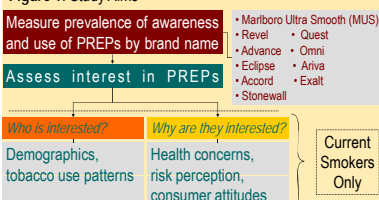


# Consumer Awareness and Attitudes Related to New Potential Reduce-Exposure Tobacco Product Brands

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Figure 1. Study Aims



## Introduction

In recent years, tobacco product manufacturers have introduced a range of new potential reduce exposure tobacco products (PREPs). These products are being marketed as an alternative to conventional cigarettes with claims that they reduce the smokers' exposure to some

harmful constituents in tobacco and smoke. Because these products are relatively new and have had only a modest presence in the market, little published data is currently available about prevalence of use and interest in these products among consumers. So far no study has provided data on prevalence of use or product awareness across a range of specific PREP brands. Previous studies have shown that smokers are interested in trying PREP products and perceive them to have lower health risks, even when advertising messages do not make explicit health claims. However, there is a need for data to understand how interest in PREPs may be correlated with other health related attitudes, beliefs and behaviors.

Figure 2. Main reason for using PREPs.

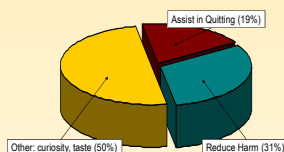
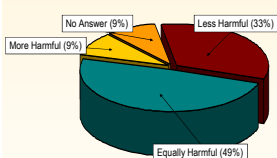


Figure 3. Beliefs about PREPs compared to conventional cigarettes.



## Population

2003 HINTS  
 Total Population: 6,369  
 Current Smokers: 1,237 (20%)  
 Former Smokers: 1,677 (27%)

2005 HINTS  
 Total Population: 5,586  
 Current Smokers: 1,011 (18%)  
 Former Smokers: 1,596 (29%)

Table 1. Demographic variables and interest in PREPs among current smokers.			
Combined Interest (Very Interested & Somewhat Interested)			
Demographics	%	95% CI	
**Gender			
Male	49.9	45.4 – 54.5	
Female	59.3	55.8 – 62.8	
Age			
18-34 years	50.4	44.5 – 56.3	
35 or older	56.7	53.0 – 60.2	
***Race/Ethnicity			
White	57.1	53.5 – 60.7	
Black	40.6	32.5 – 49.2	
Hispanic	45.8	37.0 – 54.8	
Other	63.2	51.8 – 73.3	
*Intent to Quit			
Considering Quitting	51.7	47.4 – 56.0	
Not Considering Quitting	59.5	55.2 – 63.6	
*Perceived Lung Cancer Risk			
High	59.2	51.9 – 66.1	
Medium/Low	49.8	44.2 – 55.5	
*p ≤ .05. **p ≤ .01. ***p ≤ .001			

## Sample Questions

Given need for data in this area, NCI added PREP questions to HINTS in 2003 & 2005.

### •HINTS I: Use of PREPs

(Current and Former Smokers):

- “Tobacco companies have recently introduced new types of cigarettes are claimed to have fewer harmful chemicals or carcinogens.”
- ~Have you ever tried these products?

### •HINTS II: Awareness and Use of PREPs

(All Respondents):

- Participants were asked if they had heard of each product from a list of individual brands and if they had ever tried one.

### •HINTS I and II: Interest in PREPs

- ~If a new cigarette were advertised as less harmful than current cigarettes, would you be interested in trying it?

Table 2. Cancer fatalism and prevention attitudes and interest in PREPs among current smokers.

Combined Interest (Very Interested & Somewhat Interested)			
Statements	%	95% CI	
***"It seems like everything causes cancer"			
Agree	61.9	56.6	66.9
Disagree	50.0	46.5	53.5
***"One cannot lower the chances of cancer"			
Agree	62.0	56.3	67.4
Disagree	51.8	48.4	55.2
***"There are too many recommendations to prevent cancer"			
Agree	58.9	55.2	62.5
Disagree	46.7	41.7	51.8
*p ≤ .05, **p ≤ .01, ***p ≤ .001			

## Results

### •Awareness

- Overall, 45% of respondents had heard of at least one PREP
- Awareness was substantially higher among current smokers (55.6%) than among former (45.2%) and never (40.7%) smokers.

### •Use

- Use among respondents was low; only 4.8% had ever tried a PREP
- Half of those who had tried a PREPs reported that they did so either to reduce harm (31%) or to assist with quitting (19%)
- Use was substantially higher among current smokers (12.7%) than former (~2%) and never smokers (~2%)
  - Among smokers who have tried a PREP, 8% continue to use the product
  - Among smokers who have tried a PREP, 51% now smoke less of their usual brand.

### •Interest

- Among current smokers, 54.4% stated that they would be “very” or “somewhat” interested in trying a cigarette advertised as less harmful, compared with 3.2% among former smokers and 1.1% among never smokers
- Current smokers who were *not considering quitting* were more likely than those who were considering quitting to have interest in PREPs (59.5% vs. 51.7%)
- Those who rated their lung cancer risk as high were more likely to be interested than those with a perceived medium/low risk (59.2% vs. 49.8%)
- Daily smokers were more interested in PREPs than non-daily (58.2% vs. 41.6%)
- Smokers who endorsed statements consistent with fatalism regarding cancer not being preventable expressed higher levels of interest in trying PREPs than did those who disagreed with these statements (Table 2).

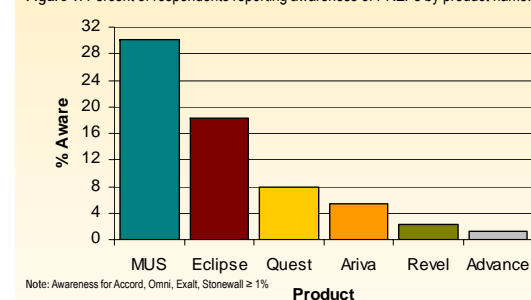
## Study Considerations

Estimates of brand awareness should be interpreted cautiously, as some brands (such as Eclipse and Marlboro Ultra Smooth) have names that are similar to those of other consumer products. MUS first appeared in test markets in in early 2005, so awareness was compared for MUS in test markets (Atlanta, Tampa, and Salt Lake City) versus other areas of the country; reported awareness of MUS was actually greater in non-test market zip codes than in the test market areas (28.3% vs. 20.7%).

## Conclusions

There is substantial awareness of PREPs, even among never smokers, though caution is required regarding values for specific brands. Prevalence of use of PREPs among current smokers remains low; however, interest among current smokers is high. Interest in PREPs is higher among females, older adults, daily smokers not currently considering quitting, and those who view themselves at higher risk for lung cancer. Smokers who exhibit fatalistic attitudes about cancer risk are substantially likely to be interested in PREPs. These findings suggest that health concerns are a factor for many consumers who try PREPs; however, further research is needed to better characterize the relationship between interest and other health related attitudes, such as cancer fatalism and intention to quit.

Figure 1. Percent of respondents reporting awareness of PREPs by product name.



Note: Awareness for Accord, Omni, Exalt, Stonewall ≥ 1%

Figure 4. Percent of respondents aware, tried, or interest in PREPs, by smoking status.

