



MINNESOTA ADULT TOBACCO SURVEY 2018

# TOBACCO USE IN MINNESOTA

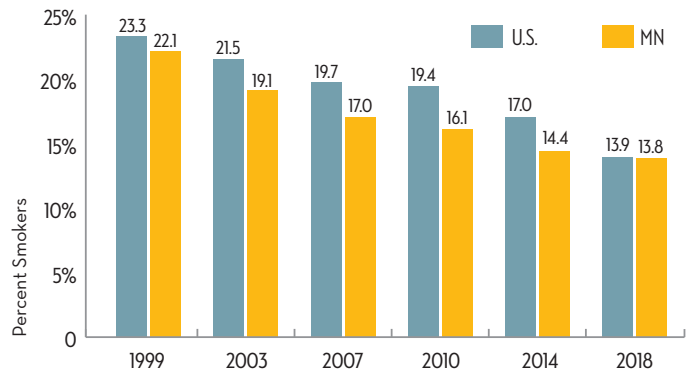
The Minnesota Adult Tobacco Survey (MATS) is the most comprehensive source of data on adult tobacco use and attitudes in our state. This is the sixth time MATS has been conducted since 1999.

## SMOKING PREVALENCE IN MINNESOTA: OVERALL PROGRESS STALLS

Conventional cigarettes remain the most commonly used tobacco product among Minnesota adults. The percentage of adult Minnesotans who smoke cigarettes has dropped to 13.8 percent (approximately 574,000 adults), down from 14.4 percent in 2014. While this is the lowest smoking rate ever recorded among Minnesota adults, and a 37.5 percent reduction since MATS was first conducted in 1999 (when the rate was 22.1 percent), the decline between 2014 and 2018 is not statistically significant and is the smallest decrease in smoking observed since MATS began.

Historically, Minnesota’s smoking rate has been declining faster than the U.S. rate, but today our state’s progress has slowed, and our adult smoking prevalence is roughly equivalent to the national rate. However, for the first time since 2007, the percentage of Minnesota adults who have never smoked saw a statistically significant increase (from 57.8 percent in 2014 to 60.4 percent in 2018).

SMOKING PREVALENCE IN MINNESOTA & THE U.S., 1999-2018



Sources: Minnesota Adult Tobacco Survey and National Health Interview Survey

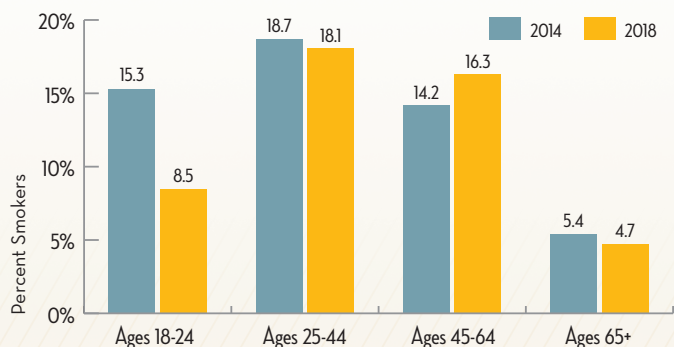
## WHO SMOKES IN MINNESOTA?

Adult smokers in Minnesota are more likely to be male and to have completed fewer years of education than nonsmokers. Fifteen percent of men are current smokers, compared to 12.6 percent of women. Minnesotans with less than a high-school education have the highest smoking rate (33.4 percent), whereas those who have completed a college education smoke at the lowest levels observed (4.5 percent).

### YOUNG ADULTS

Some of the most dramatic changes in smoking were seen among 18-24-year-olds. The rate of cigarette smoking in this age group has been cut nearly in half, from 15.3 percent in 2014 to a new low of 8.5 percent in 2018. (However, e-cigarette use by this group nearly doubled during that same time.)

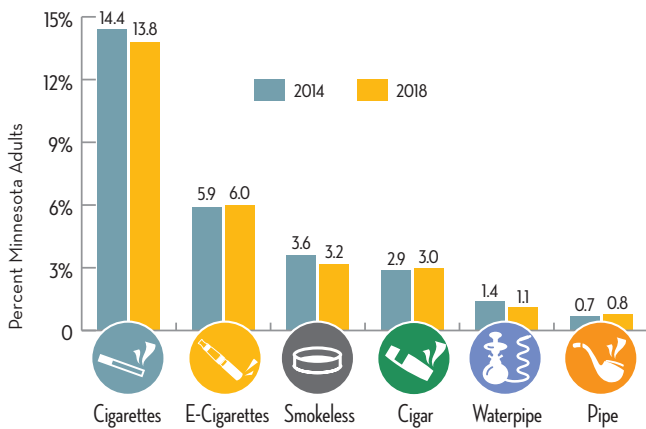
SMOKING PREVALENCE BY AGE, 2014-2018



## TOBACCO USE BY TYPE OF PRODUCT

Among adult Minnesotans, 21.3 percent use some type of tobacco. The use of tobacco products other than cigarettes, including e-cigarettes, cigars, pipes, smokeless tobacco and waterpipe, among adults overall remained essentially unchanged from 2014 to 2018.

### CURRENT USE OF TOBACCO PRODUCTS, 2014-2018



### MENTHOL CIGARETTES

Among current Minnesota smokers, 27.5 percent report menthol cigarettes as their usual product. A greater percentage of women than men regularly smoke menthol cigarettes (33.8 percent vs. 22.0 percent, respectively), but the difference is not statistically significant. Those with less than a high-school diploma are the most frequent smokers of menthol cigarettes by education level, at 37.2 percent. A very similar percent of current smokers in the other educational categories smoke menthol cigarettes, at around 25 percent in each group.

## E-CIGARETTE USE

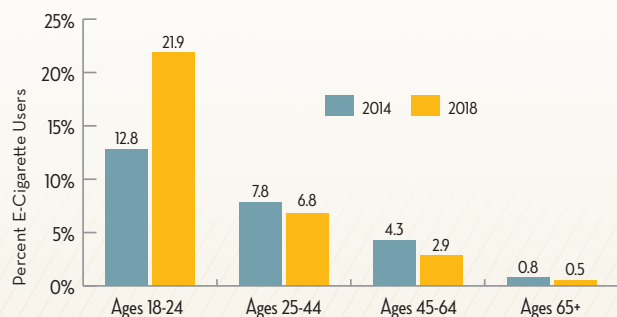
While current use of e-cigarettes (used at least once in the past 30 days) among Minnesota adults overall has not increased significantly since 2014 (5.9 percent in 2014 compared to 6.0 percent in 2018), the use of e-cigarettes by adults aged 18-24 nearly doubled from 2014 (12.8 percent) to 2018 (21.9 percent).

In addition, more Minnesota e-cigarette users are people with no prior history of smoking. In 2018, 44.0 percent of e-cigarette users reported they have never smoked cigarettes; this is up significantly from 2014 (11.7 percent). Among young adults, 72.6 percent

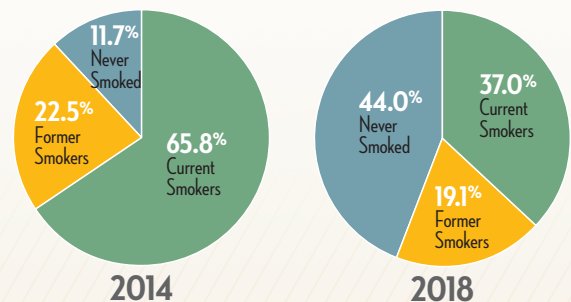
of e-cigarette users never smoked, compared to 30.4 percent in 2014. Conversely, the percent of adult e-cigarette users of all ages who are also current smokers declined significantly, from 65.8 percent in 2014 to 37.0 percent in 2018.

The majority of adult Minnesotans who used e-cigarettes every day or some days reported their usual e-cigarette to be flavored (80.2 percent). Nearly all (96.7 percent) 18-24-year-old e-cigarette users reported their usual e-cigarette is flavored.

### PAST 30-DAY E-CIGARETTE USE BY AGE, 2014-2018



### SMOKING STATUS AMONG THOSE WHO USED E-CIGARETTES AT LEAST ONCE IN THE PAST 30 DAYS



## MINNESOTA SMOKERS ARE STRUGGLING TO QUIT

MATS 2018 data tell us fewer cigarette smokers in Minnesota are making quit attempts and those who do make attempts find it hard to successfully quit. In 2018, 45.7 percent, or 260,000 adult smokers, reported making a quit attempt in the past 12 months. This was down significantly from 53.4 percent in 2014. Among past-year smokers, 11.6 percent were successful in quitting smoking. This rate also declined significantly, from 15.6 percent in 2014.

Among smokers who did make quit attempts, many are using proven assistance such as medications (including

nicotine patches, gum or prescription medications) (45.5 percent) and counseling (15.4 percent). Although e-cigarettes are not an evidence-based approach to quitting, 37.9 percent of current smokers reported using them in their last quit attempt. This is down from 45.4 percent in 2014, though the decline was not statistically significant.

IN 2018, 45.7 PERCENT, OR 260,000 ADULT SMOKERS, REPORTED MAKING A QUIT ATTEMPT IN THE PAST 12 MONTHS.

## MORE MINNESOTANS ARE GOING SMOKE-FREE

MATS data continue to show that Minnesotans value clean air and smoke-free spaces. Almost 92 percent of all adult Minnesotans report having voluntary smoke-free home rules in 2018 — a statistically significant increase from 89.3 percent in 2014. Smokers increasingly report smoke-free home rules as well (66.3 percent as compared to 61.4 percent in 2014, though this difference is not statistically significant). Similarly, 80.2 percent of adult Minnesotans report having smoke-free rules for their cars.

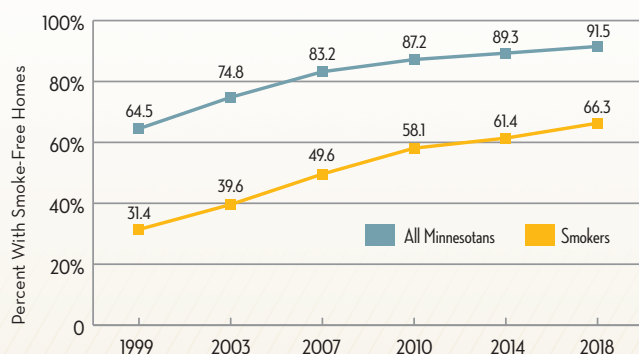
Nonsmokers' exposure to secondhand smoke in both the home and in the car significantly declined between 2014 and 2018 to all-time lows of 2.2 percent and 5.4 percent, respectively. Significant declines in exposure in

the home were greatest among 18-24-year-olds, men, former smokers and those with less than a high-school education.

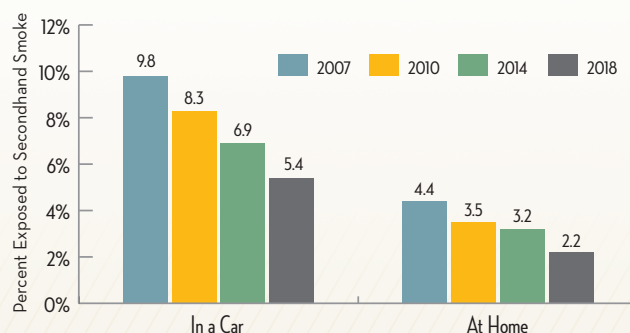
NONSMOKERS' EXPOSURE TO SECONDHAND SMOKE IN BOTH THE HOME AND IN THE CAR SIGNIFICANTLY DECLINED BETWEEN 2014 AND 2018 TO ALL-TIME LOWS OF 2.2 PERCENT AND 5.4 PERCENT, RESPECTIVELY.

Exposure to secondhand smoke in community settings remains common (30.0 percent) among nonsmokers in Minnesota. The most commonly reported location of exposure was a building entrance (18.7 percent).

### HOME SMOKE-FREE RULES BY SMOKING STATUS, 1999-2018



### PAST SEVEN-DAY SECONDHAND SMOKE EXPOSURE AMONG NONSMOKERS, 2007-2018



## CONCLUSION

Minnesota has long been a leader in tobacco prevention and cessation, and for many years the declines in our adult prevalence rate showed we were ahead of the rest of the country. The new MATS found several improvements resulting from our state's past work to reduce smoking: Minnesotans are keeping their homes and cars smoke-free at very high rates, and for the first time in more than a decade, we observed a rise in the percentage of Minnesotans who have never smoked cigarettes.

However, the new data also suggest a changing picture. Progress at reducing smoking is stalling out, and current Minnesota smokers are struggling to quit. At the same time, the tobacco industry continues tailoring nicotine products like e-cigarettes, using appealing flavors and attracting youth and young adults who never smoked.

PROGRESS AT REDUCING  
SMOKING IS STALLING OUT, AND  
CURRENT MINNESOTA SMOKERS  
ARE STRUGGLING TO QUIT.

Research shows that policies like price increases and clean indoor air laws reduce smoking,<sup>1,2</sup> and investments in comprehensive tobacco control, including prevention, policy and cessation, are critical to lowering smoking prevalence in Minnesota.<sup>3</sup>

### MINNESOTA ADULT TOBACCO SURVEY

The Minnesota Adult Tobacco Survey (MATS) is a collaborative effort between ClearWay Minnesota<sup>SM</sup> and the Minnesota Department of Health. MATS is the most thorough source of information about tobacco behaviors, attitudes and beliefs in Minnesota and helps measure the progress of Minnesota's comprehensive tobacco control program. Data for this MATS were collected in 2018. Previous MATS were conducted in 1999, 2003, 2007, 2010 and 2014. The complete report, *Tobacco Use in Minnesota: 2018 Update*, is available at [www.clearwaymn.org/MATS](http://www.clearwaymn.org/MATS).

### MATS SURVEY METHODS

The 2018 MATS is a cross-sectional, random digit-dialing telephone survey, conducted from February through July 2018 among adults aged 18 and older living in Minnesota. The sample of 6,055 responding adults consisted of 2,789 from a statewide landline sample and 3,266 from a cell phone sample. MATS 2018 did not oversample any racial, ethnic or other subpopulations and therefore cannot provide estimates of tobacco use by these populations. Data are weighted to ensure estimates are reflective of the general Minnesota adult population. Statistical tests used overlapping confidence intervals, chi-square and t-tests, as appropriate. Differences between 2014 and 2018 are statistically significant at  $p < 0.05$  unless otherwise noted in the text. A comprehensive description of the statistical methods can be found in the complete report at [www.clearwaymn.org/MATS](http://www.clearwaymn.org/MATS).

## REFERENCES

1. Levy DT et al. The role of public policies in reducing smoking: The Minnesota SimSmoke tobacco policy model. *Am J Prev Med*. 2012.
2. ClearWay Minnesota<sup>SM</sup>. The role of public policies in reducing smoking: Minnesota SimSmoke Tobacco Policy Model 1993-2017. 2018.
3. U.S. Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs 2014.

