

TO: Dave Beran  
FROM: Karen Miller  
SUBJECT: Smokeless Tobacco

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The following summarizes available consumer research data on usage of smokeless tobacco products.

In 1984 we conducted three primary research studies to determine the incidence of usage of smokeless tobacco products among adult men, as well as to profile the users and gain an understanding of the types of smokeless products used. Additionally, we analyzed available data from Simmons on the use of chewing tobacco and snuff among adult men. The results indicated that:

Fewer than one in ten adult men (6-7%) used some form of smokeless tobacco; about 6% for chewing tobacco and about 4% - snuff. A somewhat lower proportion of cigarette smokers than non-smokers used smokeless tobacco (4% vs. 7%).

On a national basis, users of chewing tobacco tended to be men who had not graduated from high school, were employed part time in blue collar jobs, had low household incomes (under \$10,000), and lived in rural areas (C and D counties), mainly in the South. Snuff users had the a similar profile, but also skewed young (18-34).

In-store interviews with purchasers in Houston, Atlanta and Florida (Tallahassee and Jacksonville) indicated that there were some regional differences in preference and use of smokeless tobacco products.

Purchasers in Houston tended to be young adult men (65% were between 18 and 34), while the reverse was true in Atlanta and Florida (60% and 73% over age 35, respectively).

Fine cut was the most popular type purchased by younger adults in both Houston and Atlanta, while, in Florida, leafy and fine cut were both popular types among this segment. In Houston, older smokeless users showed a preference for fine cut; but, in Atlanta and Florida, older users exhibited a preference for leafy.

More recent data from Simmons (their 1989 study) indicates that while the profiles of users of chewing tobacco and snuff are similar to those previously reported, incidence of use of each of these products has declined since 1983. Currently, about 3% of adult men use either chewing tobacco or snuff.

cc: Carolyn Levy

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