

# **Quantitative Study to Assess Perceptions of and Likelihood to Use ZYN® Flagship with Modified Risk Claims Among US Adults**

## **Statistical Analysis Plan**

PROTOCOL SMNA 5240072

**Principal Investigator:**

(b) (4)

**Sponsor:**

**Swedish Match North America, LLC**

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## Table of Contents

Table of Contents .....	2
1     LIST OF ABBREVIATIONS AND DEFINITIONS .....	3
2     RESPONSIBLE PARTIES .....	5
2.1     INVESTIGATOR AND CONTRIBUTORS .....	5
2.2     SPONSOR: Swedish Match North America, LLC.....	5
3     STATISTICAL ANALYSIS PLAN (SAP) AMENDMENTS AND UPDATES.....	5
4     STUDY SUMMARY .....	6
5     BACKGROUND AND RATIONALE .....	9
6     OVERVIEW AND OBJECTIVES.....	10
6.1     DESIGN OVERVIEW AND HYPOTHESES .....	10
6.2     OBJECTIVE(S).....	11
6.3     RESPONDENT SELECTION: EXCLUSION CRITERIA .....	12
6.4     STUDY SAMPLING .....	12
6.5     VARIABLES OF RELEVANCE TO THE STUDY .....	14
7     STATISTICAL ANALYSIS .....	27
Presentation of Analysis Results .....	27
APPENDIX 1 – SURVEY INSTRUMENT .....	50
APPENDIX 2 – ZYN SHELF SET AND MRTP CLAIMS CONCEPT (TEST CELL).....	82
APPENDIX 3 – ZYN SHELF SET AND CONCEPT (CONTROL CELL).....	83

## 1 LIST OF ABBREVIATIONS AND DEFINITIONS

Abbreviation	Definition
APPH	Appropriate for the Protection of Public Health
CAPTCHA	Completely Automated Public Turing Test to Tell Computers and Humans Apart
CI	Confidence Interval
CC	Conventional Cigarettes
CFR	Code of Federal Regulations
CL	Confidence Level
CRO	Contract Research Organization
CTP	Center for Tobacco Products
EDC	Electronic Data Capture
ENDS	Electronic Nicotine Delivery System
FDA	Food and Drug Administration
FTP	File Transfer Protocol
HINTS	Health Information National Trends Survey
HIPAA	Health Insurance Portability and Accountability Act
ICF	Informed Consent Form
IP	Internet Protocol
IRB	Institutional Review Board
LA	Legal-Age (21+)
mg	Milligrams
ml	Milliliters
M RTP	Modified Risk Tobacco Product
MTSS	Motivation to Stop Scale
NCHS	National Center for Health Statistics
NHIS	National Health Interview Survey
NON-USERS	Never and Former Users of Tobacco/Nicotine Products
NP	Nicotine Pouch
NRT	Nicotine Replacement Therapy
PATH	Population Assessment of Tobacco and Heath
PMTA	Premarket Tobacco Product Application
PMT	Premarket Tobacco Product

PI	Principal Investigator
PII	Personally Identifiable Information
PVBS	Pod-based Vaping Systems
SAP	Statistical Analysis Plan
SAS®	Statistical Analysis System
SMNA	Swedish Match North America, LLC
STP	Smokeless Tobacco Products
TNP	Tobacco/Nicotine Product
U.S.	United States
WHO	World Health Organization

## 2 RESPONSIBLE PARTIES

### 2.1 INVESTIGATOR AND CONTRIBUTORS

Investigator: (b) (6) (b) (4)  
(b) (4)

(b) (4)  
Project Team: (b) (6)

2.2 SPONSOR: Swedish Match North America, LLC  
(b) (6)

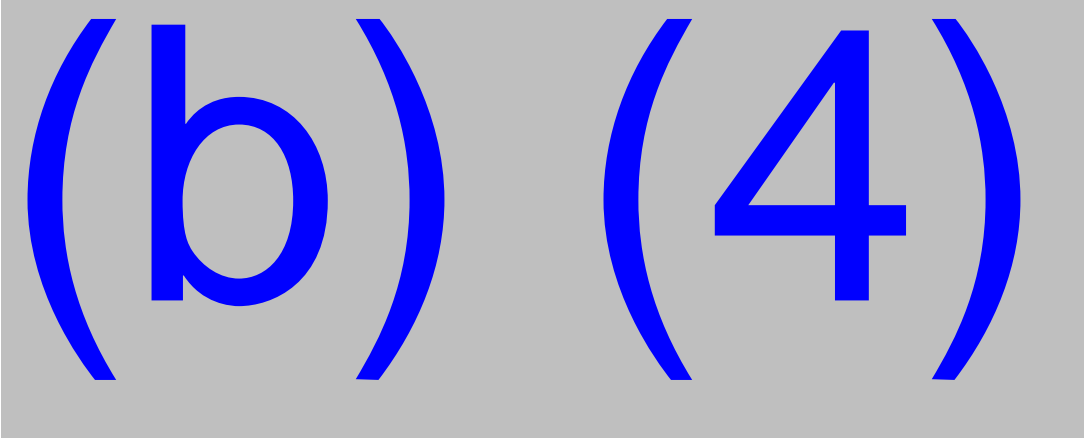
## 3 STATISTICAL ANALYSIS PLAN (SAP) AMENDMENTS AND UPDATES

Number	Date	Section of SAP	Amendment or Update	Reason

## 4 STUDY SUMMARY

<b>Title of Study</b>	Quantitative Study to Assess Perceptions of and Likelihood to Use ZYN® Flagship with Modified Risk Claims Among US Adults
<b>Methodology</b>	An internet-based cross-sectional study with stratified sampling of five (5) sub-populations defined according to self-reported tobacco/nicotine use at the time of data collection.
<b>Study Purpose</b>	The overall purpose of the <i>Quantitative Study to Assess Perceptions of and Likelihood to Use ZYN® Flagship with Modified Risk Claims Among US Adults</i> is to assess consumer reaction to the ZYN® product if marketed with the modified risk claims and how it compares to other in market TNP categories.
<b>Study Site</b>	This research will be conducted in the United States (US) as an online self-administered survey. It will be hosted by (b) (4) and fielded in English language only.
<b>Products to be Tested</b>	<p>This <i>Quantitative Study to Assess Perceptions of and Likelihood to Use ZYN® Flagship with Modified Risk Claims Among US Adults</i> focuses on currently marketed candidate PMTA product, ZYN (nicotine pouches), as available in market across the 10 varieties and 2 strengths plus the inclusion of modified risk claims.</p> <ol style="list-style-type: none"> <li>1. Chill</li> <li>2. Cinnamon</li> <li>3. Citrus</li> <li>4. Coffee</li> <li>5. Cool Mint</li> <li>6. Menthol</li> <li>7. Peppermint</li> <li>8. Smooth</li> <li>9. Spearmint</li> <li>10. Wintergreen</li> </ol>
<b>Study Population</b>	<p>The sampling frame includes adults (age 21+) living in the US. A total sample of 3,400 US adults (age 21+) will be interviewed, split equally (b) (4) between a Test (ZYN® specific to current varieties inclusive of modified risk claims) and Control (ZYN® specific to current varieties exclusive of modified risk claims) cell. Respondents will be categorized into five primary respondent groups based on self-reported tobacco/nicotine product use:</p> <ul style="list-style-type: none"> <li>• Group 1 – Current Smokers <ul style="list-style-type: none"> <li>○ Intention to Quit in Next 12 Months</li> <li>○ No Intention to Quit in Next 12 Months</li> </ul> </li> <li>• Group 2 – Former Users/Other TNP Users (not CC or smokeless)</li> <li>• Group 3 – Non-Established Users 21+ (b) (4)</li> <li>• Group 4 – Non-Established Users (b) (4)</li> <li>• Group 5 – Current Smokeless Users</li> </ul>

	<p>These groups will be analyzed individually and as part of the overall respondent pool to assess study outcomes.</p> <p>The sampling approach will involve, (1) group sample stratification and over-sampling where necessary and (2) post-stratification weighting will be applied to compensate for the stratification and ensure that the overall results mirror the populations specific to each group.</p>
<b>Objectives</b>	<p><b><u>Primary Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• Assess whether being exposed to the ZYN® product with modified risk claims impacts perceptions of and likelihood to use ZYN® (overall in general and inclusive of varieties/strengths), among all respondent groups.</li> <li>• Assess how marketing of ZYN Nicotine Pouches with modified risk claims would be appropriate for the protection of the public health (APPH) in terms of: <ul style="list-style-type: none"> <li>○ Generation of Intent to Use among Current Smokers and Current Smokeless Users</li> <li>○ No generation of significant Intent to Use among Never Users and Former Users/Other TNP Users</li> </ul> </li> <li>• Assess current use of TNPs across all respondents, categorizing use status specific to never use, former use, and current use.</li> <li>• Measure the understanding of ZYN® as presented during concept exposure.</li> </ul> <p><b><u>Secondary Objectives:</u></b></p> <ul style="list-style-type: none"> <li>• Explore variation in perceptions of absolute risk associated with ZYN® and other types of TNPs (including categories of CCs, Vapor, Smokeless, Nicotine Pouches), across the specific health conditions (including 5 primary conditions of lung cancer, mouth, throat cancer, emphysema, and heart disease).</li> <li>• Explore variation in perceptions of relative risk of using ZYN® as opposed to: <ul style="list-style-type: none"> <li>○ Smoking cigarettes;</li> <li>○ Using other smokeless/nicotine products;</li> <li>○ Using Electronic Nicotine Delivery Systems (ENDS);</li> <li>○ Using Nicotine Replacement Therapies (NRTs);</li> <li>○ Cessation of CC use;</li> <li>○ Cessation of all TNP use and using nothing.</li> </ul> </li> </ul>
<b>Inclusion/ Exclusion Criteria</b>	<p><b><u>Inclusion criteria:</u></b></p> <ol style="list-style-type: none"> <li>1. Currently residing in the US</li> <li>2. Legal-Age (21 years of age and above)</li> <li>3. Able and willing to comply with all study requirements</li> <li>4. Provided informed consent</li> </ol> <p><b><u>Exclusion criteria:</u></b></p> <ol style="list-style-type: none"> <li>1. Under legal age of purchase (21 years of age)</li> <li>2. Participated in a market research survey about tobacco products in the past 3 months</li> <li>3. Employees of or household member employed in manufacturing, sales or</li> </ol>

	<p>distribution of TNPs, advertising/marketing, market research, healthcare, legal field, or news and media, to minimize bias and to protect any proprietary product information that will be disclosed in the survey</p> <ol style="list-style-type: none"> <li>4. Have started smoking within the last 30 days or started using a smokeless tobacco/nicotine product within the last 30 days</li> <li>5. Employed in any of the following fields or professions: market research, marketing, advertising, media or journalism, law, or manufacturers or distributors of TNPs</li> </ol>
<b>Design</b>	<p>The impact of the ZYN® product profile will be assessed via repeated measures analysis and independent measures across defined TNP user groups.</p> <p>This study is planned to include randomized assignment to one of two product exposure cells. In the study, each cell represents a distinct product concept where participants are assigned to evaluate the ZYN® test (ZYN® specific to current varieties inclusive of modified risk claims) or control (ZYN® specific to current varieties exclusive of modified risk claim).</p> <p>The hypotheses of this study, which correspond with the research objectives are:</p> <div style="text-align: center; background-color: #cccccc; padding: 20px;">  </div>



## 5 BACKGROUND AND RATIONALE

The Family Smoking Prevention and Tobacco Control Act, signed into law in 2009, gave the FDA the power to regulate the tobacco industry and established the Center for Tobacco Products (CTP) within the FDA. The law gives the CTP authority to regulate marketing/advertising content and sale of TNPs. The FDA requires that the marketing of a new tobacco product is appropriate for the protection of the public health as determined “on the basis of well-controlled investigations” (section 910)<sup>a</sup>.

The CTP has provided draft guidance on data for human studies designed to evaluate the risks and benefits to the population as a whole, including users and non-users of TNPs. Essentially, CTP requires research-based evidenced that: (1) Existing TNP users do not increase consumption; (2) Non-TNP users do not start using; (3) Former TNP users do not re-start using. Products marketed in the US after February 15, 2007 must obtain a marketing authorization through a Premarket Tobacco Product Application (PMTA) or a Modified Risk Tobacco Product Application (MRPTA) inclusive of modified risk claims. A product cannot be sold in the US without a marketing authorization.

Swedish Match North America, LLC (SMNA) officially began selling ZYN® in 2014. ZYN® delivers tobacco-derived nicotine (does not contain tobacco leaves) via a small pouch, containing flavoring elements and food-grade ingredients for shelf-stability. SMNA markets ZYN® as a nicotine delivery product which is smoke-free, is spitless, tobacco-leaf free, and comes in multiple varieties and nicotine strengths. SMNA filed a PMTA for ZYN® on March 4, 2020 and is awaiting approval.

Additionally Swedish Match is exploring including modified risk claims for ZYN®, specific to the product as currently in-market.

This *Quantitative Study to Assess Perceptions of and Likelihood of Use ZYN® with Modified Risk Claims Among US Adults* focuses on currently marketed candidate PMTA product, ZYN® (nicotine pouches), as available in market across the 10 varieties and 2 strengths.

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<sup>a</sup> US Department of Health and Human Services, Food and Drug Administration, Center for Tobacco Products. Applications for Premarket Review of New Tobacco Products: Draft Guidance Sept-2011.

## 6 OVERVIEW AND OBJECTIVES

### 6.1 DESIGN OVERVIEW AND HYPOTHESES

The overall purpose of the *Quantitative Study to Assess Perceptions of and Likelihood of Use ZYN® with Modified Risk Claims Among US Adults* is to evaluate how exposure to the ZYN® product concept, inclusive of modified risk claims of lower risks compared to cigarettes regarding mouth cancer, heart disease, lung cancer, stroke, emphysema, and chronic bronchitis, compares to other in market TNP categories.

The impact of the ZYN® product profile will be assessed via repeated measures analysis and independent measures across defined TNP user groups.

This study is planned to include randomized assignment to one of two product exposure cells. In the study, each cell represents a distinct product concept where participants are assigned to evaluate the ZYN® test (specific to current varieties inclusive of modified risk claims – Figure 1) or control (current ZYN® specific to current varieties and exclusive of modified risk claims – Figure 2).

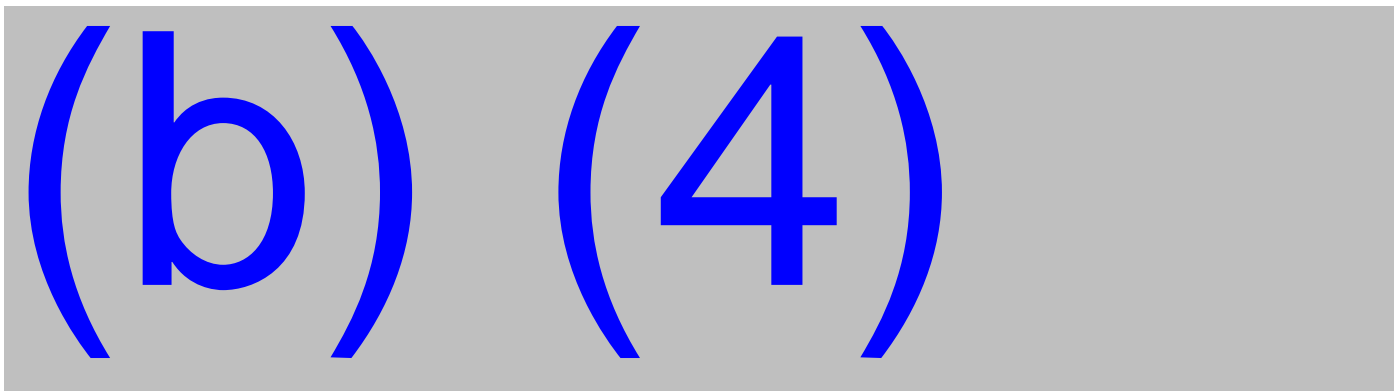
FIGURE 1. ZYN® NICOTINE POUCHES DESCRIPTION (TEST CELL)



FIGURE 2. ZYN® NICOTINE POUCHES DESCRIPTION (CONTROL CELL)



The hypotheses of this study, which correspond with the research objectives are:



## 6.2 OBJECTIVE(S)

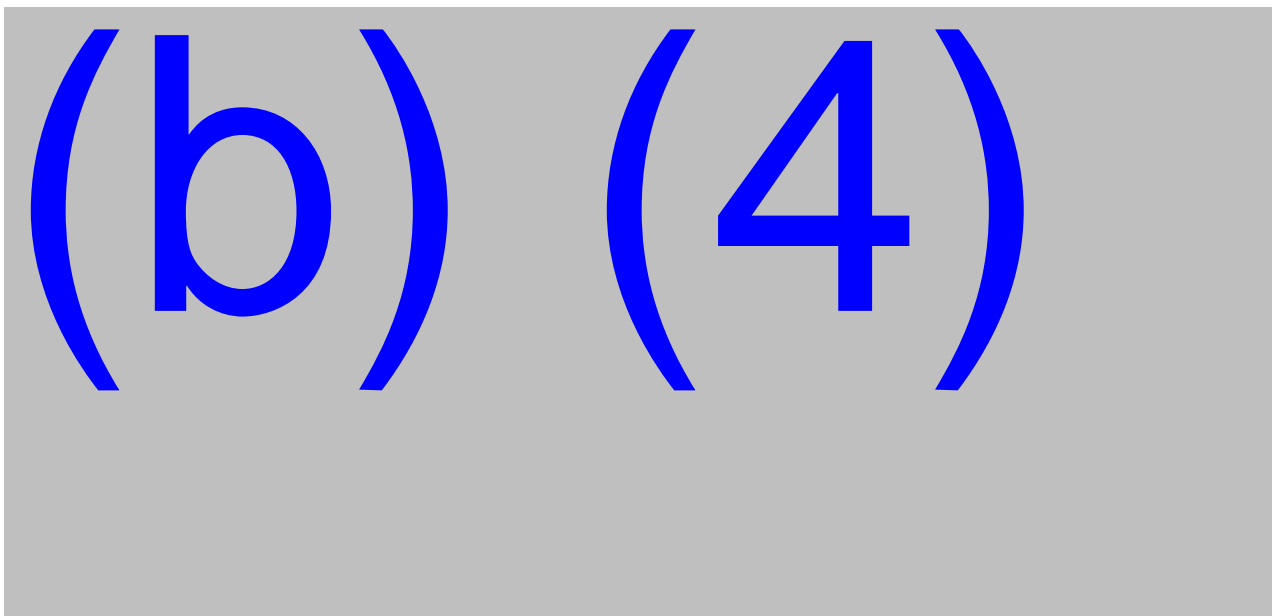
The primary objectives of this study are:

1. Assess whether being exposed to the ZYN® product concept with and without modified risk claims impacts perceptions and likelihood to use ZYN® among all respondents:
  - a. Current likelihood to initiate on in-market TNPs including the branded ZYN® product.
  - b. Future likelihood to initiate based on exposure to the ZYN® product concept without the modified risk claims compared to the ZYN® product concept inclusive of the modified risk claims.
  - c. Comparison by age, (b) (4) in self-reported likelihood to start using TNPs.
2. Assess current use of TNPs across all respondents, categorizing use status specific to never use, former use, and current use.
  - a. Establish current use status in the context of CCs, Smokeless, and other types of products.
  - b. Current intention to quit current TNPs used
    - i. Impact of exposure to ZYN® self-reported intention to quit current TNP used (quit intention before/after exposure to ZYN®).
3. Measure the understanding that ZYN® as presented during concept exposure, specific to:
  - a. Containing nicotine
  - b. Is not risk free
  - c. Available in both 3mg and 6mg nicotine strengths

The secondary objectives of this study are:

1. Explore variation in perceptions of absolute risk associated with ZYN® and other types of TNPs (including categories of CCs, ENDS, Smokeless, Nicotine Pouches), across the specific health

conditions of (including 5 primary conditions of lung cancer, mouth cancer, throat cancer, emphysema, and heart disease):



2. Explore variation in perceptions of relative risk of using ZYN® as opposed to:
  - a. Smoking cigarettes;
  - b. Using other smokeless/nicotine products;
  - c. Never using any TNP;
  - d. Quitting all TNPs and using nothing.

### 6.3 RESPONDENT SELECTION: EXCLUSION CRITERIA

Respondents who meet any of the following criteria will be excluded:

1. Under legal age of purchase (21 years of age)
2. Participated in a market research survey about tobacco products in the past 3 months
3. Employees of or household member employed in manufacturing, sales or distribution of TNPs, advertising/marketing, market research, healthcare, legal field, or news and media, to minimize bias and to protect any proprietary product information that will be disclosed in the survey
4. Have started smoking within the last 30 days or started using a smokeless tobacco/nicotine product within the last 30 days
5. Employed in any of the following fields or professions: market research, marketing, advertising, media or journalism, law, or manufacturers or distributors of TNPs

### 6.4 STUDY SAMPLING

The planned study sample is N=3,400 respondents in total as outlined in Respondents are CATEGORIZED INTO FIVE PRIMARY RESPONDENT COHORTS BASED ON SELF-REPORTED TNP USE:

- Group 1 – Current Smokers (smoked 100+ cigarettes in their lifetime and currently smoke every day or some days)
  - Cigarette smokers may also use other TNP, including smokeless, as this cohort has the highest priority
- Group 2 – Former Users/Other TNP Users (not CC or smokeless) which include:
  - Former smokers who use other TNP
  - Former smokers who do not currently use any TNP
  - Other TNP users (not CC or smokeless products)
- Group 3 – Current Smokeless Users (currently use any type of smokeless tobacco/nicotine product and are not established smokers – have not smoked 100+ cigarettes in his/her lifetime)
- Group 4 – Non-Established Users (b) (4) (have not smoked 100+ cigarettes in his/her lifetime. Not a current user of any TNP or STP (b) (4))
- Group 5 – Non-Established Users (b) (4) Focus have not smoked 100+ cigarettes in his/her lifetime. Not a current user of any TNP or STP (b) (4) )

TABLE 1 below. (b) (4)

Respondents are categorized into five primary respondent cohorts based on self-reported TNP use:

- Group 1 – Current Smokers (smoked 100+ cigarettes in their lifetime and currently smoke every day or some days)
  - Cigarette smokers may also use other TNP, including smokeless, as this cohort has the highest priority
- Group 2 – Former Users/Other TNP Users (not CC or smokeless) which include:
  - Former smokers who use other TNP
  - Former smokers who do not currently use any TNP
  - Other TNP users (not CC or smokeless products)
- Group 3 – Current Smokeless Users (currently use any type of smokeless tobacco/nicotine product and are not established smokers – have not smoked 100+ cigarettes in his/her lifetime)
- Group 4 – Non-Established Users 21+ (b) (4) (have not smoked 100+ cigarettes in his/her lifetime. Not a current user of any TNP or STP Age 21+)

- Group 5 – Non-Established Users (b) (4) have not smoked 100+ cigarettes in his/her lifetime. Not a current user of any TNP or STP (b) (4) )

TABLE 1. SAMPLE SIZES FOR THE XYN MRTTP CLAIMS PERCEPTIONS OF AND LIKELIHOOD OF USE STUDY

(b) (4)

## 6.5 VARIABLES OF RELEVANCE TO THE STUDY

### Pre-exposure to ZYN Nicotine Pouches

Pre-exposure outcomes that will be used to evaluate the primary objectives are as follows:

**Current use of TNP** will be assessed by measuring present frequency of use for each TNP, utilizing one survey item per TNP type. Response options for frequency of use include “Every day,” “Some days,” and “Not at all”.

**Current likelihood to use TNP** will be assessed with the 11-point Juster Scale, one survey item per TNP type. The Juster Scale is a probability scale that can be used to produce estimates of the average probability that a population will perform a certain behavior by a future time. As the Juster Scale measures probability, the mean response predicts the proportion of the population that will perform the behavior.

**Current intention to quit smoking cigarettes and other TNPs** will be measured by the one-item validated instrument, MTSS. The MTSS consists of one item with seven response options ranging from 1 (lowest) to 7 (highest level of motivation to stop smoking), also including “Don’t know.” Scale developers found that probability of quit attempts increased linearly with increasing levels of motivation.

Pre-exposure outcomes that will be used to evaluate the secondary objectives are as follows:

**Pre-exposure perceptions of absolute health risk of smoking, using smokeless tobacco/nicotine products, using ENDS, using NRTs, quitting smoking and complete cessation** will be assessed using one item (5-point Likert scale; from 1= No risk to 5= Very high risk, also including “Don’t know”) for each of health conditions (including 5 primary conditions of lung cancer, mouth cancer, throat cancer, emphysema, and heart disease).

### Post-exposure to TNP Shelf Set and ZYN Nicotine Pouches Concept

Study participants will be evenly split into two cells. Cell 1 (control) will be exposed to a shelf set including various tobacco and nicotine products, including ZYN Nicotine Pouches as well as a product concept excluding modified risk claims. Cell 2 (test) will be exposed to the same shelf set and exposed to the same product concept with the modified risk claims.

Outcomes captured post-exposure to ZYN Nicotine Pouches that will be used to evaluate the primary objectives are as follows:

**Understanding of ZYN Nicotine Pouches** product will be assessed where participants will indicate their understanding by selecting True/False to each statement provided.

**Future intention to use ZYN Nicotine Pouches** will be assessed post-exposure to the ZYN Nicotine Pouches packaging and concept via the 11-point Juster Scale. The Juster Scale is explained in more detail under “Current intention to use TNP” above.

**Future intention to use TNP** will be assessed post-exposure to the TNP shelf set and ZYN Nicotine Pouches concept using the same 11-point Juster Scale.

Post-exposure outcomes that will be used to evaluate the secondary objectives are as follows:

**Perceptions of absolute health risk of the daily use of only ZYN Nicotine Pouches and no other TNP** will be assessed using one item (5-point Likert scale; from 1= No risk to 5= Very high risk, also including “Don’t know”) for each of the health conditions (including 5 primary conditions of lung cancer, mouth cancer, throat cancer, emphysema, and heart disease).

**Perceptions of relative health risk** will be assessed using the following response options: No risk compared to [COMPARATOR], Lower risk compared to [COMPARATOR], The same amount of risk, and Higher risk compared to [COMPARATOR] for each of the health conditions (including 5 primary conditions of lung cancer, mouth cancer, throat cancer, emphysema, and heart disease).

Summaries of the outcomes for primary and secondary objectives, and comprehension check including measurement domain, subcategories, measurement details, and metrics, are presented in Table 7 through Table 17.

**TABLE 2. OUTCOMES TABLE FOR PRIMARY OBJECTIVE 1 – IMPACTS OF ZYN NICOTINE POUCHES ON PERCEPTIONS AND INTENTIONS RELATED TO THE USE OF TNP**

(b) (4)

**TABLE 3. OUTCOMES TABLE FOR PRIMARY OBJECTIVE 2 -ESTABLISH CURRENT USE STATUS OF TNP AND INTENTION TO QUIT CURRENT TNP USE**

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(b) (4)

TABLE 4. OUTCOMES TABLE FOR PRIMARY OBJECTIVE 3 – UNDERSTANDING OF ZYN NICOTINE POUCH LABELING

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**TABLE 5. OUTCOMES TABLE FOR SECONDARY OBJECTIVE 1 – PERCEPTIONS OF ABSOLUTE HEALTH RISK**

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**TABLE 6. OUTCOMES TABLE FOR SECONDARY OBJECTIVE 2 – PERCEPTIONS OF RELATIVE RISK**

(b) (4)



(b) (4)

## 6.5 ADDITIONAL VARIABLES OF INTEREST

### *Socio-Demographic Variables*

**State of residence, used to derive U.S. census region**, will be assessed using a single item asking the respondent what state they spend most days of the year in. State of residence will be categorized into the four U.S. census geographic regions to summarize data collection results: Northeast, South, Midwest, and West.

**Age of the respondent** will be assessed using a single item asking the respondent how many years old they are. Age of respondent will be categorized for reporting using the following age groups: 21-24, 25-44, 45-64, and 65+ years old.

**Gender** will be assessed using a single item asking the respondent if they are male or female.

**Sexual orientation** will be assessed using a single item asking the respondent which best describes their sexual orientation. Response options include straight, bisexual, something else, don't know, and decline to answer.

**Racial or ethnic background** will be assessed using a single item asking the respondent which best describes their racial/ethnic background. Response options include Caucasian/White, Black/African American, Hispanic (e.g., Latin American, Mexican, Puerto Rican, Cuban), Asian or Pacific Islander, Native American or Alaskan native, mixed racial background, other, don't know, and decline to answer.

**Highest grade or level of school completed** will be assessed using a single item asking the respondent which response corresponds to the highest level of education they have attained. Response options include: Less than high school, high school graduate – diploma, some college/technical school, bachelor's degree, or a post-graduate degree, and decline to answer.

**Marital status** will be assessed using a single item asking the respondent their marital status. Response options include: Married or living with partner, single – never married, separated or divorces, widowed, and decline to answer.

**Number of persons in the household** will be assessed as a mean for each group: Younger than 6 years old, between 6 and 12 years old, between 13 and 17 years old, between 18 and 20 years old, between 21 and 24 years old, between 25 and 44 years old, between 45 and 64 years old, and 65+ years old.

**Household income in the last 12 months** will be assessed using a single item asking respondents which category best describes their total household income in the last 12 months. Response options include: Less than \$25,000, \$25,000 to less than \$35,000, \$35,000 to less than \$50,000, \$50,000 to less than \$75,000, \$75,000 to less than \$100,000, \$100,000 to less than \$150,000, \$150,000 or more, and decline to answer.

**Health literacy** will be assessed using the Single Item Literacy Screening, a three-question assessment asking respondents how often they need to have someone help them with reading instructions, pamphlets, or other written material from their doctor or pharmacy, how often they have problems learning about your

medical condition because of difficulty understanding written information, and confidence in filling out forms alone. Response options include: None of the time (value = 1), most of the time (value = 2), some of the time (value = 3), most of the time (value = 4), and all of the time (value = 5). Across the three questions, a score of 12-15 points is Inadequate, a score of 7-11 points is marginal and a score of 3-6 points is adequate.

## 7 STATISTICAL ANALYSIS

The analysis will focus on the impact of a single description and packaging label for ZYN Nicotine Pouches within study cohorts. Statistical considerations are described below.

### PRESENTATION OF ANALYSIS RESULTS

Descriptive analysis will provide summary statistics for all variables and used to understand the distribution of outcomes, and socio-demographic variables will be calculated prior to any recoding or aggregation that might be utilized for presentation of results. Respondents with values for variables that are illogical or deemed unreliable, as determined by the underlying distribution and individual examination, will be considered for removal prior to performing the main analyses.

Summary statistics will include counts and proportions for categorical variables and means, standard deviations (SD), medians, minimums and maximums for ordinal and continuous variables. Continuous data, if reported as such, will be displayed to 2 decimal places. Otherwise, continuous data will be grouped into ranges and summarized by frequencies and percentages. Descriptive statistics will be used to describe the sample as well as verify the quality of the data.

**TABLE 7. DEMOGRAPHICS AND RESPONDENT CHARACTERISTICS**

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**TABLE 8. HOUSEHOLD CENSUS**

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(b) (4)

TABLE 9. LIKELIHOOD TO INITIATE OR REINITIATE USE OF TNP

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**TABLE 10. CURRENT USE OF TNP AMONG CIGARETTE SMOKERS AND SMOKELESS USERS**

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(b) (4)

**TABLE 12. CURRENT INTENTION TO USE NICOTINE POUCHES/FUTURE INTENTION TO USE ZYN NICOTINE POUCHES**

(b) (4)

TABLE 13. FUTURE INTENTION TO QUIT CURRENT TNP AMONG CIGARETTE SMOKERS

(b) (4)



**TABLE 14. UNDERSTANDING TO THE ZYN NICOTINE POUCHES CONCEPT**

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(b) (4)

**TABLE 15. PERCEPTIONS OF ABSOLUTE HEALTH RISKS**

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## APPENDIX 1 – SURVEY INSTRUMENT

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# INFORMED CONSENT STATEMENT

INVESTIGATOR:

(b) (4)

You are being invited to take part in a research survey which will take approximately 20 minutes. Taking part in this research is voluntary. Whether you take part is up to you. You can choose not to take part or agree to take part and later change your mind. There will be no penalty or loss of benefits to which you are otherwise entitled.

The purpose of this research is to gather perceptions about tobacco products. You will be asked to complete a survey now.

If you take part in this research, you will be responsible to answer questions as honestly as you can. There are no known risks to completing this research survey. Participation will not cost you anything.

There are no benefits to you if you take part in this research. We cannot promise any benefits to others if you take part in this research. However, possible benefits to others include an improved understanding of tobacco products. Your alternative is to not take part in the research.

Your private information and your medical history will not be collected. The answers to this survey may be shared with individuals and organizations that conduct or watch over this research, including:

- The research sponsor
- People who work with the research sponsor
- Government agencies, such as the Food and Drug Administration

We may publish the results of this research. However, we will not collect your name or other identifying information. We protect your information from disclosure to others to the extent required by law. We cannot promise complete secrecy.

If you have questions, concerns, or complaints, contact the research team at (b) (4)

(b) (4). Ask to speak to (b) (6) ].

By proceeding to the next screen, you confirm that you have read, understand, and accept the points above and are consenting to participate in this study.

Yes, I agree [CONTINUE] ..... 1  
No, I do not agree [TERMINATE]..... 2

# S32) [END OF SCREENER]

(b) (4)



(b) (4)

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(b) (4)

## APPENDIX 2 – ZYN SHELF SET AND MRTP CLAIMS CONCEPT (TEST CELL)



**WARNING: This product contains nicotine.  
Nicotine is an addictive chemical.**

**ZYN**  
NICOTINE POUCHES

AVAILABLE IN  
10 VARIETIES &  
2 STRENGTHS

**3mg** | **6mg**

**USING ZYN INSTEAD  
OF CIGARETTES PUTS  
YOU AT A LOWER RISK  
OF MOUTH CANCER,  
HEART DISEASE, LUNG  
CANCER, STROKE,  
EMPHYSEMA, AND  
CHRONIC BRONCHITIS.**

**FIND YOUR ZYN at ZYN.com**

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## APPENDIX 3 – ZYN SHELF SET AND CONCEPT (CONTROL CELL)

