Among tobacco retailers assessed in Oregon:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>98%</strong></td>
<td>sold flavored tobacco</td>
</tr>
<tr>
<td><strong>Nearly 3’</strong></td>
<td>displayed tobacco ads at the eye level of a child</td>
</tr>
<tr>
<td><strong>1 in 4</strong></td>
<td>sold tobacco at discounted prices</td>
</tr>
<tr>
<td><strong>3 in 4</strong></td>
<td>was the average price of a single, flavored little cigar</td>
</tr>
</tbody>
</table>

The Tobacco Industry spent $112 million a year promoting tobacco products in Oregon stores in 2012.

Oregon’s Tobacco Prevention and Education Program (TPEP) supports local public health authorities to serve all 36 counties and nine federally-recognized tribes. TPEP works to:

- Engage communities in reducing the tobacco industry influence in retail stores
- Increase the price of tobacco
- Promote smokefree environments
- Provide support and resources to Oregon smokers who want to quit
- Engage diverse populations of Oregonians

Tobacco’s toll in one year:

- **519,079** Adults who regularly smoke cigarettes
- **139,268** People with a serious illness caused by tobacco
- **7,126** Tobacco-related deaths
- **$1.4 Billion** spent on tobacco-related medical care
- **$1.1 Billion** in productivity losses due to premature tobacco-related deaths

Population:

- **Youths**: 865,612
- **Adults**: 3,053,408
- **Total residents**: 3,919,020

Tobacco-related deaths:

- **139,268** People with a serious illness caused by tobacco

Productivity losses:

- **$1.1 Billion** in productivity losses due to premature tobacco-related deaths

Tobacco-related medical care:

- **$1.4 Billion** spent on tobacco-related medical care

Tobacco fact sheet:

- The Tobacco Industry spent $112 million a year promoting tobacco products in Oregon stores in 2012.
- Oregon's Tobacco Fact Sheet, 2014
Since 1996, cigarette smoking in Oregon has decreased by 25% for adults, 65% for 11th graders, and 80% for 8th graders.

Note: new survey method for adult data began in 2010.

Cigarette smoking among pregnant women has been **historically higher** in Oregon compared to the United States.

Among 11th graders in Oregon, non-cigarette tobacco product use is **80% higher** than cigarette smoking.

Note: non-cigarette tobacco products include: cigars, pipe tobacco, hookah tobacco, chewing tobacco, dissolvable tobacco, and electronic cigarettes.