

# Potential Reduced Exposure Products: Prevalence and Correlates of Use

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# Modified Tobacco Cigarette





# Cigarette-Like Product



# Cigarette-Like Product



# Oral Tobacco Product



# Oral Tobacco Product



# Oral Tobacco Product



# Oral Tobacco Product

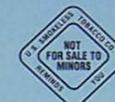
# Anytime. Anywhere.

Introducing Revel,  
a fresh new way to enjoy tobacco  
when you can't smoke.

New Revel - discreet, easy-to-use packs that contain a perfect blend of mild tobaccos and fresh mint flavor. Simply place one anywhere in your mouth where it's comfortable, and enjoy full tobacco satisfaction that's yours and yours alone. Revel's cleaner and neater tobacco experience is available in two flavors - Regular and Mild.



REVEL  
Anytime. Anywhere.



# Study Population

- ▶ **Total HINTS sample: 6,369 adults 18+**
- ▶ **Current smokers: 1,246 (27.5%)**
- ▶ **Former smokers who quit less than 5 years ago: 432 (8.7%)**

## Potential Correlates of Use and Interest in Trying New Cigarettes

- ▶ Age (18-34, 35-44, 45-64, 65+)
- ▶ Gender
- ▶ Race/Ethnicity (white non-Hispanic, other)
- ▶ Education (<12, 12, 13-15, 16+)
- ▶ Marital Status (married, divorced/widowed/separated, never married, living together)
- ▶ Insurance (yes, no)

## Potential Correlates of Use and Interest in Trying New Cigarettes

- ▶ Health status (excellent, very good, good, fair, poor)
- ▶ Serious psych distress (yes, no)
- ▶ Worry about getting cancer (rarely/never, sometimes, often, all the time)
- ▶ General cancer risk (very low, somewhat low, moderate, somewhat high, very high)
- ▶ Personal history and family history of cancer (yes, no)

## Potential Correlates of Use and Interest in Trying New Cigarettes

- ▶ Intend to quit smoking (no, maybe, yes) (current every day smokers only)
- ▶ Type of cigarette usually smoked (light/ultra-light, regular)
- ▶ Reason smoke usual type of cigarette (to try to reduce health risks of smoking, to try to quit smoking, other)

## Overall Prevalence of Use and Interest in Trying New Cigarettes

- ▶ **Tried new cigarettes** 4.0% (n= 69)
- ▶ **Tried new smokeless** 1.5% (n= 24)
- ▶ **Interest in trying** 46.8% (n=771)
  - ▶▶ **Very interested** 22.3% (n=369)
  - ▶▶ **Somewhat interested** 24.4% (n=402)

# Prevalence of Use and Interest in Trying New Cigarettes

	<i>Current Smokers</i>	<i>Former Smokers</i>
<b>Tried New Cig</b>	<b>4.8% (n= 62)</b>	<b>1.6% (n= 7)</b>
<b>Tried New SLT</b>	<b>1.7% (n= 21)</b>	<b>0.8% (n= 3)</b>
<b>Interest</b>	<b>59.2% (n=740)</b>	<b>7.8% (n=31)</b>
<b>Very</b>	<b>29.1% (n=364)</b>	<b>1.2% (n= 5)</b>
<b>Somewhat</b>	<b>30.1% (n=376)</b>	<b>6.6% (n=26)</b>

# Interest In Trying New Cigarettes: Current Smokers ( $p \leq 0.05$ )

<i>Variable</i>	<i>Very Interested</i>	<i>Somewhat Interested</i>	<i>Combined</i>
<b>Type cig</b>			
Light	31.6%	32.7%	64.3%
Regular	25.5%	27.5%	53.0%
<b>Reason</b>			
Less Risk	44.0%	34.3%	78.3%
To quit	45.8%	19.5%	65.4%
Other	23.8%	34.5%	58.3%

# Conclusions and Policy Implications

**Although market penetration of new tobacco products remains low,**

- ▶ **large % of current smokers may try new tobacco products instead of quitting**
- ▶ **small % of former smokers may be at risk of relapse**

# Conclusions and Policy Implications

- ▶ **Current smokers most likely to quit may try new tobacco products instead of quitting**
- ▶ **Delays or declines in cessation or increases in relapse have important public health consequences**