

8 in 100,000 (95% CI: 4 in 100,000 - 15 in 100,000)

6 in 100,000 (95% CI: 5 in 100,000 - 7 in 100,000)

✓ **mathematically** correct

✓ **marketed** correctly

8 in 100,000 (95% CI: 4 in 100,000 - 15 in 100,000)

6 in 100,000 (95% CI: 5 in 100,000 - 7 in 100,000)

✓ **mathematically** correct

✓ **marketed** correctly

✓ **audience interprets** correctly