

ANALYSIS TABLES BY VARIANT

DATA SOURCE: FINAL LOCKED DATABASE

Study:	Quantitative Assessment of THS 2.2 Label, Labeling and Marketing Material with no Claim ("THS-PMTA-05-NOC-US")
Protocol Number:	THS-PMTA-05-NOC-US
Product Name:	THS 2.2 (Tobacco Heating System version 2.2)
Date:	11 December 2017
Version:	Final v1.0
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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with no Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=94)	Smooth Menthol (N=49)	Fresh Menthol (N=46)
Try THS 2.2	N [#]	94	49	46
Definitely not	n (%)	3 (3.2)	3 (6.1)	0
	LCL	0.7	1.3	0.0
	UCL	9.0	16.9	7.7
Very unlikely	n (%)	17 (18.1)	3 (6.1)	1 (2.2)
	LCL	10.9	1.3	0.1
	UCL	27.4	16.9	11.5
Somewhat unlikely	n (%)	14 (14.9)	8 (16.3)	6 (13.0)
	LCL	8.4	7.3	4.9
	UCL	23.7	29.7	26.3
Somewhat likely	n (%)	31 (33.0)	19 (38.8)	21 (45.7)
	LCL	23.6	25.2	30.9
	UCL	43.4	53.8	61.0
Very likely	n (%)	21 (22.3)	9 (18.4)	11 (23.9)
	LCL	14.4	8.8	12.6
	UCL	32.1	32.0	38.8
Definitely	n (%)	8 (8.5)	7 (14.3)	7 (15.2)
	LCL	3.7	5.9	6.3
	UCL	16.1	27.2	28.9
Very likely / Definitely	n (%)	29 (30.9)	16 (32.7)	18 (39.1)
	LCL	21.7	19.9	25.1
	UCL	41.2	47.5	54.6

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.
Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

[#] Number of subjects with non-missing responses.

Study ID: THS-PMTA-05-NOC-US Program: t15.2.2.1.1a_intent.sas Status: Final Program Run: 29NOV17

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with no Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=94)	Smooth Menthol (N=49)	Fresh Menthol (N=46)
Try THS 2.2 if offered by friend	N [#]	94	49	46
Definitely not	n (%)	0	2 (4.1)	0
	LCL	0.0	0.5	0.0
	UCL	3.8	14.0	7.7
Very unlikely	n (%)	2 (2.1)	2 (4.1)	1 (2.2)
	LCL	0.3	0.5	0.1
	UCL	7.5	14.0	11.5
Somewhat unlikely	n (%)	5 (5.3)	2 (4.1)	2 (4.3)
	LCL	1.7	0.5	0.5
	UCL	12.0	14.0	14.8
Somewhat likely	n (%)	21 (22.3)	12 (24.5)	12 (26.1)
	LCL	14.4	13.3	14.3
	UCL	32.1	38.9	41.1
Very likely	n (%)	33 (35.1)	15 (30.6)	13 (28.3)
	LCL	25.5	18.3	16.0
	UCL	45.6	45.4	43.5
Definitely	n (%)	33 (35.1)	16 (32.7)	18 (39.1)
	LCL	25.5	19.9	25.1
	UCL	45.6	47.5	54.6
Very likely / Definitely	n (%)	66 (70.2)	31 (63.3)	31 (67.4)
	LCL	59.9	48.3	52.0
	UCL	79.2	76.6	80.5

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.

Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with no Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=94)	Smooth Menthol (N=49)	Fresh Menthol (N=46)
Use THS 2.2 regularly	N [#]	94	49	46
	Definitely not			
	n (%)	35 (37.2)	15 (30.6)	8 (17.4)
	LCL	27.5	18.3	7.8
Very unlikely	UCL	47.8	45.4	31.4
	n (%)	2 (2.1)	1 (2.0)	4 (8.7)
	LCL	0.3	0.1	2.4
	UCL	7.5	10.9	20.8
Somewhat unlikely	n (%)	12 (12.8)	3 (6.1)	4 (8.7)
	LCL	6.8	1.3	2.4
	UCL	21.2	16.9	20.8
Somewhat likely	n (%)	24 (25.5)	18 (36.7)	18 (39.1)
	LCL	17.1	23.4	25.1
	UCL	35.6	51.7	54.6
Very likely	n (%)	20 (21.3)	10 (20.4)	9 (19.6)
	LCL	13.5	10.2	9.4
	UCL	30.9	34.3	33.9
Definitely	n (%)	1 (1.1)	2 (4.1)	3 (6.5)
	LCL	0.0	0.5	1.4
	UCL	5.8	14.0	17.9
Very likely / Definitely	n (%)	21 (22.3)	12 (24.5)	12 (26.1)
	LCL	14.4	13.3	14.3
	UCL	32.1	38.9	41.1

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.

Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with no Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=94)	Smooth Menthol (N=49)	Fresh Menthol (N=46)
Timing for use of THS 2.2	N [#]	94	49	46
Within a week	n (%)	24 (25.5)	15 (30.6)	13 (28.3)
	LCL	17.1	18.3	16.0
	UCL	35.6	45.4	43.5
Within a month	n (%)	10 (10.6)	13 (26.5)	13 (28.3)
	LCL	5.2	14.9	16.0
	UCL	18.7	41.1	43.5
Within 3 months	n (%)	7 (7.4)	1 (2.0)	2 (4.3)
	LCL	3.0	0.1	0.5
	UCL	14.7	10.9	14.8
Within 6 months	n (%)	1 (1.1)	1 (2.0)	1 (2.2)
	LCL	0.0	0.1	0.1
	UCL	5.8	10.9	11.5
More than 6 months	n (%)	3 (3.2)	0	1 (2.2)
	LCL	0.7	0.0	0.1
	UCL	9.0	7.3	11.5
Never	n (%)	49 (52.1)	19 (38.8)	16 (34.8)
	LCL	41.6	25.2	21.4
	UCL	62.5	53.8	50.2

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=107)	Smooth Menthol (N=37)	Fresh Menthol (N=48)
Try THS 2.2	N [#]	107	37	48
Definitely not	n (%)	5 (4.7)	0	1 (2.1)
	LCL	1.5	0.0	0.1
	UCL	10.6	9.5	11.1
Very unlikely	n (%)	7 (6.5)	2 (5.4)	3 (6.3)
	LCL	2.7	0.7	1.3
	UCL	13.0	18.2	17.2
Somewhat unlikely	n (%)	12 (11.2)	6 (16.2)	8 (16.7)
	LCL	5.9	6.2	7.5
	UCL	18.8	32.0	30.2
Somewhat likely	n (%)	41 (38.3)	12 (32.4)	21 (43.8)
	LCL	29.1	18.0	29.5
	UCL	48.2	49.8	58.8
Very likely	n (%)	26 (24.3)	9 (24.3)	7 (14.6)
	LCL	16.5	11.8	6.1
	UCL	33.5	41.2	27.8
Definitely	n (%)	16 (15.0)	8 (21.6)	8 (16.7)
	LCL	8.8	9.8	7.5
	UCL	23.1	38.2	30.2
Very likely / Definitely	n (%)	42 (39.3)	17 (45.9)	15 (31.3)
	LCL	30.0	29.5	18.7
	UCL	49.2	63.1	46.3

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.

Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=107)	Smooth Menthol (N=37)	Fresh Menthol (N=48)
Try THS 2.2 if offered by friend	N [#]	107	37	48
Definitely not	n (%)	1 (0.9)	0	0
	LCL	0.0	0.0	0.0
	UCL	5.1	9.5	7.4
Very unlikely	n (%)	8 (7.5)	2 (5.4)	1 (2.1)
	LCL	3.3	0.7	0.1
	UCL	14.2	18.2	11.1
Somewhat unlikely	n (%)	6 (5.6)	2 (5.4)	2 (4.2)
	LCL	2.1	0.7	0.5
	UCL	11.8	18.2	14.3
Somewhat likely	n (%)	19 (17.8)	7 (18.9)	14 (29.2)
	LCL	11.0	8.0	17.0
	UCL	26.3	35.2	44.1
Very likely	n (%)	34 (31.8)	12 (32.4)	17 (35.4)
	LCL	23.1	18.0	22.2
	UCL	41.5	49.8	50.5
Definitely	n (%)	39 (36.4)	14 (37.8)	14 (29.2)
	LCL	27.4	22.5	17.0
	UCL	46.3	55.2	44.1
Very likely / Definitely	n (%)	73 (68.2)	26 (70.3)	31 (64.6)
	LCL	58.5	53.0	49.5
	UCL	76.9	84.1	77.8

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.
Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=107)	Smooth Menthol (N=37)	Fresh Menthol (N=48)
Use THS 2.2 regularly	N [#]	107	37	48
Definitely not	n (%)	24 (22.4)	9 (24.3)	12 (25.0)
	LCL	14.9	11.8	13.6
	UCL	31.5	41.2	39.6
Very unlikely	n (%)	6 (5.6)	0	2 (4.2)
	LCL	2.1	0.0	0.5
	UCL	11.8	9.5	14.3
Somewhat unlikely	n (%)	11 (10.3)	2 (5.4)	5 (10.4)
	LCL	5.2	0.7	3.5
	UCL	17.7	18.2	22.7
Somewhat likely	n (%)	36 (33.6)	12 (32.4)	14 (29.2)
	LCL	24.8	18.0	17.0
	UCL	43.4	49.8	44.1
Very likely	n (%)	24 (22.4)	10 (27.0)	13 (27.1)
	LCL	14.9	13.8	15.3
	UCL	31.5	44.1	41.8
Definitely	n (%)	6 (5.6)	4 (10.8)	2 (4.2)
	LCL	2.1	3.0	0.5
	UCL	11.8	25.4	14.3
Very likely / Definitely	n (%)	30 (28.0)	14 (37.8)	15 (31.3)
	LCL	19.8	22.5	18.7
	UCL	37.5	55.2	46.3

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=107)	Smooth Menthol (N=37)	Fresh Menthol (N=48)
Timing for use of THS 2.2	N [#]	107	37	48
Within a week	n (%)	33 (30.8)	12 (32.4)	16 (33.3)
	LCL	22.3	18.0	20.4
	UCL	40.5	49.8	48.4
Within a month	n (%)	22 (20.6)	7 (18.9)	5 (10.4)
	LCL	13.4	8.0	3.5
	UCL	29.5	35.2	22.7
Within 3 months	n (%)	6 (5.6)	2 (5.4)	3 (6.3)
	LCL	2.1	0.7	1.3
	UCL	11.8	18.2	17.2
Within 6 months	n (%)	4 (3.7)	3 (8.1)	4 (8.3)
	LCL	1.0	1.7	2.3
	UCL	9.3	21.9	20.0
More than 6 months	n (%)	1 (0.9)	2 (5.4)	1 (2.1)
	LCL	0.0	0.7	0.1
	UCL	5.1	18.2	11.1
Never	n (%)	41 (38.3)	11 (29.7)	19 (39.6)
	LCL	29.1	15.9	25.8
	UCL	48.2	47.0	54.7

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.

Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Former Smokers

Assessment	Statistic	Variant		
		Regular (N=105)	Smooth Menthol (N=43)	Fresh Menthol (N=37)
Try THS 2.2	N [#]	105	43	37
Definitely not	n (%)	41 (39.0)	15 (34.9)	10 (27.0)
	LCL	29.7	21.0	13.8
	UCL	49.1	50.9	44.1
Very unlikely	n (%)	38 (36.2)	8 (18.6)	10 (27.0)
	LCL	27.0	8.4	13.8
	UCL	46.1	33.4	44.1
Somewhat unlikely	n (%)	8 (7.6)	9 (20.9)	7 (18.9)
	LCL	3.3	10.0	8.0
	UCL	14.5	36.0	35.2
Somewhat likely	n (%)	13 (12.4)	8 (18.6)	7 (18.9)
	LCL	6.8	8.4	8.0
	UCL	20.2	33.4	35.2
Very likely	n (%)	2 (1.9)	3 (7.0)	3 (8.1)
	LCL	0.2	1.5	1.7
	UCL	6.7	19.1	21.9
Definitely	n (%)	3 (2.9)	0	0
	LCL	0.6	0.0	0.0
	UCL	8.1	8.2	9.5
Very likely / Definitely	n (%)	5 (4.8)	3 (7.0)	3 (8.1)
	LCL	1.6	1.5	1.7
	UCL	10.8	19.1	21.9

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.

Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Former Smokers

Assessment	Statistic	Variant		
		Regular (N=105)	Smooth Menthol (N=43)	Fresh Menthol (N=37)
Try THS 2.2 if offered by friend	N [#]	105	43	37
Definitely not	n (%)	33 (31.4)	11 (25.6)	7 (18.9)
	LCL	22.7	13.5	8.0
	UCL	41.2	41.2	35.2
Very unlikely	n (%)	30 (28.6)	1 (2.3)	7 (18.9)
	LCL	20.2	0.1	8.0
	UCL	38.2	12.3	35.2
Somewhat unlikely	n (%)	14 (13.3)	10 (23.3)	8 (21.6)
	LCL	7.5	11.8	9.8
	UCL	21.4	38.6	38.2
Somewhat likely	n (%)	16 (15.2)	14 (32.6)	7 (18.9)
	LCL	9.0	19.1	8.0
	UCL	23.6	48.5	35.2
Very likely	n (%)	7 (6.7)	4 (9.3)	5 (13.5)
	LCL	2.7	2.6	4.5
	UCL	13.3	22.1	28.8
Definitely	n (%)	5 (4.8)	3 (7.0)	3 (8.1)
	LCL	1.6	1.5	1.7
	UCL	10.8	19.1	21.9
Very likely / Definitely	n (%)	12 (11.4)	7 (16.3)	8 (21.6)
	LCL	6.0	6.8	9.8
	UCL	19.1	30.7	38.2

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.

Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Former Smokers

Assessment	Statistic	Variant		
		Regular (N=105)	Smooth Menthol (N=43)	Fresh Menthol (N=37)
Use THS 2.2 regularly	N [#]	105	43	37
	Definitely not			
	n (%)	89 (84.8)	33 (76.7)	27 (73.0)
	LCL	76.4	61.4	55.9
Very unlikely	UCL	91.0	88.2	86.2
	n (%)	4 (3.8)	3 (7.0)	2 (5.4)
	LCL	1.0	1.5	0.7
	UCL	9.5	19.1	18.2
Somewhat unlikely	n (%)	5 (4.8)	2 (4.7)	3 (8.1)
	LCL	1.6	0.6	1.7
	UCL	10.8	15.8	21.9
	n (%)	4 (3.8)	5 (11.6)	3 (8.1)
Somewhat likely	LCL	1.0	3.9	1.7
	UCL	9.5	25.1	21.9
	n (%)	3 (2.9)	0	2 (5.4)
	LCL	0.6	0.0	0.7
Definitely	UCL	8.1	8.2	18.2
	n (%)	0	0	0
	LCL	0.0	0.0	0.0
	UCL	3.5	8.2	9.5
Very likely / Definitely	n (%)	3 (2.9)	0	2 (5.4)
	LCL	0.6	0.0	0.7
	UCL	8.1	8.2	18.2

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.

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Table 15.2.2.1.1a
Intent to Use THS 2.2 by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Former Smokers

Assessment	Statistic	Variant		
		Regular (N=105)	Smooth Menthol (N=43)	Fresh Menthol (N=37)
Timing for use of THS 2.2	N [#]	105	43	37
Within a week	n (%)	2 (1.9)	0	1 (2.7)
	LCL	0.2	0.0	0.1
	UCL	6.7	8.2	14.2
Within a month	n (%)	3 (2.9)	2 (4.7)	1 (2.7)
	LCL	0.6	0.6	0.1
	UCL	8.1	15.8	14.2
Within 3 months	n (%)	2 (1.9)	2 (4.7)	2 (5.4)
	LCL	0.2	0.6	0.7
	UCL	6.7	15.8	18.2
Within 6 months	n (%)	0	1 (2.3)	1 (2.7)
	LCL	0.0	0.1	0.1
	UCL	3.5	12.3	14.2
More than 6 months	n (%)	0	0	0
	LCL	0.0	0.0	0.0
	UCL	3.5	8.2	9.5
Never	n (%)	98 (93.3)	38 (88.4)	32 (86.5)
	LCL	86.7	74.9	71.2
	UCL	97.3	96.1	95.5

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.

Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

[#] Number of subjects with non-missing responses.

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Table 15.2.2.3.1a
Risk Perception, Perceived Risk Instrument, Health Risk to Self Score, by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with no Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=94)	Smooth Menthol (N=49)	Fresh Menthol (N=46)
THS 2.2 - Health risk to self	n	82	46	40
	Mean	48.3	45.1	47.0
	SD	19.64	20.47	20.06
	LCL	44.0	39.1	40.5
	UCL	52.7	51.2	53.4
	Median	47.0	42.0	48.5
	Min	0	10	6
	Max	100	100	100

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.
Study ID: THS-PMTA-05-NOC-US Program: t15.2.2.3.1a_risk.sas Status: Final Program Run: 29NOV17 (Page 1 of 3)



Table 15.2.2.3.1a
Risk Perception, Perceived Risk Instrument, Health Risk to Self Score, by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=107)	Smooth Menthol (N=37)	Fresh Menthol (N=48)
THS 2.2 - Health risk to self	n	93	34	40
	Mean	48.1	44.7	47.8
	SD	23.23	22.53	19.50
	LCL	43.3	36.9	41.5
	UCL	52.9	52.6	54.0
	Median	49.0	49.5	48.0
	Min	0	0	0
	Max	100	100	100

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.
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Table 15.2.2.3.1a
Risk Perception, Perceived Risk Instrument, Health Risk to Self Score, by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Former Smokers

Assessment	Statistic	Variant		
		Regular (N=105)	Smooth Menthol (N=43)	Fresh Menthol (N=37)
THS 2.2 - Health risk to self	n	85	40	29
	Mean	60.7	51.9	57.6
	SD	22.98	25.49	25.12
	LCL	55.7	43.7	48.0
	UCL	65.7	60.0	67.1
	Median	59.0	51.5	51.0
	Min	0	0	0
	Max	100	100	100

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.
Study ID: THS-PMTA-05-NOC-US Program: t15.2.2.3.1a_risk.sas Status: Final Program Run: 29NOV17 (Page 3 of 3)



Table 15.2.2.3.2a
Risk Perception, Perceived Risk Instrument, Addiction Risk Score, by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with no Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=94)	Smooth Menthol (N=49)	Fresh Menthol (N=46)
THS 2.2 - Addiction risk	n	84	41	42
	Mean	49.0	43.0	49.8
	SD	25.18	25.08	26.79
	LCL	43.5	35.0	41.4
	UCL	54.5	50.9	58.1
	Median	51.0	44.0	51.0
	Min	0	0	0
	Max	100	100	100

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.
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Table 15.2.2.3.2a
Risk Perception, Perceived Risk Instrument, Addiction Risk Score, by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Smokers with Intention to Quit

Assessment	Statistic	Variant		
		Regular (N=107)	Smooth Menthol (N=37)	Fresh Menthol (N=48)
THS 2.2 - Addiction risk				
	n	94	34	40
	Mean	52.9	44.6	47.7
	SD	26.03	30.77	30.71
	LCL	47.5	33.9	37.9
	UCL	58.2	55.4	57.5
	Median	51.0	51.0	51.0
	Min	0	0	0
	Max	100	100	100

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.
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Table 15.2.2.3.2a
Risk Perception, Perceived Risk Instrument, Addiction Risk Score, by Arm, Subject Group and Variant
Full Sample

Arm: Arm 2 and 3
Subject Group: Adult Former Smokers

Assessment	Statistic	Variant		
		Regular (N=105)	Smooth Menthol (N=43)	Fresh Menthol (N=37)
THS 2.2 - Addiction risk	n	95	41	33
	Mean	64.7	47.2	57.3
	SD	27.06	30.12	31.31
	LCL	59.2	37.7	46.2
	UCL	70.2	56.7	68.4
	Median	73.0	51.0	51.0
	Min	0	0	0
	Max	100	100	100

Abbreviations: SD, standard deviation; UCL, upper 95% confidence limit; LCL, lower 95% confidence limit; THS 2.2, Tobacco Heating System version 2.2; CC, conventional cigarette; E-CIG, electronic cigarette; NRT, nicotine replacement therapy; CESS, cessation.
Study ID: THS-PMTA-05-NOC-US Program: t15.2.2.3.2a_risk.sas Status: Final Program Run: 29NOV17 (Page 3 of 3)



Table 15.2.2.4.3a
Intention to Quit Conventional Cigarettes, by Arm and Variant
Adult Smokers With the Intention to Quit

Arm: Arm 2 and 3

Assessment	Statistic	Variant		
		Regular (N=107)	Smooth Menthol (N=37)	Fresh Menthol (N=48)
Pre Label Exposure				
Yes [#]	n (%)	107 (100.0)	37 (100.0)	48 (100.0)
	95% CI	(96.6, 100.0)	(90.5, 100.0)	(92.6, 100.0)
Yes, next 30 days	n (%)	42 (39.3)	21 (56.8)	22 (45.8)
	95% CI	(30.0, 49.2)	(39.5, 72.9)	(31.4, 60.8)
Yes, next 6 months	n (%)	65 (60.7)	16 (43.2)	26 (54.2)
	95% CI	(50.8, 70.0)	(27.1, 60.5)	(39.2, 68.6)
Post Label Exposure				
Yes [#]	n (%)	103 (96.3)	35 (94.6)	45 (93.8)
	95% CI	(90.7, 99.0)	(81.8, 99.3)	(82.8, 98.7)
Yes, next 30 days	n (%)	39 (36.4)	18 (48.6)	22 (45.8)
	95% CI	(27.4, 46.3)	(31.9, 65.6)	(31.4, 60.8)
Yes, next 6 months	n (%)	64 (59.8)	17 (45.9)	23 (47.9)
	95% CI	(49.9, 69.2)	(29.5, 63.1)	(33.3, 62.8)
No	n (%)	4 (3.7)	2 (5.4)	3 (6.3)
	95% CI	(1.0, 9.3)	(0.7, 18.2)	(1.3, 17.2)
Pre Label - Post Label*				
Yes [#]	%	3.7	5.4	6.3
Yes, next 30 days	%	2.8	8.1	0.0
Yes, next 6 months	%	0.9	-2.7	6.2
No	%	-3.7	-5.4	-6.3

Abbreviations: CI, 95% confidence limit.

Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

[#] Number of subjects with non-missing responses.

*Calculated as the percentage with the intention to quit pre label exposure minus the percentage with the intention to quit post label exposure.

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Table 15.2.2.4.4a
Intention to Quit All Tobacco, by Arm and Variant
Adult Smokers With the Intention to Quit

Arm: Arm 2 and 3

Assessment	Statistic	Variant		
		Regular (N=107)	Smooth Menthol (N=37)	Fresh Menthol (N=48)
Pre Label Exposure				
Yes [#]	n (%)	92 (86.0)	31 (83.8)	39 (81.3)
	95% CI	(77.9, 91.9)	(68.0, 93.8)	(67.4, 91.1)
Yes, next 30 days	n (%)	45 (42.1)	19 (51.4)	23 (47.9)
	95% CI	(32.6, 52.0)	(34.4, 68.1)	(33.3, 62.8)
Yes, next 6 months	n (%)	47 (43.9)	12 (32.4)	16 (33.3)
	95% CI	(34.3, 53.9)	(18.0, 49.8)	(20.4, 48.4)
No	n (%)	15 (14.0)	6 (16.2)	9 (18.8)
	95% CI	(8.1, 22.1)	(6.2, 32.0)	(8.9, 32.6)
Post Label Exposure				
Yes [#]	n (%)	92 (86.0)	31 (83.8)	39 (81.3)
	95% CI	(77.9, 91.9)	(68.0, 93.8)	(67.4, 91.1)
Yes, next 30 days	n (%)	39 (36.4)	20 (54.1)	19 (39.6)
	95% CI	(27.4, 46.3)	(36.9, 70.5)	(25.8, 54.7)
Yes, next 6 months	n (%)	53 (49.5)	11 (29.7)	20 (41.7)
	95% CI	(39.7, 59.4)	(15.9, 47.0)	(27.6, 56.8)
No	n (%)	15 (14.0)	6 (16.2)	9 (18.8)
	95% CI	(8.1, 22.1)	(6.2, 32.0)	(8.9, 32.6)
Pre Label - Post Label*				
Yes [#]	%	0.0	0.0	0.0
Yes, next 30 days	%	5.6	-2.7	8.3
Yes, next 6 months	%	-5.6	2.7	-8.3
No	%	0.0	0.0	0.0

Abbreviations: CI, 95% confidence limit.

Note: the 95% confidence limits are calculated using the exact Clopper-Pearson method.

[#] Number of subjects with non-missing responses.

*Calculated as the percentage with the intention to quit pre label exposure minus the percentage with the intention to quit post label exposure.

Study ID: THS-PMTA-05-NOC-US Program: t15.2.2.4.4a_change.sas Status: Final Program Run:29NOV17

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