

Widespread Belief That Organic and Additive C-dgn -Free Tobacco Products T-com are Less R-rel Harmful Than Regular Tobacco Products T-com : Results From the 2017 B-tme US Health Information National Trends Survey M-mth . Significance US smokers of Natural American Spirit, a brand C-oth marketed as “organic” and “additive C-dgn -free,” are more R-rel likely than other cigarette T-com smokers to believe that their brand C-oth might be less R-rel harmful than other brands C-oth . This article (1) describes the prevalence B-prv of belief that “organic” and “additive C-dgn -free” tobacco is less R-rel harmful than regular tobacco products T-com in the US population and (2) describes the sociodemographic characteristics D-soc of adults D-age who believe tobacco products T-com with these descriptors are less R-rel harmful. Methods Data were drawn from the 2017 B-tme Health Information National Trends Survey M-mth (HINTS), a nationally representative M-mth survey M-mth of US adults D-age . Logistic regression M-mth models were used to examine correlates of R-rel the belief that “organic” or “additive C-dgn -free” tobacco products T-com are less R-rel harmful than regular tobacco products T-com . Results Overall, 26.7% of US adults D-age and 45.3% of adult D-age smokers believe that “organic” tobacco products T-com are less R-rel harmful than regular tobacco products T-com . Similarly, 35.2% of US adults D-age and 47.1% of smokers believe that “additive C-dgn -free” tobacco products T-com are less R-rel harmful. When examining gender D-gen , age D-age , education, race/ethnicity D-rac , sexual orientation D-sxo , and smoking status B-use , only age D-age ( adjusted odds ratio M-sts [ aOR M-sts ] ~0.98, 95% confidence interval M-sts [ CI M-sts ]: 0.97, 0.99 for both outcomes) and smoking status B-use (current vs. never smokers B-use , aOR M-sts ~1.78, 95% CI M-sts 1.03, 3.07 for both outcomes) were correlates of R-rel believing that “organic” or “additive C-dgn -free” tobacco is less R-rel harmful than regular tobacco products T-com . Conclusions Belief that “organic” and “additive C-dgn -free” tobacco products T-com are less R-rel harmful than other products is widespread. Younger adults D-age and current smokers are most likely to be misinformed by “organic” or “additive C-dgn -free” tobacco product T-com descriptors. Implications Belief that “organic” and “additive C-dgn -free” tobacco products T-com are less R-rel harmful than other products is widespread among US adults D-age and most prevalent among smokers. Removal of terms that incorrectly imply reduced harm may correct current and future consumers’ misperceptions about the brand.