

Population Health Impact Associated with Nicotine Perceptions

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Altria

— FAMILY OF COMPANIES —

April 18, 2023

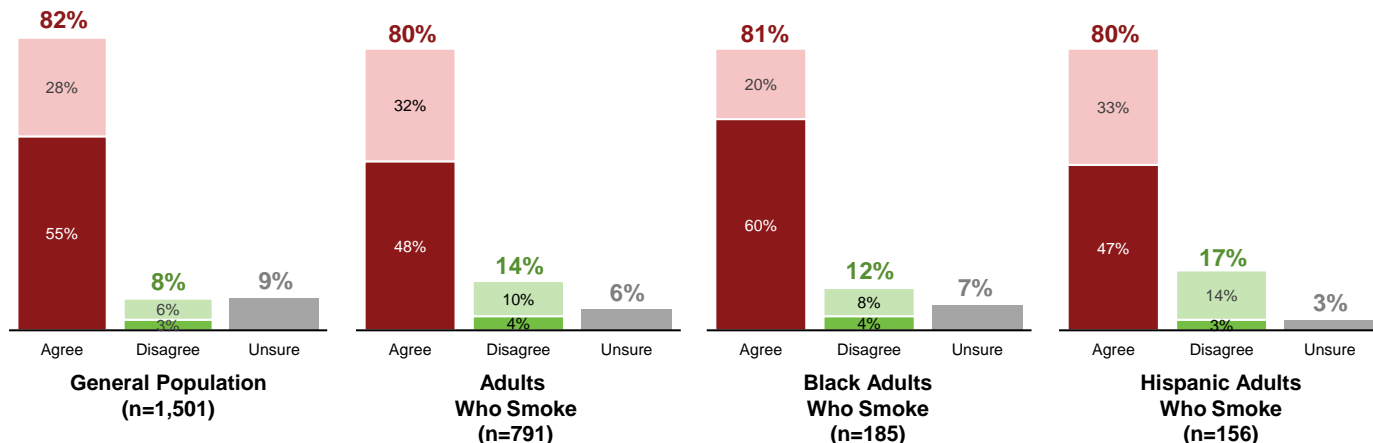
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A Majority of Adults Incorrectly Believe Nicotine is a Carcinogen

Q17. To what extent do you agree or disagree with the following statement:

"Nicotine is a carcinogen, a cancer-causing chemical."



"I believe that misinformation is the leading cause of death right now in the U.S..."

- Commissioner Califf

Association of Health Care Journalists, FDA Commissioner Califf sounds the alarm on misinformation, April 30, 2022

Nationwide survey conducted among n=1,501 general population adults age 21+ ("GP", m.o.e +/- 2.5 from 11/22 - 12/12, 2022 by Metrics & Insights LLC for Altria Client Services LLC

Numbers may not foot due to rounding

<https://healthjournalism.org/blog/2022/04/fda-commissioner-califf-sounds-the-alarm-on-health-misinformation-at-ahcj/>



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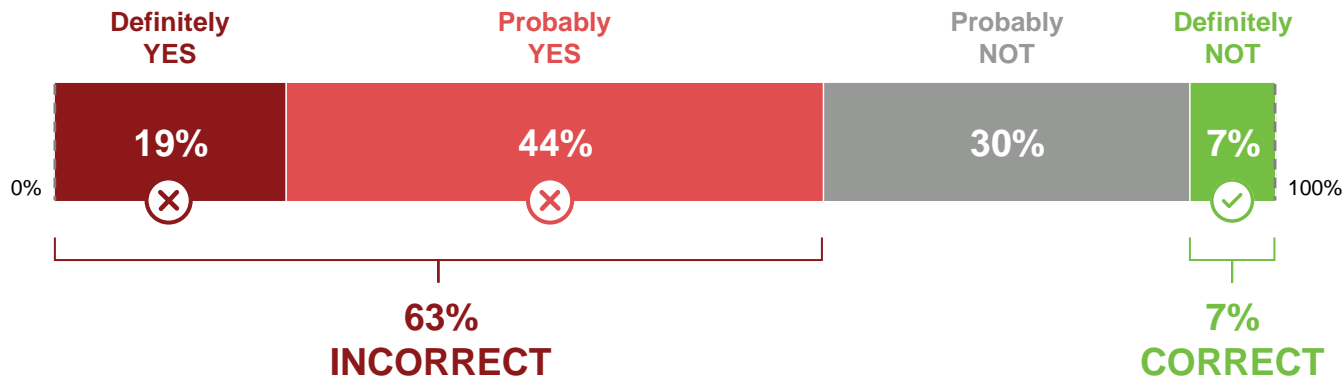
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Nicotine Misperceptions

PATH WAVE 4



Do you believe **nicotine** is the chemical that **causes most of the cancer** caused by smoking cigarettes?



PATH = Population Assessment of Tobacco and Health



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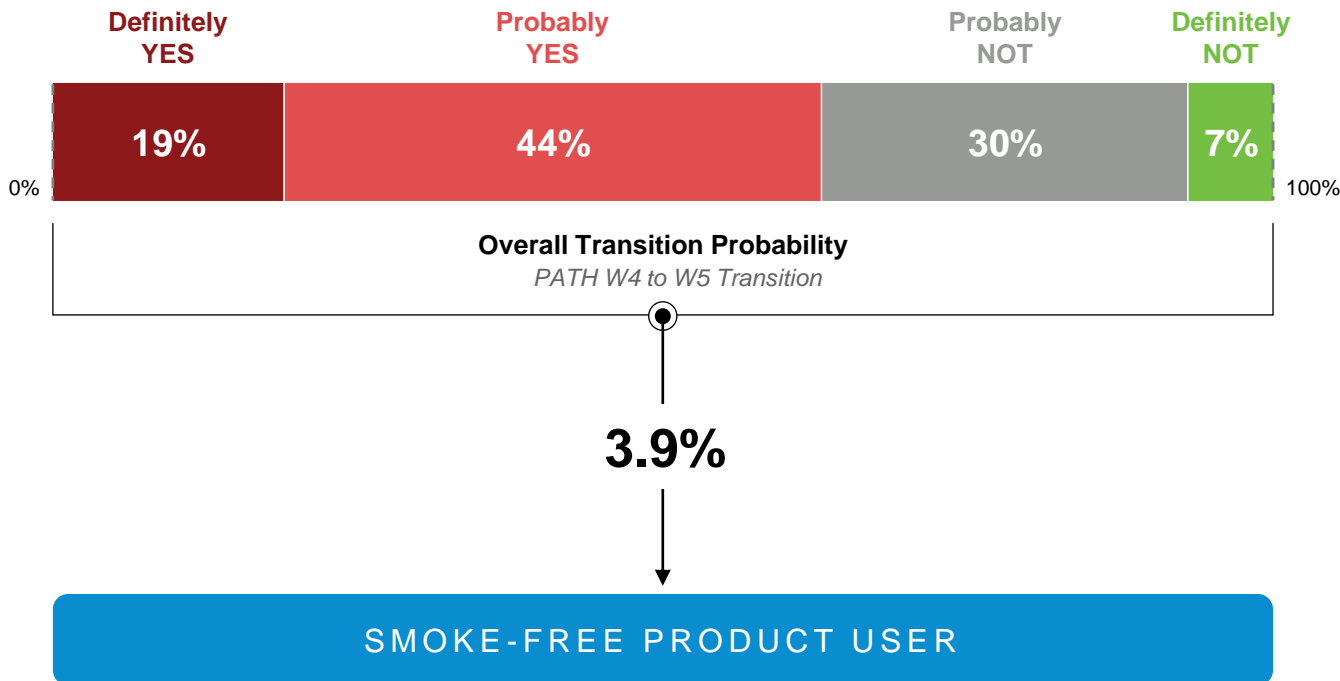
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Nicotine Misperceptions Associated with Lower Switch Rates

PATH WAVE 4



Do you believe **nicotine** is the chemical that **causes most of the cancer** caused by smoking cigarettes?



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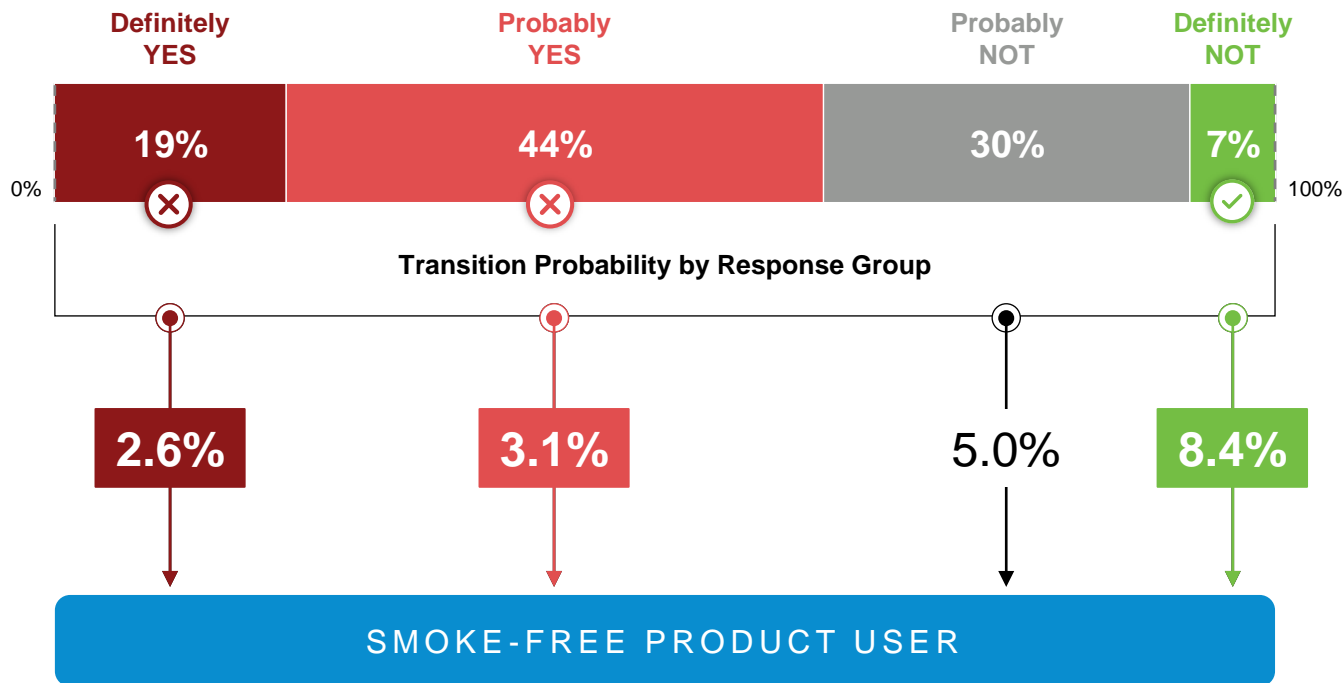
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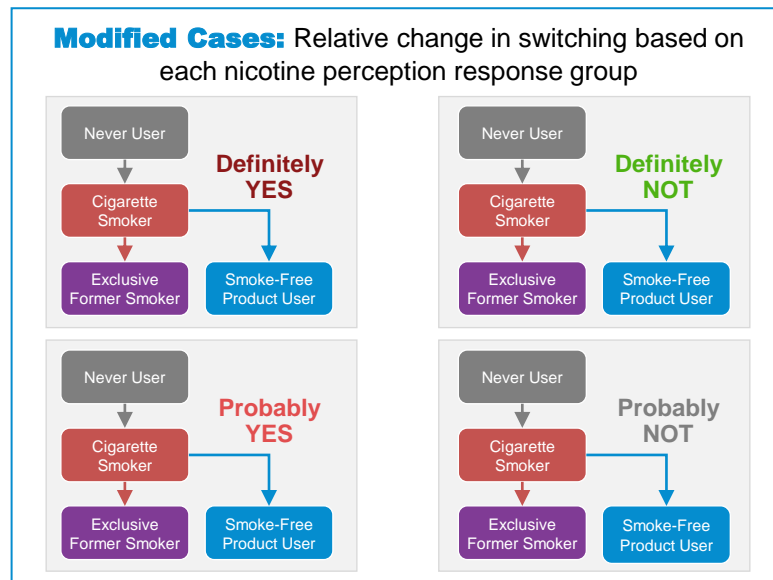
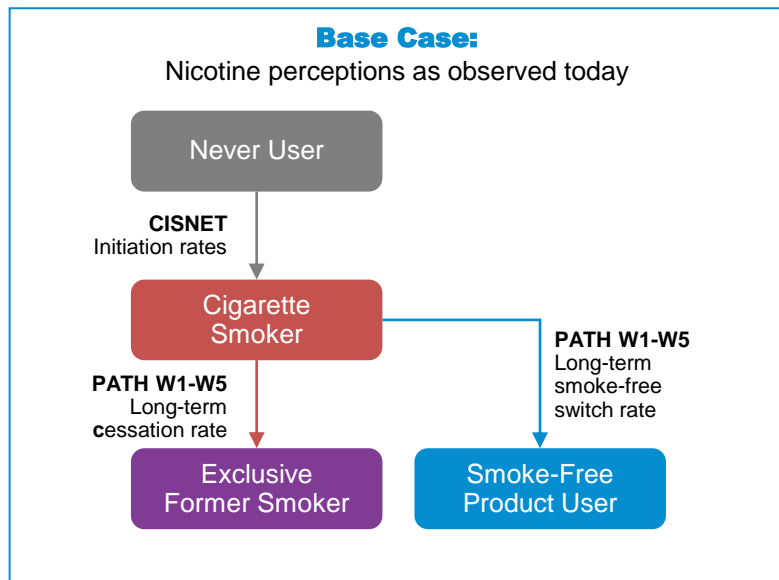
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Modeling Framework

POPULATION IMPACT:

Difference in tobacco use prevalence & all-cause mortality between Base and Modified Case



CISNET = Cancer Intervention and Surveillance Modeling Network; PATH = Population Assessment of Tobacco and Health

Limitations: Transition rate adjustments by perceptions are applied to overall smoker population and do not account for potential differences in age and gender, etc..

Assumptions: Model assumes similar health impact for combined smoke-free product category (ERR = 0.10).

Users of smoke-free products do not cessate.



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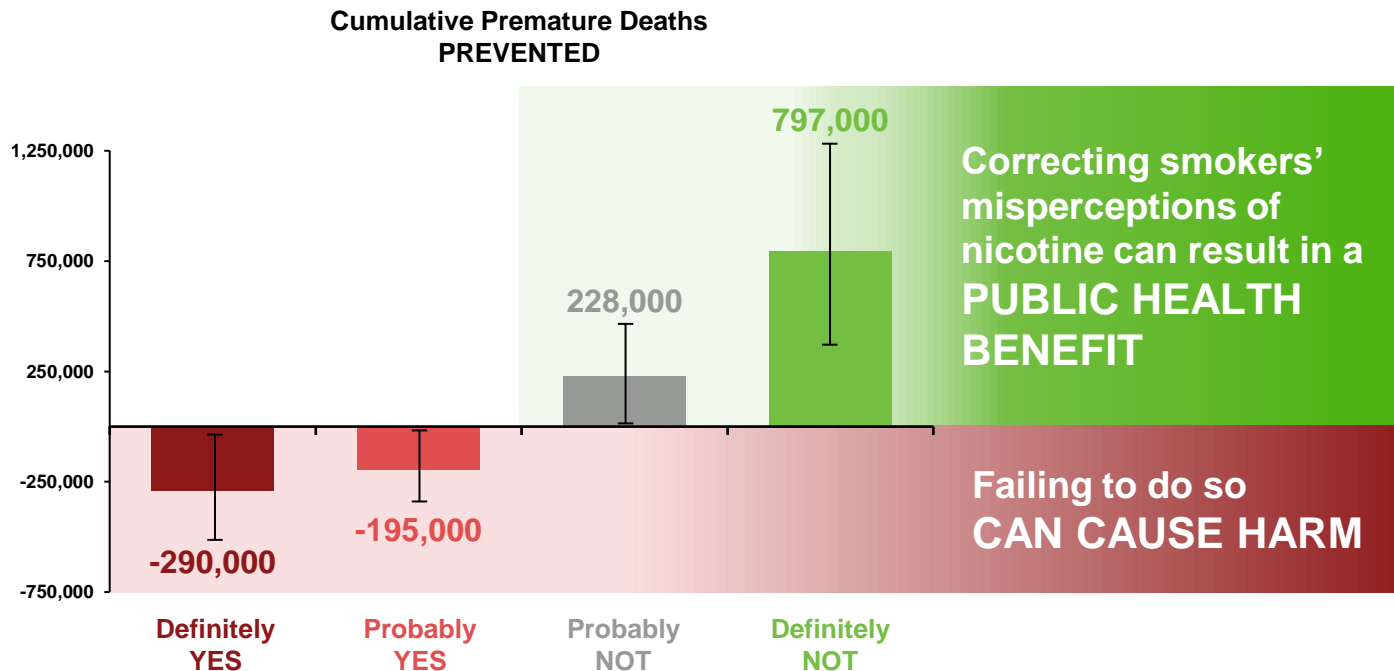
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