



CDC ESTIMATES OF THE NUMBER OF SMOKERS WHO WOULD QUIT SMOKING IN RESPONSE TO A MENTHOL BAN

The evidence shows that menthol cigarettes are more addictive, easier for kids to start smoking and harder for smokers to quit. For decades, the tobacco industry has marketed these products to kids, Black Americans and other populations. Menthol cigarettes have had a devastating and disproportionate impact on the health of Black Americans. By increasing the number of adults who quit smoking, prohibiting menthol cigarettes will save hundreds of thousands of lives.

State	Adults Who Would Quit Smoking In Response To A Menthol Ban	Black Adults Who Would Quit Smoking In Response To A Menthol Ban
Alabama	16,100	6,600
Alaska	1,100	-
Arizona	7,800	2,352
Arkansas	7,200	3,200
California	*	*
Colorado	6,400	-
Connecticut	8,200	-
Delaware	2,800	-
District of Columbia	*	*
Florida	44,100	9,700
Georgia	26,500	12,600
Hawaii	4,400	-
Idaho	1,900	-
Illinois	34,400	10,200
Indiana	15,400	-
Iowa	5,800	-
Kansas	4,100	-
Kentucky	9,400	2,500
Louisiana	16,000	9,300
Maine	2,000	-
Maryland	15,700	6,100
Massachusetts	*	*
Michigan	32,500	13,700
Minnesota	8,100	-
Mississippi	12,100	6,800
Missouri	15,400	5,400

State	Adults Who Would Quit Smoking In Response To A Menthol Ban	Black Adults Who Would Quit Smoking In Response To A Menthol Ban
Montana	1,200	-
Nebraska	3,800	-
Nevada	5,900	1,037
N. Hampshire	1,800	-
New Jersey	13,800	-
New Mexico	2,900	1,600
New York	36,600	11,600
North Carolina	36,400	16,000
North Dakota	1,400	-
Ohio	35,100	9,400
Oklahoma	7,700	-
Oregon	4,800	-
Pennsylvania	42,600	10,400
Rhode Island	2,300	-
South Carolina	12,600	6,200
South Dakota	1,500	-
Tennessee	17,200	6,700
Texas	41,300	12,400
Utah	1,700	-
Vermont	600	-
Virginia	16,900	6,200
Washington	7,400	-
West Virginia	5,800	-
Wisconsin	17,200	-
Wyoming	800	-

*Projections are not provided for California, the District of Columbia and Massachusetts because they already prohibit the sale of menthol cigarettes.

Source: CDC, *Menthol State Fact Sheets*, https://www.cdc.gov/tobacco/basic_information/menthol/state-menthol-fact-sheets.html, 2023. Note: In some states, the sample size was not large enough to provide a reliable estimate of the number of Black Americans who would quit smoking.

Campaign for Tobacco-Free Kids, November 28, 2023