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RISK PERCEPTIONS AND LIKELIHOOD OF USE OF NICOTINE POUCHES AMONG CURRENT, FORMER AND NEVER NICOTINE USERS

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AGENDA

1. Background

- 1.1 Harm reduction potential of nicotine pouches
- 1.2 Study overview

2. Relative Harm Perceptions

- 2.1 Product categories
- 2.2 ZoneX

3. Behavioural Intentions

- 3.1 Purchase intentions
- 3.2 Hypothetical usage

4. Summary

- 4.1 Evaluation
- 4.2 Conclusion

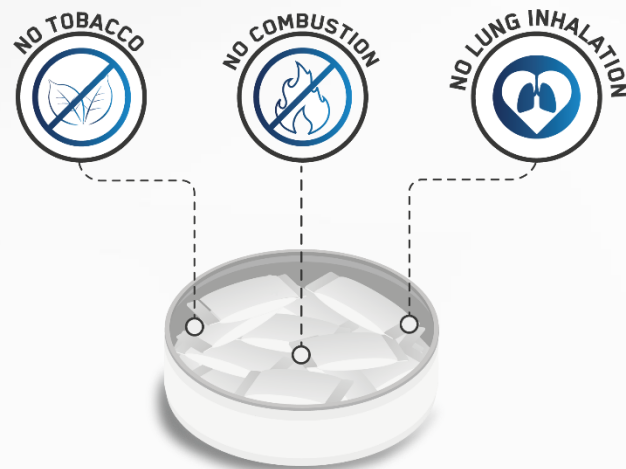
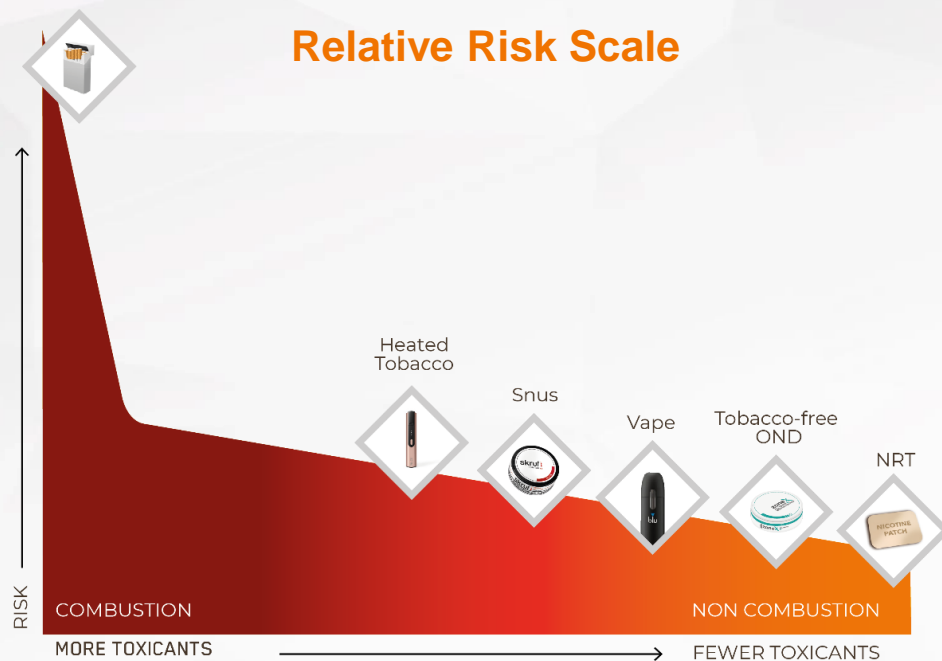


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HARM REDUCTION POTENTIAL OF TOBACCO-FREE NICOTINE POUCHES



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STUDY OVERVIEW



Aim:

- 1) To assess absolute and relative risk perceptions of NGPs
- 2) To measure intentions to try, purchase and use ZoneX



Participants:

n=1532
46% male, 54% female



Design:

Cross-sectional survey
October-November 2020

SURVEY STIMULUS

HOW TO USE IT



Place one pouch beneath your top lip so that it rests comfortably on the gums.



Enjoy the pouch for up to 20 minutes while you continue doing what you love.



Discard the used pouch in either the top of the zoneX can or the nearest bin.

zoneX

Not a smoking cessation product. Use only. This product contains nicotine which is a highly addictive substance. For smoking habit, smokers and more only.

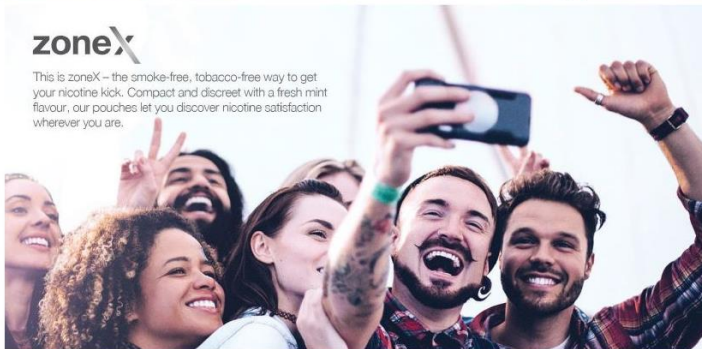


zoneXuk.com

WELCOME
TO THE
ZONE

zoneX

This is zoneX – the smoke-free, tobacco-free way to get your nicotine kick. Compact and discreet with a fresh mint flavour, our pouches let you discover nicotine satisfaction wherever you are.



This product contains nicotine which is a highly addictive substance



This product contains nicotine which is a highly addictive substance

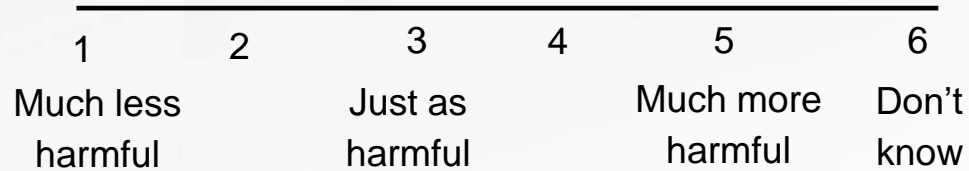


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RISK PERCEPTION

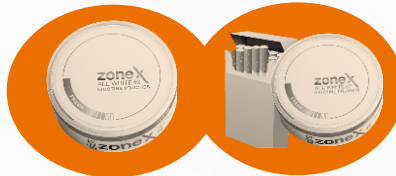
Compared to smoking cigarettes and assuming that a similar amount of each product is consumed, would you say that [product] is...



Category-specific



Product-specific



BEHAVIOURAL INTENTIONS

How likely or unlikely are you to purchase ZoneX?



I would use ZoneX...

...instead of/

...in addition to/

...in place of some of/

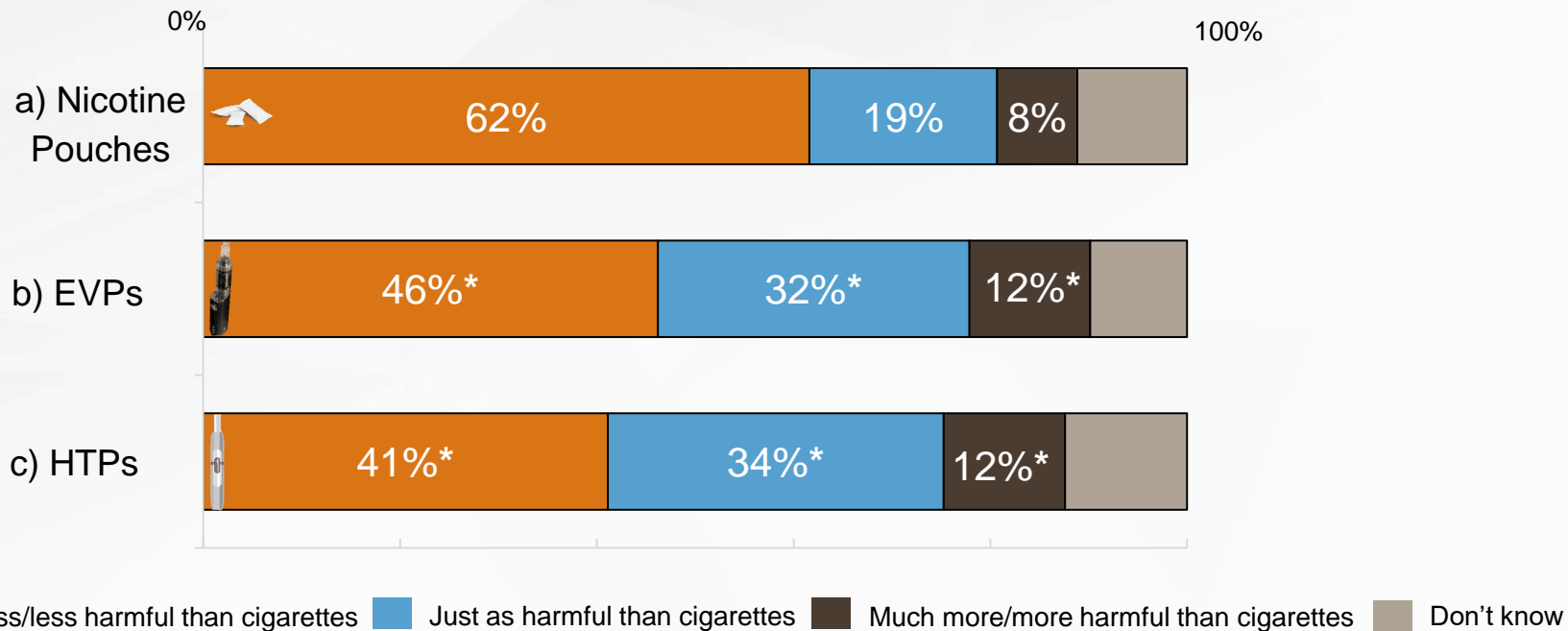
...don't know...

...my current product(s)



RELATIVE HARM PERCEPTIONS OF NGPS VS. CIGARETTES

Nicotine pouches were perceived as less harmful than EVPs, HTPs and cigarettes



Compared to smoking cigarettes and assuming that a similar amount of each product is consumed, would you say that [X] is...

Much less harmful (1) – much more harmful (5); don't know (6); N=1532

* Significant differences from a (p < 0.001)

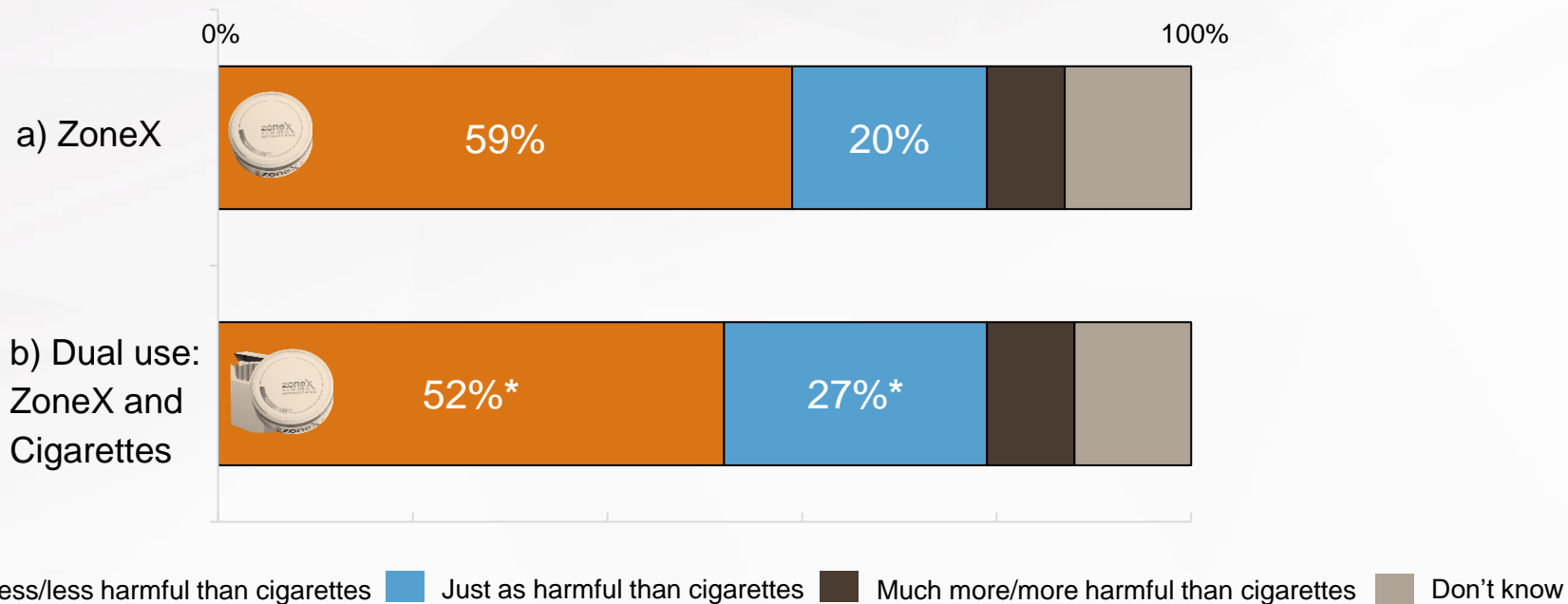


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RELATIVE HARM PERCEPTIONS OF ZONEX VS. CIGARETTES

Exclusive use of nicotine pouches was perceived as less harmful than dual use



Compared to smoking cigarettes and assuming that a similar amount of each product is consumed, would you say that [X] is...

Much less harmful (1) – much more harmful (5); don't know (6); N=1532

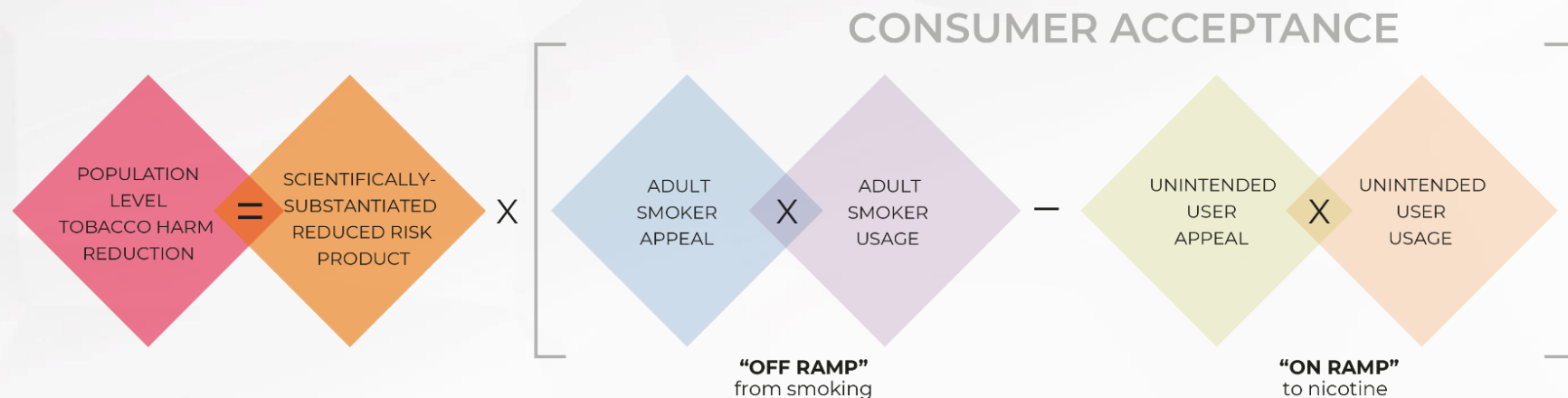
* Significant differences from a ($p < 0.001$)



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TOBACCO HARM REDUCTION EQUATION



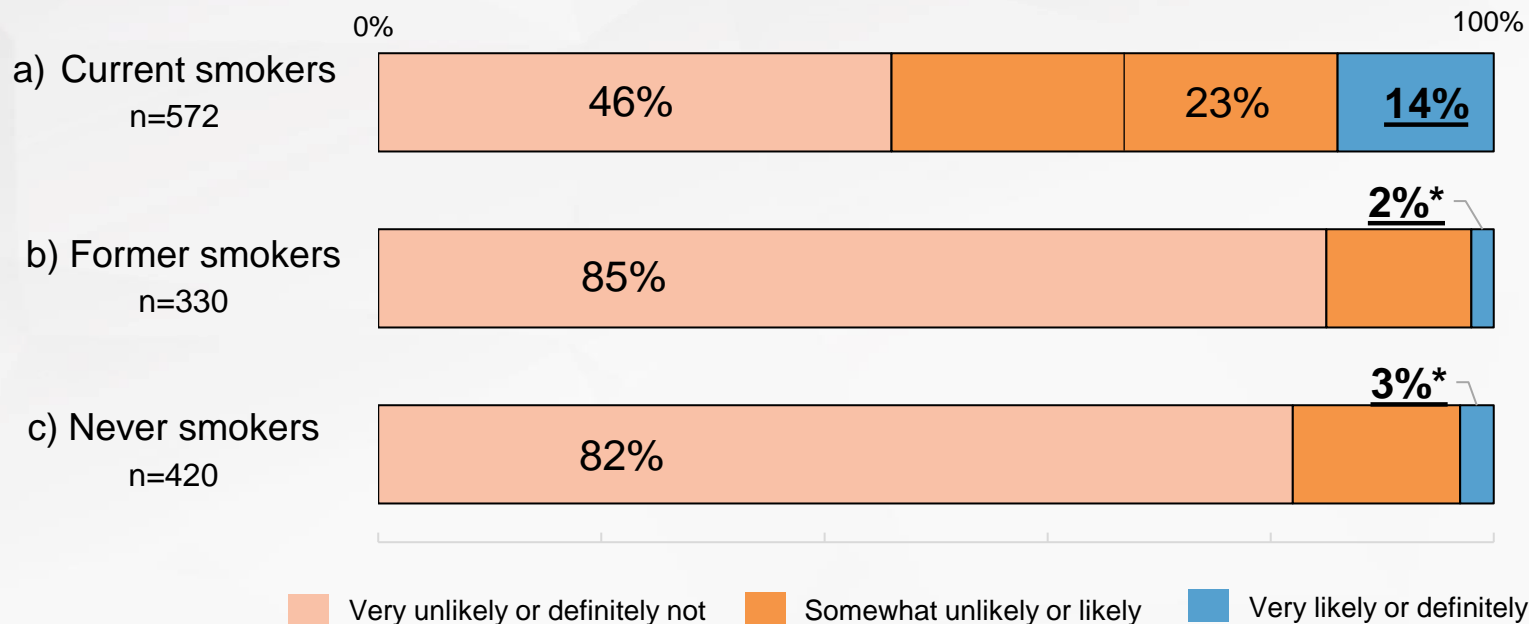
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LIKELIHOOD TO PURCHASE ZONEX

Current smokers reported higher purchase intentions than former and never smokers



How likely or unlikely are you to purchase ZoneX? Definitely not (1) – definitely (6)

* Significant differences from a ($p < 0.001$)



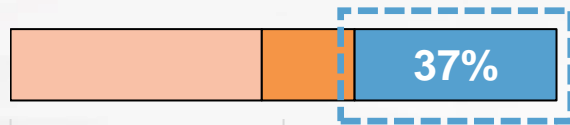
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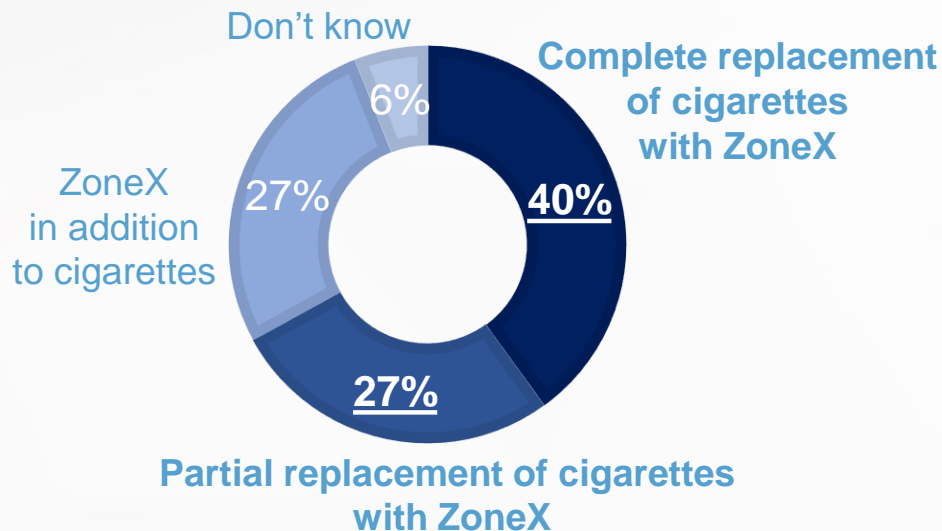
HYPOTHETICAL USAGE OF NICOTINE POUCHES AMONG ADULT SMOKERS

40% of current adult smokers with high purchase intentions would completely switch to a nicotine pouch

Current smokers
n=572



CURRENT SMOKERS WITH
HIGH INTENTION TO PURCHASE
n=211



You indicated that you have some interest in purchasing ZoneX in order to try it.
I would use ZoneX.....Instead of/in addition to/in place of some of/don't know...My current product(s)



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STUDY EVALUATION

STRENGTHS

- **Quota-based sampling** was implemented across user groups
- **One of very few** publicly available UK studies on nicotine pouches



LIMITATIONS

- **Product information** was presented at a **single timepoint**
- **Self-reported behavioural intentions** were assessed
- **Limited knowledge of nicotine pouches** among UK adult smokers

CONCLUSION

- **Tobacco-free nicotine pouches were perceived as less harmful than EVPs, HTPs and cigarettes** among UK current, former and never nicotine users.
- **Adult smokers reported significantly higher interest for the nicotine pouch, ZoneX,** than UK former and never smokers.
- **57% of adult smokers** who expressed high interest in ZoneX would use the product to either **replace or reduce their cigarette consumption.**
- Nicotine pouches have the potential to make a **harm reduction impact** at a **population level** among **adult smokers**, although future research is required.

CONTRIBUTIONS AND THANKS

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