

(b)(4)

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

FINAL ANALYSIS TLF

Questionnaires completed through Oct. 13th

January 10, 2022

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

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

Protocol No.: (b)(4)

Date of analysis: 10JAN22
(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 % (CI)	Current Established IQOS® Users % (CI)	Former Established IQOS® Users % (CI)
Base (Total Participants)	(b)(4)	(b)(4)	(b)(4)
Ever Tried			
Cigarettes	(b)(4)		
Cigars			
Pipe filled with tobacco			
Hookah			
E-vapor products			
Smokeless tobacco			
Oral tobacco-derived nicotine products			
Any tobacco			
Used to Lifetime Criterion (numeric criterion or consistent basis, as applicable)			
Cigarettes			
Cigars			
Pipe filled with tobacco			
Hookah			
E-vapor products			
Smokeless tobacco			
Oral tobacco-derived nicotine products			
Any tobacco			
Current Use			
Cigarettes	(b)(4)		
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 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)(4)	(b)(4)	(b)(4)
Current use ('every day' or 'some days') of:			
IQOS only			
IQOS plus one other tobacco product			
- IQOS and cigarettes			
- IQOS and one other tobacco product, excluding cigarettes			
IQOS plus two or more other tobacco products			
- 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)			
Menthol cigarette preference			
Non-Menthol cigarette preference			
Unknown			
Refused to answer			
<p>Date of analysis: 10JAN22</p> <p>(P): Low Statistical Precision</p> <p>(S): Low Sample Size</p>			

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)(4)	(b)(4)	(b)(4)
During the past 30 days, on how many days did you use IQOS with Marlboro HeatSticks?			
0 days	(b)(4)		
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			
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?			
Missing	(b)(4)		
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)
Median number of HeatSticks® per day on days used IQR HeatSticks per day in the past 30 days Median number of HeatSticks® per day IQR	(b)(4)		

Date of analysis: 10/JAN22
 (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)(4)	(b)(4)
During the past 30 days, on how many days did you smoke cigarettes?	(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		
During the past 30 days, on the days you smoked cigarettes, how many cigarettes did you smoke per day, on average?	(b)(4)	
Less than 1 or 1		
2 - 19		
20 - 49		
50 - 99		
100 or more		

Date of analysis: 10/JAN22
(P): Low Statistical Precision
(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 % (CI)	Former Established IQOS® Users % (CI)
Base (Current Established Users of Each Tobacco Product)		
Cigarettes	(b)(4)	(b)(4)
Now smoke fewer cigarettes per day	(b)(4)	(b)(4)
Now smoke more cigarettes per day	(b)(4)	(b)(4)
Smoke the same number of cigarettes per day now as I did then	(b)(4)	(b)(4)
Cigars	(b)(4)	(b)(4)
Now smoke fewer cigars per day	(b)(4)	(b)(4)
Now smoke more cigars per day	(b)(4)	(b)(4)
Smoke the same number of cigars per day now as I did then	(b)(4)	(b)(4)
Tobacco in a Pipe	(b)(4)	(b)(4)
Now smoke fewer bowls of tobacco per day	(b)(4)	(b)(4)
Now smoke more bowls of tobacco per day	(b)(4)	(b)(4)
Smoke the same number of bowls of tobacco per day now as I did then	(b)(4)	(b)(4)
Tobacco in a Hookah	(b)(4)	(b)(4)
Now smoke fewer bowls of tobacco per day	(b)(4)	(b)(4)
Now smoke more bowls of tobacco per day	(b)(4)	(b)(4)
Smoke the same number of bowls of tobacco per day now as I did then	(b)(4)	(b)(4)
E-vapor Products	(b)(4)	(b)(4)
Now use e-vapor products fewer occasions per day	(b)(4)	(b)(4)
Now use e-vapor products more occasions per day	(b)(4)	(b)(4)
Use e-vapor products the same number of occasions per day now as I did then	(b)(4)	(b)(4)
Smokeless Tobacco	(b)(4)	(b)(4)
Now use smokeless tobacco fewer times per day	(b)(4)	(b)(4)
Now use smokeless tobacco more times per day	(b)(4)	(b)(4)
Use smokeless tobacco the same number of times per day now as I did then	(b)(4)	(b)(4)
Oral Tobacco-Derived Nicotine Products	(b)(4)	(b)(4)
Now use oral tobacco-derived nicotine products fewer times per day	(b)(4)	(b)(4)
Now use oral tobacco-derived nicotine products more times per day	(b)(4)	(b)(4)
Use oral tobacco-derived nicotine products the same number of times per day now as I did then	(b)(4)	(b)(4)

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)(4)	(b)(4)	(b)(4)
Ever use of IQOS not as intended			
Ever Use of IQOS® Marlboro HeatStick without using IQOS® Device			
<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)(4)	(b)(4)	(b)(4)	(b)(4)
IQOS	(b)(4)			
Mean Composite Score (CI)				
Standard Deviation				
Median				
IQR				
Min/Max				
Missing				
Cigarettes	(b)(4)			
Mean Composite Score (CI)				
Standard Deviation				
Median				
IQR				
Min/Max				
Missing				

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

Table 9: Perceptions about IQOS®

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

Date of analysis: 10/JAN/22
(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)(4)	(b)(4)	(b)(4)
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)	(b)(4)	(b)(4)	(b)(4)
What was the FIRST product that you EVER tried EVEN ONE TIME?			
Missing	(b)(4)		
IQOS			

Protocol No.: (b)(4)

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

Protocol No.: (b)(4)

Measure	Ever Established IQOS® Users % (CI)	Current Established IQOS® Users % (CI)	Former Established IQOS® Users % (CI)
Other tobacco product	<div>(b)(4)</div>		
What was the FIRST product that you EVER used on a CONSISTENT BASIS?			
Missing			
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 IQOS® Users % (CI)	Ever Established IQOS® Users Who Prefer Menthol HeatSticks % (CI)	Ever Established IQOS® Users Who Prefer non-Menthol HeatSticks % (CI)
Base (Total Participants)	(b)(4)	(b)(4)	(b)(4)
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 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)(4)	(b)(4)	(b)(4)
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: 10/JAN/22
(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® Users % (CI)	Ever Established IQOS® Users Who Prefer(ed) Menthol HeatSticks % (CI)	Ever Established IQOS® Users Who Prefer(ed) Menthol HeatSticks % (CI)
Base (Total Participants)	(b)(4)	(b)(4)	(b)(4)
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: 10/JAN22
(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 IQOS® Users % (CI)	Ever Established IQOS® Users Who Prefer(ed) Menthol HeatSticks % (CI)	Ever Established IQOS® Users Who Prefer(ed) non-Menthol HeatSticks % (CI)
Base (Total Participants)	(b)(4)	(b)(4)	(b)(4)
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: 10/JAN22
(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)(4)	(b)(4)	(b)(4)
Past 12-month quit attempts			
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)	(b)(4)	(b)(4)
Completely Quitting Smoking Cigarettes			
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: 10/JAN22

(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 IQOS® Users % (CI)	Former Established IQOS® Users Who Preferred Menthol HeatSticks % (CI)	Former Established IQOS® Users Who Preferred non-Menthol HeatSticks % (CI)
Base (Current Established Cigarette Smokers)	(b)(4)	(b)(4)	(b)(4)
Past 12-month quit attempts	(b)(4)		
Motivation to Stop Smoking	(b)(4)		
I don't want to stop smoking	(b)(4)		
I think I should stop smoking but don't really want to	(b)(4)		
I want to stop smoking but haven't thought about	(b)(4)		
I REALLY want to stop smoking but I don't know when I will	(b)(4)		
I want to stop smoking and hope to soon	(b)(4)		
I REALLY want to stop smoking and intend to in the next 3 months	(b)(4)		
I REALLY want to stop smoking and intend to in the next month	(b)(4)		
Base (Ever Established Cigarette Smokers)	(b)(4)	(b)(4)	(b)(4)
Completely Quitting Smoking Cigarettes	(b)(4)		
Completely quit smoking cigarettes after first trying IQOS	(b)(4)		
Completely quit smoking cigarettes for 12 months or longer after first trying IQOS	(b)(4)		
Base (Total Participants)	(b)(4)	(b)(4)	(b)(4)
Completely Quitting All Tobacco Products	(b)(4)		
Completely quitting all tobacco products after first trying IQOS	(b)(4)		
Completely quitting all tobacco products for 12 months or longer after first trying IQOS	(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)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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	(b)(4)	(b)(4)
Refused		
Base (Current Established IQOS users who switched from cigarettes to IQOS)	(b)(4)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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	(b)(4)	(b)(4)
Refused		
Base (Current Established IQOS users who switched from all tobacco to IQOS)	(b)(4)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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	(b)(4)	(b)(4)
Refused		

Date of analysis: 10/JAN/22
(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)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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	(b)(4)	(b)(4)
Refused		
Base (Current Established IQOS users who switched from cigarettes to IQOS)	(b)(4)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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	(b)(4)	(b)(4)
Refused		
Base (Current Established IQOS users who switched from all tobacco to IQOS)	(b)(4)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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	(b)(4)	(b)(4)
Refused		

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

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)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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)	(b)(4)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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)	(b)(4)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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: 10/JAN/22
(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)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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)	(b)(4)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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)	(b)(4)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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: 10/JAN/22
(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)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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	(b)(4)	(b)(4)
Refused		
Base (Current Established IQOS users who switched from cigarettes to IQOS)	(b)(4)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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	(b)(4)	(b)(4)
Refused		
Base (Current Established IQOS users who switched from all tobacco to IQOS)	(b)(4)	(b)(4)
Never used tobacco cessation treatment	(b)(4)	(b)(4)
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	(b)(4)	(b)(4)
Refused		

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

Table 17: Completely Quitting IQOS®

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

Date of analysis: 10/JAN22
(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)(4)	(b)(4)	(b)(4)	(b)(4)	(b)(4)
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)
<u>Under \$60,000 (Net)</u>	(b)(4)				
Under \$20,000					
\$20,000 - \$29,999					
\$30,000 - \$39,999					
\$40,000 - \$49,999					
\$50,000 - \$59,999					
<u>\$60,000 or More (Net)</u>	(b)(4)				
\$60,000 - \$74,999					
\$75,000 - \$99,999					
\$100,000 - \$149,999					
\$150,000 and over					
Prefer not to answer					
Education	(b)(4)				
<u>High School or Less (Net)</u>					
Never attended school or only attended kindergarten					
Grades 1 through 8 (elementary)					
Grades 9 through 12 (no diploma)					
High School Graduate (or equivalent/GED)					
<u>Some College or More (Net)</u>	(b)(4)				
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.)	(b)(4)				
Other					
Employment Status	(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)
<u>Employed (Net)</u>	(b)(4)				
Employed for wages	(b)(4)				
Self-employed	(b)(4)				
<u>Not Employed (Net)</u>	(b)(4)				
Out of work for more than 1 year	(b)(4)				
Out of work for less than 1 year	(b)(4)				
A homemaker	(b)(4)				
A student	(b)(4)				
Retired	(b)(4)				
Unable to work	(b)(4)				
Region	(b)(4)				
Northeast	(b)(4)				
South	(b)(4)				
Midwest	(b)(4)				
West	(b)(4)				
Marital Status	(b)(4)				
Married	(b)(4)				
Widowed	(b)(4)				
Divorced	(b)(4)				
Separated	(b)(4)				
Never married	(b)(4)				
Living with partner	(b)(4)				
Do not wish to answer	(b)(4)				
Pregnancy Status	(b)(4)				
Base (Females age 21-49)	(b)(4)				
Currently pregnant/nursing	(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)
Not currently pregnant/nursing	(b)(4)				
LGBTQ Status					
Heterosexual or straight					
Lesbian or gay					
Bisexual					
Transgender					
Something else					
Don't know/not sure					
Do not wish to answer					
Military Personnel/Veteran Status					
Yes, now on active duty	(b)(4)	(b)(4)	(b)(4)	(b)(4)	(b)(4)
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: 10/JAN22
(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)(4)	(b)(4)
Have you EVER been told by a doctor, nurse, or other health professional that you had?			
A heart attack (also called myocardial infarction)	(b)(4)		
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			
Reported Mental Health Condition			
Yes	(b)(4)		
No			
Don't know			
Taking Medication or Receiving Treatment for Mental Health Condition or Emotional Problem			
Yes	(b)(4)		
No			
Don't know			

Date of analysis: 10/JAN/22
(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
IQOS			
Base (Total Participants)	(b)(4)	(b)(4)	(b)(4)
Mean # years (CI)	(b)(4)		
Standard deviation			
Median # years			
Cigarettes - Current Established Smokers			
Base (Current Established Smokers)	(b)(4)	(b)(4)	(b)(4)
Mean # years (CI)	(b)(4)		
Standard deviation			
Median # years			
Cigarettes - Former Established Smokers			
Base (Former Established Smokers)	(b)(4)	(b)(4)	(b)(4)
Mean # years (CI)	(b)(4)		
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
Heaviness of Smoking Index (HSI) - IQOS®	
Base (Current Established Cigarette Smokers)	(b)(4)
0 - 1	(b)(4)
2 - 4	
5 - 6	
Median HSI Score	
IQR	
Heaviness of Smoking Index (HSI) - IQOS®	
Base (Former Established Cigarette Smokers)	(b)(4)
0 - 1	(b)(4)
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)(4)
During the past 30 days, on the days you smoked cigarettes, how many cigarettes did you smoke per day, on average?		
Missing		
Less than 1 or 1		
2 - 19		
20 - 49		
50 - 99		
100 or more		
How soon after you wake up do you smoke your first cigarette?		
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 % (CI)	Former Established IQOS® Users % (CI)
Base (Total Participants)	(b)(4)	(b)(4)
HeatSticks Varieties Ever Tried		
Amber/Regular HeatSticks		
Green Menthol/Smooth Menthol HeatSticks		
Blue Menthol/Fresh Menthol HeatSticks		
First HeatSticks Varieties Ever Tried		
Amber/Regular HeatSticks		
Green Menthol/Smooth Menthol HeatSticks		
Blue Menthol/Fresh Menthol HeatSticks		
Not sure of type		
HeatSticks Varieties Currently Using		
Amber/Regular HeatSticks		
Green Menthol/Smooth Menthol HeatSticks		
Blue Menthol/Fresh Menthol HeatSticks		
HeatSticks Varieties Currently Using Most Often		
Amber/Regular HeatSticks		
Green Menthol/Smooth Menthol HeatSticks		
Blue Menthol/Fresh Menthol HeatSticks		
HeatSticks Varieties Previously Used Most Often		
Amber/Regular HeatSticks		
Green Menthol/Smooth Menthol HeatSticks		
Blue Menthol/Fresh Menthol HeatSticks		

(b)(4)

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

Table 24: Cigarette Smoker Status among Current Established 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 (Total Participants)	(b)(4)	(b)(4)	(b)(4)
Never smoker	(b)(4)		
Current smoker			
- Current Smokers Who Prefer Menthol Cigarettes			
- Current Smokers Who Prefer non-Menthol Cigarettes			
Former smoker			
- Former Smokers Who Preferred Menthol Cigarettes	(b)(4)		
- Former Smokers Who Preferred non-Menthol Cigarettes			

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