LONGITUDINAL STUDY OF DUAL USE OF COMBUSTIBLE CIGARETTES AND THE JUUL® SYSTEM IN ADULT CURRENT SMokers AT 12 MONTHS

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Introduction
- Electronic nicotine delivery systems (ENDS) such as the JUUL System (JUUL) deliver nicotine without smoke and offer an alternative to combustible cigarettes (CC) for adult smokers.
- Smokers who switch completely away from CCs and reduced CC consumption/uni2074.
- On the other hand, dual use may be a transitional stage characterized by reductions in CC consumption.

Results

Aim 1: Trends in dual use over time
- Sample: N=22,905 past 30-day (P30D) established smokers at baseline.
- Analyses: Of remaining dual users at follow-up, examine categorical changes in consumption (decreased by ≥50%, no substantial change, increased by ≥50%).
- CC consumption was defined as average daily CPD in the past 30 days.
- Follow-up analyses on degree of change among reducers and non-reducers.

Aim 2: Changes in CC consumption
- This sample of baseline smokers was majority male (~56%) and non-Hispanic-white (~75%), and approximately 70% attended college, and smoked every day or nearly every day in the past month.
- The subset who smoked 10+ CPD at baseline had a higher proportion of non-Hispanic-white participants (83%).
- Participants reporting past 30-day smoking but smoking now “not at all” at follow-up did not provide detailed smoking behavior, thus CC consumption cannot be evaluated (~10-16% of sample).

Conclusions
- Of remaining dual users at 6 months and 12 months, the majority (approximately 60% or higher) had reported substantially reducing (i.e. by ≥50%) their average daily CC consumption (Figure 2).
- Only a minority of remaining dual users (3-10%) substantially increased their consumption (i.e. by ≤50%).
- Slightly more than 10% of baseline smokers substantially reduced (by ≥70%) their average daily CC consumption.
- Reductions were larger (~70%) among those who substantially reduced (Figure 3).

References