

Appendix A

Summary of FDA "Unexplained" Differences

Year	U.S. Unexplained*	Canada Unexplained*	Difference
1994-95	(0.142)	0.109	(0.251)
1996-97	0.344	0.428	(0.084)
1998	(0.053)	1.463	(1.516)
1999	(0.261)	(0.655)	0.394
2000	0.060	(0.699)	0.759
2001	(0.226)	(2.388)	2.162
2002	0.121	(0.847)	0.968
2003	(0.635)	0.626	(1.261)
2004	NA	0.004	NA
2005	(0.814)	(0.542)	(0.272)
2006	(0.882)	(0.350)	(0.532)
2007	(1.762)	0.593	(2.355)
2008	(0.539)	(0.391)	(0.148)
2009	0.323	(0.707)	1.030
Pre-2001 Average	(0.010)	0.129	(0.140) ¹
Post-2000 Average	(0.552) ²	(0.445) ²	(0.051) ¹
"Unexplained"	0.541	0.574	(0.089)

¹ Unexplained difference between U.S. and Canada is greater before introduction of graphic warnings in Canada than after.

² Unexplained difference in U.S. after 2000 (without graphic warnings) is greater than in Canada after 2000 (with graphic warnings).

* Data taken from FDA Final Rule, Tables 43-44.