Menthol One-Pager Data

“Menthol Definition: Chemical compound extracted from peppermint or corn mint plant or made synthetically. Reduces harshness of cigarette smoke due to its cooling effect on mouth and throat. reduces perceived threat of dangerousness.”


“Youth who have recently started smoking are significantly more likely to use menthol cigarettes than those who have smoked for more than a year.”


“Menthol smokers are less likely than on-menthol smokers to successfully quit smoking.”


“African American smokers are nearly eleven times more likely to use menthol than Caucasian smokers.”

  - Section - Tobacco FACT Sheet (Legacy) - African American Menthol Use

“More common among teens 12-17 at 56.7% than those over the age of 25 at 30.5-32.9%”

  - Gary A Giovino, Andrea C Villanti, Paul D Mowery, Varadan Sevilimedu, Raymond S Niaura, Donna M Vallone, David B Abrams
“More common among younger populations and those in minority groups - African Americans had 25.18 times higher odds of smoking menthol cigarettes compared to Caucasians.”

  - Gary A Giovino, Andrea C Villanti, Paul D Mowery, Varadan Sevilimedu, Raymond S Niaura, Donna M Vallone, David B Abrams

“MKE Data: 68% of surveyed retailers in Cluster A (79% of the community is African American) had the highest rate of menthol advertising.”

- Milwaukee WRAP Assessment 2017

“80.8% of youth who have never used a tobacco product initiate use with a menthol, or flavored product.”

  - Data from the 2013-2014 Population Assessment of Tobacco and Health (PATH) study

“Seven out of ten African-American Youth smokers smoke menthol cigarettes.”


“From 2008 to 2010, 57% of youth smokers (ages 12-17) and 45% of young adult smokers (ages 18-25) used menthol cigarettes.”