

# Demand and Substitutability of Tobacco Products among Menthol Smokers in Simulated Flavor Bans

Samantha J. Hidalgo, Lovina M. John, Shefalika Prasad, Akshika Sharma, & Richard J. O'Connor, Amanda J. Quisenberry

Roswell Park Comprehensive Cancer Center, Buffalo, NY 14263

## The Experimental Tobacco Marketplace (ETM)

## Study Methods

- Within-participant comparison with **counterbalanced** viewing of ETM conditions
- Conditions: Menthol Cigarettes and Flavored E-cigarettes Available; Non-menthol cigarettes and Flavored E-cigarettes Available; Menthol Cigarettes and no flavored E-cigarettes Available; Non-menthol Cigarettes and no flavored E-cigarettes Available
- Eye-tracking while completing ETM Conditions
- Current sample = 46 Menthol Cigarette Smokers**
- 30 Name Brand, 16 Native Brand

Age	40.70 (13.00)
Cigarettes Per Day	11.26 (6.19)
CO Level	19.17 (14.23)
FTND Score	4.30 (1.67)

<b>Gender</b>	
Female	45.7%
<b>Race</b>	
White	35%
Black	46%
Asian	2%
More than one	11%
<b>Ethnicity</b>	
Hispanic or Latino	6.5%
<b>Sexual Orientation</b>	
Heterosexual	78%
Homosexual	4%
Bisexual	4%
No response	6.5%

## Results

