

Yale Tobacco Center of Regulatory Science

Economics, Experiments and PATH Data: Creating Knowledge for Tobacco Regulation

(Project 4)

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Abstract:

The overarching aim of our application is to develop the knowledge base for development of effective tobacco regulation to reduce addiction by examining factors that influence the perceptions about, evaluations of, and potential use of e-cigarettes as compared to cigarettes with and without menthol. In aims 1-4 we conduct Discrete Choice Experiments to address choice trade-offs about product attributes across different populations. Experiments provide information in advance of wide-spread use. We place special focus on youths and vulnerable populations. In Aim 5 we will complement and extend the findings from our experiments to national populations and vulnerable sub-populations.

Specifically we aim to:

Aim 1: Understand how individuals perceive and trade-off the risks of different attributes of cigarettes and e-cigarettes, including low levels of nicotine, low levels of toxins, and menthol flavoring.

Aim 2: Examine the impact of menthol on perceptions of risk about cigarettes and e-cigarettes. We estimate how different populations perceive risks and respond to products with and without menthol.

Aim 3: Study source credibility of information about menthol added to cigarettes and e-cigarettes. We examine how source of information affects the public's perception of potential harm.

Aim 4: Analyze peer effects on use of e-cigarettes. Test the differential impact of measures of peers on perception of risk and interest in using, including switching to, e-cigarettes. Measures of peer intensity and 'closeness' will be determined by different mechanisms for smokers and non.

Aim 5: Use secondary data combined with findings from our experiments to predict the impact of MRTPS on populations and to estimate the impact of potential FDA regulations.

Using questions coordinated across our experiments and secondary data, we will link our findings to large nationally representative secondary data sets to evaluate MRTPS and regulations. Expertise and Centerness. Our team has substantial experience in economic research, online choice experiments, tobacco regulation and policy research. The team has a history of collaboration. This project shares the common themes with other Center projects of reducing addiction by evaluating the impact of menthol and e-cigarettes.