

Responses to real-world and hypothetical e-cigarette flavor bans among US adults who use flavored e-cigarettes.

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Key findings: When young adults who use flavored e-cigarettes were asked about their response to real-world and hypothetical e-cigarette flavor bans, the majority said they would **continue vaping**. The second most common response among people who exclusively vape was to switch to combustible tobacco.

Methods: An online national survey of young adults ages 18-34 who use flavored e-cigarettes was conducted in 2021 (n=1,253), oversampling states affected by e-cigarette flavor restrictions. Participants were asked about their responses to real-world changes in the availability of flavored e-cigarettes. Unaffected participants were asked to predict their responses under a hypothetical federal e-cigarette flavor ban. Response options included:

- C** = Switch to smoking cigarettes or other combustible tobacco (e.g. cigars, hookah, pipe tobacco, bidis);
- S** = Switch to using smokeless tobacco (e.g., chewing tobacco, snus, dissolvable) or heated tobacco (e.g., IQOS);
- E** = Switch from JUUL to other flavored e-cigarettes or Switch to using tobacco-flavored e-cigarettes or Continued vaping flavored e-cigarettes by getting them from a different source;
- Q** = Quit all vaping and tobacco use.

Results

Table 1. Responses to **real-world** e-cigarette flavor restrictions among US young adults who use flavored e-cigarettes

Young adults who use flavored e-cigs, n= 750	Responses to ban				Young adults who use e-cigs exclusively, n= 281	Young adults who dual use, n= 469
	C	S	E	Q		
Any combustible tobacco use, n=204 (27.3%)	●				7.8 %	17.5%
	●	●			0.3%	2%
	●		●		4.3%	14.1%
	●	●	●		0.2%	3.6%
	●		●	●	0	0.6%
	●	●		●	0	0.1%
	●	●	●	●	0	0.3%
	●			●	0	0.4%
Any heated or smokeless tobacco use, but no combustible tobacco use, n=49 (6.0%)		●			1.5%	1.5%
		●	●		0.9%	7%
		●		●	0.2%	0
		●	●	●	0	0
Continued vaping only, or quit all tobacco, n=473 (64%)			●		79.7%	50%
			●	●	0.9%	1.4%
Quit all tobacco, n=24 (2.6%)				●	4.3%	1.4%
Young adults who use e-cigs exclusively*	12.5%	3.1%	85.9%	5.3%		
Young adults who dual use*	38.6%	14.6%	77.1%	4.2%		

Table 2. Responses to **hypothetical** e-cigarette flavor restrictions among US young adults who use flavored e-cigarettes.

Young adults who use flavored e-cigs, n= 503	Responses to ban				Young adults who use e-cigs exclusively, n= 158	Young adults who dual use, n= 345
	C	S	E	Q		
Any combustible tobacco use, n=171 (34%)	●				7.9 %	21.1%
	●	●			1.8%	2.7%
	●		●		5.5%	11%
	●	●	●		2.6%	5.5%
	●		●	●	1.1	0.5%
	●	●		●	0	0.1%
	●	●	●	●	0.4%	0.8%
	●			●	1.5%	0.7%
Any heated or smokeless tobacco use, but no combustible tobacco use, n=30 (4.7%)		●			1.3%	1.9%
		●	●		0.9%	2.5%
		●		●	0	1.5%
		●	●	●	0	0.4%
Continued vaping only, or quit all tobacco, n=219 (43.8%)			●		45.3%	38.1%
			●	●	4.9%	1.6%
Quit all tobacco, n=83 (17.5%)				●	26.7%	11.6%
Young adults who use e-cigs exclusively*	20.9%	7.1%	60.8%	34.5%		
Young adults who dual use*	42.5%	15.4%	60.4%	17.2%		

Notes: Each row represents one of 15 possible response combinations. *numbers do not sum to 100% of the sample because categories are not mutually exclusive.

The research reported in this poster was supported by grant number U54DA036151 from the National Institute on Drug Abuse (NIDA) and grant number U54CA229974 from the National Cancer Institute and FDA Center for Tobacco Products (CTP).	Tobacco Industry	E-cigarette & nicotine product industry	Pharma Industry
The work being presented has received funding or other means of support from any of the following sources:	No	No	No
Any of the authors have received funding (including consultancy) from any of the following sources in the past 5 years:	No	No	No