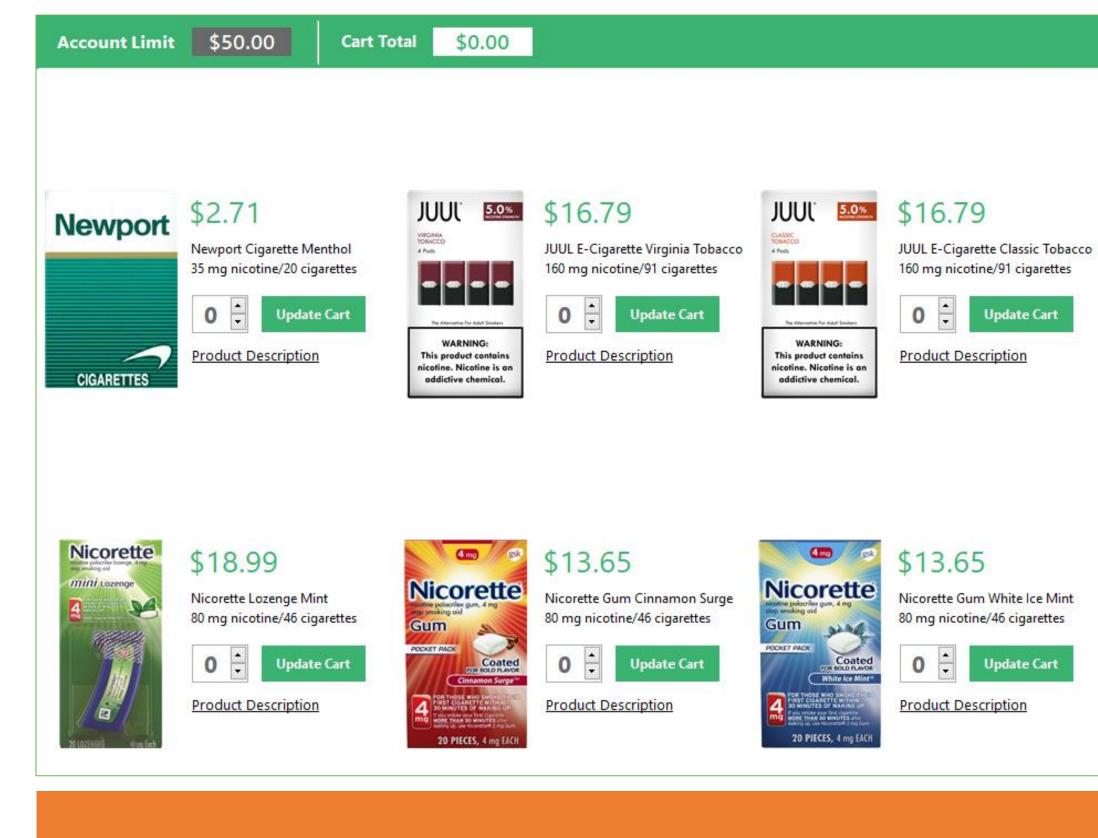
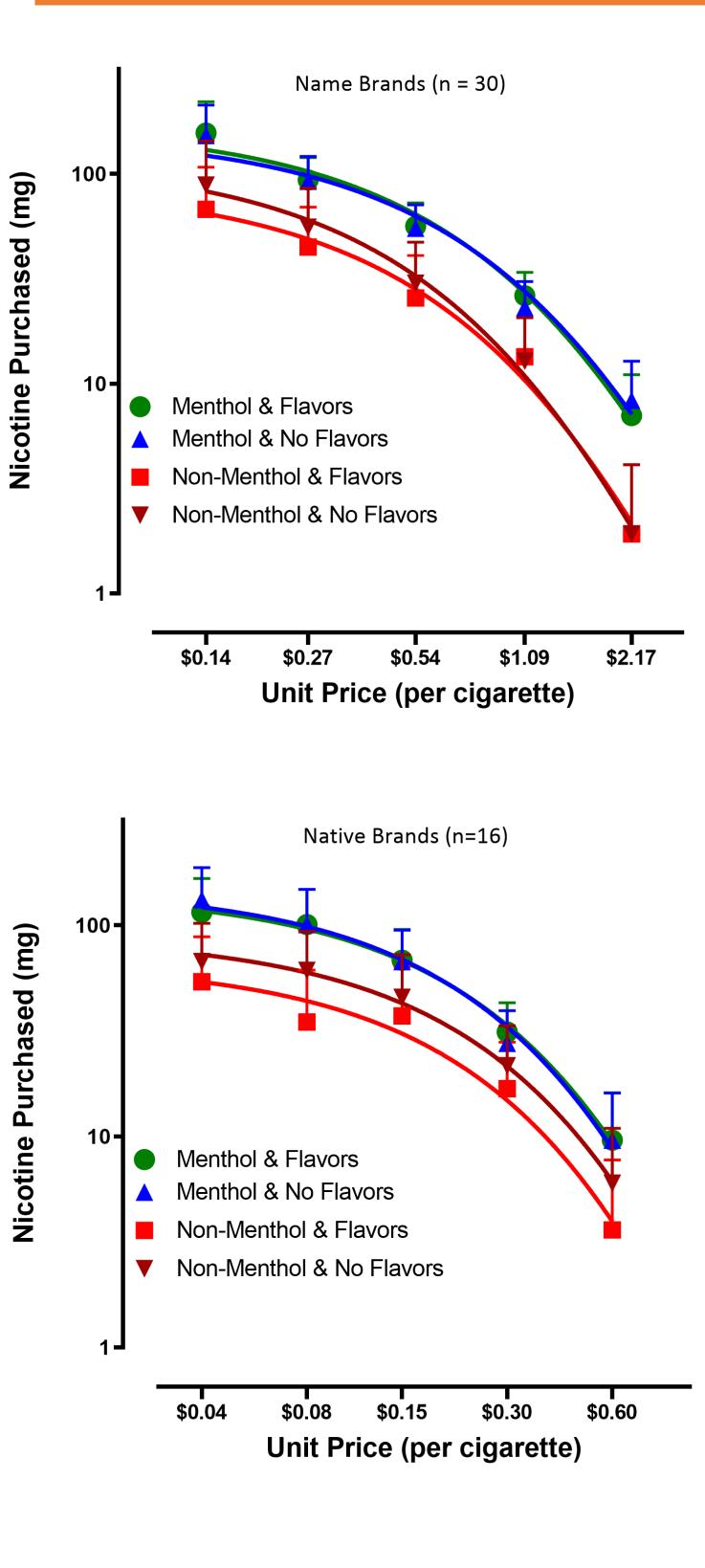




## The Experimental Tobacco Marketplace (ETM)





- <b>O</b> -	Snus Winterchill		
	Nicorette Gum White Ice		
-	Skoal Chew Long Cut Mir		
	Nicorette Lozenges Mint		
	JUUL Mint		
-0-	JUUL Menthol		
-8-	JUUL Virginia Tobacco		
<b>—</b>	JUUL Classic Tobacco		
-₹-	JUUL Fruit Medley		
<b>-</b>	Nicorette Cinnamon Gum		
+	JUUL Mango		

Cigarette demand and alternative product substitution under four potential product flavor policy environments among name brand (top) and native brand smokers (bottom). Significant differences showing greater demand for menthol cigarettes are reveled even with this small sample. Menthol JUUL appears to function as a substitute when menthol cigarettes are available (only at highest price) and when unavailable, but only among name brand smokers.

Supported by: NCI and FDA (R03CA228930 and P30CA016056)

## **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

y Methods				
nd Flavored E- cigarettes and I cigarettes and I enthol Cigarettes able; Non-menthol		Gender		
		Female	45.7%	
		Race		
		White	35%	
		Black	46%	
		Asian	2%	
rettes Available		More than one	11%	
M Conditions		Ethnicity		
ette Smokers		Hispanic or Latino	6.5%	
		Sexual Orientation		
0)		Heterosexual	78%	
		Homosexual	4%	
3)		Bisexual	4%	
		No response	6.5%	