

Impact of Reduced Risk Claims on Behavioral Intentions for an Oral Tobacco-Derived Nicotine Product

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TSRC

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Impact of Claims on Behavioral Intentions

Importance of
Correcting
Misperceptions

Behavioral
Intentions

Contextual Factor
Influencing
Intentions



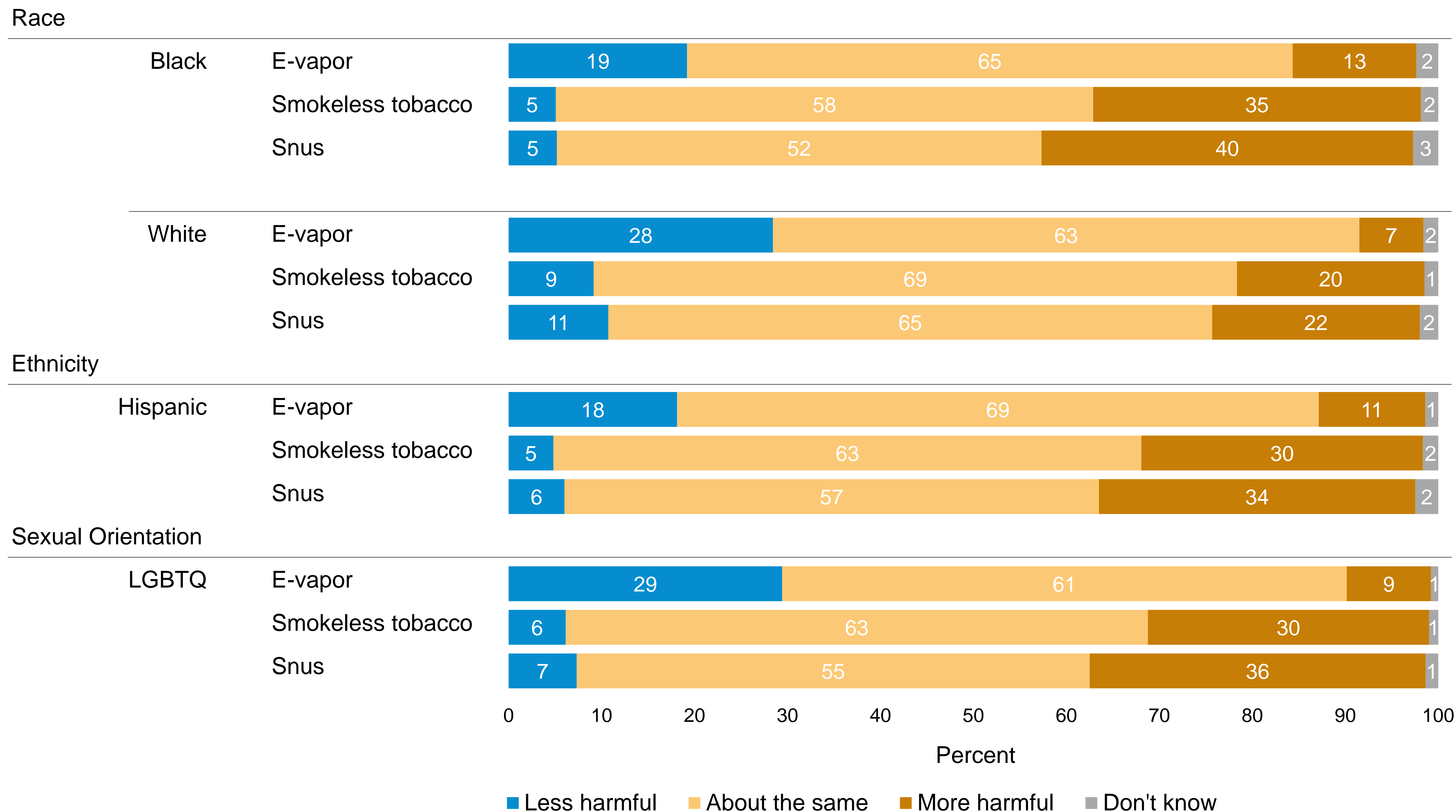
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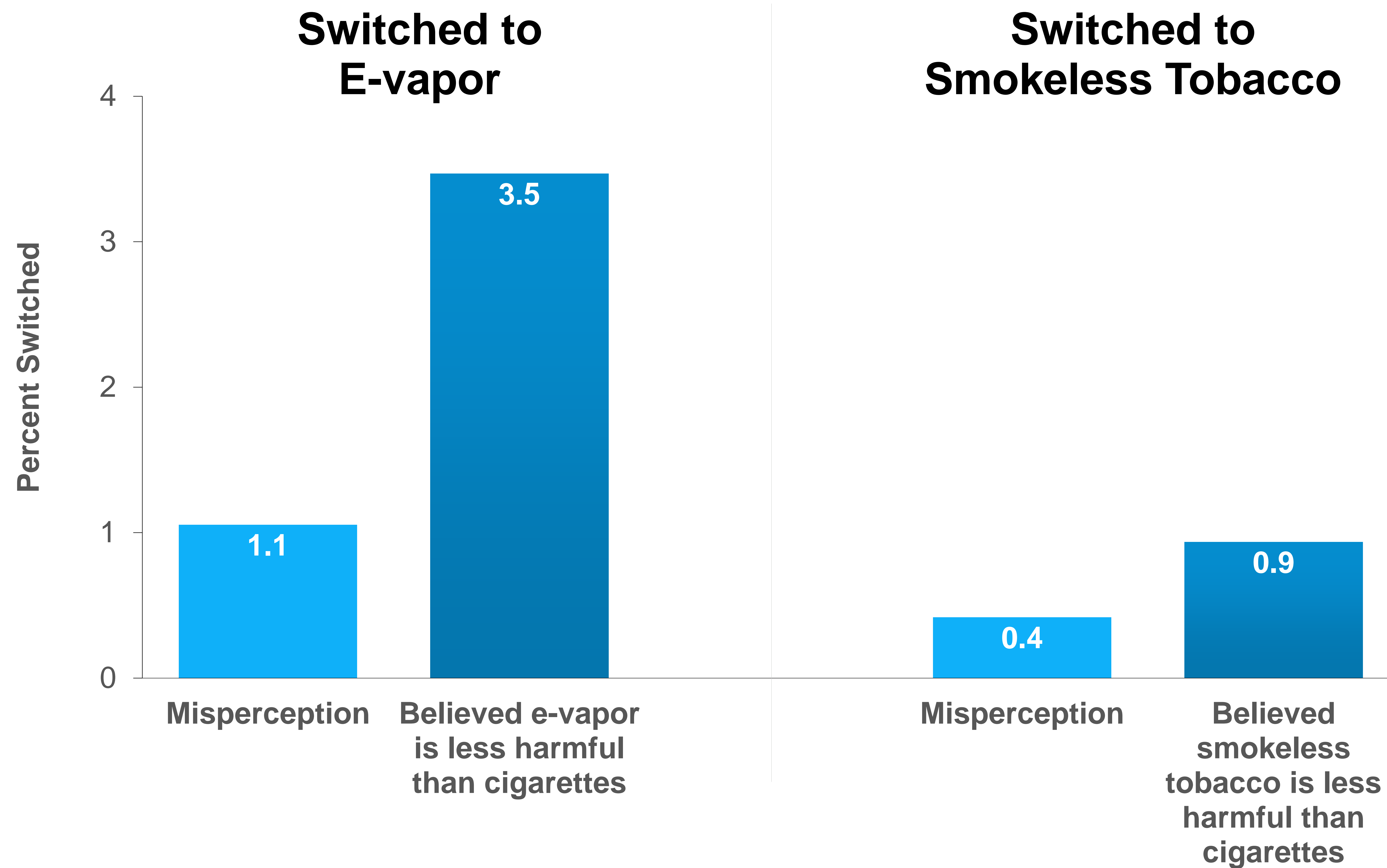
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Perceived Harmfulness of Tobacco Products Compared to Smoking Cigarettes, PATH Wave 4 Adult Tobacco Users



The vast majority of ATCs believe that non-combustibles are **about the same or more harmful** than smoking.

Smokers with Accurate Risk Perceptions More Likely to Switch to Smoke-Free Products



KEY TAKEAWAY

Smokers with an accurate perception of risk are

2-3x
MORE LIKELY TO SWITCH

Analysis includes adult smokers who stopped smoking and used either e-vapor or smokeless tobacco from PATH Wave 3 to Wave 4.



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on!®Harm Reduction Opportunity

on!®nicotine pouches have the most variety of any nicotine pouches currently in the U.S. Market

SEVEN FLAVORS



FIVE NICOTINE STRENGTHS



NO TOBACCO LEAF



Nicotine pouches

All flavors are available for purchase through e-commerce. Select SKUs are available in retail.

Claim Comprehension & Intentions Study Among Users and Nonusers

Participants



Tobacco Users &
Nonusers

Exposure to Promotional Materials

Control Condition



Test Condition



Measures

Intentions to Try

Intentions to Use

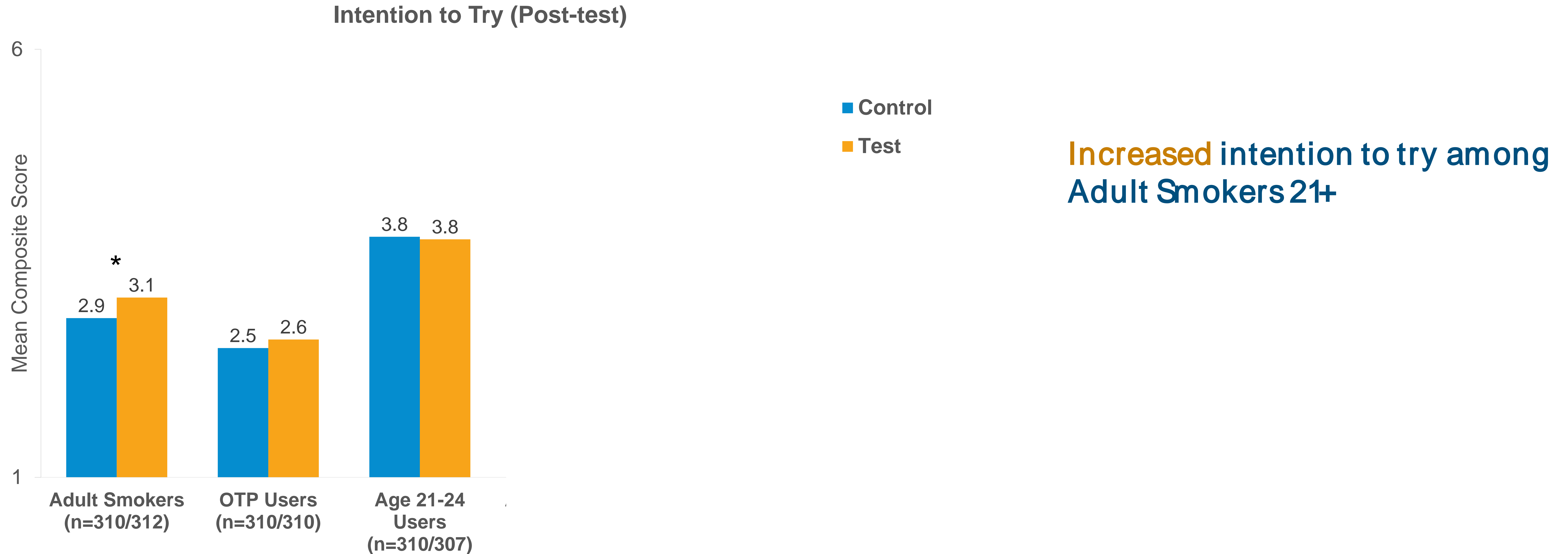
Intentions to Dual Use

Intentions to Switch

Intentions to Quit

Product Selection

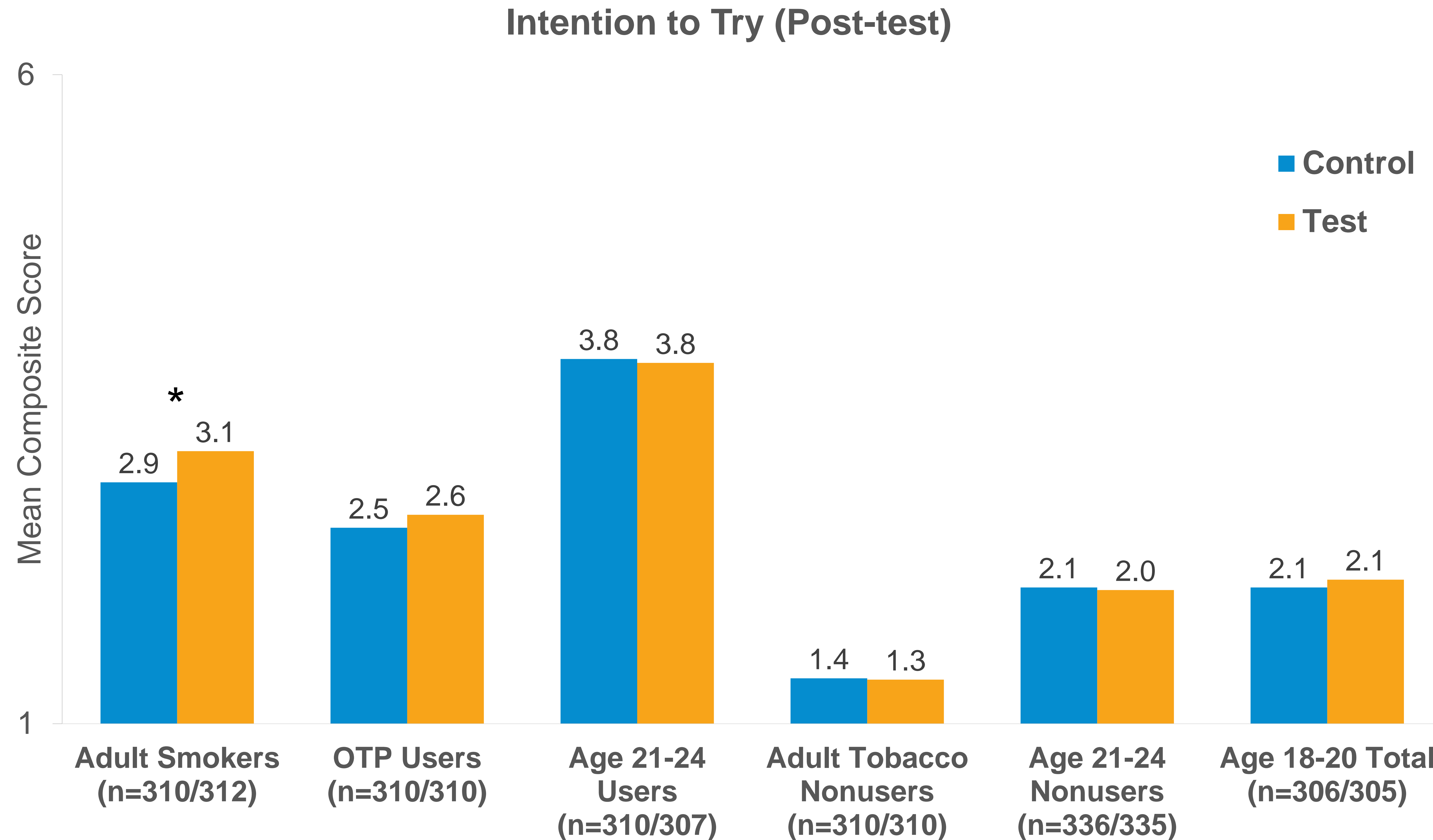
M RTP Claim Increased Intention to Try Among the Intended Audience with Little Impact Among Tobacco Nonusers or Underage Adults



* indicates statistically significant difference

"I am open to trying on!@nicotine pouches in the next 30 days." (6-pt scale, Strongly disagree to Strongly agree); "Based on what you know about on!@nicotine pouches, how likely or unlikely are you to try on!@nicotine pouches?" (6-pt scale, Definitely Not to Definitely); "Based on what you know about on!@nicotine pouches, how likely or unlikely are you to try on!@nicotine pouches if one of your best friends were to offer on!@nicotine pouches to you?" (6-pt scale, Definitely Not to Definitely). Composite Score calculated by averaging across the three measures, at the individual level. Adjusted means reported.

M RTP Claim Increased Intention to Try Among the Intended Audience with Little Impact Among Tobacco Nonusers or Underage Adults



Increased intention to try among Adult Smokers 21+

Low intention to try among nonusers or underage adults, claim had little impact

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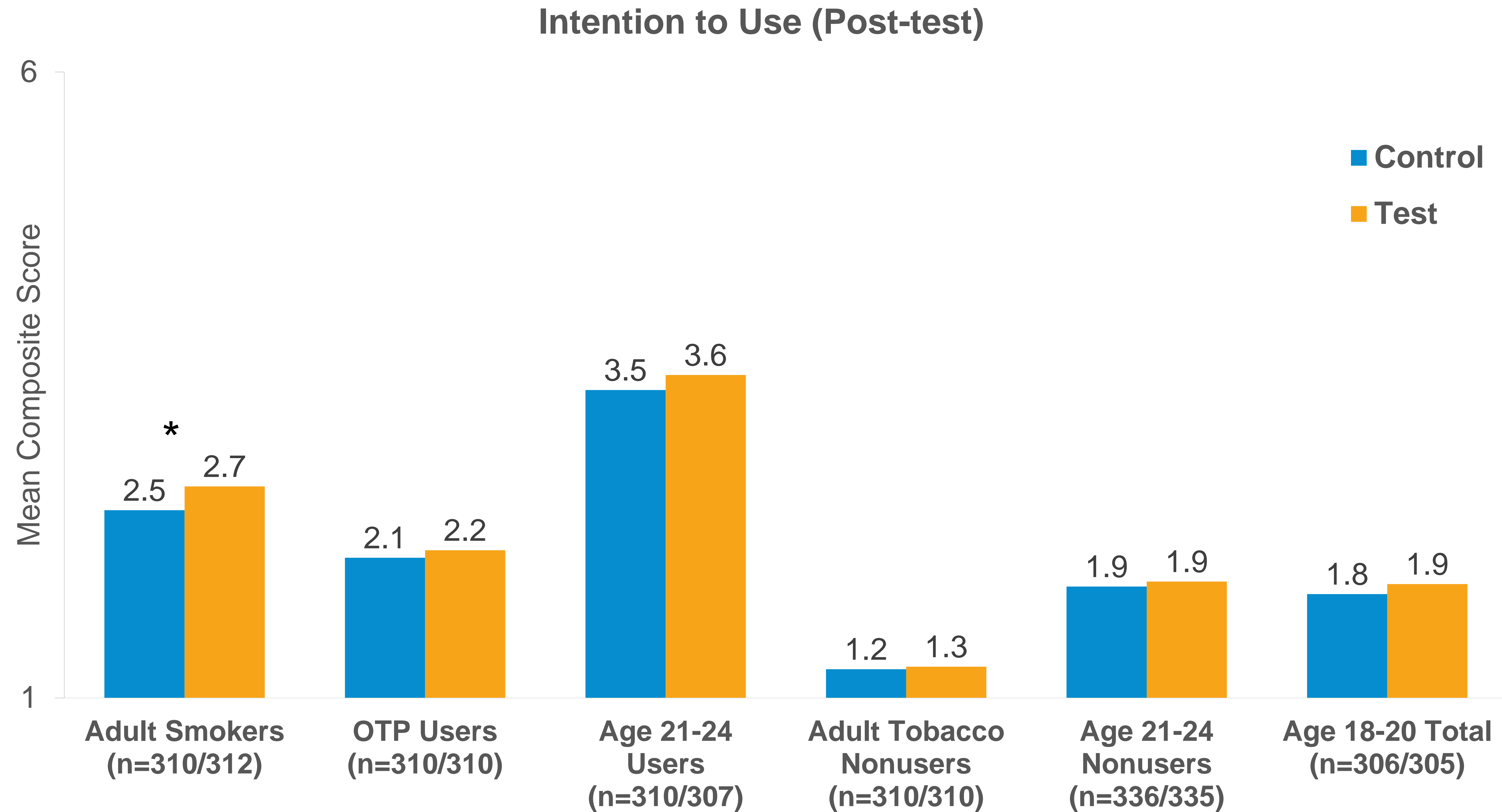
M RTP Claim Increased Intention to Use Among the Intended Audience with Little Impact Among Tobacco Nonusers or Underage Adults



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"I would consider using on!® nicotine pouches more than once." (6-pt scale, Strongly disagree to Strongly agree); "I expect to use on!® nicotine pouches." (6-pt scale, Strongly disagree to Strongly agree); "It is likely that I will regularly use on!® nicotine pouches in the next 6 months." (6-pt scale, Strongly disagree to Strongly agree); "on!® nicotine pouches will be my regular brand of oral tobacco in the next 30 days." (6-pt scale, Strongly disagree to Strongly agree). Composite Score calculated by averaging across the four measures, at the individual level. Adjusted means reported.

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Low intention to use among nonusers or underage adults, claim had little impact

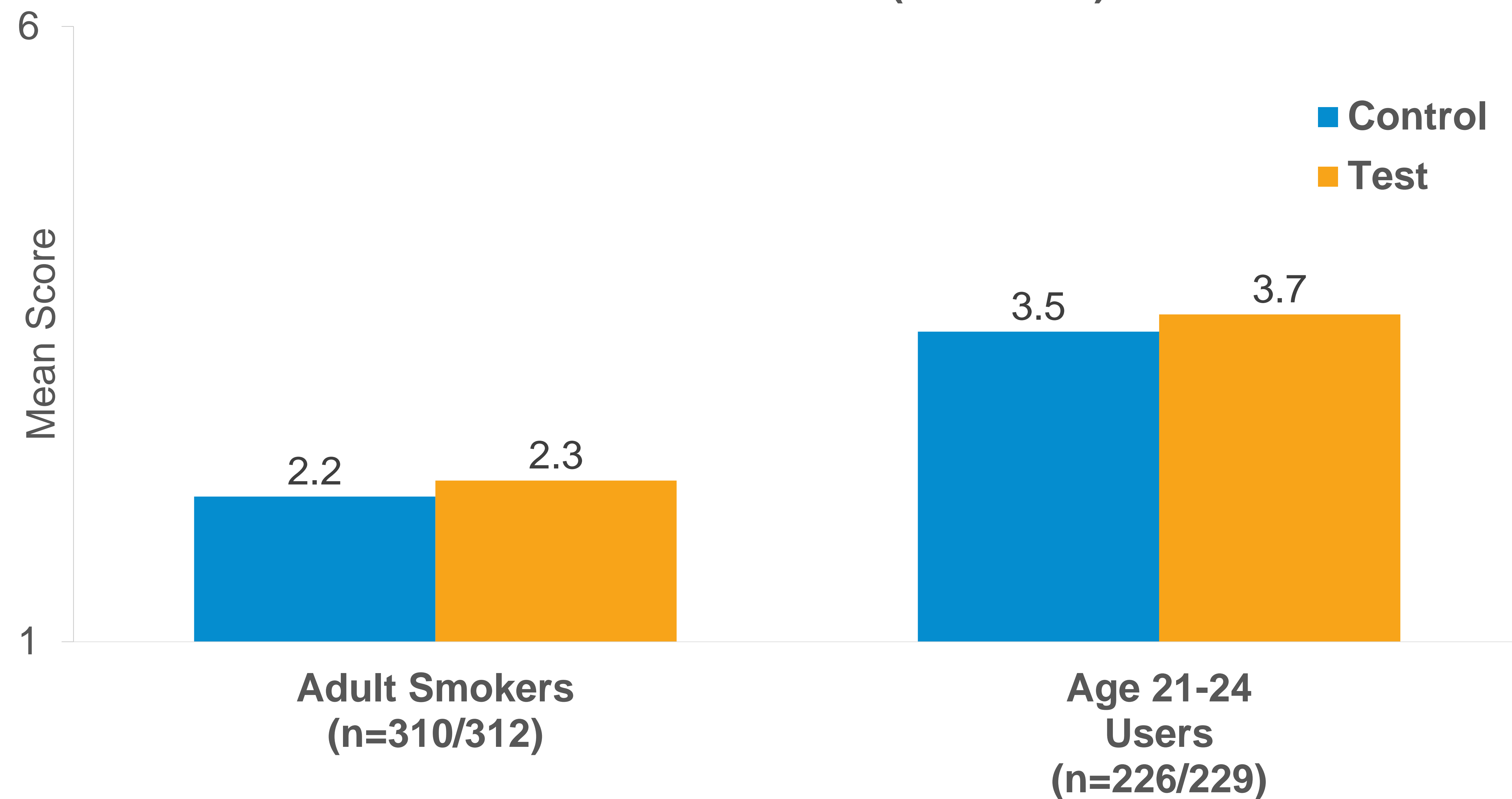
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M RTP Claim Had No Impact on Intention to Dual Use with Cigarettes or Intention to Switch from Cigarettes to on!® Nicotine Pouches

No impact on intention to dual use
among Adult Smokers 21+

Intention to Dual Use (Post-test)



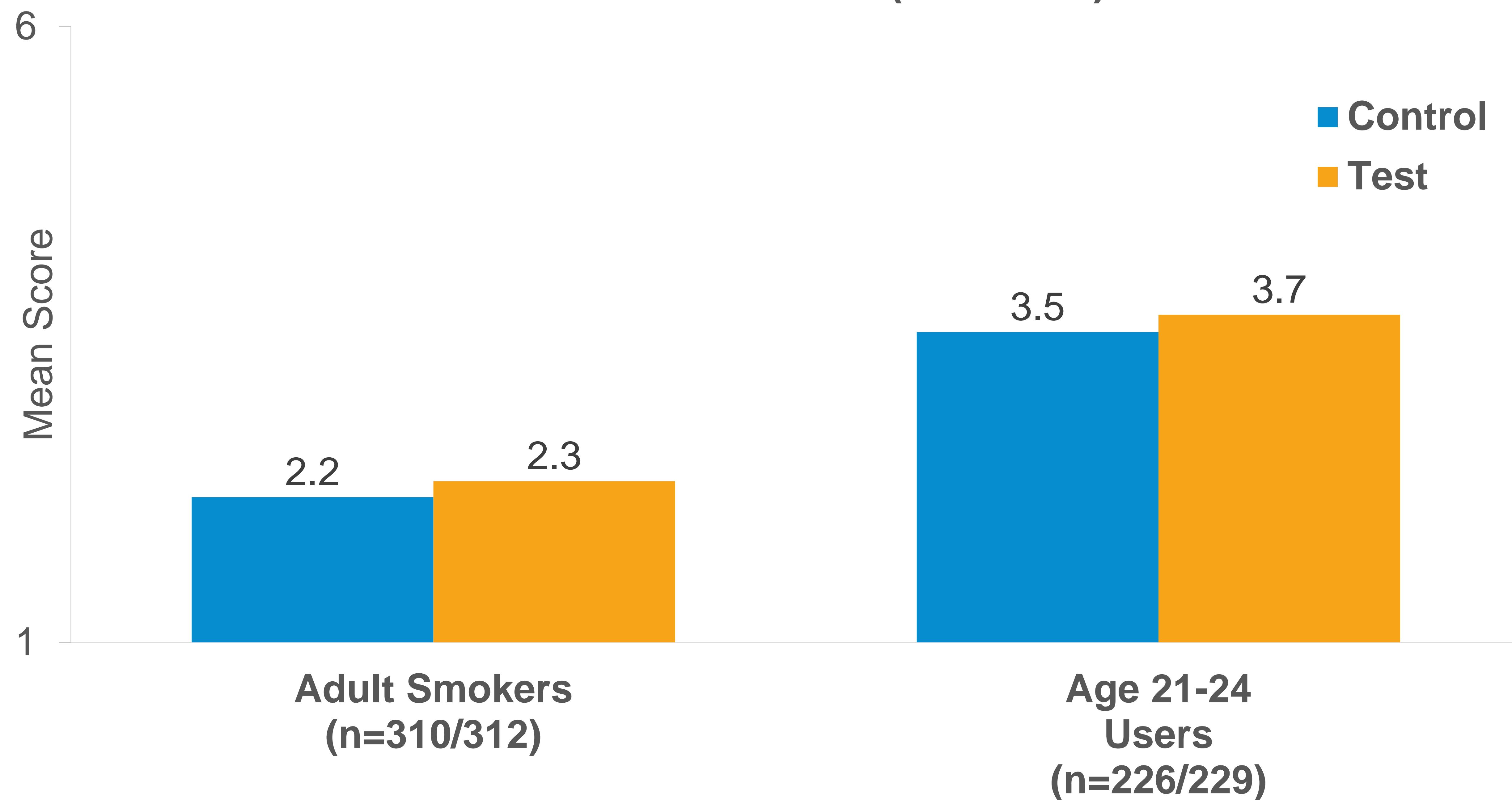
No statistically significant differences

"I plan to use on!® nicotine pouches in addition to regular cigarettes" (6-pt scale, Strongly disagree to Strongly agree). Adjusted means reported.

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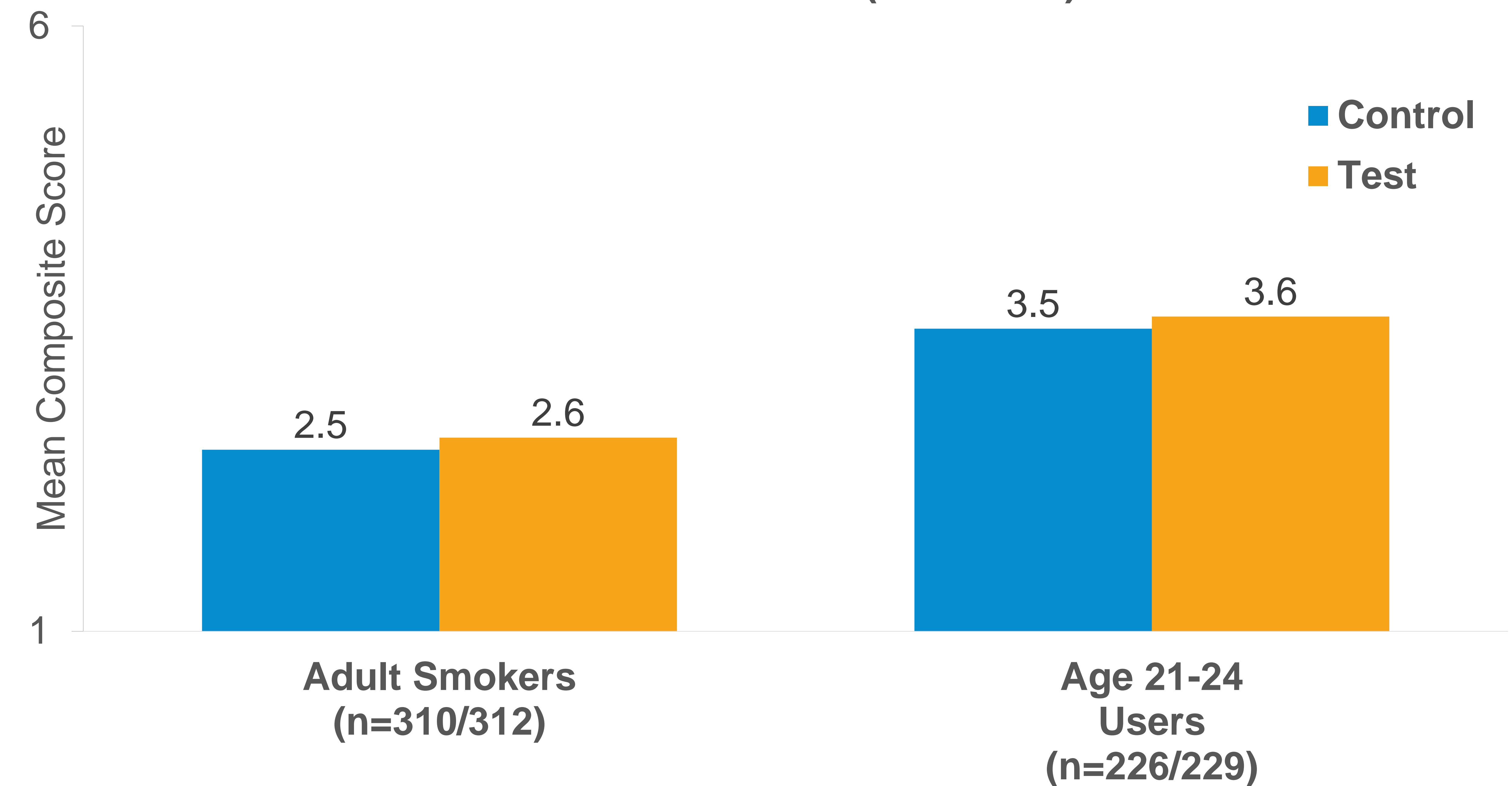


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‘I plan to use on!® nicotine pouches in addition to regular cigarettes’ (6-pt scale, Strongly disagree to Strongly agree). Adjusted means reported.

No impact on intention to switch
among Adult Smokers 21+

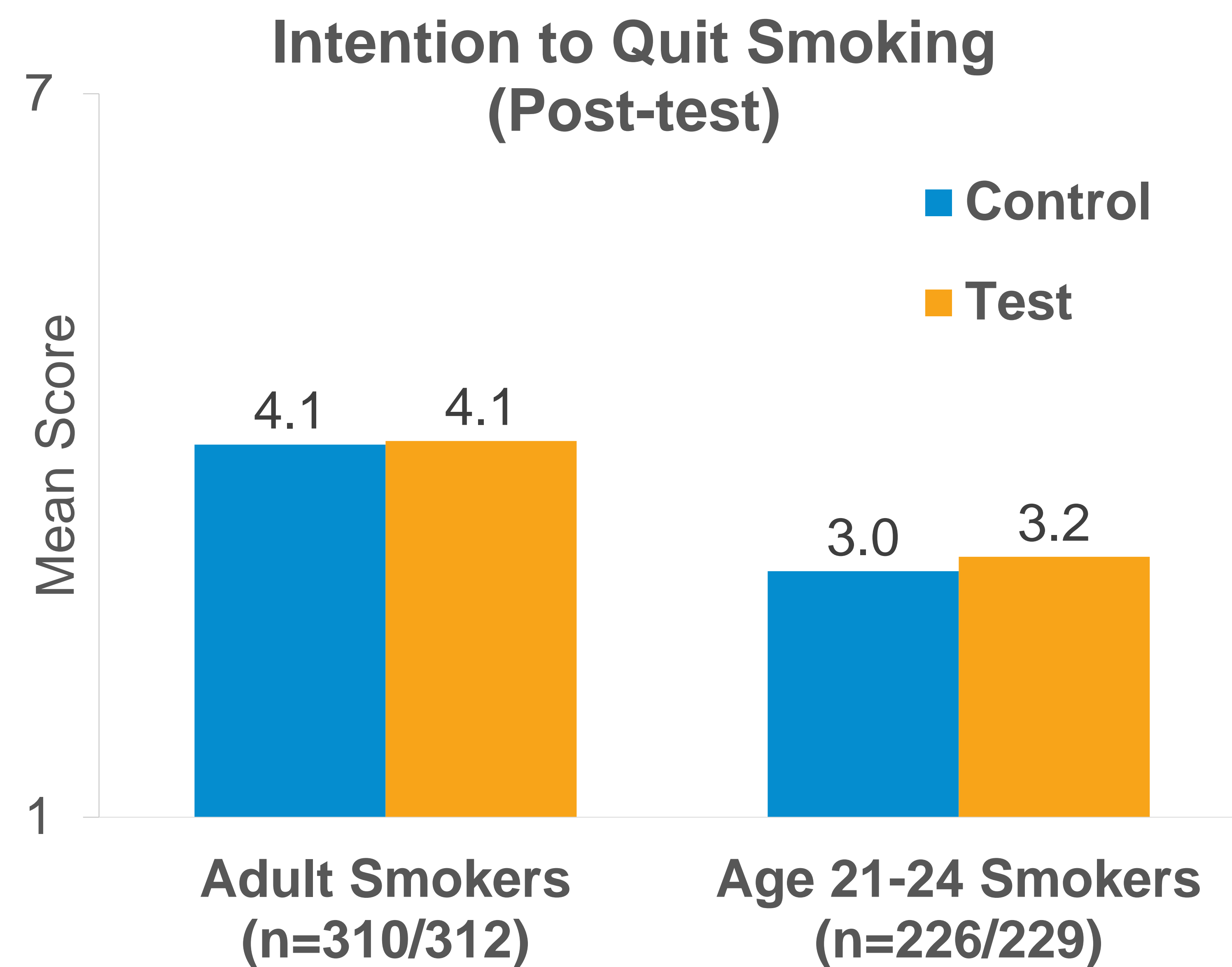
Intention to Switch (Post-test)



‘I plan to gradually switch from regular cigarettes to on!® nicotine pouches’ (6-pt scale, Strongly disagree to Strongly agree); ‘I plan on using on!® nicotine pouches as a complete replacement for regular cigarettes.’ (6-pt scale, Strongly disagree to Strongly agree); ‘I intend on switching from cigarettes to on!® nicotine pouches in the next 6 months.’ (6-pt scale, Strongly disagree to Strongly agree). Composite Score calculated by averaging across the three measures, at the individual level. Adjusted means reported.

M RTP Claim Had No Significant Effect on Intentions to Quit among Adult Tobacco Users

No change in
intention to quit smoking

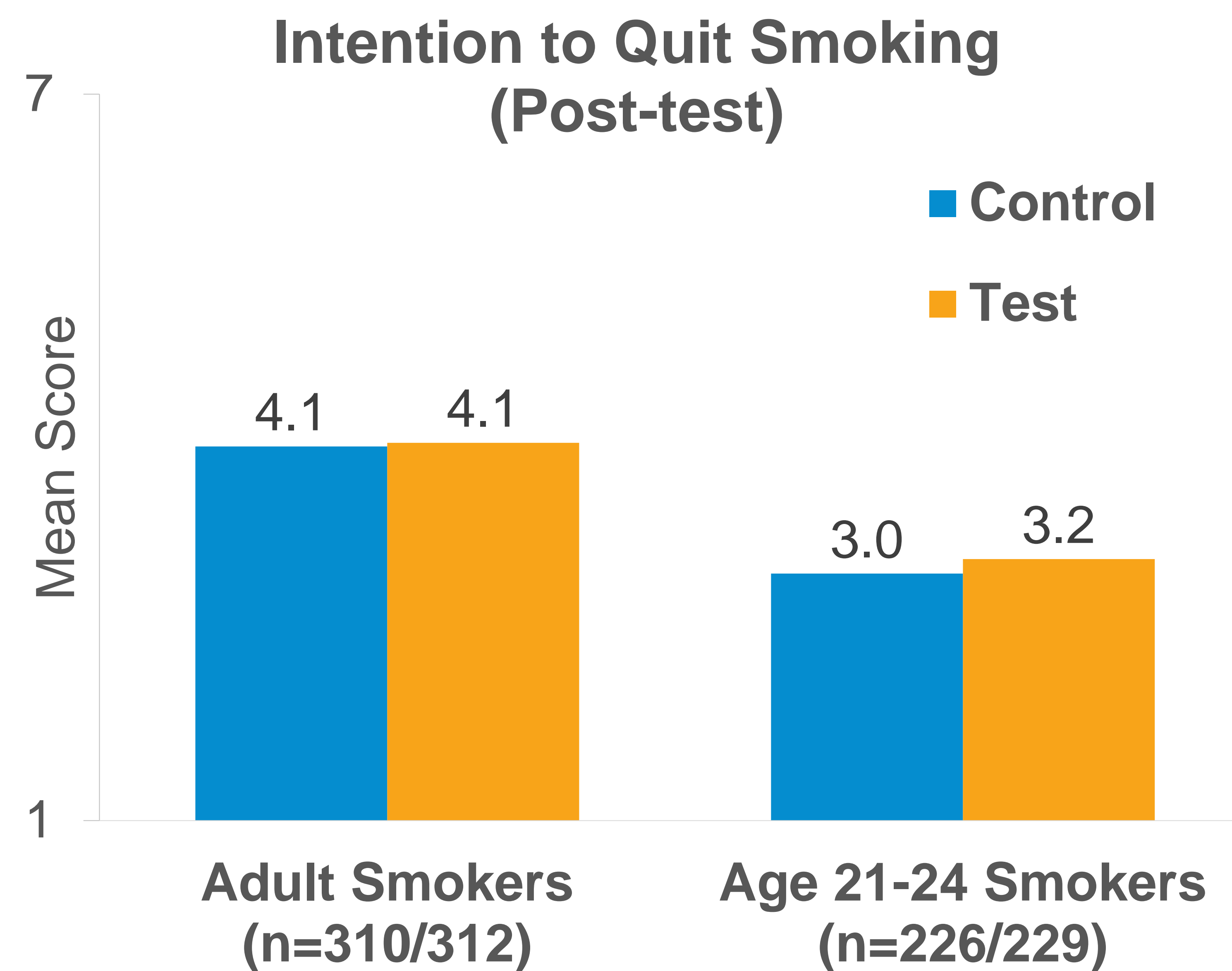


No statistically significant differences

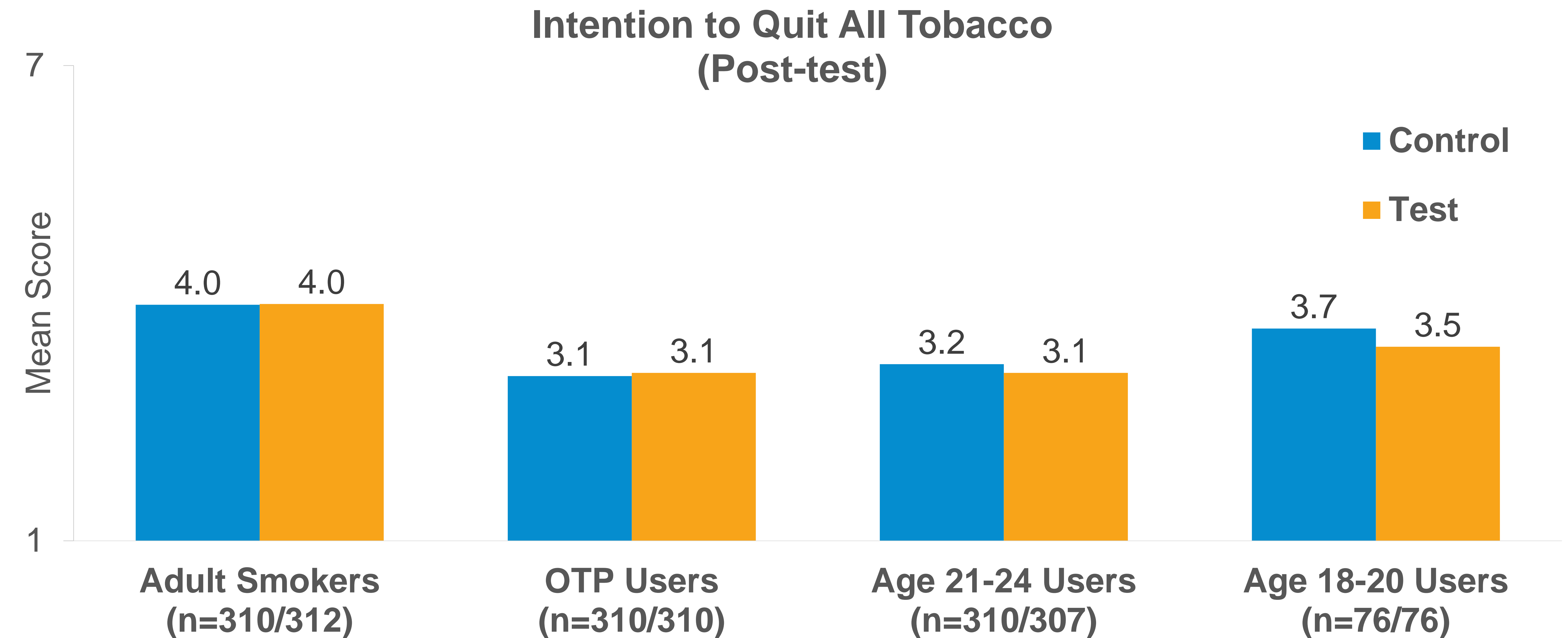
Motivation to Stop Scale (Kotz, Brown, & West, 2013); "Which of the following describes you?" (7-pt scale, "I don't want to stop [smoking/using all tobacco products]" to "I REALLY want to stop [smoking/using all tobacco products] and intend to in the next month"). Adjusted means reported.

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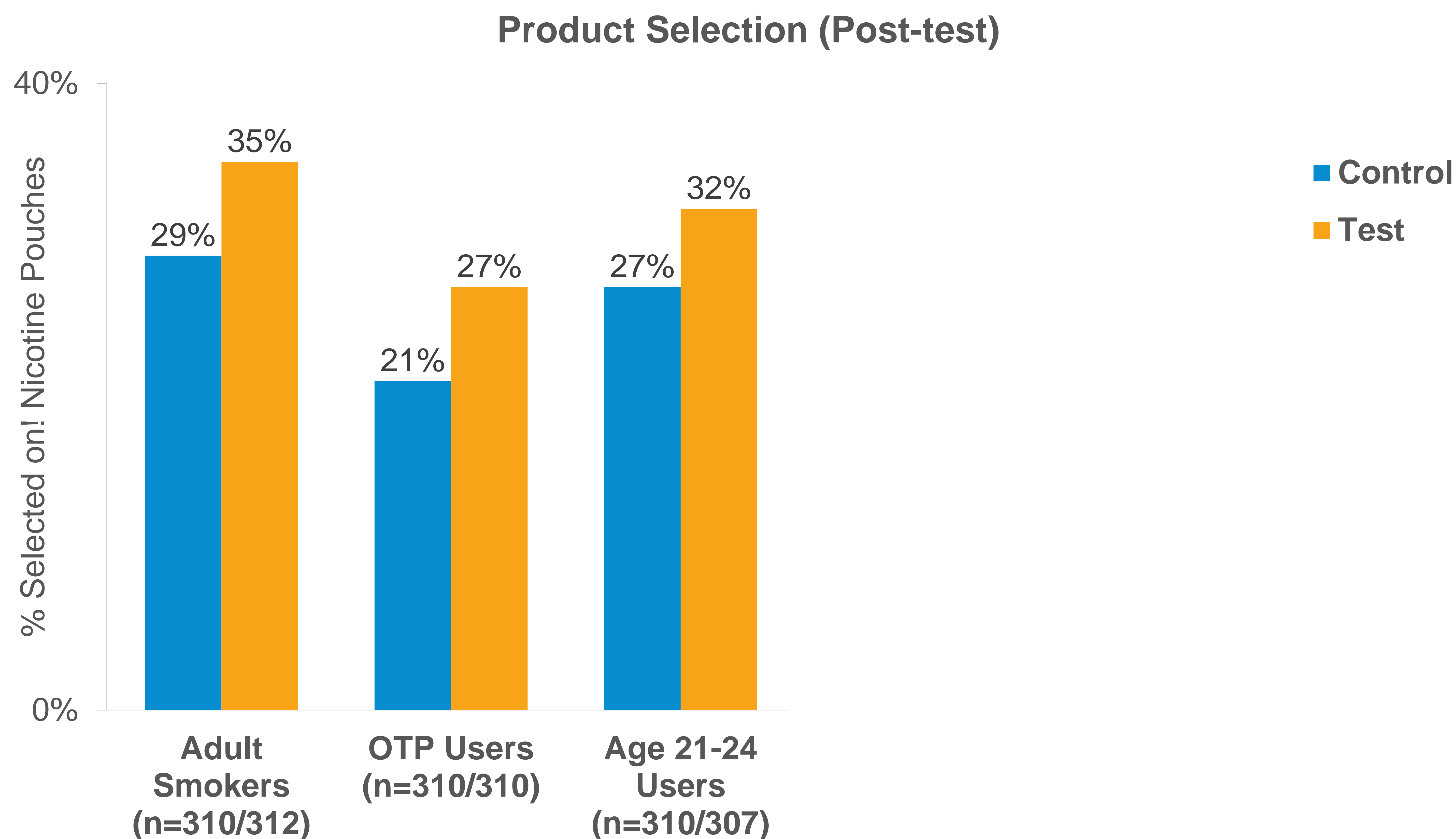
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No statistically significant differences

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Greater Proportion of Adult Tobacco Users Exposed to the MRTP Claim Selected on!® Nicotine Pouches than Those Not Exposed to the Claim

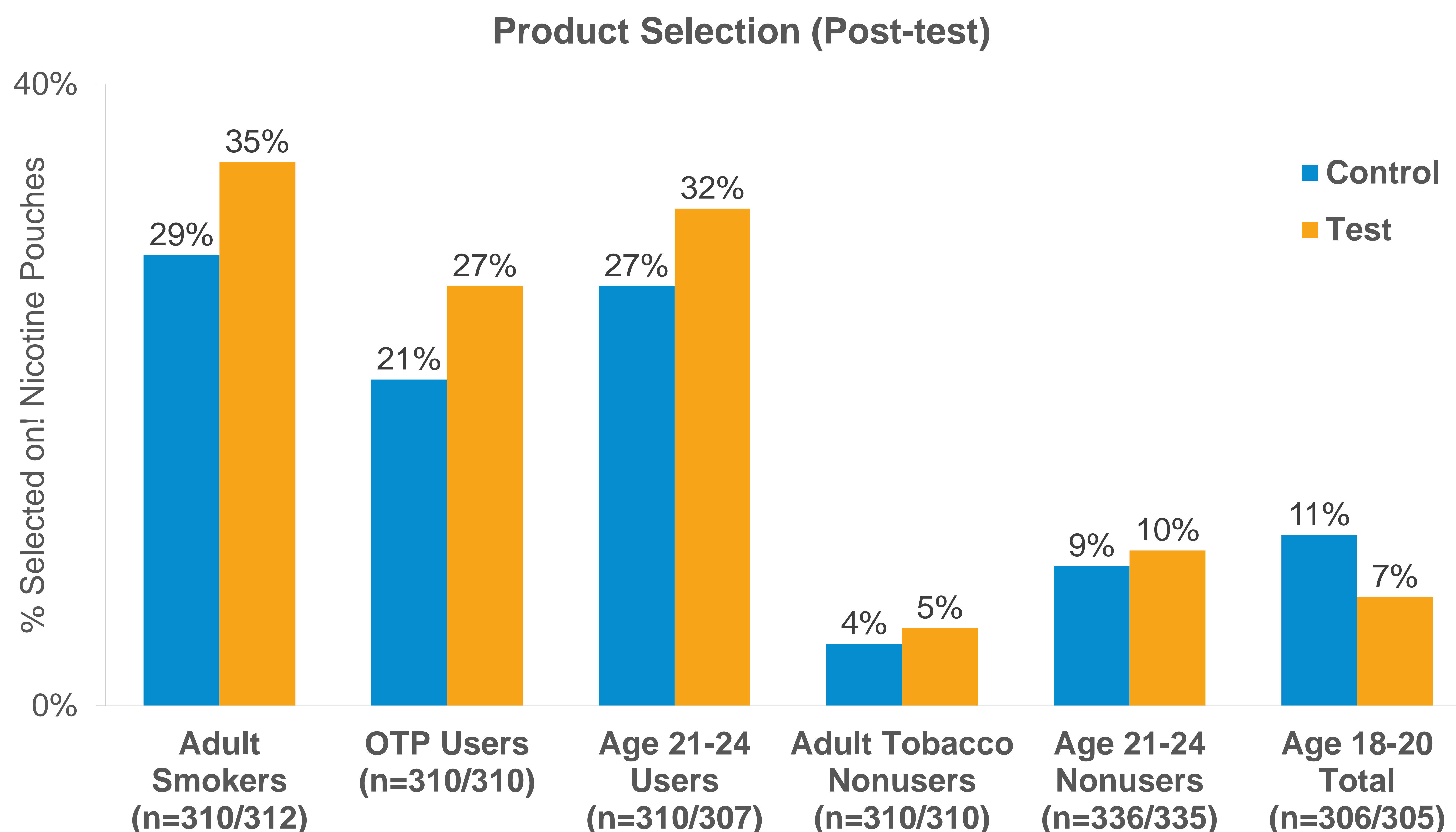


Greater interest in on!® nicotine pouches among Adult Tobacco Users exposed to the claim

No statistical testing conducted

"If we were to send you one of the products listed below for free, which of the products would you choose?" (A pack of on!® nicotine pouches; a pack of a different brand of nicotine pouches other than on!®; a pack of cigarettes; a can of smokeless tobacco/dip/snuff; an e-cigarette product; a gift card from a store of your choice of similar value as a pack of cigarettes; I would not wish to receive any of these).

Greater Proportion of Adult Tobacco Users Exposed to the MRTP Claim Selected on!® Nicotine Pouches than Those Not Exposed to the Claim



Greater interest in on!® nicotine pouches among Adult Tobacco Users exposed to the claim

Low interest in on!® nicotine pouches among nonusers

No statistical testing conducted

“If we were to send you one of the products listed below for free, which of the products would you choose?” (A pack of on!® nicotine pouches; a pack of a different brand of nicotine pouches other than on!®; a pack of cigarettes; a can of smokeless tobacco/dip/snuff; an e-cigarette product; a gift card from a store of your choice of similar value as a pack of cigarettes; I would not wish to receive any of these).



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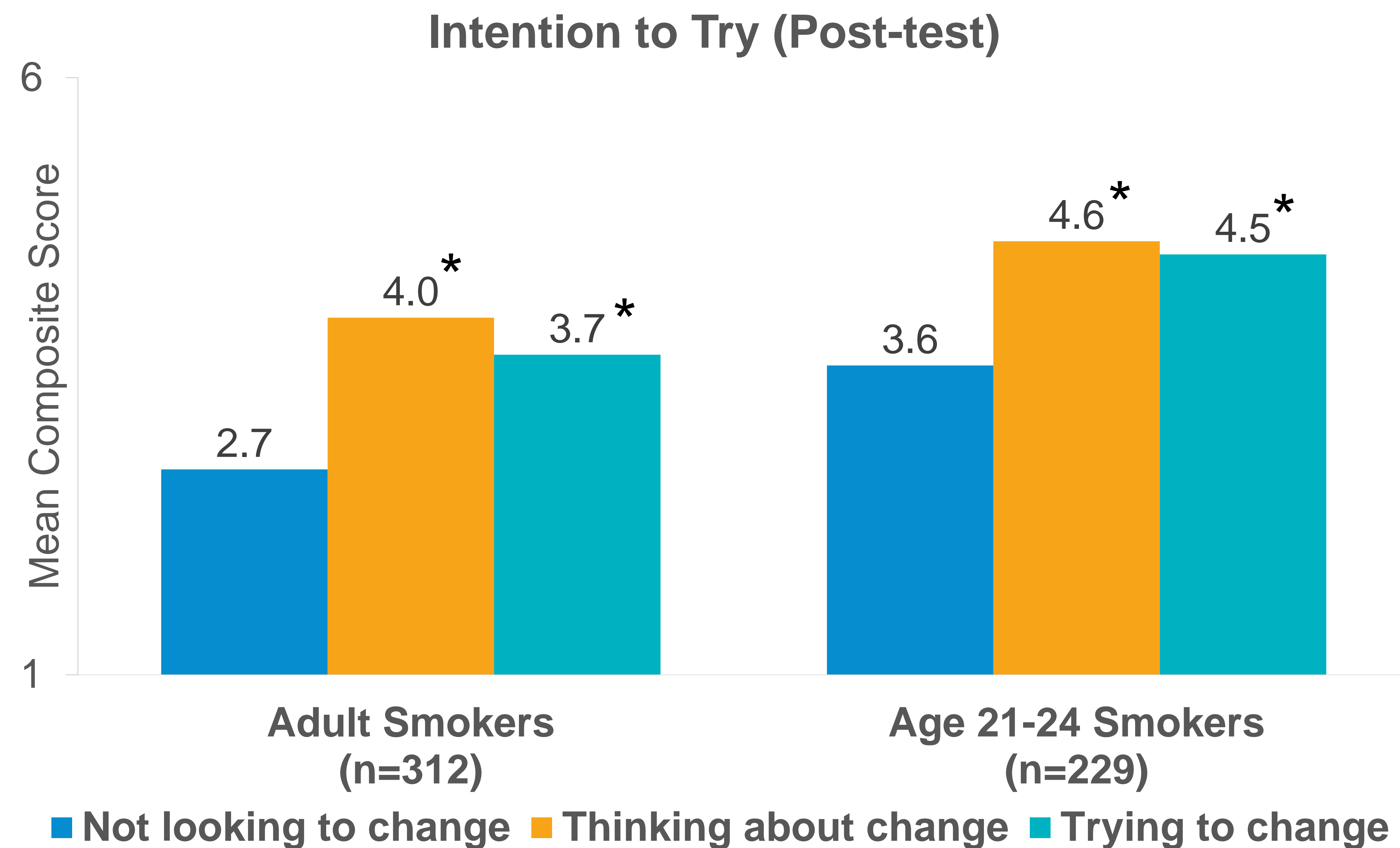
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Which statement best describes you?

- Not looking to change anything right now with my cigarette usage
- Currently thinking about changing my cigarette usage/switching to a different tobacco/nicotine product
- Currently trying to change my cigarette usage/switching to a different tobacco/nicotine product)

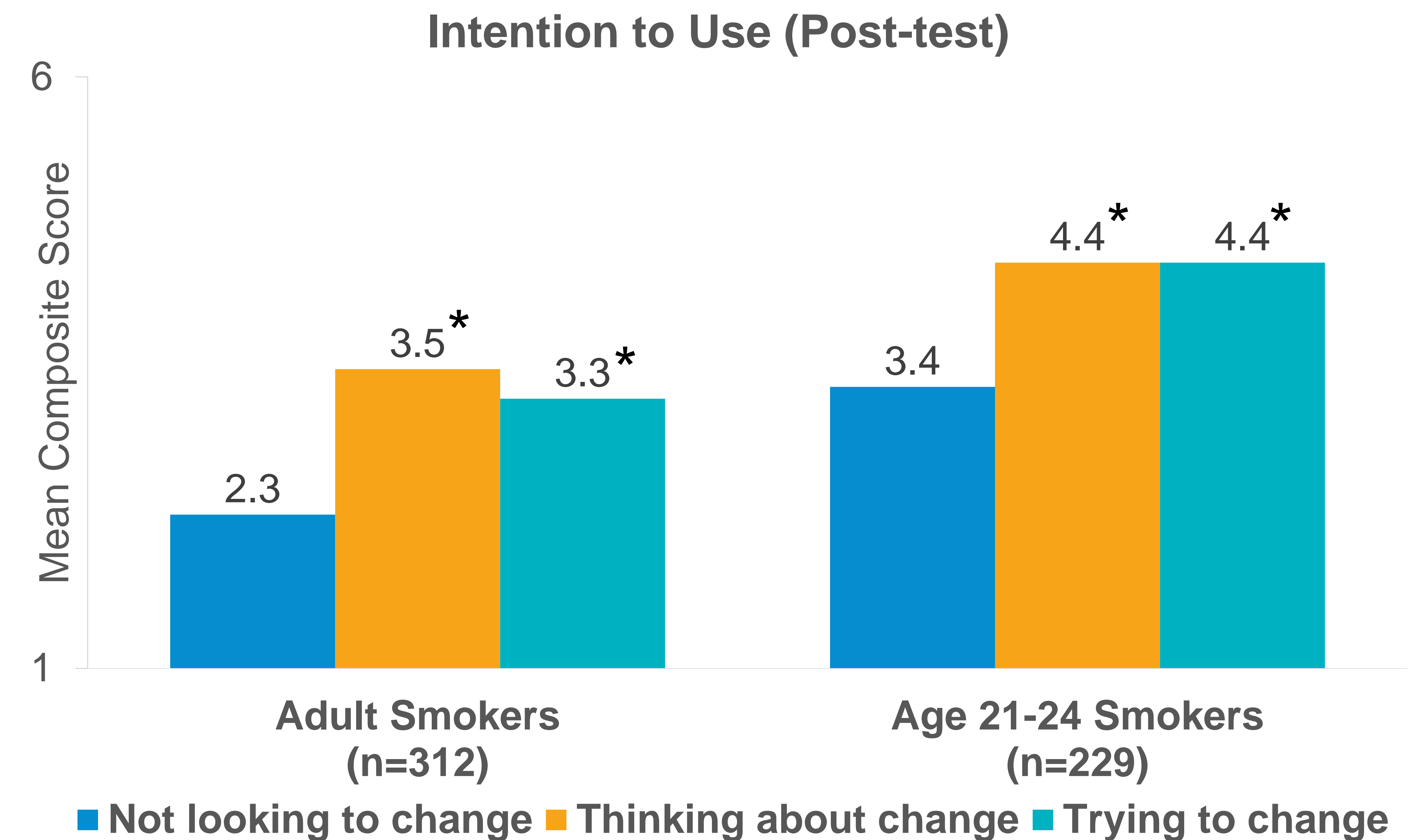
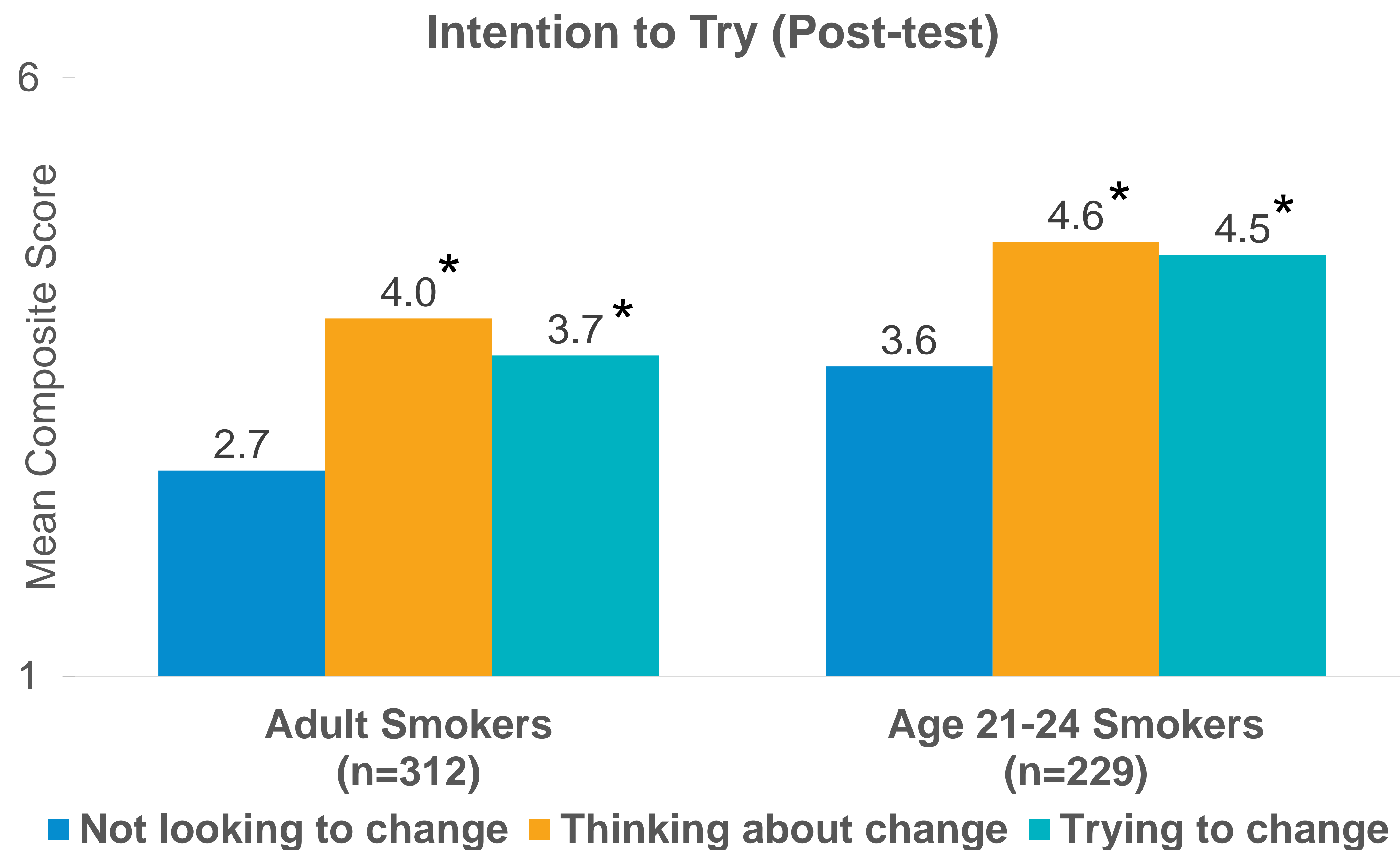
Intentions to Try and Use on!® Nicotine Pouches are Highest among Adult Smokers Thinking about Changing Their Cigarette Usage



* indicates statistically significant difference compared to those not looking to change

“Which statement best describes you?” (Not looking to change anything right now with my cigarette usage; Currently thinking about changing my cigarette usage/switching to a different tobacco/nicotine product; Currently trying to change my cigarette usage/switching to a different tobacco/nicotine product)

Intentions to Try and Use on!® Nicotine Pouches are Highest among Adult Smokers Thinking about Changing Their Cigarette Usage



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“Which statement best describes you?” (Not looking to change anything right now with my cigarette usage; Currently thinking about changing my cigarette usage/switching to a different tobacco/nicotine product; Currently trying to change my cigarette usage/switching to a different tobacco/nicotine product)



Conclusions

- Marketing on!® nicotine pouches with the MRTP claims may increase trial and use among the intended audience (AS21+), helping to transition them to a smoke-free future
- Minimal impact is likely among unintended audiences (tobacco nonusers or underage individuals)
- Marketing on!® nicotine pouches with the MRTP claims is not likely to impede cessation among adult tobacco users
- Intentions to try and use on!® nicotine pouches are highest among adult smokers thinking about changing their cigarette usage



Acknowledgements

Please contact us if you have any questions.

Jenny Lewis, Principal Scientist (Jennifer.N.Lewis@altria.com)

Elizabeth Becker, Sr. Director (Elizabeth.A.Becker@altria.com)

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Thank you!
Any questions?