

(b) (4)

(b) (4)

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(b) (4)

**Table 12S: Primary Objective 1 - Likelihood to Initiate or Reinitiate TNP**

(b) (4)

(b) (4)

**Table 13S: Primary Objective 1 - Future Intention to Buy ZYN® among TNP Users**

(b) (4)

**Table 14S: Primary Objective 1 - Current Use of TNP among TNP Users**

(b) (4)



(b) (4)

(b) (4)

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**Table 15S: Primary Objective 1 - Future Intention to Use Current TNP after Exposure to ZYN®**

(b) (4)

(b) (4)



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(b) (4)

**Table 16S: Primary Objective 1 - Pre-exposure Intention to Quit TNP (MTSS) and Post-Exposure Intention to Quit TNP (MTSS)**

(b) (4)

(b) (4)

**Table 17S: Primary Objective 2 – Appeal of ZYN<sup>®</sup> Brand and Product Attributes**

(b) (4)

(b) (4)



(b) (4)

(b) (4)

**Table 18S: Secondary Objective 1 – Perceptions of Absolute Risk to a Person who Smokes Cigarettes Every Day but Uses no Other Tobacco Products**

(b) (4)

(b) (4)

(b) (4)

**Table 19S: Secondary Objective 1 – Perceptions of Absolute Risk Associated With Never Having Used any TNPs**

(b) (4)

(b) (4)

(b) (4)



**Table 20S: Secondary Objective 1 – Perceptions of Absolute Risk Associated Using Only ZYN® Daily**

(b) (4)

(b) (4)



(b) (4)

**Table 21S: Secondary Objective 2 – Perceptions of Relative Risk of Adult Tooth Loss**

(b) (4)

(b) (4)

(b) (4)

(b) (4)

(b) (4)



(b) (4)

**Table 22S: Secondary Objective 2 – Perceptions of Relative Risk of Gum Disease**

(b) (4)

(b) (4)

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(b) (4)

**Table 23S: Secondary Objective 2 – Perceptions of Relative Risk of Mouth Cancer**

(b) (4)



(b) (4)

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(b) (4)

**Table 24S: Secondary Objective 2 – Perceptions of Relative Risk of Serious Health Problems**

(b) (4)

(b) (4)

(b) (4)



(b) (4)

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