

Table S1. Unweighted Sample Characteristics

		Dallas/Fort Worth 2256			Indianapolis 2894			Total 5150		
		Phone Sample	Mail Sample	Total Sample	Phone Sample	Mail Sample	Total Sample	Phone Sample	Mail Sample	Total Sample
Gender										
	Male	53.6	48.3	51.7	53.4	48.0	51.8	53.5	48.2	51.7
	Female	46.4	51.7	48.3	46.6	52.0	48.2	46.5	51.8	48.3
Agegrp3										
	18-30	14.5	28.9	19.7	17.4	29.5	21.0	16.2	29.2	20.4
	31-49	27.0	42.7	32.6	28.6	42.5	32.7	27.9	42.6	32.7
	50-65	58.5	28.4	47.7	54.0	28.0	46.3	55.9	28.2	46.9
Education										
	High school or less	26.4	23.9	25.5	28.9	25.7	28.0	27.9	24.9	26.9
	Some College	34.9	34.2	34.6	31.6	28.7	30.8	33.0	31.4	32.5
	BA or more	38.7	41.8	39.8	39.4	45.6	41.3	39.1	43.8	40.6
Race Ethnicity										
	White/Non-Hispanic	77.1	62.5	71.8	86.8	79.4	84.6	82.8	71.2	79.0
	Minority	22.9	37.5	28.2	13.2	20.6	15.4	17.2	28.8	21.0
Smoking Status										
	Current smoker	54.0	16.1	40.2	44.1	15.7	35.5	48.2	15.9	37.6
	Former/Non-smoker	46.0	83.9	59.8	55.9	84.3	64.5	51.8	84.1	62.4
Snus Trial										
	Ever tried	10.6	6.8	9.2	9.9	6.2	8.7	10.2	6.5	8.9
	Never tried	89.4	93.2	90.8	90.1	93.8	91.3	89.8	93.5	91.1
Snus Use										
	Used at least 20 times	3.9	2.1	3.2	3.0	1.5	2.5	3.4	1.8	2.8
	Has not used 20 times	96.1	97.9	96.8	97.0	98.5	97.5	96.6	98.2	97.2

Ns are un-weighted; percentages are un-weighted.

Table S2. Reasons for trying and giving up snus among those who did not become current snus users

	All		Male		Female		Significance
	(N =308)		(N = 253)		(N = 55)		
	%	95% C.I.	%	95% C.I.	%	95% C.I.	
<u>Reasons for Trying Snus</u>							
Curiosity	44.8	(24.2, 67.3)	47.8	(25.0, 71.6)	30.0	(7.2, 70.4)	NS
Coupon/Free Sample	33.7	(15.4, 58.6)	37.2	(16.7, 63.7)	16.7	(3.1, 55.4)	NS
To use in smokefree areas	18.8	(6.9, 41.9)	12.3	(5.3, 26.3)	49.8	(12.3, 87.5)	.04
To reduce or quit smoking	19.1	(6.3, 45.1)	22.4	(7.3, 51.3)	3.1	(0.4, 19.5)	.03
To substitute for CSLT	2.9	(0.5, 15.4)	3.5	(0.6, 18.4)	—		NS
<u>Reasons for Not Continuing with snus</u>							
Bad taste	24.6	(10.9, 46.6)	15.1	(6.6, 30.8)	69.9	(29.4, 92.8)	<.01
Bad mouth feel	33.2	(16.4, 55.6)	22.8	(10.0, 43.9)	80.8	(42.3, 96.1)	<.01
Not strong enough	9.3	(3.8, 21.1)	10.4	(3.9, 24.8)	4.4	(0.5, 27.9)	NS
Bad for health	10.7	(3.7, 27.3)	9.4	(2.4, 30.4)	16.8	(3.2, 55.5)	NS
Made me look bad	12.7	(3.0, 40.7)	2.8	(0.5, 15.6)	58.1	(18.6, 89.4)	<.01
Made me feel sick	18.6	(8.5, 35.7)	18.9	(7.8, 39.2)	17.0	(3.3, 55.6)	NS
Prefer other form of tobacco	74.8	(49.8, 89.8)	70.8	(43.0, 88.7)	92.9	(70.1, 98.6)	NS
Couldn't find in stores	0.1	(0.0, 0.2)	0.1	(0.0, 0.3)	—		NS
Too expensive	2.8	(1.4, 5.7)	3.3	(1.5, 7.1)	0.4	(0.1, 1.4)	<.01
Friend/family disapproval	5.6	(1.6, 17.6)	4.3	(0.9, 18.3)	11.5	(1.3, 56.2)	NS

Table S3. Reasons for using snus endorsed by 24 current users.*

	Estimate	95% Confidence Interval
Trying to cut down on number of cigarettes smoked	97.9%	(95.0, 99.2)
To avoid exposing others to second-hand smoke	83.1%	(45.5, 96.6)
To avoid smelling like smoke	75.6%	(46.5, 91.4)
To use in non-smoking areas	28.0%	(11.8, 53.2)
When others prefer I don't smoke	4.2%	(1.8, 9.9)
Trying to quit smoking	3.9%	(1.5, 9.8)

*Note: 5 current users responded to the mail survey only and were not asked detailed questions on reasons for using snus.