Menthol Cigarettes

Menthol cigarette marketing targets African Americans, women, LGBT communities, and youth

Almost 9 out of 10 African American smokers use menthol cigarettes

Menthol cigarette use is higher among LGBT adults than heterosexual adults

Among adults who smoke, menthol cigarette use is 29%

Of all U.S. middle and high school students who smoke, 54% have used menthol cigarettes

If banned, many menthol smokers report they would try to quit smoking

320,000 lives could have been saved if menthol cigarettes were banned in 2011.

1/3 would have been African American

Menthol is the only flavor still allowed in cigarettes

39% All Menthol Smokers
45% African American Menthol Smokers
65% Young Menthol Smokers

Increased smoking initiation in young people & addiction in all smokers

1. Tobacco Control, 2011
3. Food and Drug Administration, 2013
4. Tobacco Control, 2016
5. 2014 NYTS; icon by Gan Khoon Lay
8. Nicotine Tobacco Resolution, 2014

Public Health Seattle & King County