

# Substitutability of cigarettes for salt- and free-base ENDS devices in young adult ENDS users

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**TCORS 2.0**

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**Assessment of Tobacco  
Regulations**  
[CAStoR]

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# Background

- Use of e-cigarettes has exploded since their inception.
- Questions remain about transitions from e-cigarette use to cigarette use, especially among young people.
- This study uses an experimental paradigm to evaluate likelihood of switching.

# Methods - Eligibility Criteria



Current salt or free base ENDS user

- Using ENDS device four or more days per week

Age

- 18 – 28

Haven't been a regular smoker in their lifetime

- Using cigarettes at least four days per week for at least a 3-month period
- Use of other tobacco products not exclusionary

Account Limit \$15.00

Cart Total \$0.00



\$6.46

Hyde E-Cigarette Minty Os  
Mg of Nicotine

Update Cart

[Product Description](#)



\$4.99

On! Nicotine Pouch Original  
160 mg Nicotine

Update Cart

[Product Description](#)



\$5.77

IQOS Heated Tobacco  
25.8 mg Nicotine

Update Cart

[Product Description](#)



\$10.86

Marlboro Cigarette Tobacco  
35 mg Nicotine

Update Cart

[Product Description](#)



\$13.65

Nicorette Nicotine Pouch Cinnam  
80 mg Nicotine

Update Cart

[Product Description](#)



\$0.99

Swisher Sweets Cigarillo Original  
2.8 mg Nicotine

Update Cart

[Product Description](#)



\$4.99

On! Nicotine Pouch Berry  
160 mg Nicotine

Update Cart

[Product Description](#)



\$4.99

On! Nicotine Pouch Mint  
160 mg Nicotine

Update Cart

[Product Description](#)



\$5.77

IQOS Heated Smooth Menthol  
23.8 mg Nicotine

Update Cart

[Product Description](#)



\$10.86

Newport Cigarette Menthol  
35 mg Nicotine

Update Cart

[Product Description](#)



\$13.65

Nicorette Gum White Ice  
80 mg Nicotine

Update Cart

[Product Description](#)



\$0.99

Swisher Sweets Cigarillo Tropical F  
2.8 mg Nicotine

Update Cart

[Product Description](#)

Review Order

Account Limit **\$15.00**

Cart Total **\$12.92**

Items in Cart:

Product	Quantity	Price	Cost
Hyde E-Cigarette Minty Os - Mg of Nicotine	2	\$6.46	\$12.92

Prices: \$1.61, \$3.23, \$6.46, \$12.92, \$25.84

Checkout

Return to Store

# Participant Characteristics (n=9)

## Device Used

Air Factory Blue Razz

Cotton Carnival

JUUL Menthol

Riot Salt Tropical Fury

Hyde Cola Ice

JUUL Tobacco

Hyde Coca Cola

Hyde Minty O's

Hyde – Honey Dew

## Demographic Characteristics

55.6 % male

77.8 % heterosexual

88.9 % White

100% completed at least some college

100% salt-base users

88.9% use ENDS every day

22.2% said they would try a cigarette soon

Age range: 19 - 25

## Measures of Nicotine Dependence

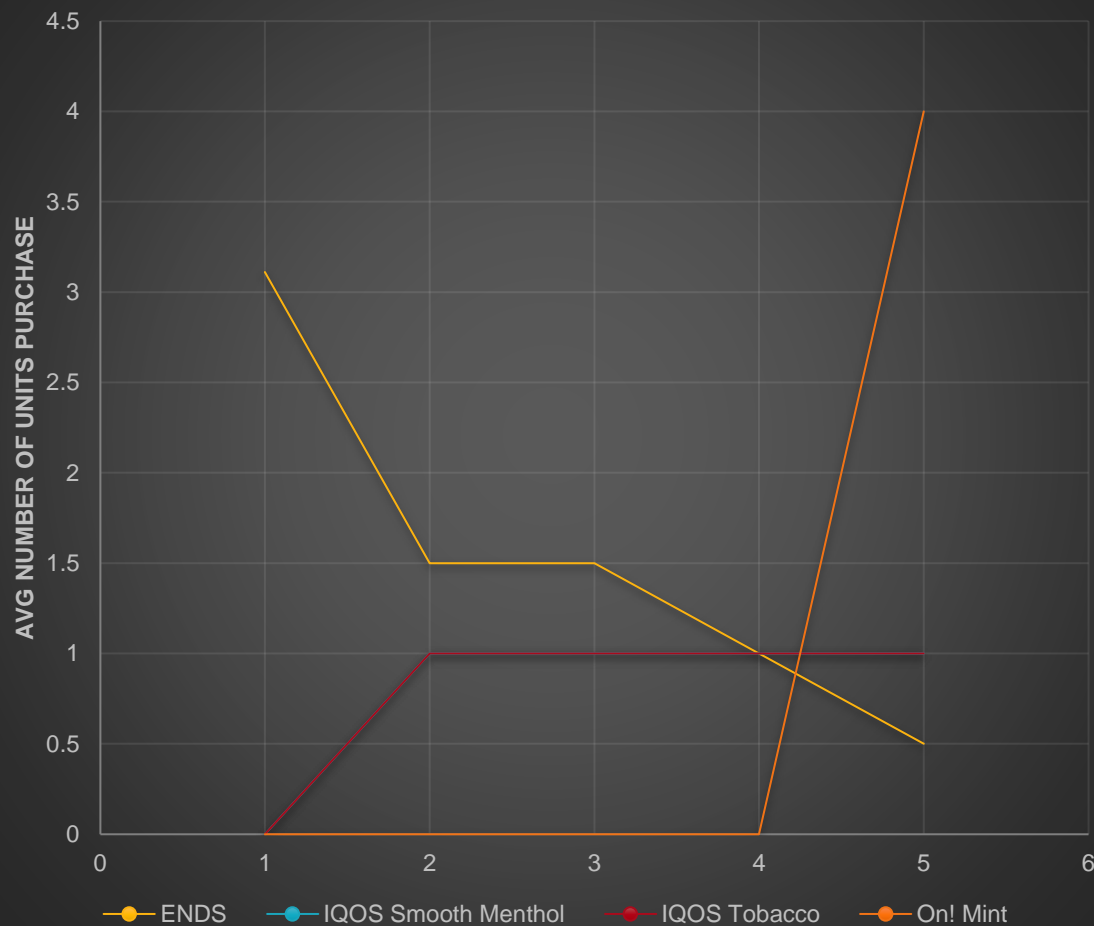
Penn State Electronic Cigarette Dependence Index – range= 7 – 15; mean = 11.22

Fagerstrom Test for Nicotine Dependence – range = 1 – 7; mean = 4.56

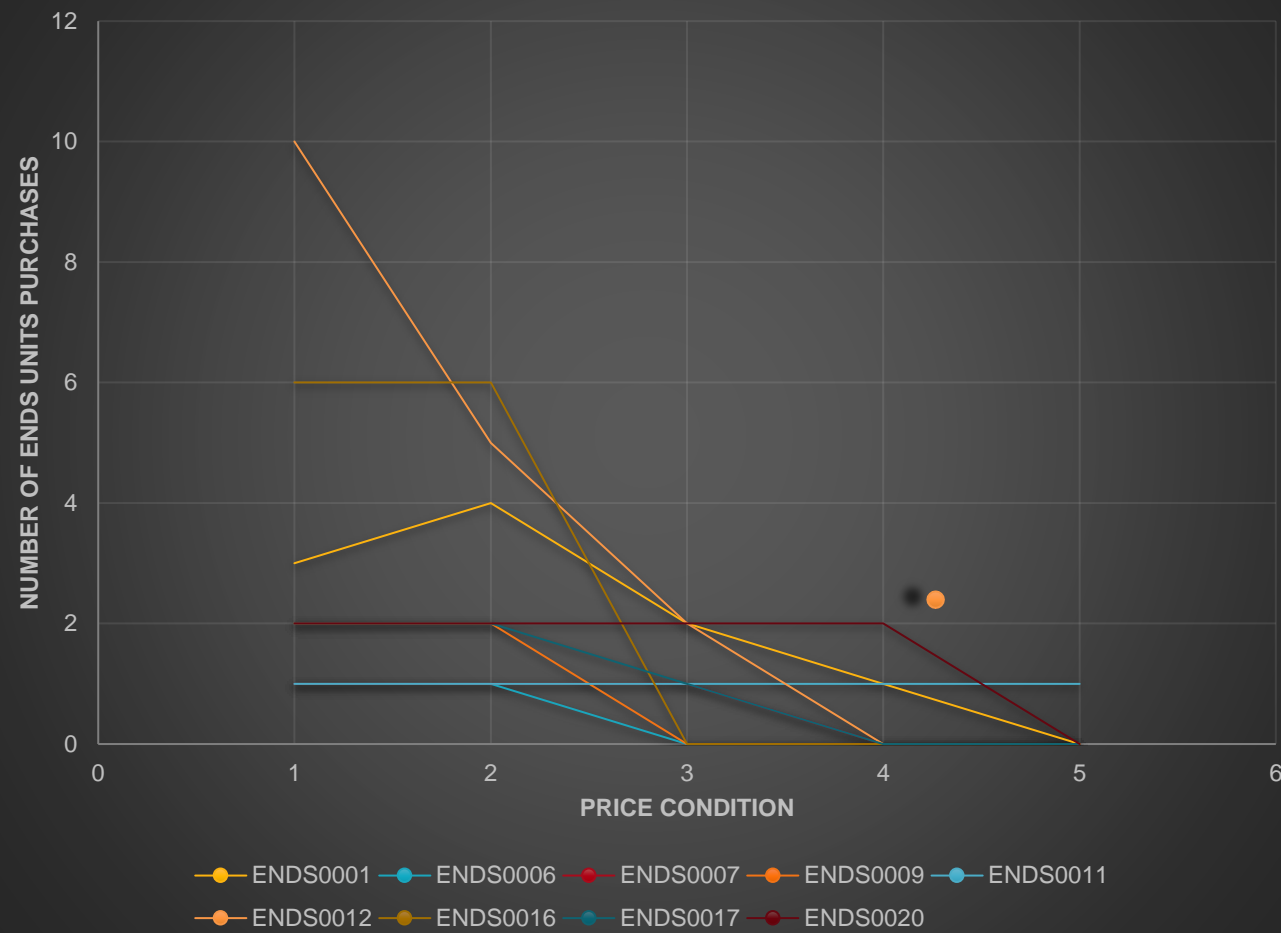
E-cigarette Addiction Severity Index – range = 40 – 100; mean = 76

# ETM Results (n = 9)

## Average Purchases



## ENDS Purchasing



# Conclusions

- Results should be interpreted cautiously given the small sample size.
- No participant chose to purchase cigarettes at any ENDS price.
- The ETM can measure e-cigarette purchasing among users of the product.





Thank you for listening!

Thank you to CAsToR for funding this project!

# Questions