

Abstract: Many countries have already enforced various types of smoking control policies, and numerous studies have found that they significantly reduced the demand for cigarettes. However, since there are many political, economic, and international difficulties in controlling for cigarette supply, only a few studies analyze the impact of the cigarette supply change on smoking behavior in detail. In Japan, as the Great East Japan Earthquake in March 2011 destroyed the branches, business offices, and factories of the Japan Tobacco, Inc. in the East Japan, the supply of domestic brand cigarettes had been temporarily stopped for about four months. Employing this sudden supply disruption and my original Internet survey data, I examine the impacts of unexpected supply shock and its recovery on smoking behaviors. I find that the unexpected supply shock significantly reduces cigarette consumption in holidays and habitual nicotine intakes and that habitual cigarette consumption and nicotine intake do not recover after the supply recovery. In addition, habitual smoking behaviors among middle nicotine addicts continuously reduce after the supply recovery, but there are no significant effects among lower ones. However, both smoking abuses among higher nicotine addicts significantly recover after the supply recovery. Furthermore, habitual cigarette consumption and nicotine intake especially decrease in the electricity supply areas of the Tokyo Electric Power Company.