



Fast Facts Youth Tobacco Use

Fact: Minneapolis Youth Cigarette Useⁱ is Still a Problem

- 15% of 12th grade youth smoke cigarettesⁱ
- 17% of 12th grade males smoke cigarettesⁱ
- 33% of American Indian 12th graders smoke cigarettes (statewide)
- Smoking rates are likely much higher since many higher-risk youth drop out by 12th grade.

Fact: More Minneapolis Youth are Choosing Cheap, Flavored Cigar Products

- 18% of 12th grade males smoke cigars, cigarillos, little cigarsⁱⁱ
- 36% of high school males statewide have tried flavored cigars, cigarillos, little cigarsⁱⁱⁱ
- Cigarillo smoking rates are likely even higher since the cigarette tax increase.

Fact: The Vast Majority of Minnesota Adult Smokers Started When They Were Young

- 81% of adult smokers began smoking when they were kids and teens^{iv}
- Almost no one starts smoking after age 25^v
- Youth go from occasional to daily smoking by age 26^{vi}

Fact: Smoking When You Are Young Has Very Negative Long Term Health Impacts

- 102,000 kids now under 18 and alive in Minnesota will die prematurely from smoking^{vii}

Fact: The Tobacco Industry Spends Tens of Millions on Marketing in Minnesota

- The Industry spends \$165 million a year or just over \$450,000 a day marketing tobacco, most of which is spent on in-store promotions and marketing schemes^{viii}

Fact: The Tobacco Industry Spends Most of Its Marketing Dollars in Convenience and Other Stores Where Kids Like to Shop

- 92 percent of the tobacco industry total marketing expenditures are spent on advertising and promoting cigarettes and smokeless tobacco products in the retail environment.^{ix}
- Two-thirds of teens visit a convenience store at least once a week.^x

Fact: The Tobacco Industry Uses Price Discounts as a Key Marketing Strategy

- 50% of Minneapolis tobacco retailers offer price promotions on cigar/cigarillos^{xi}
- Youth are three times more sensitive to tobacco price discounting than adults^{xii}

Fact: Cheap, Small Packages of Cigars Are Widely Available in Minneapolis^{xiii}

- 72% of Minneapolis tobacco retailers sell single package cigars/cigarillos

Fact: Fruit and Candy Flavored Tobacco is Widely Available in Minneapolis^{xiv}

- 68% of Minneapolis tobacco retailers are selling flavored cigars/cigarillos

Fact: Kids Report They Buy Tobacco from Convenience Stores and Gas Stations

- 33% of males under 18 and 11% of females under 18 report they bought tobacco from a convenience store or gas station^{xv}

i 2010 Minnesota Student Survey. 30 day use rates.

ii Ibid. 30 day use rates.

iii Minn. Dep't of Health (MDH), 2011 Update: Results from the Minnesota Youth Tobacco and Asthma Survey

iv iv Minn. Adult Tobacco Survey, Tobacco Use in Minnesota 2010 Update (2011).

v U.S. Surgeon General. Preventing Tobacco Use Among Youth and Young Adults. Fact Sheet. April 2014. <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/factsheet.html>

vi Ibid.

vii vii Campaign for Tobacco Free Kids Minnesota Fact Sheet. http://www.tobaccofreekids.org/facts_issues/toll_us/minnesota

viii Ibid

ix Deadly Alliance How Big Tobacco and Convenience Stores Partner to Market Tobacco Products and Fight Life Saving Policies. Campaign for Tobacco Free Kids, Counter Tobacco, American Heart Association. March 5, 2012.

http://www.tobaccofreekids.org/content/what_we_do/industry_watch/store_report/deadlyalliance_full_report.pdf

x Ibid.

xi Association for Nonsmokers Rights MN. Minneapolis Tobacco Retailer Assessment. 2012.

xii Affidavit of Frank J. Chaloupka ¶ 16, Nat'l Ass'n of Tobacco Outlets, Inc. v. City of Providence, C.A. No. 12-96 M (D.R.I. December 10, 2012) (citing Eugene M. Lewit & Douglas Coate, The Potential for Using Excise Taxes to Reduce Smoking, 1 J. Health Econ. 121 (1982); and Eugene M. Lewit et al., The Effects of Government Regulation on Teenage Smoking, 24 J. Law & Econ. 545 (1981)).

xiii Association for Nonsmokers Rights MN. Minneapolis Tobacco Retailer Assessment. 2012.

xiv Ibid.

xv 2010 Minnesota Student Survey.