

## The Story of Low-income

Communities that are predominantly low-income are highly profitable in the eyes of Big Tobacco, so they target them in hard-hitting ways. Not only do these neighborhoods have the highest density of stores selling tobacco products, but the tobacco industry also offers the lowest prices in these communities on packs of cigarettes and other products such as little cigars and cigarillos, which can cost less than a dollar. Big Tobacco works to keep its products cheap to keep people hooked.

Big Tobacco have even handed out free cigarettes to children living in housing projects and tried to issue tobacco coupons with food stamps. California's working families need more opportunities, not attempts by Big Tobacco to hook children to deadly products.

## The Proof is in the Data

Indic	cator	Low-income		General Population
Adul	t Tobacco Use			
1.	Adult Cigarette Use: Adult cigarette smoking prevalence	15.5%	H.	11.0%
California	a Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research.			i
2.	Change in Adult Cigarette Use: Rate of change in adult cigarette smoking, 2014 to 2017	2.0%		-11.3%
	a Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. a Health Interview Survey, 2013-14. Los Angeles, CA: UCLA Center for Health Policy Research.			ī
3.	Adult Tobacco Use: Adult tobacco use prevalence (e.g. cigarettes, e-cigarettes and other vaping products, other tobacco products)	17.6%		14.6%
California	a Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health.			П
Avail	ability of Tobacco & Tobacco Industry Influence			
4.	Cheapest Cigarettes: Average price for the cheapest pack of cigarettes	\$4.43		\$4.58
	Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.  n Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.			i
5.	Flavored Little Cigar Price: Average price for a single flavored little cigar/cigarillo	\$0.90	**	\$0.97
	Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program. n Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.			i
6.	Tobacco Retail Licensing: Proportion of population protected by a strong tobacco retail licensing law	39.1%		36.9%
<ul> <li>America</li> </ul>	raluation Tracking System, December 2018. Sacramento, CA: California Department of Public Health, California Tobacco Control Program n Community Survey, 2013-2017. Suitland, MD: U.S. Census Bureau. al Census, 2010. Suitland, MD: U.S. Census Bureau.	n.		В
7.	Tobacco Stores: Density of stores selling tobacco per 100,000 residents	124.5		79.6
<ul> <li>America</li> </ul>	a Cigarette and Tobacco Products Retailer Licensees, October 2016. Sacramento, CA: California Department of Tax and Fee Administrati n Community Survey, 2013-2017. Suitland, MD: U.S. Census Bureau. al Census, 2010. Suitland, MD: U.S. Census Bureau.	ion.		В
8.	Flavored Tobacco: Proportion of stores that sell flavored non-cigarette tobacco products	81.3%		81.8%
	Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.  n Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.			E

** Annexes Comments (Survey, 2014-1019, Surley Audit L. Comment (Name).     ** Annexes Comments (Survey, 2014-1019, Surley All Scales (AS) U.S. Comment (Name).     ** Tobacco Adverting: Proportion of stores that Nago 90% of their storefront free from any activating (Survey, 2014-1019, Surley). 2014, Survey, 2014, Surv	9.	Menthol Cigarettes: Proportion of stores that sell menthol cigarettes	92.6%		92.2%				
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## References

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