

APPENDIX A: UTUS 2021 First Half-Year Topline Results to be Shared on Altria’s Science Site

Background about the survey

Altria Client Services LLC launched the Underage Tobacco Use Survey (UTUS) during quarter 2 (April to June) of 2020 after pilot testing the survey during quarter 1 (January to March). Data collection will continue quarterly for the foreseeable future. The UTUS provides timely data covering new and existing tobacco product categories among household-dwelling individuals 13-20 years of age in the United States. Data from UTUS are used to support ALCS’ regulatory requirements for certain FDA-authorized products and informs ALCS’ underage use prevention strategies.

A brief product description (no images) was provided for each tobacco product category assessed, except for cigarettes, to help respondents correctly identify the respective tobacco product category. Product descriptions and survey questions of awareness, ever use, and recency of use are shown in the table below.

Tobacco product category	Product Description	Survey questions		
		Awareness	Ever use	Recency of Use
E-Cigarettes	The next question is about electronic cigarettes or e-cigarettes, such as JUUL®, Vuse®, blu®, and Logic™. E-Cigarettes are battery-powered devices that usually contain a nicotine-based liquid that is vaporized and inhaled. You may also know them as e-cigs, vape-pens, e-hookahs, vapes or mods.	Have you ever seen or heard of e-cigarettes before this study?	Have you ever used an e-cigarette, even once or twice?	When was the last time you used an e-cigarette, even one or two times?
Cigarettes		Have you ever seen or heard of cigarettes (ones that have to be lit and burned) before this study?	Have you ever smoked a cigarette, even one or two puffs?	When was the last time you smoked a cigarette, even one or two puffs?
Cigars	The next question is about the use of cigars, cigarillos, or little cigars such as Swisher Sweets®, Black and Mild®, Garcia y Vega®, Cheyenne™, White Owl®, or Dutch Masters®	Have you ever seen or heard of cigars, cigarillos, or little cigars before this study?	Have you ever smoked a cigar, cigarillo, or little cigar, even one or two puffs?	When was the last time you smoked a cigar, cigarillo, or little cigar, even one or two puffs?
Chewing tobacco, snuff, or dip	The following question is about the use of chewing tobacco, snuff, or dip, such as Copenhagen®, Grizzly®, Skoal®, or Longhorn®. Do not think about	Have you ever seen or heard of chewing	Have you ever used chewing tobacco, snuff, or	When was the last time you used chewing tobacco, snuff, or dip?

	snus or dissolvable tobacco products when answering this question.	tobacco, snuff, or dip before this study?	dip, even just a small amount?	
Hookah	The next question is about smoking tobacco in a hookah, which is a type of waterpipe. Shisha (or hookah tobacco) is smoked in a hookah.	Have you ever seen or heard of smoking tobacco in a hookah or waterpipe before this study?	Have you ever smoked tobacco in a hookah or waterpipe, even one or two puffs?	When was the last time you smoked tobacco in a hookah or waterpipe, even one or two puffs?
Pipe tobacco	The following question is about pipes filled with tobacco (not hookah or waterpipe).	Have you ever seen or heard of pipes filled with tobacco (not hookah or waterpipe) before this study?	Have you ever used pipes filled with tobacco (not hookah or waterpipe), even just one time?	When was the last time you smoked a pipe filled with tobacco, even one or two puffs?
Snus	The next question is about snus, which is a type of smokeless tobacco product. It usually comes in small pouches, although some snus may be sold as loose snus. Typically, with most kinds of smokeless tobacco, you spit, but you do not need to spit when using snus. Common brands include Camel Snus [®] or General Snus [®] . Do not think about chewing tobacco, snuff, or dip when answering this question.	Have you ever seen or heard of snus before this study?	Have you ever used Snus, such as Camel Snus or General Snus, even just one time?	When was the last time you used snus, even one or two pouches?
Heated tobacco products	The next question is about heated tobacco products. Some people refer to these products as “heat-not-burn” tobacco products. “Heated tobacco products” heat tobacco sticks or capsules to produce a vapor. They are different from e-cigarettes, which heat a liquid to produce a vapor. Some brands of “heated tobacco products” include IQOS [®] , glo [™] , and Eclipse [®] .	Have you ever seen or heard of “heated tobacco products” before this study?	Have you ever used a “heated tobacco product”, even just one time?	When was the last time you used a heated tobacco product, even one or two times?
oral nicotine products	The next question is about “oral nicotine products”. These products might come in pouches such as on! [®] or Zyn [™] , lozenges, chewables and other oral forms. Do not think about chewing tobacco, snuff, dip, snus, or products used to quit tobacco such as nicotine gum, Nicorette [®] or Nicoderm [®] when answering this question.	Have you ever seen or heard of “oral nicotine products” before this study?	Have you ever used an oral nicotine product, even just one time?	When was the last time you used an oral nicotine product, even one or two times?

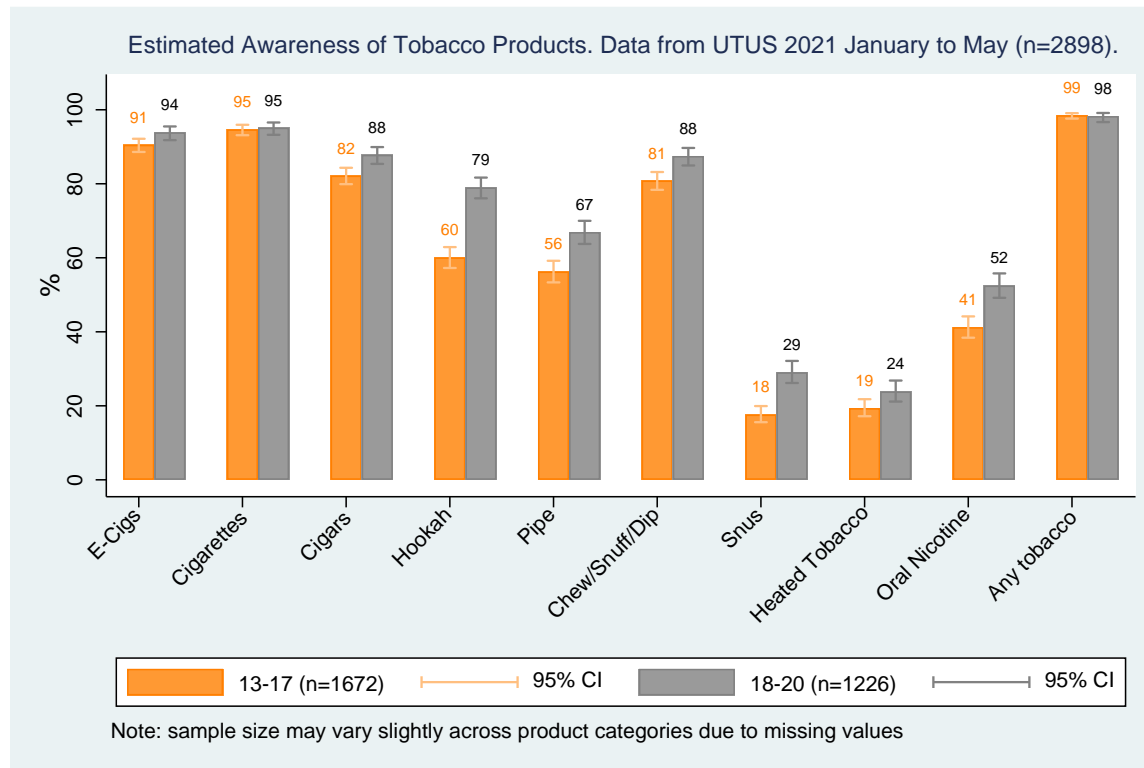
2021 First Half-Year Estimates

Estimates shown below are from UTUS 2021 combining quarters 1 and 2 data (January to May 2021). Data are weighted to account for selection probabilities, non-response patterns, and adjustments to person-level population totals. Taylor series approximation was used for variance estimation.

- **Awareness**

Awareness was assessed via a series of questions in the form of “Have you ever seen or heard of ... before this study?”, one question for each tobacco product category as shown in the table above. Awareness of any tobacco represents being aware of any of the tobacco products assessed.

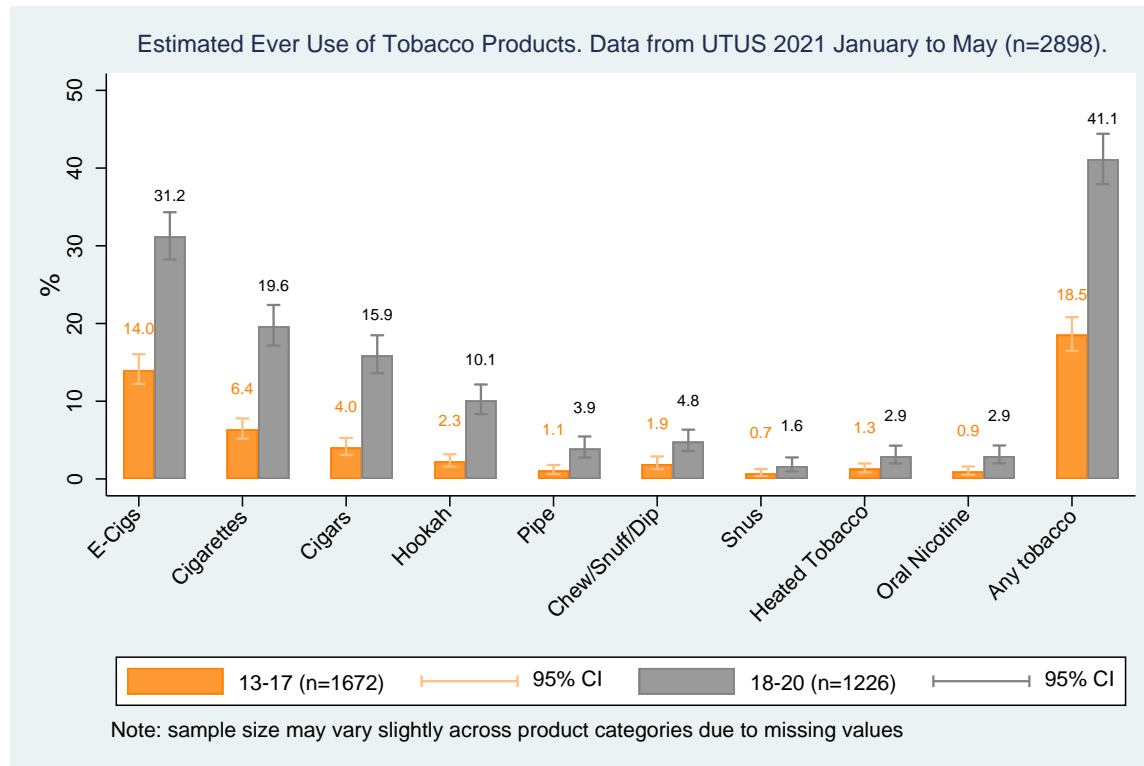
Data show high awareness of e-cigarettes, cigarettes, cigars, and chewing tobacco/snuff/dip. Awareness was lowest for snus and heated tobacco products.



- **Ever Use**

Ever use was assessed via a series of questions listed in the table above, one question for each tobacco product category. Ever use of any tobacco represents ever using any of the tobacco products assessed.

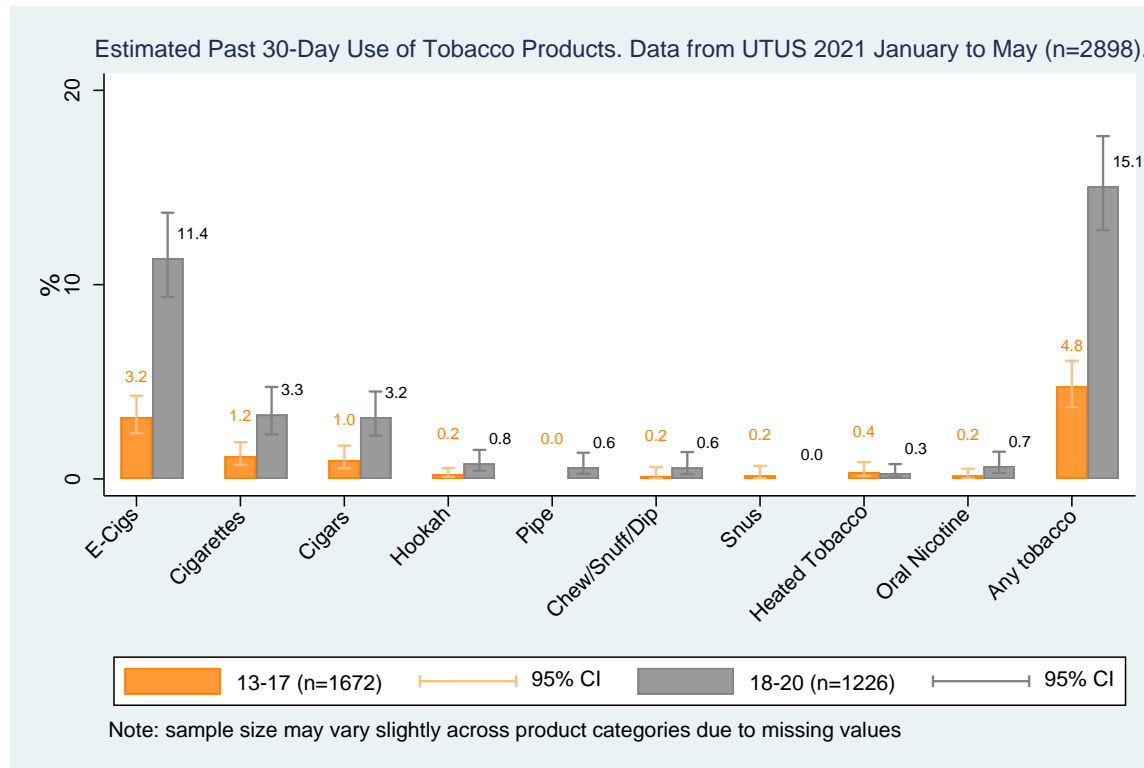
Ever use of e-cigarettes and cigarettes was most common followed by cigars and hookah. Ever use was higher among young adults (18-20 years old) relative to youth (13-17 years old).



- **Past 30-Day Use**

Past 30-day use was assessed via a series of questions listed in the table above, one question for each tobacco product category. Response of “earlier today,” “not today but sometime during the past 7 days,” and “Not during the past 7 days but sometime during the past 30 days” were included as past 30-day use. Past 30-day use of any tobacco represents using any of the tobacco products assessed during the past 30 days.

Past 30-day use of e-cigarettes was higher than the other tobacco categories among youth (13-17 years) and young adults (18-20 years).



Considerations

Methodological differences precluded direct comparisons of UTUS results with other national surveys (e.g., National Youth Tobacco Survey), including the time period when data were collected, survey setting (household survey vs. school survey), population under study (household dwelling underage individuals vs. school-attending individuals), mode of administration, etc. Nonetheless, results from the UTUS are in line with results from other national surveys in that e-cigarettes were the most commonly used tobacco product among underage individuals while chew/snuff/dip, snus, pipe, and heated tobacco product use¹ was less common, and young adults were more likely to use tobacco products compared to adolescents. In addition, to our knowledge, UTUS is currently the only national survey that asks questions related to newer oral nicotine products.

¹ The results for heated tobacco products (HTPs) provide insight and caution with respect to surveillance of newer tobacco products. We observed a proportion of participants reporting awareness and use of HTPs, despite very limited distribution of these products in the US. Prior research indicated a degree of awareness and use of HTPs among youth in early 2019 (Dai, 2020) and awareness of *IQOS*, a HTP brand, in 2017 (Czoli et al., 2019) before *IQOS* was authorized and available for sale in the US in late 2019 and when other HTPs were also in very limited distribution in the US. These results suggest possible misreporting of HTP, a relatively new product category. (Sources: Dai, H. Heated tobacco product use and associated factors among U.S. youth, 2019. *Drug Alcohol Depend.* 2020;214:108150. Czoli, CD; White, CM; Reid, JL, et al. Awareness and interest in *IQOS* heated tobacco products among youth in Canada, England and the USA. *Tob Control.* 2019;29(1):89-95)