



Did Tobacco 21 Laws Affect Sales of Cigars?

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CAsToR Pilot Project Lightning Talk

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Plan of Project

What Cigars do Young People Smoke?

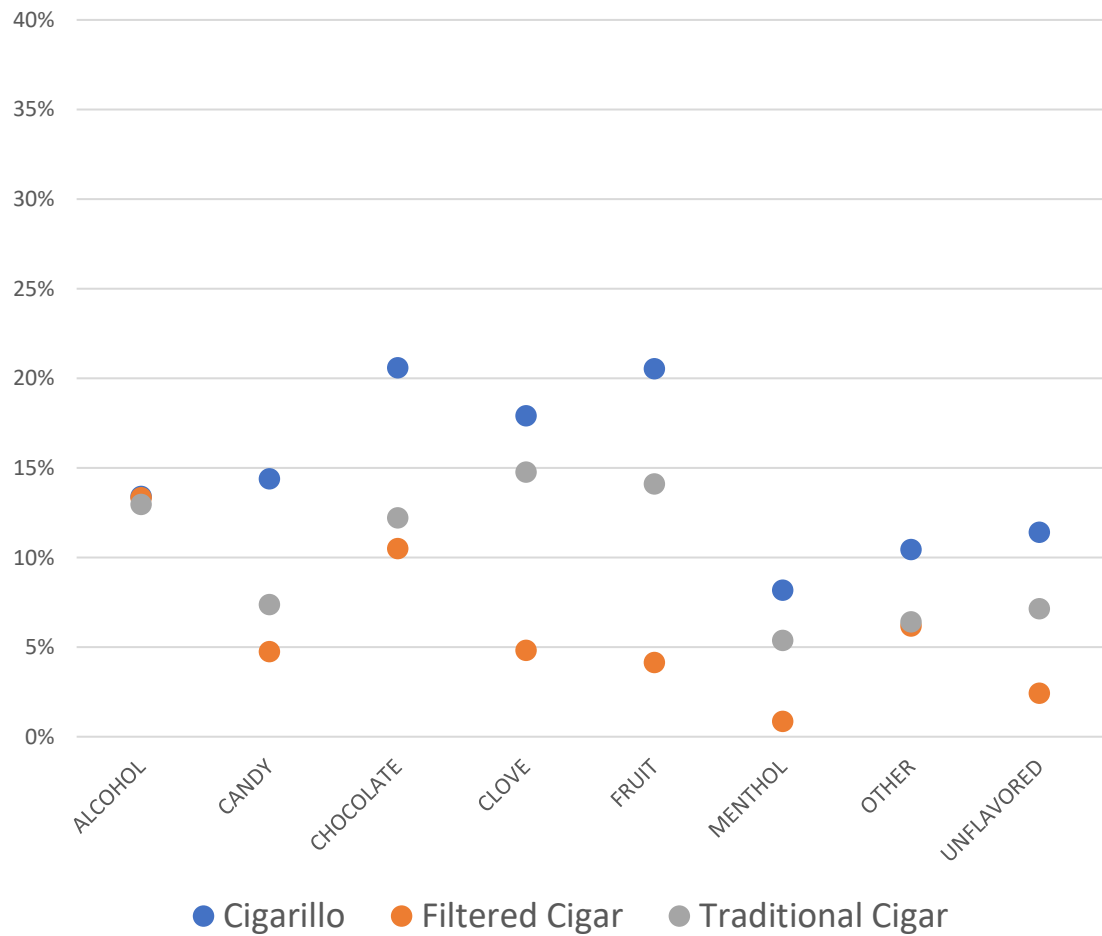
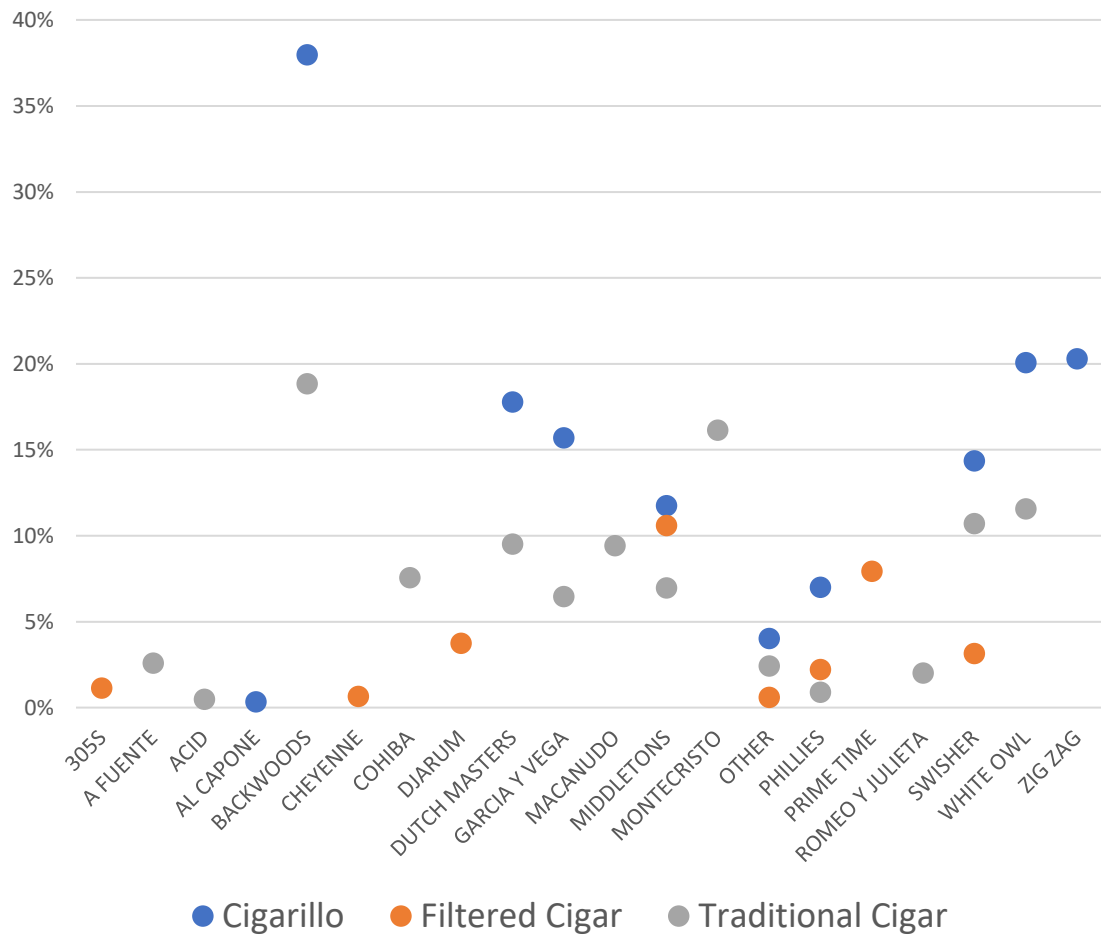
- Use PATH data to calculate which brands, formats and flavors are consumed by Under 21s

Where were T21 laws put into place?

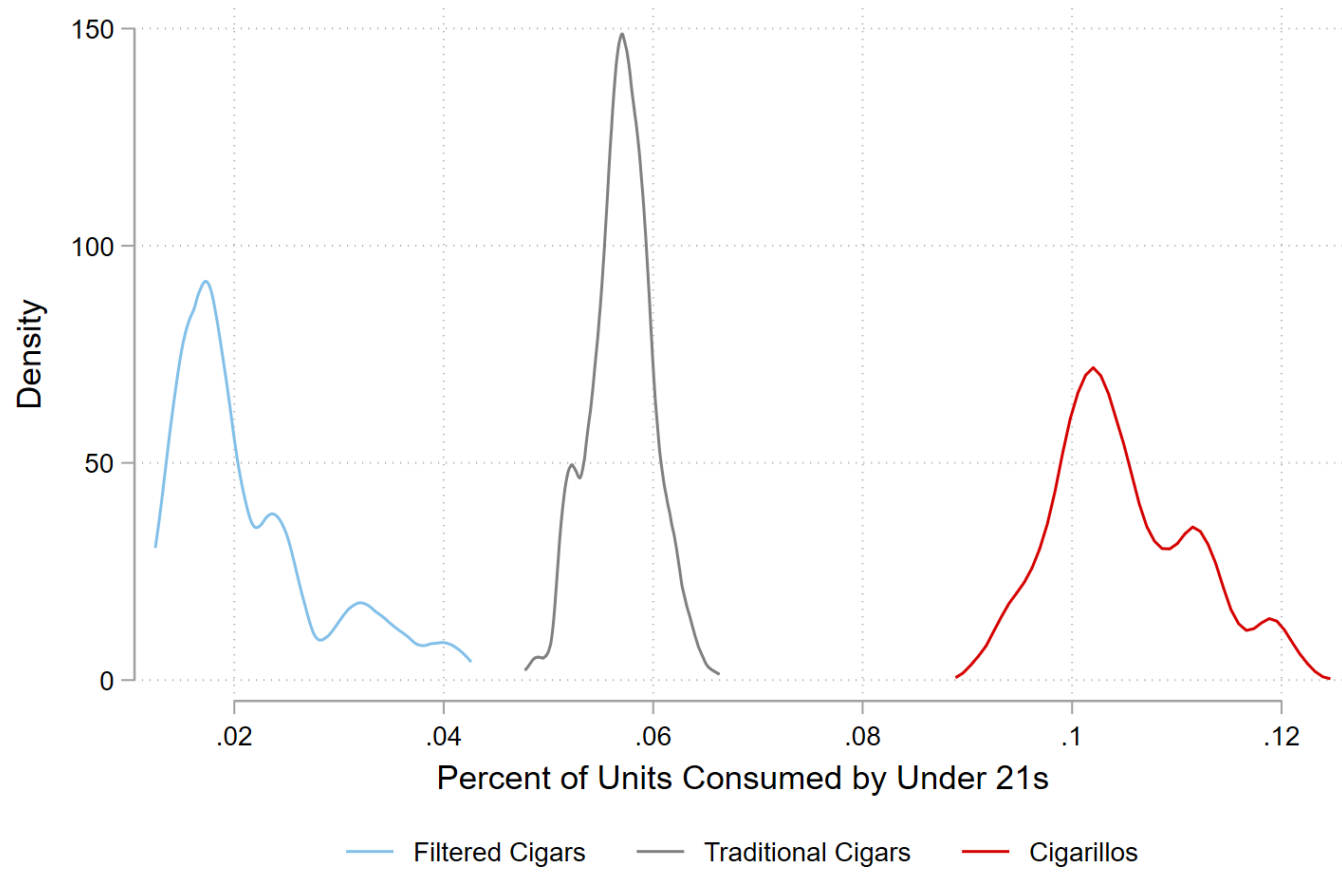
- Collect data from Colston et al, 2021, CDC-STATE, and Tobacco21.org on T21 details and population coverage

Did T21 laws decrease sales of cigars?

- Estimate Under 21 Consumption Shares
- Diff-in-Differences analyses of T21 on format level sales

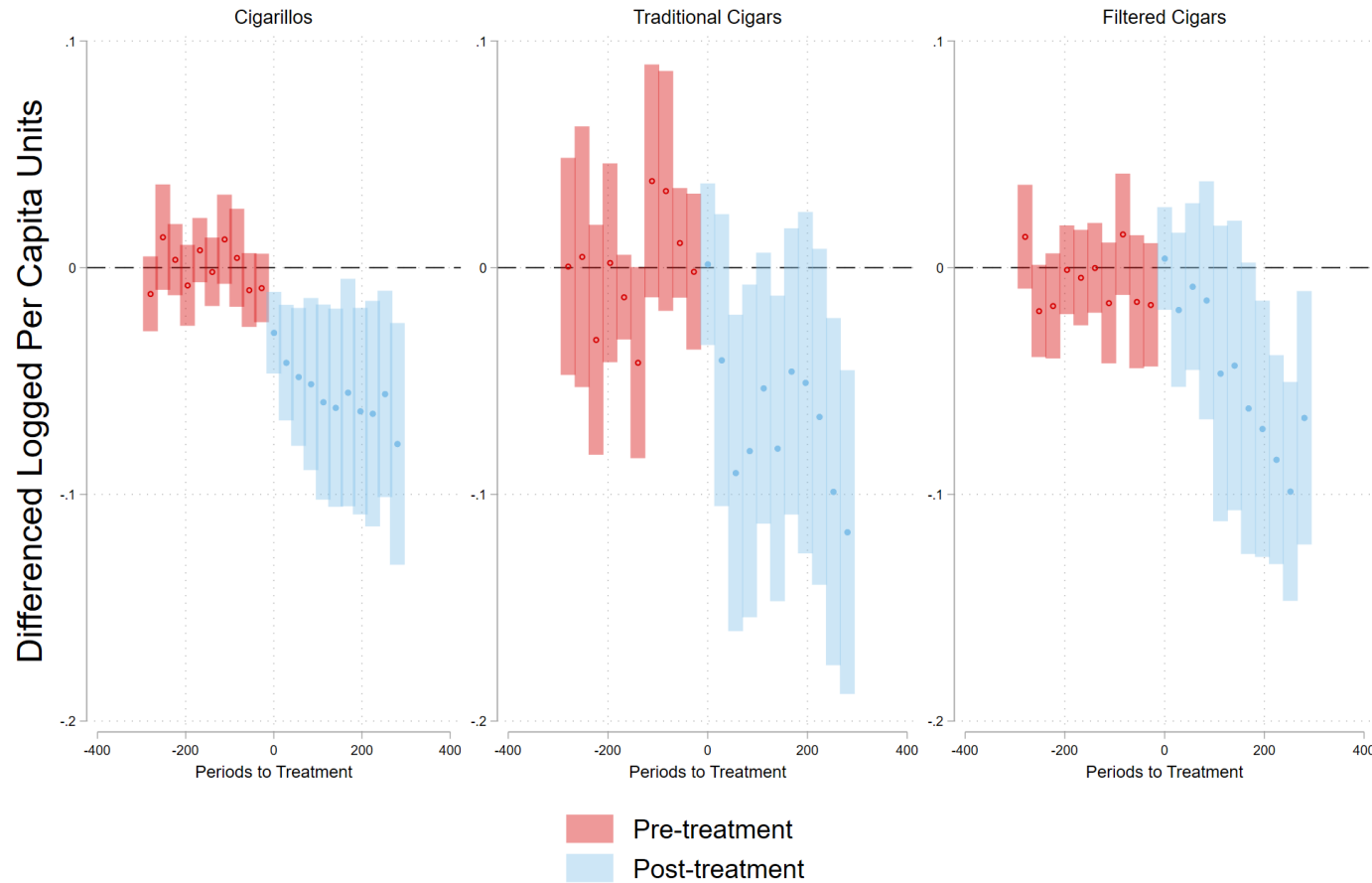


Under 21 Shares of Cigar Consumption
PATH Waves 1-5



- Distribution of Under 21 Shares by Product across 19 Nielsen States from March 2017 to November 2021

CSDID Models



- Callaway and Sant'Anna Difference in Differences Model
- Use State-Level T21 policies
- Average Treatment Effect on Treated
- Cigarillos
 - -10.2% (95%CI -3.7%- -16.7%)
- Traditional Cigars
 - -7.9% (95%CI -0.6%- -15.1%)
- Filtered Cigars
 - -13.2% (95%CI -3.6%- -22.8%)



Initial Findings

- Under 21 Cigar Consumption Share > Under 21 Cigarette Consumption Share
- Cigarillos appear to be the favored format for Under 21s
- Tobacco 21 likely decreased cigar sales
 - Effect sizes are currently too large for my comfort



Next Steps

- Traditional Difference-in-Differences model leveraging differential Under 21 shares and T21 Policy Details
- Models with appropriate controls
 - Weather, Economy, COVID, Price, Smoking Bans