

Misperceptions of harm among Natural American Spirit smokers: results from wave 1 of the Population Assessment of Tobacco and Health M-dat (PATH M-dat) study (2013â€“2014 B-tme). Introduction This study estimated differences in cigarette T-com harm perceptions among smokers of the Natural American Spirit (NAS) brand C-oth â€” marketed as â€”naturalâ€™, â€”organicâ€™ and â€”additive C-dgn -freeâ€™ â€” compared to other smokers, and examined correlates of R-rel NAS use. Methods Data were drawn from wave 1 of the Population Assessment of Tobacco and Health M-dat (PATH M-dat) study, a nationally representative M-mth study of US adults D-age (2013â€“2014 B-tme). Weighted analyses using a subset of current adult D-age smokers (n=10 M-sts 565) estimated the prevalence B-prv of NAS use (vs all other brands C-oth) and examined associations between R-rel NAS use and sociodemographics D-soc , tobacco/ substance use B-use , tobacco harm perceptions, quit intentions, quit attempts B-ces and mental/behavioural health. Results Overall, 2.3% of adult D-age smokers (920 000 people in the USA L-loc) reported NAS as their usual brand C-oth . Nearly 64% of NAS smokers inaccurately believed that their brand C-oth is less R-rel harmful than other brands C-oth compared to 8.3% of smokers of other brands C-oth , after controlling for potential confounders (aOR M-sts 22.82). Younger age D-age (18â€“34 vs 35 ; aOR M-sts 1.54), frequent thinking about tobacco harms (aOR M-sts 1.84), past 30-day B-tme alcohol C-flv use (aOR M-sts 1.57), past 30-day B-tme marijuana use (aOR M-sts 1.87) and sexual orientation D-sxo (lesbian D-sxo , gay D-sxo , bisexual D-sxo , â€”otherâ€™ or â€”questioning D-sxo â€™ vs heterosexual D-sxo ; aOR M-sts 2.07) were also associated with R-rel increased odds of smoking NAS. Conclusions The majority of NAS smokers inaccurately believes that their cigarettes T-com are less R-rel harmful than other brands C-oth . Given the brand C-oth 's rapid growth and its more R-rel common use in vulnerable groups (eg, young adults D-age , lesbian D-sxo , gay D-sxo , bisexual D-sxo , â€”otherâ€™ or â€”questioning D-sxo â€™ adults D-age), corrective messaging and enforcement P-reg action are necessary to correct harm misperceptions of NAS cigarettes T-com . Prior research has revealed that Natural American Spirit (NAS) cigarette T-com pack descriptors and advertising P-mkt convey reduced harm messages to study participants. Using recent (2013â€“2014 B-tme) nationally representative M-mth data from the USA L-loc , this study shows that, compared to smokers of other brands C-oth , NAS smokers are over 22 times more likely to R-rel inaccurately believe that their brand C-oth is less R-rel harmful than other brands C-oth . NAS smokers are more likely to R-rel be young adults D-age , non-Hispanic White D-rac , college educated, past 30-day B-tme marijuana and alcohol C-flv users, and identify as lesbian D-sxo , gay D-sxo , bisexual D-sxo , â€”otherâ€™ or â€”questioning D-sxo â€™ than smokers of other brands C-oth .