



TOBACCO USE IN MINNESOTA

Minnesota Adult Tobacco Survey 2014

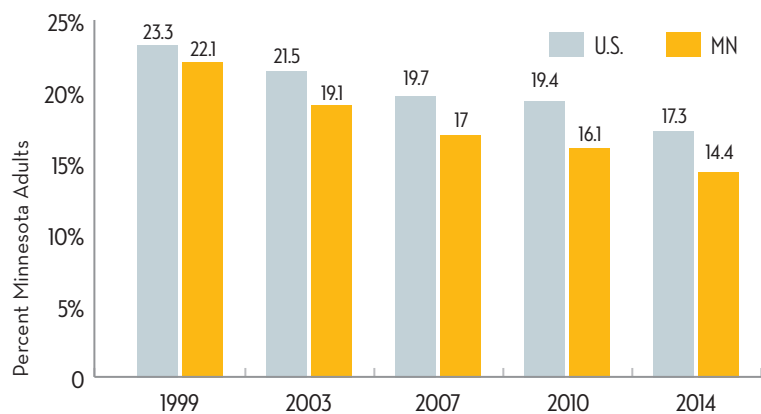
The Minnesota Adult Tobacco Survey (MATS) is the most comprehensive source of data on adult tobacco use and attitudes in our state. This is the fifth time MATS has been conducted since 1999.

SMOKING PREVALENCE IN MINNESOTA

The percentage of adult Minnesotans who smoke cigarettes has dropped to 14.4 percent (approximately 580,000 adults), down from 16.1 percent in 2010, and from 22.1 percent when the first MATS was conducted in 1999. The decline from 2010 to 2014 is statistically significant, and Minnesota's smoking rate is lower than the national average.

MINNESOTA'S SMOKING RATE HAS FALLEN TO 14.4 PERCENT - A 35 PERCENT REDUCTION IN SMOKING SINCE 1999 AND THE LOWEST SMOKING RATE EVER RECORDED IN MINNESOTA.

SMOKING PREVALENCE IN MINNESOTA & NATIONALLY, 1999-2014



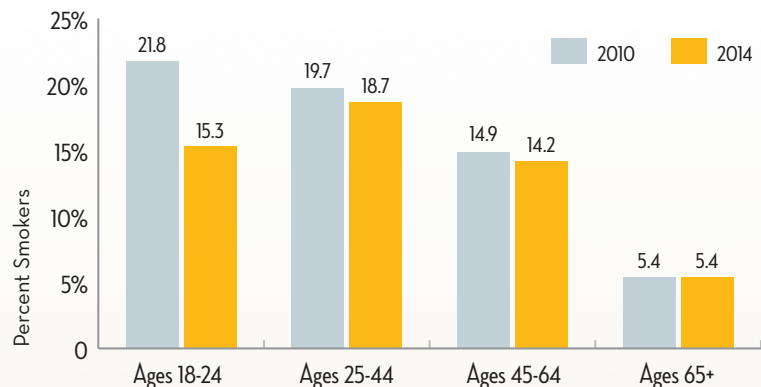
Sources: Minnesota Adult Tobacco Survey and National Health Interview Survey

WHO SMOKES IN MINNESOTA?

Adult smokers in Minnesota are more likely to be male, to have completed fewer years of education and to have lower incomes than nonsmokers. Minnesotans with less than a high-school education have the highest smoking rate (28.6 percent). There was a significant decline in smoking between 2010 (20.0 percent) and 2014 (15.6 percent) among those with some college education. Minnesotans who completed a college education smoke at the lowest levels observed (5.1 percent).

By age, the group with the highest smoking rate is now adults aged 25-44 years old. For the first time, young adults (18-24 years old) were not found to have the highest rate. Young adult smoking decreased by 6.4 percentage points in the past four years, from 21.8 percent to 15.3 percent (the only significant decline found in any age group).

SMOKING PREVALENCE BY AGE, 2010-2014





SMOKING BY REGION

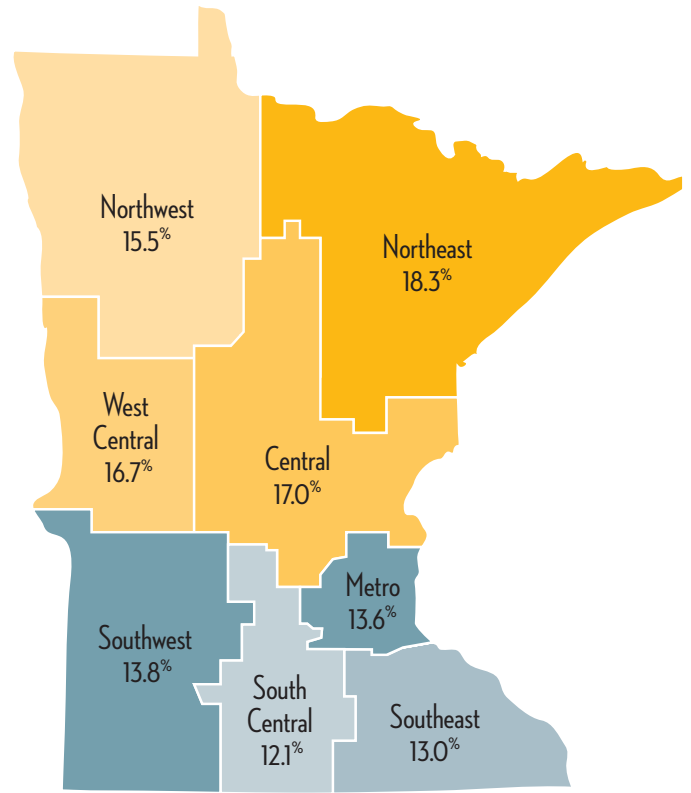
Cigarette smoking in Minnesota varies by region. While the differences are not statistically significant, smoking rates tend to be higher in northern Minnesota and lower in southern Minnesota.

MENTHOL CIGARETTES

Menthol cigarettes increase smoking initiation among youth and make it harder for smokers to quit.^{1,2} They are also disproportionately marketed to African Americans and other targeted populations.³

25.1 PERCENT OF MINNESOTA SMOKERS SMOKE MENTHOL CIGARETTES.

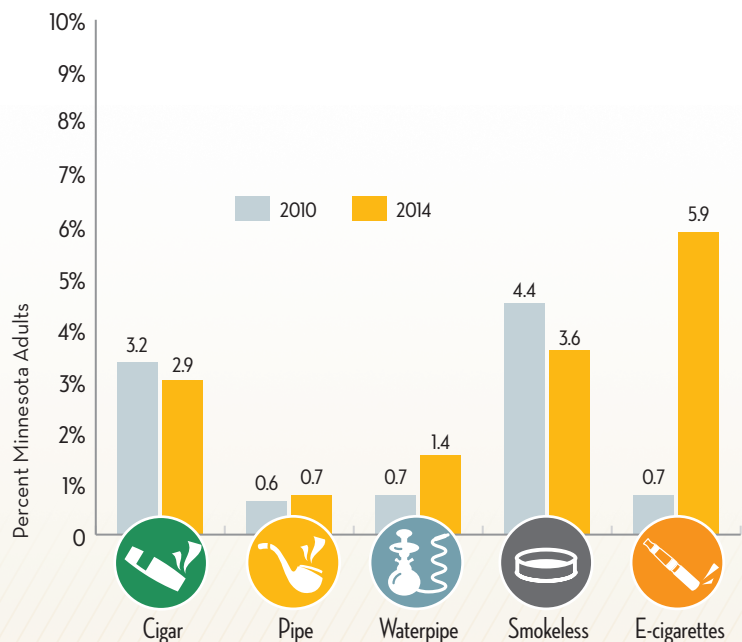
In Minnesota, 25.1 percent of smokers smoke menthol cigarettes. Women use menthol cigarettes at higher rates than men (29.2 compared to 21.9 percent). Young adults have the highest menthol use rate of any age group (31.6 percent).



USE OF OTHER TOBACCO PRODUCTS

Cigarettes are the most commonly used tobacco product, but MATS also tracks the use of other products such as cigars, pipes, smokeless tobacco products and electronic cigarettes (e-cigarettes) in the past 30 days. Since 2010, there were small changes in the use of most of these products, but the percentage of those who reported using e-cigarettes at least once in the past 30 days increased from 0.7 to 5.9 percent.

USE OF OTHER TOBACCO PRODUCTS IN THE PAST 30 DAYS, 2010-2014



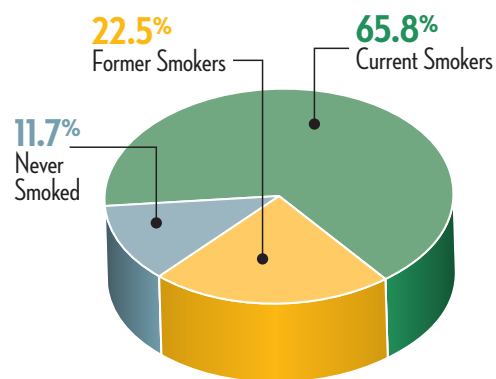
E-CIGARETTE USE IN MINNESOTA OVER THE PAST 30 DAYS

Electronic or e-cigarettes are battery-operated devices containing nicotine, flavors and other chemicals that produce a vapor inhaled by the user. There have been no long-term studies conducted on the health impacts of e-cigarette use.

17.8 percent of adult Minnesotans have tried an e-cigarette at least once. 78.2 percent of adults who tried them reported doing so out of curiosity. 51.2 percent reported trying them because they thought they were less harmful than other tobacco products, 50.1 percent in an attempt to cut down on other tobacco use and 45.7 percent in an attempt to quit using tobacco.

The percentage of Minnesotans who reported using e-cigarettes at least once in the past 30 days has risen significantly, from 0.7 percent in 2010 to 5.9 percent in 2014. Most e-cigarette users also used cigarettes. Two thirds (65.8 percent) of Minnesotans who used e-cigarettes in the past 30 days are current smokers, 22.5 percent are former smokers and 11.7 percent have never smoked. 27.3 percent of all current smokers used e-cigarettes in the past 30 days, and 3.4 percent used them daily.

SMOKING STATUS AMONG THOSE WHO USED E-CIGARETTES AT LEAST ONCE IN THE PAST 30 DAYS



USE OF E-CIGARETTES IN THE PAST 30 DAYS SAW THE HIGHEST INCREASE OF ANY TOBACCO PRODUCT. MOST E-CIGARETTE USERS ALSO USED CIGARETTES.

E-cigarette use in the past 30 days has increased across all age groups since 2010, with 18-24-year-olds having the highest 30-day prevalence (12.8 percent).

QUITTING IN MINNESOTA

The MATS data show a majority of smokers want to quit smoking. In 2014, 53.4 percent of current adult Minnesota smokers (307,000 individuals) stopped smoking for one day or longer in an attempt to quit. The percentage of smokers who successfully quit rose from 12.8 percent to 15.6 percent since 2010 (though this was not a statistically significant increase).

Use of scientifically recognized cessation services and products declined significantly since 2010. Use of medications (including nicotine patches, gum or prescription medications) dropped from 46.3 to 28.1 percent. Similarly, the use of counseling such as a helpline declined from 20.1 to 9.1 percent. For the first time, smokers were asked about using e-cigarettes in quit attempts. 45.4 percent of smokers who tried to quit used e-cigarettes in their last attempt.

TOBACCO PRICES AND QUITTING

MATS findings show that increasing the price of tobacco supports smokers in quitting. In 2013, the Minnesota Legislature passed a law that increased the tax on cigarettes by \$1.60 per pack. Smokers reported that this price increase influenced their smoking behaviors, with 60.8 percent thinking about quitting, 48.1 percent cutting down on smoking and 44.2 percent making quit attempts. Among smokers who successfully quit in the past year, 62.8 percent reported that the price increase helped them make a quit attempt, and 62.7 percent reported that it helped keep them from smoking again.

A 2013 CIGARETTE TAX INCREASE INFLUENCED SMOKING BEHAVIORS AND HELPED SMOKERS TO QUIT.



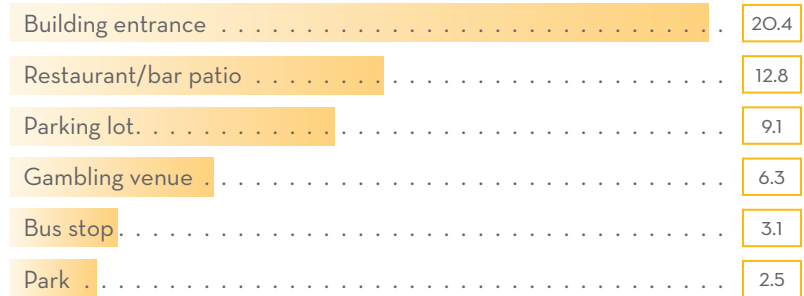
SECONDHAND SMOKE EXPOSURE IN MINNESOTA TODAY

Since Minnesota workplaces became smoke-free in 2007, Minnesotans have increasingly made their homes smoke-free. The percentage of Minnesotans with smoke-free home rules increased from 83.2 percent in 2007 to 89.3 percent today. Even 61.4 percent of smokers now make their homes smoke-free (up from 49.6 percent in 2007).

Minnesotans are also making their cars smoke-free, with 77.6 percent reporting in 2014 that smoking is not allowed in their vehicles. Among smokers, 25.0 percent have smoke-free car rules.

Exposure to secondhand smoke varies by setting. Nonsmoking Minnesotans are more likely to be exposed to secondhand smoke in the community at large (31.7 percent) than in a car (7.6 percent) and least likely to be exposed at home (3.4 percent). A building entrance was the community setting in which people were most frequently exposed.

SECONDHAND SMOKE EXPOSURE IN THE PAST SEVEN DAYS AMONG NONSMOKERS IN COMMUNITY SETTINGS



MINNESOTA ADULT TOBACCO SURVEY

The Minnesota Adult Tobacco Survey (MATS) is a collaborative effort between ClearWay MinnesotaSM and the Minnesota Department of Health. MATS is the most thorough source of information about tobacco behaviors, attitudes and beliefs in Minnesota and helps measure the progress of Minnesota’s comprehensive tobacco control program. Data for this MATS were collected in 2014. Previous MATS reports were conducted in 1999, 2004, 2007 and 2010. The complete report, *Tobacco Use in Minnesota: 2014 Update*, is available at www.mnadulttobaccosurvey.org.

MATS SURVEY METHODS

The 2014 MATS is a cross-sectional, random digit-dial telephone survey, conducted from February to July 2014 among adults aged 18 and older living in Minnesota. The sample of 9,304 responding adults consisted of 5,300 from a statewide landline sample and 4,004 from a cell phone sample. Sampling was designed to detect differences across eight geographical regions of the state. Statistical tests used overlapping confidence intervals, chi-square and t-tests, as appropriate. Differences between 2010 and 2014 are statistically significant at $p < 0.05$ unless otherwise noted. A comprehensive description of the statistical methods can be found in the complete report at www.mnadulttobaccosurvey.org.

REFERENCES

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2. Okuyemi KS, Faseru B, Sanderson Cox L, Bronars CA, Ahluwalia JS. Relationship between menthol cigarettes and smoking cessation among African American light smokers. *Addiction*. 2007;102(12):1979-1986.
3. Landrine H, Klonoff EA, Fernandez S, et al. Cigarette advertising in Black, Latino and White magazines, 1998-2002: an exploratory investigation. *Ethnicity & Disease*. 2005;15.

