

# Use of Menthol Cigarettes Higher for Black Americans, LGBTQ and Lower Income Individuals



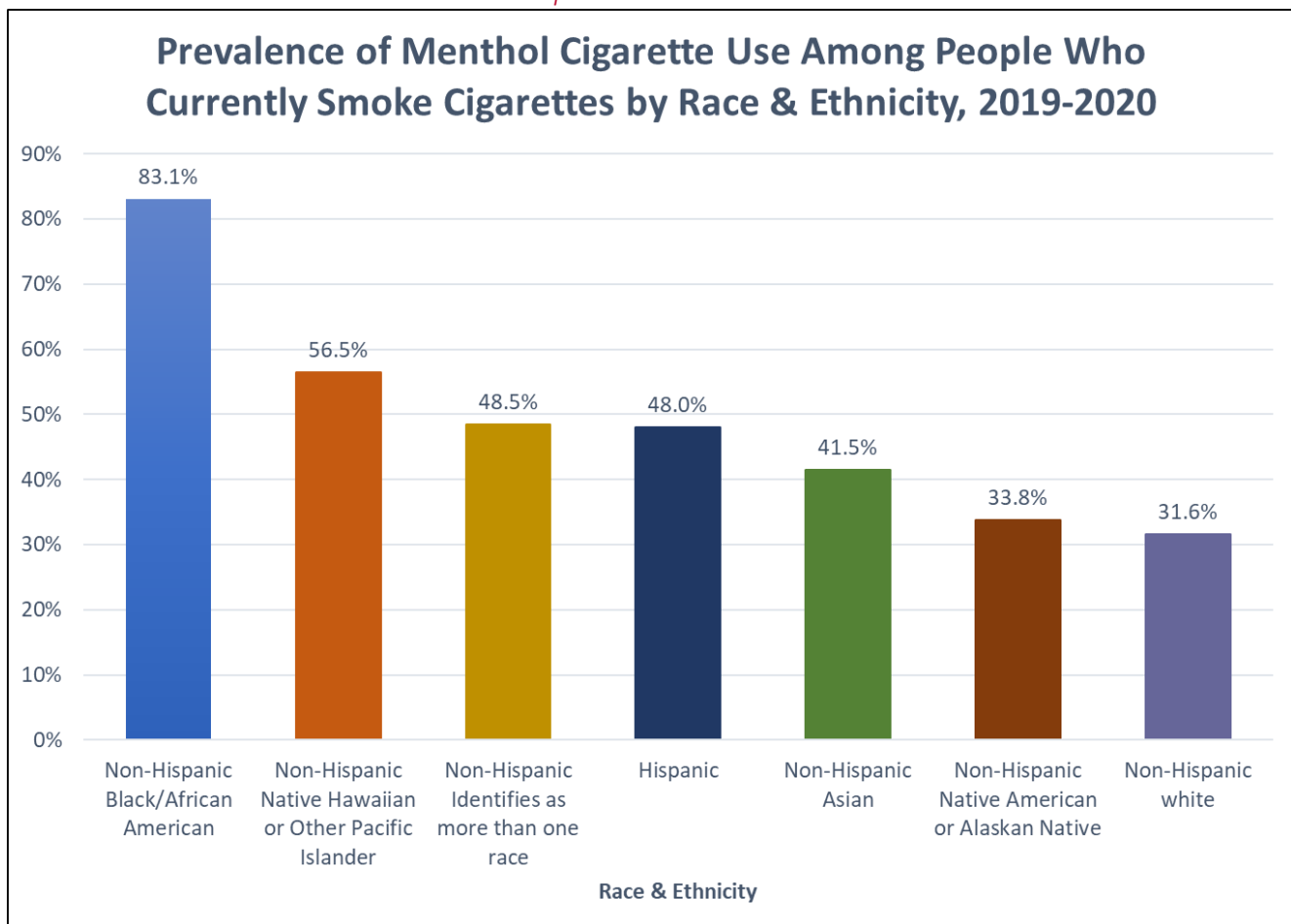
High rates of menthol cigarette use is the result of deliberate actions by the tobacco industry to target certain populations. Decades of tobacco industry documents show how the tobacco industry targeted Black Americans, as well as LGBTQ+ and low-income communities with menthol cigarettes.<sup>i</sup>

## Menthol Cigarette Use

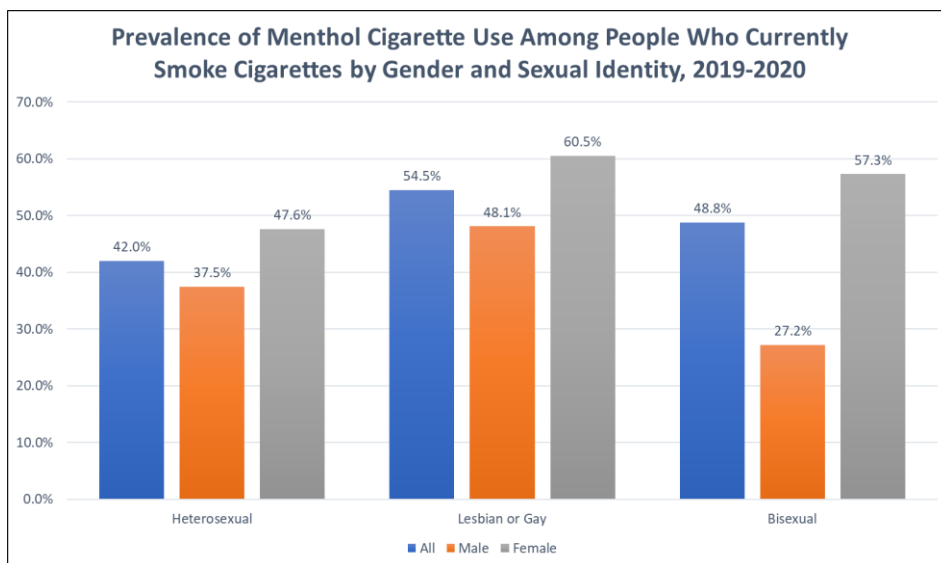
Although fewer people are smoking cigarettes than in the past, menthol cigarettes consumption has been declining more slowly than the decline in non-menthol cigarette consumption. In fact, 91 percent of the decline on overall consumption in cigarettes from 2009 to 2018 was from non-menthol cigarettes.<sup>ii</sup>

Menthol cigarette use is disproportionately higher for Black Americans, individuals who identify as bisexual and gay/lesbian, among individuals with limited household incomes, and younger age groups.<sup>iii</sup>

*Non-Hispanic Black/African Americans who smoke are more than 2.5 times more likely to smoke menthol than non-Hispanic white Americans.*



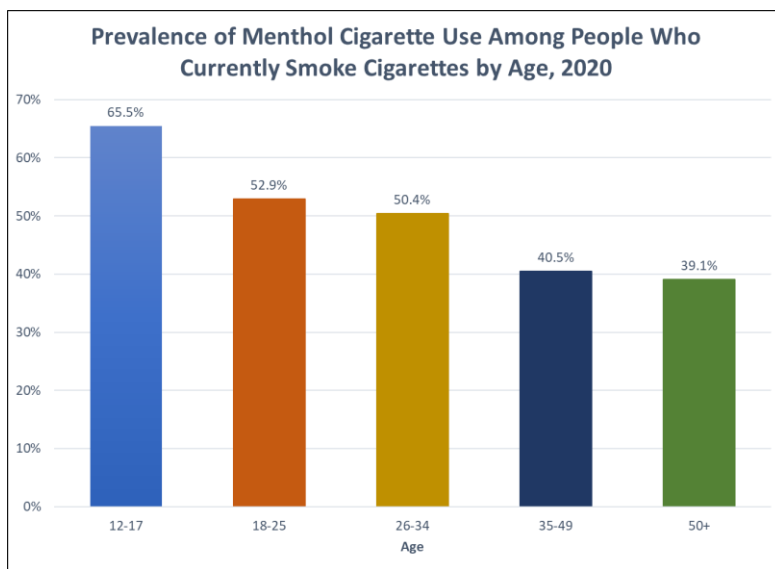
Data Source: National Survey on Drug Use and Health



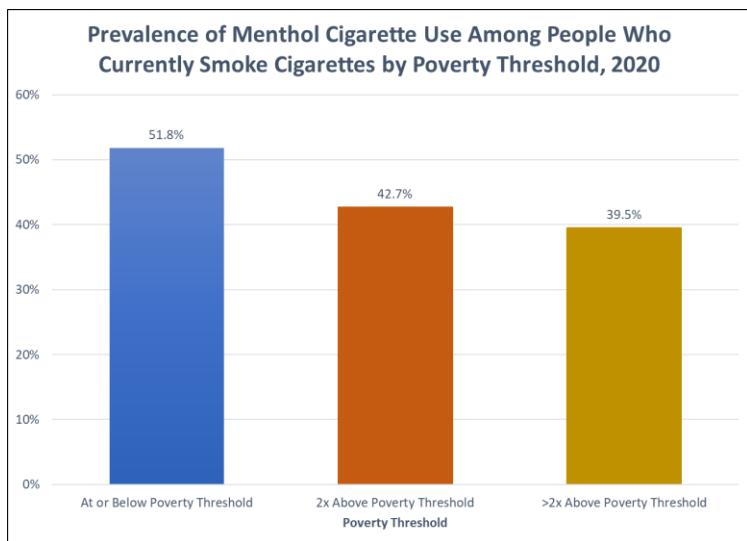
*Women who identify as Lesbian or Gay, or Bisexual who smoke have the highest rates of menthol cigarette use compared to heterosexual women and men of any sexual orientation.*

Data Source: National Survey on Drug Use and Health

*Youth aged 12-17 years old who smoke were almost twice more likely smoke menthol cigarettes than adults over the age of 50 who smoke.*



Data Source: National Survey on Drug Use and Health



Data Source: National Survey on Drug Use and Health

*Individuals living in poverty smoked at a rate 10 percentage points higher than those living more than two times the poverty threshold. A family of 4 with a household income of \$26,200 is considered at the poverty threshold.*

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<sup>i</sup> Anderson SJ. Marketing of menthol cigarettes and consumer perceptions: a review of tobacco industry documents. *Tobacco Control*. 2011;20(Suppl 2):ii20-ii28. doi:10.1136/tc.2010.041939

<sup>ii</sup> Christine Delnevo et al., Banning Menthol Cigarettes: A Social Justice Issue Long Overdue, 22 *NICOTINE & TOBACCO RES.* 10, at 1673-1675 (2020), <https://academic.oup.com/ntr/article/22/10/1673/5906409>; Delnevo CD, Giovenco DP, Villanti AC. Assessment of menthol and nonmenthol cigarette consumption in the US, 2000 to 2018. *JAMA Netw Open*. 2020;3(8):e2013601

<sup>iii</sup> ACS analysis of 2020 National Household Survey data.