






Low-income

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,¹ 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.² 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.³ California's working families need more opportunities, not attempts by Big Tobacco to hook children to deadly products.

The Proof is in the Data

Indicator	Low-income	General Population
Adult Tobacco Use		
1. Adult Cigarette Use: Adult cigarette smoking prevalence	15.5% 	11.0%
<ul style="list-style-type: none"> California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. 		
2. Change in Adult Cigarette Use: Rate of change in adult cigarette smoking, 2014 to 2017	2.0%	-11.3%
<ul style="list-style-type: none"> California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research. California Health Interview Survey, 2013-14. Los Angeles, CA: UCLA Center for Health Policy Research. 		
3. Adult Tobacco Use: Adult tobacco use prevalence (e.g. cigarettes, e-cigarettes and other vaping products, other tobacco products)	17.6%	14.6%
<ul style="list-style-type: none"> California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health. 		
Availability of Tobacco & Tobacco Industry Influence		
4. Cheapest Cigarettes: Average price for the cheapest pack of cigarettes	\$4.43	\$4.58
<ul style="list-style-type: none"> Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program. American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau. 		
5. Flavored Little Cigar Price: Average price for a single flavored little cigar/cigarillo	\$0.90 	\$0.97
<ul style="list-style-type: none"> Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program. American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau. 		
6. Tobacco Retail Licensing: Proportion of population protected by a strong tobacco retail licensing law	39.1%	36.9%
<ul style="list-style-type: none"> Policy Evaluation Tracking System, December 2018. Sacramento, CA: California Department of Public Health, California Tobacco Control Program. American Community Survey, 2013-2017. Suitland, MD: U.S. Census Bureau. Decennial Census, 2010. Suitland, MD: U.S. Census Bureau. 		
7. Tobacco Stores: Density of stores selling tobacco per 100,000 residents	124.5 	79.6
<ul style="list-style-type: none"> California Cigarette and Tobacco Products Retailer Licensees, October 2016. Sacramento, CA: California Department of Tax and Fee Administration. American Community Survey, 2013-2017. Suitland, MD: U.S. Census Bureau. Decennial Census, 2010. Suitland, MD: U.S. Census Bureau. 		
8. Flavored Tobacco: Proportion of stores that sell flavored non-cigarette tobacco products	81.3%	81.8%
<ul style="list-style-type: none"> Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program. American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau. 		

9. Menthol Cigarettes: Proportion of stores that sell menthol cigarettes

92.6%

92.2%

- Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.

10. Tobacco Advertising: Proportion of stores that keep 90% of their storefront free from any advertising

28.8%



37.0%

- Healthy Stores for a Healthy Community, 2016. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2011-2015. Suitland, MD: U.S. Census Bureau.

Secondhand Smoke

11. Adult Secondhand Tobacco Exposure: Proportion of adults exposed to secondhand smoke

46.1%

45.3%

- California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health.

12. Smoke-free Multi-unit Housing: Proportion of population protected by a smoke-free multi-unit housing law

24.5%

29.0%

- Policy Evaluation Tracking System, December 2018. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.
- American Community Survey, 2013-2017. Suitland, MD: U.S. Census Bureau.
- Decennial Census, 2010. Suitland, MD: U.S. Census Bureau.

13. Smoke-free Homes: Proportion of adults with smoke-free homes

85.3%

86.6%

- California Behavioral Risk Factor Surveillance System, 2017. Sacramento, CA: California Department of Public Health.

Cessation

14. California Smokers' Helpline Enrollees: Proportion of California Smokers' Helpline enrollees
Medi-Cal Enrollees

70.5%



39.3%

of smokers are Low-income

- California Smokers' Helpline Caller Intake Reports, 2018. San Diego, CA: California Smokers' Helpline, University of California, San Diego.
- California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research.

15. Quitting: Proportion of smokers who tried quitting in the last 12 months

60.3%

58.4%

- California Health Interview Survey, 2016-17. Los Angeles, CA: UCLA Center for Health Policy Research.

16. Doctor Advice to Quit: Proportion of smokers whose doctors advised them to quit

64.8%

47.6%

- Online California Adult Tobacco Survey, 2018. Sacramento, CA: California Department of Public Health, California Tobacco Control Program.

References

1. Health Equity Report Card, 2017, Indicator: Density of stores selling tobacco per 1,000 residents by priority population group.
2. Health Equity Report Card, 2017, Indicator: Average price for the cheapest pack of cigarettes by priority population group and, Indicator: Average price for a single of the leading brand of flavored little cigar/cigarillo by priority population group.
3. [Tobacco is a Social Justice Issue: Low-Income Communities, January 31, 2017, truth initiative](#)