Table 3.

The FDA’s Deeming and Potential Regulation Items

|  |  |  |  |
| --- | --- | --- | --- |
| Coding Variables | Before August 8  (*n* = 278, 53%) | After August 8  (*n* = 247, 47%) | Total  (*N* = 525) |
| **The FDA’s deeming**  Free sample distribution | 9 | 4 | 13 (2.5%) |
| Reduced harm claim | 27 | 35 | 62 (11.8%) |
| Disclosure of minor sale information | 1 | 1 | 2 (0.4%) |
| **Potential regulatory items**  Celebrity endorsement\*\* | 17 | 7 | 24 (4.6%) |
| Cartoon Characters\* | 4 | 13 | 17 (3.2%) |
| Flavoring (any flavor) | 68 | 57 | 125 (23.8%) |
| Sponsoring concerts/sports games | 4 | 1 | 5( 1.0%) |
| Discount coupons | 11 | 17 | 28 (5.3%) |

*Note*: Pearson’s *χ2* tests between before and after August 8 \*\* *p* < .01, \* *p < .*05