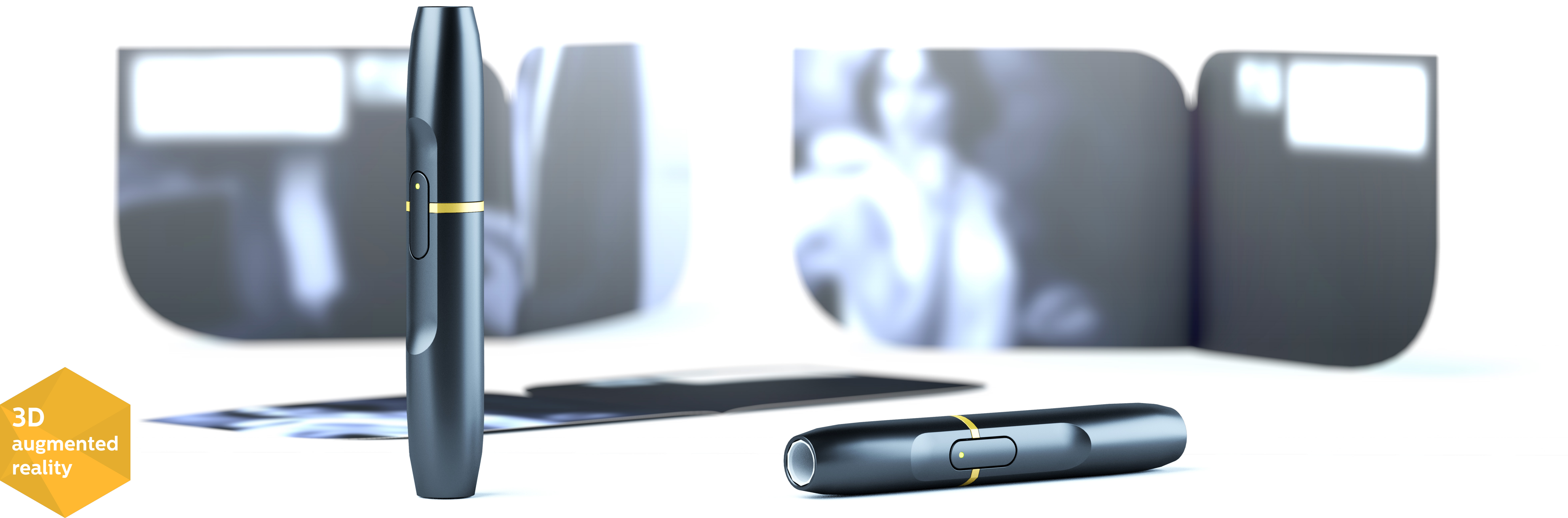


Intention to Use the Tobacco Heating System, Associated with Variants of a Potential Product Brochure



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Intro

The Tobacco Heating System (THS) is a candidate Reduced-Risk Product (RRP). A premarket assessment of an RRP's public health impact must consider projected use patterns associated with marketing material for adult smokers and non-smokers.

Methods

Three 5-arm experiments were conducted in the US. Here we present data from the two study arms on variants of a potential THS Brochure (n=943, 933, 958). The potential THS Brochure provided information on THS characteristics, risks, and the differences with cigarettes.

- IN EACH STUDY:
- 1. Arm 1 corresponded to: THS Brochure with one of the four Surgeon General Warnings rotated
 - 2. Arm 2 corresponded to: THS Brochure with a proposed PMI Warning
 - 3. Sample was stratified by smoking status, age, sex and city
 - 4. Data were acquired by computer-assisted self-interviews
 - 5. The study was approved by an Institutional Review Board

- GROUPS (FOR ALL ARMS):
- 1. Adult Smokers with no Intention to Quit CC (S-NITQ)
 - 2. Adult Smokers with the Intention to Quit CC (S-ITQ)
 - 3. Adult Former Smokers (FS)

- 4. Adult Never Smokers (NS)
- 5. Young Adult Never Smokers from the legal smoking age to 25 years (LA-25 NS)

INTENTION TO USE:

Intention to Use THS was measured by the question: If you try iQOS and like it, and taking into consideration the prices that are shown on the material, how likely or unlikely are you... to use iQOS regularly.

6 response options ranging from *Definitely not* to *Definitely*.

Conclusions

The three studies consistently reported that smoker groups indicated a substantial level of Intention to Use, and non-smoking groups indicated low or very low levels of Intention to Use THS.

Results: Intention to use THS

