



Rates of Users Switching to and from Menthol and Non-menthol Cigarettes: Topic 8 – Answer to Question

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Although this presentation is being done under contract with the Center for Tobacco Products at FDA, the content and conclusions of the presentation are the authors' and RTI International's. The information is being provided to TPSAC to aid the committee in its evaluation of the issues and questions referred to the committee.

Purpose

- Review provided industry documents for evidence on the rates of switching between menthol and non-menthol cigarettes.

Percent of Menthol/Non-Menthol Switching among Switchers

Non-menthol → Menthol	Menthol → Non-menthol
7.7%	26.1%

Source: *Switching Book, 1991 – Philip Morris 2500136466 – 2500137049*

Percent of Cross-Flavor Switching among All Switchers

Source:	Non-menthol → Menthol	Menthol → Non-menthol
Switching Book ¹	5.7%	6.9%
Total number of smokers: 34,117 Number of switchers: 3,012 Number of Non-menthol → Menthol: 173 Number of Menthol → Non-menthol: 208		

The smaller percentages and attenuation of the difference between non-menthol → menthol and menthol → non-menthol switching among all switchers versus among switchers from a non-menthol or menthol cigarette specifically reflect the lower prevalence of menthol cigarette use among switchers and more closely reflect the rates of cross-flavor switching among smokers.

¹Percentages calculated from data in the Switching Book, 1991 – Philip Morris 2500136466 – 2500137049