The purpose of this AUS study was to investigate how U.S. adult daily smokers of cigarettes (CC) actually used THS and CC, and of CC with participants receiving HeatSticks free of charge.

The study design served as a mid-term prospective observational study, implying an assessment of subject-week observational period, participants recorded their stick-by-stick-consumption of both CC and other products containing nicotine.

The target population was U.S. adult daily smokers of regular and/or menthol CC aged 18 years and above (according to minimum local or State legal smoking age). The study sample was composed of daily smokers with no intention to quit smoking within the next 30 days. The study was conducted in 8 geographic areas of the U.S.

First Subject In was on 21 September 2015 and Last Subject Out was on 07 January 2016. 1,336 participants were enrolled; 1,106 participants completed the Full Analysis Set (FAS).

The data indicates that THS has the potential to completely “switch” a sizeable proportion of participants, as 7.5% of the participants were using HeatSticks exclusively at the end of the observational period.

The proportion of participants who completely “switched” to THS was higher in the subgroup of participants who ordered both HeatSticks types compared to those who ordered menthol HeatSticks only or regular HeatSticks only.

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