

Youth CIGAR USE In Maryland

Statistics

Although tobacco use in Maryland is declining, statistics show that cigar use by teens is on the rise. The fact that cigarillos can retail for less than \$1 individually, are available in candy, fruit, and alcohol flavors, and enjoy a relatively low tax rate as compared to cigarettes, increases their popularity among youth.

- ▶ Youth are shifting to cigars. While cigarette smoking has decreased among high school youth by nearly 40 percent since 2000, cigar use among high school students has increased by more than 11 percent during that same time period.¹
- ▶ The 2010 Maryland Youth Tobacco Survey data demonstrated that high school youth cigar use is now virtually equivalent to cigarette use at 14%.¹
- ▶ Among Maryland high school youth less than eighteen years old and currently using cigar products, nearly 80% report current use of *flavored* cigars.¹
- ▶ The 2008 Maryland Adult Tobacco Survey, a survey of more than 22,000 adults, found that just 1.6% of adults reported current use of a flavored cigar product.²
- ▶ In 2010, 75% of underage Maryland high school current cigar smokers reported having purchased cigarillos.¹
- ▶ Youth are attracted to candy and fruit flavored cigars. Available cigar flavors now include strawberry, watermelon, grape, peach, vanilla, chocolate and tequila. In contrast, beginning in September 2009, as part of the federal Family Smoking Prevention and Tobacco Control Act, the Food and Drug Administration banned the sale of candy and fruit flavored cigarettes in the US due to the fact that flavored cigarettes mask the harsh taste of tobacco and often serve as a gateway for underage use, leading to nicotine addiction.

1 MARYLAND DEPARTMENT OF HEALTH AND MENTAL HYGIENE. Monitoring Changing Tobacco Use Behaviors 2000-2010. Available at: <http://fha.maryland.gov/pdf/ohpetup/HG13-1004d-FHA-BiennialTobaccoReport.pdf>.

2 MARYLAND DEPARTMENT OF HEALTH AND MENTAL HYGIENE. Monitoring Changing Tobacco Use Behaviors 2000-2008. Available at: http://crf.maryland.gov/pdf/2009crf_biennial_tobacco_legis_rpt.pdf.

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- ▶ Youth can afford cheap cigars. Small cigars can be purchased individually, sometimes for under 70¢ – less than a candy bar or an ice cream cone. In contrast, cigarettes cannot be purchased individually, and a pack generally costs \$5.00 to \$7.00 or more.
- ▶ Of Maryland high school youth who purchased a cigar in the 30 days prior to the survey, nearly 65% reported purchasing less than four cigars at a time, with over half of these youth purchasing just one cigar at a time.¹
- ▶ In Maryland, over 17% of high school youth use cigarettes AND cigars concurrently.¹
- ▶ Between 1997 and 2007, national sales of little cigars increased by 240% and cigarillo sales increased by almost 150%. Large or premium cigar sales decreased by 6% during the same time period.³
- ▶ Marketing promotes and portrays cigar use in a positive and glamorous light, with endorsements by celebrities and product placement in movies.⁴
- ▶ A 2011 national study found that 23% of 12th graders reported smoking non-premium cigars in the past year.⁵

³ AMERICAN LEGACY FOUNDATION. Cigars, Cigarillos, and Little Cigars Fact Sheet. Available at: http://www.legacyforhealth.org/PDF/Cigars-Cigarillos-and-Little-Cigars_FactSheet.pdf

⁴ CENTERS FOR DISEASE CONTROL AND PREVENTION. Cigars. Available at: http://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/cigars/.

⁵ UNIVERSITY OF MICHIGAN, INSTITUTE FOR SOCIAL RESEARCH, 2011. Available at: Monitoring the Future—National Results on Adolescent Drug Use: Overview of Key Findings, 2010