



# **2008 SNUS June DM Evaluation Research**

**September 2008**



# Study Overview/Objectives

In 2008, the NGI group plans to execute a series of Snus mailings. The first mailing is scheduled for June 2008 and will be targeted to adult smokers who reside in the Cultural Hubs. The other mailings will be sent in August and October 2008.

The target audience for all mailings will be comprised of adult smokers aged 21-45 from the Camel, Winston, Doral and a combination of the Pall Mall, Eclipse and Snus Brand targets.

The primary objectives of this research were to:

- Determine if the mailing generated awareness of Snus
- Determine how well the Snus mailing communicated the product benefits and full proposition of the Snus product
- Determine how successful the mailing was in generating product trial

# Methodology / Analysis

## ***Research Design and Sampling***

- The June mailing had a planned DTS of 6/4, which was later adjusted to 6/25.
- Telephone interviews began July 7, but were postponed one week due to low recall. Interviews resumed among recipients of the June Snus mailing from July 14th to July 26<sup>th</sup>.
- The original goal was to collect 200 completed interviews for each of the four brand targets, however, recall was low due to inconsistent mailer delivery and therefore the total number of completed interviews were reduced.

Number of Completed Interviews	
Camel Target	150
Winston Target	150
Doral Target	148
Pall Mall/ Eclipse/ Snus Targets	155

- All completed interviews were balanced by segment, age and gender to the proportions as represented in the program mail file.

## ***Significance Testing***

- All significance testing was conducted at the 90% confidence level.
- Significant differences between brand targets are indicated with letters in superscript. The letter appears next to the highest number in the comparison.

# Mailer Recall

Q.5 Thinking about the Camel mailings you received, what product or products were communicated in the mailings?

Q.6 Do you recall receiving a mailing for a new smokeless tobacco product called Camel SNUS in the past 30 days?

- After data collection was completed, investigation of postal reports revealed that mail was still arriving in home the first week of August (6 weeks past the adjusted DTS). It was not possible to determine the actual # consumers affected by the late mail delivery.
- However, research results were negatively impacted by the fact that some consumers had not received the mail and therefore had no recall at the time of the survey. For this reason, recall metrics should not be compared to any past mailings.
- Therefore, the remaining sections of this report will focus on examining mailing diagnostics among recallers only.

	Brand Target				
	Total	Camel	Winston	Doral	All Other
		(a)	(b)	(c)	(d)
Mailer Recall					
Total Recall	41%	44% <sup>b</sup>	38%	42%	42%
Unaided Recall	28%	32% <sup>b</sup>	24%	29%	30% <sup>b</sup>
Base: Recallers and Non-recallers	1464	339	398	355	372



# Conclusions

- Due to the delayed mail delivery, recall of the June Snus piece was low and the recall metric should not be used for comparative purposes.
  - Of the people who recalled the piece, the vast majority interacted with it, opening and reading it.
- Recallers were less likely to replay the key product differentiators of Snus and more likely to consider the piece as a way to introduce a new product.
- Coupon recall was high among Snus recallers, but redemption was not, with an average of 12% stating that they redeemed a coupon for Snus.
  - However, future redemption is possible with one-third saving the coupons to use later and one-quarter passing them along to another adult tobacco user.
- Consistent with 2007 results, 14% of recallers claimed to have tried Camel Snus and 20% of recallers indicated that they would purchase Snus in the future.
- In addition, females were less likely to engage with Snus which is similar to findings from the 2007 research. Although not available with this data, further analysis should be conducted to identify those females who may have a higher propensity to accept the product.
- There were no real differences in receptivity to Snus among the various brand targets.

# **Snus DM Summary:**

## ***2007 vs. 2008***

### ***2008 Gender Comparison***

# Snus DM Summary

	2008 Total	2007 Total
<b>Base Size: Total Recallers</b>	(603)	(802)
<b>Total Triers</b>	14%	16%
<b>Future Purchase Intent (% Top 2 Box)</b>	20%	19%
<b>Spoken with Other Adult Smokers about Camel SNUS (% Yes)</b>	29% →	42%
<b>Improved Opinion of Camel</b>	21% ←	16%
<b>Recall Coupons</b>	89% ←	86%
<b>Coupon Disposition (Among Coupon Recallers)</b>	(470)	(582)
<b>Redeemed</b>	12% →	17%
<b>Gave Away</b>	23% →	32%
<b>Threw Away</b>	28%	28%
<b>Kept To Use Later</b>	37% ←	27%
<b>Understand of Proposition (Among Openers)</b>	(528)	(493)
<b>Alternative to cigarettes</b>	9%	10%

Significant differences at the 90% confidence level between 2008 and 2007 are noted with arrows.

# Snus DM Summary

June 2008 Mailing					
	Total	Males	Females	Females	
				ATU30	ATO30
<b>Base Size: Total Recallers</b>	(603)	(374)	(229)	(68)	(161)
<b>Non-Branded Snus Awareness (screening question)</b>	22%	21%	22%	32% ←	18%
<b>Snus Usage on Regular Basis (screening question)</b>	4%	6% ←	1%	0%	1%
<b>Total Triers</b>	14%	21% ←	7%	12%	4%
<b>Future Purchase Intent (% Top 2 Box)</b>	20%	23% ←	14%	21%	12%
<b>Spoken with Other Adult Smokers about Camel SNUS (% Yes)</b>	29%	30%	26%	37% ←	21%
<b>Improved Opinion of Camel</b>	21%	21%	21%	30% ←	17%
<b>Coupon Disposition (Among Coupon Recallers)</b>	(470)	(291)	(179)	(55)	(124)
<b>Redeemed</b>	12%	17% ←	4%	7%	2%
<b>Gave Away</b>	23%	17% →	31%	29%	32%
<b>Threw Away</b>	28%	26%	31%	31%	31%
<b>Kept To Use Later</b>	37%	40%	34%	35%	33%
<b>Understand of Proposition (Among Openers)</b>	(528)	(329)	(199)	(60)	(139)
<b>Alternative to cigarettes</b>	9%	11%	7%	10%	5%
<b>Likelihood to Recommend Camel SNUS (Among Total Respondents)</b>	(809)	(395)	(414)	(68)	(161)
<b>% Top 3 Box (8, 9 or 10 on a 10-point scale)</b>	22%	23%	22%	21%	22%

Significant differences at the 90% confidence level are noted with arrows.



# **Detailed Findings:**

## ***Mail Piece Diagnostics & Communication***

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# Mailer Disposition

Q.7a Did you open the Camel SNUS mailing?

Q.8 What did you do with the Camel SNUS mailing?

Q.9a Did you read the Camel SNUS mailing?

- Nearly all recallers of the piece opened it, with about half stating that they kept the mailer.
- The majority of those who opened the piece also read it.

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
Mailer Disposition					
Opened mailing	88%	91% <sup>d</sup>	88%	89%	83%
Kept it	44%	47%	44%	42%	45%
Passed it along	19%	17%	11%	20% <sup>b</sup>	26% <sup>ab</sup>
Threw it away	37%	35%	45% <sup>ad</sup>	38%	30%
<b>Base: Total Recallers</b>	<b>603</b>	<b>150</b>	<b>150</b>	<b>148</b>	<b>155</b>
Read mailer	77%	76%	76%	76%	79%
<b>Base: Total Openers</b>	<b>528</b>	<b>136</b>	<b>132</b>	<b>121</b>	<b>129</b>

# Main Communication (Unaided)

**Q.24 What do you think Camel was trying to communicate with this Camel SNUS mailing?**

- The main theme communicated by the Snus mailing was the invitation to try the product.
- Consumers were less likely to associate Snus with an alternative to cigarettes or as a smokeless or spitless tobacco product.

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
Try/use it	30%	22%	36% <sup>a</sup>	32% <sup>a</sup>	30%
New/ Different product	26%	29%	24%	21%	30% <sup>c</sup>
Promote/advertise/sell new product	16%	20% <sup>d</sup>	17%	16%	12%
Alternative to cigarettes	9%	10%	11% <sup>c</sup>	5%	10%
Use anywhere smoking is not allowed	9%	12% <sup>c</sup>	9%	5%	9%
Smokeless	6%	7%	8% <sup>d</sup>	7%	3%
Spitless	3%	6% <sup>cd</sup>	2%	2%	2%
Other	18%	21%	14%	20%	15%
Don't know	11%	8%	9%	12%	15% <sup>a</sup>
<b>Base: Recalled/ Opened mailer</b>	<b>528</b>	<b>136</b>	<b>132</b>	<b>131</b>	<b>129</b>

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

# Mailer Perceptions

**Q.25 Based on your impressions of this particular Camel SNUS mail piece, please tell me how strongly you agree or disagree with each of the following statements.**

- The majority of all brand target smokers who recalled the mailing found the mailing to be "original" and "unique."

% Top 2 Box (Agree strongly/mostly)	Brand Target				
	Total	Camel (a)	Winston (b)	Doral (c)	All Other (d)
This Camel SNUS mailing was original	62%	64%	55%	64%	65%
This Camel SNUS mailing was unique and different	61%	57%	61%	60%	67% <sup>a</sup>
This Camel SNUS mailing was informative	45%	41%	47%	45%	47%
This camel SNUS mailing was interesting	44%	45%	43%	46%	43%
This Camel SNUS mailing was appealing to you	36%	29%	39%	40% <sup>a</sup>	36%
This Camel SNUS mailing was fun	28%	30%	22%	26%	35% <sup>b</sup>
Camel SNUS is a brand I would recommend to an adult friend who smokes	28%	27%	22%	33% <sup>b</sup>	29%
<b>Base: Recalled/ Opened mailer</b>	<b>528</b>	<b>136</b>	<b>132</b>	<b>131</b>	<b>129</b>

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

Source: <https://www.industrydocuments.ucsf.edu/docs/hsl0222>



# Opinion Shift

Q.26 Based on this Camel SNUS mail piece, has your opinion of Camel improved, worsened or stayed the same?

Q.27 Why has your opinion of Camel improved?

- Nearly 20% of recallers stated that their opinion of Camel improved because of the Snus mailing, mainly because Camel is offering something new and different.

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
Opinion Shift					
Improved	21%	21%	20%	19%	24%
Worsened	1%	1%	1%	2%	2%
Stayed the same	78%	78%	79%	79%	74%
<b>Base: Recalled/ Opened mailer</b>	<b>528</b>	<b>136</b>	<b>132</b>	<b>131</b>	<b>129</b>
Reasons for Improved Opinion					
Variety/ New product/ Something different	41%	50% <sup>d</sup>	41%	52% <sup>d</sup>	26%
Coupons/ Free stuff	18%	21%	30% <sup>d</sup>	12%	10%
Smokeless/ No second hand smoke	7%	0%	0%	4%	23% <sup>abc</sup>
Alternative to smoking	6%	7%	7%	4%	6%
Better flavor/ Good products	5%	0%	4%	4%	13% <sup>a</sup>
Good advertising	5%	7%	4%	4%	6%
Spitless	5%	11% <sup>bc</sup>	0%	0%	6%
<b>Base: Recall/ Opened/ Opinion of Camel improved</b>	<b>111</b>	<b>28*</b>	<b>27*</b>	<b>25*</b>	<b>31*</b>

\*Caution: Small  
base size

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

Source: <https://www.industrydocuments.ucsf.edu/docs/hsl0222>

# Coupon Recall/Disposition

Q.10 Did the Camel SNUS mailing you received contain any coupons?

Q.11 Which of the following BEST describes what you did with these Camel SNUS coupons?

Q.12 Why did you not redeem the coupons?

- Nearly all recallers of the mailing recalled the coupons but the Winston Target smokers were less likely to recall receiving coupons compared to the other segments.
- Nearly half of the recallers either stated that they redeemed the coupons or plan to redeem them in the future.

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
Recall Coupons	89%	92% <sup>b</sup>	82%	92% <sup>b</sup>	91% <sup>b</sup>
<b>Base: Total Openers</b>	<b>528</b>	<b>136</b>	<b>132</b>	<b>131</b>	<b>129</b>
<b>Coupon Disposition</b>					
Redeemed or used them	12%	14% <sup>c</sup>	16% <sup>c</sup>	6%	13% <sup>c</sup>
Kept them to use later	37%	38%	39%	41%	31%
Give them away	23%	18%	15%	24% <sup>b</sup>	33% <sup>ab</sup>
Threw them away	28%	32% <sup>d</sup>	31%	27%	22%
<b>Base: Opened/ Recall coupons</b>	<b>470</b>	<b>125</b>	<b>108</b>	<b>120</b>	<b>117</b>
<b>Reasons For Not Redeeming Coupons</b>					
I don't use snuff	69%	69%	71%	67%	71%
Gave it to someone	7%	5%	2%	9% <sup>b</sup>	9% <sup>b</sup>
I don't know enough about SNUS	6%	7%	8%	2%	7%
Don't use Camel	5%	2%	2%	9% <sup>ab</sup>	6%
<b>Base: Opened/ Recall/ Redeemed coupons</b>	<b>244</b>	<b>61</b>	<b>51</b>	<b>64</b>	<b>68</b>

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

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# Product Trial

**Q.21 Overall,**  
**would you rate**  
**the Camel SNUS**  
**you tried as...?**

- The Snus mailing generated minimal product trial with about 15% of recallers claiming to have tried Camel Snus.
  - Among those who actually did try the product, most rated it as "excellent" or "very good."

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
Total Triers	14%	16%	15%	9%	15%
<b>Base: Total Recallers</b>	<b>603</b>	<b>150</b>	<b>150</b>	<b>148</b>	<b>155</b>
<b>Overall SNUS Rating</b>					
Excellent/ Very good	57%	42%	64%	77% <sup>a</sup>	57%
Fair	28%	33%	27%	15%	30%
Not very good/ Poor	15%	25%	9%	8%	13%
<b>Base: Opened/ Recall mailing/ Tried SNUS</b>	<b>82</b>	<b>24*</b>	<b>22*</b>	<b>13*</b>	<b>23*</b>

\*Caution: Small  
 base size

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

Source: <https://www.industrydocuments.ucsf.edu/docs/hsl0222>

# Product Usage

**Q.22 On average, how many pouches of Camel SNUS do you use on a daily basis?**

- Triers of Snus claimed to use an average of three pouches per day.
- Tobacco users who tried Camel Snus are most likely to use the product at work or at home.

**Q.23 Where do you use Camel SNUS?**

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
Mean number of pouches used per day	3.3	3.3	2.6	4.8 <sup>b</sup>	3.2
<b>Location SNUS is Used</b>					
At work	28%	38%	23%	23%	26%
At home	17%	17%	18%	15%	17%
In a bar/club	13%	13%	5%	23%	17%
Everywhere/ Anytime	10%	4%	5%	15%	17%
In my car	9%	8%	5%	15%	9%
Public area that bans smoking (unspecified)	7%	4%	14% <sup>c</sup>	0%	9%
At a sporting event	5%	4%	0%	8%	9%
<b>Base: Opened/ Recalled mailer/ Tried SNUS</b>	<b>82</b>	<b>24*</b>	<b>22*</b>	<b>13*</b>	<b>23*</b>

\*Caution: Small base size

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

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# Future Purchase Intent

**Q.28 How likely would you be to purchase Camel SNUS in the future?**

**Q.31 How many tins of Camel SNUS do you think you would purchase in an average week?**

- 20% of recallers stated that they definitely or probably would purchase Snus in the future, and over half would not purchase Camel Snus in the future.

	Brand Target				
	Total	Camel	Winston	Doral	All Other
		(a)	(b)	(c)	(d)
Future Purchase Intent					
Definitely/ probably would purchase	20%	20%	23%	19%	16%
Might or might not purchase	23%	21%	24%	24%	25%
Probably/ definitely would not purchase	57%	59%	53%	57%	59%
<b>Base: Total Recallers</b>	<b>603</b>	<b>150</b>	<b>150</b>	<b>148</b>	<b>155</b>
Mean Number of Tins Purchased in Average Week	2.1	2.1	2.4 <sup>c</sup>	1.8	2.1
<b>Base: Recall/ Opened/ T3B purchase intent</b>	<b>259</b>	<b>62</b>	<b>71</b>	<b>63</b>	<b>63</b>

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

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# Future Purchase/Trial

**Q.29 Being as specific as possible, why will you not purchase Camel SNUS in the future?**

**Q.30 What could the makers of Camel SNUS do to encourage you to try their product?**

- Among the respondents who do not plan to purchase Camel Snus in the future, most say it is because they don't use dip/smokeless tobacco.
- When asked what the makers of Camel Snus could do to encourage trial, the majority could not offer any suggestions.

	Brand Target				
	Total	Camel	Winston	Doral	All Other
		(a)	(b)	(c)	(d)
<b>Reasons For Not Purchasing Camel SNUS in the Future</b>					
Don't like/use SNUS/dip/smokeless tobacco	47%	49%	54% <sup>c</sup>	38%	47%
Prefer cigarettes/smoking	21%	25%	15%	27% <sup>bd</sup>	16%
No interest	16%	16%	22% <sup>d</sup>	16%	11%
Don't smoke/like Camel	11%	3%	9%	13% <sup>a</sup>	18% <sup>ab</sup>
<b>Ways to Increase Purchase Intent</b>					
Nothing	72%	66%	70%	76%	75%
Offer a free tin	6%	8%	5%	5%	5%
Make coupons more valuable	4%	8% <sup>cd</sup>	4%	1%	2%
<b>Base: Recall/ Opened mailer/ B2B purchase intent</b>	<b>344</b>	<b>88</b>	<b>79</b>	<b>85</b>	<b>92</b>

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

Source: <https://www.industrydocuments.ucsf.edu/docs/hsl0222>

# Product Perceptions

**Q.32 Please tell me how strongly you agree or disagree with each of the following statements. You may use any number from 1 to 7 where 1 means you disagree strongly, 4 means you neither agree nor disagree and 7 means you agree strongly.**

- Recallers of the mailing felt that the Snus product appeals more to men and only 25% stated that Snus was just like other moist snuff products.

% Top 2 Box (Agree strongly/mostly)	Total	Brand Target				2007 Total
		Camel (a)	Winston (b)	Doral (c)	All Other (d)	
Camel SNUS is a product that appeals more to men	64%	60%	61%	70% <sup>a</sup>	66%	68%
Camel SNUS is great when you can't smoke, dip or chew	<b>45%</b>	45%	42%	45%	48%	34%
Camel SNUS is just like other moist snuff products like Skoal and Copenhagen	26%	23%	29%	26%	26%	29%
Camel SNUS is a product for people like you	25%	21%	32% <sup>a</sup>	24%	25%	24%
Camel SNUS is a product I'd rather use than cigarettes	13%	5%	18% <sup>a</sup>	15% <sup>a</sup>	15% <sup>a</sup>	12%
Camel SNUS is a product for women	13%	13%	13%	14%	12%	<b>21%</b>
<b>Base: Total Recallers</b>	<b>603</b>	<b>150</b>	<b>150</b>	<b>148</b>	<b>155</b>	<b>147</b>

Significant differences between 2007 and 2008 are indicated with bold font. The bold font appears in the highest number in the comparison.

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

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# Likelihood to Recommend/WOM

Q.34 On a scale of 1 to 10, how likely are you to recommend Camel SNUS to an adult friend who smokes?

Q.33 Have you spoken to any other adult smokers about Camel SNUS?

- The likelihood of recommending Snus to an adult friend is low with less than 20% saying they would.
- However, nearly one-third of tobacco users spoke to another adult tobacco user about the product following the mailing.

	Brand Target				
	Total	Camel (a)	Winston (b)	Doral (c)	All Other (d)
<b>Likelihood to Recommend Camel SNUS</b>					
Top 3 Box (8, 9 or 10)	18%	18%	14%	21%	20%
Middle 4 box (4, 5, 6 or 7)	43%	41%	49%	40%	44%
Bottom 3 Box (1, 2 or 3)	38%	41%	37%	39%	36%
<b>Word of Mouth</b>					
Spoken to adult about Camel SNUS	29%	36% <sup>bc</sup>	25%	26%	28%
<b>Base: Total Recallers</b>	<b>603</b>	<b>150</b>	<b>150</b>	<b>148</b>	<b>155</b>

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

Source: <https://www.industrydocuments.ucsf.edu/docs/hsl0222>

# Demographics

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
<b>Gender</b>					
Male	62%	56% <sup>c</sup>	100% <sup>acd</sup>	39%	53% <sup>c</sup>
Female	38%	44% <sup>b</sup>	0%	61% <sup>abd</sup>	47% <sup>b</sup>
<b>Age</b>					
21-24	10%	25% <sup>bcd</sup>	3%	4%	8% <sup>b</sup>
25-29	18%	37% <sup>bcd</sup>	9%	18% <sup>bd</sup>	9%
30-34	16%	15%	15%	18%	17%
35-39	24%	15%	33% <sup>ac</sup>	22% <sup>a</sup>	26% <sup>a</sup>
40-45	32%	9%	41% <sup>a</sup>	39% <sup>a</sup>	40% <sup>a</sup>
<b>Tobacco Product Usage</b>					
Cigarettes	94%	96% <sup>c</sup>	93%	91%	95% <sup>c</sup>
Cigars	14%	13%	17%	13%	12%
Loose tobacco to roll your own cigarettes	8%	9%	9%	5%	10% <sup>c</sup>
SNUS	4%	3%	5%	3%	6%
Moist snuff or dip	4%	2%	7% <sup>a</sup>	3%	3%
Other	5%	5%	6%	4%	5%
<b>Base: Total Recallers</b>	<b>603</b>	<b>150</b>	<b>150</b>	<b>148</b>	<b>155</b>

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# Demographics

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
Claimed Usual Brand of Cigarettes					
Marlboro	43%	47% <sup>c</sup>	51% <sup>c</sup>	33%	41%
Camel	11%	31% <sup>bcd</sup>	6%	4%	4%
Camel Non-menthol	6%	18%	2%	2%	1%
Camel Menthol	1%	4%	1%	1%	0%
Camel Wides	1%	2%	1%	0%	1%
Camel No. 9's	1%	3%	0%	1%	1%
Other	2%	4%	2%	0%	1%
Newport	11%	10%	6%	12% <sup>b</sup>	15% <sup>b</sup>
Doral	7%	0%	0%	28% <sup>abd</sup>	1%
Winston	7%	0%	26% <sup>acd</sup>	1%	0%
Other	21%	12%	11%	22%	39%
Usual Brand Flavor					
Non-menthol	74%	78% <sup>cd</sup>	89% <sup>acd</sup>	60%	66%
Menthol	26%	22% <sup>b</sup>	9%	39% <sup>ab</sup>	32% <sup>ab</sup>
Usual Brand Strength					
Regular/Filter	49%	50%	46%	51%	50%
Lights/ Ultra Lights	51%	50%	54%	49%	50%
<b>Base: Use cigarettes on a regular basis</b>	<b>566</b>	<b>144</b>	<b>140</b>	<b>134</b>	<b>148</b>

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.



# Demographics

Total	
Moist Snuff Usual Brand	
Skoal	17%
Grizzly	17%
Copenhagen	17%
Kodiak	13%
Timberwolf	9%
Other	17%
Moist Snuff Cut	
Long cut	52%
Fine cut	26%
Pouches	17%
Moist Snuff Flavor	
Straight	35%
Wintergreen	22%
Original	22%
Mint	13%
Other	9%
<b>Base: Use moist snuff on a regular basis</b>	
<b>23*</b>	

\*Caution: Small base size

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.



# Demographics

**Q.1d Please tell me all the types of tobacco products you are aware of. Please tell me TYPES of products, such as cigarettes or chewing tobacco, NOT specific brands of these products.**

**Q.1e What brands of SNUS are you aware of?**

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
Snus Awareness	22%	29% <sup>cd</sup>	21%	17%	20%
<b>Base: Total Respondents</b>	<b>603</b>	<b>150</b>	<b>150</b>	<b>148</b>	<b>155</b>
<b>Snus Brand Awareness</b>					
Camel SNUS	76%	79%	74%	76%	74%
Skoal Dry	8%	7%	10%	12%	6%
Marlboro SNUS	4%	7% <sup>c</sup>	3%	0%	3%
<b>Base: Aware of Snus</b>	<b>130</b>	<b>43*</b>	<b>31*</b>	<b>25*</b>	<b>31*</b>

\*Caution: Small  
base size

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison. Source: <https://www.industrydocuments.ucsf.edu/docs/hsl0222>

# Demographics

	Brand Target				
	Total	Camel (a)	Winston (b)	Doral (c)	All Other (d)
<b>Education</b>					
Grade school/ Some high school	9%	7%	4%	16% <sup>ab</sup>	8%
High school graduate	38%	31%	48% <sup>acd</sup>	36%	37%
Technical school	4%	4%	3%	6%	4%
1 year of college	7%	7%	5%	5%	12% <sup>bc</sup>
2 years of college	12%	11%	12%	14%	13%
3 years of college	4%	6%	3%	5%	4%
4 years of more of college	20%	25% <sup>c</sup>	21%	16%	19%
Graduate school	3%	7% <sup>bcd</sup>	3%	1%	2%
<b>Income</b>					
Less than \$15,000	9%	11% <sup>b</sup>	6%	11% <sup>b</sup>	9%
\$15,000 to \$25,000	11%	10%	7%	14% <sup>b</sup>	12%
Over \$25,000 to \$35,000	11%	11%	10%	10%	14%
Over \$35,000 to \$50,000	17%	20% <sup>b</sup>	13%	17%	18%
Over \$50,000	41%	38%	52% <sup>acd</sup>	36%	37%
<b>Base: Total Respondents</b>	<b>603</b>	<b>150</b>	<b>150</b>	<b>148</b>	<b>155</b>

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

Source: <https://www.industrydocuments.ucsf.edu/docs/hsl0222>

# Demographics

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
<b>Ethnicity</b>					
Caucasian	80%	87% <sup>cd</sup>	83% <sup>d</sup>	77%	74%
African American	8%	2%	4%	14% <sup>ab</sup>	12% <sup>ab</sup>
Hispanic	5%	5%	4%	6%	5%
Other	7%	7%	11%	1%	9%
<b>Base: Total Respondents</b>	<b>603</b>	<b>150</b>	<b>150</b>	<b>148</b>	<b>155</b>
<b>Ways They Commute</b>					
Drive personal vehicle	82%	86% <sup>d</sup>	87% <sup>d</sup>	86% <sup>d</sup>	73%
Transit authority (bus)	4%	4%	3%	2%	5%
Train/Subway	2%	1%	1%	2%	4%
Walk	2%	1%	1%	0%	4% <sup>c</sup>
Other	8%	6%	6%	9%	11%
<b>Base: Commutes to work</b>	<b>268</b>	<b>69</b>	<b>68</b>	<b>57</b>	<b>74</b>

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison.

Source: <https://www.industrydocuments.ucsf.edu/docs/hsl0222>



# Demographics

	Total	Brand Target			
		Camel (a)	Winston (b)	Doral (c)	All Other (d)
Occupation					
Skilled trade/ Construction	12%	7%	21% <sup>acd</sup>	5%	14% <sup>ac</sup>
Homemaker	8%	3%	1%	16% <sup>ab</sup>	11% <sup>ab</sup>
Professional specialty	8%	10% <sup>b</sup>	5%	9%	8%
Administrative/ Clerical	8%	10% <sup>b</sup>	1%	7% <sup>b</sup>	12% <sup>b</sup>
Executive/ Managerial	8%	9%	8%	8%	5%
Sales work	6%	7%	5%	5%	6%
Technical specialty	6%	7% <sup>c</sup>	9% <sup>cd</sup>	3%	3%
Food industry/service	4%	5%	3%	4%	3%
Unemployed	3%	5% <sup>c</sup>	3%	1%	4%
Student	3%	7% <sup>bc</sup>	1%	0%	3% <sup>c</sup>
Factory worker	3%	2%	5% <sup>d</sup>	3%	1%
Disabled	3%	1%	2%	5% <sup>a</sup>	3%
Other	27%	23%	33% <sup>a</sup>	28%	25%
<b>Base: Total Respondents</b>	<b>603</b>	<b>150</b>	<b>150</b>	<b>148</b>	<b>155</b>

Significant differences between brand targets are indicated with a superscript letter. The superscript letter appears next to the highest number in the comparison. Source: <https://www.industrydocuments.ucsf.edu/docs/hsl10222>