Rural communities are full of hardworking people who value strength and independence. Tobacco companies understand this, so they package and advertise their deadly products to play to values of self-reliance and resiliency with images such as cowboys, hunters and racecar drivers. Big Tobacco aggressively markets cigarettes and smokeless tobacco products, like chew, in rural areas, taking advantage of weaker tobacco retail licensing laws in rural communities. This has contributed to increased smokeless tobacco use rates among high school males in rural areas, exceeding the national average.

Because of these practices, rural counties have some of the highest smoking rates in California, and rural residents start smoking at an earlier age. Rural counties also suffer higher rates of lung cancer, and smoking causes 80-90% of lung cancer cases. That's why it's more important than ever to ensure rural communities are truly free from Big Tobacco's deadly, addictive products.
# The Proof is in the Data

## Adult Tobacco Use

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Rural Communities</th>
<th>General Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Adult Cigarette Use: Adult cigarette smoking prevalence</td>
<td>14.9%</td>
<td>11.0%</td>
</tr>
<tr>
<td>2. Change in Adult Cigarette Use: Rate of change in adult cigarette smoking, 2014 to 2017</td>
<td>8.0%</td>
<td>-11.3%</td>
</tr>
<tr>
<td>3. Adult Tobacco Use: Adult tobacco use prevalence (e.g. cigarettes, e-cigarettes and other vaping products, other tobacco products)</td>
<td>25.6%</td>
<td>14.6%</td>
</tr>
</tbody>
</table>

## Youth Tobacco Use

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Rural Communities</th>
<th>General Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Youth Cigarette Use: Youth cigarette smoking prevalence</td>
<td>3.1%</td>
<td>2.0%</td>
</tr>
<tr>
<td>5. Youth Tobacco Use: Youth tobacco use prevalence (e.g. cigarettes, e-cigarettes and other vaping products, other tobacco products)</td>
<td>13.3%</td>
<td>12.7%</td>
</tr>
</tbody>
</table>

## Availability of Tobacco & Tobacco Industry Influence

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Rural Communities</th>
<th>General Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Cheapest Cigarettes: Average price for the cheapest pack of cigarettes</td>
<td>$4.43</td>
<td>$4.58</td>
</tr>
<tr>
<td>7. Flavored Little Cigar Price: Average price for a single flavored little cigar/cigarillo</td>
<td>$0.97</td>
<td>$0.97</td>
</tr>
<tr>
<td>8. Tobacco Retail Licensing: Proportion of population protected by a strong tobacco retail licensing law</td>
<td>33.5%</td>
<td>36.9%</td>
</tr>
</tbody>
</table>
9. Tobacco Stores: Density of stores selling tobacco per 100,000 residents
   - California Cigarette and Tobacco Products Retailer Licensees, October 2016, Sacramento, CA: California Department of Tax and Fee Administration.

10. Flavored Tobacco: Proportion of stores that sell flavored non-cigarette tobacco products
    - Healthy Stores for a Healthy Community, 2016, Sacramento, CA: California Department of Public Health, California Tobacco Control Program.

11. Menthol Cigarettes: Proportion of stores that sell menthol cigarettes
    - Healthy Stores for a Healthy Community, 2016, Sacramento, CA: California Department of Public Health, California Tobacco Control Program.

12. Tobacco Advertising: Proportion of stores that keep 90% of their storefront free from any advertising
    - Healthy Stores for a Healthy Community, 2016, Sacramento, CA: California Department of Public Health, California Tobacco Control Program.

Secondhand Smoke

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

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

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

Cessation

16. Quitting: Proportion of smokers who tried quitting in the last 12 months
    - California Health Interview Survey, 2016-17, Los Angeles, CA: UCLA Center for Health Policy Research.
References


3. California Facts and Figures 2016, October 2016, California Department of Public Health, California Tobacco Control Program
