• Keeping tobacco prices high is the most effective way to help people quit and prevent young people from starting to use tobacco. (1, 2)
• When prices are higher, tobacco use decreases, especially among youth and low-income smokers. (3, 4)
• Tobacco companies use coupons and retail promotions to lower the price of products
• Price promotions are targeted to smokers, they are nearly invisible to the general public and allow the tobacco industry to avoid regulation. (1, 4, 5, 6)
• MN young adult nonsmokers who receive tobacco coupons are twice as likely to become smokers. (7)
• Forty percent of MN smokers have received tobacco coupons or promotions in the past year, and 40 percent have redeemed them to save money on cigarettes. (8)
• A third of adult smokers use tobacco coupons or discounts every time they see one. (9)
• 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. (10)
• Coupons hinder smokers’ attempts to quit. Minnesota adult smokers who redeemed cigarette coupons were less likely to quit smoking than those who didn’t use coupons. (8)
• Tobacco coupons and discounts make it more likely young people will smoke and less likely current smokers will quit. (7, 8, 11)
• Young adults, women, and African Americans are more likely to use tobacco coupons or promotions. (8, 9)
• The tobacco industry uses coupons to keep prices low. (12, 13)
• 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. (14)


