

Cigar Usage Patterns Among Adult Tobacco Users: Results of a Large, Nationally Representative Survey

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ABSTRACT

We present results of a large, cross-sectional survey showing detailed information about usage behavior among self-reported cigarillo users who are legal age to purchase tobacco. Furthering previous work, such as PATH, we designed the Cigar Landscape Study (CLS) to improve survey capture of cigarillo usage among a nationally representative, probability-based web panel. We enrolled an online sample of adult tobacco users (ATUs; n = 12,516) to assess first tobacco product ever used, consumption on days used and time to first cigarillo among adult cigarillo users (ACU; n = 3,362). In line with other studies and government data sources, patterns of use for cigarillo consumers vary significantly from those of cigarette consumers. Overall, the majority (72%) of ACU "Ever Users" smoked less than 20 lifetime cigarillos. These data suggest a high degree of trial without repeated use within the cigarillo category. Additionally, among ACU who have smoked cigarillos every day or some days in the past 30 days, 11% smoked just one or two puffs on days smoked while another 23% smoked less than half a cigarillo. These numbers diverge from average daily cigarette consumption estimated by CDC (14.1 cigarettes per day). ACUs that use cigarillos exclusively every day or some days have an average time to first cigarillo of 467 minutes (relative to 96 minutes among current adult cigarette smokers in PATH Wave 3), suggesting very low dependence on cigarillos. Additionally, of the ATUs that ever used cigarillos, only 5% reported that cigarillos were the first product they ever used. Patterns of cigarillo use vary considerably to those reported for cigarettes, with cigarillo consumption generally being far fewer and more intermittent than cigarette use.

INTRODUCTION

- The CLS surveyed legal age adults to collect information for measuring ever use of cigars and cigar usage behaviors within a demographically representative sample. Those who indicated having ever used a cigar within the survey were asked additional questions regarding cigar subcategories, brands, lifetime consumption thresholds, and usage behavior with regard to their tobacco portfolio.
- The CLS improves survey capture of cigarillo and other cigar usage relative to previous national surveys by capturing brand-level information with improved product descriptions.
- The following analyses look at cigarillo usage as reported in the CLS. We observe respondents who have ever used cigarillos and analyze usage behavior within Ever Users (Cigarillos: Mass-Manufactured Medium/Large Cigars).

SUMMARY AND CONCLUSIONS

LIFETIME THRESHOLD:

- For Ever Users of cigarillos, we notice that 28% of respondents report having used less than 1 stick in their lifetime as opposed to 10% of Ever Users of cigarettes
- In addition, 11% of cigarillo Ever Users reached the lifetime criterion of 100 sticks as opposed to 65% of Ever Users of cigarettes.
- These findings demonstrate more trial use of cigarillos relative to cigarettes.

TOBACCO PORTFOLIO:

- Of the 27% of respondents who have ever used cigarillos, almost all (99%) report being Ever Users of multiple tobacco products.
- When looking at groups of cigarillo Ever Users who have also ever used any other tobacco products:
 - With the exception of cigarettes, the majority (60%-85%) report never having used other tobacco products fairly regularly
 - The majority (65%-92%) report not currently using tobacco products at all

POLYUSE:

- Among cigarillo Ever Users who have ever used multiple tobacco products, 78% indicated that their first product was cigarettes
 - 11% indicated it was cigars
- Of those who have ever used cigarillos and more than one other tobacco product fairly regularly, only 12% indicated that their first (fairly regular) use of a tobacco product was cigarillos
- Among respondents who have ever used cigarillos and currently use them either every day or some days:
 - 14% indicated that their first product of the day was a cigarillo
 - 31% indicated that their first product of the day was any type of cigar
 - The average time to their first tobacco product after waking is over 4 hours
 - For exclusive cigarillo users, it's almost double

Overall, findings of the CLS demonstrate that patterns of cigarillo use vary considerably to those reported for cigarettes, with cigarillo consumption generally being far fewer and more intermittent than cigarette use.

SURVEY METHODOLOGY

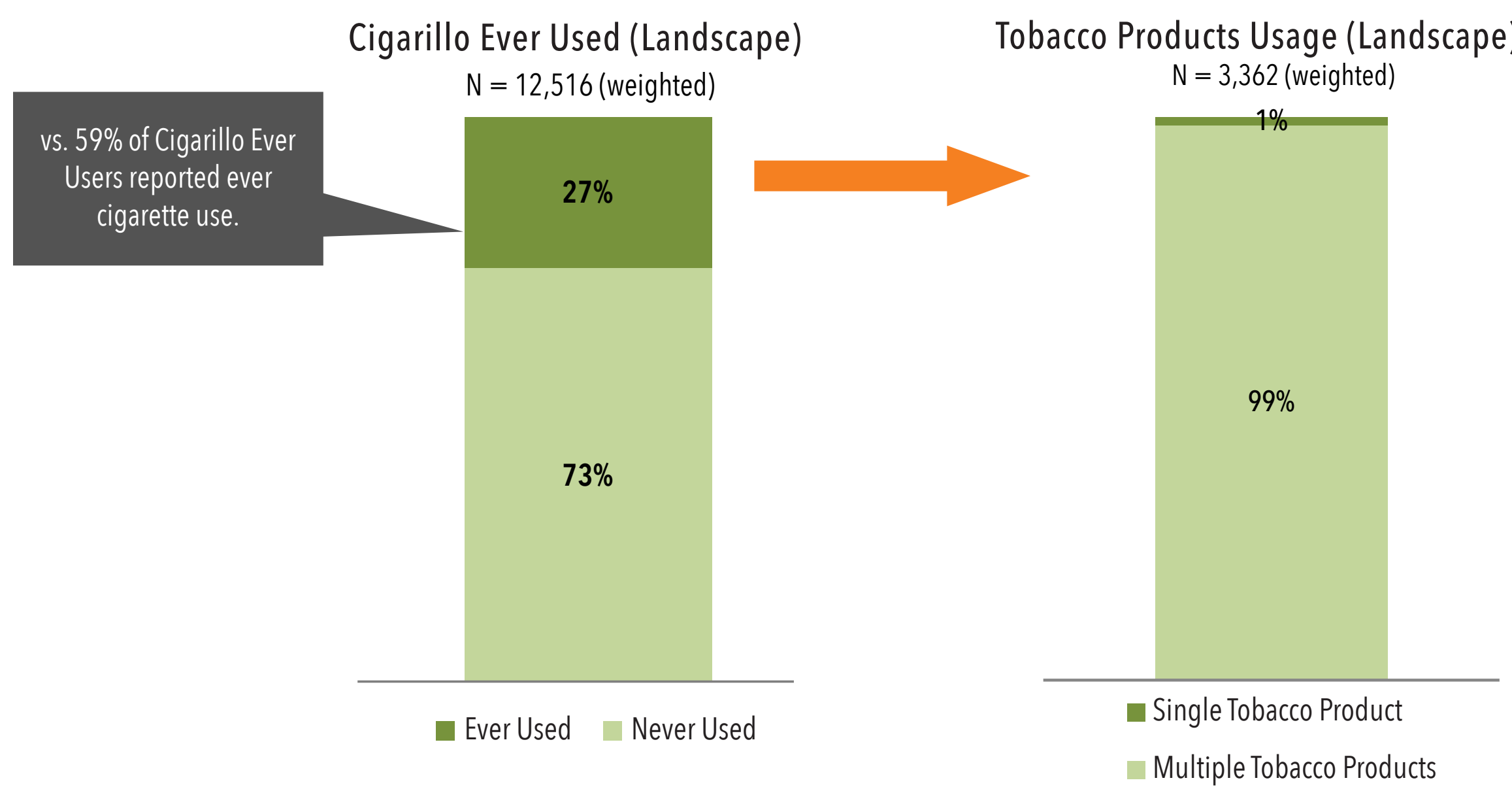
- Ipsos conducted the CLS on behalf of Altria. The study was designed to provide overall prevalence figures on cigar usage among legal age adults in the United States, and to provide detailed information about cigar usage behavior among self-reported cigar users.
- The survey was conducted using samples from KnowledgePanel® December 6-12, 2018.
- The target population consisted of the following: Adults age 18+ residing in the United States who were of legal age for tobacco purchases in the jurisdiction in which they live.

N Sampled	N Complete	Completion Rate	N Qualified	Qualification Rate
24,328	12,533	52%	12,516	99%

PARTICIPANT DEMOGRAPHIC INFORMATION

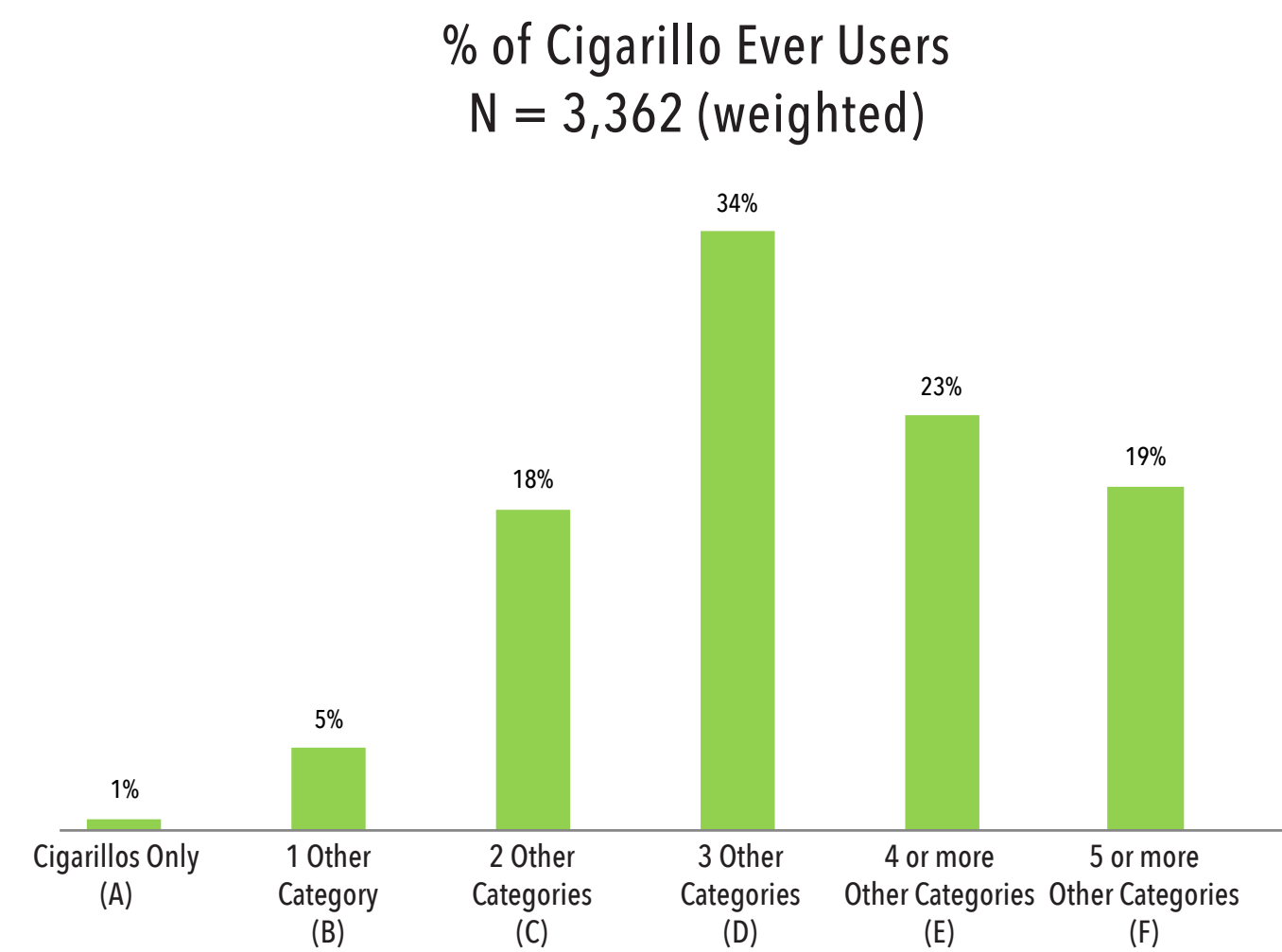
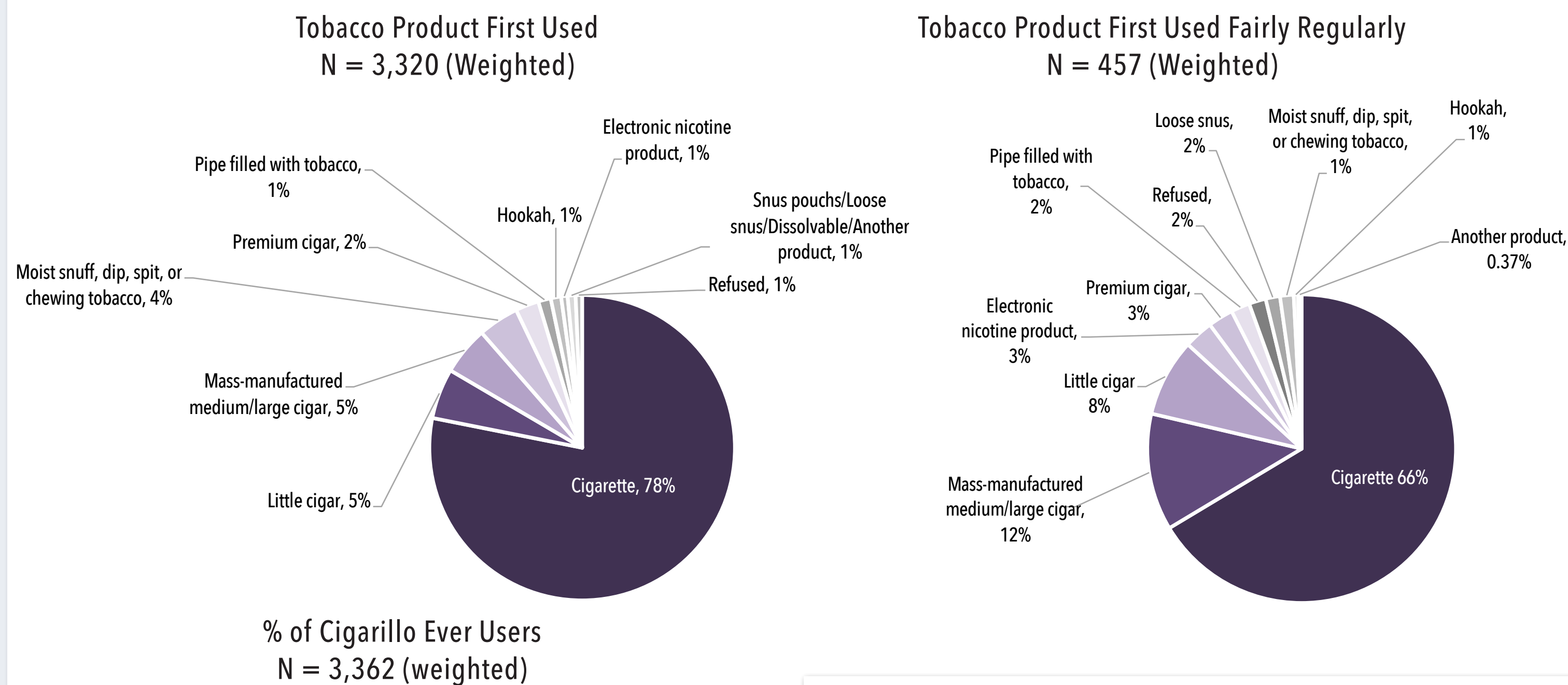
Characteristic	Total Sample N = 12,516		
Gender	51.9% Female		
Age	18-25: 8.4%	46-55: 15.7%	
	26-35: 20.1%	56-65: 19.3%	
	36-45: 17.3%	66+: 19.2%	
Employed	63.1%		
Income less than \$50,000	34%		

CIGARILLOS - EVER USE

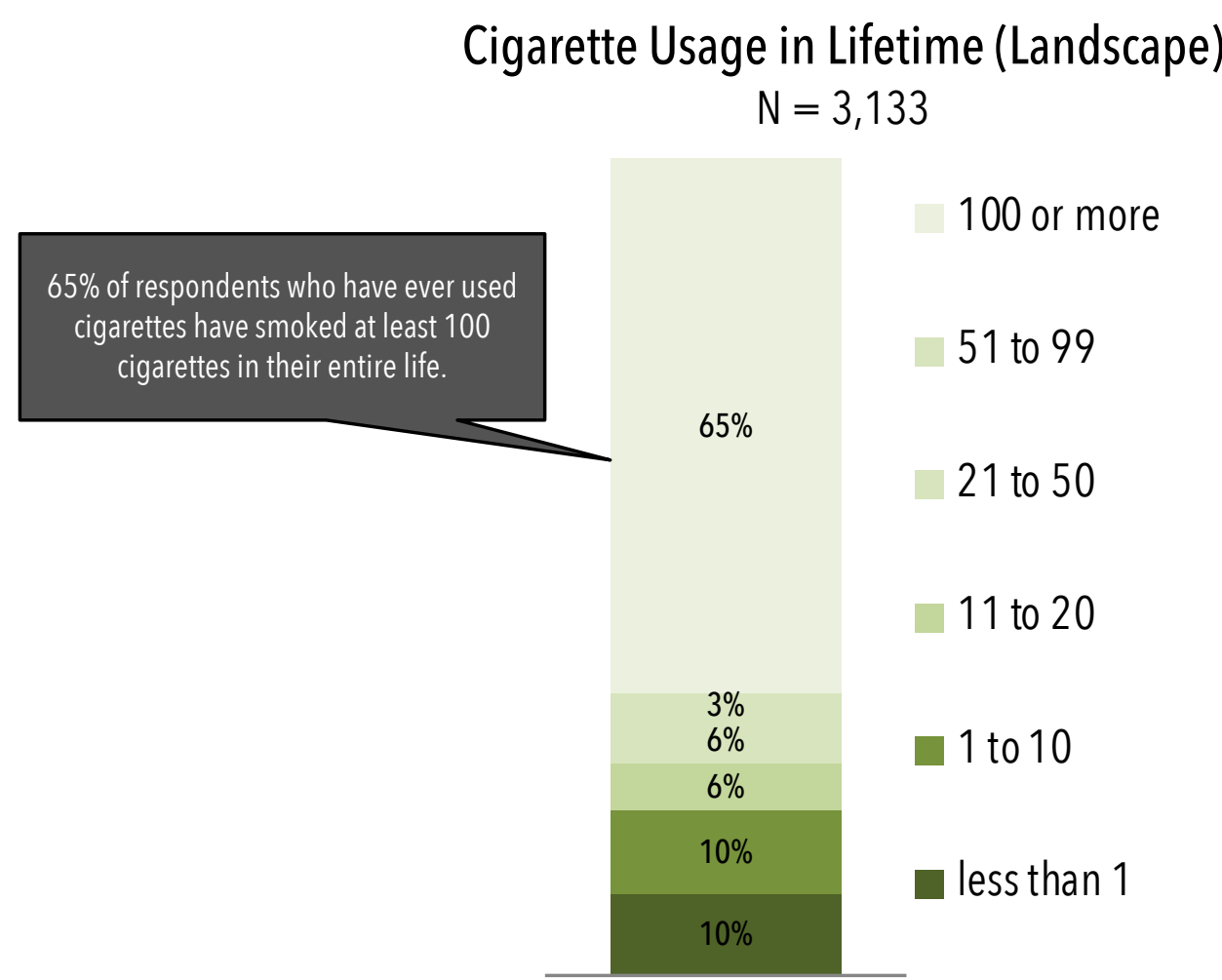


RESULTS

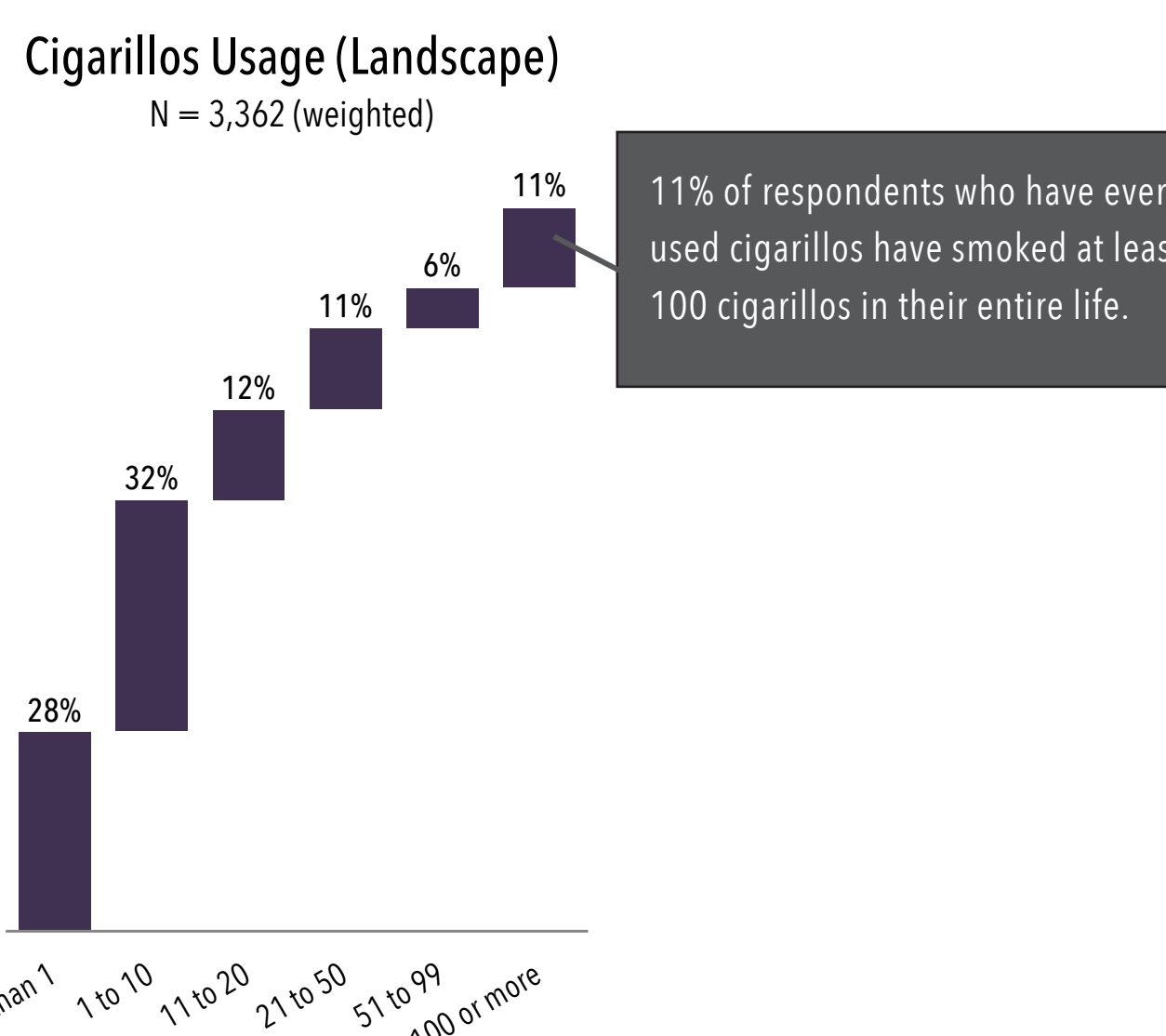
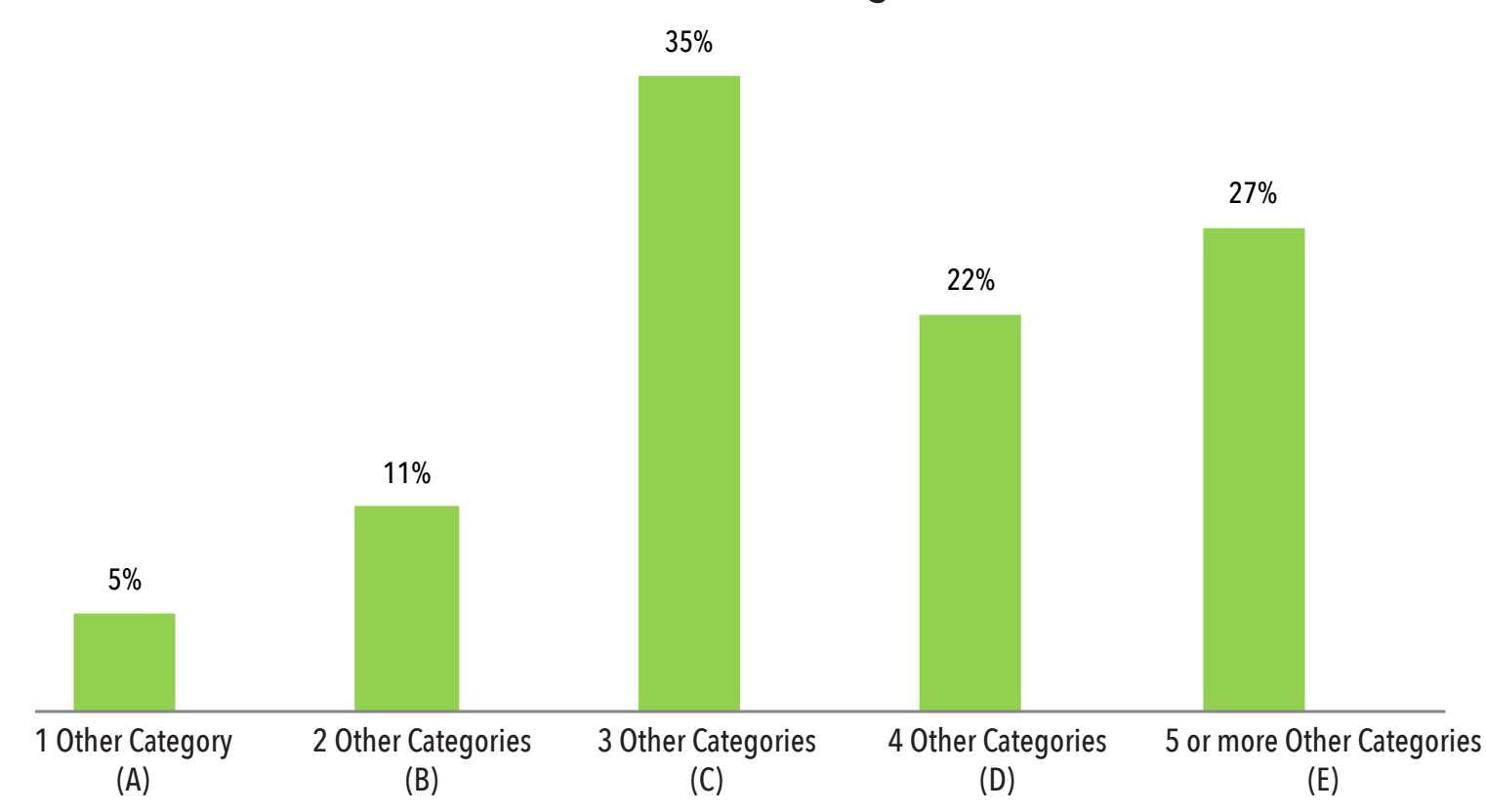
CHARACTERISTICS OF CIGARILLO EVER USERS



Tobacco Portfolio (Ever Users)	
Tobacco Types	% of Cigarillo Ever User
Cigarettes + premium cigar + little or filtered cigar + cigarillo	23%
Cigarettes + electronic nicotine product + premium cigar + little or filtered cigar + cigarillo	14%
Cigarettes + premium cigar + cigarillo	11%
Cigarettes + electronic nicotine product + premium cigar + little or filtered cigar + cigarillo + snus + smokeless tobacco	8%
Cigarettes + premium cigar + little or filtered cigar + cigarillo + snus + smokeless tobacco	6%
Cigarettes + premium cigar + little or filtered cigar + cigarillo + smokeless tobacco	5%
Cigarettes + little or filtered cigar + cigarillo	4%
Cigarettes + electronic nicotine product + premium cigar + little or filtered cigar + cigarillo + smokeless tobacco	3%
Cigarettes + electronic nicotine product + premium cigar + cigarillo	3%
Cigarettes + electronic nicotine product + little or filtered cigar + cigarillo	3%
Premium cigar + cigarillo	2%
Cigarettes + premium cigar + cigarillo + smokeless tobacco	2%

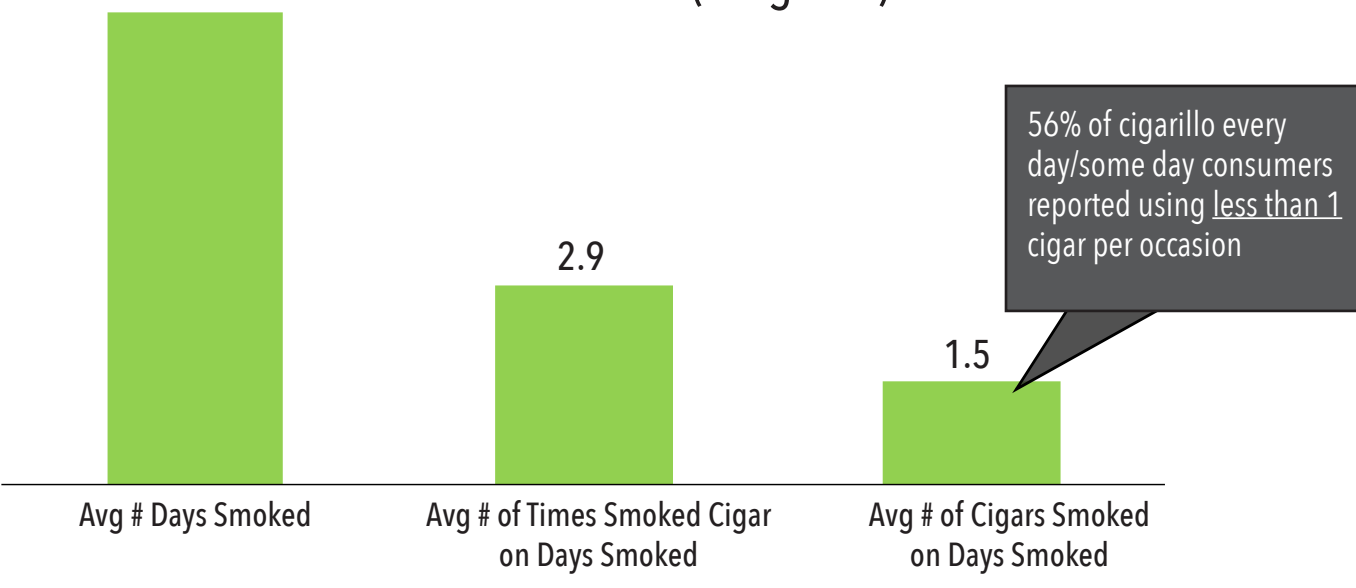


Tobacco Portfolio Usage Distribution (100 + Sticks)



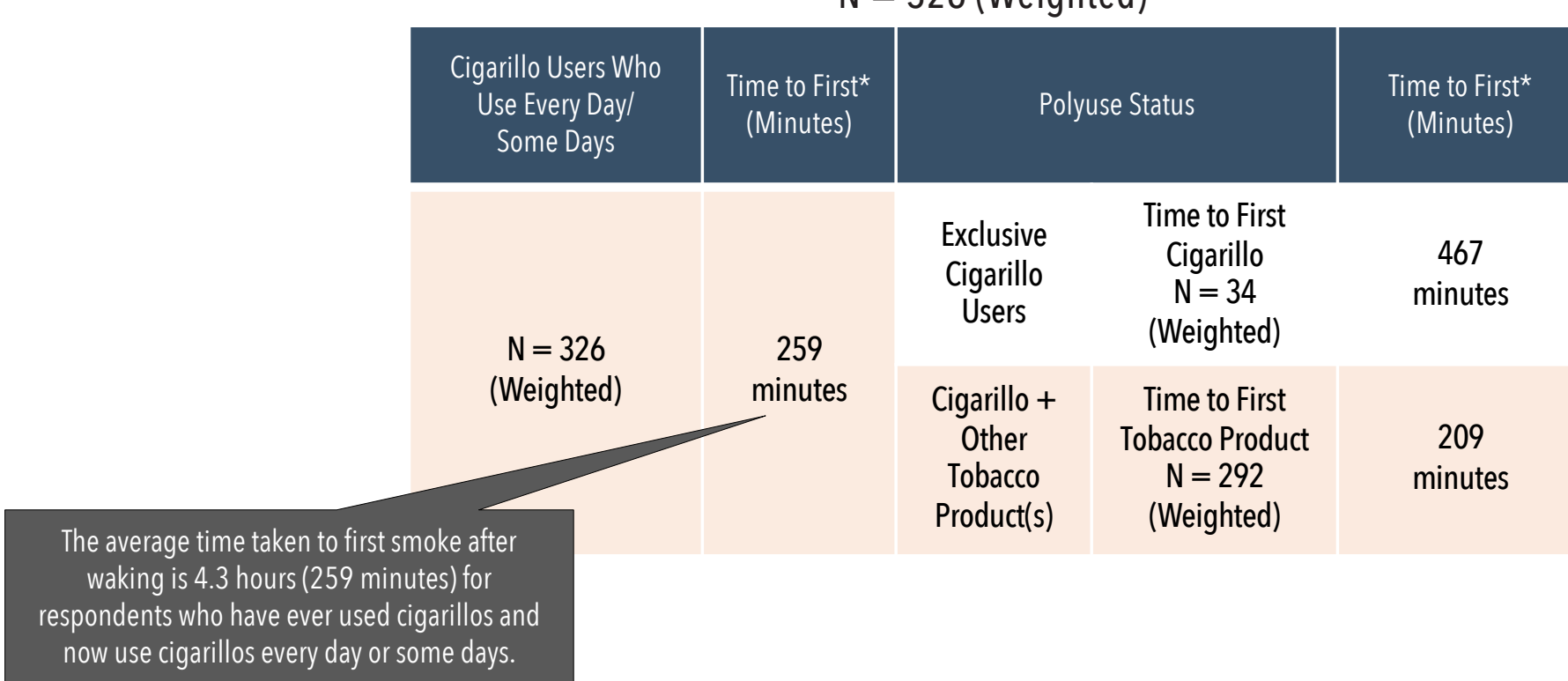
CONSUMPTION

Amount and Frequency of Consumption Among Cigarillo Every Day/Some Day Users



TIME TO FIRST USE

Time to First Tobacco Product Among Cigarillo Every Day/Some Day Users



Tobacco Product Usually Used First in the Day

