

Consumer Awareness and Attitudes Related to New Potential Reduced-Exposure Tobacco Products

Mark Parascandola, PhD, MPH; Ami L. Hurd, MPH; Erik Augustson, PhD, MPH

Objective: To assess US consumers' awareness of potential reduced-exposure tobacco products (PREPs) and correlates of interest in these products. **Methods:** A representative sample of 9736 US consumers who had responded to a previous marketing survey were queried in 2005. **Results:** Among current smokers, interest in PREPs was high (77.3%) and was associated with concern about personal health

as well as favorable attitudes towards technology and a willingness to experiment with new products and trends. **Conclusions:** These results suggest that interest in PREPs may reflect a range of consumer preferences beyond expectations of health benefit.

Key words: tobacco, PREP, consumer survey, technology, personal health

Am J Health Behav. 2008;32(4):431-437
