

- 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)

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