

ABSTRACT

Background: In recent years, novel heated tobacco products such as IQOS or glo, which began to appear on the Czech market about three years ago, gained popularity. The device is visually appealing in which, unlike regular cigarettes, tobacco is not burned but heated to a temperature of 350 °C. There are several foreign studies on how these tobacco heating products are used, but there is a lack of data on this phenomenon in Czech Republic.

Aims: The main aim of this study was to describe patterns of use of heated tobacco products among adult tobacco users in the Czech Republic. Partial aims of the study were to find out what are the motives for using heating tobacco products, what is the nature of use, i.e. the time of use, daily consumption of fillings, and if there is any change in habits of ordinary smoking. Furthermore, the aim was to map in which situations heated tobacco products are used and how the users take care of the equipment.

Material and Methods: Data collection was carried out using a quantitative method of improbability selection, namely the method of self-selection through an online questionnaire distributed through selected online channels (websites, forums, social networks). The research group consists of 198 respondents, of whom 182 are IQOS users and 16 are glo users. After collecting the questionnaires, the data were analyzed in the statistical program R 4.02, where a frequency analysis, summary statistics and a series of control analyzes were used.

Results: The respondents were encouraged to switch to heated tobacco mainly by the absence of odor, subjective perception of reduced risks, recommendation from friends and the possibility of use inside restaurants. The analysis of the data showed the simultaneous use of heated tobacco products with combustible cigarettes. Specific situations in which heated tobacco is used have been identified, such as use at home, with friends, while drinking alcohol, or in restaurants. Furthermore, thanks to the study, the nature of the use of heated tobacco was described, including daily consumption, the value of which is almost 13 tobacco sticks per day. A large part of the respondents approach the technical maintenance of the equipment reliably and do not significantly modify it visually.

Conclusion: This study is one of the first quantitative studies in the Czech Republic and in the future it will be necessary to increase interest in researching the use of this type of tobacco products, as the number of their users has been growing since its appearance on the market. Given the recent ban on menthol cigarettes, many smokers can be expected to start using tobacco heated products for this reason, and it would be interesting to subject the patterns of use to further research. The information obtained can be further used to create regulatory measures for these so-called new tobacco products.

Key words: heated tobacco, dependence, IQOS, glo, patterns of use

