



A US menthol cigarette ban would lead to 3.8 billion fewer littered cigarette butts per year

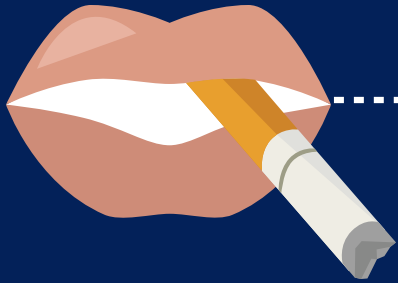
Here's our 3-step calculations:



STEP 1:

An ITC study¹ shows that Canada's menthol ban led to +7.3% increase in quitting for menthol smokers

US menthol ban = **1.33 million**
US smokers will quit



STEP 2:

ITC survey data from the US show that US menthol smokers smoke an average of 11.9 cigarettes per day

1.33 million x 11.9 cigs/day x 365 days = 5.8 billion
fewer cigarettes smoked each year



STEP 3:

Published US estimates² show that 65% of cigarettes smoked in the US are littered

5.8 billion x 65% = 3.8 billion
fewer littered cigarettes annually

References

1. Fong GT, Chung-Hall J, Meng G, Craig LV, et al. Impact of Canada's menthol cigarette ban on quitting among menthol smokers: pooled analysis of pre-post evaluation from the ITC Project and the Ontario Menthol Ban Study and projections of impact in the USA. *Tob Control* 2022. doi:10.1136/tobaccocontrol-2021-057227. [Epub ahead of print: 28 Apr 2022].

2. Schultz PW, Bator RJ, Large LB, Bruni CM, et al. Littering in context: personal and environmental predictors of littering behavior. *Environ Behav* 2013;45:35-59.

For more information: Craig LV, Chung-Hall J, Meng G, Fong GT. Calculating the potential environmental impact of a menthol cigarette ban in the USA. *Tob Control* 2022. doi:10.1136/tobaccocontrol-2022-057563. [Epub ahead of print: 12 Oct 2022]

Citation: Indome EO, Chung-Hall J, Craig L, Fong GT. 13 October 2022. A US menthol cigarette ban would lead to 3.8 billion fewer littered cigarette butts per year [infographic]. International Tobacco Control Policy Evaluation Project, <https://itcproject.org/findings/fact-sheets/>.



International Tobacco Control
Policy Evaluation Project