

# DON'T DISCOUNT

## MY LIFE

- KEEPING TOBACCO PRICES HIGH IS THE MOST EFFECTIVE WAY TO HELP PEOPLE QUIT & PREVENT YOUNG PEOPLE FROM STARTING TO USE TOBACCO.

- When prices are higher, tobacco use decreases, especially among youth and low-income smokers.
- Tobacco companies use coupons and retail promotions to lower the price of products.
- Price promotions are so targeted to smokers, they are nearly invisible to the general public and allow the tobacco industry to avoid regulations.



2X

MN young adult nonsmokers who receive tobacco coupons are twice as likely to become smokers.



About 50 percent of MN smokers have used tobacco coupons or promotions in the past year to save money on cigarettes.



A third of adult smokers use tobacco coupons or discounts every time they see one.

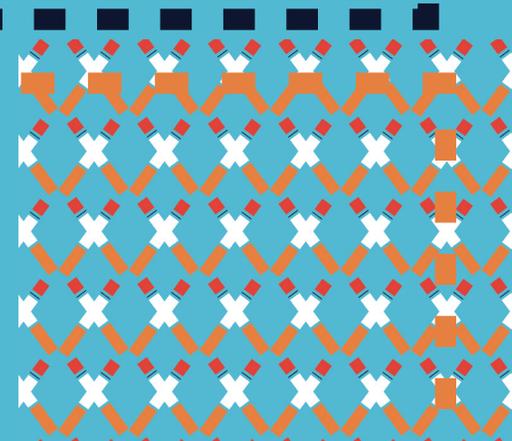
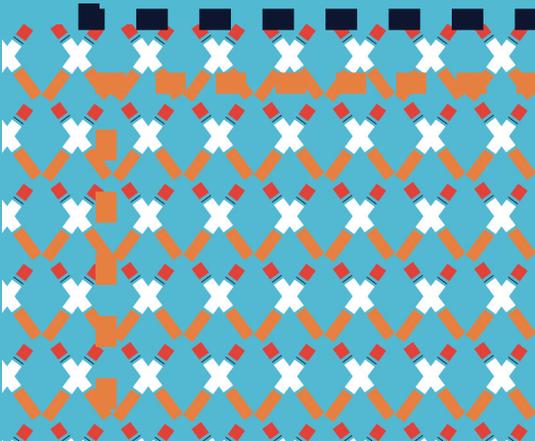
# TOBACCO INDUSTRY TARGETING

## THE FACTS ARE . . .

Tobacco companies spent **\$7.7 BILLION** in 2016 to reduce the price of cigarettes and smokeless tobacco for consumers. That is nearly **\$900,000** every hour.

**COUPONS HINDER SMOKERS' ATTEMPTS TO QUIT.** Minnesota adult smokers who redeemed cigarette coupons were much less likely to quit smoking than those who didn't use coupons.

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# DEATH AT A DISCOUNT

## DISCOUNTED TOBACCO ONLY BENEFITS THE TOBACCO INDUSTRY.

Tobacco coupons and discounts make it more likely young people will become addicted to tobacco and less likely current smokers will be able to quit. Young and low income smokers are more likely to use tobacco coupons or promotions.

## THE TOBACCO INDUSTRY USES COUPONS TO KEEP PRICES LOW.

Tobacco companies send coupons in birthday cards, pass them out at events and bars, promote them inside stores, and send emails and text alerts through their smartphone apps.



This customer only paid \$2 for two packs of American Spirit cigarettes. Without the coupon, the customer would have paid \$19.98.



## TAKE ACTION!

## WE CAN STOP THE TOBACCO INDUSTRY FROM TARGETING OUR COMMUNITIES WITH CHEAP TOBACCO.

Cities **CAN** and **SHOULD** prevent the redemption of tobacco coupons to help people quit smoking and prevent people from starting.

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[www.DontDiscountMyLife.org](http://www.DontDiscountMyLife.org)



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References available at: [DontDiscountMyLife.org](http://DontDiscountMyLife.org)  
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