



CHRONIC DISEASE BURDEN UPDATE

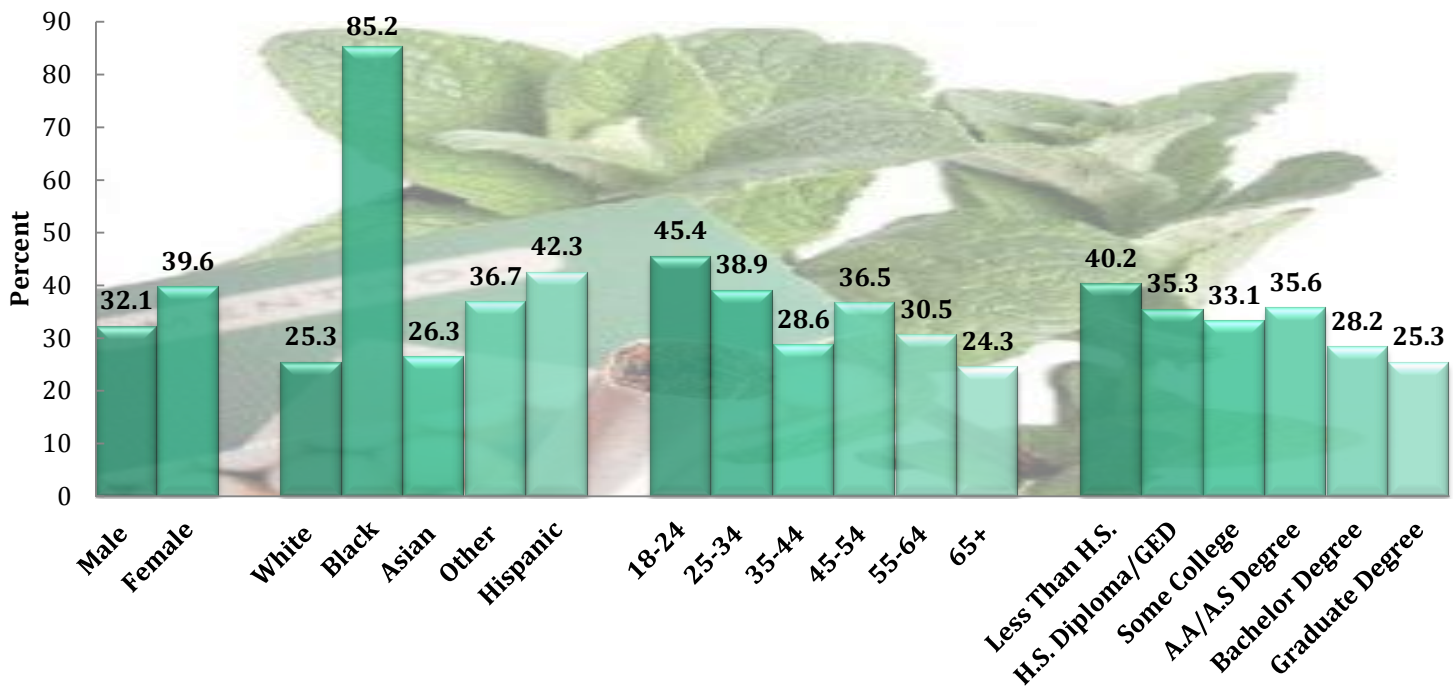
■ This burden update focuses on menthol cigarette usage in the United States and Illinois, and uses Nielsen software to identify market trends in Illinois.

According to the U.S. Centers for Disease Control and Prevention, cigarettes classified as menthol make up 32 percent of all cigarette sales in the United States¹. Menthol is a substance naturally found in mint plants such as peppermint and spearmint. It gives a cooling sensation and is frequently used to dull the nerves in the airways of the smoker. This allows them to inhale more and deeply receive a larger amount of nicotine and other cancer causing chemicals from the cigarette.

MENTHOL CIGARTE USE AMONG SMOKERS

According to the 2009-2010 National Adult Tobacco Survey (NATS), 32 percent of adult male smokers and 40 percent of adult female smokers reported in the past 30 days they usually smoked menthol cigarettes. About 85 percent of black non-Hispanic adult smokers chose menthol cigarettes over other types of cigarettes, as did 42 percent of Hispanic smokers. Menthol cigarettes are least popular among adult smokers who identify as non-Hispanic white (25%). Menthol cigarette use is most common among young adult smokers between the ages of 18 and 24 (45%), adult smokers between the ages of 25 and 34 (39%) and adult smokers between the ages of 45 and 54 (36.5%). When looking at education, 40 percent of adult smokers with less than a high school diploma chose menthol cigarettes over other types.

Figure 1. Menthol Cigarette Use Among Adults Smokers by Demographic, United States, 2009-2010

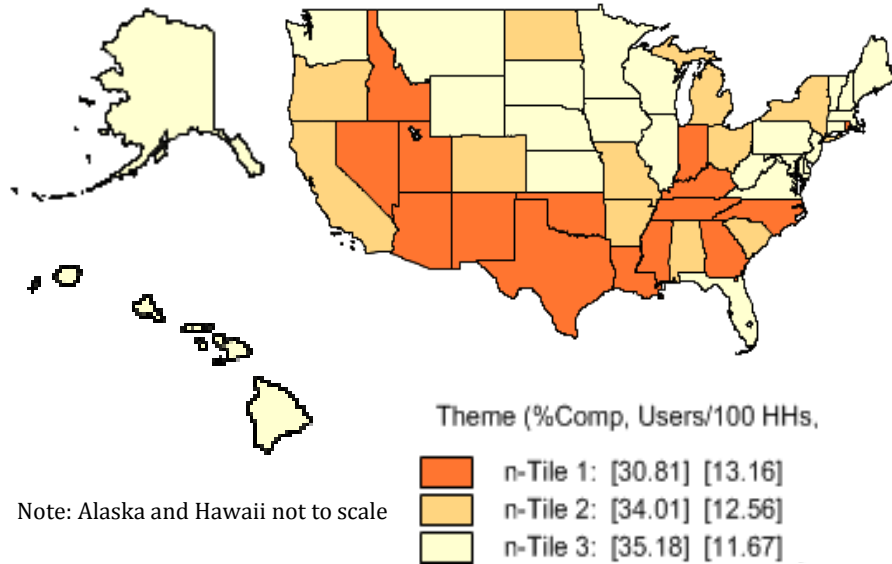


Source: National Adult Tobacco Survey (NATS), 2009-2010

Note: Each group, other than Hispanic, is non-Hispanic.

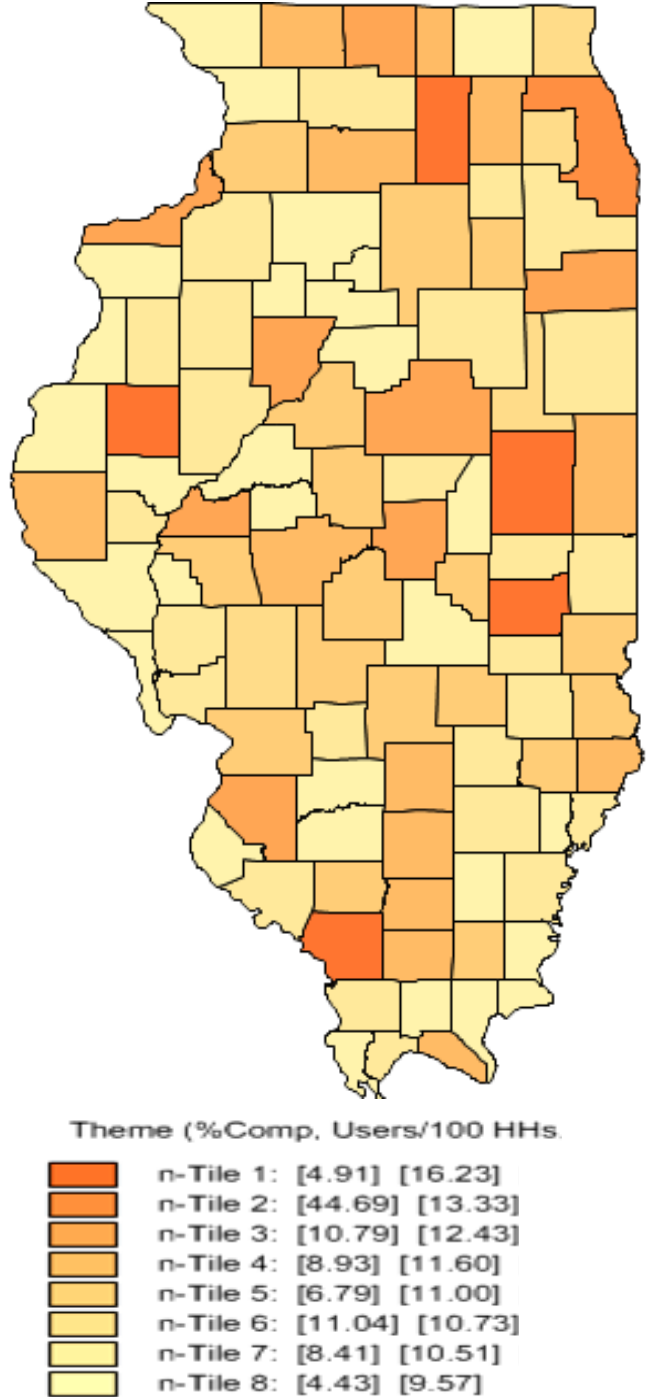
¹http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/brand_preference/

Map 1: Smoked Menthol Cigarettes Anytime by State, United States, 2012



Note: Alaska and Hawaii not to scale

Map 2: Smoked Menthol Cigarettes Anytime by County, Illinois, 2012



NIELSEN MENTHOL CIGARETTE MARKET TRENDS, ILLINOIS, 2012

Illinois is among the states with the lowest rates of menthol cigarette use based on self-reported use (map 1). Illinois is bordered on the east by Indiana and Kentucky, which are both among the states with the highest rates of menthol cigarette use. Illinois counties with the highest use are DeKalb, Cook, Champaign, Coles, McDonough and Jackson counties (map 2). What these counties have in common is they are home to large state universities. This finding aligns with NATS data indicating younger smokers prefer mentholated cigarettes.

MENTHOL CIGARETTE USER PROFILE

According to analysis of data from the Nielsen Company:

- Illinois residents between the ages of 18 and 24 are more likely to have used menthol cigarettes in the past year.
- The highest numbers of menthol cigarette users in Illinois are white (which is reflective of the demographic makeup of the state).
 - However, the higher rates of menthol cigarette use are among Hispanic/Latino and black/African-American residents.
- Residents in Illinois who make less than \$35,000 a year are more likely to have used menthol cigarettes in the past year.

% **Comp** refers to the percentage of menthol cigarette users. **Users/100 HHs** refers to the estimated number of users for every 100 households.

Note: The darkest orange color represents the highest users/100 households in both maps.

Maps Source: Prizm 2012, Copyright 2012, The Nielsen Company ©2006-2012 Tom Tom