



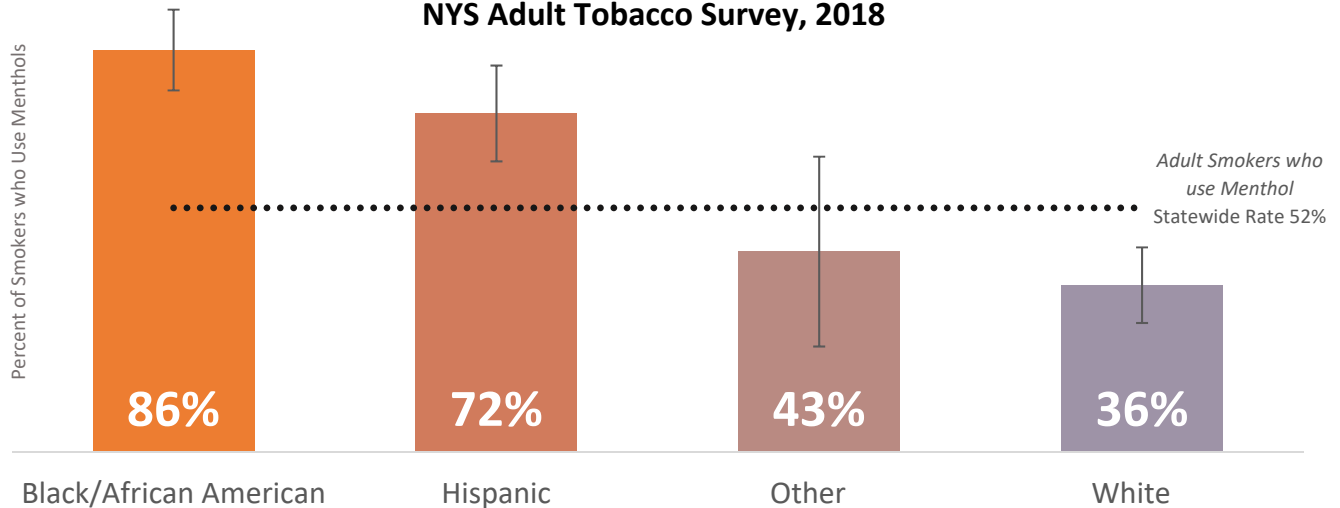
Prevalence of Menthol Cigarette Use among Adults Smokers by Race/Ethnicity

In New York State (NYS), menthol cigarettes are used by over half of all adult smokers (52%). Black and Hispanic adults, however, smoke menthols almost exclusively: 86% of Black and 72% of Hispanic smokers use menthol cigarettes, according to data from the New York State Adult Tobacco Survey, 2018.

In major cities, there are up to 10 times more tobacco ads in Black neighborhoods than in other neighborhoods. Evidence from tobacco industry documents show that tobacco companies specifically targeted African-Americans with menthol cigarette advertising. Menthol cigarettes are more addictive than unflavored cigarettes. Adult menthol smokers are less likely than non-menthol smokers to successfully quit smoking despite increased quit intentions and quit attempts. Studies show significantly reduced rates of quitting among African-American and Hispanic menthol smokers compared with non-menthol smokers. Nationally, Black men have the highest lung cancer mortality rate of any demographic group.

Truth campaign estimates that, as of 2018, only 1.71% of the US population is covered by a menthol cigarette ban. Current federal law prohibits the use of characterizing flavorings in cigarettes, except for menthol. Data from the NY Chronic Disease Public Opinion Poll, which surveys adults in NYS, demonstrate 56% of adults statewide, and 68% of African Americans support banning the sale of menthol cigarettes in NYS (data not shown). Although targeted marketing is a normative business practice, when used to promote consumer products that kill up to half of their users, regulatory action, denormalization of these marketing practices, and community mobilization are warranted.

Prevalence of Menthol Cigarette Use among Adult Smokers by Race and Ethnicity
NYS Adult Tobacco Survey, 2018



Source: NY Adult Tobacco Survey (2018) and NY Chronic Disease Public Opinion Poll (2019).

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Contact the Bureau of Chronic Disease Evaluation and Research, New York State Department of Health at (518) 473-0673 or send an e-mail to tcp@health.ny.gov. StatShots can be accessed online at: http://www.health.ny.gov/prevention/tobacco_control/reports/statshots/