






# 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,<sup>1</sup> 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.<sup>2</sup> 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.<sup>3</sup> 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
<b>Adult Tobacco Use</b>		
1. <b>Adult Cigarette Use: Adult cigarette smoking prevalence</b> <i>% below 185% FPL</i>	15.2% 	12.4%
<ul style="list-style-type: none"> <li>UCLA Center for Health Policy Research. AskCHIS 2013-2014. <a href="http://ask.chis.ucla.edu">http://ask.chis.ucla.edu</a>.</li> </ul>		
2. <b>Change in Adult Cigarette Use: Rate of change in adult cigarette smoking, 2007 to 2014</b>	-17.1%	-16.1%
<ul style="list-style-type: none"> <li>UCLA Center for Health Policy Research. AskCHIS 2007. <a href="http://ask.chis.ucla.edu">http://ask.chis.ucla.edu</a>.</li> <li>UCLA Center for Health Policy Research. AskCHIS 2013-2014. <a href="http://ask.chis.ucla.edu">http://ask.chis.ucla.edu</a>.</li> </ul>		
3. <b>Adult Tobacco Use: Adult tobacco use prevalence (including all tobacco products, e.g. cigarettes, e-cigarettes, other tobacco products)</b>	20.5%	17.4%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Behavioral Risk Factor Surveillance System, 2013-2014.</li> </ul>		
<b>Availability of Tobacco &amp; Tobacco Industry Influence</b>		
4. <b>Cheapest Cigarettes: Average price for the cheapest pack of cigarettes</b> <i>% below 185% FPL</i>	\$4.43 	\$4.58
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>		
5. <b>Flavored Little Cigar Price: Average price for a single flavored little cigar/cigarillo</b> <i>% below 185% FPL</i>	\$0.90 	\$0.97
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Healthy Stores for a Healthy Community, 2016.</li> <li>U.S. Census Bureau. American Community Survey, 2011-2015.</li> </ul>		
6. <b>Tobacco Retail Licensing: Proportion of population protected by a strong tobacco retail licensing law</b>	34.9%	36.6%
<ul style="list-style-type: none"> <li>California Department of Public Health, California Tobacco Control Program. Policy Evaluation Tracking System, December 2015.</li> <li>U.S. Census Bureau. American Community Survey, 2009-2013.</li> </ul>		

7. **Tobacco Stores: Density of stores selling tobacco per 100,000 residents**  
*below 185% FPL*

143



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- California Department of Tax and Fees Administration. California Cigarette and Tobacco Products Retailer Licenses, October 2016.
- U.S. Census Bureau. American Community Survey, 2011-2015.

8. **Flavored Tobacco: Proportion of stores that sell flavored non-cigarette tobacco products**  
*% below 185% FPL*

81.3%

81.8%

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

9. **Menthol Cigarettes: Proportion of stores that sell menthol cigarettes**  
*% below 185% FPL*

92.6%

92.2%

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

10. **Tobacco Advertising: Percentage of stores that keep 90% of their storefronts free from any advertising**  
*% below 185% FPL*

28.8%



37%

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

## Secondhand Smoke

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

8%

8.6%

- California Department of Public Health, California Tobacco Control Program. Policy Evaluation Tracking System, December 2016.
- U.S. Census Bureau. American Community Survey, 2009-2013.

12. **Smoke-free Homes: Proportion of smoke-free homes**

91.4%

92.9%

- California Department of Public Health, California Tobacco Control Program. Behavioral Risk Factor Surveillance System, 2013-2014.

## Cessation

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

76.3%

24.3%

- California Smokers' Helpline. Helpline Caller Intake Reports, July to December 2016.

14.	Quitting: Proportion of smokers who tried quitting in the last 12 months	65.7%	60.6%
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• UCLA Center for Health Policy Research. AskCHIS 2013-2014. <http://ask.chis.ucla.edu>.

15.	Doctor Advice to Quit: Proportion of smokers whose doctors advised them to quit	51.6%	47.3%
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• California Department of Public Health, California Tobacco Control Program. Online California Adult Tobacco Survey, 2016.

## 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](#)