

Intention to purchase multiple e-cigarette flavors and its effect on projected use rate across tobacco user and nonuser groups

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Introduction

In order for a Premarket Tobacco Product Application (PMTA) to be authorized, tobacco product manufacturers must provide FDA with scientific evidence to support that a new tobacco product is appropriate for the protection of public health (APPH). FDA must consider the risk and benefits to the population as a whole, including tobacco users and nonusers.

Recent PMTA marketing decisions have demonstrated that FDA is interested in evidence supporting that e-cigarette flavors:

- facilitate cigarette reduction and switching for adult cigarette smokers; and
- have little impact on nonusers' intent to purchase the product.

To have the greatest public health impact on adult smokers, e-cigarettes should be available in flavors that are appealing to adult tobacco consumers.

Understanding purchase intent ratings and projecting product use for various flavors are important tools for assessing future product adoption and switching.

Methods

An online survey was conducted with 4,187 quota sampled U.S. adults of legal age to purchase tobacco products. The data were weighted to national targets on five demographic variables (age, gender, income, race/ethnicity, and geography) within each of three cigarette user groups (current established, former established, and never established smokers).

Although data were quota-sampled by cigarette user group, five tobacco user groups were used in the analysis:

- current established cigarette smokers;
- current established non-cigarette tobacco users;
- current tobacco experimenters;
- former tobacco users; and
- never ever tobacco users.

The survey presented images of an e-cigarette with eight flavors to collect data on ratings for likelihood to purchase (any flavor) for personal use on a 10-point scale. Respondents who provided a rating greater than 1 were then asked to make a binary decision (yes/no) about purchasing each flavor.

A validated algorithm was used to convert purchase intent ratings to projected product use rates.

Results

Figure 1

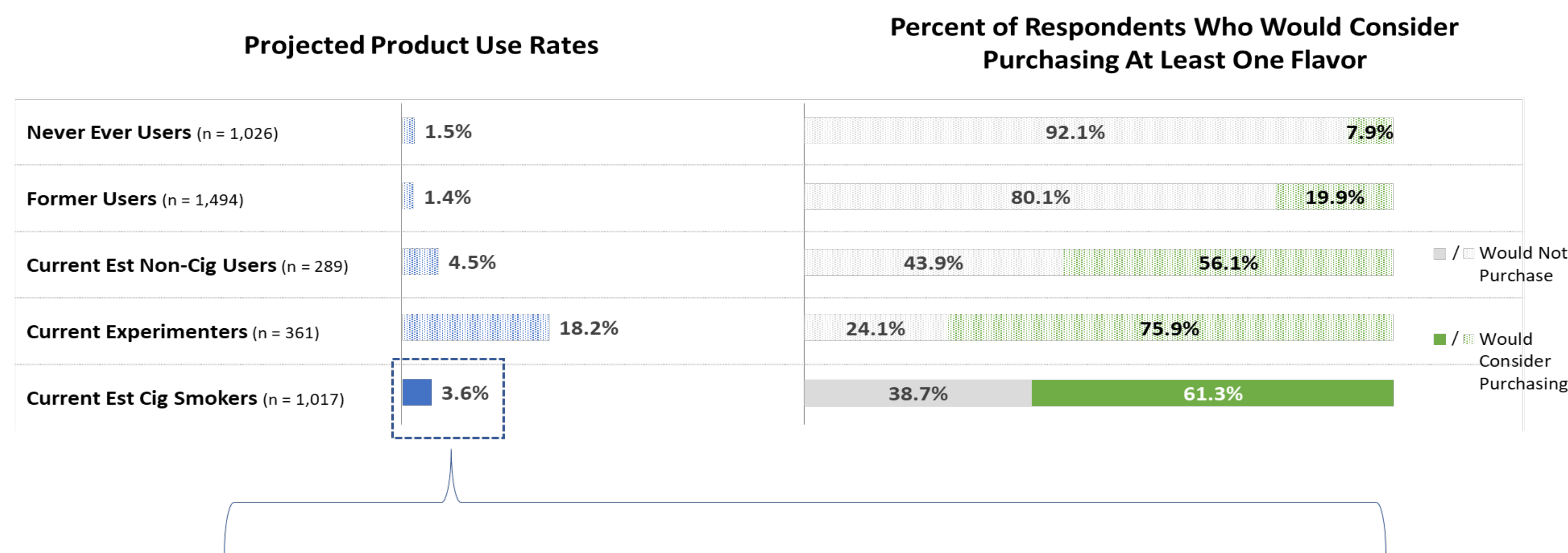


Figure 2

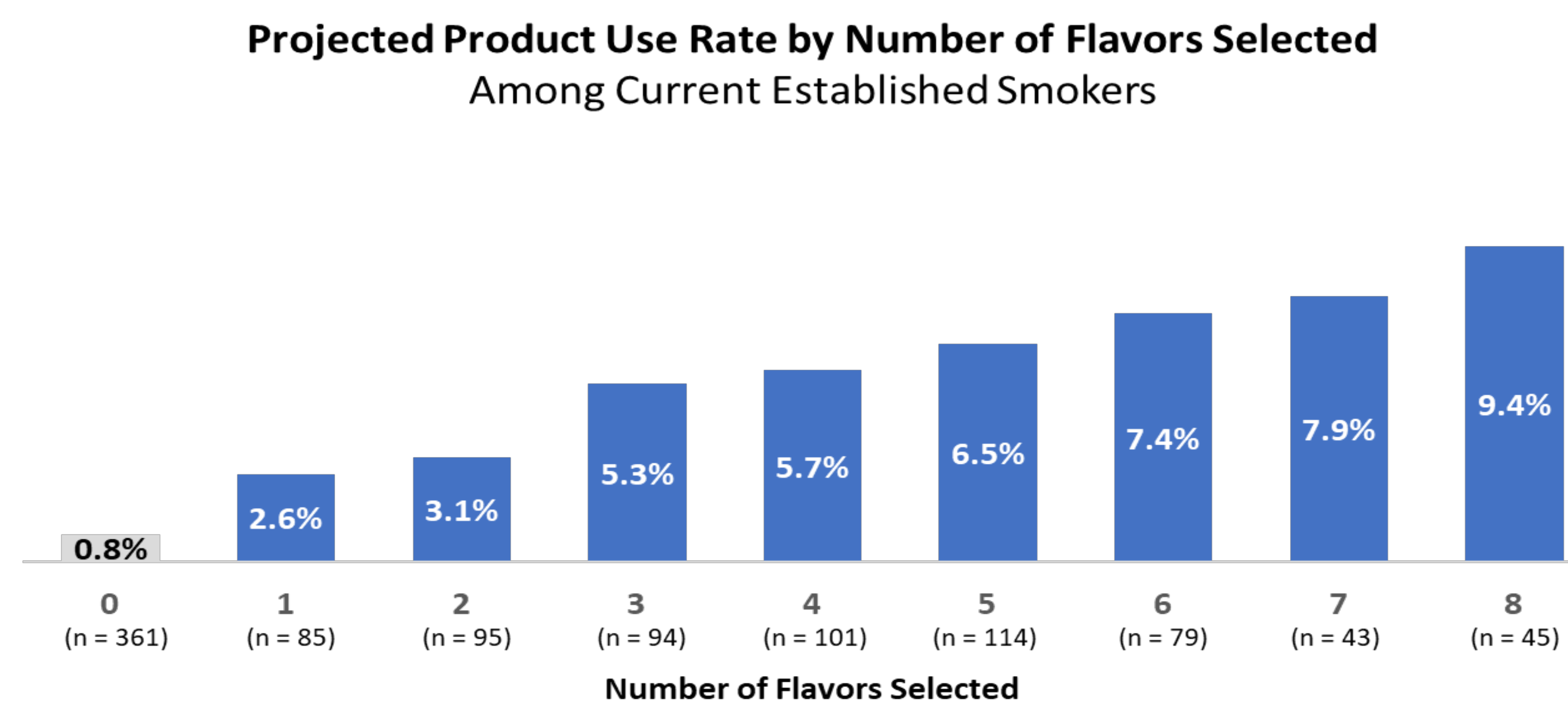
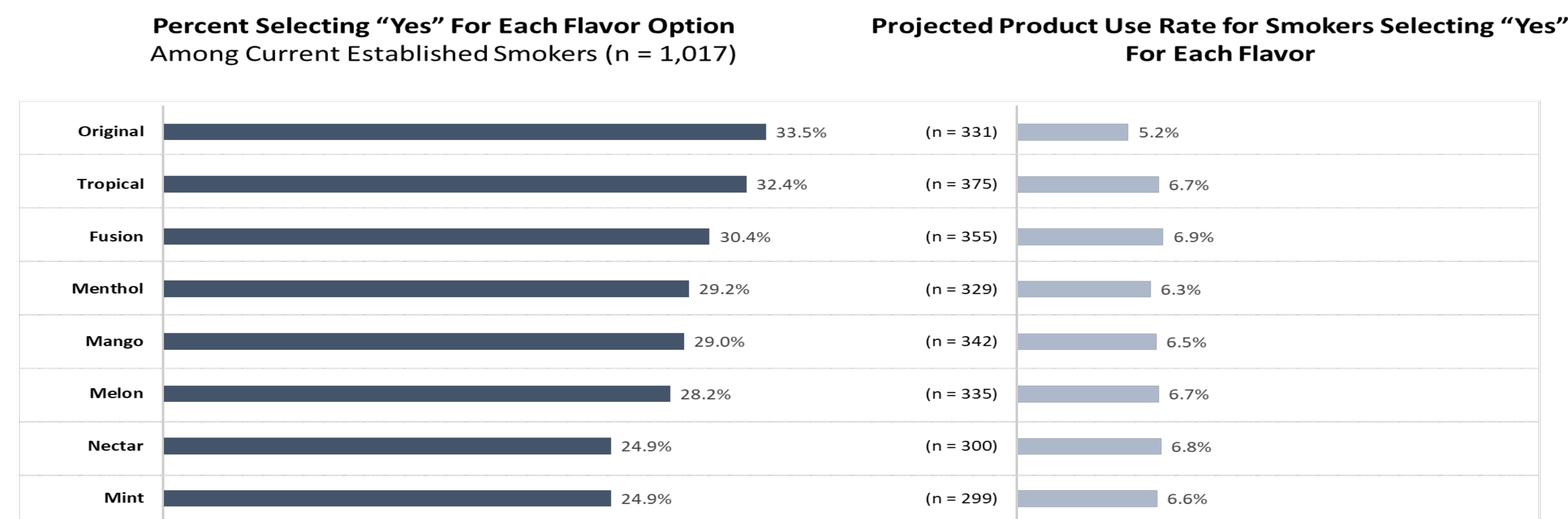


Figure 3



Results

- Few nonusers indicate that they would purchase any of the flavors (never ever tobacco users: 7.9%; former users: 19.9%), whereas current tobacco users were more likely to report they would purchase one or more flavors (current established cigarette smokers: 61.3%; current established non-cigarette tobacco users: 56.1%; and current experimenters: 75.9%) (Figure 1).
- Projected product use rates are low for both nonuser groups (never ever tobacco users: 1.5%; former users: 1.4%) and are higher for current tobacco users (current established cigarette smokers: 3.6%; current established non-cigarette tobacco users: 4.5%; and current experimenters: 18.2%) (Figure 1).

Most current established smokers select more than one flavor and projected product use rates are higher among smokers who select more flavors (Figure 2).

- About one-third of current established smokers select "Original" (a tobacco flavor), and the projected use for those selecting this flavor is 5.2% (Figure 3).
- One-quarter to one-third of current established smokers select each of the other non-tobacco flavors, with projected purchase rates ranging from 6.3% to 6.9% (Figure 3).

Projected product use is higher for smokers who choose multiple flavors and non-tobacco flavors.

Conclusions

Findings from this study are aligned with results from published evidence¹⁻⁴ that have highlighted the importance of flavor variety and non-tobacco e-cigarette flavors in the context of reduced cigarette consumption and switching from smoking to e-cigarettes.

These results support that non-tobacco flavors are important for adult smokers in the context of APPH.

References

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