

# What Menthol Smokers Report They Would Do If Menthol Cigarettes Were No Longer Sold

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# Purpose

- Provide new nationally representative data on the intentions of menthol smokers if menthol cigarettes were no longer sold
  - First time question asked in large national survey
- Report most recent data on menthol smoking among current smokers

## Data Source

- May 2010 Tobacco Use Supplement (TUS) to the Current Population Survey (CPS)
  - CPS is conducted by U.S. Census Bureau for the Bureau of Labor Statistics; NCI sponsors TUS
  - Provides a large national probability address-based sample of 59,000 households each month
  - Initial TUS weighted data from 1<sup>st</sup> of 3 months
  - Present subpopulation data with reasonable sample sizes (no confidence intervals yet)

<http://riskfactor.cancer.gov/studies/tus-cps/>

# “Do you usually smoke menthol or non-menthol cigarettes?” TUS-CPS, May 2010

	% Smoke menthol cigarettes	% Smoke non-menthol cigarettes	% Smoke no usual type	% Don't Know / Refused
Overall (n = 10,441)	<b>30.2</b>	65.7	2.8	1.4
NH-White (n = 8,058)	23.0	73.4	2.4	1.3
NH-Black (n = 1,013)	<b>75.8</b>	20.1	2.5	1.6
Males (n = 5,156)	25.8	69.2	3.3	1.8
Females (n = 5,285)	<b>35.4</b>	61.6	2.1	0.9
18-24 yrs (n = 976)	<b>41.8</b>	52.9	4.1	1.1
25-34 yrs (n = 2,155)	32.7	63.7	2.4	1.3
35+ yrs (n = 7,310)	26.7	69.2	2.6	1.5

# “If menthol cigarettes were no longer sold, which of the following would you most likely do?”

TUS-CPS, May 2010

	% Switch to non-menthol cigarettes	% Switch to some other tobacco product	% Quit smoking and not use any other product	% None of the above	% Don't Know / Refused
Overall (n = 2,887)	36.2	7.7	<b>39.0</b>	9.4	7.7
NH-White (n = 1,704)	42.2	7.9	34.2	7.4	8.3
NH-Black (n = 763)	25.7	7.6	<b>46.8</b>	12.2	7.8
Males (n = 1,170)	38.7	9.9	35.6	8.2	7.6
Females (n = 1,717)	34.1	5.9	<b>41.8</b>	10.4	7.8
18-44 yrs (n = 1,484)	36.5	8.1	<b>40.6</b>	8.3	6.5
45+ yrs (n = 1,403)	35.8	7.3	36.7	10.8	9.5

# Summary

- TUS-CPS May 2010 menthol smoking data are consistent with other national survey data
  - 30% overall among smokers
  - 76% of Non-Hispanic Black smokers
  - 42% of 18-24 year old smokers
  - 35% of female smokers
- 39% of menthol smokers say they would quit all tobacco use if menthol cigarettes were no longer sold
  - 47% of Non-Hispanic Black (34% of Non-Hispanic White) menthol smokers
  - 41% of 18-44 year old (37% of 45+ year old) menthol smokers
  - 42% of female (36% of male) menthol smokers

# Conclusions

- Behavioral intention is associated with actual behavior - therefore, results suggest a potential substantial reduction in tobacco use if menthol cigarettes were no longer sold
  - Non-Hispanic Blacks disproportionately smoke menthol cigarettes and suffer from tobacco related cancers – may yield large effect on this population group
  - The earlier in life adults quit smoking, the greater the impact on public health

## Additional Information on TUS-CPS

- NCI Supplement to CPS conducted by the U.S. Census Bureau for the Bureau of Labor Statistics
  - CPS uses panel design for efficiency of sampling
  - Detailed stats on demography, labor force, unemployment, and linkages to other data (e.g., insurance, food security, time use, internet use, National Longitudinal Mortality Study)
- TUS-CPS is a key source of national/state/sub-state level tobacco use related practices, attitudes, and policy
- TUS is a cross-sectional survey fielded every three years since 1992 (occasionally longitudinal cohort component)
  - 240,000 (180-190,000 self-respondents) civilian non-institutionalized individuals aged 15+ (now 18+)
  - Interviews - 65-70% by phone, 30-35% in-person