

Survey Research to Assess Use Behaviour of Reduced Risk Profile Products



Patterns of Use Survey

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OUTLINE

- 1 Scientific Framework for Tobacco and Nicotine Product Assessment
- 2 Survey Research
- 3 Overview and Preliminary Insights of a Pilot Study in Switzerland
- 4 Summary



Some of the Challenges for Tobacco and Nicotine Products

01

What are the risks of using Smokeless Products compared to smoking?

02

Are Smokeless Products a gateway to cigarette use?

03

What is the role of flavours in Smokeless Products and Tobacco Harm Reduction (THR)?

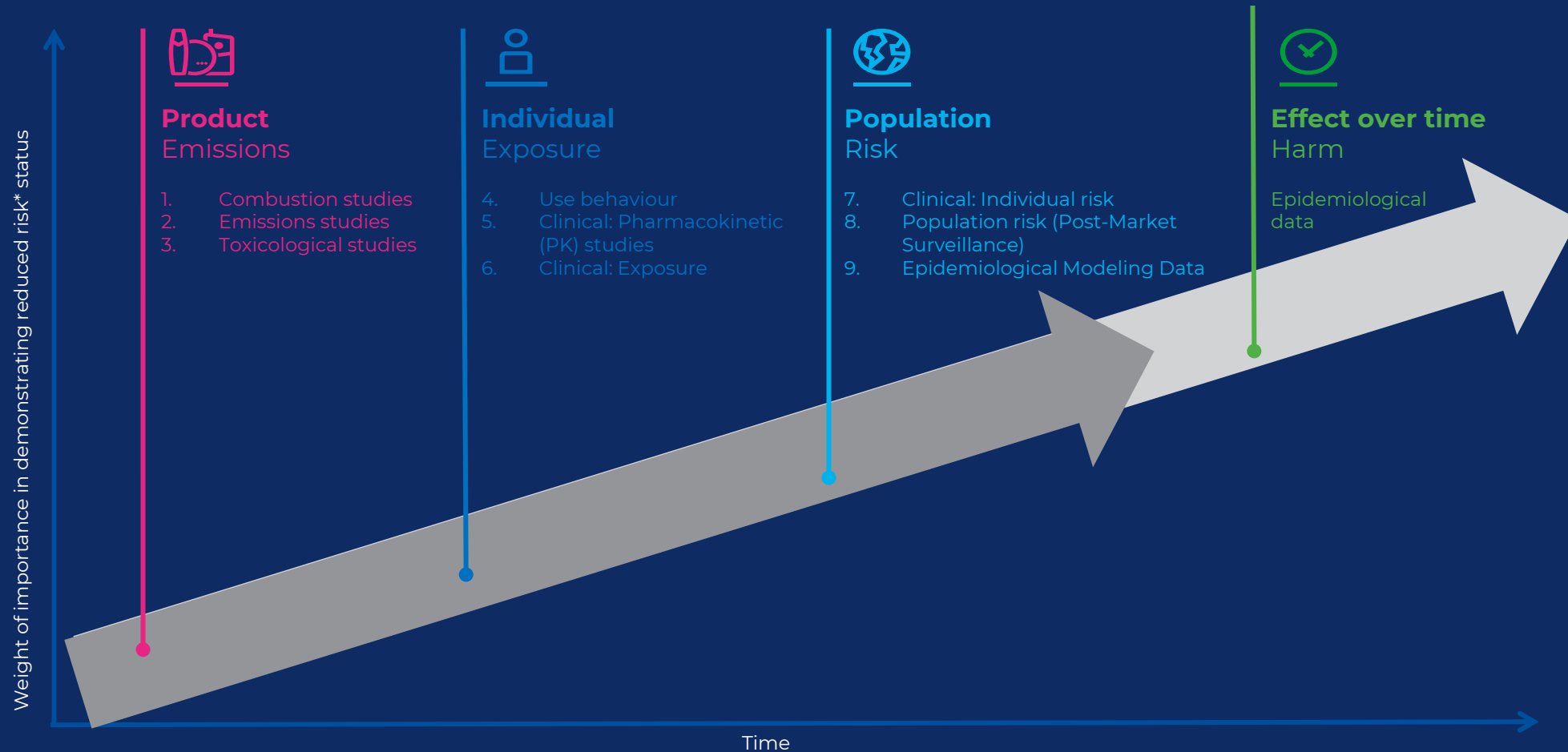
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What is nicotine?

05

What can be done to address underage access to Tobacco and Nicotine Products (TNP)?

A Weight of Evidence Approach: Our Scientific Assessment for TNPs*†



* Based on the weight of evidence and assuming a complete switch from cigarette smoking. These products are not risk free and are addictive.

† Our products as sold in the U.S., including Vuse, Velo, Grizzly, Kodiak, and Camel Snus, are subject to FDA regulation and no reduced-risk claims will be made as to these products without agency clearance.



Survey Development & Considerations

Opportunities **for a Standard Approach** in Survey Research

Considerations in Survey Research

Lack of Common Definitions

- Consumption
- Frequency
- User Groups & Use Status
- Product Variability (formats and nicotine strengths)
- Sex/Gender

Participant Questions

- Comprehension
- Reliance on biased perceptions
- Culturally-specific TNP language

Accounting For Biases

- Recall bias
- Central-tendency bias
- Acquiescence bias

Validation Methods

EXAMPLE QUESTION: WHAT KIND OF RISK DO YOU THINK TNP_s POSE TO YOU?

1

Face Validity

Qualitative assessment for **relevance and appropriateness**

2

Content Validity

The degree to which a measure captures the **full dimension** of a concept

3

Convergent Validity

Whether two tests that **should be highly related** to each other are indeed related

4

Divergent Validity

Whether two tests that **should not be related** to each other are, indeed, unrelated

5

Pre-Test & Expert Validation

Use of **subject matter experts & focus group** in developing the conceptual definition

Opportunities for a Standard Approach in Survey Research

Modification and Adaptation

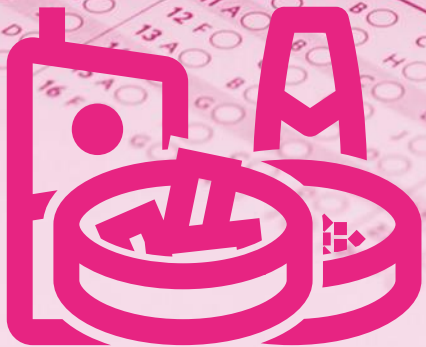
- Paper to electronic
- Scale Development



Linguistic & Cultural Adaptation

- Maintain consistency when translating via back translations
- Culturally appropriate use of scales and TNP-specific language





Overview of Pilot Study in Switzerland

Objectives



Design and administer a pilot **patterns of use survey** in Switzerland

1



Develop a **modular survey instrument** covering different TNP categories for cross-sectional and longitudinal studies

2



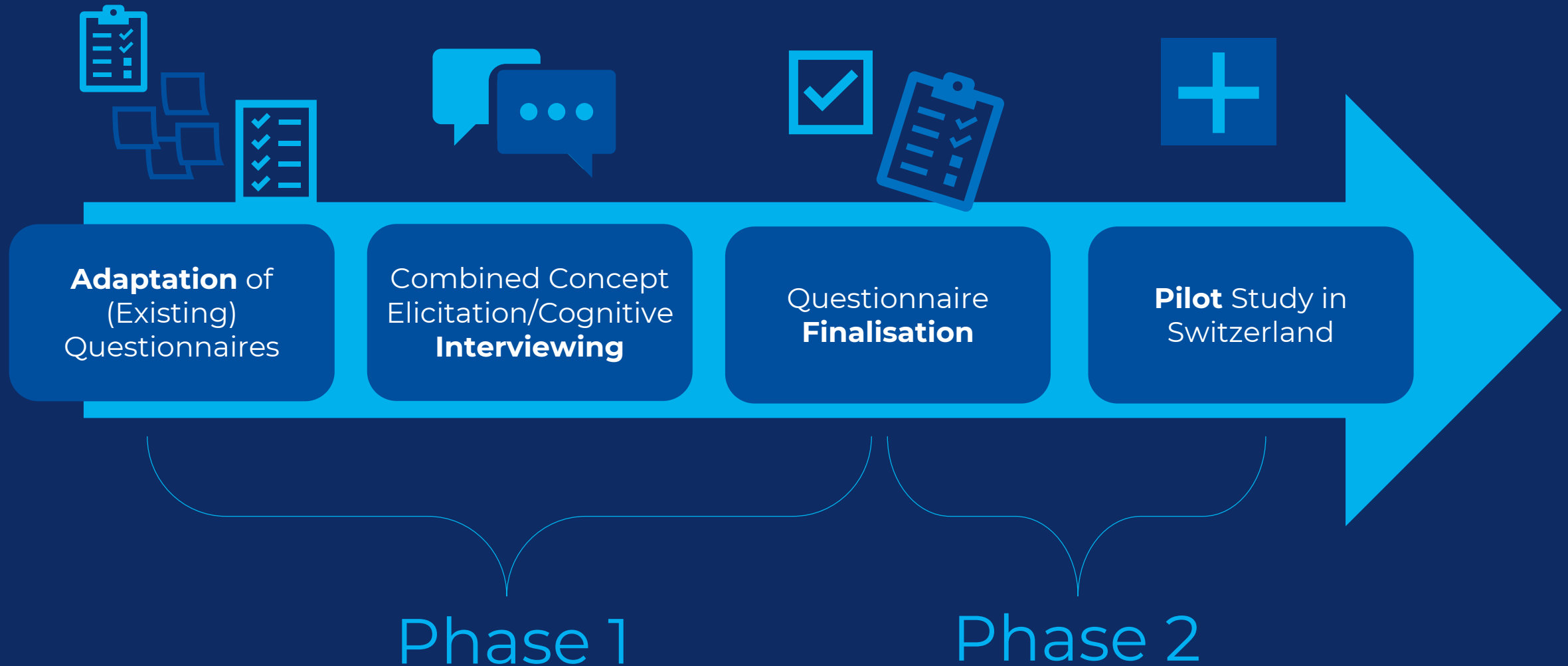
Describe and assess **prevalence rates** and **usage patterns** of TNPs

3



Describe and assess **risk perception** of different TNPs

Methodology



Methodology

Phase 1 – Development of Questionnaire

Adaptation of (Existing) Questionnaires

- Applied learnings from **literature review** of published surveys including guidelines (e.g. CORESTA CROM) and previously executed BAT surveys

Concept Elicitation

- Non-interventional, prospective, qualitative, **interviewer led focus group** with intended participant population
- Identify **concepts** important to consumers of each TNP
- **Primary focus** on current TNP use patterns and preferences, subjective measures and risk perceptions

Cognitive Interviewing

- Interview assessing **relevance, clarity, comprehensiveness and ease-of-completion**
- Qualitative coding software used to determine key themes discussed through an **induction-abduction approach**
 - **Induction inference :** findings that emerge directly from the data
 - **Abductive inference :** application of data from prior knowledge

Methodology

Phase 2 – Fielding of Questionnaire via Pilot Study

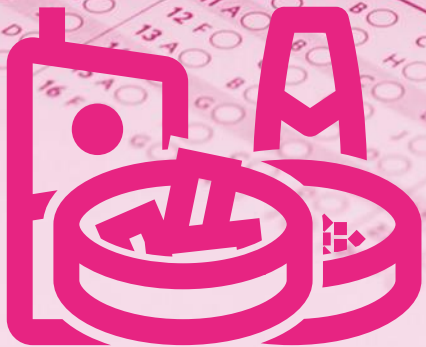
Study Design



- Patterns of Use survey including a module per product category
 - Oral Nicotine Pouches
 - E-cigarette
 - Heated Tobacco Product (HTP)
- Web-based data collection
- Length of Instrument approx. 15-20 minutes
- 900 Swiss current, established and predominant users of Oral Nicotine Pouches (n=300), E-cigarettes (n=300), HTP (n=300)
- **Participants:** >18 years and 6 months and <70 years
- **Established Users:** used the product at least 100 times in lifetime
- **Current Users:** used in in the past 30 days
- **Predominant Users:** must use category of interest as main product

Survey Domains

- Socio-demographics
- Consumption Patterns of Current and Former User
- TNP Use Behaviours (including contextual use)
- Frequency
- Motivations
- Flavour Preferences
- Nicotine Concentrations
- Fagerström Test for Nicotine Dependence
- Risk Perception



Preliminary Insights*

Cross-Category Insights



Consumption Frequency

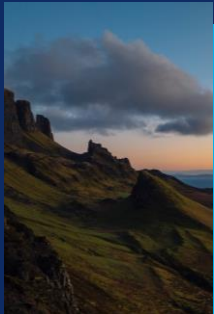
The majority of participants use their product:

Daily (70-85%)
Weekly (13-25%)
Monthly (~5%)



Flavour Preference

The majority of participants (across categories) reported **menthol** as their preferred flavour **(56-61%)**



Motivations

- Might be less harmful to me than conventional cigarettes
- Might be less harmful to people around me than conventional cigarettes



Risk Perception

Compared to **Smoking**

Majority of participants rated HTP, E-cigarettes and Oral Nicotine Pouches as having **'less health risk'**

Participants rated their predominant product as **'much lower health risk'**



Compared to **no TNP use**

Majority of participants rated HTP, E-cigarettes and Oral Nicotine Pouches as having **'moderate' or 'a lot of health risk'** compared to using no TNP product



Summary

Survey research is an important tool within the scientific framework of TNP assessment.

Progress continues to be made to advance behavioural methodologies.

A pilot study in Switzerland was implemented to assess a modular survey instrument. Insights and learnings will inform future studies.