--|--|---|--|
| Base (Total Participants)  | (b)                                    |   |  |
| <b>Ever Tried</b>  | (b) (4)                                |   |  |
| Cigarettes   |  |   |  |
| Cigars   |  |   |  |
| Pipe filled with tobacco   |  |   |  |
| Hookah   |  |   |  |
| E-vapor products   |  |   |  |
| Smokeless tobacco  |  |   |  |
| Oral tobacco-derived nicotine products   |  |   |  |
| Any tobacco  |  |   |  |
| <b>Used to Lifetime Criterion (numeric criterion or consistent basis, as applicable)</b> |  |   |  |
| Cigarettes   |  |   |  |
| Cigars   |  |   |  |
| Pipe filled with tobacco   |  |   |  |
| Hookah   |  |   |  |
| E-vapor products   |  |   |  |
| Smokeless tobacco  |  |   |  |
| Oral tobacco-derived nicotine products   |  |   |  |
| Any tobacco  |  |   |  |
| <b>Current Use</b>   | (b) (4)                                |   |  |
| Cigarettes   |  |   |  |
| Cigars   |  |   |  |
| Pipe filled with tobacco   |  |   |  |
| Hookah   |  |   |  |
| E-vapor products   |  |   |  |
| Smokeless tobacco  |  |   |  |
| Oral tobacco-derived nicotine products   |  |   |  |
| Any tobacco  |  |   |  |
| Cigarettes   |  |   |  |
| Cigars   |  |   |  |
| Pipe filled with tobacco   |  |   |  |
| Hookah   |  |   |  |
| E-vapor products   |  |   |  |
| Smokeless tobacco  |  |   |  |
| Oral tobacco-derived nicotine products   |  |   |  |
| Any tobacco  |  |   |  |

Date of analysis: 10JAN22  
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Protocol No.: (b) (4)

**Table 3: Exclusive or Dual/Poly Tobacco Use with IQOS®**

| Measure   | Current Established IQOS® Users % (CI) | Current Established IQOS® Users Who Prefer Menthol HeatSticks % (CI) | Current Established IQOS® Users Who Prefer non-Menthol HeatSticks % (CI) |
|---|--|--|--|
| Base (Total Participants)   | (b)                                    |  |  |
| Current use ('every day' or 'some days') of:                        |  |  |  |
| <b>IQOS only</b>  |  |  |  |
| <b>IQOS plus one other tobacco product</b>                          |  |  |  |
| - IQOS and cigarettes   |  |  |  |
| - IQOS and one other tobacco product, excluding cigarettes          |  |  |  |
| <b>IQOS plus two or more other tobacco products</b>                 |  |  |  |
| - IQOS and two or more other tobacco products, including cigarettes |  |  |  |
| - IQOS and two or more other tobacco products, excluding cigarettes |  |  |  |
| Among Current Dual Users of IQOS, and cigarettes                    |  |  |  |
| Base (Dual users of IQOS and cigarettes)                            |  |  |  |
| <b>Menthol cigarette preference</b>                                 |  |  |  |
| <b>Non-Menthol cigarette preference</b>                             |  |  |  |
| <b>Unknown</b>  |  |  |  |
| <b>Refused to answer</b>  |  |  |  |

Date of analysis: 10JAN22

(P): Low Statistical Precision

(S): Low Sample Size

**Table 4: Number of Days Used IQOS® in Past 30 Days/Number of IQOS® Marlboro HeatSticks® Used in Past 30 Days**

| Measure   | Current Established IQOS® Users % (CI) | Current Established IQOS® Users Who Prefer Menthol HeatSticks % (CI) | Current Established IQOS® Users Who Prefer non-Menthol HeatSticks % (CI) |
|---|--|--|--|
| Base (Total Participants)   | (b)                                    |  |  |
| <b>During the past 30 days, on how many days did you use IQOS with Marlboro HeatSticks?</b>   | (b) (4)                                |  |  |
| 0 days  |  |  |  |
| 1 - 2 days  |  |  |  |
| 3 - 5 days  |  |  |  |
| 6 - 9 days  |  |  |  |
| 10 - 14 days  |  |  |  |
| 15 - 19 days  |  |  |  |
| 20 - 24 days  |  |  |  |
| 25 - 29 days  |  |  |  |
| 30 days   |  |  |  |
| Mean number of days used  |  |  |  |
| Standard deviation of days used   |  |  |  |
| Median number of days used  |  |  |  |
| Min/Max   |  |  |  |
| <b>During the past 30 days, on the days you used IQOS with Marlboro HeatSticks, how many Marlboro HeatSticks did you use per day, on average?</b> |  |  |  |
| Missing   |  |  |  |
| Less than 1   |  |  |  |
| 1   |  |  |  |
| 2   |  |  |  |
| 3   |  |  |  |
| 4   |  |  |  |
| 5-9   |  |  |  |
| 10-14   |  |  |  |
| 15-19   |  |  |  |
| 20+   |  |  |  |

Protocol No.: (b) (4)



| Measure  | Current Established IQOS® Users % (CI) | Current Established IQOS® Users Who Prefer Menthol HeatSticks % (CI) | Current Established IQOS® Users Who Prefer non-Menthol HeatSticks % (CI) |
|--|--|--|--|
| <b>Median number of HeatSticks® per day on days used</b> | (b) (4)                                |  |  |
| <b>IQR</b>   |  |  |  |
| HeatSticks per day in the past 30 days                   |  |  |  |
| <b>Median number of HeatSticks® per day</b>              |  |  |  |
| <b>IQR</b>   |  |  |  |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

**Table 5: Number of Days Smoked Cigarettes in Past 30 Days/Numbers of Cigarettes Smoked in Past 30 Days**

| Measure   | Current Established IQOS® Users % (CI) | Former Established IQOS® Users % (CI) |
|---|--|---------------------------------------|
| Base (Current cigarette smokers)  | (b)                                    |                                       |
| <b>During the past 30 days, on how many days did you smoke cigarettes?</b>  | (b) (4)                                |                                       |
| 0 days  |  |                                       |
| 1 - 2 days  |  |                                       |
| 3 - 5 days  |  |                                       |
| 6 - 9 days  |  |                                       |
| 10 - 14 days  |  |                                       |
| 15 - 19 days  |  |                                       |
| 20 - 24 days  |  |                                       |
| 25 - 29 days  |  |                                       |
| 30 days   |  |                                       |
| Mean number of days used  |  |                                       |
| Standard deviation of days used   |  |                                       |
| Median number of days used  |  |                                       |
| Min/Max   |  |                                       |
| <b>During the past 30 days, on the days you smoked cigarettes, how many cigarettes did you smoke per day, on average?</b> | (b) (4)                                |                                       |
| Less than 1 or 1  |  |                                       |
| 2 - 19  |  |                                       |
| 20 - 49   |  |                                       |
| 50 - 99   |  |                                       |
| 100 or more   |  |                                       |

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(S): Low Sample Size

**Table 6: Amount of Tobacco Product Use 30 Days Before Trying IQOS® Relative to Current Tobacco Product Use**

| Measure   | Current Established IQOS® Users<br>% (CI) | Former Established IQOS® Users<br>% (CI) |
|---|---|--|
| <b>Base (Current Established Users of Each Tobacco Product)</b>                               |   |  |
| <b>Cigarettes</b>   | (b) (4)                                   | (b) (4)                                  |
| Now smoke fewer cigarettes per day  |   |  |
| Now smoke more cigarettes per day   |   |  |
| Smoke the same number of cigarettes per day now as I did then                                 |   |  |
| <b>Cigars</b>   | (b) (4)                                   | (b) (4)                                  |
| Now smoke fewer cigars per day  |   |  |
| Now smoke more cigars per day   |   |  |
| Smoke the same number of cigars per day now as I did then                                     |   |  |
| <b>Tobacco in a Pipe</b>  | (b) (4)                                   | (b) (4)                                  |
| Now smoke fewer bowls of tobacco per day  |   |  |
| Now smoke more bowls of tobacco per day   |   |  |
| Smoke the same number of bowls of tobacco per day now as I did then                           |   |  |
| <b>Tobacco in a Hookah</b>  | (b) (4)                                   | (b) (4)                                  |
| Now smoke fewer bowls of tobacco per day  |   |  |
| Now smoke more bowls of tobacco per day   |   |  |
| Smoke the same number of bowls of tobacco per day now as I did then                           |   |  |
| <b>E-vapor Products</b>   | (b) (4)                                   | (b) (4)                                  |
| Now use e-vapor products fewer occasions per day  |   |  |
| Now use e-vapor products more occasions per day   |   |  |
| Use e-vapor products the same number of occasions per day now as I did then                   |   |  |
| <b>Smokeless Tobacco</b>  | (b) (4)                                   | (b) (4)                                  |
| Now use smokeless tobacco fewer times per day   |   |  |
| Now use smokeless tobacco more times per day  |   |  |
| Use smokeless tobacco the same number of times per day now as I did then                      |   |  |
| <b>Oral Tobacco-Derived Nicotine Products</b>   | (b) (4)                                   | (b) (4)                                  |
| Now use oral tobacco-derived nicotine products fewer times per day                            |   |  |
| Now use oral tobacco-derived nicotine products more times per day                             |   |  |
| Use oral tobacco-derived nicotine products the same number of times per day now as I did then |   |  |

Protocol No.: (b) (4)

Date of analysis: 10/JAN/22  
(P): Low Statistical Precision  
(S): Low Sample Size

Protocol No.: (b) (4)

**Table 7: Use of IQOS® Not as Intended**

| Measure  | Ever Established IQOS® Users % (CI) | Current Established IQOS® Users % (CI) | Former Established IQOS® Users % (CI) |
|--|-------------------------------------|--|---------------------------------------|
| Base (Total Participants)  | (b)                                 |  |                                       |
| <b>Ever use of IQOS not as intended</b>                                      | (b) (4)                             |  |                                       |
| <b>Ever Use of IQOS® Marlboro HeatStick without using IQOS® Device</b>       |                                     |  |                                       |
| <i>Lit up the HeatStick like a cigarette</i>                                 |                                     |  |                                       |
| Only once  |                                     |  |                                       |
| Sometimes  |                                     |  |                                       |
| Most of the time   |                                     |  |                                       |
| All the time   |                                     |  |                                       |
| <i>Used the HeatStick with another device</i>                                |                                     |  |                                       |
| Only once  |                                     |  |                                       |
| Sometimes  |                                     |  |                                       |
| Most of the time   |                                     |  |                                       |
| All the time   |                                     |  |                                       |
| <i>Some other way</i>  |                                     |  |                                       |
| Only once  |                                     |  |                                       |
| Sometimes  |                                     |  |                                       |
| Most of the time   |                                     |  |                                       |
| All the time   |                                     |  |                                       |
| <i>Used IQOS Device with a product other than an IQOS Marlboro HeatStick</i> |                                     |  |                                       |
| Only once  |                                     |  |                                       |
| Sometimes  |                                     |  |                                       |
| Most of the time   |                                     |  |                                       |
| All the time   |                                     |  |                                       |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

Table 8: Risk Perceptions - IQOS® and Cigarettes

| Measure                   | Ever Established IQOS® Users | Current Established IQOS® Users/Current Cigarette Smokers | Current Established IQOS® Users/Long- Term Former Smokers | Former Established IQOS® Users |
|---------------------------|------------------------------|---|---|--------------------------------|
| Base (Total Participants) | (b)                          |   |   |                                |
| <b>IQOS</b>               |                              |   |   |                                |
| Mean Composite Score (CI) | (b) (4)                      |   |   |                                |
| Standard Deviation        |                              |   |   |                                |
| Median                    |                              |   |   |                                |
| IQR                       |                              |   |   |                                |
| Min/Max                   |                              |   |   |                                |
| Missing                   |                              |   |   |                                |
| <b>Cigarettes</b>         |                              |   |   |                                |
| Mean Composite Score (CI) | (b) (4)                      |   |   |                                |
| Standard Deviation        |                              |   |   |                                |
| Median                    |                              |   |   |                                |
| IQR                       |                              |   |   |                                |
| Min/Max                   |                              |   |   |                                |
| Missing                   |                              |   |   |                                |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

**Table 9: Perceptions about IQOS®**

| Measure  | Ever Established<br>IQOS® Users<br>% (CI) | Current Established<br>IQOS® Users<br>% (CI) | Former Established<br>IQOS® Users<br>% (CI) |
|--|---|--|---|
| Base (all respondents)   | (b)                                       |  |   |
| <b>Perception about Harmful or Potentially Harmful Chemical Exposure When Switching Completely from Cigarettes to IQOS</b> |   |  |   |
| More exposure  | (b) (4)                                   |  |   |
| The same exposure  |   |  |   |
| Less exposure  |   |  |   |
| No exposure  |   |  |   |
| Don't know   |   |  |   |
| <b>Understanding of What Smokers Must Do to Reduce Their Exposure to Harmful or Potentially Harmful Chemicals</b>          |   |  |   |
| Base (respondents who identified 'less exposure')  | (b) (4)                                   |  |   |
| Stop smoking completely and only use IQOS  |   |  |   |
| Smoke fewer cigarettes and also use IQOS   |   |  |   |
| Keep smoking the same amount of cigarettes and also use IQOS   |   |  |   |
| Don't know   |   |  |   |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

**Table 10: Initiation: First Tobacco Product Ever Tried/First Tobacco Product Ever Used on a Consistent Basis**

| Measure  | Ever Established IQOS® Users % (CI) | Current Established IQOS® Users % (CI) | Former Established IQOS® Users % (CI) |
|--|-------------------------------------|--|---------------------------------------|
| Base (Total Participants)  | (b)                                 |  |                                       |
| What was the FIRST product that you EVER tried EVEN ONE TIME.?       |                                     |  |                                       |
| Missing  | (b) (4)                             |  |                                       |
| IQOS   |                                     |  |                                       |
| Cigarettes   |                                     |  |                                       |
| Cigars   |                                     |  |                                       |
| Pipe filled with tobacco   |                                     |  |                                       |
| Hookah   |                                     |  |                                       |
| E-vapor products   |                                     |  |                                       |
| Smokeless tobacco  |                                     |  |                                       |
| Oral tobacco-derived nicotine products                               |                                     |  |                                       |
| Other tobacco product  |                                     |  |                                       |
| What was the FIRST product that you EVER used on a CONSISTENT BASIS? |                                     |  |                                       |
| Missing  | (b) (4)                             |  |                                       |
| IQOS   |                                     |  |                                       |
| Cigarettes   |                                     |  |                                       |
| Cigars   |                                     |  |                                       |
| Pipe filled with tobacco   |                                     |  |                                       |
| Hookah   |                                     |  |                                       |
| E-vapor products   |                                     |  |                                       |
| Smokeless tobacco  |                                     |  |                                       |
| Oral tobacco-derived nicotine products                               |                                     |  |                                       |
| Other tobacco product  |                                     |  |                                       |
| IQOS Users Who Prefer(ed) Menthol HeatSticks % (CI)                  |                                     |  |                                       |
| Base (Total Participants)  |                                     |  |                                       |
| What was the FIRST product that you EVER tried EVEN ONE TIME.?       |                                     |  |                                       |
| Missing  | (b) (4)                             |  |                                       |
| IQOS   |                                     |  |                                       |
| Cigarettes   |                                     |  |                                       |

Protocol No.: (b) (4)



| Measure  | Ever Established IQOS® Users<br>% (CI) | Current Established IQOS® Users<br>% (CI) | Former Established IQOS® Users<br>% (CI) |
|--|--|---|--|
| Cigars   | (b) (4)                                |   |  |
| Pipe filled with tobacco   |  |   |  |
| Hookah   |  |   |  |
| E-vapor products   |  |   |  |
| Smokeless tobacco  |  |   |  |
| Oral tobacco-derived nicotine products                               |  |   |  |
| Other tobacco product  |  |   |  |
| What was the FIRST product that you EVER used on a CONSISTENT BASIS? |  |   |  |
| Missing  | (b) (4)                                |   |  |
| IQOS   |  |   |  |
| Cigarettes   |  |   |  |
| Cigars   |  |   |  |
| Pipe filled with tobacco   |  |   |  |
| Hookah   |  |   |  |
| E-vapor products   |  |   |  |
| Smokeless tobacco  |  |   |  |
| Oral tobacco-derived nicotine products                               |  |   |  |
| Other tobacco product  |  |   |  |
| IQOS Users Who Prefer(ed) non-Menthol HeatSticks % (CI)              |  |   |  |
| Base (Total Participants)  | (b)                                    |   |  |
| What was the FIRST product that you EVER tried EVEN ONE TIME?.       |  |   |  |
| Missing  | (b) (4)                                |   |  |
| IQOS   |  |   |  |
| Cigarettes   |  |   |  |
| Cigars   |  |   |  |
| Pipe filled with tobacco   |  |   |  |
| Hookah   |  |   |  |
| E-vapor products   |  |   |  |
| Smokeless tobacco  |  |   |  |
| Oral tobacco-derived nicotine products                               |  |   |  |
| Other tobacco product  |  |   |  |

Protocol No.: (b) (4)

| Measure   | Ever Established IQOS® Users<br>% (CI) | Current Established IQOS® Users<br>% (CI) | Former Established IQOS® Users<br>% (CI) |
|---|--|---|--|
| <b>What was the FIRST product that you EVER used on a CONSISTENT BASIS?</b> |  |   |  |
| Missing   | (b) (4)                                |   |  |
| IQOS  |  |   |  |
| Cigarettes  |  |   |  |
| Cigars  |  |   |  |
| Pipe filled with tobacco  |  |   |  |
| Hookah  |  |   |  |
| E-vapor products  |  |   |  |
| Smokeless tobacco   |  |   |  |
| Oral tobacco-derived nicotine products                                      |  |   |  |
| Other tobacco product   |  |   |  |

Date of analysis: 10/JAN/22  
(P): Low Statistical Precision  
(S): Low Sample Size

Table 11: Initiation of IQOS® Among Long-Term Former Established Smokers and Long-Term Former Established Users of All Tobacco Products

| Measure  | Ever Established<br>IQOS® Users<br>% (CI) | Ever Established<br>IQOS® Users Who<br>Prefer Menthol<br>HeatSticks<br>% (CI) | Ever Established<br>IQOS® Users Who<br>Prefer non-Menthol<br>HeatSticks<br>% (CI) |
|--|---|---|---|
| Base (Total Participants)  | (b)                                       |   |   |
| First trial of IQOS after not using any tobacco products for 12 months or longer                                     | (b) (4)                                   |   |   |
| First trial of IQOS after not smoking cigarettes for 12 months or longer   |   |   |   |
| First trial of IQOS after not smoking cigarettes for 12 months or longer who prefer/preferred menthol cigarettes     |   |   |   |
| First trial of IQOS after not smoking cigarettes for 12 months or longer who prefer/preferred non-menthol cigarettes |   |   |   |

Date of analysis: 10/JAN/22  
(P): Low Statistical Precision  
(S): Low Sample Size

Table 12: Complete Switching to IQOS® After First Trying IQOS®

| Measure  | Current Established<br>IQOS® Users<br>% (CI) | Current Established<br>IQOS® Users Who Prefer<br>Menthol HeatSticks<br>% (CI) | Current Established<br>IQOS® Users Who Prefer<br>non-Menthol HeatSticks<br>% (CI) |
|--|--|---|---|
| Base (Total Participants)  | (b)  |   |   |
| Complete switching from all tobacco products to IQOS after first trying IQOS   | (b) (4)                                      |   |   |
| Complete switching from cigarettes to IQOS after first trying IQOS             |  |   |   |
| Complete switching from menthol cigarettes to IQOS after first trying IQOS     |  |   |   |
| Complete switching from non-menthol cigarettes to IQOS after first trying IQOS |  |   |   |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

**Table 13: Relapse, Re-Initiation and Initiation of Cigarette Smoking After First Trying IQOS®**

| Measure   | Ever Established IQOS®<br>Users<br>% (CI) | Ever Established IQOS®<br>Users Who Prefer(ed)<br>Menthol HeatSticks<br>% (CI) | Ever Established IQOS®<br>Users Who Prefer(ed) non-<br>Menthol HeatSticks<br>% (CI) |
|---|---|--|---|
| Base (Total Participants)   | (b)                                       |  |   |
| Relapse of cigarette smoking after first trying IQOS                            | (b) (4)                                   |  |   |
| Relapse to menthol cigarette smoking after first trying IQOS                    |   |  |   |
| Relapse to non-menthol cigarette smoking after first trying IQOS                |   |  |   |
| Re-initiation of cigarette smoking after first trying IQOS                      |   |  |   |
| Re-initiation of menthol cigarette smoking after first trying IQOS              |   |  |   |
| Re-initiation of non-menthol cigarette smoking after first trying IQOS          |   |  |   |
| Initiation of established cigarette smoking after first trying IQOS             |   |  |   |
| Initiation of established menthol cigarette smoking after first trying IQOS     |   |  |   |
| Initiation of established non-menthol cigarette smoking after first trying IQOS |   |  |   |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

**Table 14: Complete Switching from IQOS® to Established Cigarette Smoking After Initiating Tobacco Use with IQOS®**

| Measure   | Ever Established<br>IQOS® Users<br>% (CI) | Ever Established<br>IQOS® Users Who<br>Prefer(ed) Menthol<br>HeatSticks<br>% (CI) | Ever Established<br>IQOS® Users Who<br>Prefer(ed) non-Menthol<br>HeatSticks<br>% (CI) |
|---|---|---|---|
| Base (Total Participants)   | (b)                                       |   |   |
| Complete switching from IQOS to cigarettes after initiating tobacco use with IQOS             | (b) (4)                                   |   |   |
| Complete switching from IQOS to menthol cigarettes after initiating tobacco use with IQOS     |   |   |   |
| Complete switching from IQOS to non-menthol cigarettes after initiating tobacco use with IQOS |   |   |   |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

Table 15-1: Past 12 Month Quit Attempts, Motivation to Stop Smoking, and Completely Quit Smoking Cigarettes among Current IQOS® Users

| Measure  | Current Established IQOS® Users % (CI) | Current Established IQOS® Users Who Prefer Menthol HeatSticks % (CI) | Current Established IQOS® Users Who Prefer non-Menthol HeatSticks % (CI) |  |  |  |
|--|--|--|--|--|--|--|
| Base (Current Established Cigarette Smokers)   | (b)                                    |  |  |  |  |  |
| Past 12-month quit attempts  | (b) (4)                                |  |  |  |  |  |
| Motivation to Stop Smoking   |  |  |  |  |  |  |
| Missing  |  |  |  |  |  |  |
| I don't want to stop smoking   |  |  |  |  |  |  |
| I think I should stop smoking but don't really want to                                   |  |  |  |  |  |  |
| I want to stop smoking but haven't thought about   |  |  |  |  |  |  |
| I REALLY want to stop smoking but I don't know when I will                               |  |  |  |  |  |  |
| I want to stop smoking and hope to soon  |  |  |  |  |  |  |
| I REALLY want to stop smoking and intend to in the next 3 months                         |  |  |  |  |  |  |
| I REALLY want to stop smoking and intend to in the next month                            |  |  |  |  |  |  |
| Base (Ever Established Cigarette Smokers)  | (b) (4)                                |  |  |  |  |  |
| Completely Quitting Smoking Cigarettes   | (b) (4)                                |  |  |  |  |  |
| Completely quit smoking cigarettes after first trying IQOS                               |  |  |  |  |  |  |
| Completely quit smoking cigarettes for 12 months or longer after first trying IQOS       |  |  |  |  |  |  |
| Base (Total Participants)  |  |  |  |  |  |  |
| Completely Quitting All Tobacco Products   |  |  |  |  |  |  |
| Completely quitting all tobacco products after first trying IQOS                         |  |  |  |  |  |  |
| Completely quitting all tobacco products for 12 months or longer after first trying IQOS |  |  |  |  |  |  |
| Date of analysis: 10JAN22  |  |  |  |  |  |  |
| (P): Low Statistical Precision   |  |  |  |  |  |  |
| (S): Low Sample Size   |  |  |  |  |  |  |

Table 15-2: Past 12 Month Quit Attempts, Motivation to Stop Smoking, and Completely Quit Smoking Cigarettes among Former IQOS® Users

| Measure  | Former Established<br>IQOS® Users<br>% (CI) | Former Established<br>IQOS® Users Who<br>Preferred Menthol<br>HeatSticks<br>% (CI) | Former Established<br>IQOS® Users Who<br>Preferred non-Menthol<br>HeatSticks<br>% (CI) |
|--|---|--|--|
| Base (Current Established Cigarette Smokers)   | (b) (4)                                     | (b) (4)  | (b) (4)  |
| Past 12-month quit attempts  | (b) (4)                                     | (b) (4)  | (b) (4)  |
| Motivation to Stop Smoking   | (b) (4)                                     | (b) (4)  | (b) (4)  |
| I don't want to stop smoking   | (b) (4)                                     | (b) (4)  | (b) (4)  |
| I think I should stop smoking but don't really want to                                   | (b) (4)                                     | (b) (4)  | (b) (4)  |
| I want to stop smoking but haven't thought about   | (b) (4)                                     | (b) (4)  | (b) (4)  |
| I REALLY want to stop smoking but I don't know when I will                               | (b) (4)                                     | (b) (4)  | (b) (4)  |
| I want to stop smoking and hope to soon  | (b) (4)                                     | (b) (4)  | (b) (4)  |
| I REALLY want to stop smoking and intend to in the next 3 months                         | (b) (4)                                     | (b) (4)  | (b) (4)  |
| I REALLY want to stop smoking and intend to in the next month                            | (b) (4)                                     | (b) (4)  | (b) (4)  |
| Base (Ever Established Cigarette Smokers)  | (b) (4)                                     | (b) (4)  | (b) (4)  |
| Completely Quitting Smoking Cigarettes   | (b) (4)                                     | (b) (4)  | (b) (4)  |
| Completely quit smoking cigarettes after first trying IQOS                               | (b) (4)                                     | (b) (4)  | (b) (4)  |
| Completely quit smoking cigarettes for 12 months or longer after first trying IQOS       | (b) (4)                                     | (b) (4)  | (b) (4)  |
| Base (Total Participants)  | (b) (4)                                     | (b) (4)  | (b) (4)  |
| Completely Quitting All Tobacco Products   | (b) (4)                                     | (b) (4)  | (b) (4)  |
| Completely quitting all tobacco products after first trying IQOS                         | (b) (4)                                     | (b) (4)  | (b) (4)  |
| Completely quitting all tobacco products for 12 months or longer after first trying IQOS | (b) (4)                                     | (b) (4)  | (b) (4)  |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size



**Table 16-1: Tobacco Cessation Treatment Use**

| Measure   | Current Established IQOS® Users % (CI) | Former Established IQOS® Users % (CI) |
|---|--|---------------------------------------|
| Base (All Participants)   | (b) (4)                                |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |
| Base (Current Established IQOS users who switched from cigarettes to IQOS)  |  |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |
| Base (Current Established IQOS users who switched from all tobacco to IQOS) |  |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

Protocol No.: (b) (4)

**Table 16-2: Tobacco Cessation Treatment Use - Menthol HeatSticks users**

| Measure   | Current Established IQOS® Users % (CI) | Former Established IQOS® Users % (CI) |
|---|--|---------------------------------------|
| Base (All Participants)   | (b) (4)                                |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |
| Base (Current Established IQOS users who switched from cigarettes to IQOS)  |  |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |
| Base (Current Established IQOS users who switched from all tobacco to IQOS) |  |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

Protocol No.: (b) (4)

Table 16-3: Tobacco Cessation Treatment Use - Non-Menthol HeatSticks users

| Measure   | Current Established IQOS® Users % (CI) | Former Established IQOS® Users % (CI) |
|---|--|---------------------------------------|
| Base (All Participants)   | (b) (4)                                |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |
| Base (Current Established IQOS users who switched from cigarettes to IQOS)  |  |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |
| Base (Current Established IQOS users who switched from all tobacco to IQOS) |  |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

Protocol No.: (b) (4)

**Table 16-4: Tobacco Cessation Treatment Use - Menthol cigarette smokers**

| Measure   | Current Established IQOS® Users % (CI) | Former Established IQOS® Users % (CI) |
|---|--|---------------------------------------|
| Base (All Participants)   | (b) (4)                                |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |
| Base (Current Established IQOS users who switched from cigarettes to IQOS)  |  |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |
| Base (Current Established IQOS users who switched from all tobacco to IQOS) |  |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

Protocol No.: (b) (4)

**Table 16-5: Tobacco Cessation Treatment Use - Non-menthol cigarette smokers**

| Measure   | Current Established IQOS® Users % (CI) | Former Established IQOS® Users % (CI) |
|---|--|---------------------------------------|
| Base (All Participants)   | (b) (4)                                |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |
| Base (Current Established IQOS users who switched from cigarettes to IQOS)  |  |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |
| Base (Current Established IQOS users who switched from all tobacco to IQOS) |  |                                       |
| Never used tobacco cessation treatment                                      |  |                                       |
| Used tobacco cessation treatment more than 12 months ago                    |  |                                       |
| Used tobacco cessation treatment within 12 months ago                       |  |                                       |
| Used tobacco cessation treatment within the past 30 days                    |  |                                       |
| Don't know  |  |                                       |
| Refused   |  |                                       |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

Protocol No.: (b) (4)

Table 17: Completely Quitting IQOS®

| Measure  | Ever Established IQOS® Users<br>% (CI) | Ever Established IQOS® Users<br>Who Prefer(ed) Menthol<br>HeatSticks | Ever Established IQOS® Users<br>Who Prefer(ed) non-Menthol<br>HeatSticks |
|--|--|--|--|
| Base (Total Participants)                        | (b) (4)                                |  |  |
| <b>Completely Quitting IQOS</b>                  |  |  |  |
| Completely quitting IQOS                         |  |  |  |
| Completely quitting IQOS for 12 months or longer | (b) (4)                                |  |  |

Date of analysis: 10/JAN/22  
(P): Low Statistical Precision  
(S): Low Sample Size

Table 18: Demographics and Background Information

| Measure   | Ever Established IQOS® Users % (CI) | Current Established IQOS® Users % (CI) | Current Established IQOS® Users Who Prefer Menthol HeatSticks % (CI) | Current Established IQOS® Users Who Prefer non-Menthol HeatSticks % (CI) | Former Established IQOS® Users % (CI) |
|---|-------------------------------------|--|--|--|---------------------------------------|
| Base (Total Participants)                               | (b)                                 |  |  |  |                                       |
| Gender  |                                     |  |  |  |                                       |
| Male  |                                     |  |  |  |                                       |
| Female  |                                     |  |  |  |                                       |
| Age   |                                     |  |  |  |                                       |
| 21 - 24   |                                     |  |  |  |                                       |
| 25 - 34   |                                     |  |  |  |                                       |
| 35 - 44   |                                     |  |  |  |                                       |
| 45 - 54   |                                     |  |  |  |                                       |
| 55 - 64   |                                     |  |  |  |                                       |
| 65+   |                                     |  |  |  |                                       |
| Mean Age  |                                     |  |  |  |                                       |
| Standard Deviation of Age                               |                                     |  |  |  |                                       |
| Median Age  |                                     |  |  |  |                                       |
| Race/Ethnicity  |                                     |  |  |  |                                       |
| White/Caucasian, non-hispanic                           |                                     |  |  |  |                                       |
| Black/African-American, non-hispanic                    |                                     |  |  |  |                                       |
| Hispanic/Latino   |                                     |  |  |  |                                       |
| Asian, non-hispanic                                     |                                     |  |  |  |                                       |
| Native Hawaiian or other Pacific Islander, non-hispanic |                                     |  |  |  |                                       |
| American Indian or Alaska Native, non-hispanic          |                                     |  |  |  |                                       |
| Other, non-hispanic                                     |                                     |  |  |  |                                       |
| Household Income  |                                     |  |  |  |                                       |

| Measure  | Ever Established IQOS® Users % (CI) | Current Established IQOS® Users % (CI) | Current Established IQOS® Users Who Prefer Menthol HeatSticks % (CI) | Current Established IQOS® Users Who Prefer non-Menthol HeatSticks % (CI) | Former Established IQOS® Users % (CI) |
|--|-------------------------------------|--|--|--|---------------------------------------|
| <b><u>Under \$60,000 (Net)</u></b>                             | (b) (4)                             |  |  |  |                                       |
| Under \$20,000   |                                     |  |  |  |                                       |
| \$20,000 - \$29,999  |                                     |  |  |  |                                       |
| \$30,000 - \$39,999  |                                     |  |  |  |                                       |
| \$40,000 - \$49,999  |                                     |  |  |  |                                       |
| \$50,000 - \$59,999  |                                     |  |  |  |                                       |
| <b><u>\$60,000 or More (Net)</u></b>                           |                                     |  |  |  |                                       |
| \$60,000 - \$74,999  |                                     |  |  |  |                                       |
| \$75,000 - \$99,999  |                                     |  |  |  |                                       |
| \$100,000 - \$149,999  |                                     |  |  |  |                                       |
| \$150,000 and over   |                                     |  |  |  |                                       |
| Prefer not to answer   |                                     |  |  |  |                                       |
| <b>Education</b>   |                                     |  |  |  |                                       |
| <b><u>High School or Less (Net)</u></b>                        |                                     |  |  |  |                                       |
| Never attended school or only attended kindergarten            |                                     |  |  |  |                                       |
| Grades 1 through 8 (elementary)                                |                                     |  |  |  |                                       |
| Grades 9 through 12 (no diploma)                               |                                     |  |  |  |                                       |
| High School Graduate (or equivalent/GED)                       |                                     |  |  |  |                                       |
| <b><u>Some College or More (Net)</u></b>                       |                                     |  |  |  |                                       |
| Some college (1-4 years, no degree)                            |                                     |  |  |  |                                       |
| Associates degree (including occupational or academic degrees) |                                     |  |  |  |                                       |
| Bachelor's degree (BA, BS, AB, etc.)                           |                                     |  |  |  |                                       |
| Master's degree (MA, MS, MENG, MSW, etc.)                      |                                     |  |  |  |                                       |
| Professional school degree (MD, DDC, JD, etc.)                 |                                     |  |  |  |                                       |
| Doctorate degree (PhD, EdD, etc.)                              |                                     |  |  |  |                                       |
| Other  |                                     |  |  |  |                                       |
| <b>Employment Status</b>                                       |                                     |  |  |  |                                       |
| <b><u>Employed (Net)</u></b>                                   |                                     |  |  |  |                                       |

Protocol No.: (b) (4)



| Measure                          | Ever Established IQOS® Users % (CI) | Current Established IQOS® Users % (CI) | Current Established IQOS® Users Who Prefer Menthol HeatSticks % (CI) | Current Established IQOS® Users Who Prefer non-Menthol HeatSticks % (CI) | Former Established IQOS® Users % (CI) |
|----------------------------------|-------------------------------------|--|--|--|---------------------------------------|
| Employed for wages               | (b) (4)                             |  |  |  |                                       |
| Self-employed                    |                                     |  |  |  |                                       |
| <b><u>Not Employed (Net)</u></b> |                                     |  |  |  |                                       |
| Out of work for more than 1 year |                                     |  |  |  |                                       |
| Out of work for less than 1 year |                                     |  |  |  |                                       |
| A homemaker                      |                                     |  |  |  |                                       |
| A student                        |                                     |  |  |  |                                       |
| Retired                          |                                     |  |  |  |                                       |
| Unable to work                   |                                     |  |  |  |                                       |
| <b>Region</b>                    |                                     |  |  |  |                                       |
| Northeast                        |                                     |  |  |  |                                       |
| South                            |                                     |  |  |  |                                       |
| Midwest                          |                                     |  |  |  |                                       |
| West                             |                                     |  |  |  |                                       |
| <b>Marital Status</b>            |                                     |  |  |  |                                       |
| Married                          |                                     |  |  |  |                                       |
| Widowed                          |                                     |  |  |  |                                       |
| Divorced                         |                                     |  |  |  |                                       |
| Separated                        |                                     |  |  |  |                                       |
| Never married                    |                                     |  |  |  |                                       |
| Living with partner              |                                     |  |  |  |                                       |
| Do not wish to answer            |                                     |  |  |  |                                       |
| <b>Pregnancy Status</b>          |                                     |  |  |  |                                       |
| Base (Females age 21-49)         |                                     |  |  |  |                                       |
| Currently pregnant/nursing       |                                     |  |  |  |                                       |
| Not currently pregnant/nursing   |                                     |  |  |  |                                       |
| <b>LGBTQ Status</b>              |                                     |  |  |  |                                       |

| Measure  | Ever Established<br>IQOS® Users<br>% (CI) | Current Established<br>IQOS® Users<br>% (CI) | Current Established<br>IQOS® Users Who<br>Prefer Menthol<br>HeatSticks<br>% (CI) | Current Established<br>IQOS® Users Who<br>Prefer non-Menthol<br>HeatSticks<br>% (CI) | Former Established<br>IQOS® Users<br>% (CI) |
|--|---|--|--|--|---|
| Heterosexual or straight   | (b) (4)                                   |  |  |  |   |
| Lesbian or gay   |   |  |  |  |   |
| Bisexual   |   |  |  |  |   |
| Transgender  |   |  |  |  |   |
| Something else   |   |  |  |  |   |
| Don't know/not sure  |   |  |  |  |   |
| Do not wish to answer  |   |  |  |  |   |
| <b>Military Personnel/Veteran Status</b>                                 |   |  |  |  |   |
| Yes, now on active duty  |   |  |  |  |   |
| Yes, on active duty in the past, but not now                             |   |  |  |  |   |
| No, not on active duty, but training for Reserves or National Guard only |   |  |  |  |   |
| No, never served in the military   |   |  |  |  |   |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

**Table 19: Health Related Information**

| Measure  | Ever Established IQOS® Users % (CI) | Current Established IQOS® Users % (CI) | Former Established IQOS® Users % (CI) |
|--|-------------------------------------|--|---------------------------------------|
| Base (Total Participants)  | (b) (4)                             |  |                                       |
| <b>Have you EVER been told by a doctor, nurse, or other health professional that you had?</b>    |                                     |  |                                       |
| A heart attack (also called myocardial infarction)   |                                     |  |                                       |
| Angina, also called angina pectoris (chest pain or discomfort)                                   |                                     |  |                                       |
| Congestive heart failure   |                                     |  |                                       |
| Coronary heart disease   |                                     |  |                                       |
| High blood pressure (hypertension)   |                                     |  |                                       |
| High cholesterol (hyperlipidemia)  |                                     |  |                                       |
| Stroke   |                                     |  |                                       |
| Any other heart condition or heart disease   |                                     |  |                                       |
| Chronic obstructive pulmonary disease (COPD)   |                                     |  |                                       |
| Chronic bronchitis   |                                     |  |                                       |
| Emphysema  |                                     |  |                                       |
| Asthma   |                                     |  |                                       |
| Apnea (pauses in breathing during sleep)   |                                     |  |                                       |
| Any other respiratory or lung condition  |                                     |  |                                       |
| Cancer   |                                     |  |                                       |
| Diabetes   |                                     |  |                                       |
| None of the above  |                                     |  |                                       |
| <b>Reported Mental Health Condition</b>  |                                     |  |                                       |
| Yes  |                                     |  |                                       |
| No   |                                     |  |                                       |
| Don't know   |                                     |  |                                       |
| <b>Taking Medication or Receiving Treatment for Mental Health Condition or Emotional Problem</b> |                                     |  |                                       |
| Yes  |                                     |  |                                       |
| No   |                                     |  |                                       |
| Don't know   |                                     |  |                                       |

Date of analysis: 10JAN22

Protocol No.: (b) (4)

(P): Low Statistical Precision  
(S): Low Sample Size

Protocol No.: (b) (4)

**Table 20: Length of Time Using IQOS® and Cigarettes**

| Measure   | Ever Established IQOS® Users | Current Established IQOS® Users | Former Established IQOS® Users |
|---|------------------------------|---------------------------------|--------------------------------|
| <b>IQOS</b>                                     | (b) (4)                      |                                 |                                |
| Base (Total Participants)                       |                              |                                 |                                |
| Mean # years (CI)                               |                              |                                 |                                |
| Standard deviation                              |                              |                                 |                                |
| Median # years                                  |                              |                                 |                                |
| <b>Cigarettes - Current Established Smokers</b> | (b) (4)                      |                                 |                                |
| Base (Current Established Smokers)              |                              |                                 |                                |
| Mean # years (CI)                               |                              |                                 |                                |
| Standard deviation                              |                              |                                 |                                |
| Median # years                                  |                              |                                 |                                |
| <b>Cigarettes - Former Established Smokers</b>  | (b) (4)                      |                                 |                                |
| Base (Former Established Smokers)               |                              |                                 |                                |
| Mean # years (CI)                               |                              |                                 |                                |
| Standard deviation                              |                              |                                 |                                |
| Median # years                                  |                              |                                 |                                |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

Table 21: IQOS® Dependence

| Measure   | Current Established IQOS® Users |  |
|---|---------------------------------|--|
| <b>Heaviness of Smoking Index (HSI) - IQOS®</b> |                                 |  |
| Base (Current Established Cigarette Smokers)    | (b) (4)                         |  |
| 0 - 1   |                                 |  |
| 2 - 4   |                                 |  |
| 5 - 6   |                                 |  |
| Median HSI Score                                |                                 |  |
| IQR   |                                 |  |
| <b>Heaviness of Smoking Index (HSI) - IQOS®</b> |                                 |  |
| Base (Former Established Cigarette Smokers)     |                                 |  |
| 0 - 1   |                                 |  |
| 2 - 4   |                                 |  |
| 5 - 6   |                                 |  |
| Median HSI Score                                |                                 |  |
| IQR   |                                 |  |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

Table 22: Cigarette Dependence

| Measure   |  | Current Established IQOS® Users | Former Established IQOS® Users |
|---|--|---------------------------------|--------------------------------|
| Base (Current Established Cigarette Smokers)  |  | (b) (4)                         |                                |
| <b>During the past 30 days, on the days you smoked cigarettes, how many cigarettes did you smoke per day, on average?</b> |  |                                 |                                |
| Missing   |  |                                 |                                |
| Less than 1 or 1  |  |                                 |                                |
| 2 - 19  |  |                                 |                                |
| 20 - 49   |  |                                 |                                |
| 50 - 99   |  |                                 |                                |
| 100 or more   |  |                                 |                                |
| <b>How soon after you wake up do you smoke your first cigarette?</b>  |  |                                 |                                |
| Within 5 minutes  |  |                                 |                                |
| 6 – 30 minutes  |  |                                 |                                |
| 31 – 60 minutes   |  |                                 |                                |
| After 60 minutes  |  |                                 |                                |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size

Table 23: HeatSticks® Varieties Trial/Usage

| Measure  | Current Established IQOS® Users<br>% (CI) | Former Established IQOS® Users<br>% (CI) |
|--|---|--|
| Base (Total Participants)                              | (b) (4)                                   |  |
| <b>HeatSticks Varieties Ever Tried</b>                 |   |  |
| Amber/Regular HeatSticks                               |   |  |
| Green Menthol/Smooth Menthol HeatSticks                |   |  |
| Blue Menthol/Fresh Menthol HeatSticks                  |   |  |
| <b>First HeatSticks Varieties Ever Tried</b>           |   |  |
| Amber/Regular HeatSticks                               |   |  |
| Green Menthol/Smooth Menthol HeatSticks                |   |  |
| Blue Menthol/Fresh Menthol HeatSticks                  |   |  |
| Not sure of type                                       |   |  |
| <b>HeatSticks Varieties Currently Using</b>            |   |  |
| Amber/Regular HeatSticks                               |   |  |
| Green Menthol/Smooth Menthol HeatSticks                |   |  |
| Blue Menthol/Fresh Menthol HeatSticks                  |   |  |
| <b>HeatSticks Varieties Currently Using Most Often</b> |   |  |
| Amber/Regular HeatSticks                               |   |  |
| Green Menthol/Smooth Menthol HeatSticks                |   |  |
| Blue Menthol/Fresh Menthol HeatSticks                  |   |  |
| <b>HeatSticks Varieties Previously Used Most Often</b> |   |  |
| Amber/Regular HeatSticks                               |   |  |
| Green Menthol/Smooth Menthol HeatSticks                |   |  |
| Blue Menthol/Fresh Menthol HeatSticks                  |   |  |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size



Table 24: Cigarette Smoker Status among Current Established IQOS® Users

| Measure   | Current Established IQOS® Users<br>% (CI) | Current Established IQOS® Users Who Prefer Menthol HeatSticks<br>% (CI) | Current Established IQOS® Users Who Prefer non-Menthol HeatSticks<br>% (CI) |
|---|---|---|---|
| Base (Total Participants)                             | (b) (4)                                   |   |   |
| Never smoker  |   |   |   |
| Current smoker  |   |   |   |
| - Current Smokers Who Prefer Menthol Cigarettes       |   |   |   |
| - Current Smokers Who Prefer non-Menthol Cigarettes   |   |   |   |
| Former smoker   |   |   |   |
| - Former Smokers Who Preferred Menthol Cigarettes     |   |   |   |
| - Former Smokers Who Preferred non-Menthol Cigarettes |   |   |   |

Date of analysis: 10JAN22  
(P): Low Statistical Precision  
(S): Low Sample Size