

# Experimentally Switching from Factory made to Self-Made Cigarettes: A Preliminary Study of Perceptions, Toxicant Exposure and Smoking Behavior

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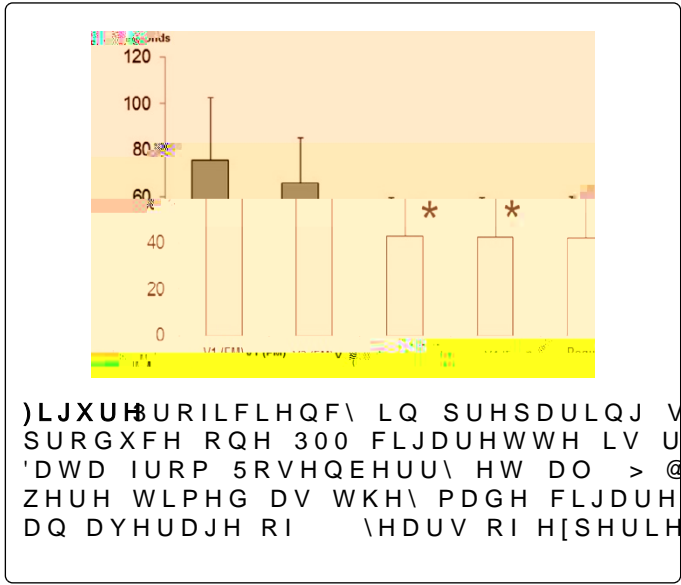
DGDSWDELOLW\ DQG SHUFHSWLRQV RI WKH FRQVXPHU DQG WKH FRQVHTXHQW  
H[SRVXUH WR FLJDUHWWH GHOLYHUHG WR[LQV IURP 300 FLJDUHWWHV

0HWKRGV

3DUWLFLSDQWV

6L[ DGXOWV PHQ DJUHHG WR SDUWLFLSDWH LQ WKLV FURVVRYHU RSHQ ODE  
VWXG\ 7KH SDUWLFLSDQWV ZHUH UHFUXLWHG IURP WKH %DOWLPRUH 0'  
PHWURSROLWDQ DUHD YLD QHZVSDSHUV DGYHUWLVHPPHQWV GLUHFW PDLOHUV  
&UDLJVOLVW \$OO RI WKH SDUWLFLSDQWV DJUHHG WR VZLWFK IURP H[FOXVLYH )  
VPRNLQJ WR H[FOXVLYH 0<2 FLJDUHWWH VPRNLQJ IRU WKH GXUDWLRQ RI WKH  
VWXG\ 7KURXJK D WHOHSCRQH VFUHHQHU ZH GHWHUPLQH HOLJLELOLW\ DQG  
GRFXPHQWHG WKH VPRNLQJ KLVWRU\ ,QFOXVLRQ FULWHULD ZHUH UHJXODU  
GDLO\ VPRNHU IRU DW OHDVW \HDUV DJH IURP WR VPRNLQJ DW  
OHDVW FLJDUHWWHV SHU GD\ DW OHDVW RI FLJDUHWWHV VPRNHG ZHUH )0  
DEVHQFH RI VPRNLQJ UHODWHG LOOQHVV RU GLVHDVH DQG QRW FXUUHQW

SURGXFWLRQ WLPH RI H[SHULHQFHG H[FOXVLYH 300 XVHUV VHF > @ 7KH  
 ZHLJKW RI WREDFFR XVHG ZDV GHWHUPLQHG IURP WKH GLIIHUHQFH EHWZHHQ  
 WKH ZHLJKW RI WREDFFR WDNHQ DW RQH YLVLW DQG WKH ZHLJKW UHWXUQHG DW  
 IROORZLQJ YLVLW 7KH WKHRUHWLFDQ ZHLJKW ZDV GHWHUPLQHG IURP WKH VHO  
 UHSRUWHG FLJDUHWWHV SHU GD\ DQG WKH DYHUDJH ZHLJKW RI ODE aSURGXFHG  
 FLJDUHWWHV 7KHUH ZDV D VLJQLILFDQW DQG KLJK GHJUHH RI FRUOHODWLRQ  
 EHWZHHQ WKH ZHLJKW RI WREDFFR XVHG DQG WKH WKHRUHWLFDQ ZHLJKW U  
 S 7KH 300 FLJDUHWWHV s UDQJH J ZHUH  
 VLJQLILFDQWO\ OLJKWHU S WKDQ WKH )0 FLJDUHWWHV s UDQJH  
 J 3DUWLFLSDQWV UHSRUWHG LW HDV\ DQG HQMR\DEOH WR PDNH DQG  
 VPRNH 300V 8SRQ FRPSOHWLRQ RI WKH VWXG\ D RQH PRQWK IROORZ XS  
 UHYHDOHG SDUWLFLSDQWV UHYHUWHG WR H[FOXVLYHO\ VPRNLQJ )0 FLJDUHWWHV



)LJXUH BURILFLHQF\ LQ SUHSDULQJ VHOI PDGH FLJDUHWWHV 7LPH WR  
 SURGXFH RQH 300 FLJDUHWWHV LV UHSRUWHG GHQRWHV S YV 9 j  
 'DWD IURP 5RVHQEHUU\ HW DO > @ 5HJXODU 300 VPRNHUV Q  
 ZHUH WLPHG DV WKH\ PDGH FLJDUHWWHV LQ WKH ODE 7KHVH VPRNHUV KDG  
 DQ DYHUDJH RI \HDUV RI H[SHULHQFH PDNLQJ 300 FLJDUHWWHV

6XEMHFWLYH PHDVXUHV

3DUWLFLSDQWV SURJUHVVLYHO\ DFFHSWHG WKH 300 FLJDUHWWHV ,I JLYHQ D  
 FKRLFH WKH\ ZRXOG KDYH SUHIHUHG )0 DW 9 EXW KDG VWDWHG QR  
 SUHIHUHQFH DW 9 7KH '64 UHVXOWV LQGLFDWH WKDW FRPSDUHG WR )0 9  
 GXULQJ 9 SDUWLFLSDQWV DVVHVVHG 300 FLJDUHWWHV DV OHVV VDWLVI\LQJ  
 UHSRUWHG WKDW WKH SXIIV ZHUH ZHDNHU 300V GHOLYHUHG OHVV QLFRWLQH DG  
 WKH 300V ZHUH QRW VLPLODU WR WKHLU RZQ EUDQG WR ORZHU  
 VFRUHV 300 FRPSDUHG WR )0 +RZHYHU GXULQJ 9 DQG 9  
 SDUWLFLSDQWV ZHUH OHVV FULWLFDO RI 300 FLJDUHWWHV WR FKDQJHV  
 7KH &(6 UHVXOWV VKRZHG VLPLODU WUHQGV IRU VDWLVIDFWLRQ SV\FKRORJLFD  
 UHZDUG DQG QHJDWLYH HIIHFW FRPSDULQJ 300 WR )0 VPRNLQJ

9LVLW

EHWZHHQ VXEMHFWV ILOWHU VRODQHVRO OHYHOV RI KRPH VPRNHG FLJDUHWW  
ZHUH VLPLODU DFURVV WKH WKUHH H[SHULPHQWDO YLVLWV IRU HDFK SDUWLFLS  
)LJXUH LQGLFDWLQJ WKDW WKH KRPH SURGXFHG FLJDUHWWHV ZHUH VPRNHG  
ZLWK HTXDO LQWHQVLW\ E\ WKH VXEMHFWV RYHU WKH GD\ H[SHULPHQW 3XII  
WRSRJUDSK\ PHDVXUHV GLG QRW YDU\ DFURVV YLVLWV RU FLJDUHWWH W\SH 7DE

## 'LVFXVVLRQ

2YHU WKH SDVW \HDUV WREDFFR FRQWURO HIIRUWV QHZ OHJLVODWLRQ DQG  
FKDQJHV LQ WD[DWLQR DQG SULFH KDYH OHG WR D VLJQLILFDQW GHFUHDVH SH  
FDLWD LQ FRQVXPSWLRQ RI FRQYHQWLRQDO FLJDUHWWHV IURP FLJDUHWWHV  
DGXOW LQ WR FLJDUHWWHV DGXOW LQ > @ 7KHUH KDV EHHQ D  
FRQFRPLWDQW LQFUHDVH LQ WKH VDOH RI ORRVH WREDFFR VPDOO FLJDUV DQ  
FLJDULOORV DQG PRUH UHFHQWO\ HOHFWURQLF FLJDUHWWHV > @ 0DQ\ XVHUV  
WKHVH QHZ SURGXFWV ZHUH IRUPHU )0 VPRNHUV > @ WKDW DGRSWHG VHOI  
PDQXIDFWXUH RI FLJDUHWWHV 0<2 DV WKHLU SURGXFW RI FKRLFH 7KHUH  
KDYH EHHQ QR VWXGLHV WKDW KDYH \VWHPDWLFDQO\ LQYHVWLJDWHG WKH  
WUDQVLWLRQ EHWZHHQ )0 DQG 0<2 VPRNLQJ \$Q XQGHUVWDQGLQJ RI WKH  
SURFHVHV LQYROYHG DQG WKH H[SRVXUH FRQVHTXHQFHV RI WUDQVLWLRQ  
EHWZHHQ WREDFFR SURGXFWV LV LPSRUWDQW EHFDXVH LPSOHPHQWDWLRQ RI WK  
)DPLO\ 6PRNLQJ 3UHYHQWLRQ DQG 7REDFFR &RQWURO \$FW )637&\$ > @  
PD\ FKDQJH WKH VPRNLQJ FKRLFHV DQG XVH SDWWHUQV RI FXUUHQW )0  
VPRNHUV WR VHOI PDGH FLJDUHWWHV 7KLV SUHVHQW SUHOLPLQDU\ VWXG\  
GHPRQVUDWHV WKH IHDVLELOLW\ DQG FRPSOLDQFH RI VWXG\LQJ WKH WUDQVLW  
LQ H[FOXVLYH )0 VPRNHUV WR H[FOXVLYH 0<2 300 VPRNLQJ RYHU D  
WZR ZHHN SHULRG 7KH UHVXOWV LQGLFDWH WKDW )0 VPRNHUV FDQ UHGLQ\

