Tobacco Data
### Smoking prevalence in the U.S. and Minnesota, 1999-2014

- **Approximately 580,000 adults in Minnesota smoke.**
- Adult smokers in Minnesota are more likely to be male, to have completed fewer years of education, and have lower incomes than nonsmokers.
- 25-44 year olds were the age group with the highest smoking rate. In 2014 the 18-24 year old age group (i.e. young adults) did not have the highest smoking rate for the first time in the history of the Minnesota Adult Tobacco Survey. In fact, young adults were the only age group in which smoking rates declined significantly from 2010 to 2014.

**Source:** 2014 Minnesota Adult Tobacco Survey (MATS)
How did we lower the rate?

- Price only: 43.4%
- Smoke-free air only: 11.3%
- Mass media only: 6.5%
- Youth access only: 19%
- Cessation treatment only: 19.8%

- The impact of the 2013 tax increase on current and former smokers included:
  - 60.8% thought about quitting
  - 48.1% cut down on smoking
  - 44.2% made a quit attempt
  - 18.8% of former smokers said the tax increase helped them maintain a quit
  - Cigarette pack sales declined 12% (~5.5 million packs)

Percent of adults who are current cigarette smokers, by racial-ethnic groups and sexual orientation, 2015

Source: Minnesota Behavior Risk Factor Surveillance System, 2015
Note: Straight horizontal line is statewide rate of 16.2% in 2015.
Education and economic groups with high cigarette smoking rates, 2015

Source: Minnesota Behavior Risk Factor Surveillance System, 2015
Note: Straight horizontal line is statewide rate of 16.2% in 2015.
Smoking rates for people with mental health problems, 2013

Percent current smokers

- Mental health not good [8%]: 35.8%
- Being treated [13%]: 26.2%
- Ever depression [18%]: 29.1%
- Psych distress [2%]: 43.4%

Source: Minnesota Behavior Risk Factor Surveillance System, 2013
Note: Straight horizontal line is statewide rate of 18.0% in 2013.
Adult Prevalence

DISPARITIES IN TOBACCO USE RELATED TO MENTAL HEALTH STATUS AMONG ADULTS IN MN

Current smoking rate was...

- 1.9 times as high for adults who had ever been diagnosed with a depressive disorder
- 2.5 times as high for adults who now have serious psychological distress
- 1.6 times as high for adults who are currently taking medications or receiving treatment for mental or emotional health problems.

Source: 2013 Behavior Risk Factor Surveillance System (BRFSS)
Percent using electronic cigarettes in past 30 days, by age, 2010-2014

Source: Minnesota Adult Tobacco Survey, 2010 and 2014
Percent of high school students who smoked cigarettes in past 30 days: 2000-2014

Source: Minnesota Youth Tobacco Survey, 2000 to 2014
Percent of students who used conventional tobacco (cigarettes, cigars, smokeless tobacco) in past 30 days: 2000-2014
Percent of grade 9 students who smoked cigarettes in past 30 days, 1992-2016

Source: Minnesota Student Survey, 1992-2016
Percent using conventional tobacco products in past 30 days, by grade: 2007-2016

- Grade 8
- Grade 9
- Grade 11
Percent of 11th grade students who smoked cigarettes in past 30 days, 2016

- Amer Indian [2%]: 17.4%
- Asian [7%]: 4.4%
- Black [10%]: 7.1%
- Hispanic [7%]: 9.0%
- White [73%]: 8.8%
- Econ hardship [8%]: 21.7%
- Bl/gay/lesbian [6%]: 20.9%
- Town/rural [23%]: 11.4%
- Suicide thoughts [12%]: 20.4%
- Binge drinking [13%]: 33.0%

Note: Straight line is the statewide rate of 8.4%.
Source: Minnesota Student Survey, 2016
Percent of 11th grade students using conventional tobacco in past 30 days, 2016

Source: Minnesota Student Survey, 2016. Straight line is statewide average of 12.8%.
Percent of 11th grade students using electronic cigarettes in past 30 days, 2016

Source: Minnesota Student Survey, 2016. Straight line is statewide average of 17.1%.
Youth Prevalence

Percent smoked cigarettes in past 30 days, by race-ethnic group: Grade 9

<table>
<thead>
<tr>
<th>Year</th>
<th>Amer Indian</th>
<th>Asian</th>
<th>Black</th>
<th>Hispanic</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>44.7</td>
<td>25.9</td>
<td>26.9</td>
<td>42.4</td>
<td>30.6</td>
</tr>
<tr>
<td>1998</td>
<td>46.1</td>
<td>24.3</td>
<td>28.7</td>
<td>45.1</td>
<td>30.3</td>
</tr>
<tr>
<td>2001</td>
<td>36.5</td>
<td>15.7</td>
<td>18.1</td>
<td>29.1</td>
<td>19.4</td>
</tr>
<tr>
<td>2004</td>
<td>30.1</td>
<td>13.8</td>
<td>15.4</td>
<td>23.5</td>
<td>14.8</td>
</tr>
<tr>
<td>2007</td>
<td>24.7</td>
<td>10.3</td>
<td>12.7</td>
<td>18.4</td>
<td>11.4</td>
</tr>
<tr>
<td>2010</td>
<td>21.5</td>
<td>8.0</td>
<td>11.0</td>
<td>16.5</td>
<td>9.6</td>
</tr>
<tr>
<td>2013</td>
<td>17.2</td>
<td>5.1</td>
<td>9.7</td>
<td>11.6</td>
<td>7.3</td>
</tr>
</tbody>
</table>

Percent using any tobacco* in past 30 days, by race-ethnic group, Grade 9

<table>
<thead>
<tr>
<th>Year</th>
<th>Amer Indian</th>
<th>Asian</th>
<th>Black</th>
<th>Hispanic</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>28.3</td>
<td>11.6</td>
<td>17.4</td>
<td>20.7</td>
<td>14.1</td>
</tr>
<tr>
<td>2010</td>
<td>25.4</td>
<td>9.6</td>
<td>15.0</td>
<td>19.5</td>
<td>12.4</td>
</tr>
<tr>
<td>2013</td>
<td>21.3</td>
<td>6.1</td>
<td>12.8</td>
<td>14.0</td>
<td>10.3</td>
</tr>
</tbody>
</table>

*Tobacco use is defined as using cigarettes, cigars, cigarillos, little cigars, or smokeless tobacco
Source: 2013 Minnesota Student Survey (MSS)
Youth Prevalence

MENTAL HEALTH AND TOBACCO USE AMONG MINNESOTA YOUTH

Tobacco use rate was...

- 1.6 times as high for students who had problems with depression
- 1.5 times as high for students who had problems with anxiety
- 2.1 times as high for students who intentionally hurt themselves
- 1.9 times as high for students who considered suicide in past year
- 2.5 times as high for students who actually attempted suicide in past year

Source: 2013 Minnesota Student Survey
Percent of high school students using tobacco products in past 30 days: 2014

Source: Minnesota Youth Tobacco Survey, 2014
Percent using various forms of tobacco in last 30 days:
Grade 11, 2016

Source: Minnesota Student Survey, 2016
Percent of high school students seeing e-cig ads in various media in past 30 days: 2014

- TV: 57.4%
- Radio: 14.2%
- Internet: 33.9%
- Billboards: 15.2%
- Magazines: 27.3%
- Convenience & other stores: 47.5%
Menthol Use

- In Minnesota, 25.1 percent of smokers report smoking menthol cigarettes.
- Nearly 1 in 4 adult African Americans in MN smoke, and 88 percent of this population smoke menthols.
- 30 percent of American Indian smokers smoke menthol cigarettes.
- 44.3 percent of MN high school students smokers smoke menthol cigarettes.
- Preference for menthol cigarettes among MN students has more than doubled since 2000.
- 83 percent of African American youth smokers and 70 percent of LGBTQ youth smokers report smoking menthol cigarettes.
- Multiple studies have shown that menthol smokers are more likely to try but less likely to successfully quit smoking than non-menthol cigarette smokers.

Quitting Smoking

- Nationally, 70 percent of adult smokers want to quit smoking*
- 53.4 percent of current MN smokers made a quit attempt in the past year
- 15.6 percent of MN smokers in the past year successfully quit
- Use of evidence-based cessation services improves chances of quitting
- Less than half of MN smokers use cessation services and medications to help them quit
- 97.5 percent of MN smokers report that their health care provider asked about their tobacco use
- 78.9 percent of MN smokers say they were advised to quit by their healthcare provider
- 52.6 percent of MN smokers report that they were referred for quitting help.

Secondhand Smoke

- Secondhand smoke exposure among MN adults was 60.9% in 2003 and 37.7% in 2010.
- 43% of adult American Indians report being exposed to SHS at home every day.
- 71% of American Indians were exposed to SHS at community locations on a regular basis.
- 47.0% of nonsmoking students in grades 6-12 reported being exposed to secondhand smoke in the past seven days. The most common locations for exposure were in public places (31.2%), inside a vehicle (19.6%), and inside one’s home (15.9%).

### Adult non-smoker secondhand smoke exposure, 2014

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home =3.2%</td>
<td></td>
</tr>
<tr>
<td>Community Locations = 31.7%</td>
<td></td>
</tr>
<tr>
<td>Car = 6.9%</td>
<td></td>
</tr>
</tbody>
</table>

- Entrance = 20.4% (2 min)
- Other place outside = 16.3% (5 min)
- Patios = 12.8% (8 min)
- Parking lot = 9.1% (2 min)
- Someone else’s house = 11.9% (22 min)
- Casino = 6.3% (102 min)

Non-smoking youth exposed to secondhand smoke in past 7 days, by setting: Minnesota, 2014

- Any: 47.0%
- Public: 31.2%
- Car: 19.6%
- Home: 15.9%
- School: 15.8%
- Work: 3.8%

"Work" includes youth with and without jobs.
Source: 2014 Youth Tobacco Survey
<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thought about quitting</td>
<td>60.8%</td>
</tr>
<tr>
<td>Made a quit attempt</td>
<td>44.2%</td>
</tr>
<tr>
<td>Cut down on cigarettes</td>
<td>48.1%</td>
</tr>
</tbody>
</table>
Average price per pack in constant 2014 dollars, and percent of high school students who smoked in past 30 days

Source: MN Youth Tobacco Survey; Tax Burden on Tobacco, Vol. 50