Study population 1212

Excluded (snus cessation) 83

Randomized 1129

Even dates

Proactive service 588

Received baseline questionnaire 588

Returned baseline questionnaire 303

Returned follow-up questionnaire 165

Analysed in ITT analysis 303
Analysed in responder-only analysis 165

Study base

Odd dates

Reactive service 541

Received baseline questionnaire 472

Returned baseline questionnaire 283

Returned follow-up questionnaire 182

Analysed in ITT analysis 283
Analysed in responder-only analysis 181*