

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)?

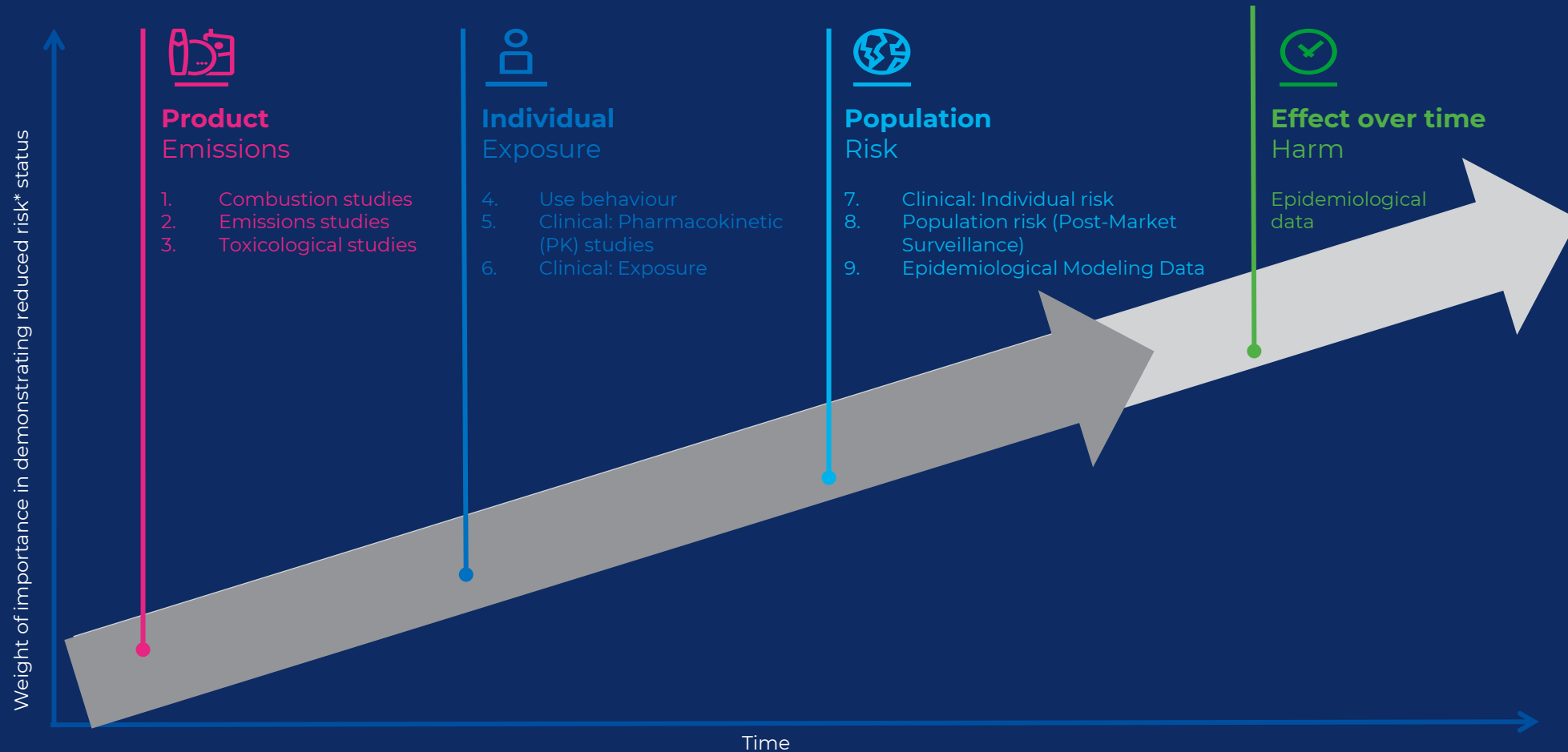
04

What is nicotine?

05

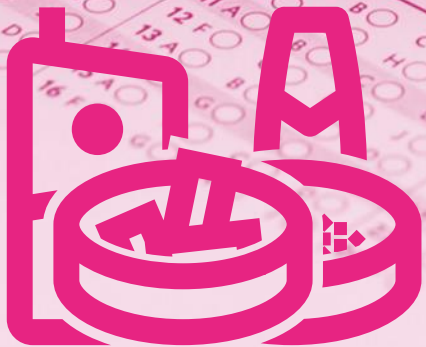
What can be done to address underage access to Tobacco and Nicotine Products (TNP)?

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

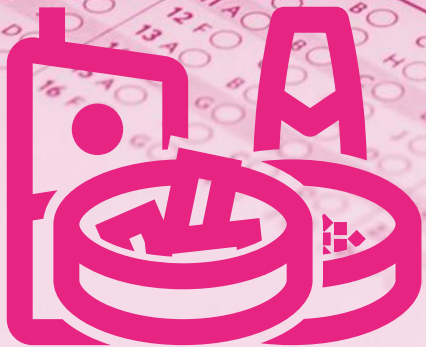
- Paper to electronic
- Scale Development



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



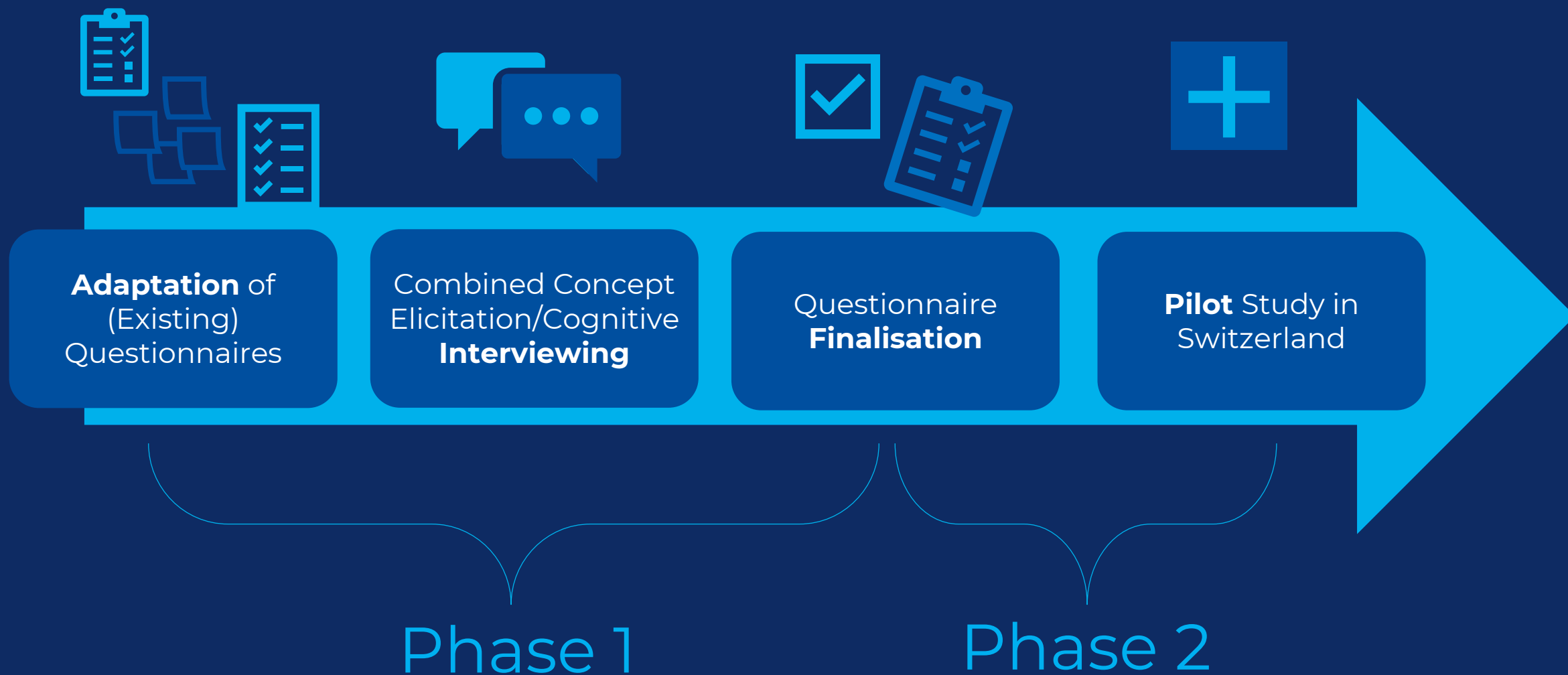
Describe and assess **prevalence rates** and **usage patterns** of TNPs

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

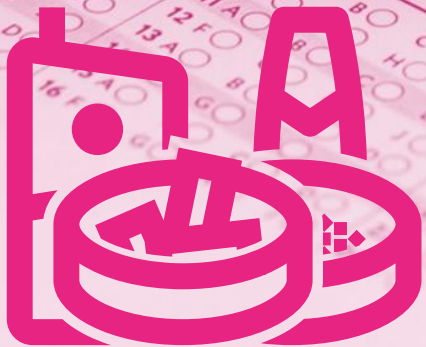
Study Design



- 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

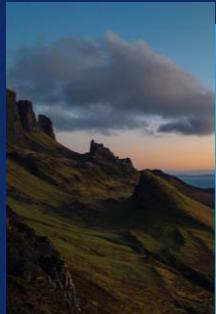
The majority of participants use their product:

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.