CURRENT CIGARETTE SMOKING RATES

More than 20 in 100 adults in Kennebec County

Nearly 20 in 100 adults in Maine

More than 17 in 100 adults in the United States

If Kennebec County’s current cigarette rate among adults was on par with the national average, 3,776 less adults would smoke. This is about half the population of Winslow.

KENNEBEC COUNTY

ADULT SMOKING RATE

21.1%

(Maine 19.8%)

7th HIGHEST RATE IN MAINE

TOBACCO INDUSTRY INFLUENCE IN MAINE

Tobacco Companies Spend $46.7 MILLION Annually Marketing in Maine

VS.

State Spending on Tobacco Prevention $5.3 MILLION

TOBACCO USE DISPARITIES

Current smoking rates are twice as high among adults with a behavioral health condition.

People with a behavioral health condition are not only more likely to smoke, they also smoke more frequently. They account for 25% of the adult population, but they consume 40% of cigarettes sold in the U.S.
**Youth cigarette, cigar, chewing tobacco, snuff, dip, dissolvable tobacco products use**

**8.9%** (MAINE 8.8%)

**Second Hand Smoke Exposure Rate**

**31.1%** (MAINE 31.1%)

**Electronic Vapor Product Use Rate**

**16.6%** (MAINE 15.3%)

Vaping with e-cigarettes that contain nicotine can be addictive. In a large study of youth*, those who used e-cigarettes were 2x more likely to start smoking cigarettes within 2 years than youth who never used any tobacco product.

* Nationally representative sample of 10,384 youth, ages 12-17, participating in the Population Assessment of Tobacco and Health (PATH) study

**Exposure to Advertising**

Nearly half of all Kennebec County high school students report seeing tobacco advertisements “a lot” in stores.

**45%** (MAINE 42.5%)

**Maine is Slipping Backward**

2015 was the first year since 1997 that Maine’s youth smoking rate rose above the national rate

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**References**


For more information, please visit www.mainepublichealth.org.

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