

(b) (4)

(b) (4)

November 21, 2017

LIKELIHOOD OF USE STUDY

Quotas:

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

GENERAL PROGRAMMING NOTES:

RANDOMIZE ALL LISTS, EXCEPT WHERE NOTED, THEN SHOW SAME ORDER OF THESE LISTS FOR EACH RESPONDENT

PROVIDE A PROGRESS BAR AT KEY POINTS

QUOTA DEFINITIONS:

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

SAMPLE DESIGN

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

LIKELIHOOD OF USE STUDY
SCREENER

(b) (4)

(b) (4)

(b) (4)
November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)
November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

ELECTRONIC INFORMED CONSENT FORM

ASK EVERYONE

S15 (S32). Please read and indicate you have read the following information. *You may need to scroll to see all information and to continue.*

- The purpose of this survey is to understand perceptions and reactions about some tobacco and/or nicotine product information from people who do not use tobacco or nicotine, as well as those who do use. This study is being conducted for research purposes.
- This survey will take approximately 15-20 minutes. About (b) (4) people will complete the survey.
- Assuming you complete all of the survey, you will be compensated for your time and opinions, as mentioned in the survey invitation ~~for your time~~.
- There are no likely risks, discomforts, or inconveniences to taking this survey. You will not receive any benefits from taking the survey.
- Your participation in this survey is strictly voluntary, and other information such as your identity, personal information, and answers will be kept confidential.
- Everybody's survey answers will be merged, and results will be reported in combination. No answers will be attributable to you as an individual.
- You have the right to withdraw from the survey at any time. If you do withdraw, you will not receive the compensation mentioned earlier.
- If you have questions or concerns about your rights as a research participant, please contact Sterling Institutional Review Board Regulatory Department, 6300 Powers Ferry Road, Suite 600-351, Atlanta, Georgia 30339 (mailing address) at telephone number 1-888-636-1062 (toll free).
- If you have questions or concerns about the survey, or compensation for participation, please contact your panel care team.

Do you voluntarily agree to participate in this study? **[SELECT ONE ONLY]**

1	Yes	CONTINUE
2	No	TERMINATE

(b) (4)

(b) (4)

November 21, 2017

LIKELIHOOD TO USE: MAIN SURVEY

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

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

ZYN NICOTINE POUCHES



SMOKE-FREE
SPIT-FREE
TOBACCO LEAF-FREE
15 NICOTINE POUCHES

What's in the pouch?

ZYN combines nicotine extracted from tobacco leaves, food-grade flavorings, and natural additives and sweeteners in a pouch that is completely tobacco leaf-free.

How to use ZYN

1. Align arrows on either side of the child safety lid. Squeeze and lift.
2. Place a pouch under your upper lip.
3. Use for up to 60 minutes.
4. Discard the pouch when finished.

ZYN nicotine pouches come in six flavors,
each offered at 3 mg or 6 mg of nicotine.

- | | | |
|--------------|---------------|------------|
| ● Cool Mint | ● Spearmint | ● Cinnamon |
| ● Peppermint | ● Wintergreen | ● Coffee |

(b) (4)

(b) (4)
November 21, 2017

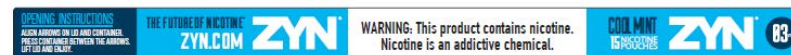
(b) (4)



Top Label



Bottom Label



Side Label

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)
November 21, 2017

(b) (4)

(b) (4)

(b) (4)
November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

(b) (4)

(b) (4)

November 21, 2017

(b) (4)

THANK AND CLOSE