

# Tobacco Use, Perceptions, and Characteristics of Adults Who Use IQOS® in the United States: Findings from a Cross-Sectional Study

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## Introduction

The smoke-free heated tobacco product *IQOS*® was granted a Premarket Tobacco Product Marketing order from the United States (US) Food and Drug Administration in 2019 and was granted a Modified Risk order in 2020. *IQOS*® was commercially available from 2019 to Nov. 2021 in the US.

The aim of this study was to describe selected sociodemographic characteristics of adults who used *IQOS*® (AUI), tobacco use patterns relevant to *IQOS*® use, risk perceptions of *IQOS*®, and understanding of *IQOS*® MRTP messages among AUI.

## Methods

Design: Cross-sectional survey

Study population: AUI aged 21 and older who had used at least 100 Marlboro® HeatSticks by the time of recruitment

Recruitment: Direct mail and emails to consumers registered in the *IQOS*® consumer database

Assessment: Online survey

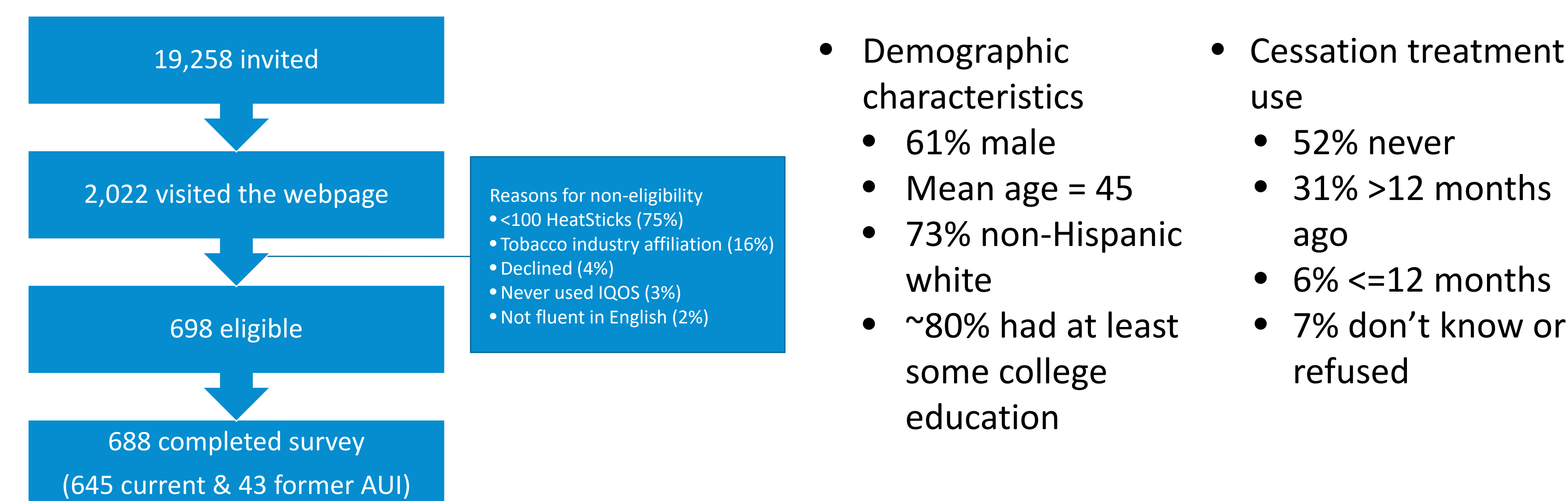
Time of Data Collection: September to November 2021

IQOS® MRTP claim:

AVAILABLE EVIDENCE TO DATE:

- The IQOS system heats tobacco but does not burn it.
- This significantly reduces the production of harmful and potentially harmful chemicals.
- Scientific studies have shown that switching completely from conventional cigarettes to the IQOS system significantly reduces your body's exposure to harmful or potentially harmful chemicals.

## Results



## Strengths and Limitations

### Strengths

- Assessed real-life behaviors in a postmarket environment
- Time-centered questions to establish temporality
- Leveraged IQOS® consumer database

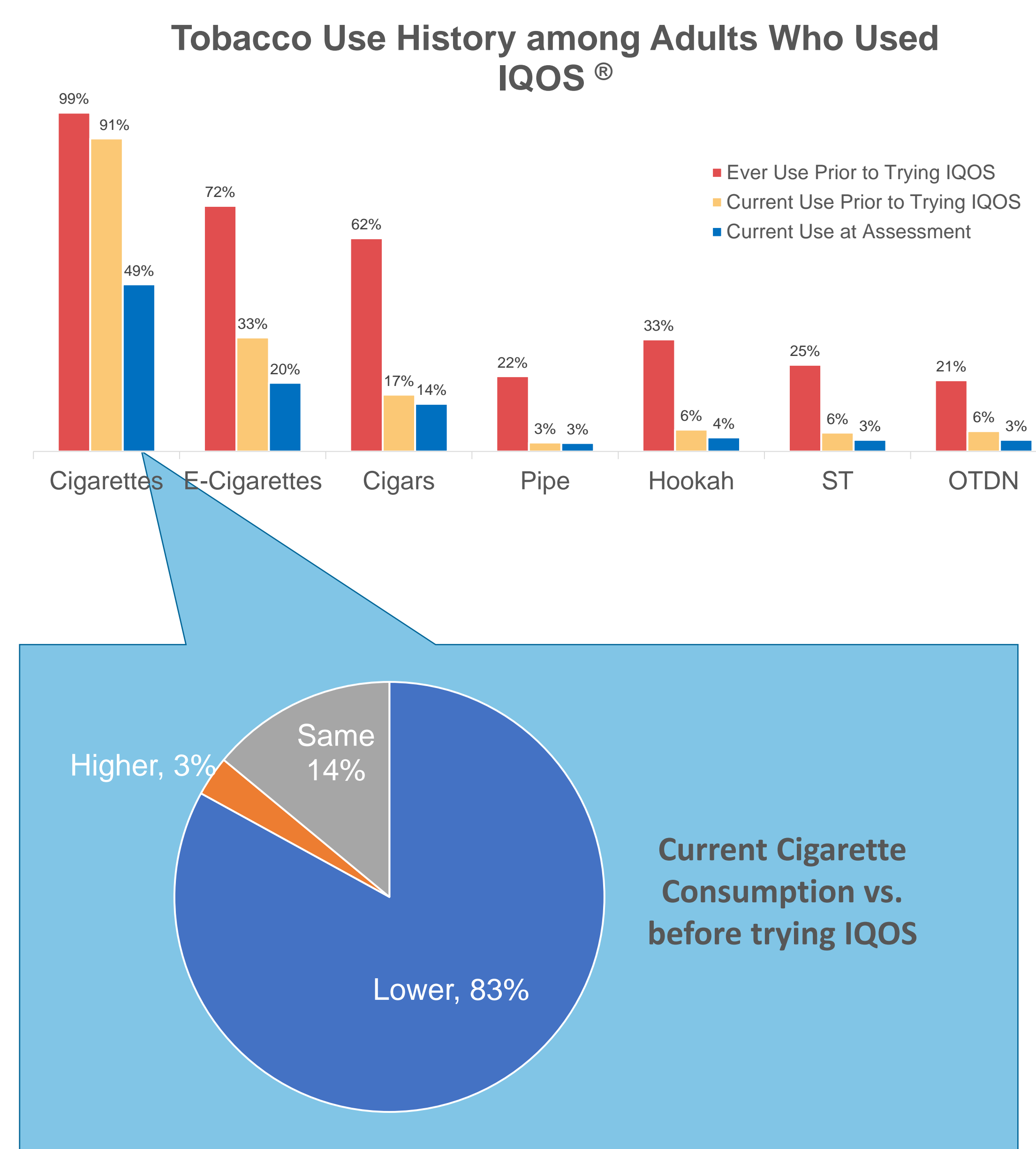
### Limitations

- Observational study
- Relatively low response level
- Self-report

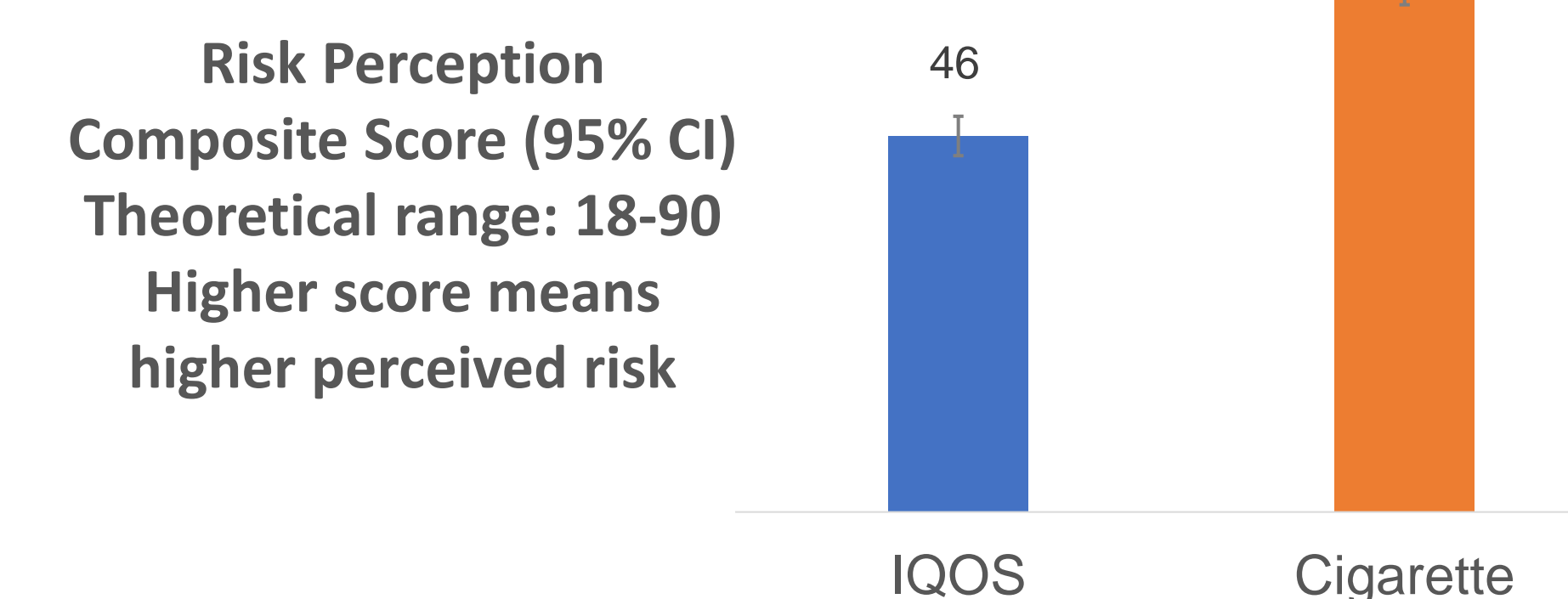
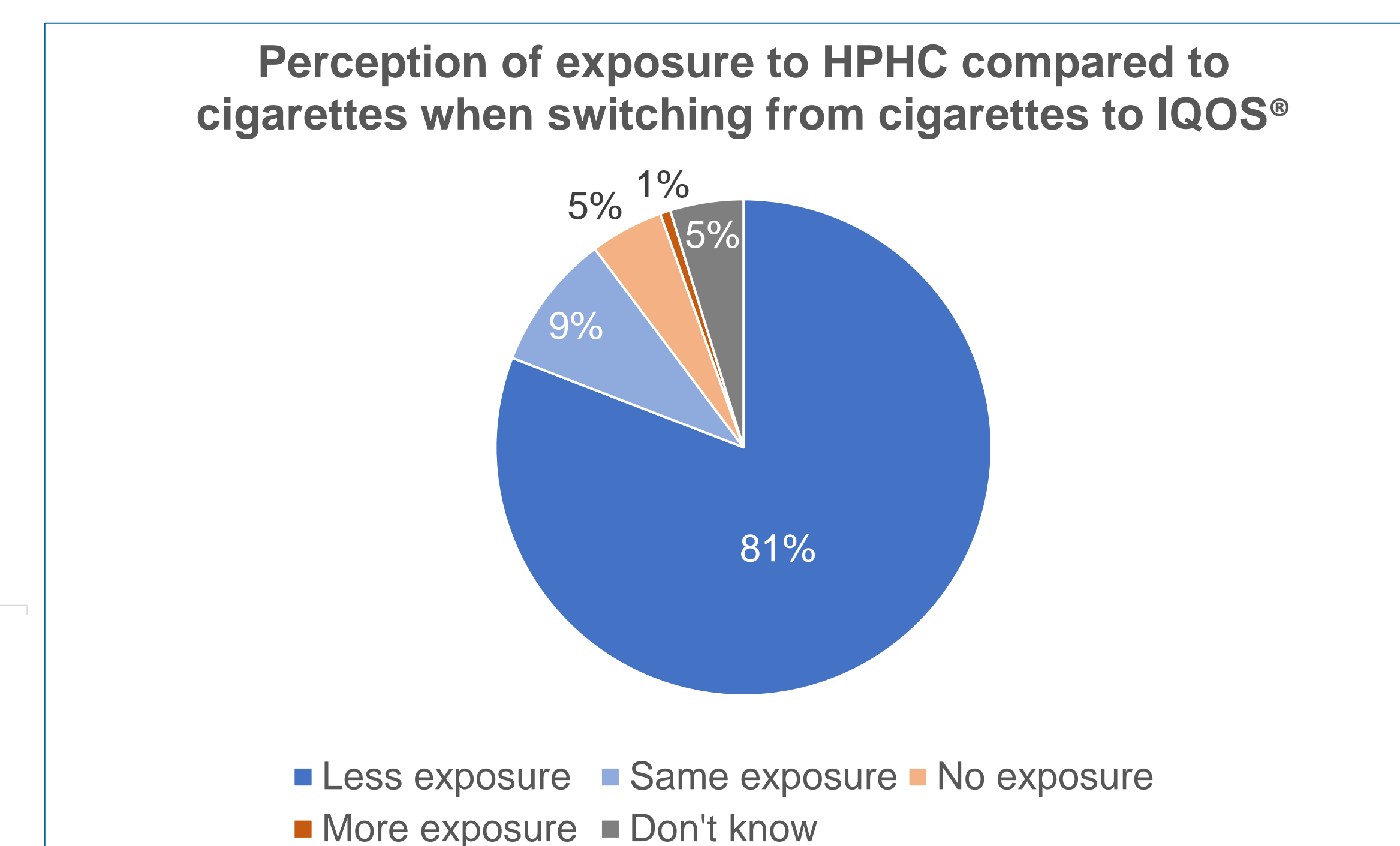
## Conclusion

Our results from a comprehensive assessment of behaviors and perceptions in a real-world setting among established AUI in the US provide supportive evidence that *IQOS*® has the potential to help smokers reduce smoking or switch.

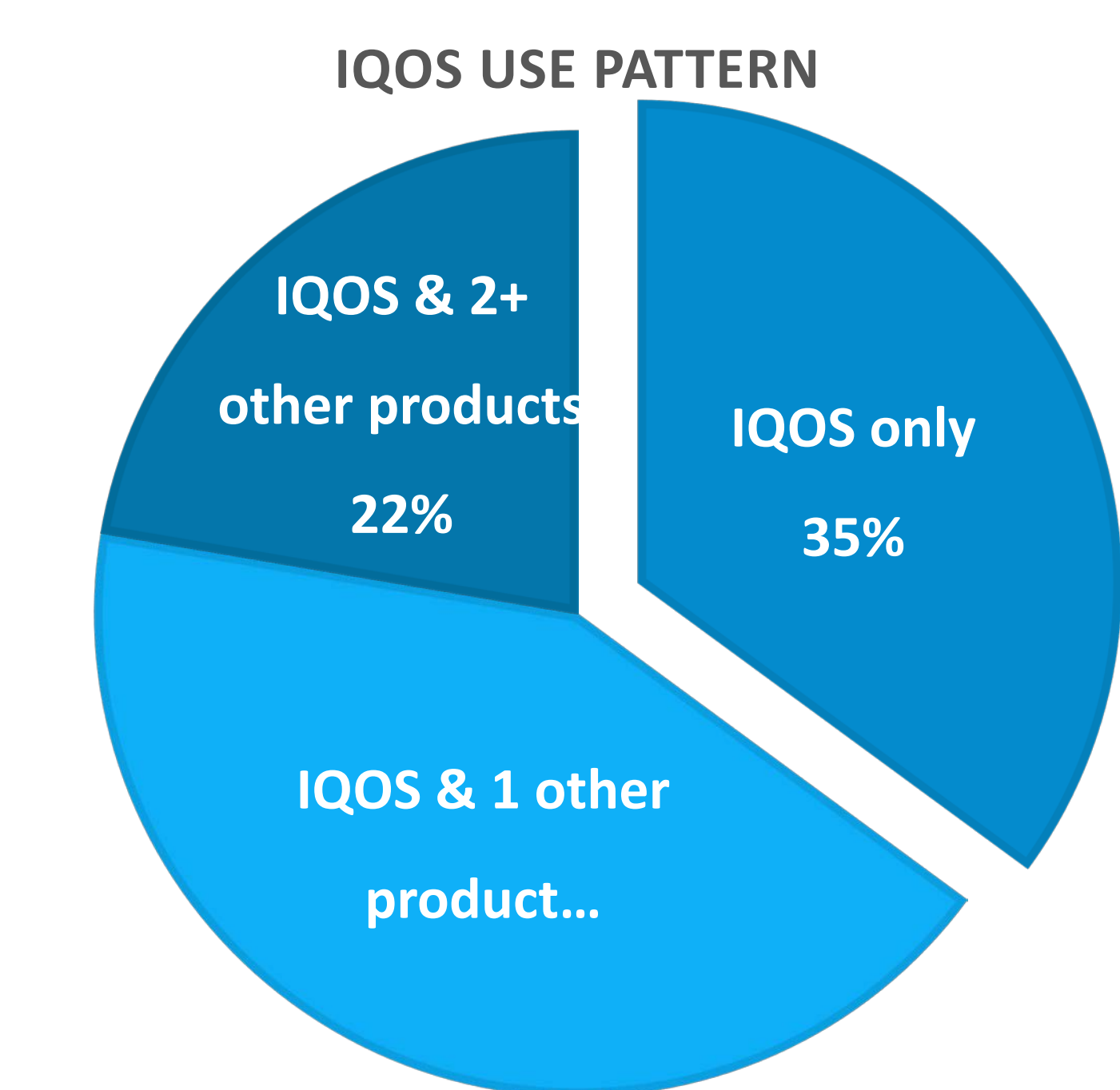
- Almost all AUI had smoked combusted cigarettes before trying *IQOS*®.
- At the time of assessment, 51% were NOT smoking combusted cigarettes.
- Among AUIs who were smoking, 84% smoked fewer cigarettes compared to before trying *IQOS*®.
- >80% had correct understanding of the modified risk message of *IQOS*®.



## Tobacco and IQOS® Use



## Perceptions



- # of days used
  - Median = 30 (IQR= 25 to 30)
  - Mean = 26
  - 70% used daily
- # of HeatSticks per day on days used
  - Median = 14 (IQR = 7 to 20)
  - Mean = 15
  - 39% used 20+

## IQOS® Use

