



# Using Daily Field-Based Surveys to Measure Tobacco-Purchasing Behavior

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## Introduction

Smoking is the leading cause of death and disease in America. The large extent of tobacco addiction research has not examined the purchasing behavior of smokers, an important aspect to understanding smoking dependence. An examination of tobacco-purchasing behavior may eventually help to design individually-tailored smoking cessation strategies.

**Research Objective:** This study developed a novel method of remotely monitoring tobacco product purchases made by smokers in Durham county.

## Methods

Created Qualtrics surveys to study tobacco purchasing behavior

Distributed surveys to participants via daily email/text for one week

Study participants had 24 hours to complete survey

Participants compensated \$2 for every completed survey and received a bonus \$10 for completing all 7 surveys.

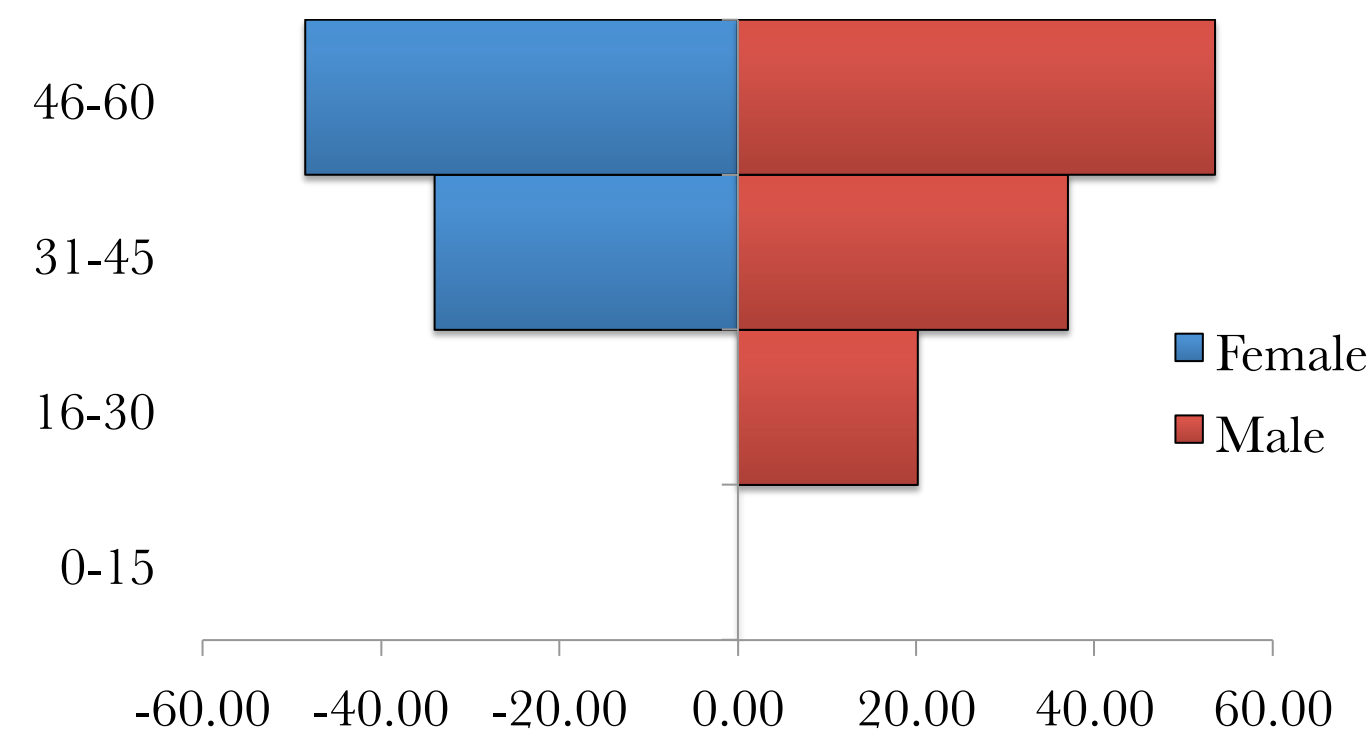
Analyzed survey answers and adjusted survey questions as necessary

## Acknowledgements

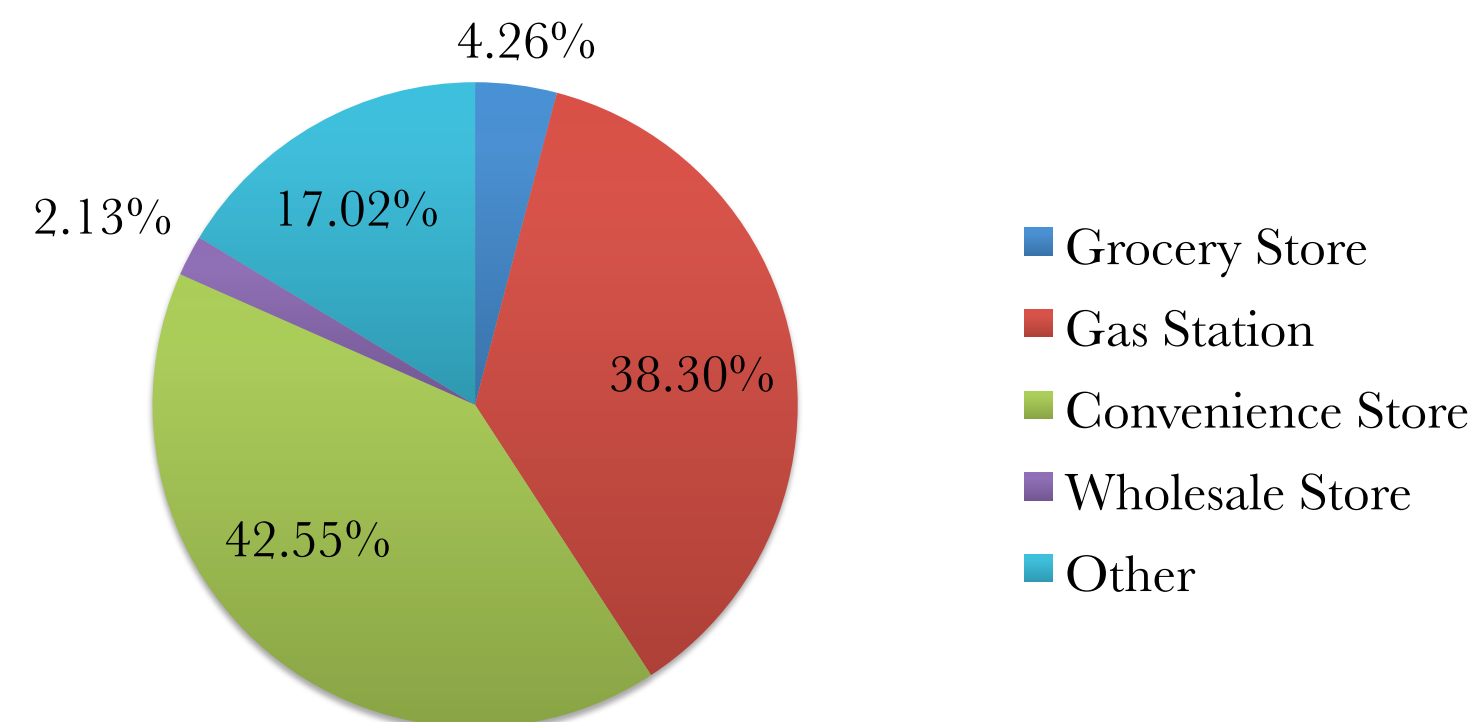
I would like to express my gratitude towards my research supervisor, Dr. Joe McClernon, for his guidance and support in creating this poster. I would also like to thank Matt Hallyburton for his role in conducting the research protocol and Taylor Jackson for helping me write the abstract.

## Results

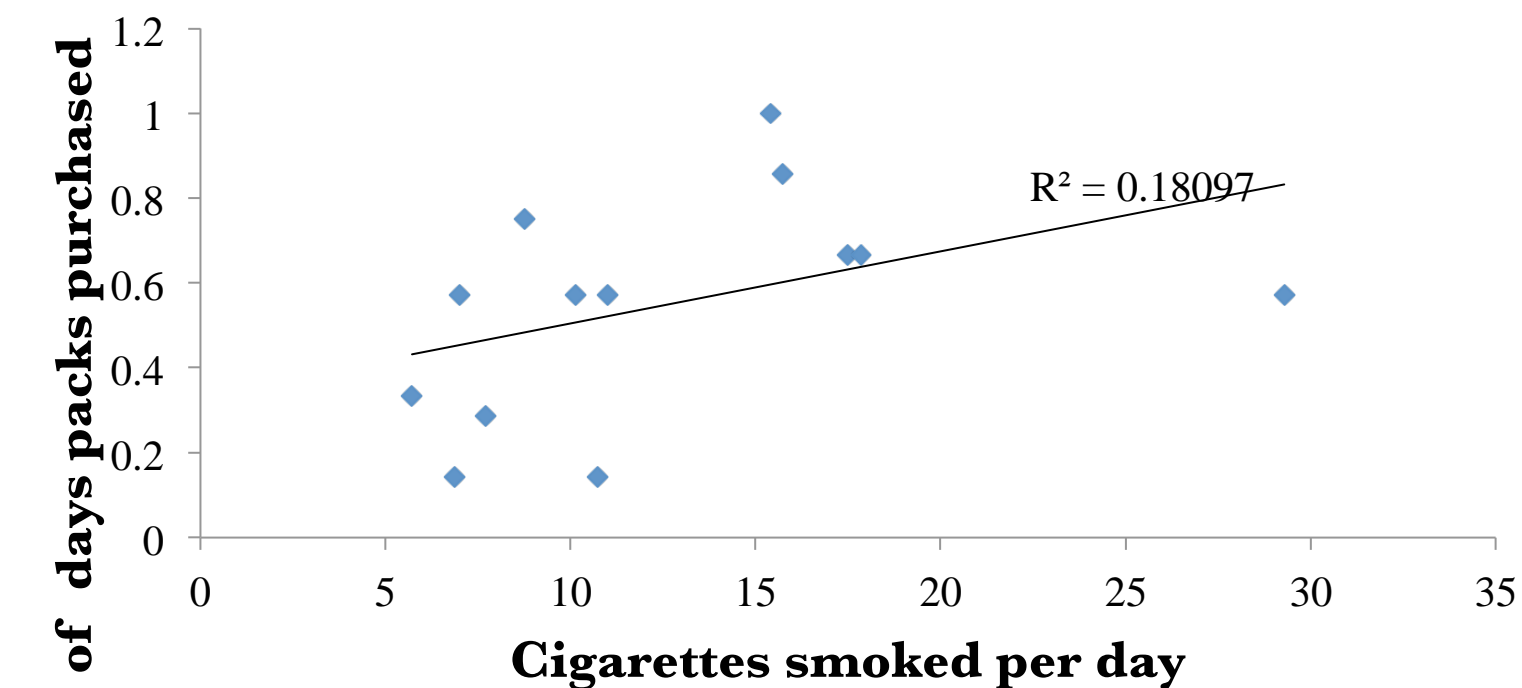
### Demographics of Survey Participants



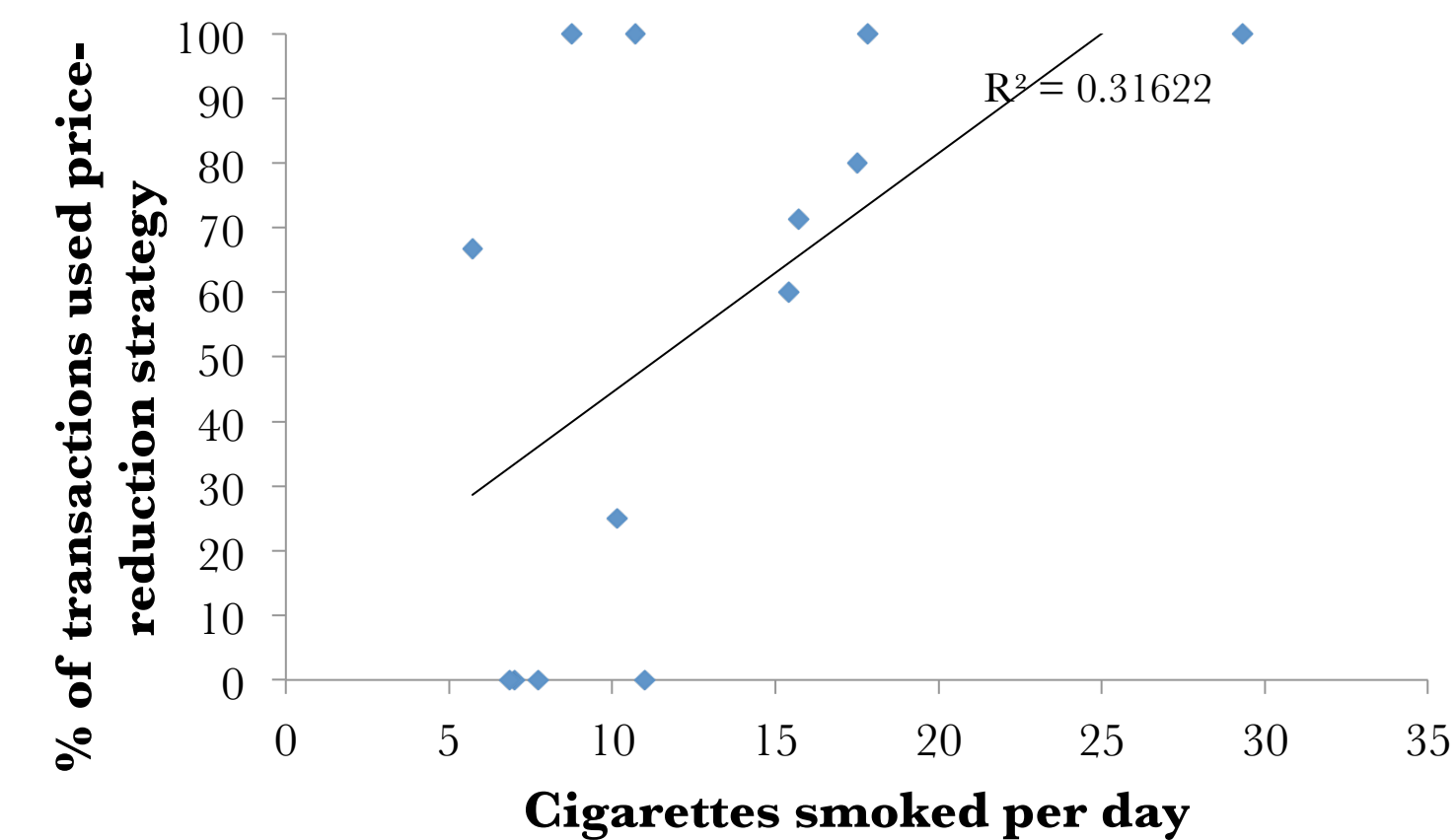
### % Purchases by Store Type



### Cigarettes smoked per day and pack purchases



### Cigarettes smoked per day and employed strategy to lower price



## Conclusion

The results of this preliminary study reveal that this methodology can be utilized as an important tool to monitor tobacco-purchasing behavior. Tobacco purchase locations been geocoded and will serve as the basis for analysis of relations between tobacco retail outlet characteristics (e.g. # of storefront tobacco ads) and smoking outcomes.