Tobacco companies use coupons to reduce the cost of their products and keep current smokers addicted. In 2010, tobacco companies spent $270 million in the United States on tobacco coupon promotions.

THREE POLICY CHANGES COULD HELP REDUCE THE USE OF TOBACCO AND KEEP OUR YOUTH FROM STARTING:

- Prohibit the redemption of coupons.
- Prevent the use of coupons and in-store discounts from undercutting the state minimum price.
- Increase the price of all tobacco products.

Despite the progress we've made, tobacco is still a problem. The marketing tactics of tobacco companies continue to influence smokers' perceptions and habits.
NEW TOBACCO POLICY RESEARCH found younger, female and heavy smokers are more likely to receive and use coupons. It also found smokers who use coupons are 84 percent less likely to try to quit smoking. This is the first known report to negatively link coupon use to stop-smoking rates.

Visit www.clearwaymn.org/research to learn more about these research findings.

THE RESEARCH FOUND COUPONS ARE AN EFFECTIVE MARKETING TACTIC WITH SMOKERS

- 49 percent received coupons for cigarettes.
- 80 percent who received coupons used them to buy cigarettes.

COUPONS INFLUENCE SMOKERS' PERCEPTIONS ABOUT TOBACCO COMPANIES

- They are more likely to think tobacco companies care about their health and have their best interests in mind.
- They are more likely to believe tobacco companies do their best to make cigarettes safe.
- They are less likely to think tobacco companies lie.

THE AVERAGE COUPON MAILER CONTAINS NEARLY $4.00 WORTH OF COUPONS, WHICH COULD BRING THE PRICE OF A SINGLE PACK OF CIGARETTES AS LOW AS $2.00.

Visit www.stillaproblem.com for more information about the tobacco industry’s marketing tactics and the impact tobacco has on our health, economy and youth.