

SETTING THE RECORD STRAIGHT: NIH & FDA DATA ON PREMIUM CIGAR USE AND PUBLIC HEALTH IMPACT



Premium Cigar Association

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Data from recent government-funded and government-led studies definitively prove that premium cigars are a unique product category that are almost exclusively enjoyed by older adults infrequently.

.02%

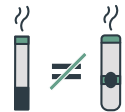
Only **.02%** reported smoking a premium cigar in the past 30 days



Over half (52%) of current premium cigar smokers (25 and older) have a **college degree**—compared to 32% across the US population



The average age of an individual's first premium cigar is **30 years old**—compared to 16.7 years old for cigarettes



There is **no meaningful correlation** between premium cigars and cigarette smoking



The average premium cigar consumer smokes **1.2 days out of every 30**—compared to 29.6 days out of 30 for cigarette smokers



97% of all premium cigar consumers do not smoke daily



No statistically significant increase in risk for smoking-related diseases can be found between non-daily premium cigar smokers and non-smokers in general

SOURCES

PATH Study: The **Population Assessment of Tobacco and Health (PATH)** study is a joint study by the Food and Drug Administration (FDA) and the National Institutes of Health (NIH) that covers a multi-year cross section of youth and adults. PATH is one of the few government studies that effectively identified and analyzed data specific to premium cigars.

National Longitudinal Mortality (NLM) Study: An article published in the Journal of American Medical Association (JAMA) analyzed the NLM study which tracked a population of 350,000 Americans for nearly three (3) decades. The article, **Association of Cigarette, Cigar, and Pipe Use with Mortality Risk in the US Population**, examined the relationship between mortality, risk, and use across a range of tobacco products for a population of more than 350,00 individuals over a course of nearly 3 decades.

Visit www.premiumcigars.org to learn more.