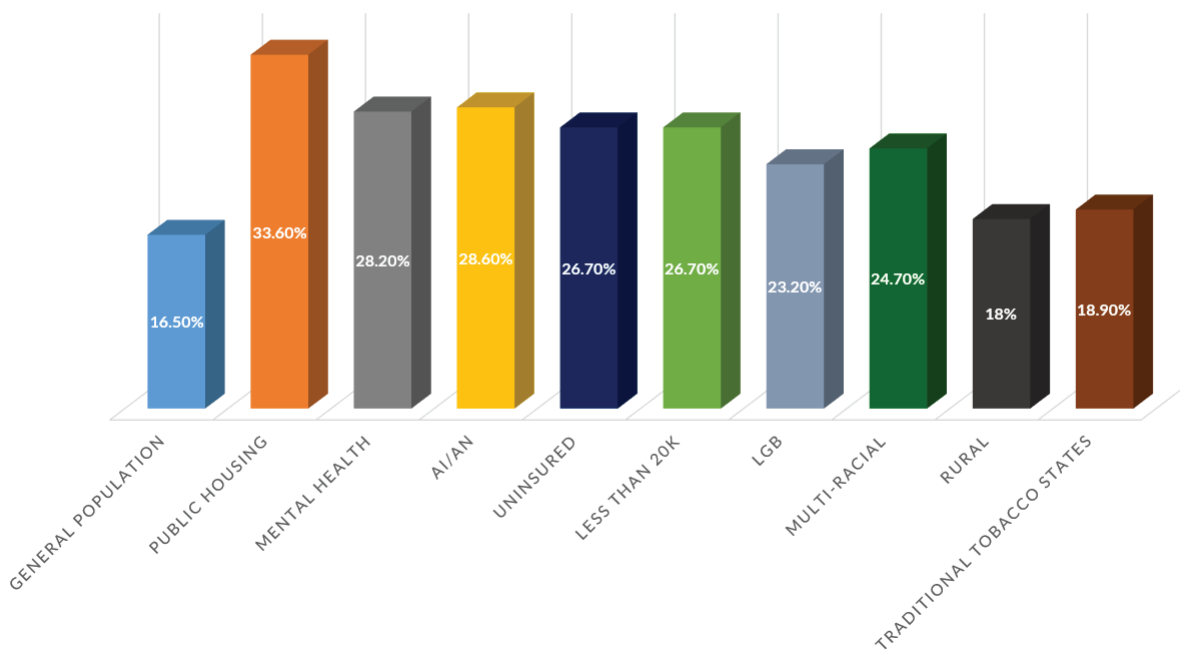


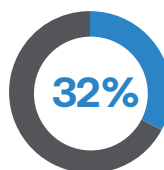
TOBACCO AS A SOCIAL JUSTICE ISSUE

ADULT SMOKING RATES BY KEY DEMOGRAPHICS

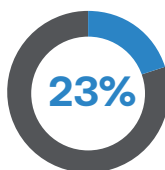


CURRENT ADULT SMOKING RATE BY MENTAL ILLNESS/SUBSTANCE USE DISORDERS

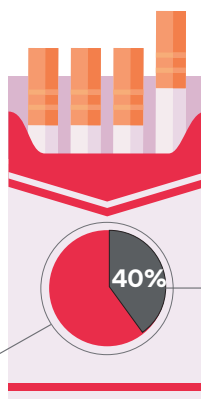
% OF ADULTS WITH ANY MENTAL ILLNESS WHO SMOKE



% OF ADULTS WITH NO MENTAL ILLNESS WHO SMOKE



Persons with mental health or substance use disorders consume almost 40% of the US tobacco market



ALL TOBACCO CONSUMED

TOBACCO CONSUMED BY PEOPLE WITH MENTAL HEALTH OR SUBSTANCE USE DISORDERS

People with substance use disorders who smoke are much more likely to die from their tobacco use than from their drug or alcohol addiction.

Adults with serious mental illness and a tobacco related diagnosis had a median age of death **25 years YOUNGER** than adults without serious mental illness and a tobacco related diagnosis.

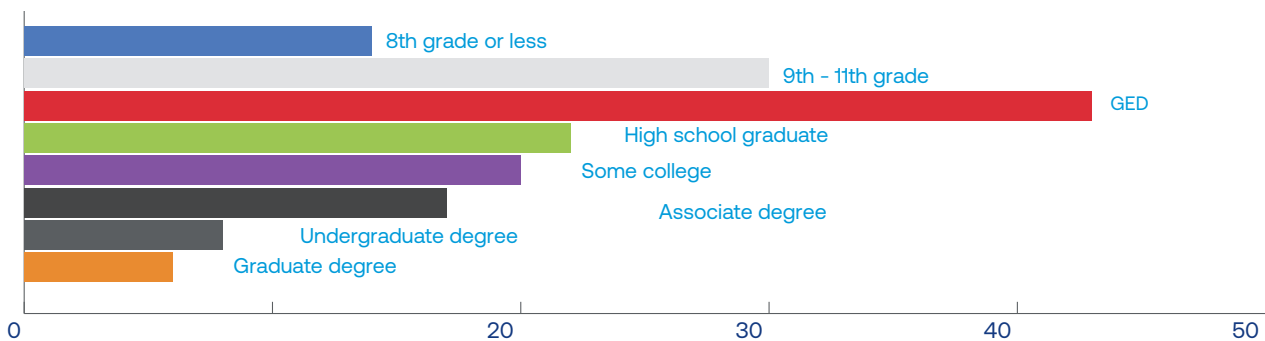
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TOBACCO AS A SOCIAL JUSTICE ISSUE

CURRENT ADULT SMOKING RATE BY INCOME

- Low income neighborhoods are likely to have more tobacco retailers than other neighborhoods.
- Approximately 72% of those who smoke are from lower income communities and nearly 27% of their income is spent on tobacco products.

CURRENT ADULT SMOKING RATE BY EDUCATION



CURRENT ADULT SMOKING RATE BY SEXUAL ORIENTATION

LGBT young adults smoke at rates 2 times higher than their straight peers, in part due to Big Tobacco's aggressive marketing towards the LGBT community including sponsoring events, bar promotions, giveaways and advertisements.

CURRENT ADULT SMOKING RATE BY AFRICAN AMERICANS



Approximately 9 of 10 African Americans who smoke, smoke menthol.

Menthol is easier to start using and harder to quit compared to nonmenthol.