

Tobacco Use In California

1990 - 1991

University of California,
San Diego

Westat, Inc.
Oceanside, CA

California Department of
Health Services

Los Angeles County
Department of Health
Services

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Summary

This report presents data from a survey of cigarette smoking behaviors and attitudes among Californians conducted between June 1990 and July 1991. The prevalence of current smoking among adults in California was 22.2%, with males (25.5%) smoking more than females (19.1%). This represents a sharp decline in smoking following the increase in the tobacco excise tax and implementation of a comprehensive tobacco control program by the State of California. The decline in prevalence is on track for reaching the goal of 75% reduction in smoking prevalence by the year 1999.

Black Californians were more likely to be cigarette smokers than other racial or ethnic groups, and Hispanic and Asian/Pacific Islander women were less likely to be cigarette smokers. Smoking prevalence was also lower among those who have completed more years of formal education and among those who were over the age of 65 years.

Current smoking prevalence among adolescents aged 12-17 years was 9.3%; little difference in prevalence rates was found between boys and girls.

The prevalence of smoking prior to pregnancy among women who had been pregnant in the last 5 years was 16.1%, and 32.8% of those who did smoke quit before the pregnancy reached term.

Approximately one-half of California smokers made an attempt to quit in the 12 months before the survey. The rate of quit attempts was higher among Black smokers of both sexes and among Hispanic males. However, California smokers were unable to translate their high rate of cessation attempts into successful cessation. Only 11.3% of those who were smokers one year ago were nonsmokers at the time of the survey. This high rate of failed cessation attempts is most evident for Black males where 60.2% of those who were smoking one year ago attempted to quit, but only 4% were current nonsmokers.

The status and effectiveness of several of the components of the tobacco control campaign were assessed. Among adolescents, 72.6% reported receiving at least one class in school directed at tobacco education.

Among nonsmoking Californians who work indoors, 31.3% reported recent exposure to environmental tobacco smoke at work, but this exposure was substantially lower among the 38.7% of indoor workers who work where there was at least a ban on smoking in the immediate work area. Exposure was further reduced for those workers who work in jurisdictions that have strong ordinances to limit smoking in the workplace. Those who worked in worksites that ban smoking in the work area are less likely to be cigarette smokers, and male smokers who worked where there was a ban on smoking in the work area were more likely to be successful when they attempted to quit. Social pressure not to smoke, as manifest by the reluctance of smokers to smoke when they were the only smoker, was associated with an increased frequency of quit attempts by smokers, particularly female smokers.

Tobacco advertising, particularly the Camel cigarette advertising campaign using cartoon characters, was differentially recognized by younger adolescents. The recognition of cigarette brand advertising was closely related to the brand of cigarettes purchased by adolescent smokers, suggesting that tobacco advertising may promote smoking initiation among adolescents.

Over 60% of adults and two-thirds of adolescents reported exposure to some anti-smoking media message in the 7 days prior to their survey interview. Those who reported exposure to the television spots funded by the tobacco tax revenues were more likely to support anti-tobacco education in schools.

Adolescents reported that tobacco products were readily available, even among those aged 12-14. Small stores were the most common site of purchase of cigarettes for adolescents of all ages, but there was a suggestion that purchases from vending machines were relatively more common among younger adolescents than among older adolescents.

Only 40.4% of those smokers who saw a physician in the last year were advised to quit on the last visit. Advice to quit on the last visit appeared to be associated with both an increased interest in quitting and an increased number of quit attempts.

There was widespread support for taxation of tobacco products. The support for increasing the tax was lower among smokers, but Hispanic smokers were more supportive of increasing the tax than were California smokers as a whole. Black and Hispanic smokers were more strongly supportive of efforts to ban advertising and promotion of tobacco products as well as to restrict access of children to tobacco products. This picture is consistent with a substantial level of concern in the Black and Hispanic communities about the targeting of their communities by the tobacco advertisers.

Introduction and Description of the Survey

In November 1988, California voters approved an increase of 25 cents per pack of cigarettes in the tobacco excise tax, a part of which was designated to support a comprehensive campaign to lower smoking prevalence among Californians of all ages. As an early component of this effort, a survey of smoking behavior and attitudes was conducted by the University of California, San Diego and Westat Corporation under contracts with the California Department of Health Services and the County of Los Angeles. This report, which includes data on the combined samples of the surveys funded through both contracts, is intended for use by individuals and groups who are designing and implementing tobacco control programs.

The data presented in this report were collected between June 1990 and February 1991 under the contract with the California Department of Health Services and from February 1991 to July 1991 under the contract with the County of Los Angeles. Separate samples were drawn to be representative of each of the ten largest Counties in California by population, and the remaining Counties were grouped into eight Regions with separate samples drawn for each Region. From each of these geographic Regions, clusters of telephone numbers were generated and a Waksberg random digit dial procedure used to contact the household. A short 5 minute survey was completed with an adult member of the household which included full household composition with sociodemographics and smoking status on each member of the household. Members of the household were scheduled for an extended tobacco interview in the following manner:

- 1) Any adult (over 18 years) who was reported to have smoked within the last 5 years was automatically scheduled.
- 2) Twenty-eight percent of all other adults were scheduled.
- 3) All youth aged between 12 and 17 years were scheduled.
- 4) Any adult woman who was reported to have been pregnant within the past 5 years was included in a pregnancy module of the adult questionnaire.

Statewide estimates were obtained by combining the weighted data for all the Regions. All estimates were weighted using 1991 Current Population Survey data and the 1990 Census of Population and Housing.

The data are presented as a discussion of smoking patterns for California, followed by an appendix containing tables that present the survey results by major demographic characteristics. Two separate estimates of smoking prevalence are presented in this report. The first is derived from the screening questionnaire, in which the smoking status for all household members was reported by the individual who answered the telephone. The larger number of individuals for whom proxy data were available allows more precise estimates of smoking prevalence at the County and Region levels. The second estimate of prevalence was obtained using only those interviews in which the individual reported on his or her own smoking behavior. These self-

reported data allow more complete examination of the current and past smoking behavior of the individual. Most tables in this report are restricted to data obtained from interviews of individuals who reported their own smoking behavior. Some tables are limited to the responses of smokers, ever smokers, adolescents, women who have been pregnant within the last 5 years, or other subgroups. The sample sizes are included in these tables.

	State Sample	Los Angeles Minority Supplement
Screener Households	32,125	25,111
Adult Survey	24,296	2,519 (Asians Only)
Teen Survey	5,040	2,727 (All Minorities)
Pregnancy Survey	5,115	227 (Asians Only)

Table I

Interviews (see Table I) were conducted by telephone, and data on smoking prevalence were collected for 118,448 adults. Detailed telephone interviews on smoking behavior and attitudes were completed by 26,815 adults and 7,767 adolescents. A detailed interview on smoking behavior in relation to their last pregnancy was conducted with 5,342 women who had been pregnant within the last 5 years. The interviews were conducted in either English or Spanish.

Racial and ethnic data are presented in two formats. The first conforms to that used by the US census and defines mutually exclusive racial groups of Whites, Blacks, Asians and Pacific Islanders, and others. Since several racial groups in this format include individuals of Hispanic ethnicity, we have presented ethnic data independent of racial category and defined the population as either of Hispanic or non-Hispanic origin. The second format combines racial and ethnic categories and classifies individuals as non-Hispanic Whites, Hispanics, Blacks or Asians and Pacific Islanders. The Hispanic classification also includes the subclassifications of Hispanics of Mexican origin and other Hispanics.

There is some concern about the validity of one person reporting smoking status for another. In this survey the adults who responded to the screener questionnaire correctly classified 96% of all those members of the household who indicated that they were daily smokers. This level of accuracy enables the larger sample sizes from the screener survey to be used to estimate smoking prevalence. This extra precision is important to provide estimates of smoking behavior among subgroups (such as Regions) that can be compared over time.

The sample was designed to be representative of the State as a whole, with subsamples representative of the ten largest Counties and of the eight Regions formed from the remaining Counties on the basis of geographic and demographic similarities. The data are presented for the State as a whole, as well as for each of the 18 Counties and Regions.

Table II lists the 18 Regions for which separate samples were drawn, and Figure 1 shows the Regions used superimposed on a map of all the Counties of California.

Counties Included in Each Region

Region 1	Los Angeles
Region 2	San Diego
Region 3	Orange
Region 4	Santa Clara
Region 5	San Bernardino
Region 6	Alameda
Region 7	Riverside
Region 8	Sacramento
Region 9	Contra Costa
Region 10	San Francisco
Region 11	San Mateo, Solano
Region 12	Marin, Napa, Sonoma
Region 13	Butte, Colusa, Del Norte, Glenn, Humbolt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo
Region 14	San Luis Obispo, Santa Barbara, Ventura
Region 15	Alpine, Amador, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba
Region 16	Monterey, San Benito, Santa Cruz
Region 17	Fresno, Madera, Merced, Stanislaus
Region 18	Imperial, Inyo, Kern, Kings, Mono, Tulare

Table II

California Tobacco Survey Regions

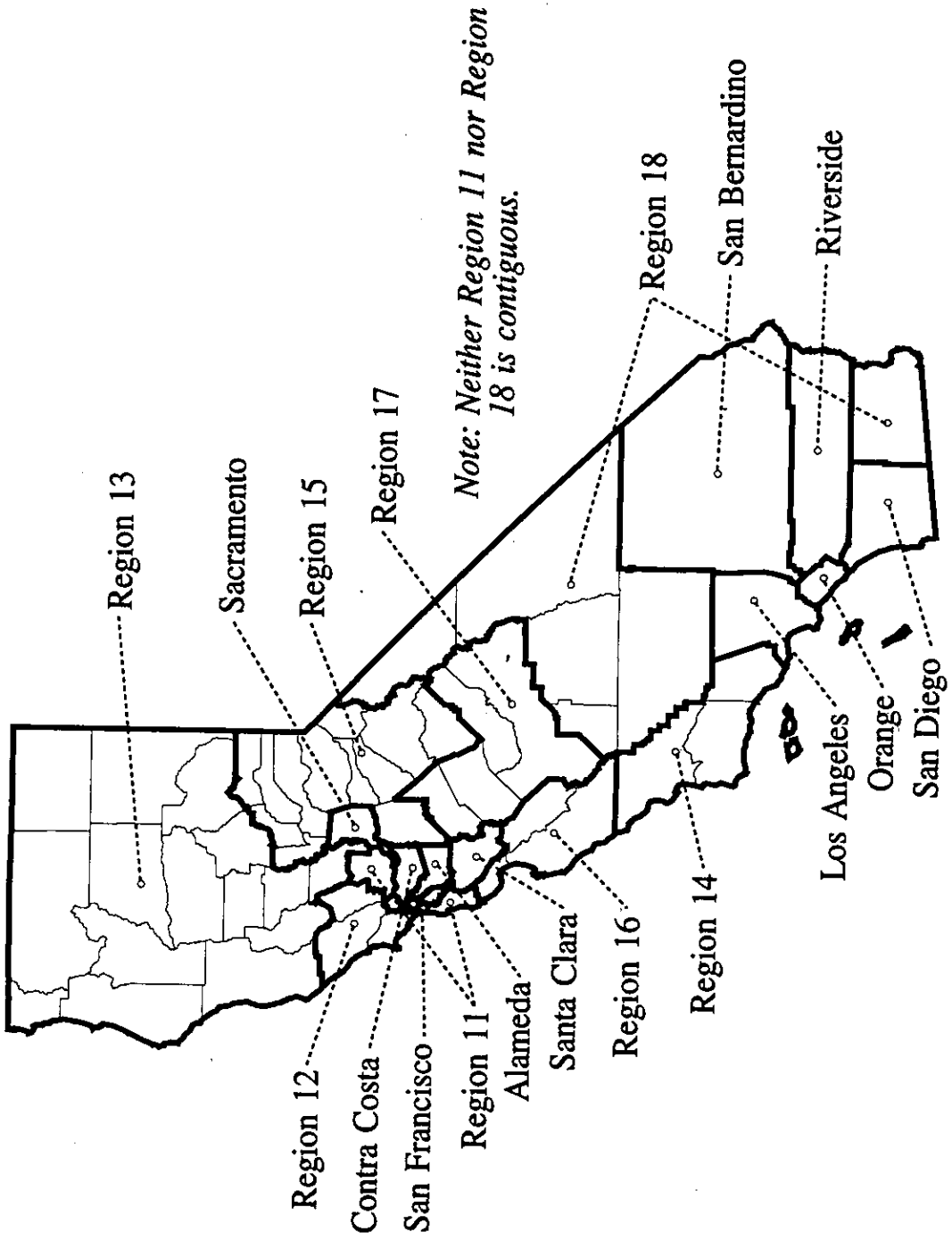


Figure 1

Current Tobacco Use Among Adults in California

In 1990-91, only 22.2% of Californians age 18 and older were current cigarette smokers, in contrast to a predicted 27.3% of the total US population. This translates into 4.78 million adult Californians who smoke cigarettes.

Considerable differences were found in smoking prevalence among Californians of different ethnic and racial backgrounds (see Figure 2). Black Californians were more likely to be current smokers than are White or Asian and Pacific Islander Californians. Observed smoking prevalence was higher among men than among women in each group; with the greatest differences among Hispanic and Asian and Pacific Islander (PI) Californians (see Appendix Tables 1 and 2).

Prevalence of Current Cigarette Smoking Among Males and Females

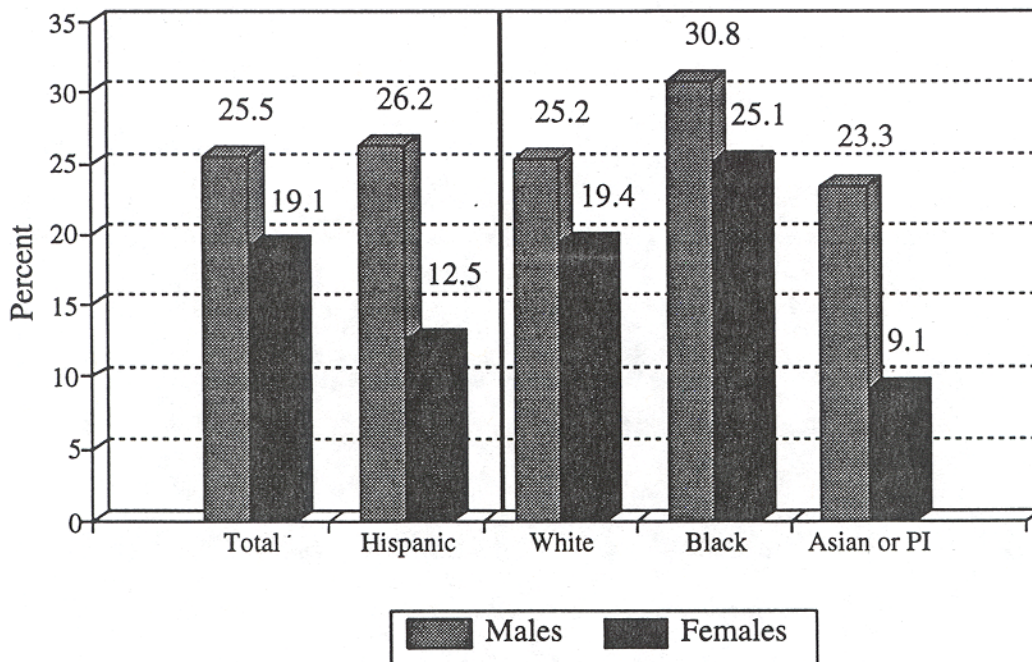


Figure 2

The relationship between smoking prevalence and chronological age is complex and is determined both by the increased likelihood that smokers will quit as they age and by the environmental influences promoting smoking that existed during their adolescence and young adulthood.

Individuals born in the early part of this century, particularly White males born between 1910 and 1930, became cigarette smokers in large numbers (up to 80% in some groups). Individuals born more recently were much less likely to ever have been cigarette smokers. Even in the face of this much higher rate of taking up smoking earlier in life, the current prevalence of smoking among those over the age of 65 was almost 50% lower than that for younger ages. This lower prevalence at older ages reflects the cessation of smoking with age, the virtual absence of new initiation of smoking after the age of 25, and the higher mortality among cigarette smokers at these older ages. The percentages of men and women of different age groups who were current or former smokers are presented in Figure 3, and the low rate of current smoking among those over the age 65 is evident. However, it is equally evident that men over age 45 were much more likely to have been smokers at some point in their lives than were younger men, and that the lower prevalence of current smoking was the result of men over the age of 65 having quit. A similar pattern of increased cessation with age was present for women, but the fraction of women who had ever been smokers was somewhat lower (see Appendix Tables 3 and 4).

One strong predictor of current smoking status was the number of years of formal education completed (see Figure 4). Smoking prevalence fell from 25.9% in those with less than a high school education to 12.7% in those who had completed college. In contrast with age, however, the difference in prevalence of smoking with education was composed of both a lower rate of ever having been a smoker and a higher rate of cessation among those with greater educational attainment (see Appendix Table 3).

This decline in smoking with increased educational level must be due to phenomena that occurred before the age of 25, since the initiation of regular smoking occurred only rarely after that age. Environmental influences during adolescence, including primary and secondary education, are the factors that most affect both the likelihood of becoming a smoker and the likelihood of achieving a higher level of education. Adolescents who are successful scholastically and athletically are more likely to go to college and less likely to smoke.

Smoking prevalence was assessed for the ten largest Counties in California and for eight Regions comprised of the remaining Counties grouped by geographic and demographic similarities. Smoking prevalence varied considerably among the Counties and Regions ranging from 18.9% to 26.6% (see Table III and Figure 5). In general, smoking prevalence was lower in the more affluent and urbanized Counties than in the more rural and less affluent Counties. This difference in prevalence of smoking among the different Counties and Regions is statistically significant and probably reflects the sociodemographic differences among the Counties as well as differences in environmental influences that promote cessation and inhibit initiation. These estimates, specific to each County or Region, establish the starting points for changes in smoking behavior in each of these areas by the tobacco control efforts funded through the tobacco excise tax.

Male and Female Current/Former Smokers

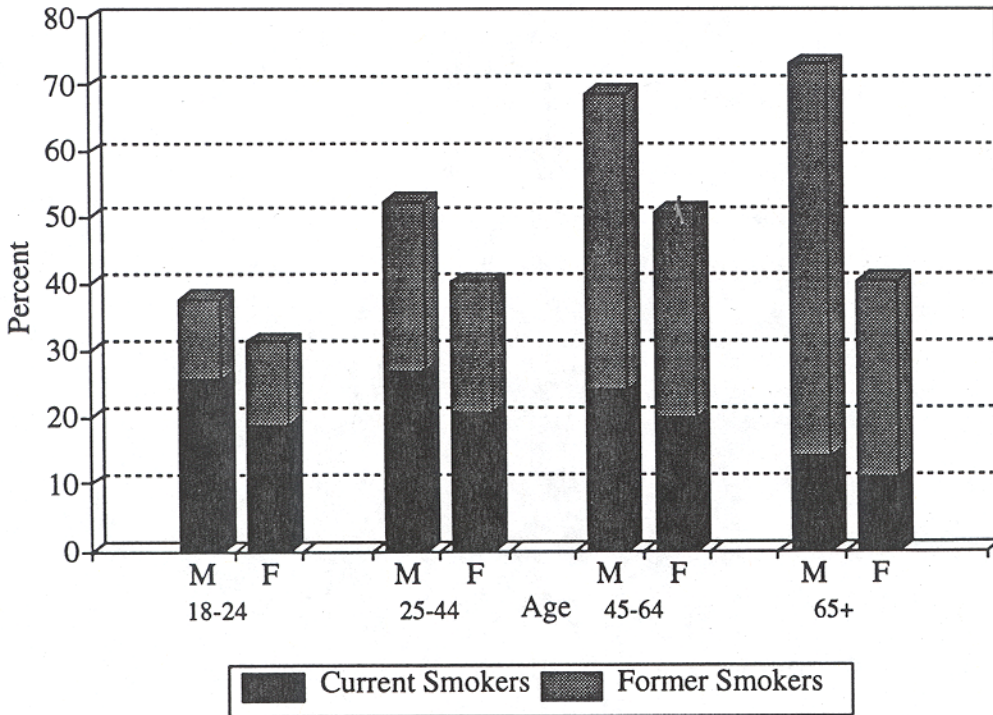


Figure 3

Smoking Status of Those with Different Years of Education

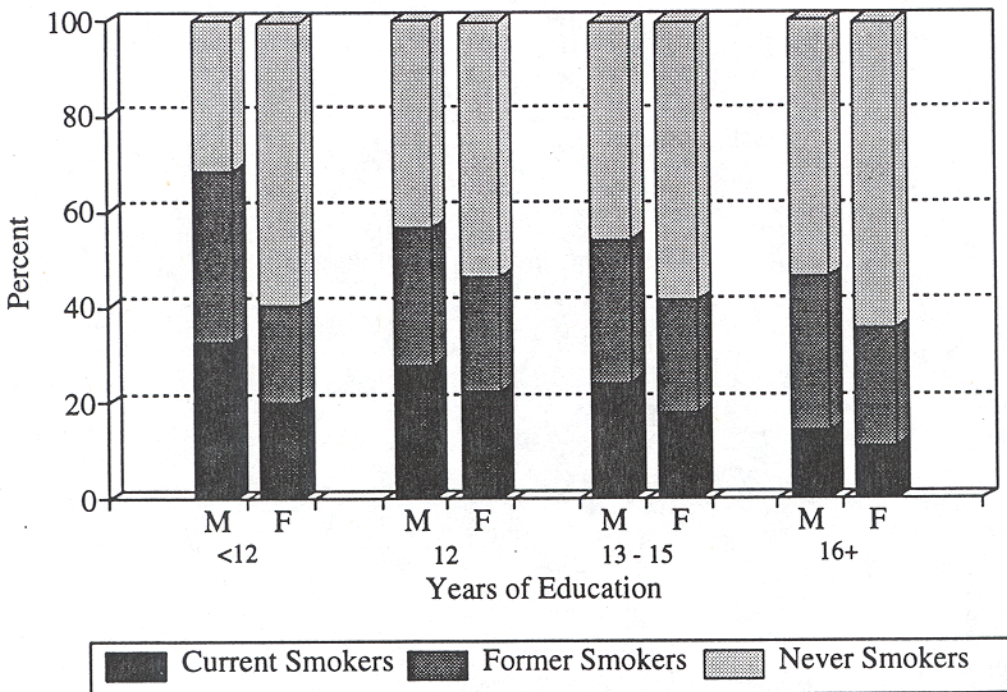


Figure 4

Adult Prevalence of Smoking

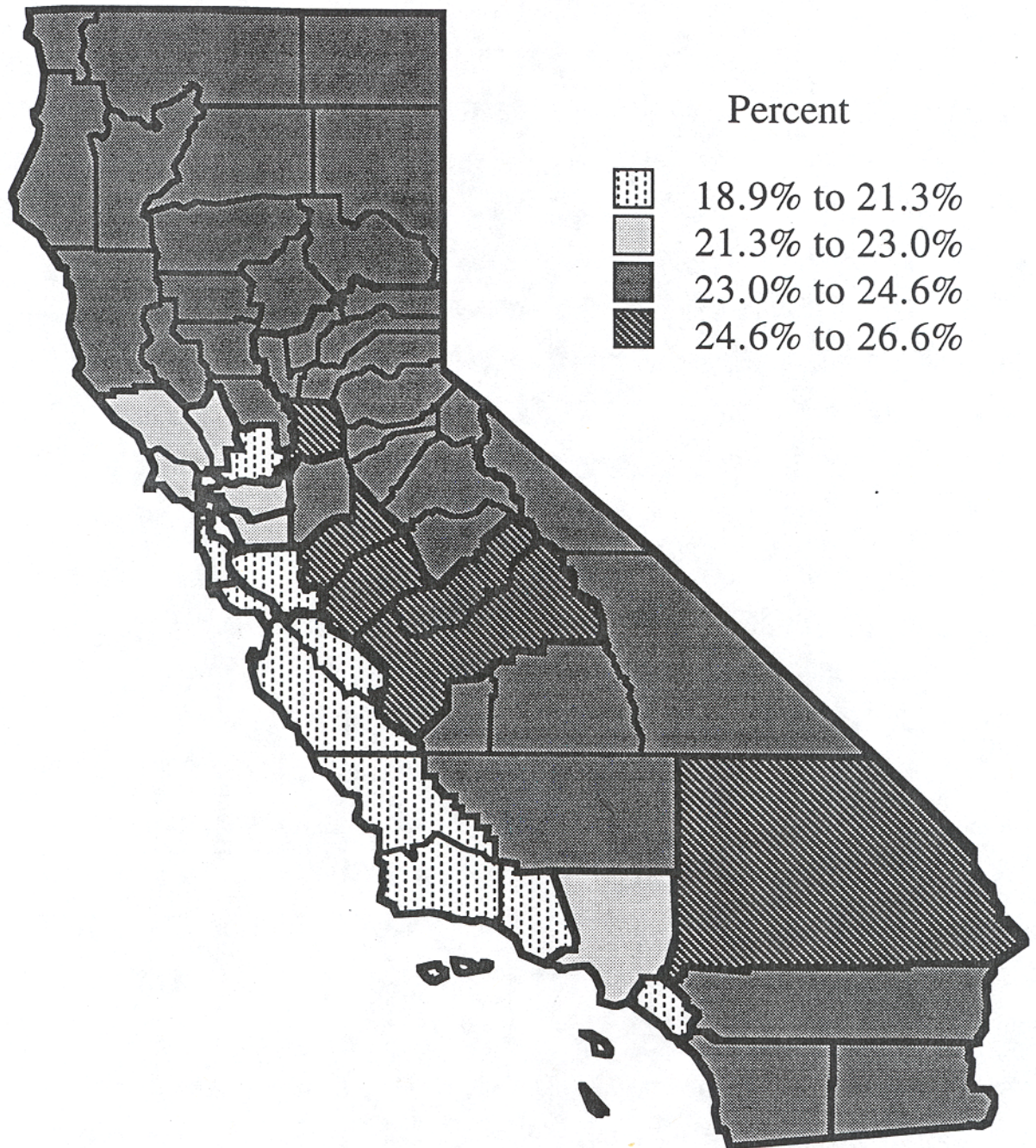


Figure 5

Adult Prevalence of Smoking for the Counties and Regions

Region	Total	C.I.	Male	C.I.	Female	C.I.
Los Angeles	21.8	±1.47	26.6	±1.61	17.3	±1.66
San Diego	23.1	±2.22	25.9	±2.93	20.3	±2.47
Orange	19.3	±2.12	22.8	±2.89	16.1	±2.24
Santa Clara	19.7	±2.27	21.4	±2.71	18.1	±2.54
San Bernardino	26.6	±1.66	29.7	±2.51	23.6	±1.99
Alameda	22.9	±2.37	26.1	±3.30	20.1	±2.30
Riverside	23.9	±1.75	27.8	±2.54	20.5	±1.81
Sacramento	25.2	±1.99	27.1	±2.73	23.5	±2.62
Contra Costa	22.0	±1.61	25.1	±2.42	19.1	±2.01
San Francisco	22.0	±2.41	25.5	±3.60	18.4	±2.47
San Mateo, Solano	20.9	±1.45	22.7	±2.15	19.4	±2.00
Marin, Napa, Sonoma	21.7	±1.96	24.2	±2.85	19.3	±2.42
Butte, Colusa, Del Norte, Glenn, Humbolt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	23.6	±1.56	25.4	±2.18	21.9	±2.06
San Luis Obispo, Santa Barbara, Ventura	18.9	±1.76	20.2	±2.33	17.7	±1.87
Alpine, Amador, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	24.1	±2.42	26.4	±2.34	21.9	±3.51
Monterey, San Benito, Santa Cruz	19.0	±1.96	20.0	±2.69	17.9	±2.52
Fresno, Madera, Merced, Stanislaus	25.1	±2.47	29.3	±3.46	21.2	±2.61
Imperial, Inyo, Kern, Kings, Mono, Tulare	23.9	±2.06	26.9	±2.94	21.0	±2.58

Table III

Prevalence of Other Forms of Tobacco Use by Males

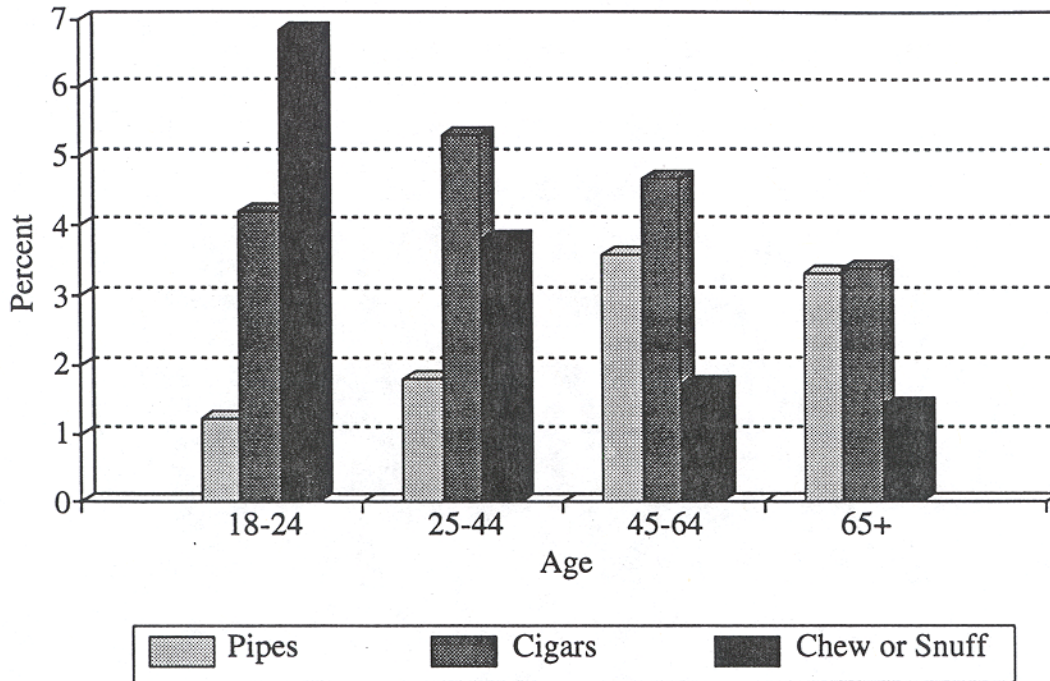


Figure 6

In California, the use of tobacco products other than cigarettes was largely confined to males, and the pattern of use varied with age (see Figure 6). Pipe use was more common among older men, while cigar smoking was more evenly distributed across all age groups. The most dramatic differences with age were evident for the use of snuff and chewing tobacco. The heaviest use was in the youngest age group (18-24 years old), and use was almost nonexistent among those over the age of 45 years. This pattern of smokeless tobacco use (preferential use by younger males) probably reflects the reintroduction of these products during the last 15 years through an advertising and promotional campaign directed at young men. There is little evidence to suggest that older male Californians ever used these forms of tobacco in large numbers. The use of smokeless tobacco was largely confined to non-Hispanic White males in the population, with only 0.9-1.0% of Hispanic males, 1.2% of Black males, and 0.8-0.9% of Asian and Pacific Islander males having used these products. The prevalence of smokeless tobacco use varied widely among the Counties and Regions: Smokeless tobacco use by adult males varied from 0.5% in Los Angeles to 6.1% in the northernmost Counties in the State (see Figure 7 and Appendix Table 7).

Adult Male Other Tobacco Use (Snuff and/or Chewing Tobacco)

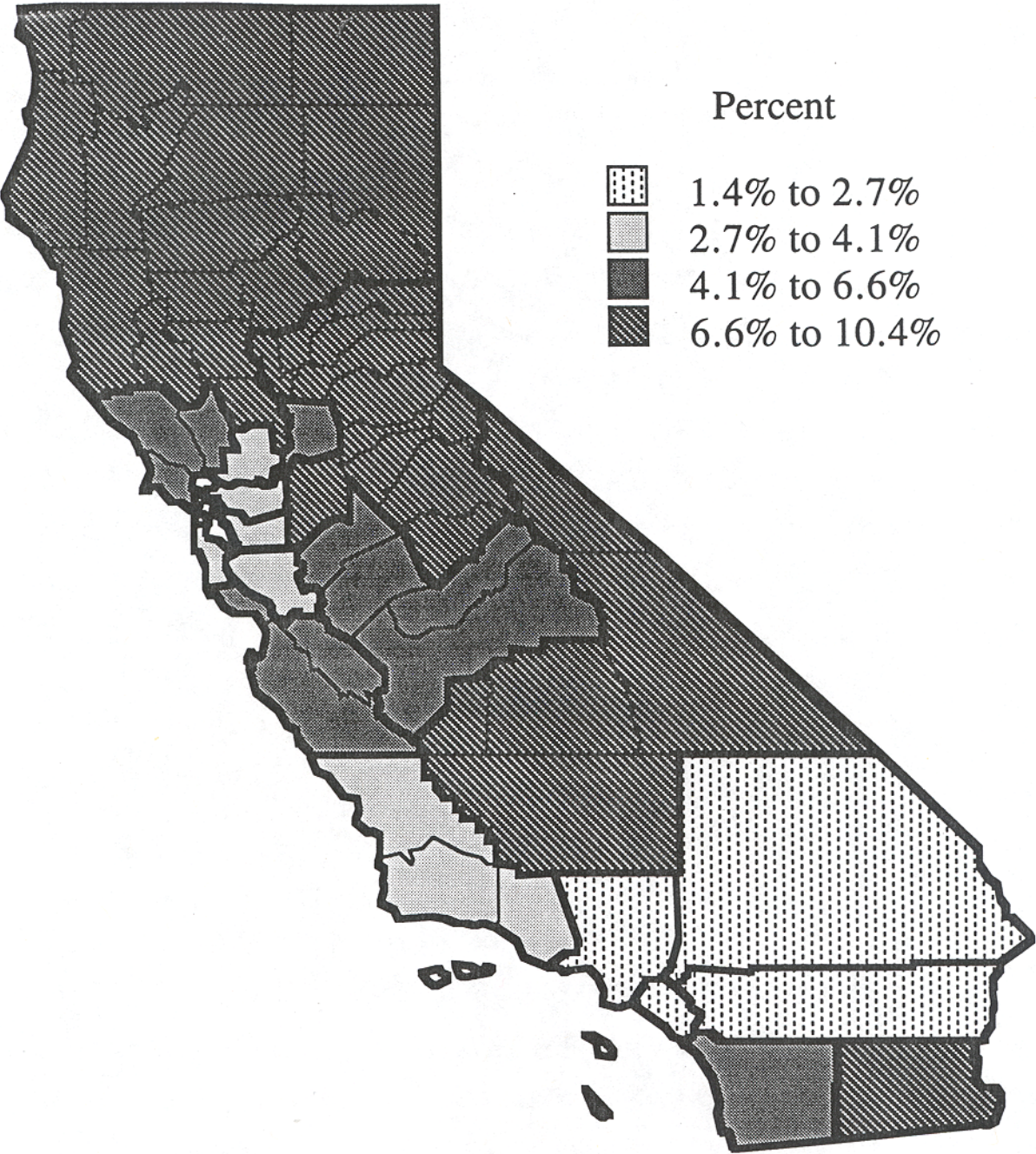


Figure 7

Current Tobacco Use Among Adolescents

For this report, current cigarette smoking by adolescents was defined as any use of cigarettes within the last 30 days. This definition was used because of the more irregular pattern of cigarette use among adolescents who call themselves cigarette smokers; it conforms to the definition of adolescent cigarette smoking used by most national surveys. In California in 1990-91, the overall prevalence of cigarette smoking among adolescents aged 12-17 years was 9.3%, with only a slightly higher rate for boys (9.7%) than for girls (8.9%). As would be expected, the prevalence of cigarette use climbed steadily with age (see Figure 8) reaching a prevalence of 17.4% among those adolescents aged 16-17 (see Appendix Table 16).

Prevalence of Tobacco Use Among Adolescents

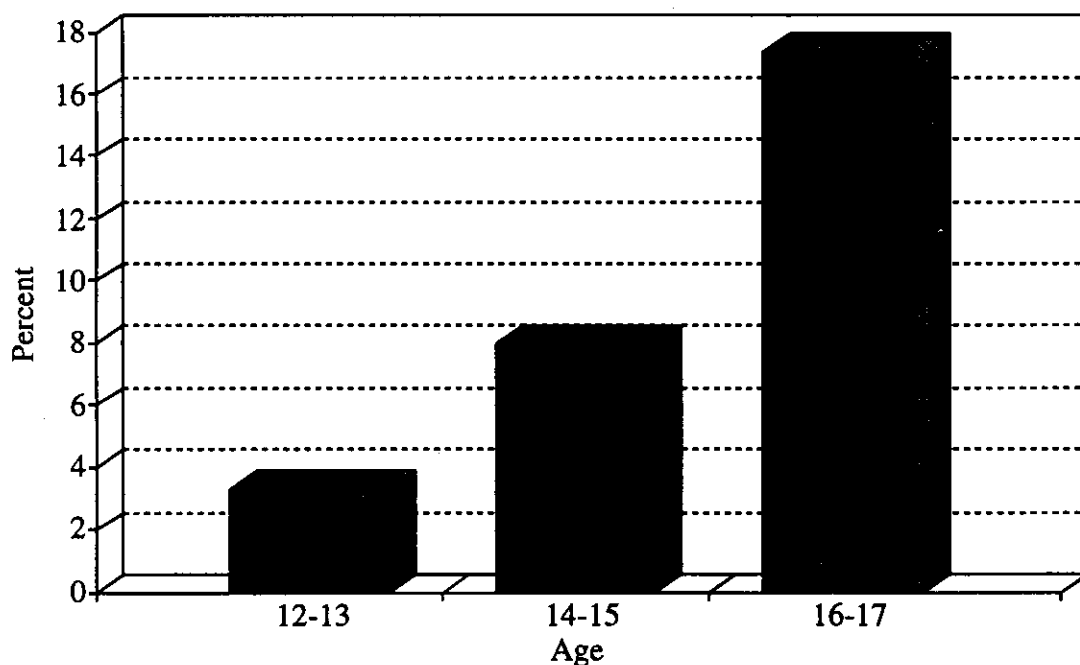


Figure 8

The initiation of cigarette use is not uniform across all subgroups. Although the prevalence of cigarette use among Hispanic and non-Hispanic adolescents was similar, the rates for Black and Asian and Pacific Islander adolescents were approximately one-half of those of White adolescents (see Figure 9).

School performance has one of the most powerful correlations with adolescent cigarette smoking. Almost a threefold difference was seen in the prevalence of cigarette smoking between those adolescents who described their school performance as average or below average and those who described their performance as much better than average (see Figure 10). Clearly, poor school performance and, specifically, adolescents' perception of their own poor school performance define a group at very high risk for taking up smoking.

Smoking prevalence among adolescents appeared to vary by geographic Region within the State of California (see Figure 11), and the geographic pattern of adolescent tobacco use may be different from the geographic pattern of adult smoking prevalence (see Figure 5).

The fraction of the adolescent population that had tried smokeless tobacco was actually higher than the prevalence of cigarette smoking in the last 30 days: 15.2% of male adolescents had tried smokeless tobacco. The rates increased with age for adolescent males from 4.4% of those aged 12-13 years to 13.6% for those aged 14-15 years and 28.2% for the 16- to 17-years old males. Rates were almost twice as high among non-Hispanic (18%) as compared to Hispanic male adolescents (9.9%), and rates among Black (7.7%) and Asian and Pacific Islander (5.4%) male adolescents were even lower (see Appendix Table 17).

In marked contrast to the decline in cigarette smoking noted with school performance, very little difference was found in the fraction of adolescent males who have tried smokeless tobacco between those who reported average or below average school performance (15%) and those who reported much better than average school performance (12.4%).

The fraction of male adolescents who regularly use smokeless tobacco was much lower than the fraction of those that have tried this form of tobacco; however, the very high penetration of this form of tobacco into the adolescent male population is of great concern because it suggests that the use of smokeless tobacco found among young adult males may continue to increase. Clearly, the marketing of smokeless tobacco products to adolescent males has been highly successful in convincing even the youngest adolescents to at least experiment with the use of these products, and this experimentation is taking place even among those adolescents who have traditionally not taken up smoking cigarettes, e.g., those with better than average school performance.

Prevalence of Smoking Among Adolescents From Different Racial and Ethnic Groups

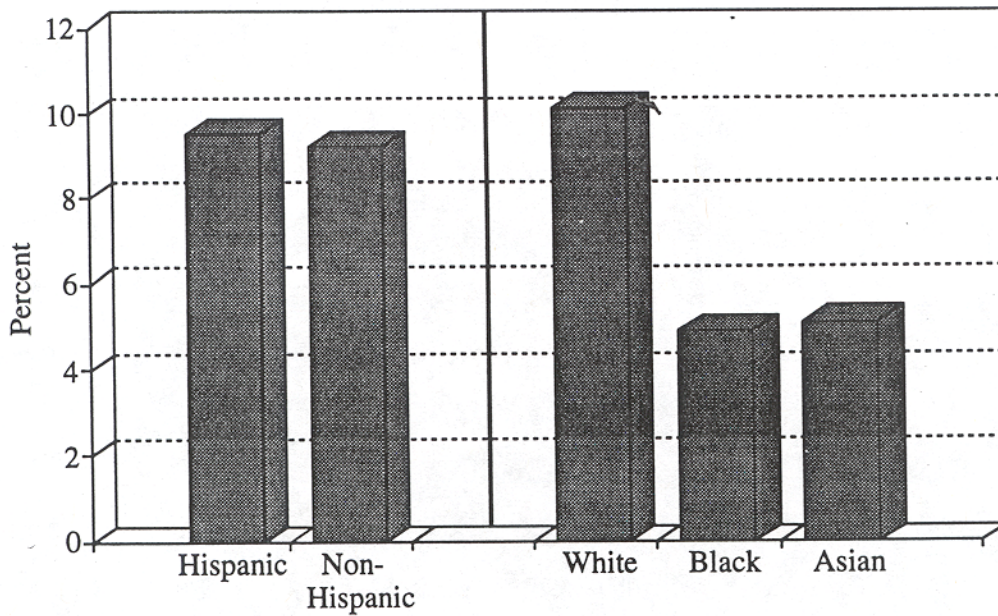


Figure 9

Smoking Status of Teens by Perceived School Performance

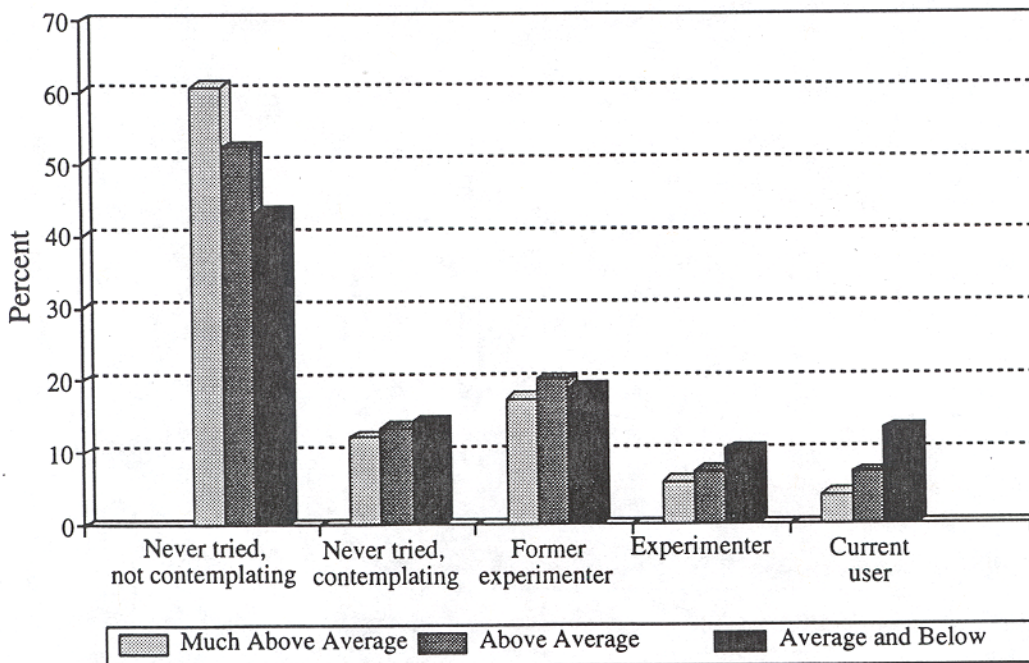


Figure 10

Adolescent Prevalence of Smoking

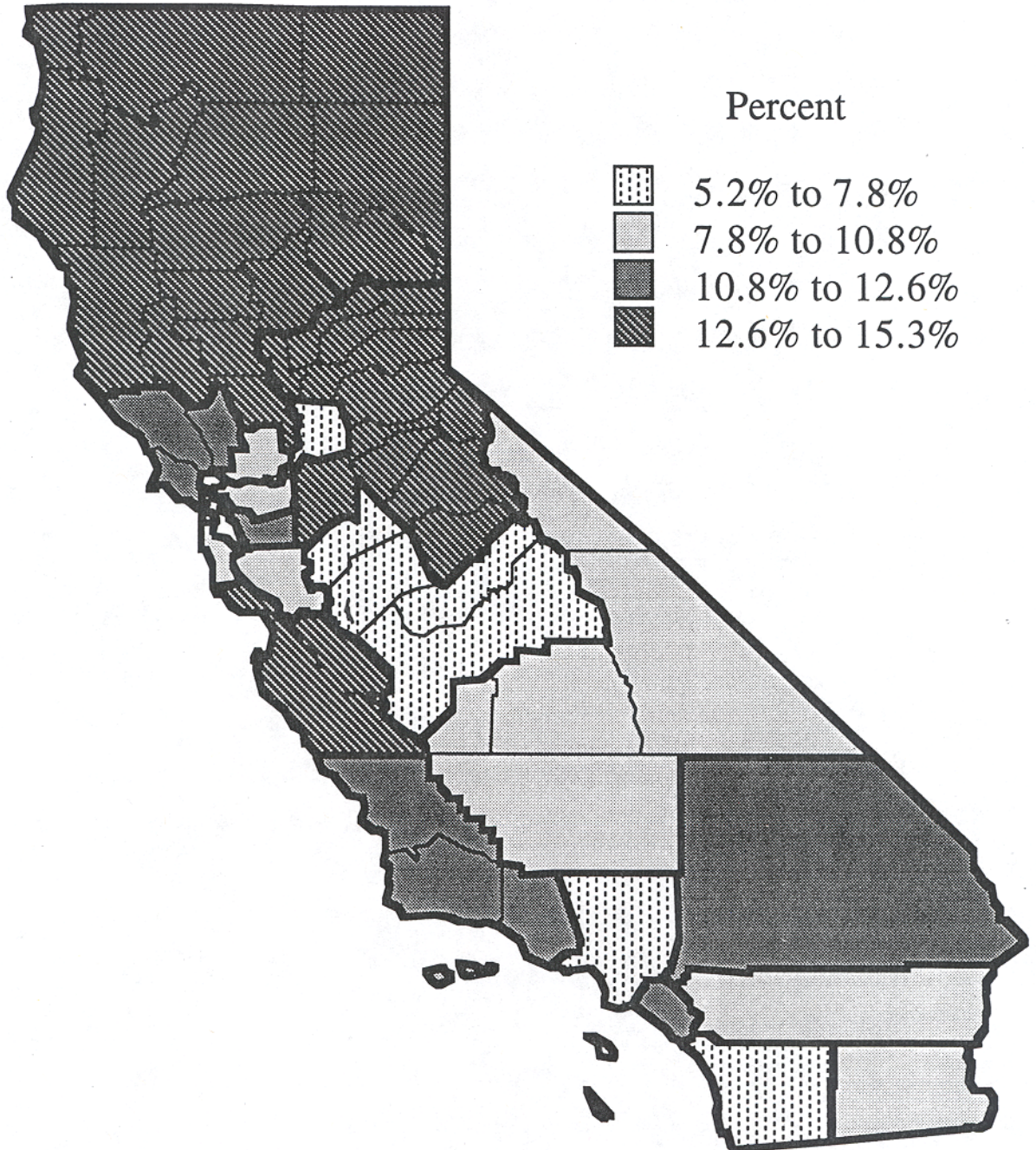
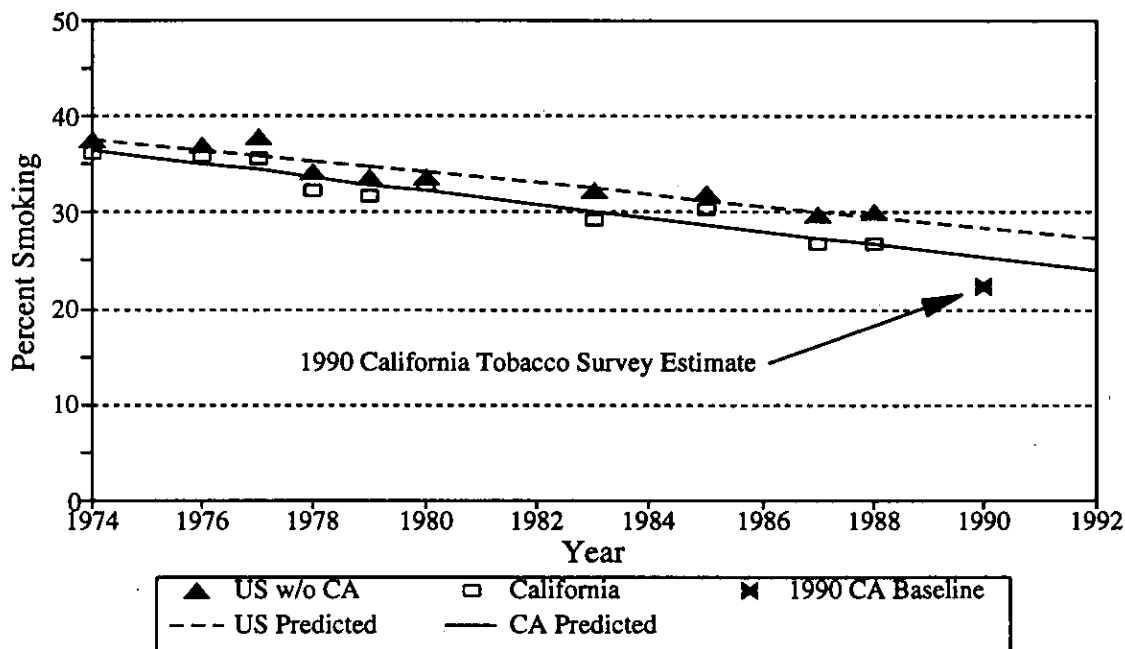


Figure 11

Trends in Tobacco Use Before and After Proposition 99

The prevalence of smoking found in the current survey can be compared to national estimates of smoking and to the change in smoking prevalence in California over the years preceding the 1989 increase in the tobacco excise tax. Figure 12 shows smoking prevalence in California from 1974 to the time of the current survey (1990-91) using a series of estimates derived from multiple National Health Interview Surveys (NHIS). The individual survey estimates for California and

Adult Smoking Prevalence: California and US Without California

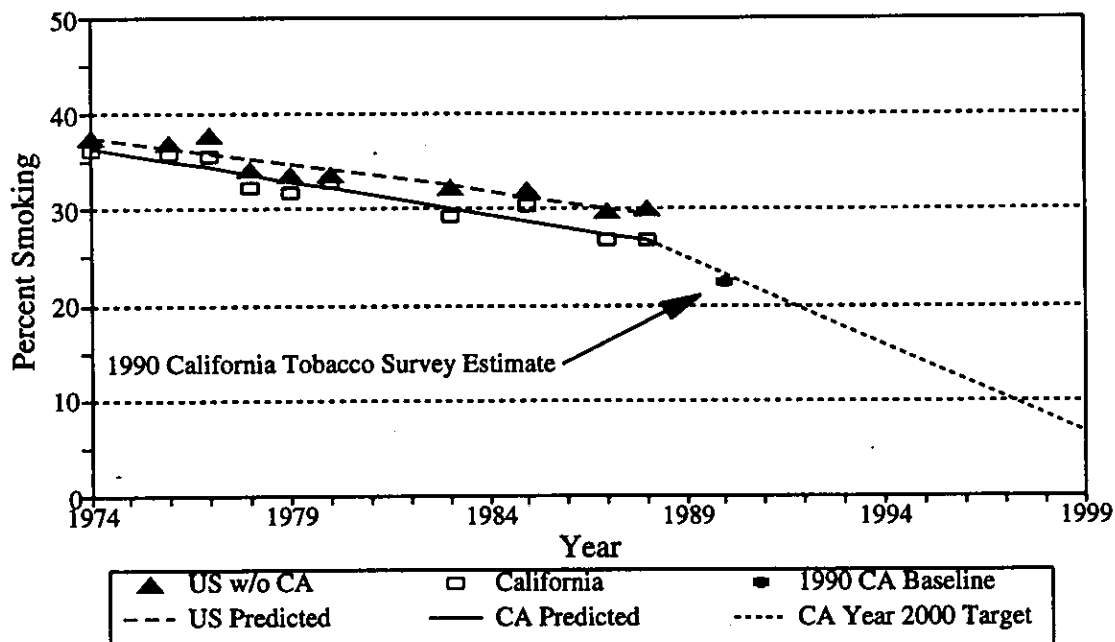


Source: NHIS 1974-1988
1990 California Tobacco Survey

Figure 12

for the rest of the United States are plotted on the graph: They are consistent with a linear decline in smoking prevalence. The average annual rate of decline in prevalence from 1974 to 1987 is greater for California than for the rest of the Nation. Smoking prevalence in California after the excise tax increase was lower than would have been expected on the basis of the preexisting trends. The smoking prevalence for the year before the tax increase (1987) was 26.8%, and the 1990 estimate according to this survey was 22.2%, a 17% decline in the last 3 years. Thus, the difference between the current prevalence of smoking in California and that of the rest of the Nation resulted from the combination of a more rapid decline in prevalence among Californians preceding the tax increase and a steep decline in prevalence that coincided with the increase and implementation of the tobacco control effort.

Adult Smoking Prevalence: California and US Without California

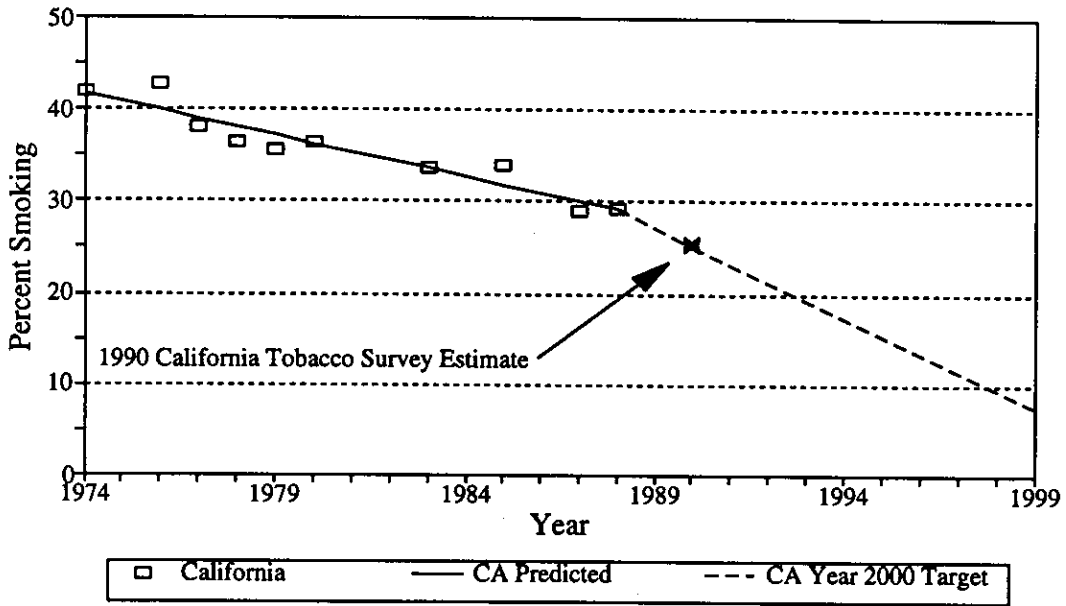


Source: NHIS 1974-1988
1990 California Tobacco Survey

Figure 13

The California legislature has established a target of 75% reduction in the prevalence of smoking among adults in California by the Year 1999. Figure 13, Figure 14 and Figure 15 present the smoking prevalence measured from this survey compared to the estimated prevalence in California for the year 1988 in relation to a line that connects the estimated 1988 prevalence to the defined target for the year 1999. By tracking smoking prevalence in relation to this line, we can determine whether the tobacco control campaign in California is on schedule to achieve the targets set by the legislature. The data for the total adult population (see Figure 13) and for adult males (see Figure 14) and adult females (see Figure 15) are presented in these figures and demonstrate that the campaign is currently on track to achieve the 1999 goals if the current rates of decline in smoking behavior can be sustained. Similar graphs that track the progress toward the 1999 goals for several of the target populations of the tobacco control campaign are presented later in this report in the sections that discuss those target populations.

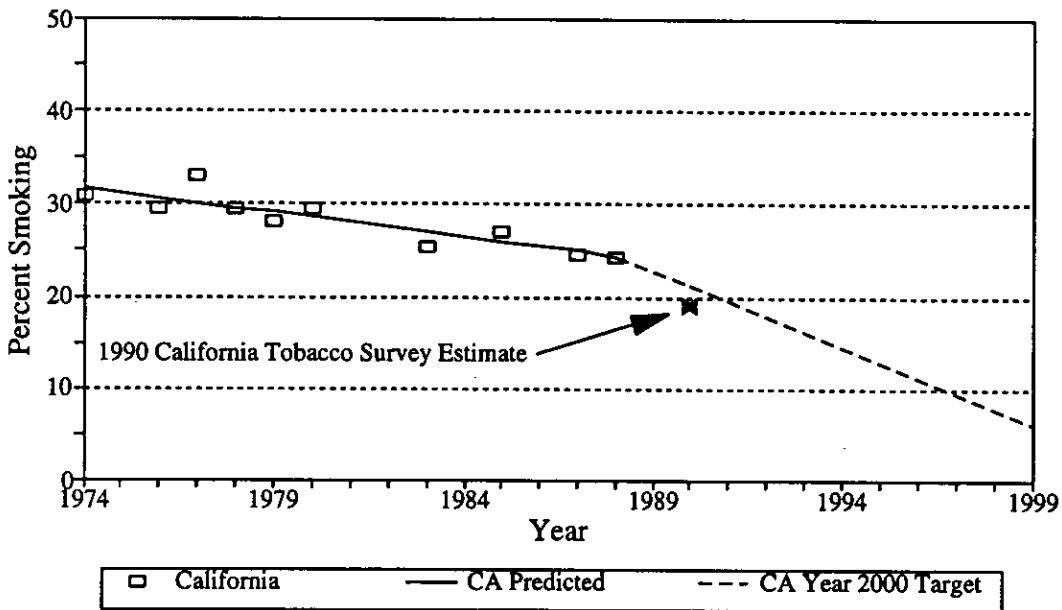
Smoking Prevalence of California Males Aged 20+ Years



Source: NHIS 1974-1988
1990 California Tobacco Survey

Figure 14

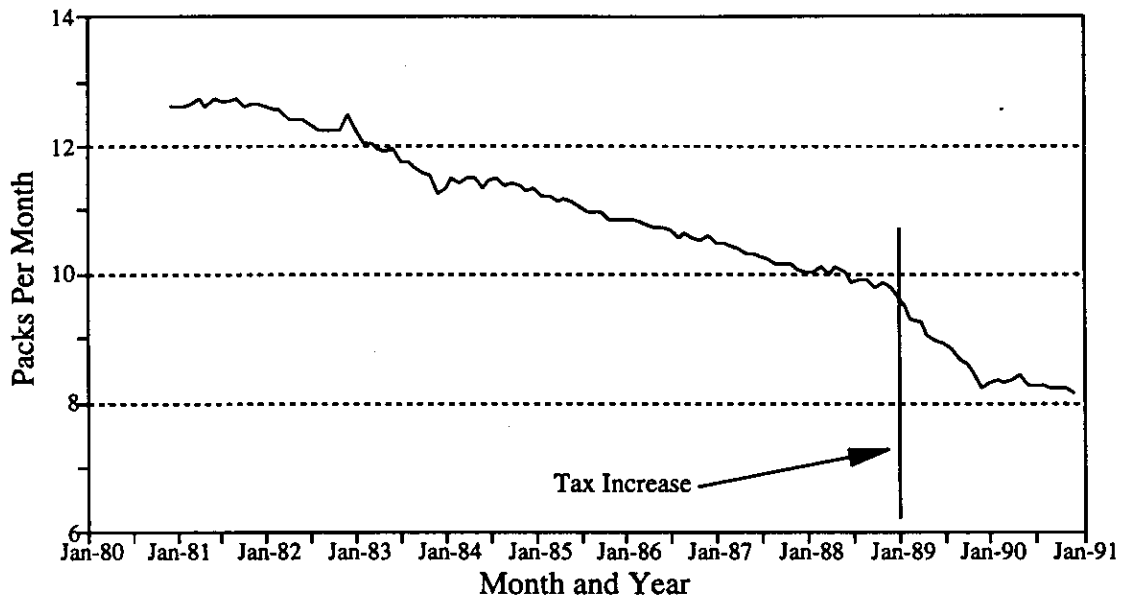
Smoking Prevalence of California Females Aged 20+ Years



Source: NHIS 1974-1988
1990 California Tobacco Survey

Figure 15

Per Capita Consumption of Cigarettes in California from 1980 Through 1990



Data Courtesy of Teh-wei Hu, Ph.D.
University of California, Berkeley

— 12-month average

Figure 16

A similar picture is seen when the data on cigarette sales are examined. Figure 16 shows the per capita consumption of cigarettes in California from January 1980 to December 1990, with a 12-month running average of the data to eliminate seasonal variability. Per capita consumption is the total number of cigarettes sold divided by the total population over the age of 18 years and adjusts for differences in population size. A sharp acceleration in the rate of decline in tobacco sales can be observed at the time of the tax increase, again indicating that the passage of Proposition 99 was the pivotal event in accelerating the decline in smoking prevalence in California. This change occurred at the time the tax was increased and before the implementation of the tobacco control effort, suggesting that this initial acceleration in the decline in prevalence received a substantial boost from the one-time increase in the price of cigarettes. The rate of change in smoking prevalence for the latter half of 1990 seems to be much less and may represent a diminishing effect of the price increase with time.

The change in cigarette consumption in California can be contrasted with that of the rest of the United States using per capita consumption data. Figure 17 compares the per capita consumption of cigarettes in California with that of the rest of the United States. The line for California over

California and All Other States Per Capita Consumption of Cigarettes

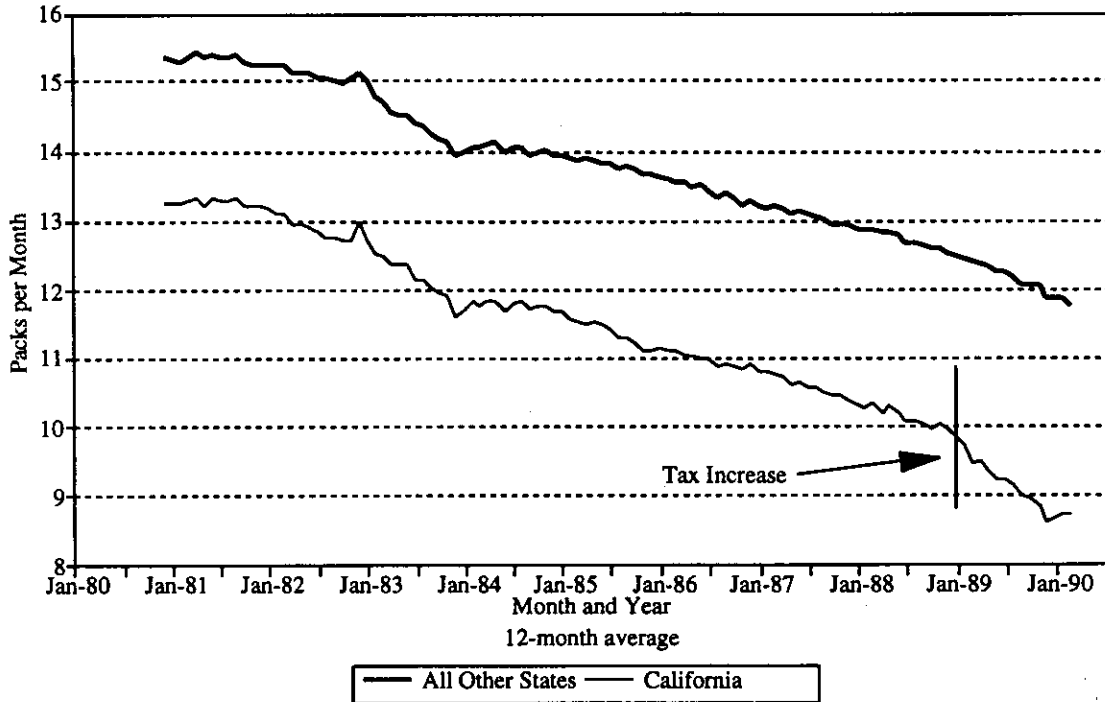


Figure 17

the last decade demonstrates that the cigarette consumption has been both lower in actual consumption and declining more rapidly in California than in the rest of the United States. In addition, the acceleration in the rate of decline in consumption that occurred with the increase in the excise tax in California was not part of a national trend, but rather one specific to California.

Both the change in smoking prevalence and the decline in cigarette sales seem to indicate clearly that the increase in the California tobacco excise tax, the media coverage and controversy that surrounded the passage of the tax increase, and the programs supported by that tax revenue have resulted in a substantial decline in cigarette smoking among Californians.

The tobacco consumption data suggest that the rate of decline may be slowing as the acute impact of the tax fades. A sustained effect from the tobacco control programs funded by the tobacco tax revenues will, therefore, be needed to achieve the legislative goal of a 75% reduction in smoking prevalence by 1999.

Smoking Cessation in California

In order to achieve the goal of a 75% reduction in smoking prevalence by the year 1999, many current smokers will have to quit smoking. Quitting smoking is a dynamic process that includes developing interest in and motivation for quitting, actually making the attempt to quit, overcoming smoking withdrawal, achieving short-term success, and resisting relapse to achieve long-term success. Individual components of the current tobacco control effort are designed to influence different points in the cyclic process of cessation, relapse, and new cessation attempts that mark the progress from smoking to becoming a nonsmoker. In addition, the various target populations for tobacco control efforts may have different interests in cessation and may have different rates of quit attempts and successful long-term cessation.

Readiness to Quit

Current cigarette smokers can be classified as being in one of three stages according to their willingness to consider quitting in the future: precontemplation (not interested in quitting), contemplation (considering quitting) and preparation (considering quitting in the immediate future). The distribution of smokers into these categories defines the interest in cessation for each target population, and motion within this continuum over time defines the effect of the campaign on the willingness of smokers to attempt to quit smoking (see Appendix Tables 12 and 13).

Figure 18 shows that the majority of California smokers were considering quitting smoking within the next 6 months (contemplation and preparation stages). Very little difference was found between male and female current smokers in their readiness to quit. This classification of smokers into different stages of readiness to quit can also be used to better focus the cessation efforts of tobacco control programs. Efforts to motivate smokers to want to quit should be focused on those smokers who are in the precontemplation stage. The remaining smokers (contemplation and action) are already convinced that they should quit and are the appropriate targets for smoking cessation assistance programs.

The readiness to quit smoking varied among different age groups in California. In Figure 19 the percentages of males and females of different ages in California who smoke are represented by the total height of the bars, and each bar is divided into the three stages of interest in quitting. Among males, both the highest prevalence of smoking and the greatest interest in quitting occurred in the 25- to 44-year-old age group. For women, the greatest interest in quitting was found among those aged 25 to 44. The smallest percentages in the contemplation and preparation stages occurred in smokers over the age of 65 for both sexes, suggesting that the bulk of the decline in smoking prevalence observed in this age group has occurred among those who were in the contemplation and action stages earlier in life. It also suggests that messages targeted at older smokers should include strong emphasis on the importance and benefits of cessation for older individuals in order to stimulate more of them to think about quitting.

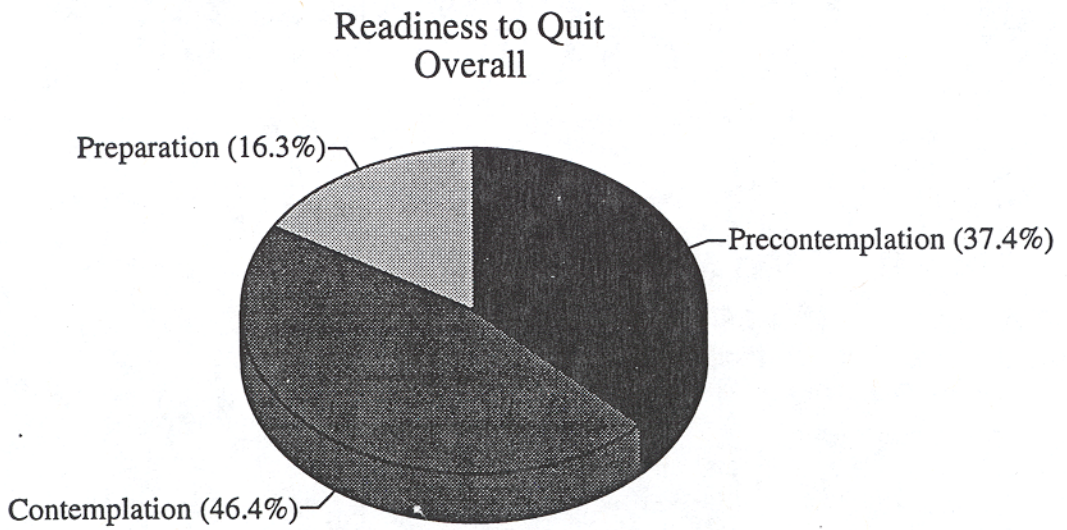


Figure 18

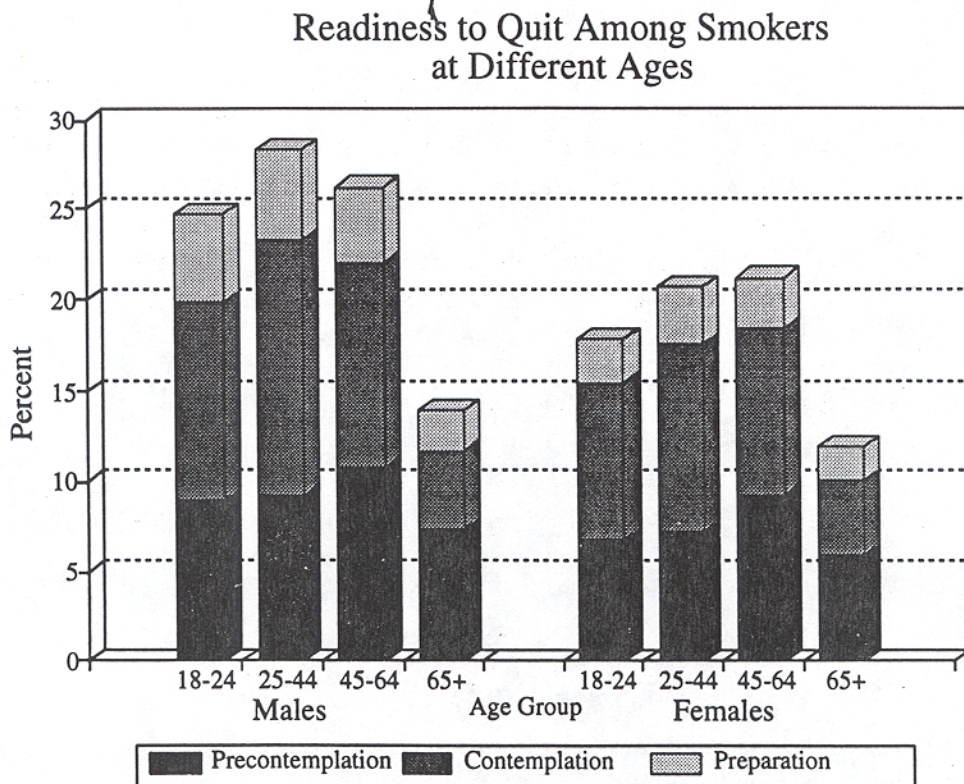


Figure 19

Readiness to quit varies much less with the smoker's educational level. Figure 20 shows the readiness to quit among male and female smokers with different levels of formal education. The readiness to quit was remarkably constant across all levels of education, although women who had a college education had a slightly higher chance of being in the precontemplation stage. The fraction of smokers in the preparation stage was slightly higher for the group with less than a high school education compared to those with a college education. Clearly, a substantial readiness to quit existed among individuals of all levels of educational attainment in California,

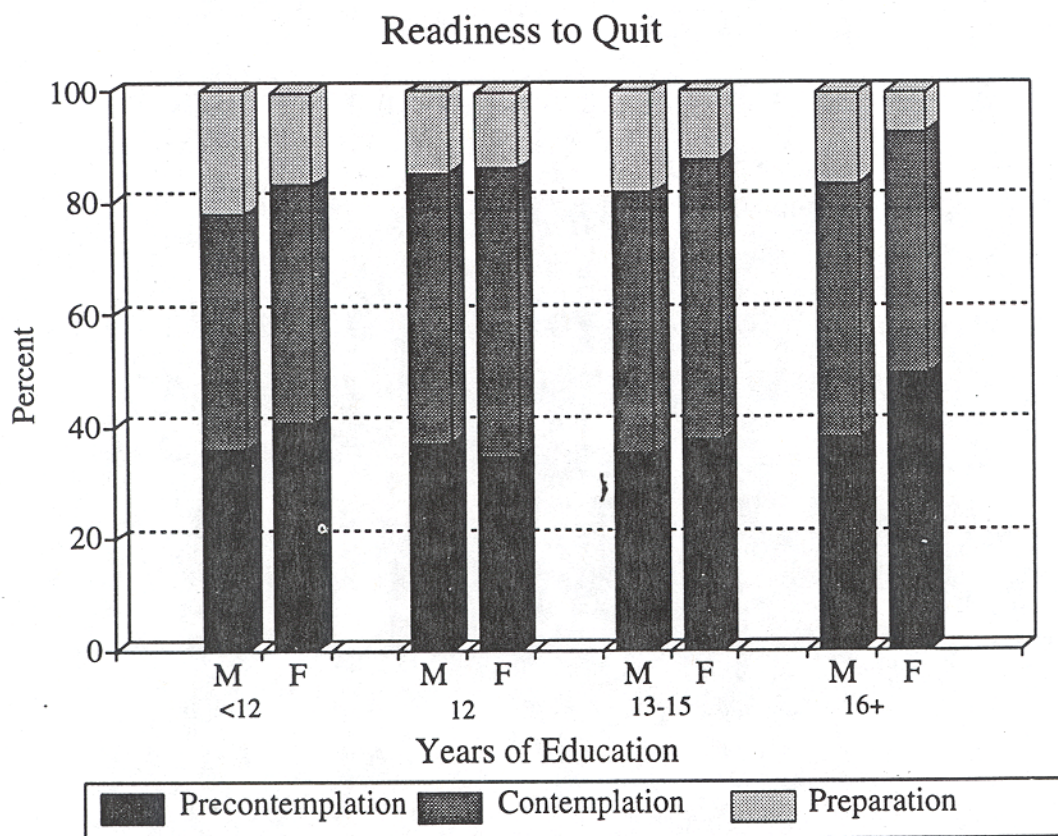


Figure 20

and educational level did not seem to be a major determinant of readiness to quit. This contrasts with the powerful effect of educational attainment on smoking prevalence. Messages to motivate smokers to think about quitting should continue to be directed toward smokers of all levels of educational achievement, but there is no reason for those programs that focus on less educated smokers to direct a higher level of effort toward those in the precontemplation stage. Lack of education is not a barrier to the intention to become a nonsmoker.

Readiness to Quit

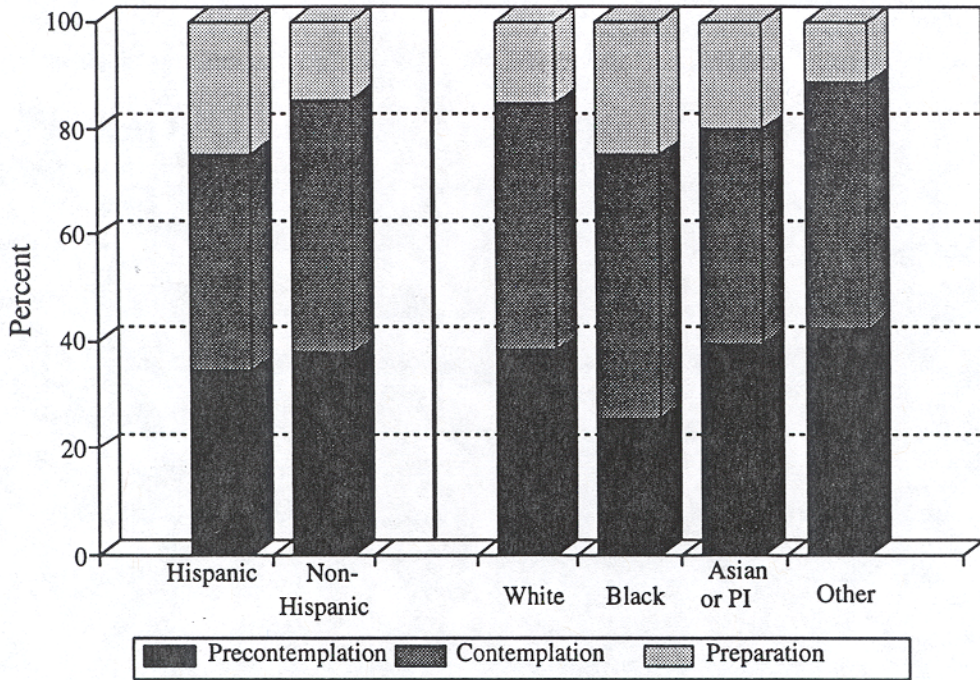


Figure 21

Current Status of Cessation Attempts Among Those Smoking 12 Months Prior to Interview

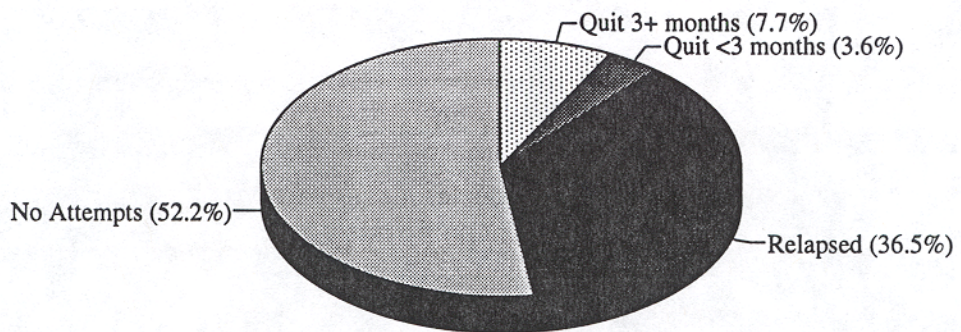


Figure 22

The readiness to quit among the target populations for the tobacco control effort is an important determinant of the types of programs that should be developed to aid these populations to quit. Figure 21 shows the readiness to quit among smokers of different ethnic and racial groups. An increased readiness to quit was found among Hispanic and Black Californians. Hispanic and Black smokers had the lowest rates of precontemplation (not thinking about quitting in the next 6 months). Clearly, the goal of tobacco control efforts directed at these groups should be to facilitate cessation attempts and promote long-term success rather than to motivate these groups to think about quitting. Even though Black Californians had the highest rate of current smoking, they also had the greatest interest in quitting.

Cessation Behavior

The interest in quitting among smokers provides the substrate on which cessation occurs; however, the major impact of any tobacco control program on adults must be measured by the actual number of individuals who attempt to quit and the frequency with which they are successful. In the current survey, we measured cessation activity in the population by using the fraction of those who were smoking one year before the survey who intentionally stopped smoking for at least one day during that year. We measured successful quit attempts by using the fraction of those who were smoking one year ago who had been successfully quit for three or more months at the time of the interview. We also report the fraction of smokers who quit in the last year and are still not smoking, but who had quit for less than 3 months. In 1990, almost half (47.8%) of California's smokers attempted to quit smoking. Of those Californians who attempted to quit during the last year, over three-quarters relapsed (see Figure 22) by the time of the interview. This picture of cessation behavior confirms the data on readiness to quit. Smokers in California are interested in quitting and are attempting to quit in large numbers, which indicates that existing efforts to motivate smokers to quit have been very successful. The largest remaining barrier to a successful tobacco control program is the failure of those smokers who attempt to quit to achieve long-term success. Efforts directed toward relapse prevention may be the most effective use of new resources in cessation assistance for the individual smoker (see Appendix Tables 10 and 11).

Figure 23 shows bars indicating the fraction of smokers who have made a quit attempt; each bar is divided into three segments, representing those who have been quit for three or more months, those who are still quit but for less than three months, and those who have relapsed. The rate of cessation attempts appeared to be slightly higher among male smokers, but female smokers were more likely to have been quit for three months or more. Cessation attempts were highest in the youngest age group for both males and females. Female smokers may have made slightly fewer attempts to quit than male smokers, but they were more likely to have successfully quit for three or more months (see Appendix Table 10 and 11).

When attempts to quit were examined for the racial and ethnic groupings, (see Figure 24) Black and Asian/Pacific Islander smokers were more likely to have made an attempt to quit than were White smokers. Hispanic smokers were more likely to have tried to quit than were non-Hispanic smokers. A slightly higher fraction of Hispanic smokers of both sexes were also likely to have

Rates of Cessation Attempts and Their Results by Gender and Age

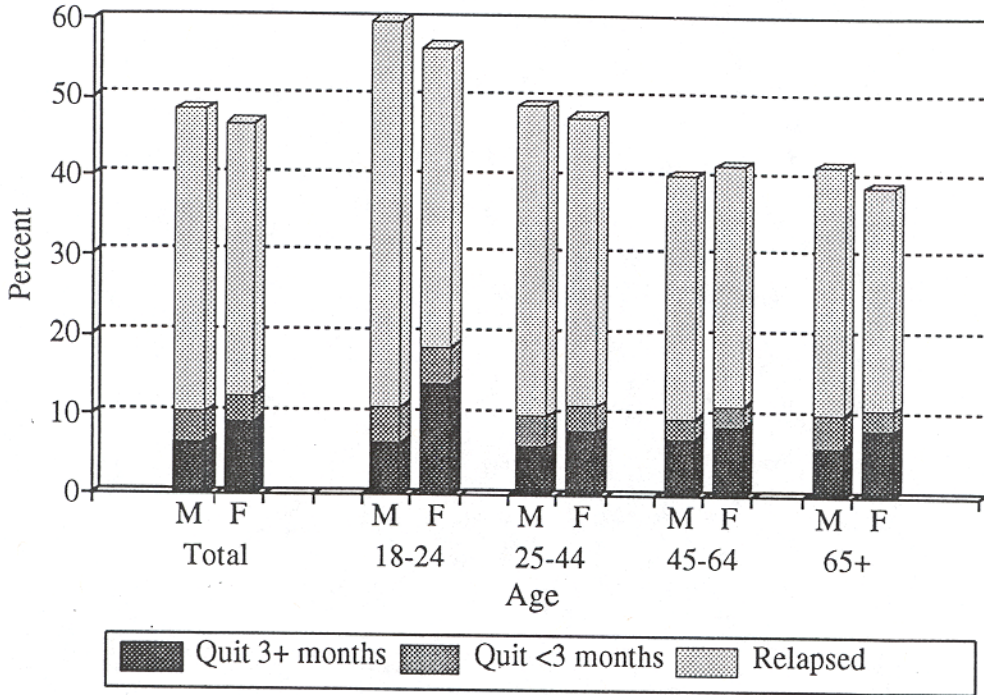


Figure 23

Rates of Cessation Attempts and Their Results by Gender/Race and Ethnicity

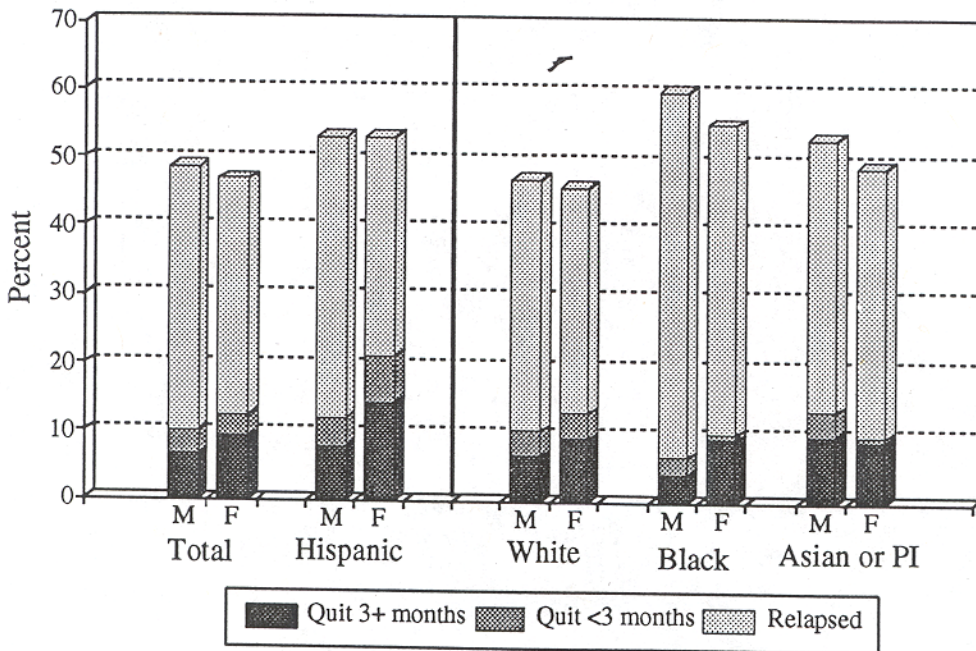


Figure 24

been quit for three or more months, suggesting that the increased cessation activity among the Hispanic population is translating into increased long-term success. Black males had the highest rate of cessation attempts of any racial or ethnic grouping, but they also had the lowest rate of long-term success. The increased rate of cessation activity among Black males has not produced much long-term success. Black women also had rates of cessation attempts that were higher than any other racial or ethnic group, but their rates of long-term success were no higher than the rates in the White female population and were lower than the rates among Hispanic women. It appears that Black females, like Black males, were more likely to attempt to quit smoking, but their attempts were slightly less likely to be successful than ones by women of other racial groups. However, the rates of long-term success among Black women still exceeded those of men from any racial or ethnic group.

Rates of Cessation Attempts and Their Results by Gender/Years of Education

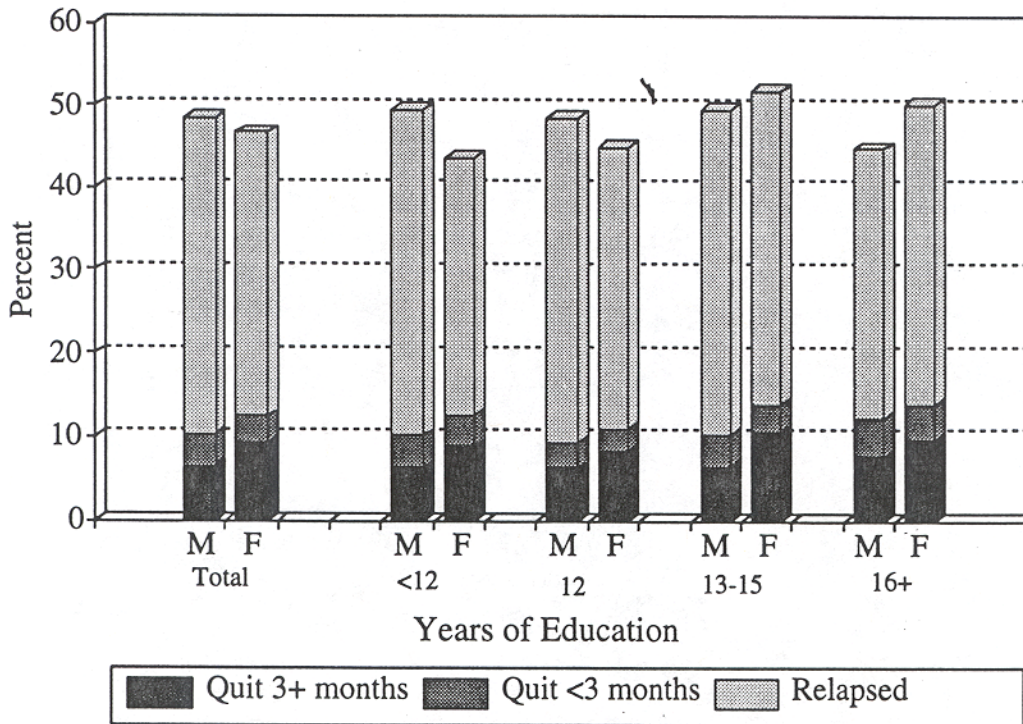


Figure 25

The pattern of cessation attempts and success was more complicated when examined across groups with different levels of education. Figure 25 presents the cessation behavior of male and female smokers in California with different levels of education. The total height of the bar represents the fraction of smokers who have attempted to quit, and each bar is then divided into those who relapsed and those who had been off cigarettes for different lengths of time at the time of the interview. Men who smoked in the last year and had less than a high school education were slightly more likely to have made a cessation attempt than women smokers with the same

level of education, but they were less likely to be currently nonsmokers, which indicates a higher rate of failed attempts. Cessation attempts were more common among women with higher levels of education, but the rate of cessation attempts actually declines slightly among men with at least a college education.

The fraction of smokers who made attempts to quit (see Figure 26) and the fraction of those attempts lasting 3 or more months (see Figure 27) varied considerably among the Counties and Regions of California.

Fraction of Quit Attempts Lasting Greater than Three Months

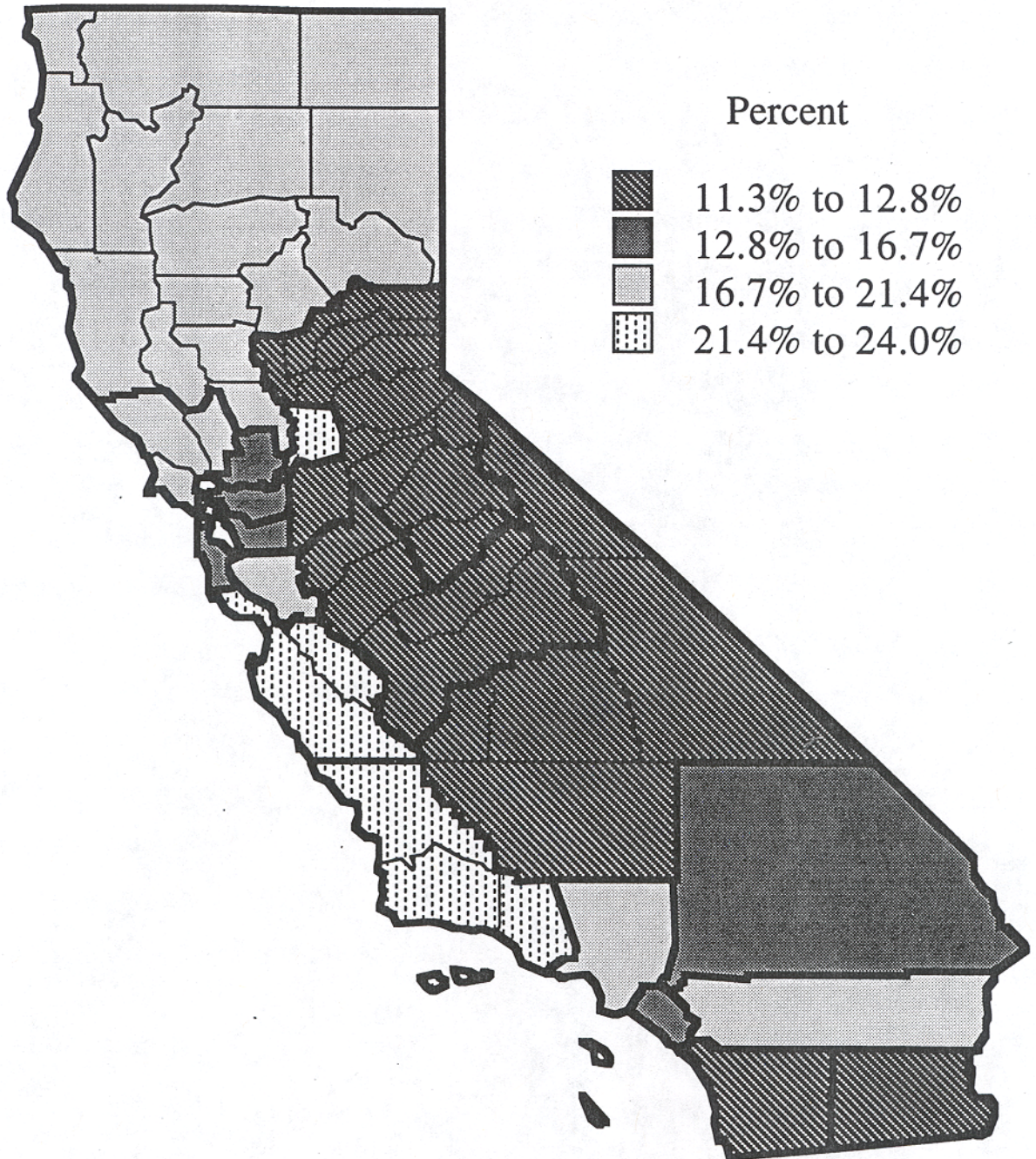


Figure 27

Timing of Relapse

The data on readiness to quit and on the rates of cessation attempts among the smokers of California indicate clearly that the main problem is not getting people to quit but rather keeping them from relapsing once they have quit. Programs to prevent relapse are critically needed if the tobacco control programs currently being implemented in California are to be successful. To be effective, these relapse prevention programs must be delivered at the times when relapse is

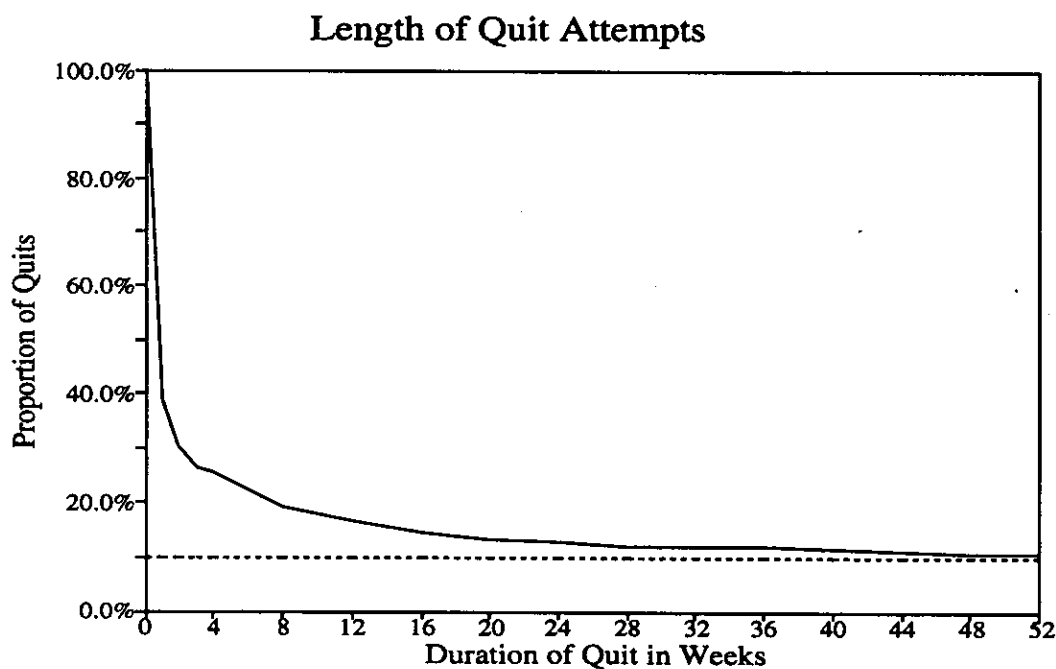


Figure 28

likely to occur. Most data on the timing of relapse come from studies of relapse after the delivery of a formal cessation program, and many of the relapse prevention approaches developed for use in conjunction with these cessation programs intervene at one month, three months, and six months after the end of the program. However, over 90% of the smokers who successfully quit, and an even higher percentage of those who attempted to quit, did so without attending a formal cessation program. The delivery of relapse prevention assistance to these spontaneous quitters has enormous potential benefits for improving long-term cessation rates. The timing of relapse for California smokers who attempted to quit in the last year is presented in Figure 28. This curve was adjusted for the tendency of smokers to under report shorter attempts to quit as the time interval between the attempt and the interview increased.

The vast majority of relapses occurred within the first two weeks after the cessation attempt. Delivery of relapse prevention assistance one month after a cessation attempt is often too late. The overwhelming majority of smokers will have already relapsed. The data presented in this

figure suggest that relapse prevention strategies should begin almost immediately after the cessation attempt if they are to reach the majority of those who relapse. The development of flexible and readily available relapse prevention approaches that can be accessed by smokers once they have made an attempt to quit, or when they are planning to quit, may be a more effective strategy than either attempting to recruit smokers to participate in smoking cessation programs or adding relapse prevention programs to what are already time and energy intensive cessation programs. For relapse prevention assistance to be effective in aiding the majority of smokers who try to quit, it must be readily available at the time the smoker makes the attempt to quit, and such assistance will often be needed almost immediately after the cessation attempt.

Variation in the Success of Smoking Cessation Attempts

Table IV uses the history of recent quit attempts from this survey to estimate the probability that those who report voluntarily abstaining from smoking for one day during the last 12 months will remain quit for 360 days. The method of estimation, which takes into account the under reporting of unsuccessful quit attempts, is applied to different subpopulations of smokers to predict the number of quit attempts that will be made by 1,000 smokers, the probability that a single quit attempt will succeed, and the net result - the number per 1000 smokers who will have successfully quit for 360 days. Younger smokers were more likely to make a quit attempt but less likely to be successful than older smokers, with the exception of the 18- to 24-year-old female group. The most dramatic reduction in the fraction of the population who smokes occurred among Hispanic women, where 20% of those women who were smoking one year ago are projected to achieve long-term cessation. The high rate of cessation attempts among Hispanics in this analysis may be due to the high rate of occasional smoking among Hispanics (see section on Hispanic Californians) which would result in a high number of individuals who would voluntarily abstain for one day.

The Effect of the Tobacco Control Program on Rates of Cessation Attempts

Cessation attempts are one measure of the motivational impact of the tobacco control campaign on smokers. Figure 29 presents the percentage of smokers who made a quit attempt during each month. The bars are derived from data on the actual self-reported quit attempts by month, and they are adjusted for the failure to recall short quit attempts as the interval between the quit attempt and the interview increases. The frequency of quit attempts increased over the period of time covered in this figure, coinciding with the introduction of the media campaign in April 1990 and the initiation of program activity by Counties and agencies funded to conduct special projects in July 1990. These efforts are probably at least partly responsible for the increase in cessation activity that occurred during this interval.

Also apparent in this figure is a substantial increase in cessation activity that occurred during January (possibly due to New Year resolution quitting) and in November (coinciding with the Great American Smokeout).

Rates of Cessation Attempts and Their Estimated Results

		Quit attempts Per 1,000 Smokers	Success Rate Per Quit Attempt	Successful Quits Per 1,000 Smokers
	Age			
Male	18-24	1515	5.58%	83
	25-44	1402	6.01%	83
	45-64	818	12.97%	104
	65+	610	15.08%	90
Female	18-24	1179	13.82%	162
	25-44	1088	9.53%	101
	45-64	1150	9.05%	101
	65+	752	14.75%	101
	Race			
Male	White	1226	7.05%	86
	Black	1548	4.11%	61
	Asian	1153	9.47%	108
	Other	865	11.29%	97
Female	White	1135	10.36%	115
	Black	1026	6.98%	72
	Asian	756	14.45%	108
	Other	548	16.01%	86
	Ethnicity			
Male	Hispanic	1675	6.03%	101
	Non-Hispanic	1110	7.15%	83
	White non-Hispanic	1066	7.96%	83
Female	Hispanic	2219	9.20%	202
	Non-Hispanic	883	10.82%	94
	White non-Hispanic	902	11.11%	97
	Education			
Male	<12 years	1069	8.18%	86
	12 years	1256	6.40%	79
	12-15 years	1172	7.50%	86
	16+ years	1635	7.51%	122
Female	<12 years	1486	8.19%	119
	12 years	796	11.23%	86
	12-15 years	1099	13.20%	144
	16+ years	1205	10.09%	119

Table IV

Quit Attempts (per smoker-day) by Month

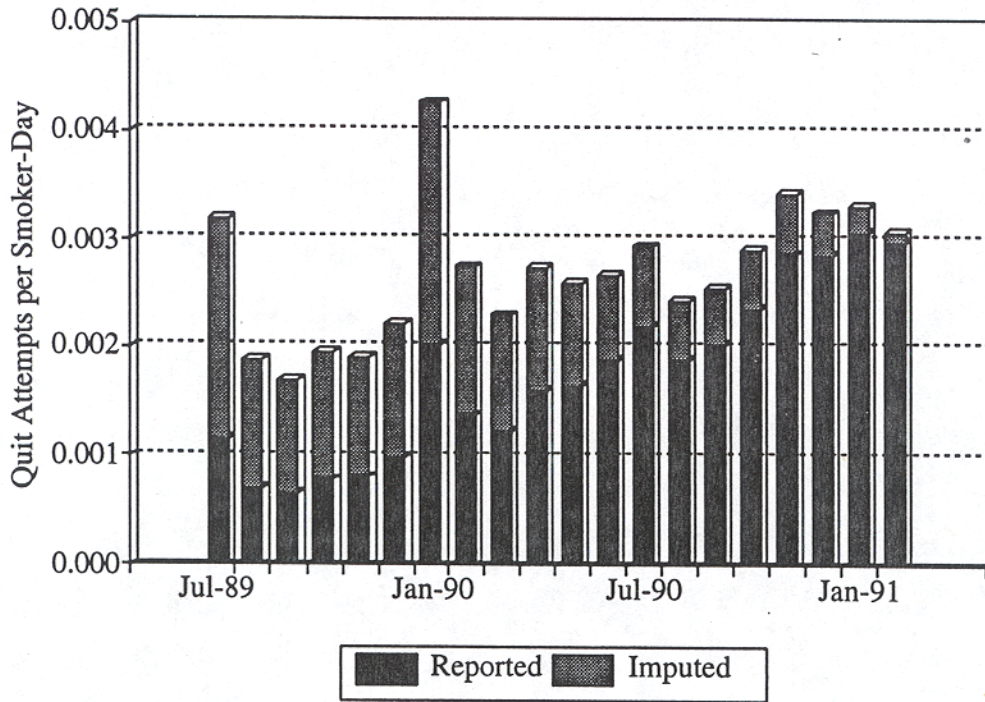
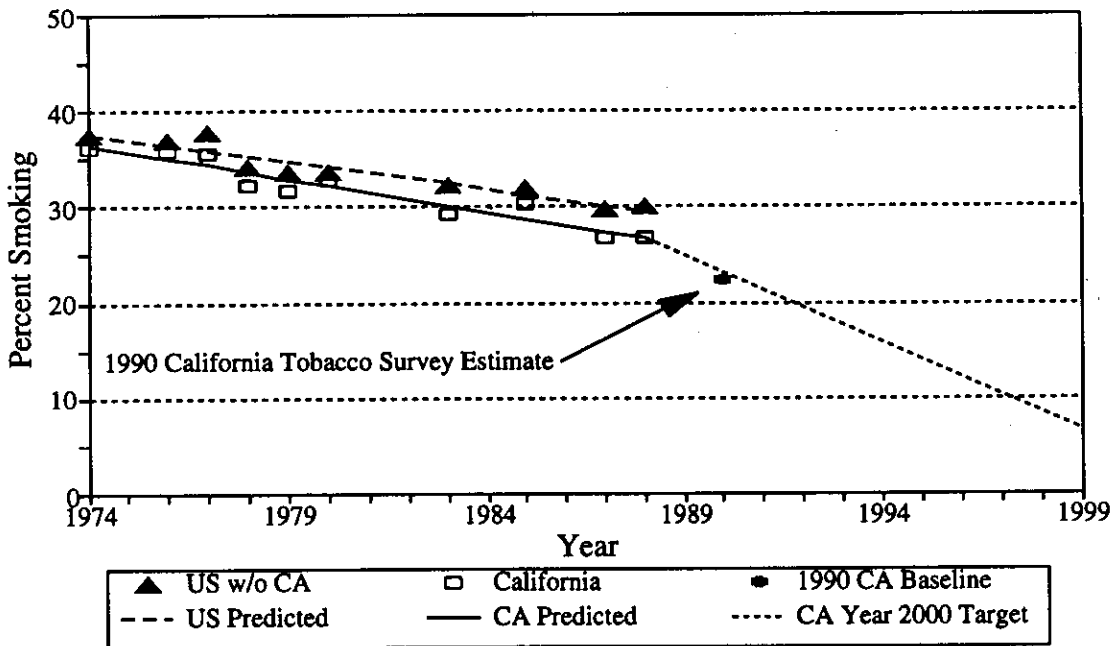


Figure 29

Use of Survey Data in the Evaluation of the California Tobacco Control Program

The ultimate and clearly most important measure of success for the tobacco control effort currently underway in California is a change in prevalence of smoking among the target populations for the campaign. Figure 30 provides a description of this measure for the adult population of California and shows that the current decline in prevalence is on track for reaching the legislatively mandated goal of a 75% reduction by the year 1999. Graphs similar to this one are presented in this report for many of the target populations of California's tobacco control campaign. These graphs provide measures of the progress achieved by each of the target

Adult Smoking Prevalence: California and US Without California



Source: NHIS 1974-1988
1990 California Tobacco Survey

Figure 30

populations, but do little to assess the relative effectiveness of different components of the campaign or to define whether the campaign is actually reaching and influencing California's smokers.

Evaluation of the tobacco control efforts that are under way in the Counties of California can also be evaluated using the prevalence of smoking for each County. Table V presents the prevalence of smoking for each of the Counties and Regions of California, and demonstrates that there are substantial differences among California's Counties and Regions with regard to smoking

**Adult Smoking Prevalence Among Counties and Regions,
Adjusted to the Population of the County or Region and
Adjusted to a Standard Population**

Region	Prevalence Adjusted to the County or Region Population	Prevalence Adjusted to a Standard Population	Adjusted Change
Los Angeles	21.8	22.7	0.9
San Diego	23.1	23.5	0.4
Orange	19.3	19.9	0.6
Santa Clara	19.7	20.9	1.2
San Bernardino	26.6	24.6	-2.0
Alameda	22.9	23.5	0.6
Riverside	23.9	22.5	-1.4
Sacramento	25.2	24.1	-1.1
Contra Costa	22.0	21.9	-0.1
San Francisco	22.0	25.2	3.2
San Mateo, Solano	20.9	20.8	-0.1
Marin, Napa, Sonoma	21.7	21.1	-0.6
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	23.6	21.1	-2.5
San Luis Obispo, Santa Barbara, Ventura	18.9	19.3	0.4
Alpine, Amador, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	24.1	22.0	-2.1
Monterey, San Benito, Santa Cruz	19.0	18.6	-0.4
Fresno, Madera, Merced, Stanislaus	25.1	22.9	-2.2
Imperial, Inyo, Kern, Kings, Mono, Tulare	23.9	21.9	-2.0

Table V

prevalence. However, a large part of these differences is due to differences in demographic characteristics among the counties. Those counties with large populations of those groups with low prevalence of smoking, such as Hispanic women or adults over the age of 65, will have a lower smoking prevalence for the population as a whole. Since the goals of the tobacco control campaign are to decrease the probability that an individual will start smoking and to increase the probability that individuals will quit, it is useful to examine the differences in smoking prevalence among California's Counties and Regions once the differences due to demographic composition have been removed. The Adjusted Prevalence column in Table V depicts the prevalence of smoking with all the Counties adjusted to a single demographic distribution. The unadjusted prevalence is the appropriate measure for the actual number of smokers in a County or Region, but the adjusted prevalence is a better measure of the differences among the Counties for those environmental forces that lead to smoking initiation and cessation.

The data available from this survey can define only a single point in time, and therefore, cannot differentiate the effect of programs funded by the California tobacco tax revenues from the effect of previous activity. However, it can define the power of and exposure to some of the components of the campaign as it began. Subsequent survey data can be used to estimate the increased exposure to each component that results from the activities associated with the current tobacco control efforts and can document changes in the power of the individual components as they are more effectively delivered. The result will be a comprehensive assessment of the overall impact of the campaign on cessation as well as a more limited view of the relative effectiveness of the different components of the campaign.

Evaluation of a comprehensive tobacco control effort, such as the one currently under way in California, requires an understanding of the dynamic nature of smoking initiation and cessation as well as an appreciation that the different components of the tobacco control campaign may affect different stages in the process of initiation and cessation. The impact of the total campaign may be larger than the sum of the effects of its individual parts, as there is probably a substantial amount of synergism between the separate components, but the only way to know the relative effectiveness of the different components is to examine their independent effects.

There are two parts to assessing the effectiveness of the separate components of the campaign. The first is measurement of the fraction of the population reached by the intervention channel, for example, the fraction of smokers counseled by physicians to quit smoking on their last physician visit. The second is measurement of the change produced by that intervention, for example, the fraction of smokers who quit on receiving advice to quit from a physician. The first is a measure of the exposure to the intervention channel, and the second is a measure of the effect of that exposure, or its power to create change in those exposed to it. A channel with minimal power can be very effective if a large amount of the target population is exposed, whereas an intervention with greater power but which reaches very few individuals would be much less effective.

The current state-of-the-art in tobacco control combines multiple environmental changes with multiple programs directed at individuals in different stages of the initiation and cessation

processes. It recognizes that no single approach is best for all smokers and that different smokers are most attracted to and most affected by different programs. Perhaps more importantly, it recognizes that no single channel reaches all smokers and that no single time is best for all smokers to make an attempt to quit. The delivery of persistent and inescapable messages to quit, or to not start, coupled with continuously available support for individual cessation efforts provided through multiple channels and reinforced by environmental incentives to be a nonsmoker is what currently characterizes a comprehensive tobacco control strategy.

Smoking Initiation and Cessation as a Dynamic Process

One formulation of the processes involved in cigarette initiation and cessation is presented in Figure 31. Exploration and initiation of regular use of cigarettes is largely confined to adolescence, with the transition from regular use to dependence occurring in late adolescence and early adulthood. Experimentation with cigarettes and initial use is heavily influenced by those issues that are active during adolescent development, whereas dependent use develops when the personal psychologic and sociologic utility of smoking is incorporated into the methods used by the smoker to function and cope in the adult world. Many adolescents experiment with tobacco use, but never become regular smokers; and some adolescent regular smokers will stop before they develop a dependence on cigarette use.

The vast majority of smokers would like to quit smoking, and the process of stopping is often a cyclical one, with the smoker making multiple attempts to quit and failing before finally becoming successful. Almost half (47.8%) of California smokers quit for at least one day during the last year. Eighty percent or more of these attempts, however, did not or will not last a full year. We estimate that 7.1% of quit attempts among California men and 10.4% among California women will last one year. Smokers have been categorized into those who are not thinking about quitting (precontemplation), those who are thinking about quitting (contemplation), and those who are in the preparation and action phases of quitting, based on their position in this cycle of cessation.

Clearly, those who have attempted to quit and failed need to be motivated to make another attempt. A useful conceptualization of the cessation process is one where smokers cycle through the stages of cessation, and each time they go around the cycle, a few more become successful in their efforts. One goal of tobacco control strategies then becomes moving smokers from one stage of the cessation cycle to another. Program efforts can be focused on those individuals in a given stage with the goal of moving them to the next, rather than using long-term cessation as the only goal and outcome measure of a program. Correspondingly, one does not have to wait two or more years to demonstrate long-term cessation, but can use shifts in the stages of cessation and cessation attempts as a more rapidly available measure of the impact of a program.

THE PROCESSES OF SMOKING INITIATION AND CESSATION

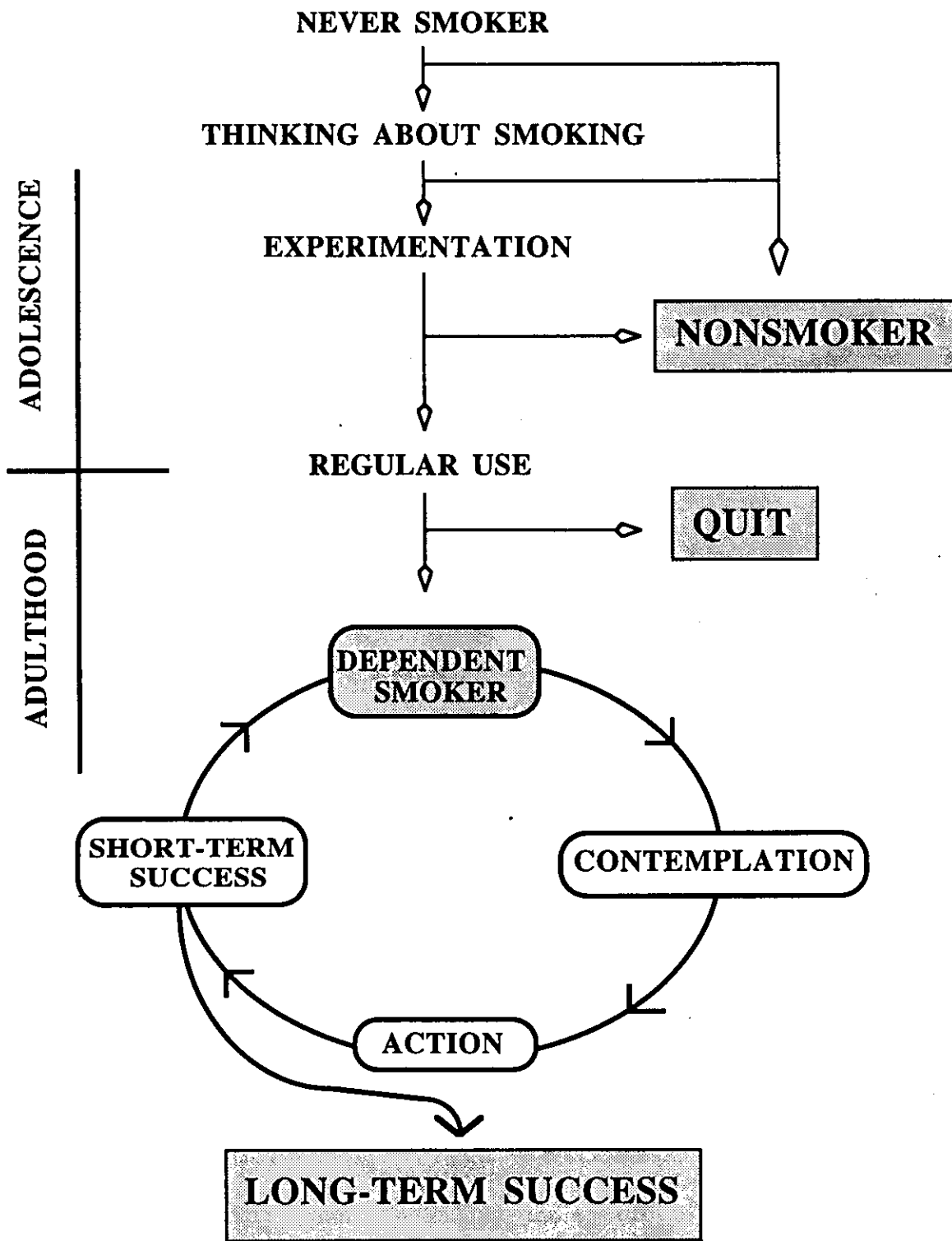


Figure 31

Influences on Initiation

The development of tobacco dependence is not sudden. The process of initiating tobacco use is a gradual one that probably begins early in adolescence or preadolescence. Figure 32 presents the first step as thinking about smoking cigarettes, and as children move into their teen years, a substantial fraction change from believing that they will never use cigarettes to considering experimenting with cigarette smoking. The omnipresent images from tobacco advertising of the smoker as a confident, attractive, and secure individual, as well as the examples in their own environment from adults' and older siblings' smoking are powerful inducements to lead children to perceive smoking as an entry into adulthood.

Counter-advertising that creates a negative image of the smoker as inadequate and less mature can be used in an effort to counter these influences. Approximately one-half of California adolescents recalled seeing an anti-smoking media message on television within the 7 days prior to the survey, and when print and radio media were added, two-thirds of the adolescents were exposed to an anti-smoking message.

The transition from thinking about smoking to having the first cigarette may not lead irreversibly to becoming an adult smoker, but is clearly an important milestone in that passage. The widespread availability of cigarettes to teenagers, and particularly the free promotional distribution of cigarettes, many of which are either given to teens or wind up in the hands of teenagers, clearly facilitate experimentation with cigarette use. Almost one-half of 12- to 14-year-old adolescents and over three-quarters of 15- to 17-year-old adolescents report that it is easy to purchase cigarettes. Programs that immunize teens against peers offering cigarettes by assertiveness training and modeling of refusal responses can be used to block this stage of initiation. Access to cigarettes can also be reduced through community-based merchant education programs.

The change from occasional experimentation with cigarette use to regular use of cigarettes is critical, because with regular use the adolescent first develops a body of experiences defining cigarette smoking as psychologically and sociologically useful. Clearly, the ability of the teen to purchase cigarettes easily, as well as the social rewards and peer acceptance of the teen's smoking behavior, is critical to the development of regular use. However, the images created by tobacco advertising may also play an important role. In California, 87% of adolescents were able to identify a brand of cigarettes as being the most advertised, and the two brands of cigarette advertising that are the most widely recognized (Marlboro and Camel) are also the two brands of cigarettes that dominate the market of adolescent purchasers of tobacco. The images of the smoker created by advertisements as a confident, physically and sexually attractive, successful, and secure adult are ones that may resonate strongly in adolescents who are desperately attempting to achieve and project exactly these images. The ability to superimpose these images onto an inadequate self-image makes adolescents feel better, at least temporarily, and they then begin to accumulate a body of experience using cigarettes to adjust their internal mood. This effect of advertising on self-image may explain why those adolescents who have the least external validation of their self-worth are also those who are the most likely to take up smoking.

Forces Influencing Adolescent Progression into Adult Smoking

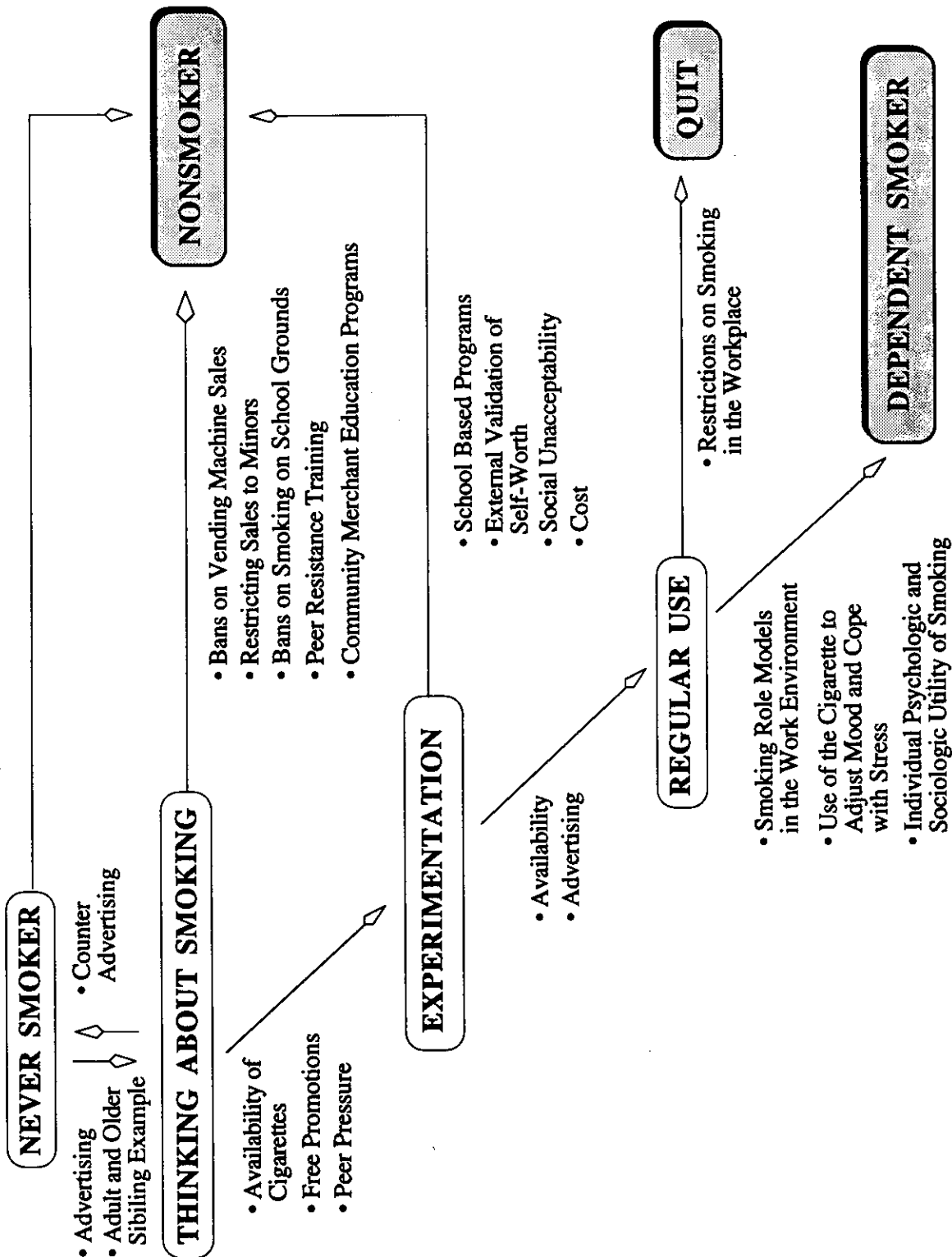


Figure 32

Among California adolescents, 44.6% felt that smoking helps people feel more comfortable at parties and in social situations, and 33% felt that smoking helps people relax. One-third of adolescent female smokers felt that smoking was useful to keep weight down. These numbers clearly demonstrate the effectiveness of tobacco advertisers in convincing adolescents of the utility of smoking.

School-based health education programs and programs that raise adolescent self-worth and self-esteem, as well as efforts to restrict advertising and promotional activities, are directed at altering the transition to regular smoking. Raising the price of cigarettes for adolescents who have limited disposable income and the increasing social unacceptability of smoking, even among teens, are also barriers to this transition.

The transition from regular use to dependent use requires that the utility of tobacco use persist after maturity is reached and the pervasive concerns of adolescence dissipate. For the utility of the cigarette to persist, cigarette smoking has to be allowed in those situations where the smoker wants to use the cigarette. For the smoker to learn to use the cigarette to deal with stress within the worksite, he or she must be allowed to smoke when and where those stresses occur. If smoking is banned in the worksite, not only can the smokers not learn to use the cigarette to cope with those stresses, but they are also obligated to develop alternative mechanisms to handle stress that may be substituted for smoking in nonworkplace settings. Additionally, the socialization of an adolescent into the workforce may include powerful social reinforcement for smoking behavior, particularly in the military. Older role models and social norms that promote smoking can increase the utility of smoking for the young smoker and facilitate the transition to a dependent smoker. Conversely, the elimination of smoking from the worksite, and the development of workplace social norms that discourage smoking, may slow the development of dependence on tobacco and increase the development of non-tobacco related coping skills needed for successful cessation. Among California's indoor workers, 47% are currently working in environments that ban smoking totally or in the work area, and over half live in areas where there are some restrictions on public smoking.

Influences on Cessation

The vast majority of smokers want to quit, and this desire culminated in an attempt to quit for approximately one-half of the smokers in California last year. The cyclical pattern of not thinking about quitting (precontemplation), thinking about quitting (contemplation), and preparing for and attempting to quit with success or failure generates a new set of nonsmokers each time a group of smokers passes through the cycle. One formulation of the process of cessation, and the points at which tobacco control efforts can influence the stages of cessation, is presented in Figure 33. This figure is a simplification of the effects of these tobacco control efforts, but is provided in order to give an overview of the interactions possible in a comprehensive tobacco control program, such as the one being conducted in California.

THE PROCESS OF CESSATION

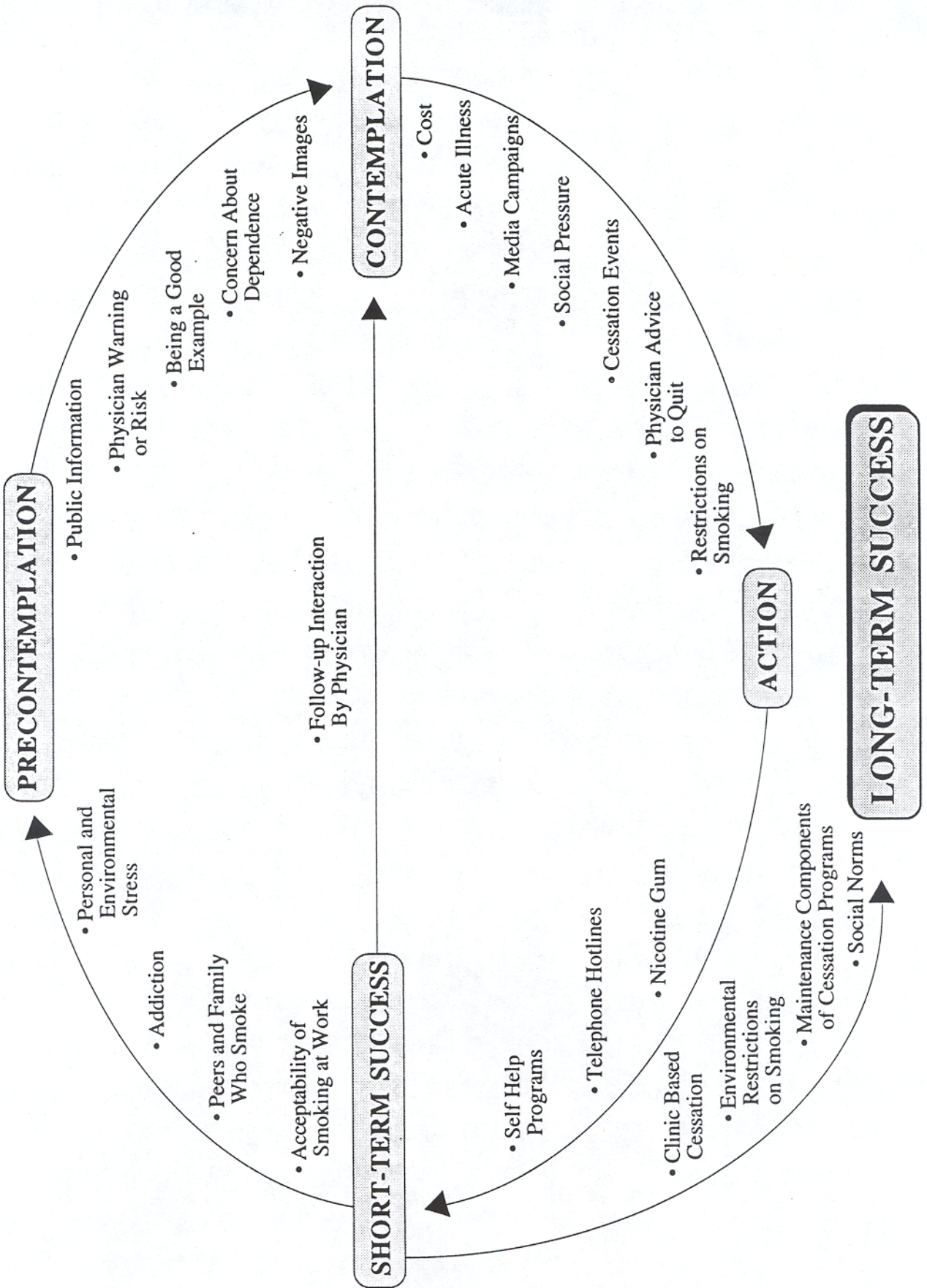


Figure 33

Many of the environmental influences and tobacco control programs currently active in California are intended to influence smokers at different points in this cessation cycle. Public information campaigns that present the risks associated with smoking are intended to move smokers from the precontemplation to the contemplation stage, as is personalization of the risk to the smoker through physician warnings. However, there are other reasons why smokers think about quitting, including concerns about being dependent on cigarettes and interest in being a good example. Recently, the negative image of the smoker and the social unacceptability of smoking have also provided strong reasons why smokers think about quitting. One goal of California's tobacco control programs is to alter the frequency and intensity with which these motivational issues are presented to the smoker.

The move from thinking about quitting to making an attempt to quit can be triggered by a variety of environmental stimuli. The tobacco consumption data for California presented earlier (see Figure 17) suggest that a change in the cost of cigarettes can be a powerful trigger for cessation attempts. Physician advice to quit, particularly around an acute illness, is also a powerful trigger for cessation activity, with 46.9% of smokers who were advised to quit on their last physician visit having made a cessation attempt in the last 12 months compared to 40.9% of those who have never been advised to quit. Media campaigns, particularly when coupled with cessation events such as the Great American Smokeout, are also able to trigger cessation attempts in large numbers of smokers. Changes in workplace rules to restrict smoking in the worksite have been associated with quit attempts in substantial numbers of workers.

Triggering cessation efforts, in and of themselves, is an important tobacco control strategy, because each round of cessation activity results in a few more nonsmokers. The large fraction of smokers who attempt to quit each year is a testament to the success of those components of the tobacco control effort that are designed to move smokers from precontemplation to contemplation and from contemplation to action. The major gap in current tobacco control efforts is in converting a cessation attempt into long-term success.

Self-help programs, telephone hotlines, and nicotine gum are all useful enhancers of short-term cessation success, and clinic-based cessation programs have a substantial benefit for long-term cessation for those who can be recruited to participate. However, the major barriers to long-term success remain difficult to alter, and, with the exception of addiction, are largely in the smoker's environment. They include social norms and workplace rules that promote smoking and facilitate relapse, the continued smoking behavior of peers and family members, and unusual episodes of personal or environmental stress that lead the smoker to fall back on old coping strategies, including smoking. Long-term success remains the most elusive component of a comprehensive tobacco control strategy. The prospect of continued changes in social norms, coupled with increasing restrictions on where smokers can smoke, offers hope that even this component may show improvement in the future.

Measures of Exposure and Power for Some of the Components of the California Tobacco Control Campaign

Evaluation of the effectiveness of individual components of the campaign is difficult; multiple components may influence an individual's behavior, and components may interact synergistically to produce a greater effect than they would separately. Within these limitations, however, individual components can be assessed using two steps.

1. Estimating the fraction of the population exposed to the component e.g., fraction exposed to the media campaign, or the fraction who have been told by their physician to quit. Change in these measures demonstrates that the program components are reaching the target populations. Baseline estimates of these measures are available from the California Tobacco Use Survey, and future estimates will be available from cross-sectional survey data to demonstrate the increasing exposure of the target population to these components.
2. Demonstrating that those exposed to the component are more likely to be in a different stage of readiness to quit, to have made more attempts to quit, or have greater success in staying quit for 3 or more months. Additionally, changes in attitudes about smoking can be used as a measure of the impact of specific media campaigns directed at those attitudes.

Public Information

The effort to inform smokers of the health risks of tobacco use is a major component of a tobacco control strategy because perception of the risks associated with tobacco use is often the first step toward changing smoking behavior. Transmission of information to the smoker about risks occurs at several levels: the smoker recognizes the risk to occur generally, the smoker accepts his or her own smoking as harming his or her own health, and then the true magnitude of the risk is perceived. National studies have demonstrated that 95% of smokers agree that heavy smoking is generally harmful and over 70% agree that any smoking is harmful. The percentage of smokers who agreed that smoking was harming their own health in California was 84.4%. Agreement with this statement was somewhat lower among older smokers, with only 64.4% of those over the age of 65 agreeing that smoking was harmful to their health. Agreement was slightly lower among Asians and Pacific Islanders and tended to be slightly higher among Black and Hispanic smokers suggesting that there has been a relatively successful transfer of risk information to the target populations and that future informational campaigns should be designed to promote cessation and enable successful long-term cessation rather than to simply present risk information.

The potential for this knowledge of the disease risks to lead to behavioral change depends on the perceived magnitude of the health threat and the relative value placed on future health compared to current desire to smoke. This potential can be assessed by asking those smokers who agree that smoking is harming their health whether they prefer to smoke even if it means that they will not live as long. Of those smokers who agreed that smoking was harming their health, 43.7%

prefer to smoke even if it means that they would not live as long. This percentage was similar across education and gender groups, but increased with age (see Figure 34) to over 50% of those over the age of 65 preferring to smoke even if it shortened their life. Black smokers were far less likely to prefer continued smoking over longer life, whereas Asians and Pacific Islanders were more likely to prefer smoking. This difference was consistent with the higher rates of cessation attempts among Black smokers and suggests that the sense of personal vulnerability to the disease consequences of smoking may be a useful motivation for cessation attempts. The data also suggest that programs targeting Asian populations should emphasize information on disease risks, but that programs directed toward Black smokers can presume that much of this information has already been received and personalized by the Black population.

Those Who Prefer to Smoke Even If It Harms Their Health

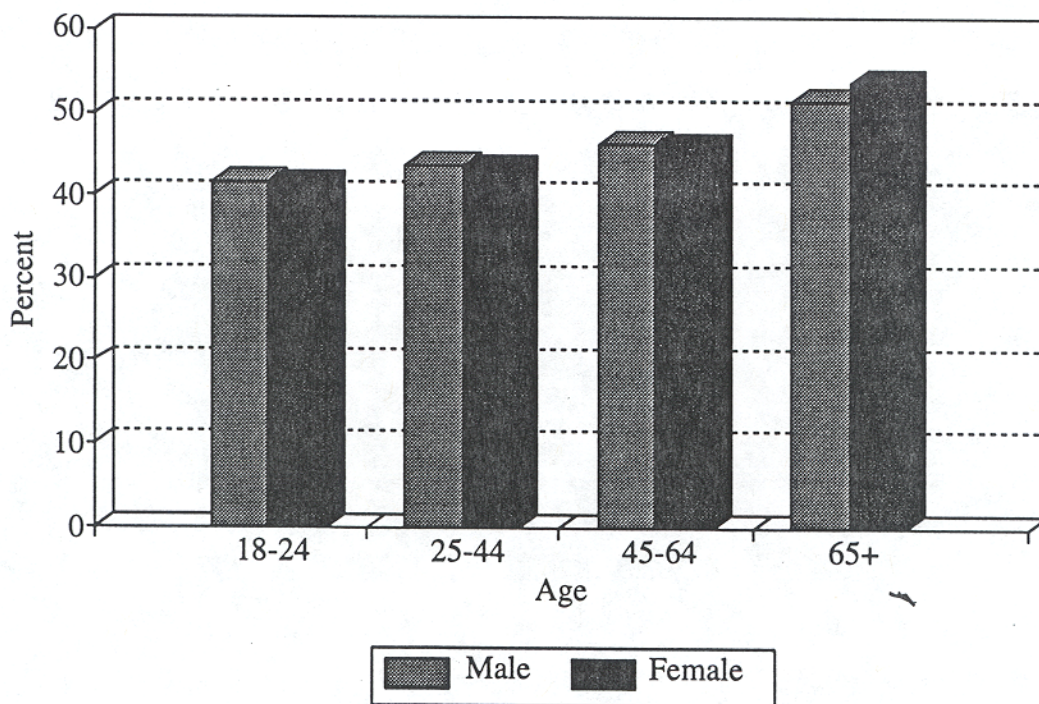


Figure 34

Tobacco Prevention Education in Schools

A substantial percentage of the funds for the California tobacco control campaign have been allocated to the schools to provide educational programs to prevent adolescents from becoming cigarette smokers. Support for this increase in anti-tobacco education in schools was assessed in the survey and was extremely strong among all segments of California society. Almost 75% of all Californians supported increased education, and support was almost as strong among smokers (67.9%) as it was among nonsmokers (76.6%) (see Appendix Table 46).

Among the adolescents in California, 72.6% reported having received at least one class in school directed at tobacco education. Older adolescents were slightly more likely to have received a class than younger adolescents, and Hispanic adolescents were less likely to have received a class than non-Hispanic adolescents. There were substantial differences across the state in the frequency that adolescents reported having received anti-tobacco education, with the frequency ranging from 61% to 78.4% (see Figure 35).

Restricting Exposure to Environmental Tobacco Smoke

Exposure of Children

One of the most important groups to be protected from exposure to environmental tobacco smoke are young children because their developing lungs are particularly vulnerable to damage caused by environmental tobacco smoke. Most of the regulation of tobacco smoking is directed at environments where adults live and work. Regulation of day care centers and schools is an important step forward in protecting children, as is sensitizing parents to the injury that their smoke is causing their children, but the best solution to the problem remains in influencing smokers to quit for their own good as well as that of their children. From 26% to 40% of children under the age of 5 years live in homes where there are one or more smokers, and the exposure of these children varied substantially across the geographic Regions of the state (see Figure 36). These children will be major beneficiaries of the tobacco control effort in California (see Appendix Table 18).

Worksite

Restricting the locations where smoking is allowed is an important part of a tobacco control program because it limits exposure for the nonsmoker, creates an environment where smokers are encouraged to quit, and, once they have quit, makes it more likely that they will be successful. Exposure to environmental tobacco smoke can occur either at home or in the workplace. This survey examines exposure in the workplace by asking those nonsmokers who work outside the home in an indoor work setting whether anyone had smoked in their immediate work environment within the last 2 weeks. Overall, 31.3% of those nonsmoking Californians who work indoors were exposed to environmental tobacco smoke with a higher percentage of men (38.3%) than women (23.6%) reporting exposure. Exposure was much higher among Hispanic nonsmokers (42.3%). Blacks tended to report slightly less exposure (27.5%). The largest differences in reported exposures occurred with age and level of education. Younger nonsmokers and those with less education were much more likely to be exposed to tobacco smoke at work (Figure 37 and Figure 38), possibly because they are also less likely to have control over their immediate work environment. It is these groups that are most likely to benefit from efforts to restrict smoking in the workplace. The increased exposure of those who are younger and have less education was more pronounced in males than in females (see Appendix Table 19).

Fraction of Teens Receiving Anti-Tobacco Education

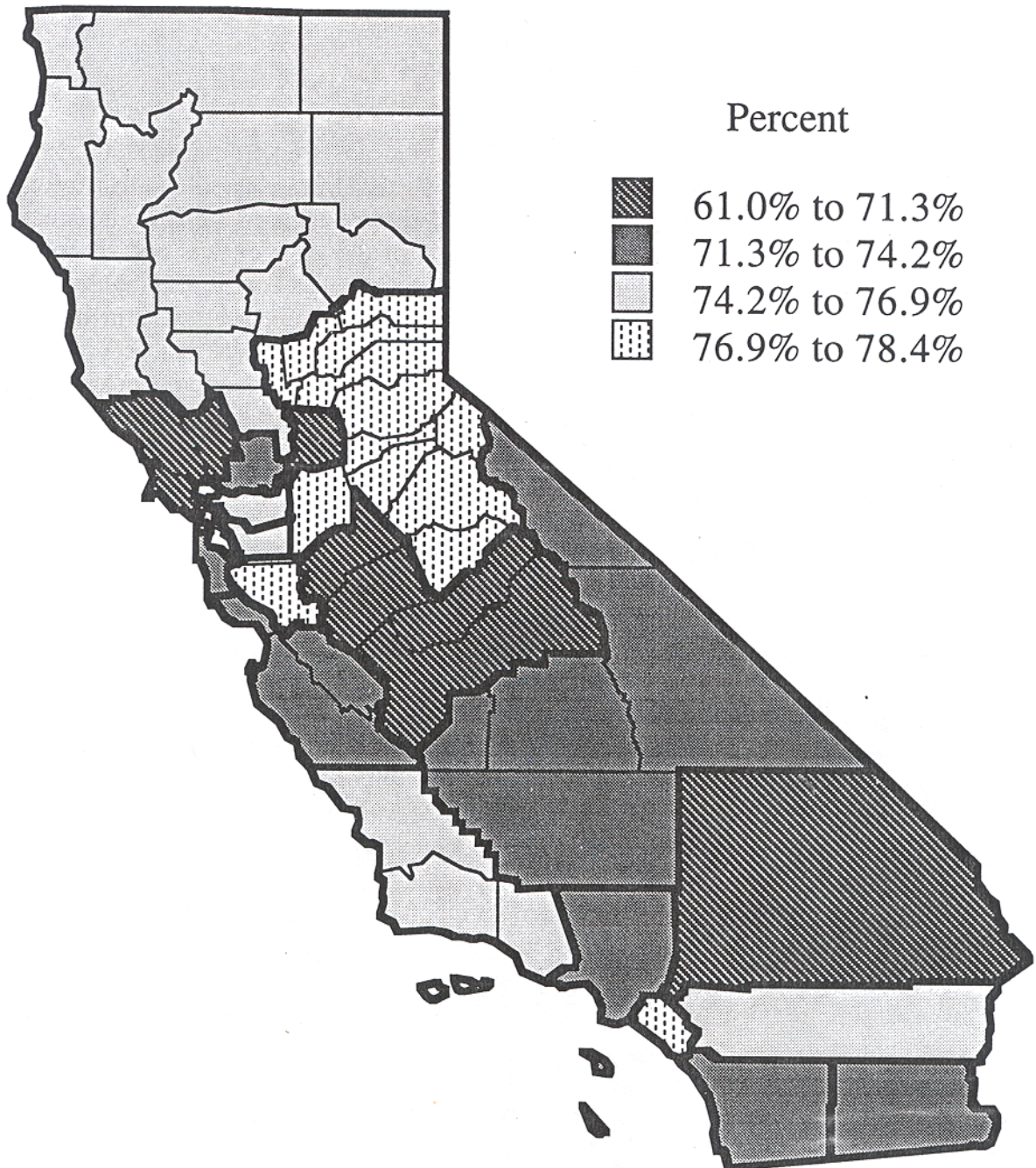


Figure 35

Exposure of Children 5 and Under to Tobacco Smoke at Home

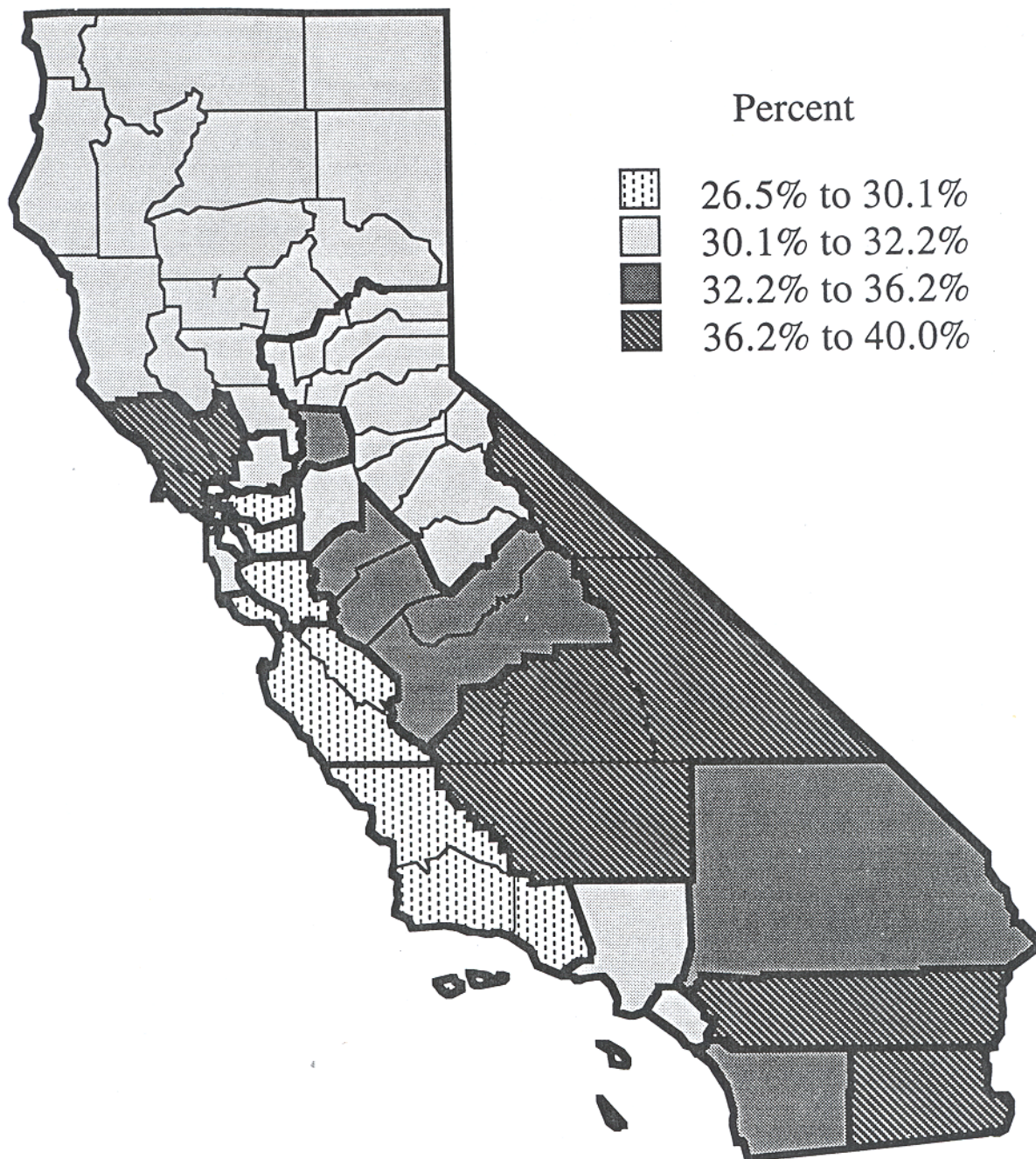


Figure 36

Fraction of Nonsmokers Who are Exposed to Tobacco Smoke at Work

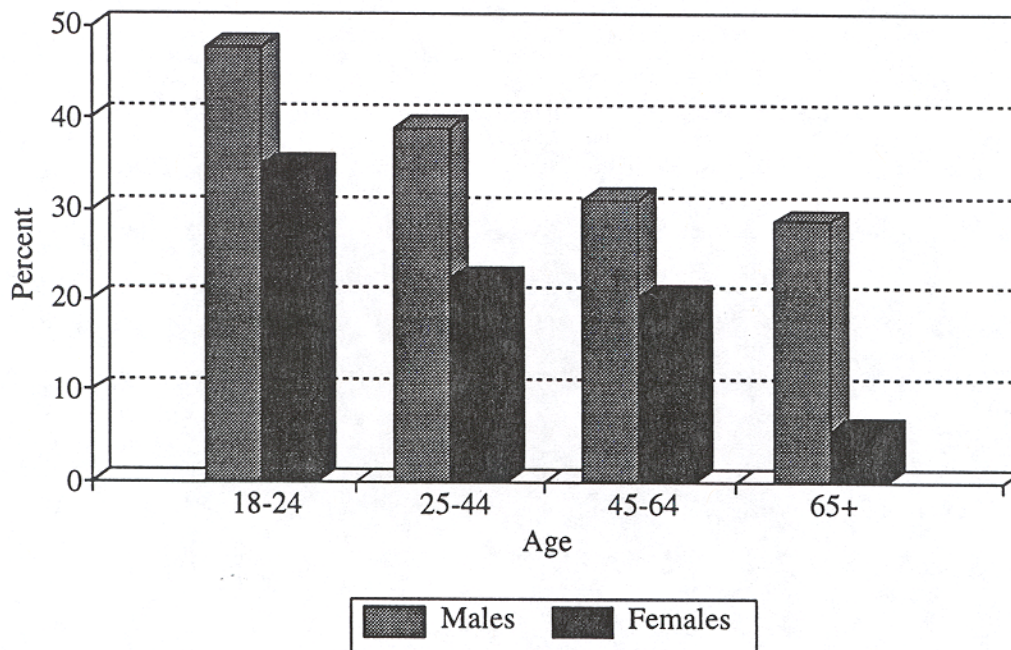


Figure 37

Fraction of Nonsmokers Who are Exposed to Tobacco Smoke at Work

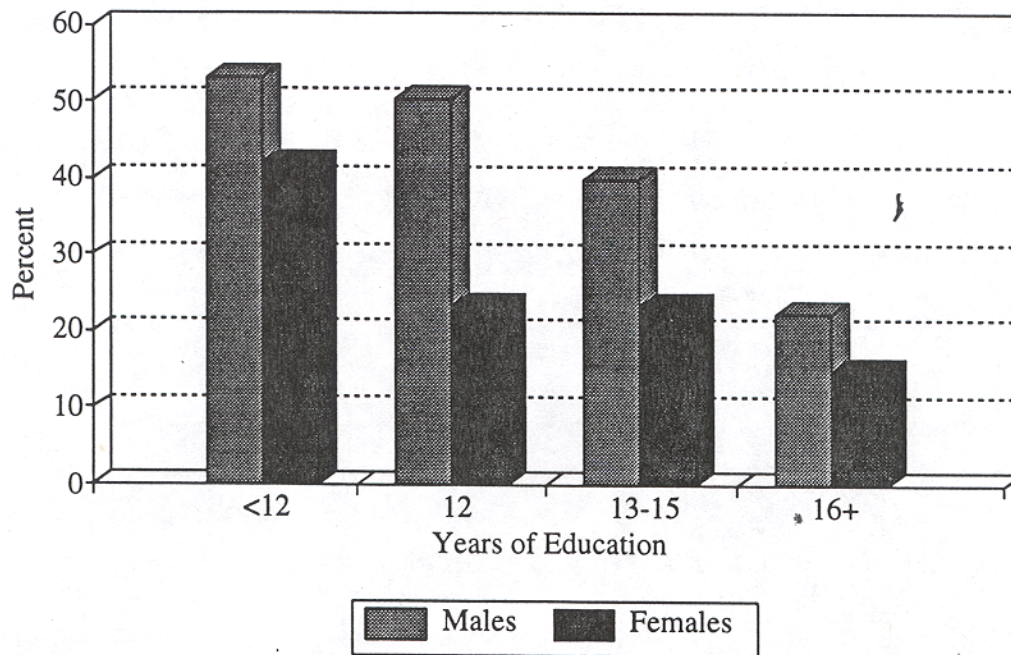


Figure 38

Exposure to smoke at the worksite also varied substantially among the different Counties and Regions in this survey, from a low of 18.1% for nonsmoking workers exposed in Sacramento County to a high of 38.5% in Riverside County (see Figure 39). This marked variation among Counties in the percentage of workers exposed to cigarette smoke suggests there can be substantial progress achieved by disseminating the voluntary and regulatory approaches already enacted in those Counties with the lowest rates of workplace exposure.

Non-Smoker Exposure to Tobacco Smoke at Work

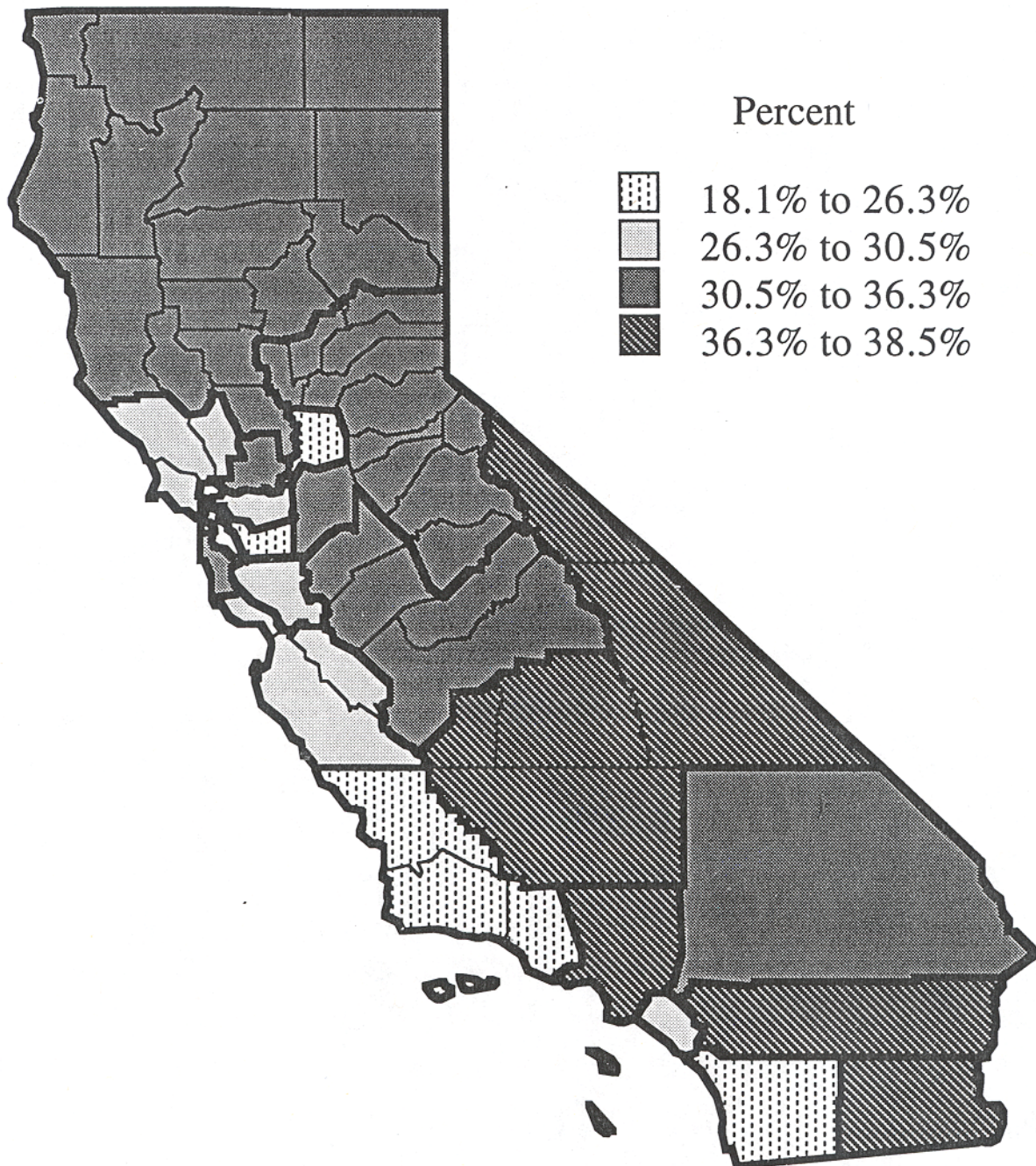


Figure 39

Percentage of Those Who Are Willing to Ask Someone Not to Smoke

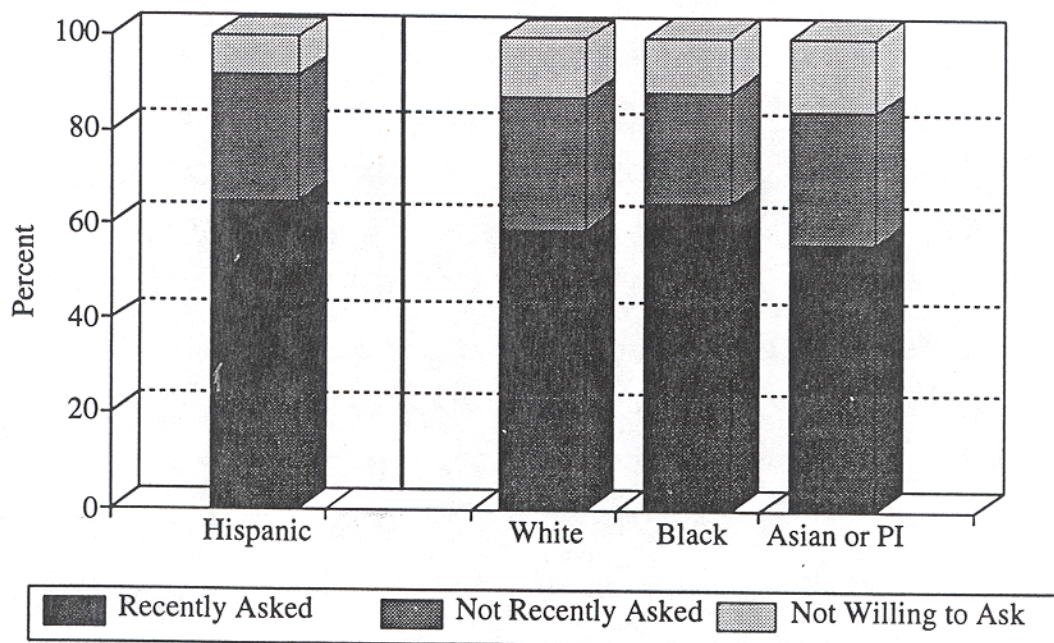


Figure 40

The increased workplace smoke exposure of younger and less educated nonsmokers, as well as of Hispanic nonsmokers, was not the result of a greater tolerance of smoke exposure by these groups. Among all nonsmokers, 87.4% would be willing to ask someone not to smoke and 59.2% have asked someone to stop smoking recently. This measure of nonsmoker activism was similar among men and women and was equally strong among individuals at different educational levels. Hispanic nonsmokers were even more likely than non-Hispanics (see Figure 40) to have recently asked someone not to smoke (65.3%), and younger nonsmokers were more likely to be willing to ask and to have recently asked than older nonsmokers. These data suggest that "common courtesy" and voluntary programs to restrict smoking at the worksite are not effective in preventing exposure of nonsmokers to cigarette smoke at work. The groups who most frequently reported exposure were also the groups who were most active in asking smokers not to smoke, indicating that their activism has not been successful in protecting them from smoke exposure. This provides a strong argument for encouraging regulations to control smoking at the worksite rather than relying on voluntary programs to protect these groups of nonsmoking workers (see Appendix Table 27).

The fraction of the indoor working population that is covered by different types of worksite restrictions is presented in Figure 41. Overall, 37.4% of indoor workers worked in environments that have no restrictions on smoking and 30.1% worked where there was a total ban on smoking. The likelihood that a worksite would have restrictions on smoking was related to the size of the

Types of Worksite Restrictions

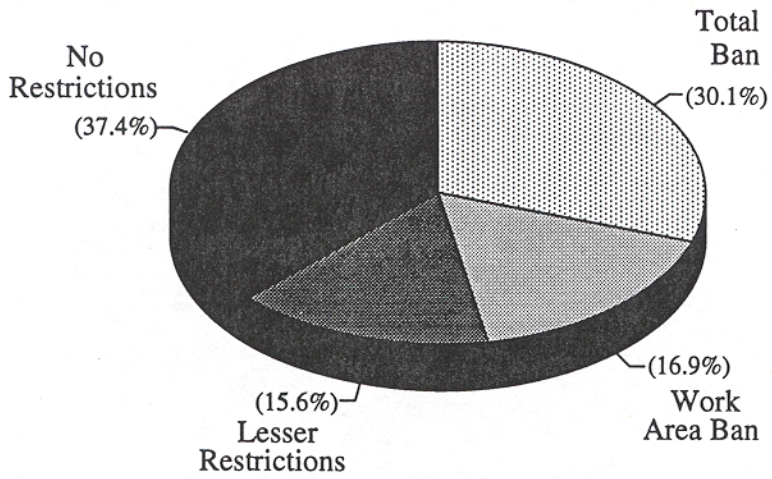


Figure 41

Nonsmoker Exposure to Smoke in the Workplace by Level of Restriction

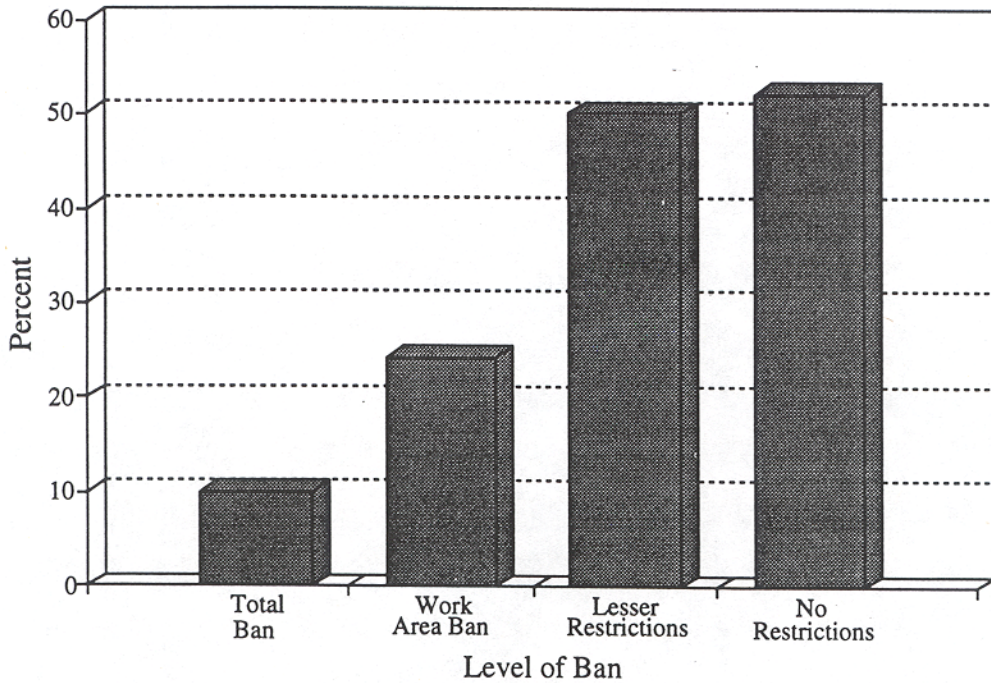


Figure 42

worksite. Worksites with 50 or more employees were more likely to have any policy that restricts smoking and it was more likely that the policy was a total ban. The percentage of nonsmokers who were exposed to environmental tobacco smoke in the worksite was also related to the level of workplace restriction. Figure 42 presents the percentage of nonsmoking workers who reported exposure to cigarette smoke at work for worksites with different levels of restriction of smoking. Restrictions less than a ban in the work area appear to have little effect on reducing workplace exposure. A ban on smoking in the work area substantially lowered the percentage of workers who reported exposure, but a total ban dropped the level of exposure to less than one-half of that which occurred where there was a ban only in the work areas. However, even with a complete ban, 10% of workers reported that they are exposed at work (see Appendix Table 21).

The major reason for restrictions on smoking at work is protection of nonsmokers from exposure to environmental tobacco smoke. However, an influence of restrictions on smoking in the worksite on prevalence of smoking would also be of public health importance. Figure 43 shows the distribution of current, former and never smokers who worked in worksites with different types of worksite restrictions. The prevalence of smoking was related to the extent of restriction in the worksite and the relationship was somewhat stronger for men than it was for women. The difference in the prevalence of smoking by level of worksite restriction was largely due to differences among daily smokers, with no clear difference noted for occasional smokers. The difference in current smoking prevalence was primarily due to the larger fraction of never smokers working in those areas where there were greater restrictions, rather than to the number of smokers who had quit. This suggests that either worksites with restrictions on smoking tend to attract nonsmokers, or restrictions are easier to implement in those worksites with fewer smokers (see Appendix Table 22).

A more direct way of examining the question of whether restrictions on smoking in the worksite influence smoking cessation is to look at the cessation behavior of those who were smoking one year prior to the survey to see whether those who work in worksites with greater restrictions are more likely to have attempted to quit. Perhaps even more important than the rate of quit attempts may be the rate of long-term success. Restricting the opportunity to smoke at work may reduce the chance of smokers' relapsing when they try to quit. Figure 44 presents the fraction of smokers who have made a quit attempt (the total height of the bar) for males and females who were smoking one year prior to the survey. When worksites with different levels of smoking restriction were examined, there was little consistent difference in the fraction of workers who attempted to quit. However, when the fraction of those smoking one year ago who are currently not smoking was examined, it appears that males who work in those environments where smoking is restricted were more likely to be currently successful in their attempts to quit. When long-term success was examined, 8.1% and 7.8% of those men who were smoking one year ago had quit for 3+ months in worksites where there was a total ban or a ban in the work area, compared with 4.9% and 6.3% of those who work where there were lesser restrictions or no restrictions. There did not appear to be a similar effect for women either for quit attempts or for successful cessation (see Appendix Table 26).

Distribution of Cigarette Use by Level of Worksite Restriction

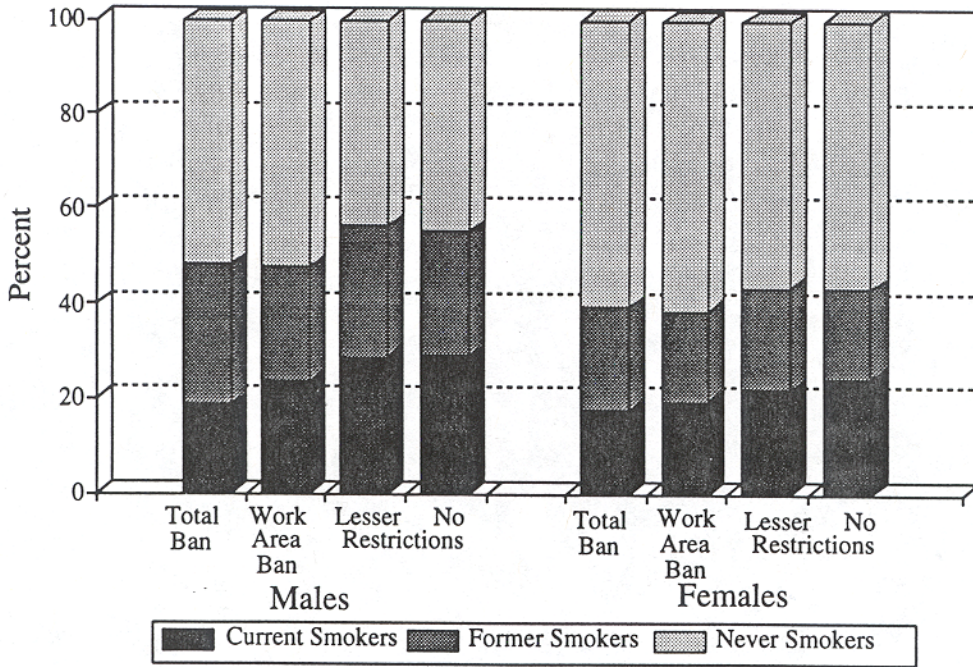


Figure 43

Fraction of Smokers Making a Quit Attempt by Level of Ban

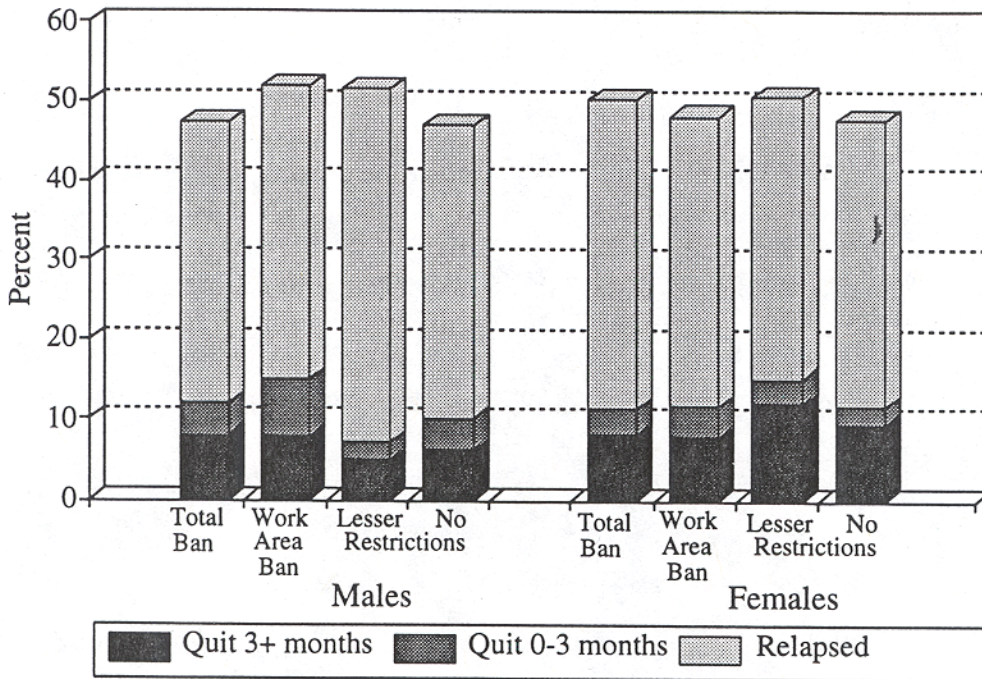


Figure 44

Ordinances

Ordinances that restrict the locations where smoking is allowed cover the entire population living or working in the jurisdiction that enacts the ordinance. Ordinances may mandate policies in worksites, but they frequently also cover restaurants and other public locations, and often reflect the social attitudes toward smoking. When smokers who live in areas where there were strong ordinances were compared to smokers who live in areas where there were no ordinances, there was a slightly greater readiness to quit among those who lived in areas with strong ordinances; there were fewer smokers who are in the precontemplation stage and more smokers in the preparation stage. This difference in readiness to quit did not translate into a greater frequency of quit attempts or an improvement in the rate of long-term cessation in those who attempted to quit. It appears that the impact of ordinances that restrict smoking on the individual smoker may be largely to get them to think about quitting rather than to actually make an attempt.

Effect of Local Ordinances Restricting Smoking in the Workplace on the Reported Extent of Workplace Policies Restricting Smoking

Strength of Ordinance by Worksite	Workplace Policy			
	Total Ban	Work Area Ban	Lesser Restrictions	No Restrictions
Total	30.1	16.9	15.6	37.4
Strong Ordinance	38.2	19.2	16.8	25.8
Weak Ordinance	34.7	18.9	15.3	31.2
No Ordinance	29.5	18.4	15.3	36.8

Table VI

Local ordinances may have a greater impact on the exposure of nonsmokers to environmental tobacco smoke through a combination of increasing the likelihood that worksites would have a ban on smoking at least in the work area and increasing the likelihood that individual smokers would obey the restrictions that are present in the worksite. Table VI presents the influence of local ordinances on the likelihood that an individual working in that jurisdiction would be working in a worksite that had a policy restricting smoking. Even in those areas where there were strong ordinances, that is, ones that would require that the work area be smoke free, only 57.4% of workers reported that they were working in worksites that have policies that ban

smoking at least in the work area. However, the presence of a strong ordinance did substantially increase the chance that the worksite would have a total ban on smoking and reduced the chance that the worker would be working in an environment where there were no restrictions on smoking. Clearly the presence of a strong ordinance appears to facilitate the adoption of workplace policies that protect the nonsmoker.

There appears to be an interaction between the presence of a policy protecting the worker in a worksite and the existence of a local ordinance that restricts smoking for reducing the exposure of nonsmokers to cigarette smoke in the work environment. Table VII presents the influences of local ordinances and worksite policies on the percentage of nonsmokers who reported being exposed to cigarette smoke in their workplace during the 2 weeks prior to the survey interview. Even in worksites with a total ban on smoking, the exposure of a nonsmoker to cigarette smoke within the two weeks prior to the interview increased from 8.2% in those areas with a strong

Percentage of Nonsmokers Exposed to Environmental Tobacco Smoke at Worksites With Different Policies Restricting Smoking by the Strength of the Local Ordinance Restricting Smoking in the Workplace

	Total Ban	Work Area Ban	Lesser Restrictions	No Restrictions
Ordinance Class	Percent Exposed			
Total	10.0	24.2	50.1	52.3
Strong Ordinance	8.2	16.7	48.9	50.9
Weak Ordinance	10.9	29.0	45.5	46.1
No Ordinance	12.2	29.2	53.1	61.1

Table VII

ordinance to 12.2% in those areas with no ordinance. Conversely, in those worksites where there was no policy restricting smoking, the rate of exposure declined from 61.6% in those areas where there was no ordinance to 50.9% in those areas with a strong ordinance. It is clear that the more powerful influence on exposure of the nonsmoker was the presence or absence of a recognized policy in the worksite. There was, however, an additional benefit to having a strong ordinance even in those worksites with a total ban on smoking.

These data demonstrate that simply enacting an ordinance to protect nonsmokers in the workplace is not enough; a program to implement and enforce the ordinance is necessary to ensure compliance. However, changes in attitudes and norms that accompany a strong ordinance probably make an independent contribution to the compliance of individual smokers with a policy that restricts smoking in the workplace. It is likely that the effect of worksite policies on preventing relapse, at least in males, will be enhanced as compliance with these worksite restrictions improves.

Social Pressure

The personal psychologic and sociologic utility of smoking for the smoker is critical to the continuation of smoking behavior. Negative social reinforcement for smoking, asking someone to stop smoking around a nonsmoker and excluding smokers from a group of nonsmokers while

† Percentage of Current Smokers Who Believe Their Smoking Annoy Others

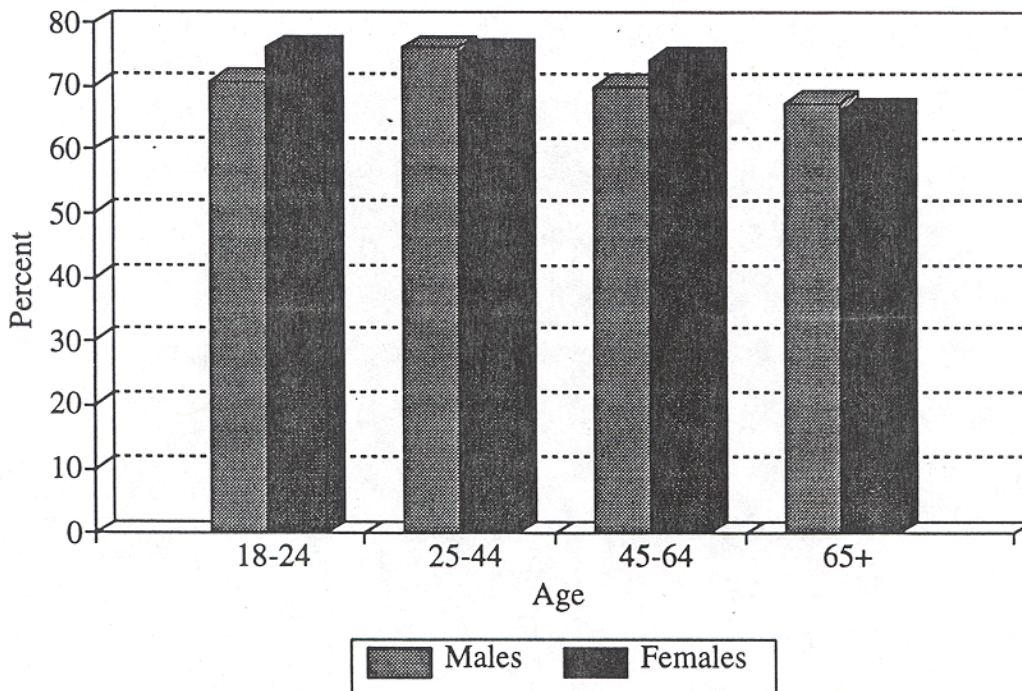


Figure 45

they are smoking are powerful social pressures leading smokers to want to quit. The vast majority of smokers (73.7%) acknowledged that their smoking annoys those around them (see Figure 45), and approximately two-thirds would not smoke when they were the only smokers in the group. Interestingly, the fraction of smokers who would not smoke when they were the only smoker was almost as high for those who denied their smoking annoys those around them as it

was for those who acknowledged the annoyance their smoking causes. This suggests that the social pressure not to smoke is based on a number of social perceptions rather than being related exclusively to the issue of nonsmoker's annoyance with smoke (see Appendix Table 28).

The fraction of smokers who will not smoke if they are the only smoker increased dramatically with age going from slightly more than one-half of smokers in the 18-to 24-year-old smokers to three quarters of smokers over the age of 65 years. Women were less likely than men to smoke when they are the only smoker, and the reluctance to be the only smoker persisted across all the racial and ethnic groupings.

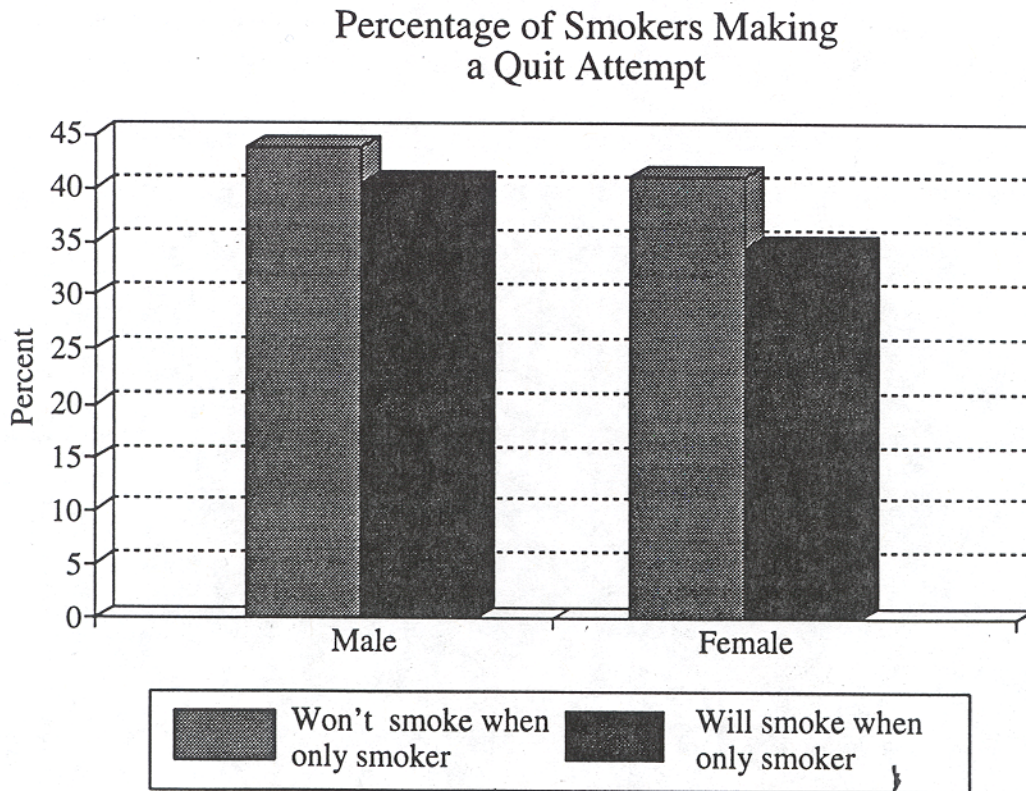


Figure 46

The importance of social pressure is demonstrated by examining the frequency of quit attempts during the 12 months prior to the interview among those who reported that they do not smoke when they are the only smoker. The rate of quit attempts was 4.4% higher in those who respond to social pressure than it was in those who do smoke even when they are the only smoker. Women were more responsive to social pressure not to smoke when they were the only smoker. The difference between the frequency of quit attempts in women who would not smoke when they were the only smoker compared to those who would (6.8%) was larger than it was for men (2.4%) (see Figure 46). The difference in quit rates was relatively constant across age and educational groupings, with the exception of the highest educational level, where there seemed

Percentage of Smokers Making a Quit Attempt

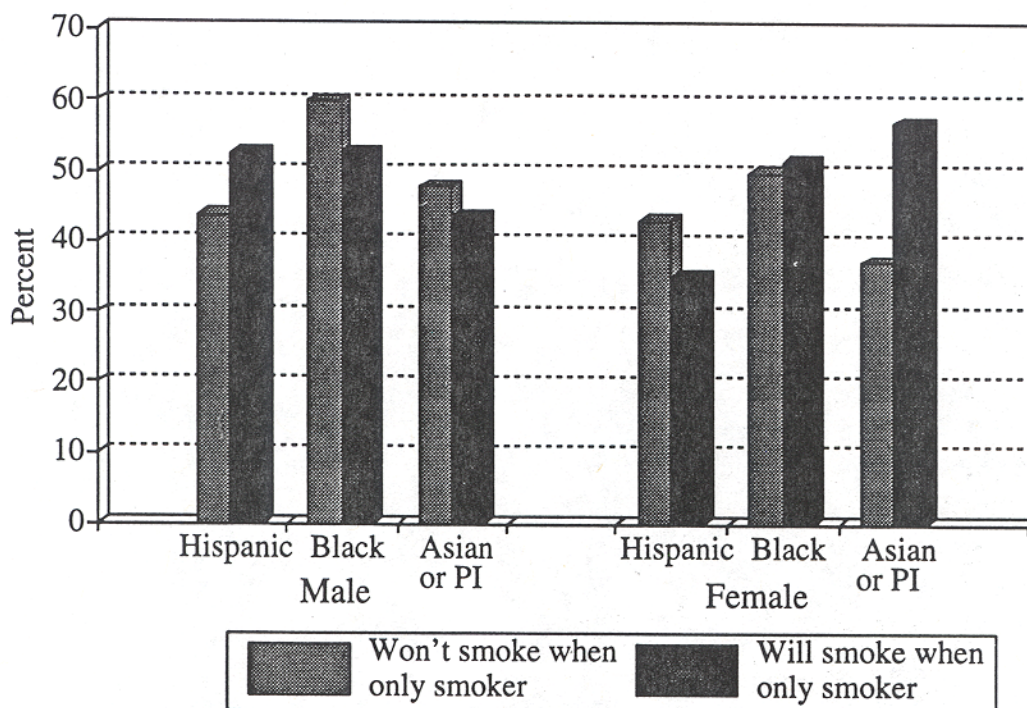


Figure 47

to be little difference in quit rates. There were some important racial and ethnic differences in the influence of social pressure, however, Hispanic men who rarely smoked when they were the only smoker were actually less likely to make a quit attempt than were Hispanic men who would smoke when they were the only smoker (see Figure 47). A similar pattern was also observed among Asian and Pacific Islander women. Asian and Pacific Islander men and Hispanic women responded to social pressure similarly to the rest of the population. These data suggest that social pressure may be an important stimulus to cessation and that a major target for programs designed to increase social pressure not to smoke are younger smokers. The data on Hispanic men and Asian and Pacific Islander women suggest that attempting to use social pressure to stimulate cessation in these groups may be less successful (see Appendix Table 29).

A different form of social pressure that is somewhat more direct is nonsmokers asking smokers not to smoke. This form of nonsmoker activism was common among Californians, with 87.4% of nonsmokers willing to ask a smoker not to smoke and 59.2% having done so recently. The willingness to ask someone not to smoke declined among the older age groups, but was higher among Black and Asian and Pacific Islander than among White and non-Hispanic nonsmokers. The frequency of nonsmokers who had recently asked someone not to smoke also varied by geographic area across the State (see Figure 48), ranging from a low of 50.7% to a high of

Non-Smokers Who Have Recently Asked Someone Not to Smoke

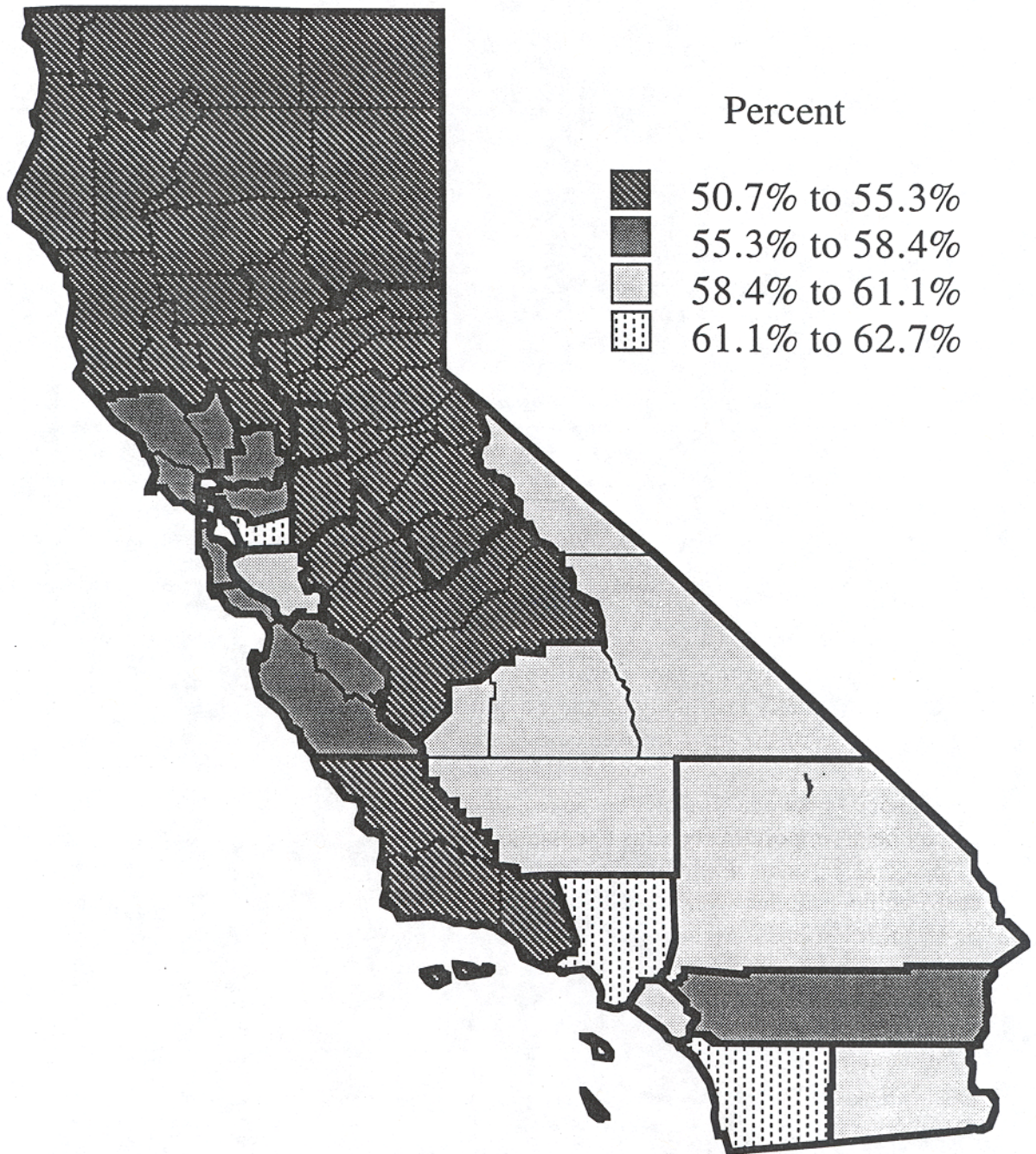


Figure 48

62.7%. This behavior on the part of nonsmokers demonstrates the growing strength of the social pressures on smokers, and it may be useful to encourage the growth of nonsmoker activism in those sections of California where it is currently less prevalent.

Counter-advertising

A major component of the California tobacco control campaign has been an effort to use the media to present a series of messages to the public. This survey was not designed to evaluate the effectiveness of that campaign, but several questions were asked about the perception of the media campaign that could be related to the attitudes and behaviors of those surveyed. The measure of exposure to the media campaign used in this survey was intentionally very narrowly defined as recall of specific media spots within the last 7 days, in order to avoid the generalization and recall problems that occur when longer periods are used. The use of this measure will underestimate the total penetration of some of the spots because they were not run continuously during the entire period that the interviews for this survey were conducted. They were, therefore, unlikely to have been seen during the last 7 days in many of the weeks that interviews were conducted. Broader measures directed at recall of the spots over the entire campaign would be expected to show higher rates of recall and may be better measures of the total population reached by the media effort. Our assessment of the campaign is directed at defining the impact of the campaign on the different target populations of the tobacco control effort.

Recall of the Media

During the time of our survey (June 1990-February 1991), 13.8% of adults were able to recall the content of an anti-smoking spot that was part of the television campaign funded by the State of California, and an additional 10% were able to recall some anti-smoking spots on television. Overall, 61.7% of Californians reported some exposure to a media message about smoking. The recall of the California TV spots was higher among smokers, with 18.9% recalling the spots in the last 7 days. The recall of the spots was greater among younger adults than older adults (see Figure 49) and was highest among adolescents (see Appendix Tables 43 and 44).

When the specific themes of the campaign were examined, only four showed significant amounts of recall: Manipulation by the tobacco industry (6.2%), passive smoking (5.9%), health consequences for Hispanics (5.4% of Hispanics), and smoking and pregnancy (4.9%). The recall of the spots on manipulation and passive smoking appeared to have the greatest recall among the 18- to 24-year-old smokers (11.2% and 10.7% recall, respectively). Black Californians recalled the manipulation spot at a comparatively high rate (12.3%), and Hispanic Californians recalled both the Hispanic spots and the pregnancy spots.

Percentage of Adults Recalling a Media Message Seen in the Last 7 Days

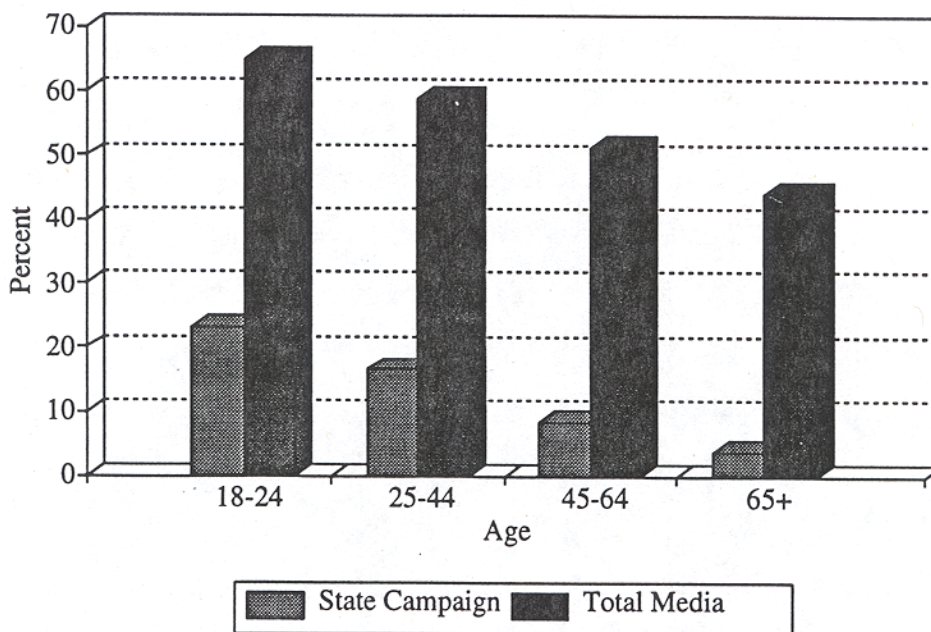


Figure 49

Response to the Media Campaign

One indicator of the media campaign's effect is to examine the relationship between the recall of the specific themes of the spots and the attitudes of the groups that they were intended to influence. All media messages appeared to increase the support for anti-tobacco education in the schools among those who recalled the spots compared to those who did not. The attitudes supporting restriction of advertising and promotion of tobacco products were actually slightly lower among those who recalled the manipulation spots compared to those who did not, with the exception of a slightly higher support for enforcing the laws banning sales to minors. Individuals who recalled the passive smoking spots were more likely to be willing to ask someone not to smoke, and they were also more likely to have asked someone not to smoke recently. Recall of these spots was also slightly increased among smokers who agreed that smoking annoyed those around them and those who did not smoke when they were the only smoker. It is not clear whether the spots precipitated these differences in attitude or whether the individuals with these attitudes were more likely to recall the spots.

It was difficult to evaluate the effect of the pregnancy spots because the knowledge and attitudes about the risks of smoking during pregnancy were uniformly high, but the agreement that smoking increased the risks for the baby increased from 82.3% among the smokers who did not recall the spot to 86.4% among those smokers who did recall the spot.

Recall of the spots on the disease consequences of smoking for Hispanics was associated with a greater support for restrictions on advertising and promotion, but the very high agreement on the health risks for all Hispanics precluded any demonstration of a difference between those who did and did not recall the spots.

Access to Tobacco

One of the preconditions for adolescent experimentation with tobacco and for the initiation of regular smoking by adolescents is the availability of tobacco products. It is against the law for adolescents to purchase cigarettes in California, and 96.3% of those adult smokers surveyed said that they would not offer a cigarette to anyone under the age of 18 years. However, adolescents report that they have very little difficulty obtaining cigarettes at stores and no difficulty obtaining cigarettes from vending machines. It is a sobering observation that the single largest preventable cause of death and disability in California is so readily available to children in frank and open violation of the law.

Point of Purchase for Majority of Cigarettes for Teen Smokers

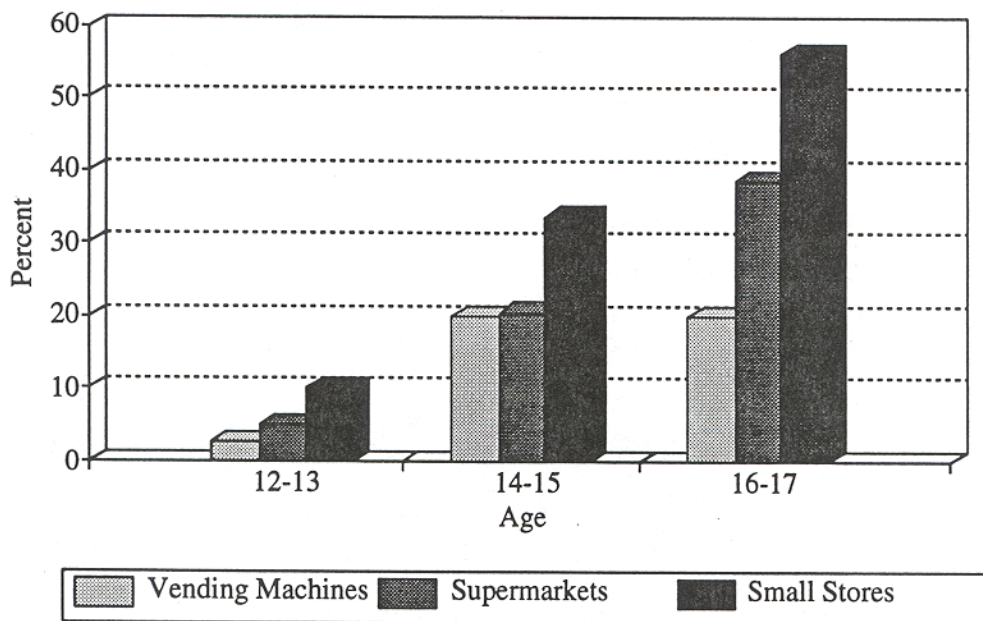


Figure 50

The locations where cigarettes are purchased by adolescents varies somewhat by age (see Figure 50). Small stores are the most popular locations for adolescents to purchase cigarettes at all ages. The percentage of adolescent smokers who purchase cigarettes increased uniformly with age for small stores and supermarkets, but purchase from vending machines increased in the 14-

to 15-year-old group in comparison to the 12- to 13-year-old group but did not increase further among 16- to 17-year-old adolescents (see Figure 50). Since vending machines are the most expensive source of cigarettes, it is likely that 14- to 15-year-old adolescents purchase cigarettes from vending machines because they know that the purchase will not be challenged, and older adolescents become less worried about the difficulty of purchasing cigarettes from stores and so purchase them from the less expensive source. This suggests that vending machines may well play a critical role in the development of cigarette use by adolescents by providing readily available and secure access to cigarettes for the youngest smokers. This suggestion is supported by observation that adolescents are able to purchase cigarettes from small stores 80% of the time they attempt to purchase cigarettes, and 100% of the attempts to purchase cigarettes from vending machines are usually successful.

Adolescent perception of the availability of cigarettes may be an important environmental factor predisposing adolescents to experiment with cigarette use. Among the 12- to 14-year-old nonsmoking adolescents, 47.1% reported that cigarettes are easy to obtain, and the percentage increased to 79.9% among those aged 15-17 years. Purchase of cigarettes is illegal for both of these age groups, but it is clear that neither group perceived purchasing cigarettes as a substantial barrier to their use. The perception of the ease of access to cigarettes among 12- to 14-year-old adolescents varied across the different Regions of the State (see Figure 51), from a high of 64.8% of the 12- to 14-year-olds saying that access was easy in San Francisco to 36.3% reporting easy access in Contra Costa (see Appendix Table 34).

Physician's Advice to Quit Smoking

One of the most important components of a comprehensive smoking cessation effort is to encourage physicians to intervene in their patients' smoking behavior. Physicians have been targeted by California in an effort to increase the frequency with which they counsel their patients to quit smoking. Of those current smokers who had seen a physician within the last year, 35.7% of the males and 27.6% of the females reported never having been advised to stop smoking by their physician. Only 40.4% of smokers were advised to stop on the most recent visit (see Appendix Table 31).

The percentage of smokers who had seen a physician within the last year was much smaller for males than for females, and smaller for Hispanics than for non-Hispanics (see Figure 52). In contrast, the likelihood was somewhat higher for Black smokers to have seen a physician in the last year than for White smokers. The probability that a smoker had seen a physician in the last year also increased with increasing level of education (see Figure 53). It seems clear that the opportunity for a smoker to receive advice to quit from a physician varies with gender, ethnicity, race, and education; but it is not simply based on economic factors, because Black smokers were more likely to have visited a physician as were the higher educated smokers, while Hispanic smokers were less likely to have visited a physician (see Appendix Table 30).

The probability that a smoker would report being advised to quit by a physician also varied with race, gender, and ethnicity. The probabilities that a current smoker who had seen a physician in the last 12 months was advised to quit on the last visit, had been advised to quit but not on the last visit, or had never been advised to quit are presented in Figure 54, Figure 55, and Figure 56. Figure 54 shows that female smokers were more likely to report being advised to quit at some time, possibly due to a greater frequency of visiting a physician, but were no more likely to report receiving advice on the most recent physician visit than were male smokers. The most striking difference in reported physician advice to quit occurred among Hispanic smokers who were not only less likely to have visited a physician in the last 12 months but were also less likely to report having been advised to quit when they did visit a physician (see Figure 55). Hispanic smokers were also less likely to report ever having been advised to quit than non-Hispanic smokers. Black and Asian/Pacific Islander smokers were slightly more likely to report having been advised to quit on the last visit than were White smokers, as were older smokers compared to younger smokers (see Figure 56). There was little difference among groups with different levels of education in reporting physician advice to quit (see Appendix Table 31).

Percentage of Smokers Who Have Visited a Physician in Last 12 Months

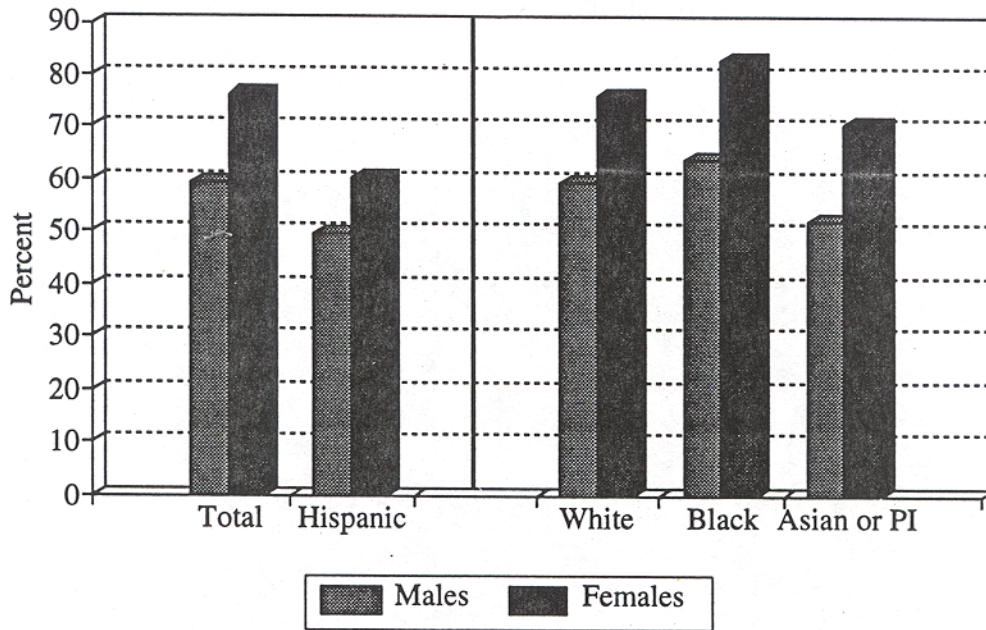


Figure 52

Percentage of Smokers Who Have Visited a Physician in Last 12 Months

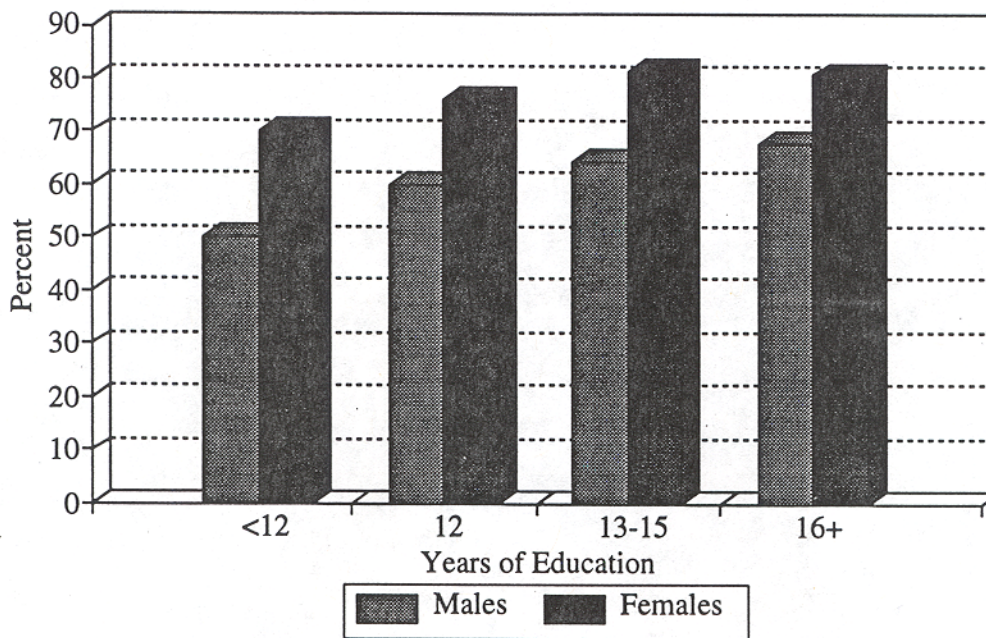


Figure 53

Physicians' Advice to Quit Among Current Smokers
Who Visited a Doctor in the Last 12 Months

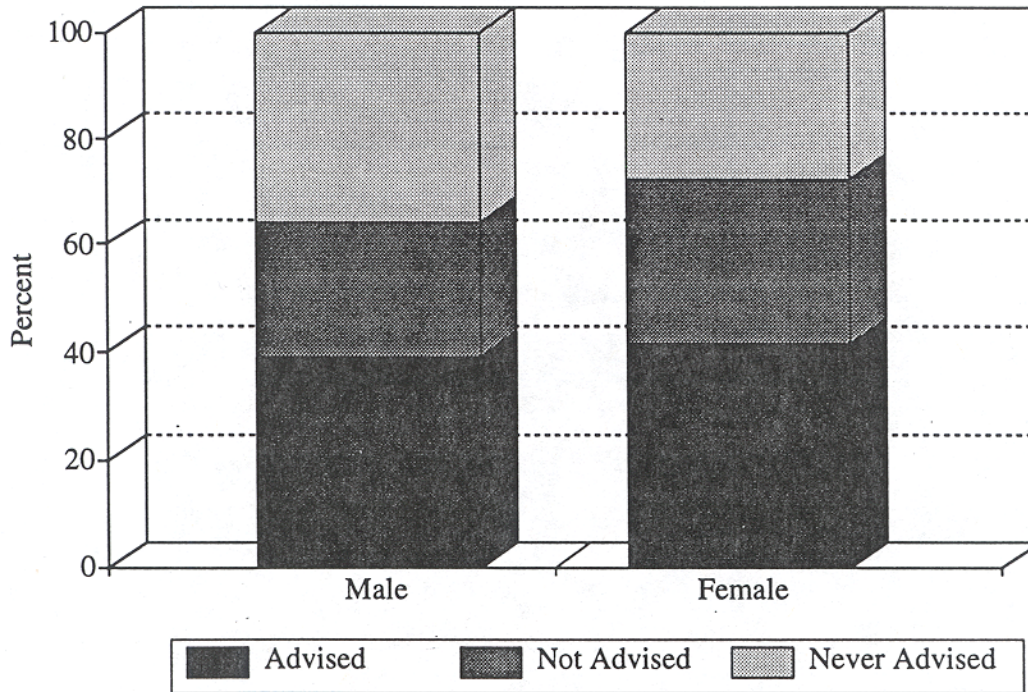


Figure 54

Physicians' Advice to Quit Among Current Smokers
Who Visited a Doctor in the Last 12 Months

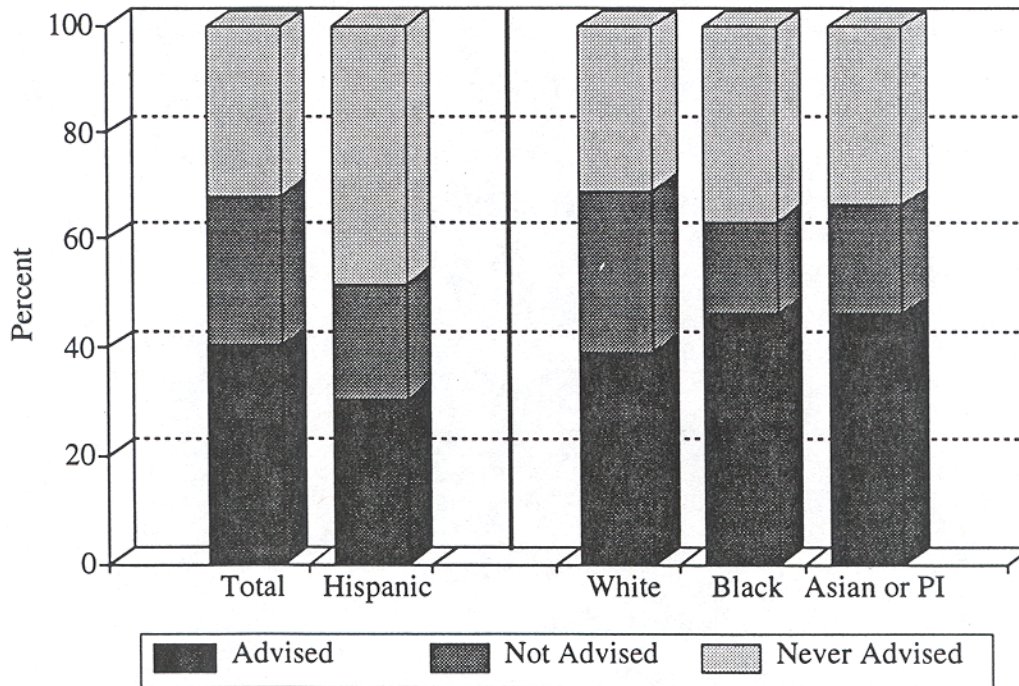


Figure 55

Physicians' Advice to Quit Among Current Smokers Who Visited a Doctor in the Last 12 Months

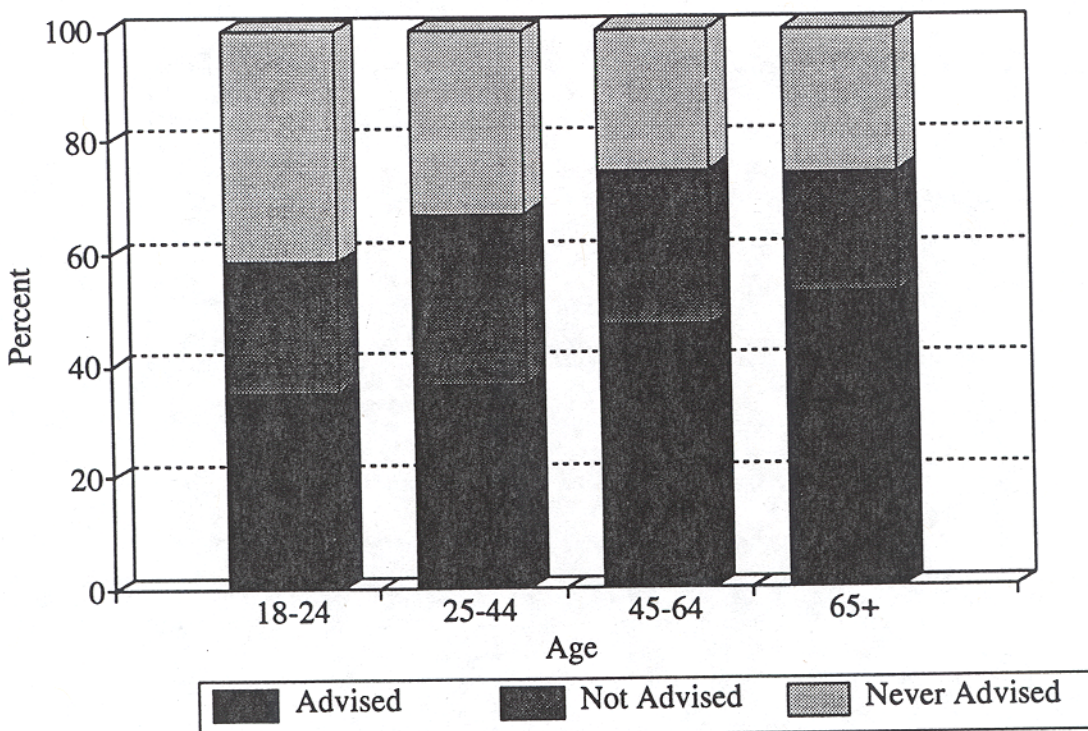


Figure 56

There were also differences in the fraction of smokers in different Regions of the State that reported being advised to quit by physicians (see Figure 57). The probability of smokers reporting that they had received advice to quit on their last visit ranged from a low of 34.8% in Monterey, San Benito, and Santa Cruz Counties to a high of 48.8% in Alameda County.

These data suggest that there is substantial need to improve physician interaction with smoking patients to promote cessation, particularly among those physicians who care for Hispanic patients. Physicians appear to provide cessation advice to less educated and Black populations with substantial frequency and, therefore, are one potential route to these harder-to-reach target populations. These data also suggest that physicians interact with approximately two-thirds of California's smokers each year and, therefore, could influence a large percentage of the smokers to quit if they can be mobilized to provide cessation advice and assistance.

Effectiveness of Physician Advice to Quit

The goal of physician advice to quit smoking is to convince the smoker to quit for good. The steps in that process documented from this survey are a change in the readiness to quit in those patients who had received physician advice compared to those who had not, and an increased frequency with which current smokers advised to quit had made an attempt to quit compared to those who had not received physician advice.

Figure 58 presents the readiness to quit for those who reported receiving advice to quit from their physicians on their last visit compared to those who never received advice to quit. Fewer smokers who received advice to quit were in the precontemplation stage and more were in the preparation stage. The effect of reducing the fraction of smokers in the precontemplation stage was greatest among older smokers and was also particularly strong among Black smokers. It seems clear that physician advice was associated with the smokers intentions to quit (see Appendix Table 32).

The fraction of smokers who made an attempt to quit in the last 12 months was also higher among those who reported being advised to quit on their last physician visit compared to those who reported never having been advised (see Figure 59), with 6% more smokers having made a quit attempt. The greatest differential with physician advice occurred among Black smokers: 64.3% of Black smokers who reported having received advice made a quit attempt compared to only 38.4% of those Black smokers who reported never having received advice (see Figure 60). In contrast, there appeared to be little difference in quit attempts among Hispanic and Asian and Pacific Islander smokers who did or did not report receiving physician advice to quit (see Appendix Table 33).

The data suggest that physician advice to quit can improve the readiness of smokers to quit and can convert that improved readiness into actual attempts to quit. However, the effectiveness of physician advice appears to be concentrated in the non-Hispanic and Black populations, suggesting that better approaches for physicians communicating cessation advice to the Hispanic and Asian and Pacific Islander smokers need to be developed.

Readiness to Quit in Smoker's Receiving Physicians' Advice to Quit

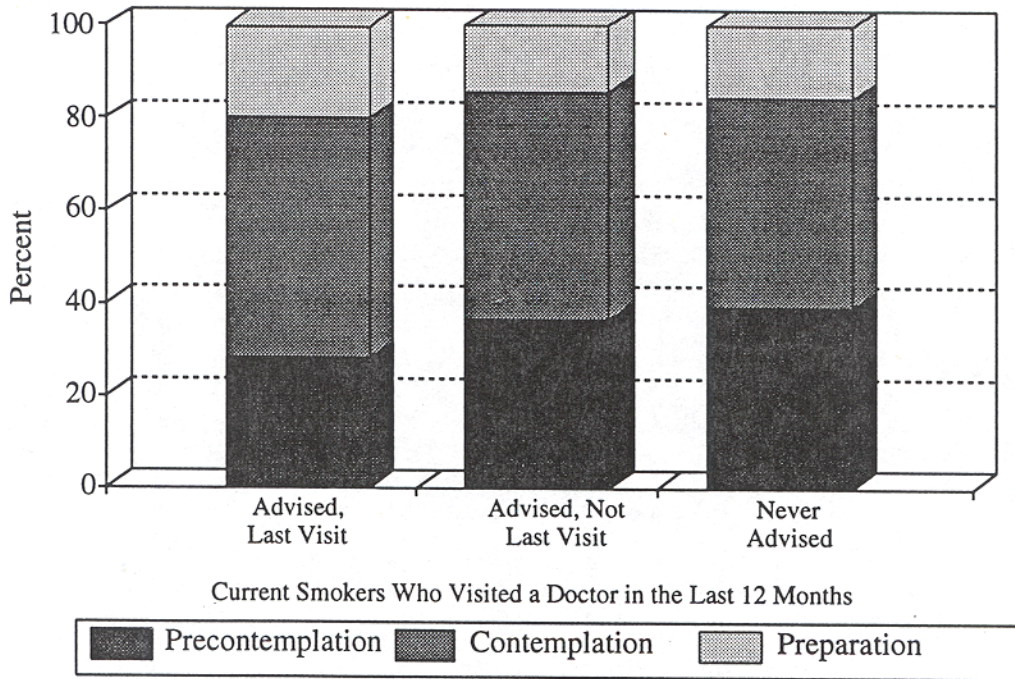


Figure 58

Percentage of Quit Attempts in Last 12 Months Among Those Who Have and Have Not Received Advice From a Physician

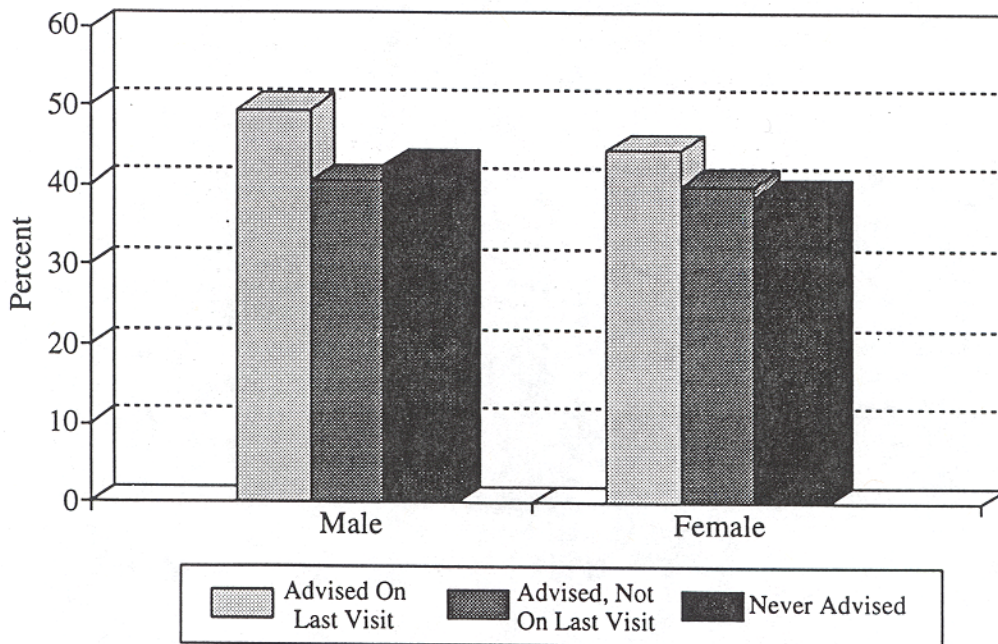


Figure 59

Percentage of Quit Attempts in Last 12 Months

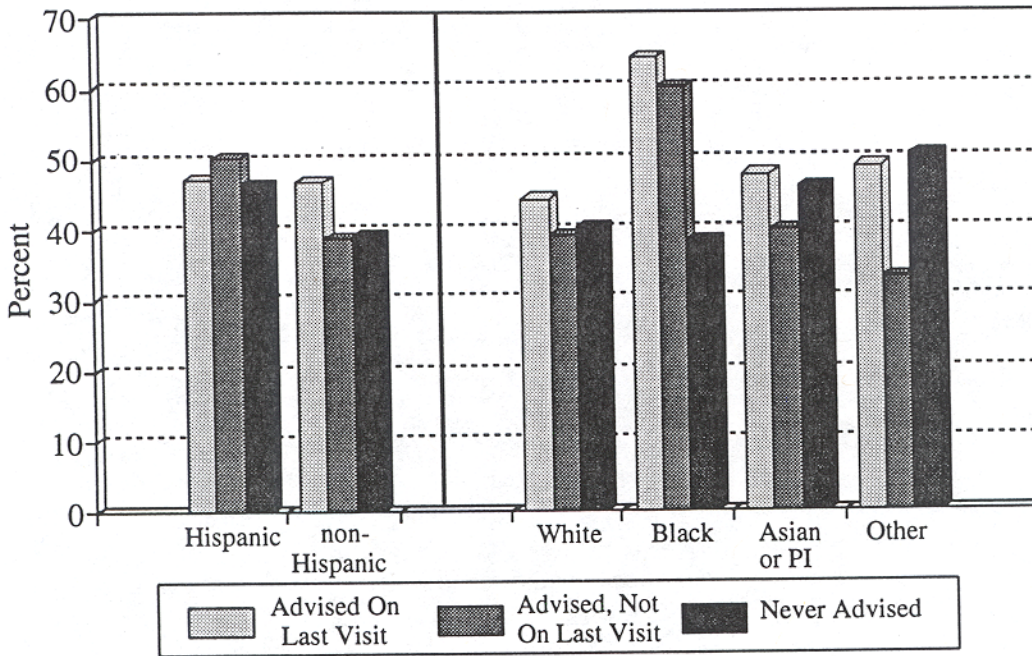


Figure 60

Target Populations

Adolescents

Age of Initiation

Almost 85% of those who are currently smoking in California began smoking regularly prior to the age of 21, and 41.2% began before they were 16 years old. The age of initiation for regular smoking among California smokers has fallen steadily during this century. For the most recent birth cohort of smokers (those born between 1960-1964), 91.5% of the female and 89.7% of the male smokers began smoking before age 21, and 55.4% of the female and 50.1% of the male smokers started by age 16. There are major sociodemographic differences in the proportion of smokers who started smoking at younger ages. Asian/Pacific Islander and Black smokers were less likely to start early as were those in the highest education group.

Only a small fraction of smokers began to smoke after they reached age 25, a clear demonstration that efforts to prevent initiation should be concentrated on adolescents and young adults. However, it is also a demonstration that initiation of smoking is seldom a mature decision. The development of smoking behavior occurs during the turbulent and vulnerable period of development into adulthood or it does not occur. Correspondingly, the influences that determine initiation of cigarette use are ones that operate on adolescents and young adults, the major targets for the development of new smokers by the tobacco companies.

The Smoking Initiation Process

The initiation of cigarette smoking during adolescence is viewed as a continuum of uptake rather than a sudden transition. Younger adolescents contemplate trying cigarettes, experiment with cigarette use, and may or may not then become regular users. There are two major goals of smoking prevention programs that target 12- to 17-year-old adolescents. The first is to maximize the proportion of adolescents who never experiment with smoking. The second is to maximize the proportion of adolescents who stop smoking before they become dependent on tobacco. This second goal recognizes that experimentation with tobacco does not mean that a person must become addicted.

We define adolescent "never smokers" in this report as those who have never taken a puff on a cigarette. Contemplation of smoking is defined by the response to three questions: 1) Do you think that you will try a cigarette soon? 2) If one of your best friends were to offer you a cigarette, would you smoke it? 3) Do you think that you will be smoking cigarettes one year from now? Unless an adolescent answers all three of these questions with a response which indicates that they are confident that they will never smoke, we classify them as "contemplators."

A current smoker is defined as anyone who has smoked in the past 30 days. We define experimenters as those teens who have puffed on a cigarette, but not in the last 30 days, and who are not confident that they will not have another cigarette (using the three contemplation

questions described above). Former experimenters are those who have experimented and who are confident that they will not have another cigarette.

The process of smoking uptake occurs dynamically throughout adolescence and into young adulthood. The categorization of an adolescent as a never smoker who is not contemplating smoking defines that individual at only one point in time and is not a guarantee of future nonsmoking status. Individuals may move in and out of contemplation, in and out of experimentation, and in and out of current smoking as they progress through adolescence. However, the stages described here represent important transitions in the process of smoking uptake and, as such, are useful both in describing the differences among adolescents relating to initiation and in defining those populations of adolescents who are at greatest risk of becoming cigarette smokers as adults.

Stage of Initiation at Different Ages

Figure 61 shows the progression through the stages of initiation for California adolescents of different ages. As expected, (see Appendix Table 16) the rate of current smoking increased from 3.3% of those aged 12-13 years to 17.4% of those aged 16-17 years. It is also clear that the category of "never tried, not contemplating" declined substantially among older adolescents,

Stages of Initiation Among
Adolescents of Different Ages

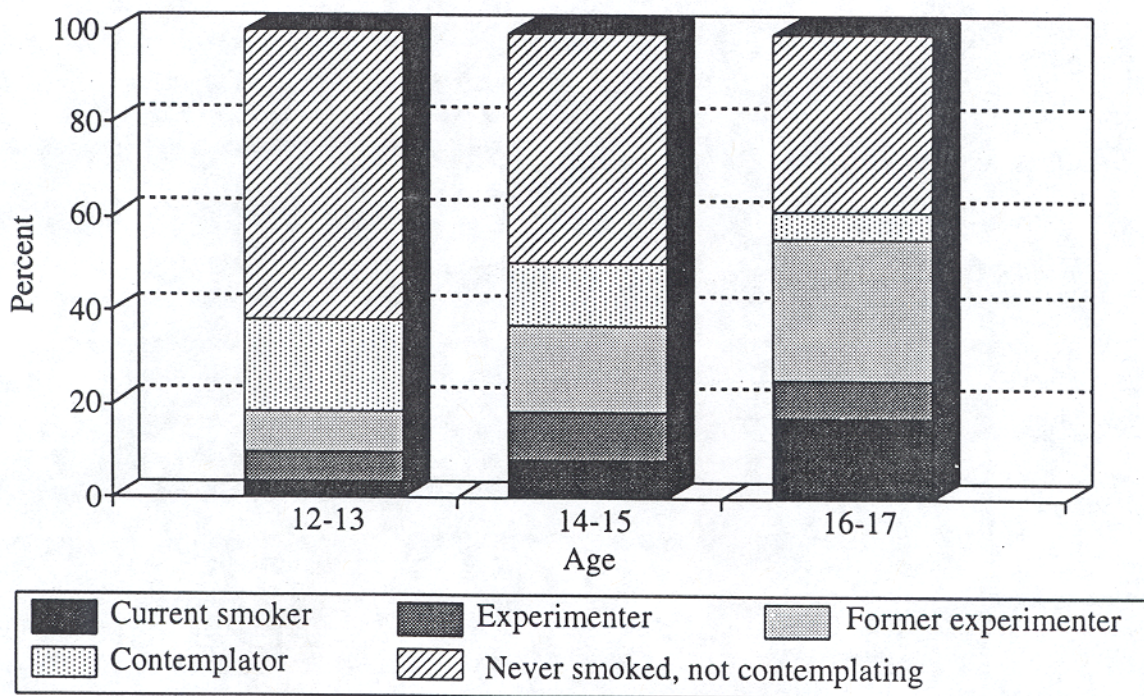


Figure 61

indicating that this category is not a firm decision among younger adolescents. The fraction of adolescents who were contemplating smoking also declined with age, suggesting that fewer adolescents began to think about smoking once they were over the age of 16 and again demonstrating that the process of initiation was already relatively complete among 16- to 17-year-old adolescents. The fraction of those who had ever smoked a cigarette increased with age. The fraction of adolescents who were currently experimenting with cigarettes peaked among 14- to 15-year-old adolescents and then declined in the 16- to 17-year-old group, again suggesting that the exploration of smoking behavior occurs among younger adolescents and declines by age 18 years. It is likely that issues related to smoking initiation for older adolescents and younger adults relate to the social and psychologic utility and the development of dependence, rather than to experimentation.

For each of the three adolescent age groups, a relatively consistent 50% of those who had ever experimented with cigarettes were currently convinced that they would not smoke in the future, suggesting that less than half of those who try smoking will become regular cigarette smokers. Programs that focus on preventing the adolescent who is currently experimenting with cigarettes from becoming a regular smoker may be able to capitalize on and accelerate this phenomenon.

Gender

In California in 1990-91, there were only slight differences between boys and girls in the prevalence of smoking, but girls were slightly more likely than boys to be in the "never tried, not contemplating" category (53% vs 47%). Girls were also somewhat less likely to have ever experimented with cigarettes (see Figure 62).

School Performance

As with adults, a major predictor of whether an adolescent smokes was educational performance. For adolescents, school performance (see Figure 63) was measured by self-described performance in school relative to that of peers. Current use and current experimentation were substantially higher among those teens who described themselves as average or below average students, and the percentage in the "never tried, not contemplating" category was much lower. The contemplator and former experimenter categories did not change across the school performance categories. This suggests that students who perceive their school performance as average or less are more likely to experiment with cigarettes, and those who do experiment with cigarettes are more likely to become smokers than students who perceive their school performance as above average. Clearly, students who see themselves as performing poorly in school are a major target for prevention programs.

Smoking Status Among Adolescents by Gender

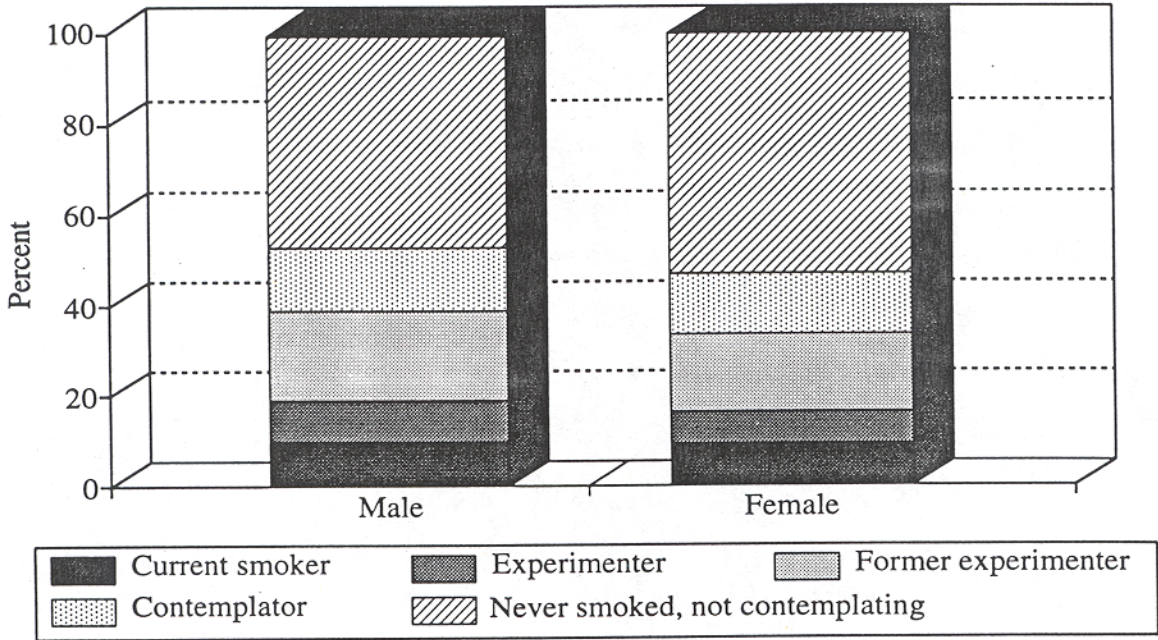


Figure 62

Smoking Status of Adolescents by Perceived School Performance

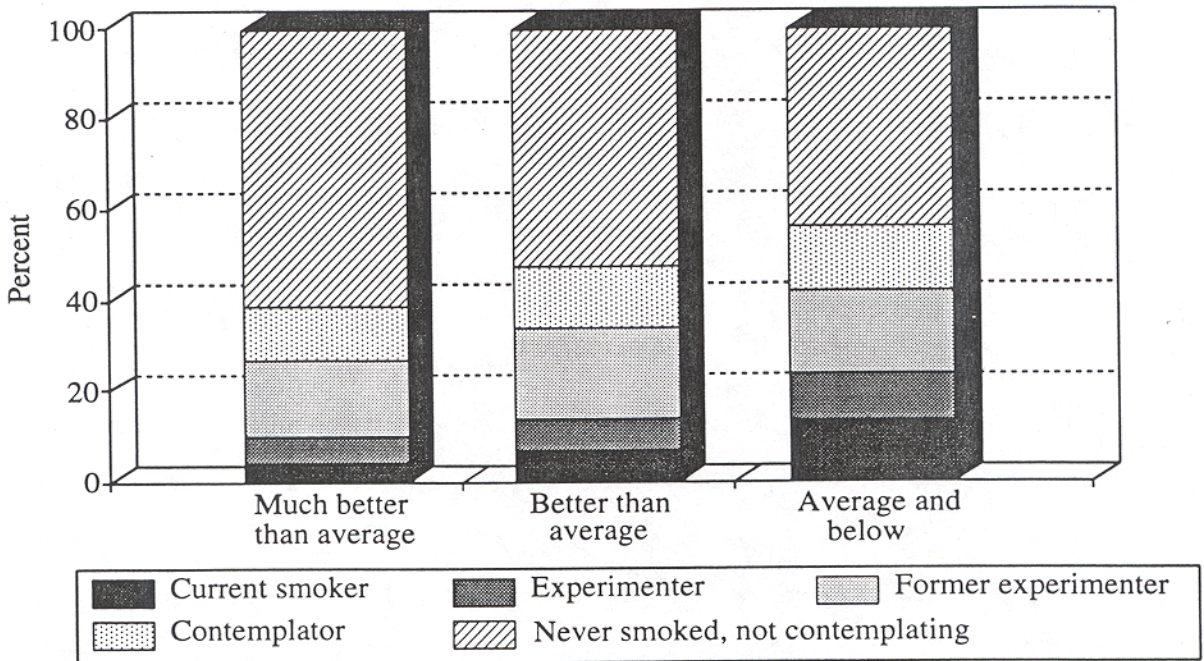


Figure 63

Race and Ethnicity

Hispanic male adolescents were less likely than non-Hispanic males to be in the "never tried, not contemplating" category (40% vs 50%) (see Figure 64). However, there was no such difference among female adolescents in the "never tried, not contemplating" category (52% Hispanic vs 53% non-Hispanic). As a corollary, Hispanic males were much more likely to be at the higher end of the uptake process with 22.8% currently experimenting or smoking. Hispanic females had

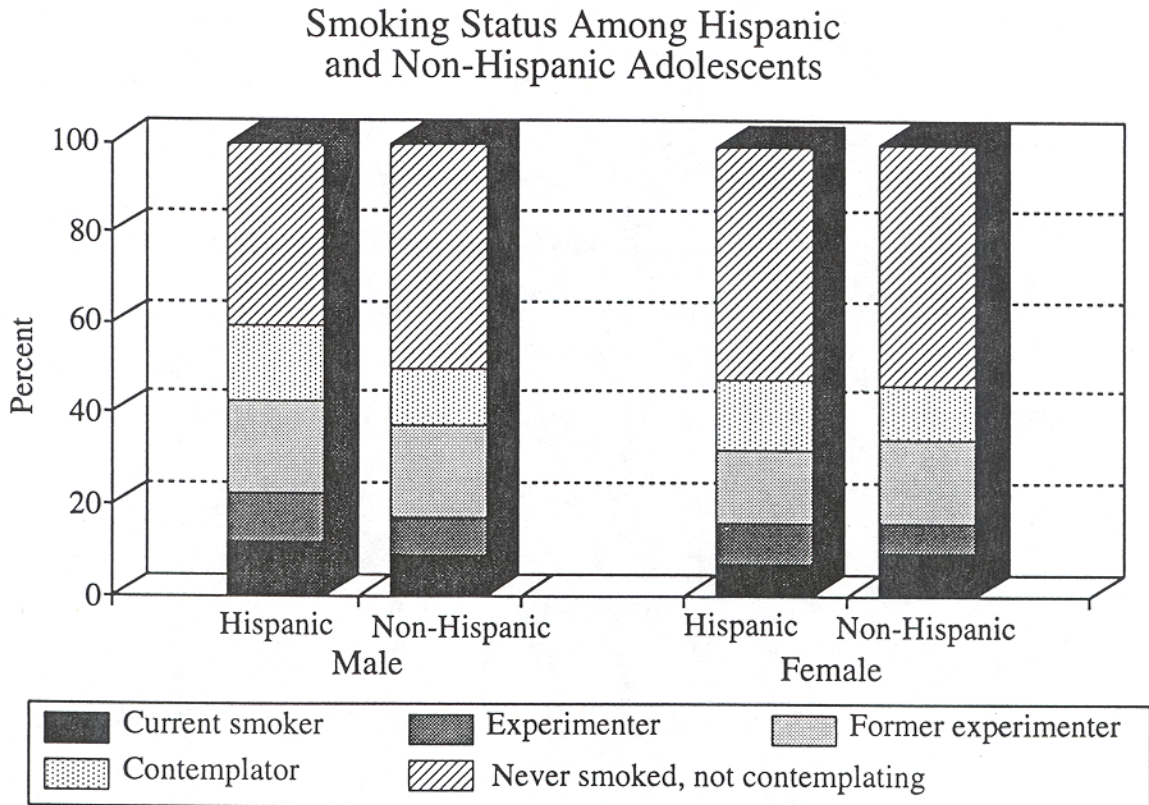


Figure 64

lower rates of current smoking but higher rates of current experimentation than did non-Hispanic females. These data suggest that the difference in smoking prevalence between Hispanic and non-Hispanic adult females may diminish as the current generation of Hispanic adolescents matures into adulthood.

Black male adolescents were the most likely of any subgroup in the survey to be represented in the "never tried, not contemplating" category (65% compared to 45% for White male adolescents), and they were also less likely to have experimented with cigarettes. These data corroborate the findings of a number of studies that indicate that smoking prevalence is declining

rapidly in many young Black males. These differences between Black and White males in smoking behavior were less evident for females.

Asian/Pacific Islander adolescents of both sexes were less likely to be currently smoking cigarettes than White adolescents, and Asian/Pacific Islander female adolescents were also less likely to be currently experimenting with cigarettes (see Figure 65).

Smoking Status Among Adolescents of Different Races

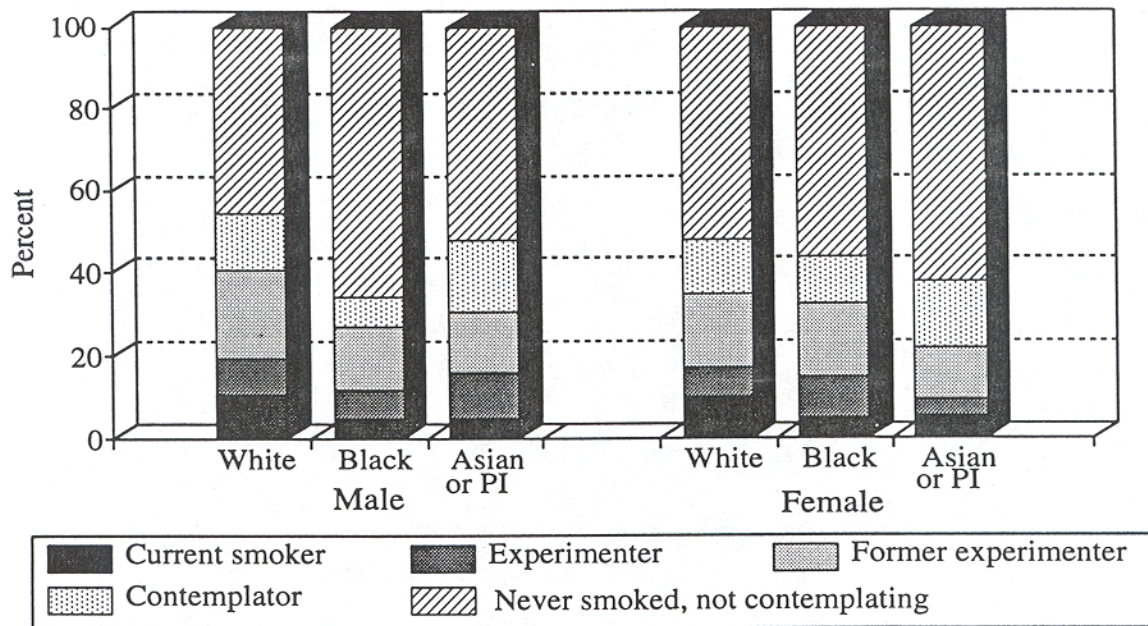


Figure 65

Just over half of Asian male (52%) and female (62%) adolescents were in the "never tried, not contemplating" category. However, both Asian/Pacific Islander boys (17%) and girls (16%) were among the most likely to be contemplating starting to smoke. Both these findings concur with the data on age of initiation for adult smokers and indicates that the smoking uptake process occurred later in Asian/Pacific Islanders than in other groups. The established pattern of Asian women smoking much less than Asian men may be changing rapidly. Asian/Pacific Islander female adolescents (6%) were currently smoking at the same or slightly higher rates than Asian/Pacific Islander male adolescents (5%).

Use of Smokeless Tobacco

The use of chewing tobacco and snuff is predominantly a male behavior: 15% of 12- to 17-year-old males reported having used either substance prior to the survey, compared to just over 2% among females. The process of uptake of smokeless tobacco appeared to occur mainly between the ages of 12 and 17 years since the fraction of adolescents contemplating use of smokeless tobacco dropped rapidly with age among adolescents (see Figure 66). Among the 12- to 13-year-olds, 4% of the boys had experimented and another 15% were contemplating experimenting. By the age of 16 to 17 years, 28% of boys had experimented and the proportion

Male Adolescent Smokeless Tobacco Use

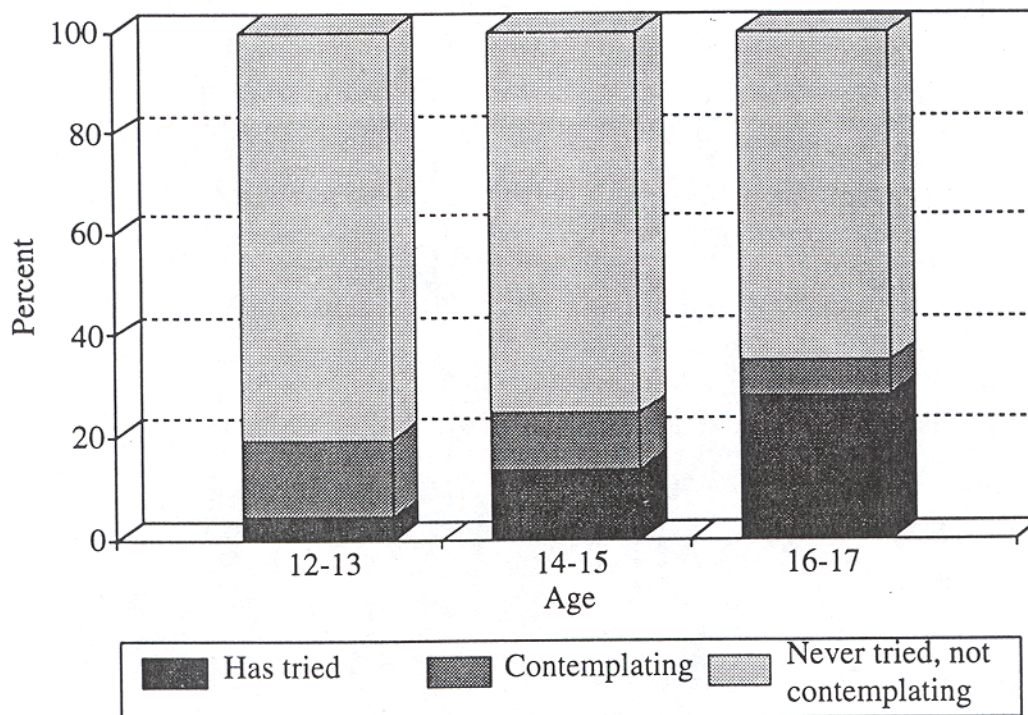


Figure 66

who were contemplating was reduced to 7%. The fractions who had tried or were contemplating trying smokeless tobacco changed only slightly with perceived school performance, in marked contrast to the large differences observed for cigarette smoking.

Smokeless tobacco is predominantly a White male adolescent behavior: 18% of White males aged 12 to 17 years had tried smokeless tobacco, compared to 8% of Black and 5% of Asian males.

Experimentation with Smokeless Tobacco by Male Teens: Geographic Distribution

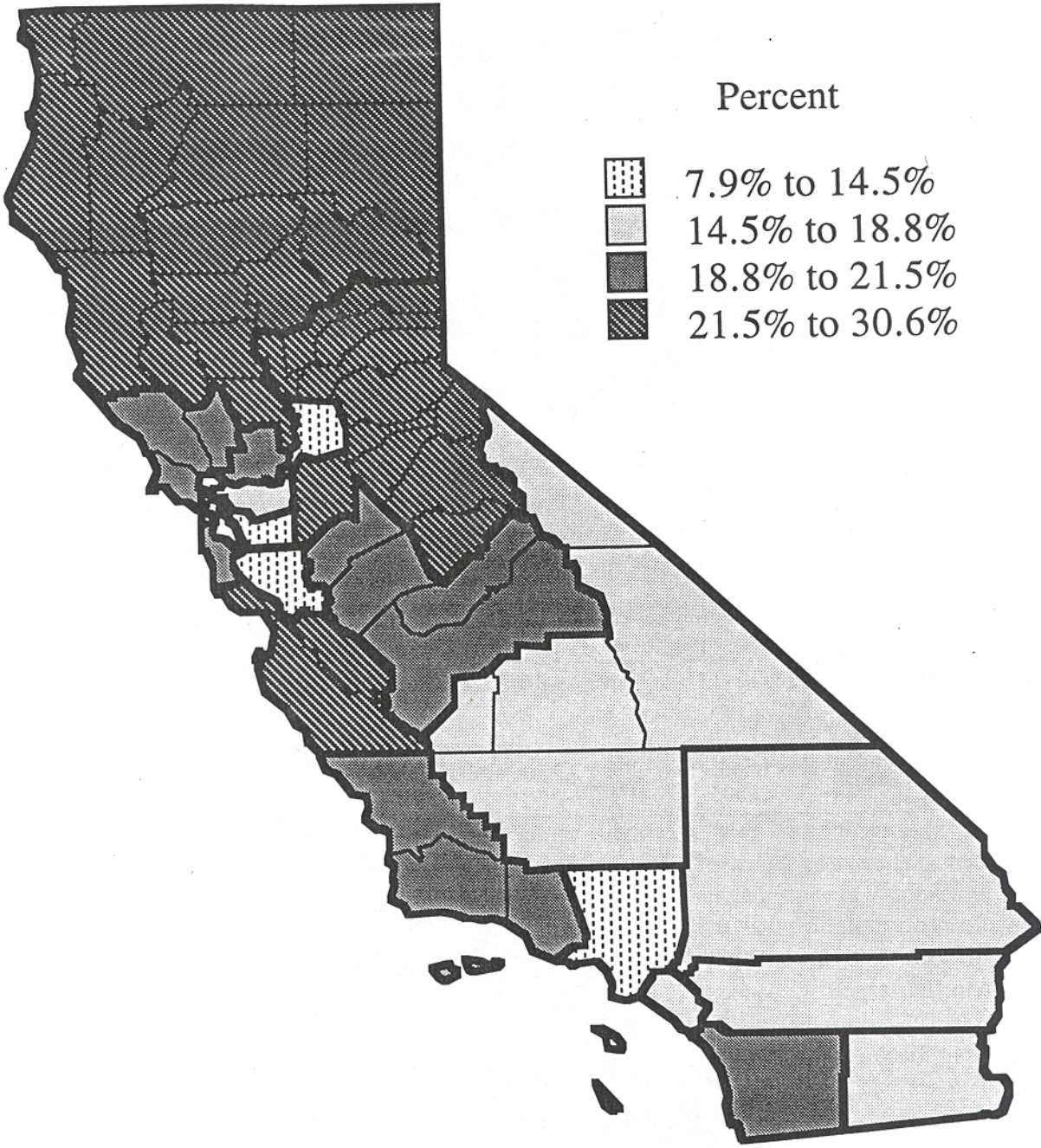


Figure 67

There were differences across Counties/Regions in experimentation with smokeless tobacco (see Figure 67). There were only three Counties with more than 80% of the 12- to 17-year-old male population in the "never tried, not contemplating" category: San Francisco, Los Angeles, and Sacramento. There were two Regions, Region 13 in the north and Region 15 in the northwest of the State, in which approximately 30% of male teens had experimented with smokeless tobacco.

Smoking as an Issue in Schools

Four different questions on the issue of smoking in schools were asked of the adolescents in the survey. The first question was whether the school had a rule that banned smoking. All respondents were asked what proportion of students they felt obeyed this rule, the proportion of teachers who smoked, and whether they had ever had a health class on the dangers of smoking.

The vast majority of California teens reported that their school had a policy which banned smoking for students. However, only 45% of the teens felt that most or all students obeyed that policy. In particular, those who were older and those who had smoked were less likely to feel that most or all students obeyed the policy. This perception of the adherence to the policy varied considerably with County/Region (see Figure 68) with the lowest adherence being reported in San Bernardino (36%), Riverside (39%), and Contra Costa Counties (36%). There were only a few Counties in which more than half the teens reported that most or all teens adhered to the policy: these were Marin, Napa, Sonoma, and Orange Counties (see Appendix Table 37).

Overall, one-quarter of the teens reported that none of their teachers smoked, and this perception was strongly related to their own age and experience with cigarettes.

Of all adolescents, 73% reported that they had ever received a class on smoking. Hispanics were less likely than other groups to report having received anti-tobacco education in school (see section on Tobacco Prevention Education in Schools).

The Effect of Tobacco Advertising

All survey respondents (both adults and teens) were asked about the brand of cigarette they perceived as most advertised in magazines or on billboards. Approximately 87% of teen respondents were able to identify a cigarette brand. These data are presented in Figure 69 and indicate that recall of tobacco advertising was greater among adolescents and younger adults than it was among older adults. Marlboro was almost universally identified as the most advertised brand, with teenage Blacks the only exception. They thought that Camel cigarettes were substantially more advertised (30% vs 18% for Marlboro) (see Appendix Table 36).

Overall, tobacco advertising was more recognized among adolescents than among adults, but the pattern of recognition was quite different for Marlboro and Camel advertising. The identification of Marlboro as the most advertised brand increased throughout adolescence, peaking in the 16- to 17-year-old group before declining with increasing age among adults. In contrast, the

Perceived Obedience to Restrictive Smoking Rules at School

(% Most/All Smokers Obey)

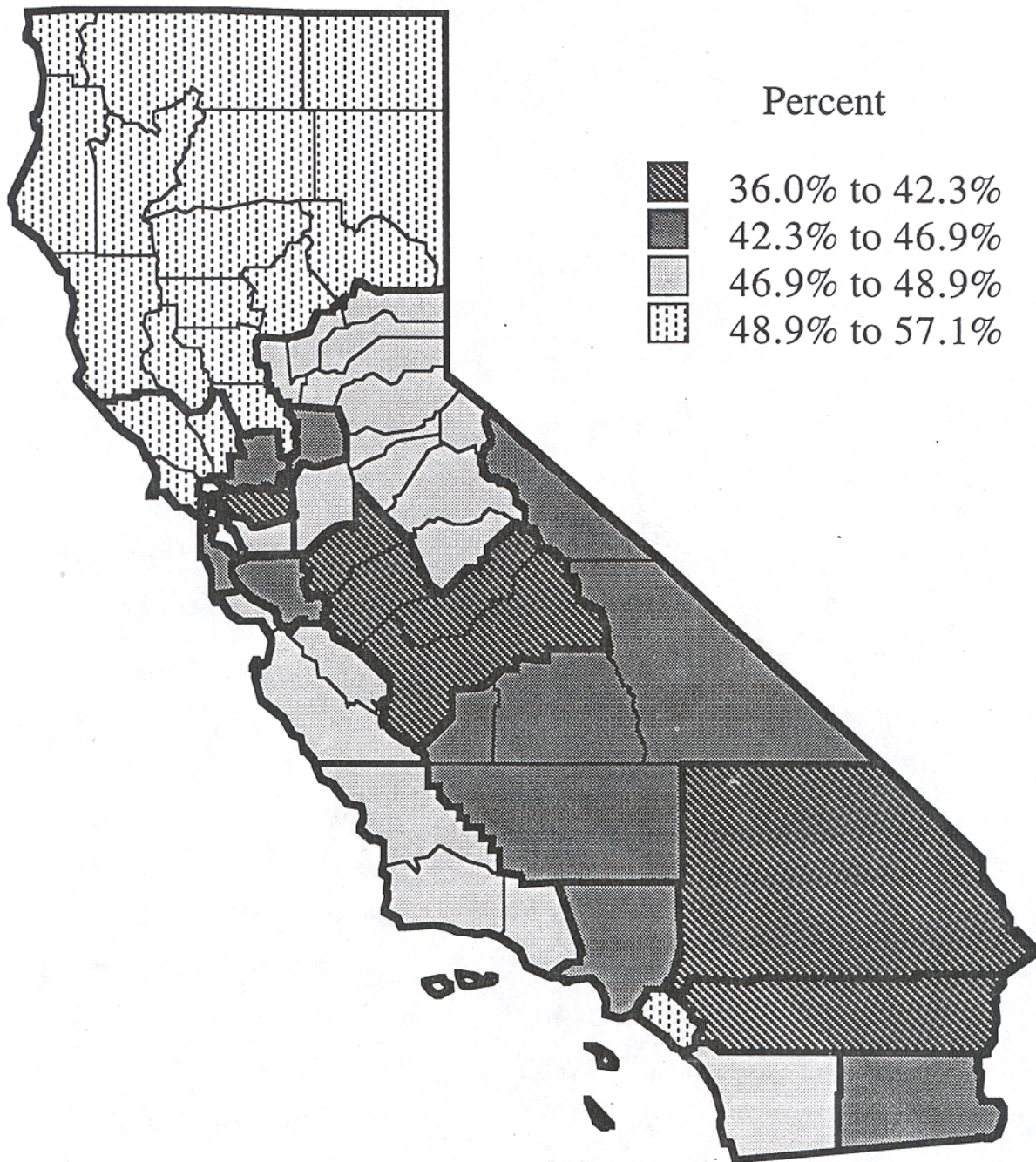


Figure 68

Nomination of Most Advertised Brand of Cigarettes in California

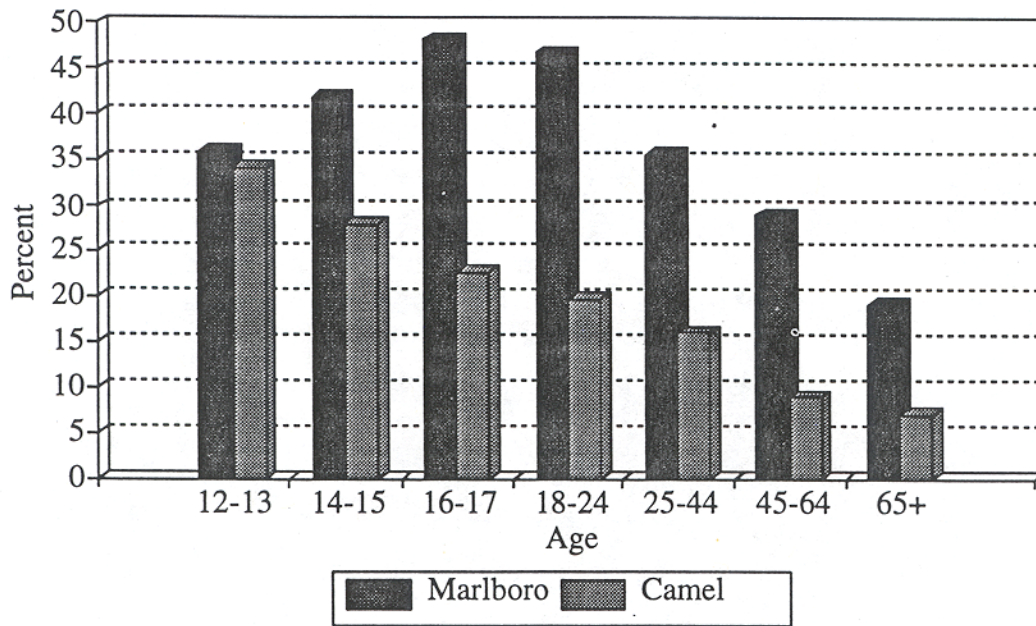


Figure 69

identification of Camel as the most advertised brand was greatest among the youngest group of adolescents surveyed (12-13 years old). In this group, recognition of Camel almost equaled that of Marlboro. The highest recall for Marlboro among the teens was among the current smokers, while the greatest recognition of Camel was among those adolescents who were contemplating smoking but had not yet experimented with cigarettes. These data indicate that tobacco advertising is preferentially seen by the young, but that all tobacco advertising campaigns are not the same in their appeal to youth. The smooth character cartoon advertising campaign for Camel cigarettes clearly targets the very youngest group of adolescents as well as those who have not yet begun to smoke. These data, when combined with the high proportion of young smokers who buy Camel cigarettes, strongly suggest that tobacco advertising is a major force in promoting young people to take up smoking.

The Perceived Usefulness of Smoking

The tobacco companies spend considerable time and effort marketing their product to prospective users as something that is useful to the smoker. There are many cigarette advertisements that promote the image that cigarettes relax the smoker, help them to handle stress, help keep weight down, help the smoker feel comfortable in social situations, and help the smoker overcome boredom. Prevention programs need to know the extent to which these messages about the utility

of cigarettes have become accepted by adolescents. Five questions in the survey asked adolescent respondents whether they believed that cigarette smoking helps people relax, helps reduce stress, helps people feel more comfortable at parties and in other social situations, helps people keep their weight down, and can help people when they are bored.

More than half of each smoking status group saw smoking as having some useful function. As expected, the proportion was highest in the smoking groups, in which 87% of current smokers and 83% of current experimenters thought that cigarettes served at least one of the five functions designated. A considerably lower proportion of former experimenters (70%) and contemplators (68%) also felt that cigarettes served, at least, one of these functions. However, the lack of a difference between these two groups suggests that the utility of smoking is not a major reason people cease to experiment. As expected, the lowest proportion was in the "never tried, not contemplating" category (56%) (see Appendix Table 41).

Perceived Utilities of Smoking Among Teens

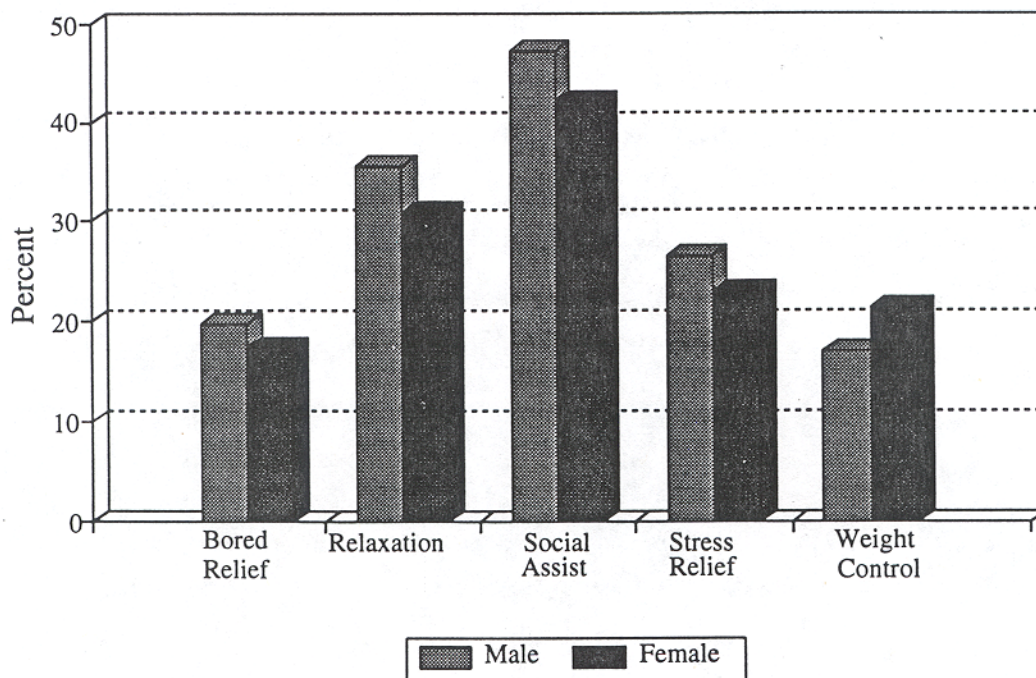


Figure 70

Of the five utilities of smoking (see Figure 70), the one that ranked highest was that smoking helps people to feel more comfortable at parties and in social situations: 44.6% of the population agreed with this statement. The second highest utility was that smoking reduces stress: 33% of the total population agreed with this statement. Current smokers were approximately twice as likely as the "never tried, not contemplating" category to agree with each utility. This differential

was threefold for the "smoking relaxes you" statement, which was agreed to by more smokers than any other utility (65%). One-third of female smokers (33%) thought that "smoking helped keep weight down," compared to 20% of male smokers. These data are suggestive that tobacco advertising is quite successful in convincing teens of the utility of smoking and that this image of smoking may be an important reason for adolescents to become regular smokers (see Appendix Table 42).

Tobacco Use in the Social Network

An individual's social network is made up of those who live in the same house, the immediate family who live away from that house and those who are classified as best friends. The presence of smokers in this social network is a strong predictor of whether a teen will experiment with smoking and become a regular smoker. The 1990 CTS contained detailed measures on smoking behavior of family members both inside and outside the home. It also asked the respondents to detail whether their four best friends of each sex smoked and whether they had a date who smoked. Thus, we could use a four-category scale which reflected the amount of smoking in the social network. There are those who have no family members and no peers who smoke (43% of California teens), those who have family members who smoke but do not have any best friends who smoke (21% of California teens), those who have no family members who smoke but do have best friends who smoke (20% of California teens), and those who have smokers both in their family and among their best friends (17% of California teens).

As expected, the more exposure in the social network, the more likely the teen was to be a smoker. Of those who had no smokers in their immediate family and no smokers among their best friends, 65% were in the "never tried, not contemplating" category and 15% were in the former experimenter category, with only 6% as either current experimenters or current smokers. If there was exposure in the family alone, the probability that the individual would be a smoker increased (13% current smokers or experimenters, 20% former experimenters, and 50% "never tried, not contemplating"). Teens who were not exposed in their immediate family but had best friends who smoked had a higher probability of smoking (29% were either current smokers or experimenters, 23% were former experimenters, and 37% were "never tried, not contemplating"). Those with both family and best friend exposure were the most likely to be smokers (40% current smokers or experimenters, 23% former experimenters, and 28% "never tried, not contemplating").

Perceived Substance Use Among Peers

There is concern that tobacco use cannot be separated from other substance use. Many feel that tobacco use is a gateway for other drug use among teens. Accordingly, we report the peer exposure levels for three groups of substances. We asked respondents a series of questions about how many people they knew about the same age who smoke cigarettes, chew tobacco, drink alcohol at least once a week, get drunk at least once a month, smoke marijuana, or use drugs such as cocaine or crack. We collapsed the responses from these questions into three variables:

peer exposure to tobacco, alcohol, and other drug use. All teenagers were divided into those who reported that no peers use a substance and those who reported such exposure.

Reported exposure to all three substances varied with age: 40% of 12- to 13-year-olds and approximately 90% of 16- to 17-year-olds reported exposure to tobacco and alcohol, while 17% of the 12- to 13-year-olds and 66% of the 16- to 17-year-olds reported exposure to illicit drugs. There were no marked differences across gender, although it was noticeable that percentages for females were higher than those for males for each substance. Blacks (57%) were less likely to report exposure to tobacco than Whites (68%) or other groups, but there was no difference in reported exposure to illicit substances. Asians were less likely to be exposed to alcohol (57%) or to illicit drug use (31%) than were Whites (69% for alcohol and 44% for illicit drugs) (see Appendix Table 39).

Each of these variables on reported peer exposure was strongly related to the smoking uptake process. As expected, the "never tried, not contemplating" group was lower for each of these measures than the other smoking uptake groups, with 55% reporting tobacco exposure, 58% reporting exposure to alcohol and 31% reporting exposure to illicit drugs. Almost all current smokers reported exposure to both tobacco and alcohol and a very high (81%) percent reported exposure to illicit drugs. These data support the hypothesis that tobacco use is part of a general substance use problem.

Other Risk Taking Behavior

Adolescents were asked a series of questions designed to elicit whether they participated in other risky or non-health conscious behaviors. We report seven such items separately (see Appendix Table 40). The first question was an agree/disagree response to the question "Do you get a kick out of doing risky things?" Other questions sought how frequently they had been in a physical fight (other than in the family) that involved hitting, the frequency with which they rode a motorcycle and whether they wore a helmet, whether they wore seat belts in cars, and whether they had ridden with a driver who had been drinking.

For each question, with the exceptions of wearing seat belts and riding with a driver who had been drinking, boys were more likely to report risky behavior than were girls. Answers to each of these questions varied markedly with age, with the exceptions of being in a physical fight and riding a motorcycle without a helmet. With the exception of the question on getting a kick out of risky behavior, all risky behaviors were less likely to be performed by higher academic achievers.

Current experimenters and current smokers were much more likely to perform each of these risky behaviors with the exception of wearing seat belts, than were other teens. The difference across smoking categories was particularly marked for having ridden with an intoxicated person: Of the current smokers, 27% had taken such a ride compared to 11% of the current experimenters and former experimenters and 4% of the "never tried, not contemplating" category. Similarly, 52% of current smokers had been in a physical fight, compared to 37% of current experimenters and

20% of the "never tried, not contemplating" category. These data suggest that smoking may be part of a more general risk taking behavior.

Negative Social Attitudes Toward Smokers

We asked a series of questions that indicated how the social networks of teens viewed smoking behavior. The first related to whether their parents viewed smoking as a behavior of adults. This question asked teens to agree or disagree that their parents would not mind if they smoked when they were older. There were three questions that related to their own social preferences. These were: "Smoking turns me off," "I'd rather date a nonsmoker," and "I don't like being around smokers".

Responses to the question on parental approval indicated that there was strong parental disapproval of smoking; the answer to this question varied by smoking status, with 30% of current smokers agreeing with the statement and 26% of current experimenters agreeing. Only 10% of those who reported that they had never smoked and were not contemplating it reported that their parents would approve of their smoking when they were older.

On the three social preference issues, there were even current smokers (40%) who indicated that seeing someone smoking turned them off, 68% who would rather date a nonsmoker and 34% who did not like being around smokers.

Exposure of Adolescents to the Mass Media Anti-Smoking Campaign

The media component of the anti-smoking campaign began in April 1990, some three months prior to the first California Tobacco Survey (CTS) interview and continued throughout the interview period. California consists of multiple media markets, and buying schedules were not synchronized with the survey interviews; hence, it was not possible to match actual television buying schedules with the individual recall data. All respondents were probed extensively on whether they recalled seeing an anti-smoking television commercial during the past week (they were asked to describe the commercial), whether they heard anything on the radio or whether they saw anything in newspapers or magazines. It is important to emphasize that the recall refers only to the previous 7 days. Recall data is always subject to questions of accuracy relating to timing, and it is well known that accuracy of reporting is related to the time interval covered in the question. A 7-day period was considered a reasonable time period over which the reporting might be accurate. The result of using such a short time period, however, is that these data cannot be used to estimate the proportion of the overall population who were exposed to the media campaign throughout the campaign. These responses are best used to identify differences in the impact of the different campaign messages on different subgroups of the population.

One-half of the adolescents surveyed reported seeing an anti-smoking television commercial, and 25% described one of the CTS commercials. A total of 20% indicated that they had heard something on the radio, and 23% reported seeing something in newspapers or magazines. Combining the media, two-thirds of California teens reported that they were exposed to some

anti-smoking media in the week prior to the interview. There were only small differences across sociodemographic characteristics or across smoking categories in the proportions who reported exposure to any of the media.

Recall of the CTS anti-smoking commercials varied by the month in which the teen was interviewed. Approximately one-third of all teens interviewed between the months of July through October 1990 recalled the commercials, compared to approximately 15% for the months of December 1990 through April 1991, and 10% for May and June 1991. These differences in recall probably reflect differences in campaign buying schedules over these same months.

The television campaign consisted of numerous commercials that can be grouped under 5 separate headings: manipulative, passive smoking, health consequences, pregnancy, and general (see Appendix Table 45). To obtain these classifications, we submitted our characterizations of each of the commercials to the media advertising group for approval. Following this approval, these characterizations were used to group commercials around the themes. Trained coders were used to interpret the verbatim statement of the respondent into one of the categories for an actual commercial. There were several commercials that had themes other than the categories chosen; however, the proportion who recalled these commercials was not large enough to give them their own separate category. Approximately 9% of California teens recalled commercials in this general category. There were no major differences in any of the sociodemographic subgroups in recall of commercials in this general category.

The Manipulative Theme in Television Advertising

The first category was those commercials which had a theme related to the tobacco companies' manipulation of people to smoke. Included in this group is the Tobacco Industry board commercial which was used to launch the campaign, the subliminal advertising commercial where the message of tobacco commercials was shown over background exhortations that the viewer should smoke and the Rap commercial which had Blacks singing "first you want us to pick it, now you want us to smoke it".

Of all youths, 17% recalled seeing one of these commercials in the week prior to their interview. This proportion varied little by gender, age, race/ethnicity or smoking status. However, this type of spot was more likely to be recalled by those who reported that their school performance was better than average (19%) compared to those who thought it was average or below (14%).

The Environmental Tobacco Smoke Theme

A number of commercials were made which depicted people being exposed to environmental tobacco smoke by another person smoking around them. These generally concluded with the statement, "When you smoke, you are not the only one who is smoking." Commercials were produced with a kitchen setting, a bedroom setting, a living room setting, and a car setting. They varied in their depiction of the race/ethnicity of the actors, but generally it was women who were subjected to the environmental tobacco smoke.

Approximately 12% of teens recalled one of the environmental tobacco smoke commercials. Girls (14%) were more likely to recall one of these commercials than boys (10%), although there were no differences across age. Hispanics (8%) recalled the commercial much less frequently than non-Hispanics (14%) and Blacks (8%) had lower recall than Whites (17%) or Asians (15%). There was a clear trend across perceived school performance with those reporting that they were much better than average (14%), recalling more than the other two groups. Among the five categories of smoking status, smokers were the most likely to recall one of these commercials (14%), with the contemplators being the least likely (10%).

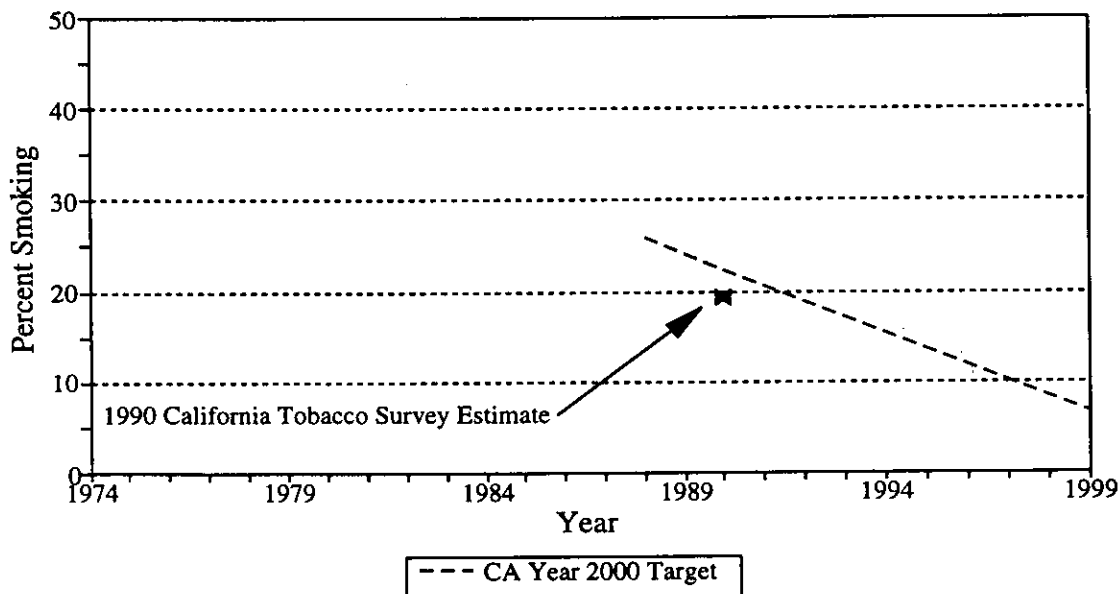
The Pregnancy and Smoking Theme

The harm of smoking to the fetus has been a regular theme in anti-smoking commercials over recent years. The California Tobacco campaign made a few spots which also picked up on this theme. One commercial was in a delivery room, another featured a fetus in a smoking woman, and a Spanish language commercial featured an undersized baby with low birth weight linked to the smoking of the mother. Just over 5% of the population recalled one of these commercials. Girls (7%) were more likely than boys (4%) to recall commercials with this theme. Hispanics (7%) were also more likely to recall these commercials than were non-Hispanics (4%). Recall was related to perceived school performance; these commercials were more likely to be recalled by those who perceived their performance as average or below (6%) than by those who believed they were performing much better than average (4%).

Hispanic Californians

The pattern of cigarette use among Hispanic Californians differs markedly with gender. Male Hispanics had rates of current smoking (26.2%) that were slightly above the rates for non-Hispanic males (25.5%), but the rates for women of Hispanic origin (12.5%) were substantially lower than those for non-Hispanic females (20%). The current prevalence of smoking for Hispanic males and females in relation to the estimated 1988 prevalence (obtained using a backward extrapolation from the 1990 prevalence and quit-rates) and the 1999 smoking prevalence targets for California are presented in Figure 71. It appears that the decline in

Smoking Prevalence of
Hispanic Californians



Source: NHIS 1974-1988
1990 California Tobacco Survey

Figure 71

smoking prevalence is slightly greater than that needed to achieve the proposed goals. The prevalence of smoking among Hispanics may vary with geographic Region within California (see Figure 72), ranging from a low of 15.3% in Marin, Napa, and Sonoma Counties to a high of 24% in Contra Costa County.

Figure 73 shows the distribution of current, former, and never smokers among Hispanic Californians compared to the adult population of California and to the non-Hispanic White population. The distribution in a subgroup of Hispanics, those of Mexican origin, is also presented. The current prevalence of smoking for Hispanics of Mexican origin was similar to the other male populations, but there was a somewhat higher percentage of Hispanic males of

Adult Hispanic Smoking Prevalence

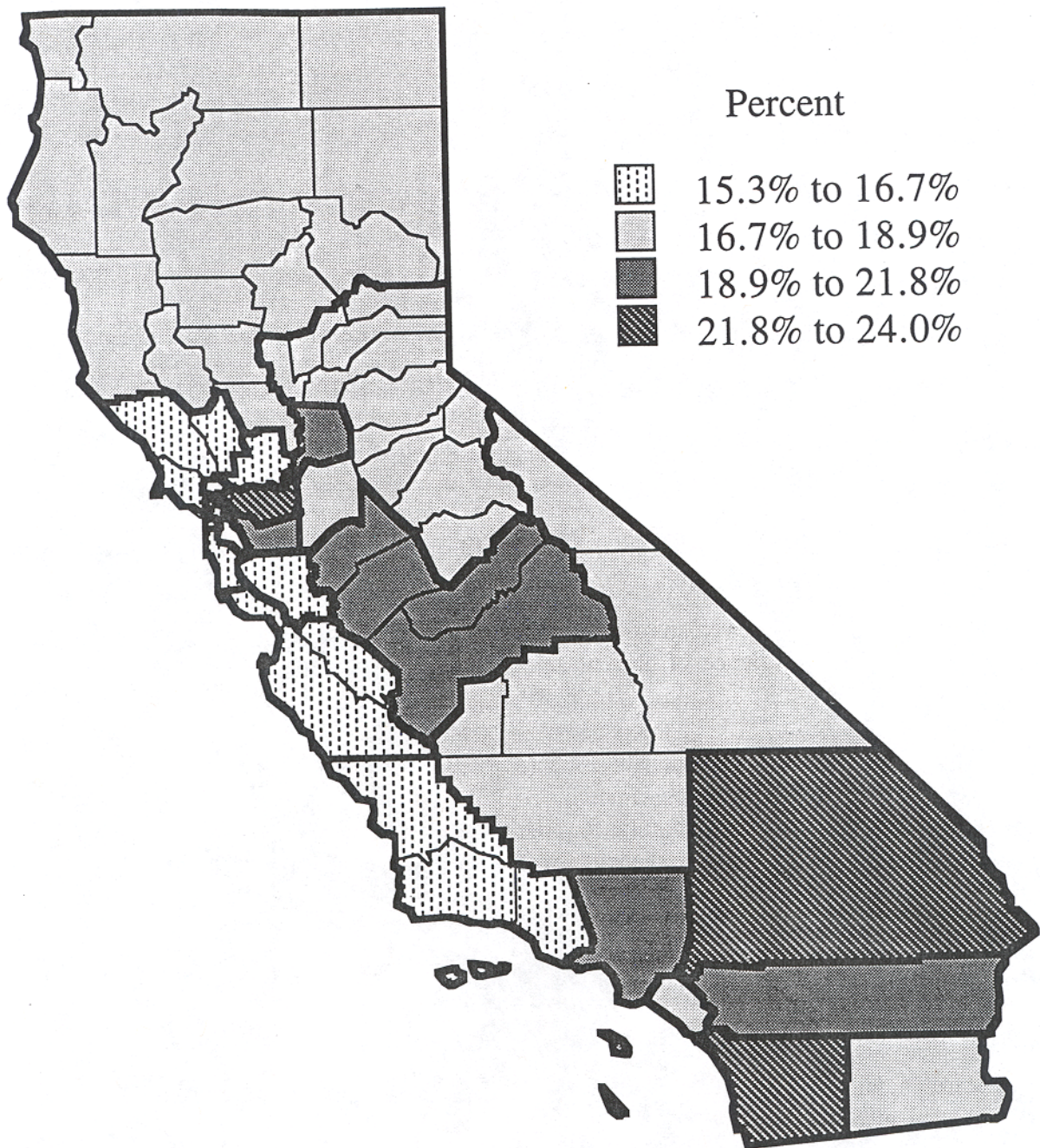


Figure 72

Current Smoking Status Hispanic and Non-Hispanic Californians

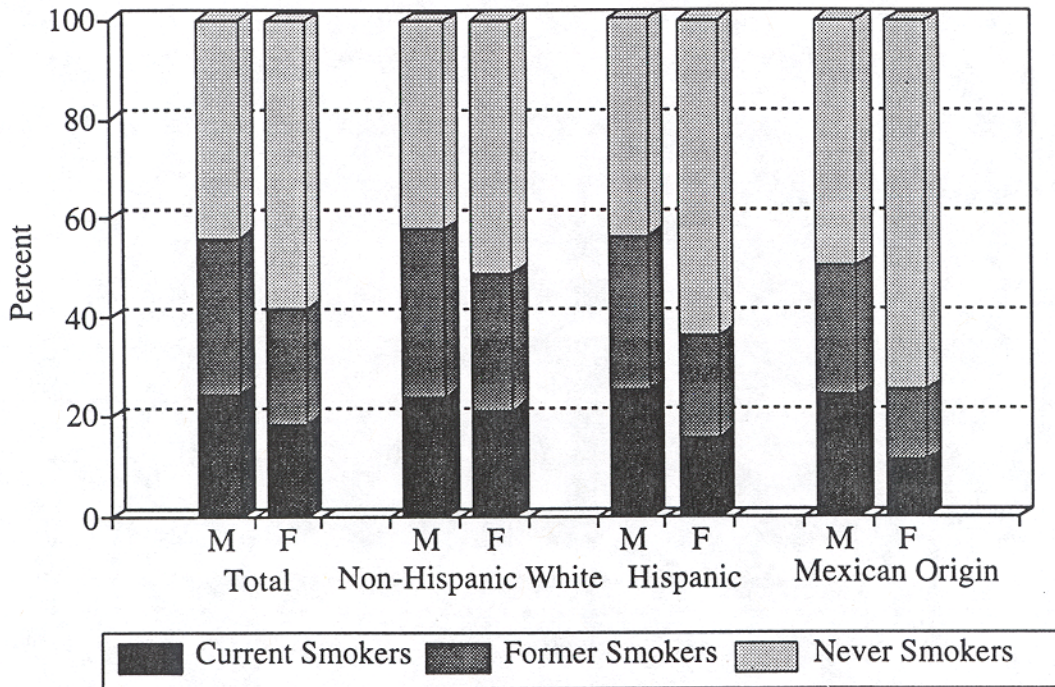


Figure 73

Mexican origin who had never smoked. Markedly fewer Hispanic women had ever smoked cigarettes, and their prevalence of current smoking was approximately one-half of that found among non-Hispanic White females. The percentage of those who had ever smoked who were currently quit was similar for Hispanic and non-Hispanic women (55% and 56.1%, respectively), but Hispanic males had a lifetime quit rate (52.8%) that was somewhat lower than that of non-Hispanic males (57.4%) or non-Hispanic White males (58.7%) (see Appendix Tables 1 and 3). The similarity of the lifetime quit ratio for Hispanic and non-Hispanic populations is somewhat deceiving, however, because the recency of smoking cessation was quite different among Hispanics. A larger fraction of Hispanics had quit in the last 12 months. Figure 74 shows the percentages of former smokers who had quit within the last 12 months, within the last 5 years, and for 5 or more years. Hispanic male and Hispanic female former smokers were both more likely to be recent quitters than non-Hispanic former smokers, and Hispanic female former smokers were more likely to have quit in the last 12 months than Hispanic male former smokers. This demonstrates a recent impact on Hispanic smoking behavior that may have been related to the increase in the excise tax and the tobacco control campaign. This higher rate of recent cessation was also seen in the higher percentage of those Hispanic Californians who were smoking 12 months ago and have attempted to quit in the last 12 months (53%) in comparison to non-Hispanic Californians (46.5%) (see Appendix Tables 10 and 11).

Percentages of Former Smokers Who Have Been Quit for Different Durations Among Hispanic and Non-Hispanic Californians

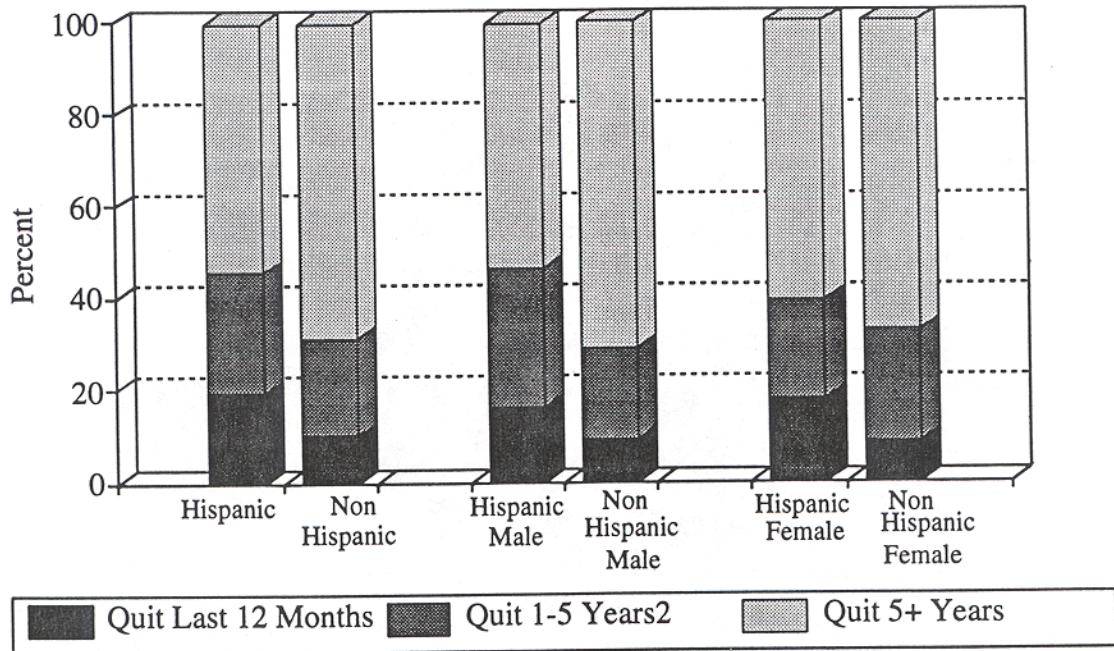


Figure 74

Age and Education

The prevalence of smoking among Hispanic males and females of different ages is presented in Figure 75. The pattern for males is similar to that found among the California population overall, and the pattern for women shows a lower prevalence of smoking in all but the oldest age group. The prevalence of smoking among Hispanic males declined dramatically with increasing level of educational attainment (see Figure 76). Smoking prevalence for those who have completed college were only one-half that of Hispanic males who have less than a high school education. There was much less change in prevalence with education among women, but Hispanic women had lower rates of smoking than Hispanic men at all levels of education.

Number of Cigarettes Smoked Per Day

The regularity of cigarette use among Hispanic smokers differs markedly from that found in the non-Hispanic White populations. Over one-third (36.3%) of Hispanic smokers reported that they

Smoking Prevalence Among Hispanics

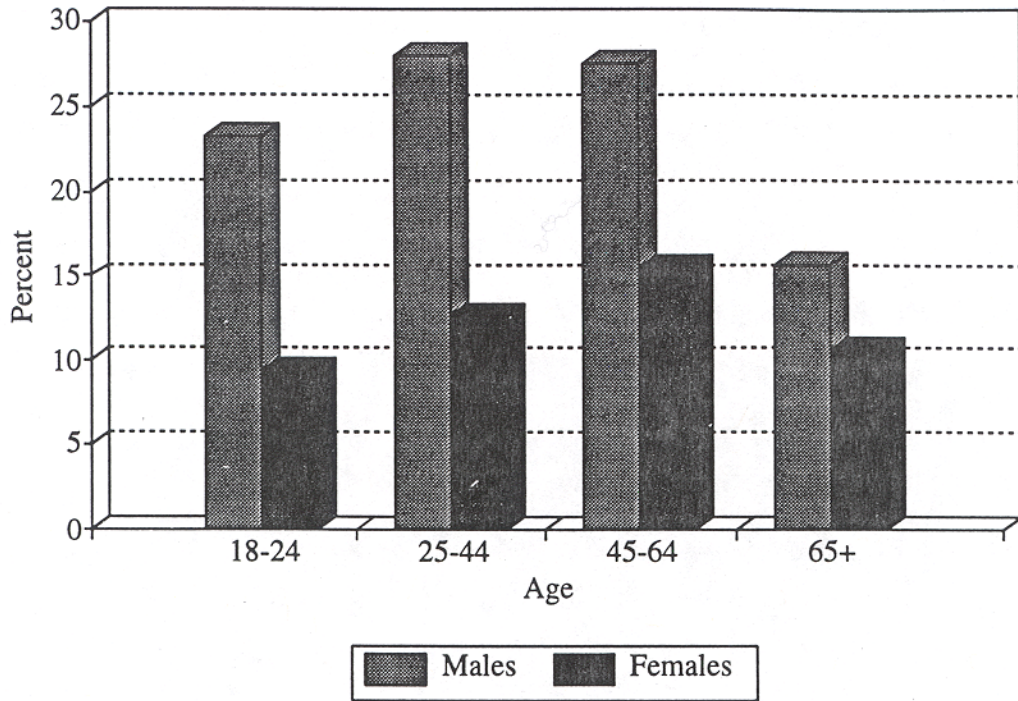


Figure 75

Smoking Prevalence Among Hispanic Californians With Different Levels of Education

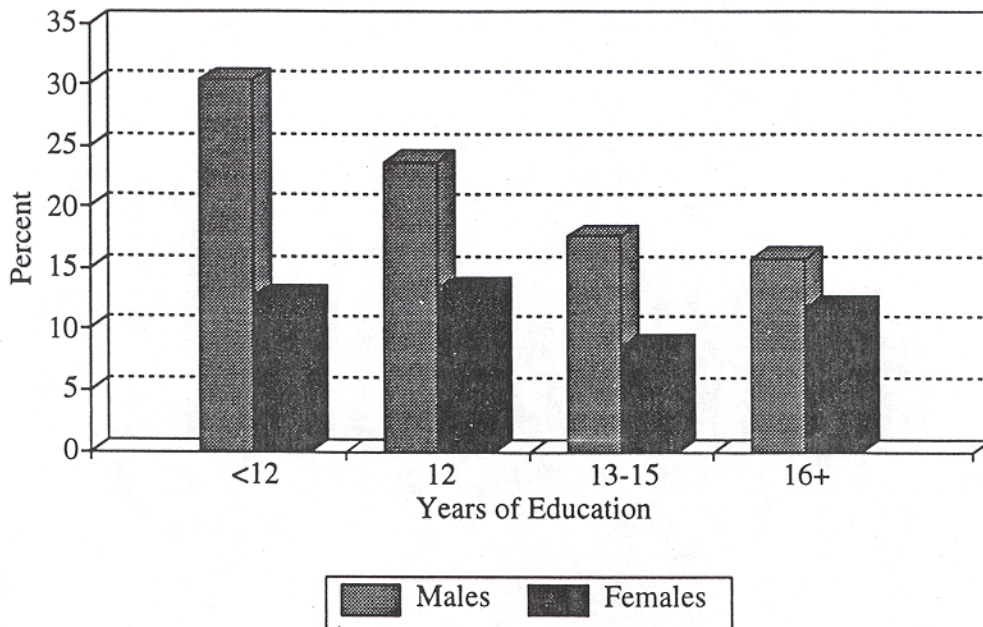


Figure 76

Daily and Occasional Smoking Status Among Non-Hispanic and Hispanic Californians of Different Ages

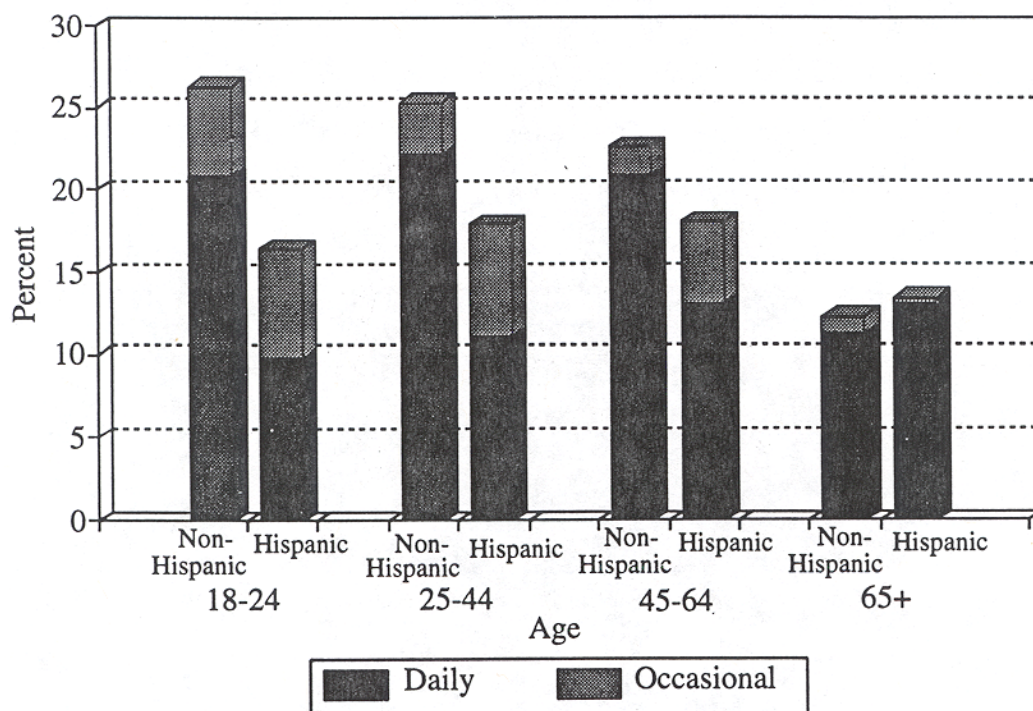


Figure 77

did not smoke every day, in contrast to only 12.4% of non-Hispanic White smokers. Occasional smoking is a common pattern for those who are just beginning to smoke and may also be common around attempts to quit or around relapse following an attempt to quit. Figure 77 presents the prevalence of occasional and daily smoking for Hispanic and non-Hispanic Californians of different ages (see Appendix Tables 5 and 6). The pattern of high rates of occasional smoking among Hispanic smokers does not seem to be limited to those smokers who are in the youngest age group, the ages at which initiation would be more likely to occur. Among non-Hispanic smokers, the fraction of smokers who were occasional smokers declined with age. In contrast, a high rate of occasional smoking was present among Hispanic smokers at all ages under the age of 65 years. It is unlikely that the difference in rates of occasional smoking between the Hispanic and non-Hispanic populations can be explained by the small differences in cessation attempts between these two groups, and therefore, there may be a cultural difference in the use of cigarettes among Hispanic smokers. The daily use of cigarettes is one of the essential characteristics of the addicted smoker, and the high proportion of occasional smokers among the Hispanic population may indicate that addiction is less common among Hispanic smokers.

Percent of Hispanic and Non-Hispanic Smokers Smoking Different Numbers of Cigarettes per Day

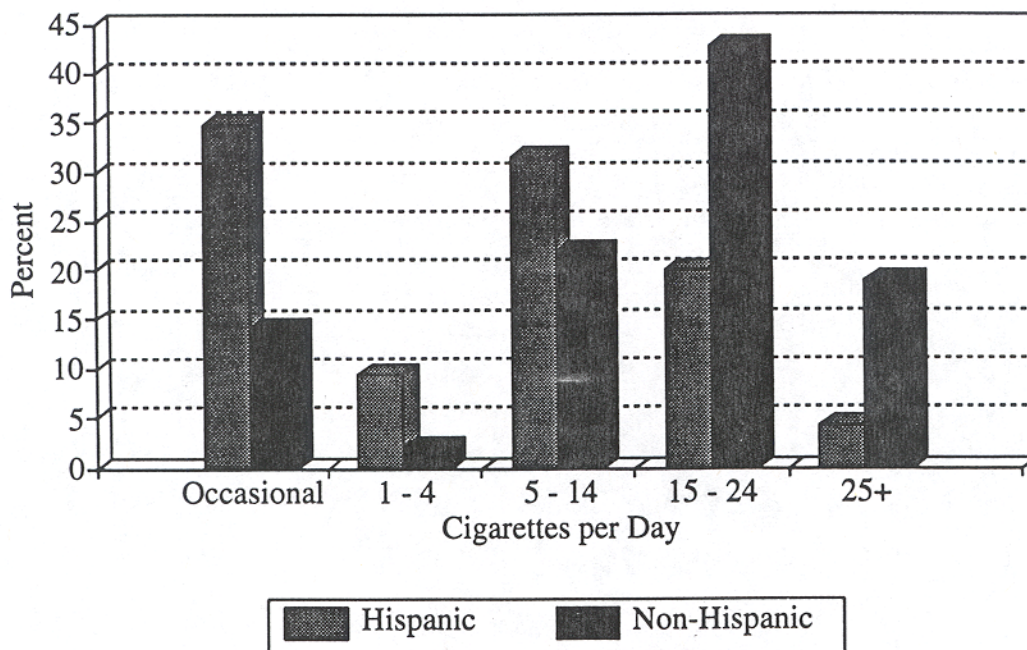


Figure 78

This difference in occasional smoking may explain of the lower fraction of Hispanic smokers (57.9%) who believed that tobacco is as addictive as other drugs compared to non-Hispanic smokers (67.1%).

This lower intensity of tobacco use was also evident when the number of cigarettes smoked per day among Hispanics is compared to non-Hispanic smokers (see Figure 78). Hispanic smokers were much more likely to be smoking less than 15 cigarettes per day than were non-Hispanic smokers, and this lower intensity of smoking persisted even when the comparison was restricted to those who reported smoking every day.

Cessation

When readiness to quit was examined among Hispanic smokers, it appeared that they were more likely to be in the preparation stage and less likely to be in the precontemplation or contemplation stages, suggesting a high level of interest in quitting among Hispanic smokers (see Figure 79). There was very little difference in readiness to quit between Hispanic males and females or between Hispanic smokers of Mexican origin and all Hispanics. This interest in quitting is correlated with the knowledge and beliefs about the risks of smoking. Hispanic

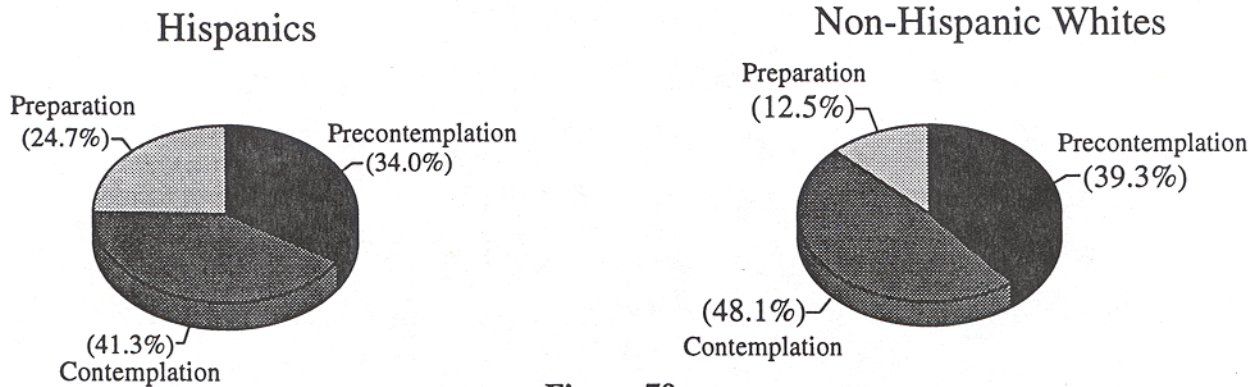


Figure 79

smokers (91.8%) were more likely than non-Hispanic smokers (82.7%) to agree that smoking harms their health and were less likely to prefer to continue to smoke if it means that they would not live as long. Clearly, efforts to inform Hispanic populations about the risks associated with smoking have been successful as educational campaigns and are at least partly responsible for the increased cessation activity among Hispanic smokers. The cessation activity of those who were smokers 12 months ago is presented in Figure 80, in which Hispanics of Mexican origin are compared with non-Hispanic Whites and other Hispanics. The total height of the bars in the figure reflects the percentage of those who were smoking 12 months ago who made an attempt to quit smoking, and the bar is divided into those who had been quit for 3 or more months at the time of the interview, those who had been quit for 0-3 months at the time of the interview and those whose quit attempts ended in relapse.

Hispanic smokers of Mexican origin had an increased rate of both cessation attempts and successful long-term cessation. Higher rates of cessation attempts among male Hispanic smokers were largely confined to those Hispanics of Mexican origin. Among women, Hispanic smokers had a higher rate of cessation attempts for both Mexican and other Hispanic groups, but only the Mexican-origin Hispanic women had an increased rate of successful long-term cessation. The rates of successful long-term cessation were only slightly higher for Hispanic males and were similar for males of Mexican origin and other Hispanic males.

These data suggest that tobacco control efforts directed toward Hispanic smokers will benefit from the low intensity of smoking and reduced frequency of addiction, as well as from the substantial level of cessation activity and short-term success that exists among the Hispanic smokers, particularly those Hispanics of Mexican origin. However, relapse continues to remain a problem for several years after cessation. Programs aimed at facilitating the maintenance of nonsmoking status for the long-term are likely to continue to be useful among Hispanic populations. The high prevalence of occasional smoking among Hispanic smokers may offer an opportunity to substantially reduce the prevalence of smoking among Hispanic populations, and this phenomenon needs to be considered when designing smoking-cessation strategies for Hispanic smokers.

Percentage of Quit Attempts and the Results of Those Attempts for Hispanic Smokers

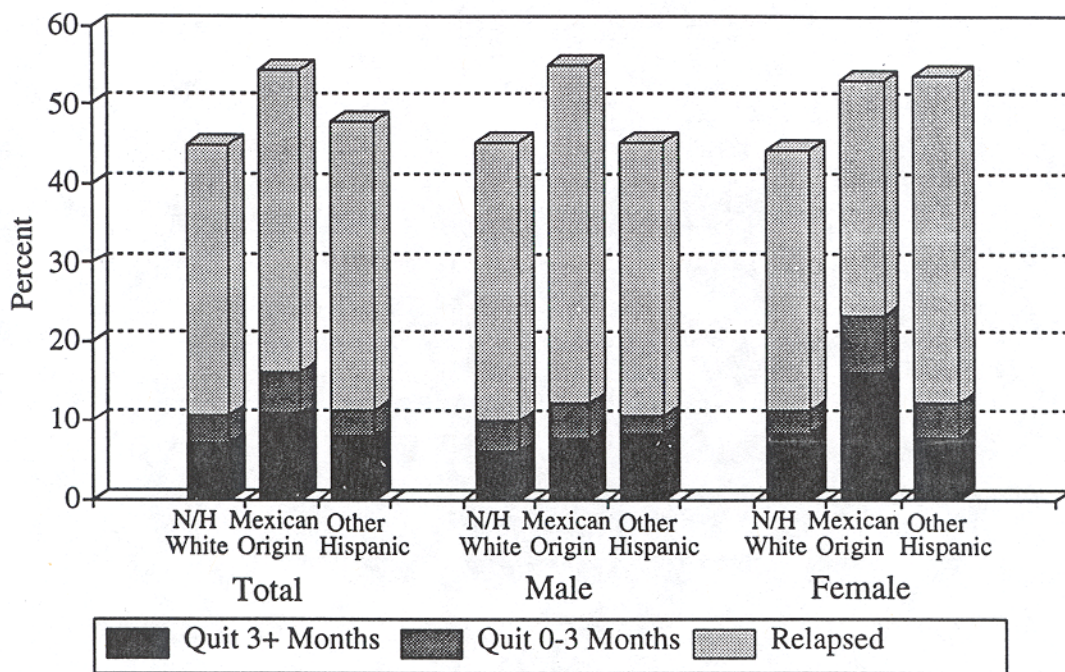


Figure 80

Black Californians

Black Californians of both sexes were more likely to be cigarette smokers than either the overall California population or the White California population (see Figure 81). Overall, 27.6% of Black Californians smoke cigarettes: 30.8% of Black males and 25.1% of Black females. The current prevalence of smoking for Black Californians in relation to their estimated 1988 prevalence and the 1999 smoking prevalence targets for California are presented in Figure 82. It appears that the decline in smoking prevalence is on track to achieve the proposed goals.

Prevalence of Current Cigarette Smoking Among Whites and Blacks

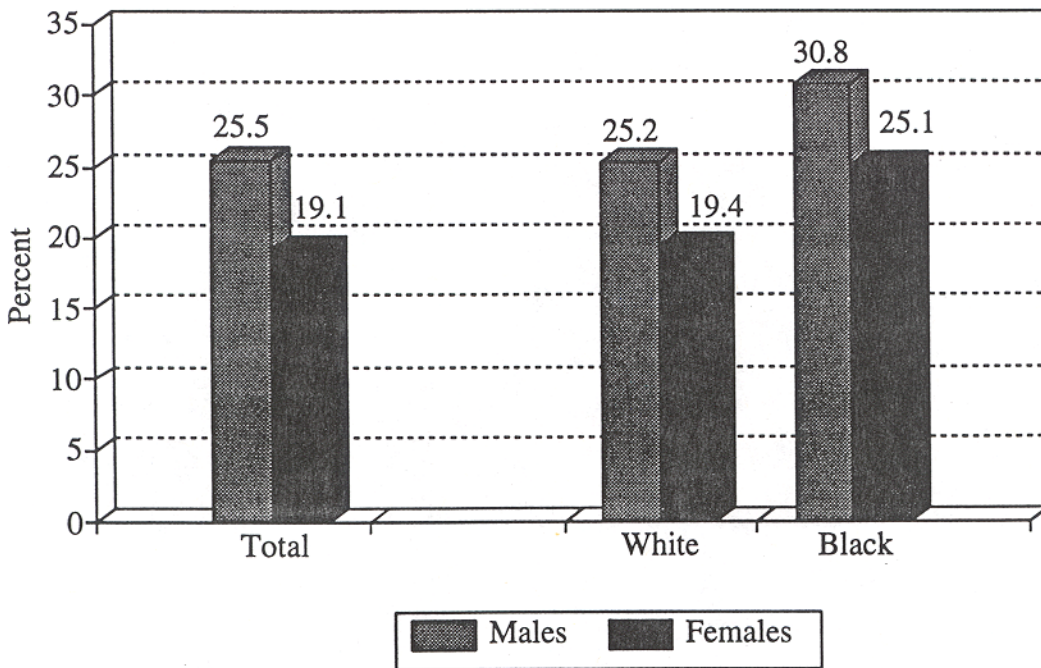
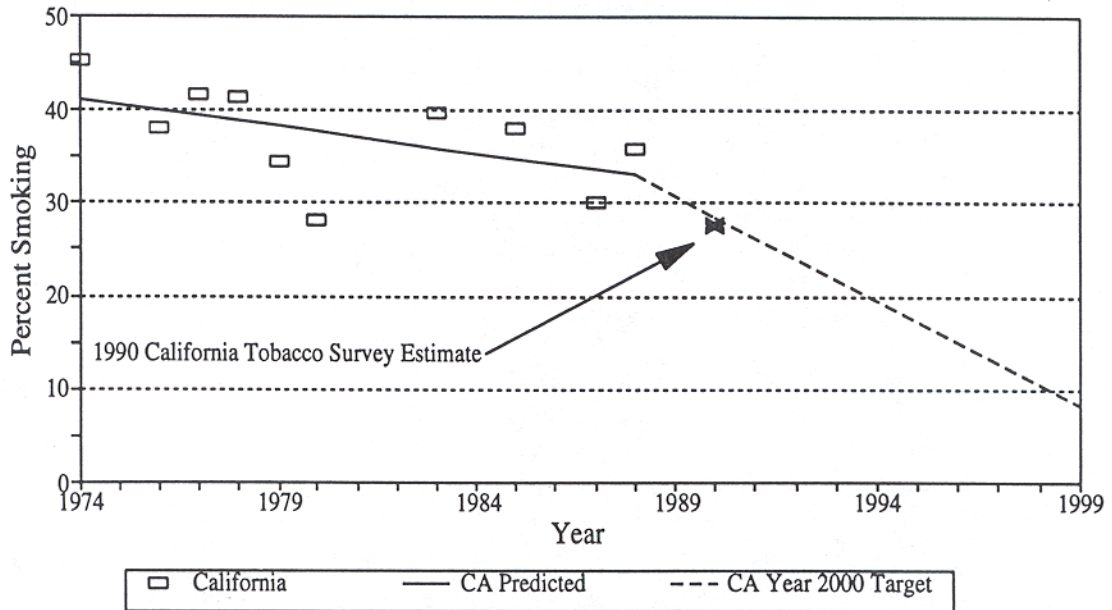


Figure 81

Figure 83 compares the rates of current, former, and never smokers among Black Californians to those of the total California population and those of the White population. The percentage of Black males who had ever smoked and had quit (47.2%) was lower than that for White males (57.3%). The difference between Black and White women was similar (45.6% of Black female smokers had quit, compared to 56.7% for White female smokers) (see Appendix Table 3). It is apparent that the higher prevalence of current smoking among Black males was largely due to the smaller number of Black male smokers who had quit rather than to an increase in the number

Smoking Prevalence of Black Californians Aged 20+ Years



Source: NHIS 1974-1988
1990 California Tobacco Survey

Figure 82

Current Smoking Status of Black Californians

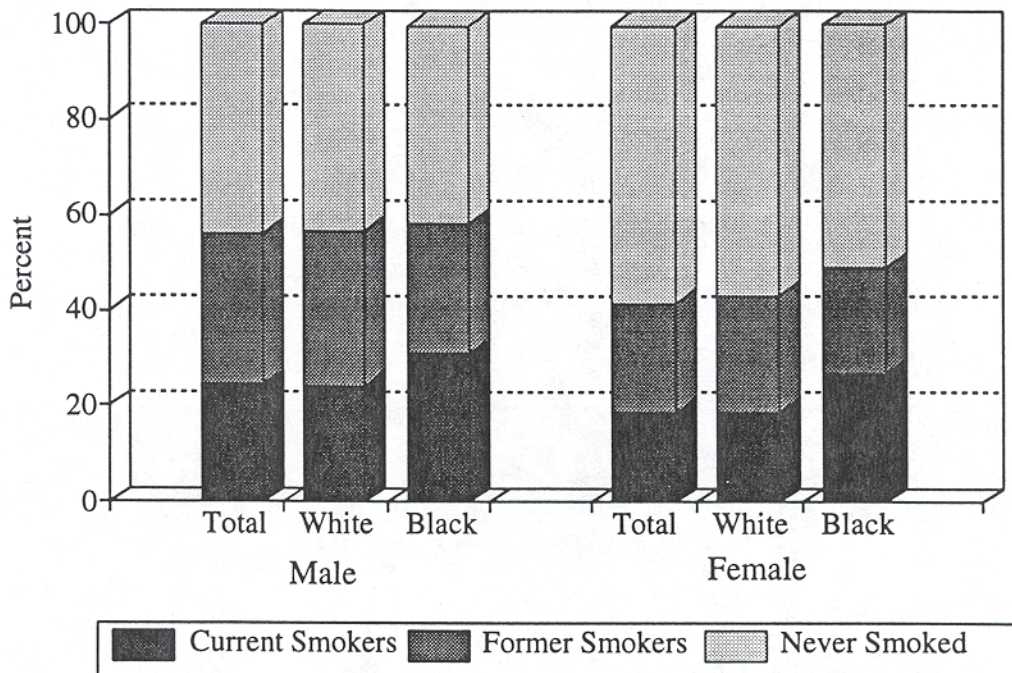


Figure 83

of Black males who had ever been cigarette smokers. In contrast, the fact that smoking prevalence was higher among Black females than among White females was due to both a higher rate of initiation and a lower rate of successful cessation among Black women. The examination of current smoking status alone obscures important differences in recent smoking behavior among Black Californians, particularly for Black males. Figure 84 shows a more detailed presentation of the cessation status of all those who had quit smoking and compares Black Californians to

Percentage of Former Smokers Who Have Been Quit for Different Durations Among Black, White and Non-Hispanic Californians

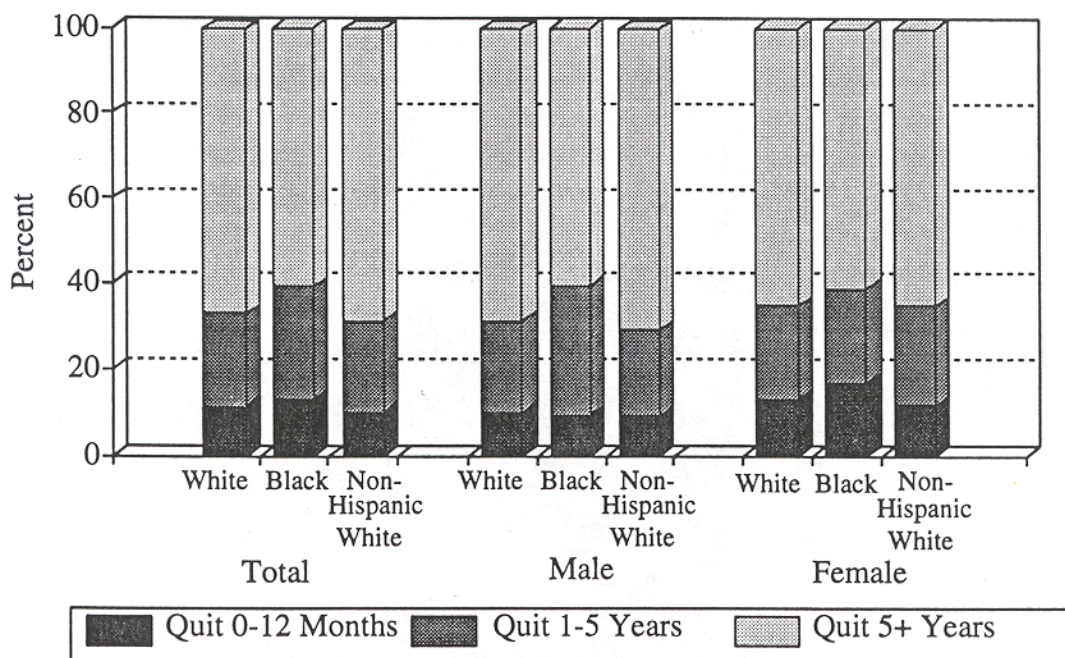


Figure 84

White Californians as well as to non-Hispanic White Californians. Of those who had quit smoking, a greater fraction of Blacks of both sexes had quit in the last 5 years and a greater fraction of Black females had quit in the last 12 months. This indicates a recent increase in cessation activity among Black smokers.

Age and Education

The prevalence of smoking among Black males and females of different ages is presented in Figure 85, and the relationship of smoking to age differed markedly from that of the general population. Smoking prevalence among Blacks in the youngest age group (18-24 years old) was substantially lower than among older Blacks for both genders. It is not clear whether this represented a true decline in the rates of initiation among Black Californians, a delayed initiation among Blacks, or a biased sample of the Black population in this age range.

Smoking Prevalence Among Black Californians of Different Ages

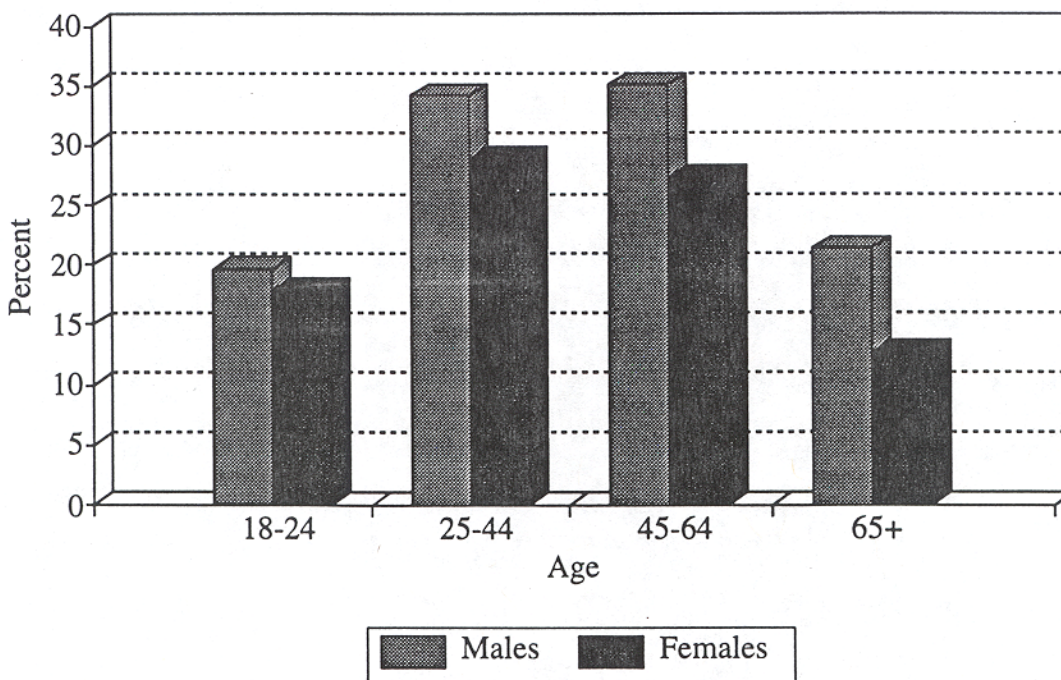


Figure 85

The relationship between smoking prevalence and level of education was similar to that found for other groups, with a steady decline in prevalence for both sexes as the level of education increased (see Figure 86). However, the prevalence of smoking was higher at each level of education among Blacks of both sexes than it was in the overall adult population of California, suggesting that differences in educational attainment alone between the Black population and other groups in California did not account for the higher prevalence of smoking among Blacks.

Smoking Prevalence Among Blacks With Different Levels of Education

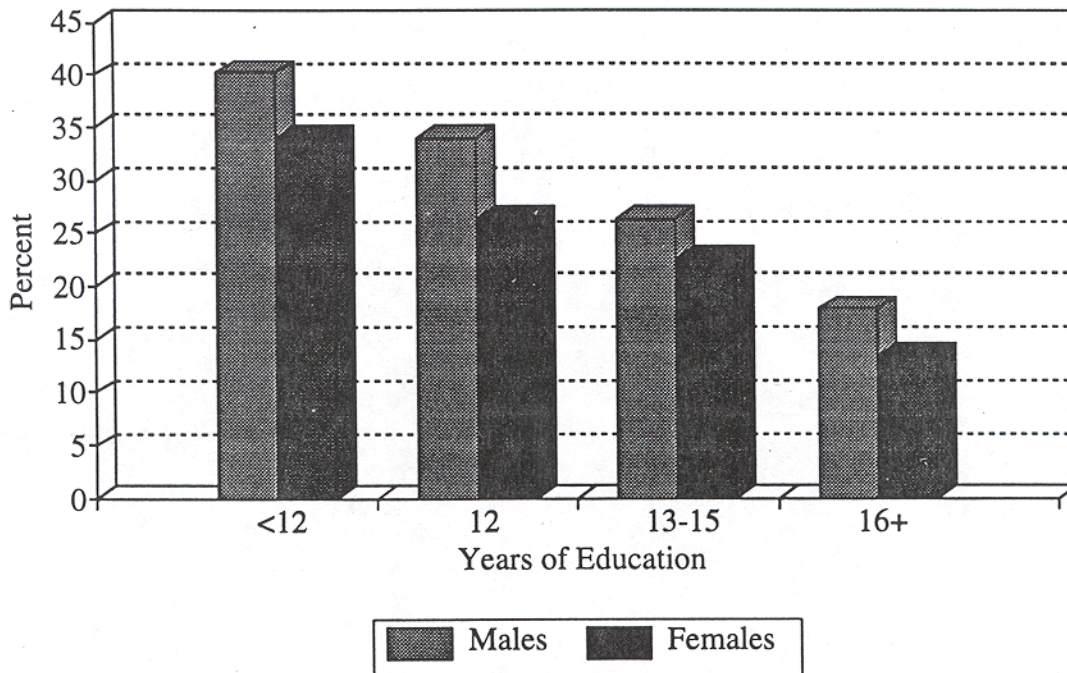


Figure 86

Number of Cigarettes Smoked Per Day

The fraction of smokers who did not smoke every day was higher among Black smokers than among non-Hispanic White smokers but lower among Blacks than among Hispanics. The number of cigarettes smoked per day, by those who smoke every day, was lower among Black smokers than among non-Hispanic White smokers (see Figure 87). Part of the difference in rates of occasional smoking may be due to the difference in the rates of recent cessation attempts for Black and White smokers (see Appendix Tables 5 and 6).

Cessation

Black smokers were more likely than non-Hispanic Whites to be in the preparation stage and less likely to be in the precontemplation stage of cessation (see Figure 88) (see Appendix Tables 12 and 13). Black smokers were as likely as White smokers (84.6% and 84.8%, respectively) to agree that smoking was harming their health, but they were much less likely to prefer continuing to smoke if it means that they would not live as long.

Percent of Black and Non-Hispanic White Smokers Smoking Different Numbers of Cigarettes per Day

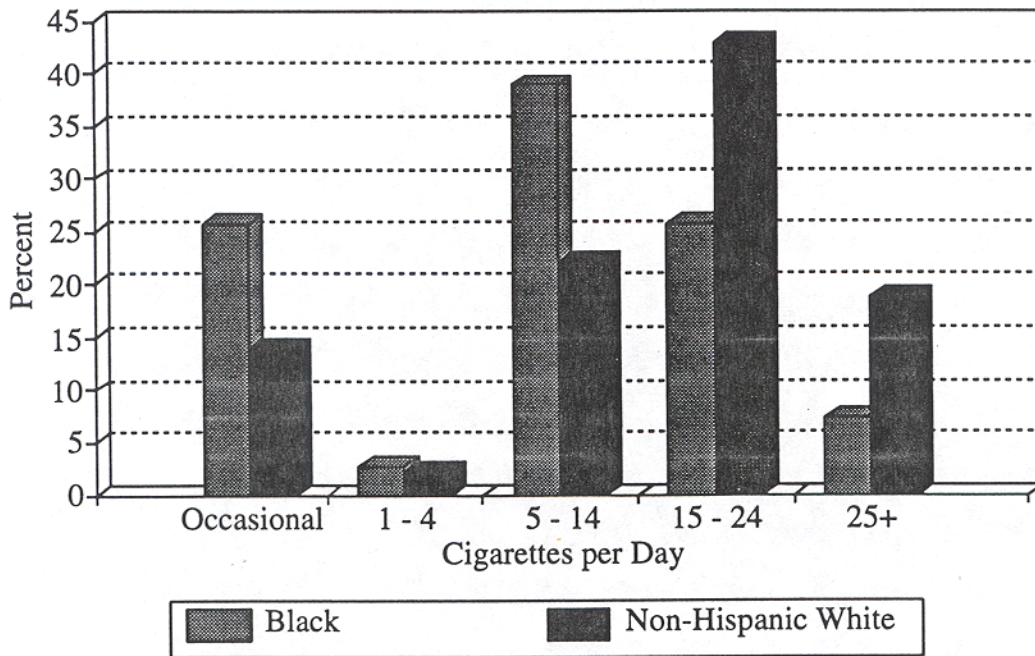


Figure 87

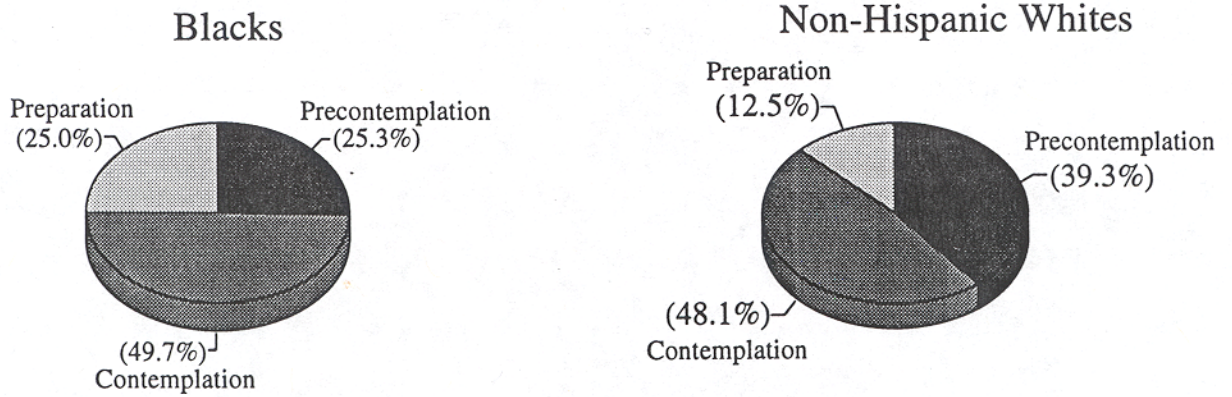


Figure 88

Figure 89 presents the rates and the results of cessation attempts for Black and non-Hispanic White smokers of both sexes who were smoking 12 months ago. The total height of the bars in the figure reflects the percentage of those smoking 12 months ago who made an attempt to quit smoking, and the bar is divided into those quit for 3 or more months at the time of the interview, those quit for 0-3 months at the time of the interview, and those whose quit attempts ended in relapse.

Percentage of Quit Attempts and the Results of Those Attempts for Black and Non-Hispanic White Smokers

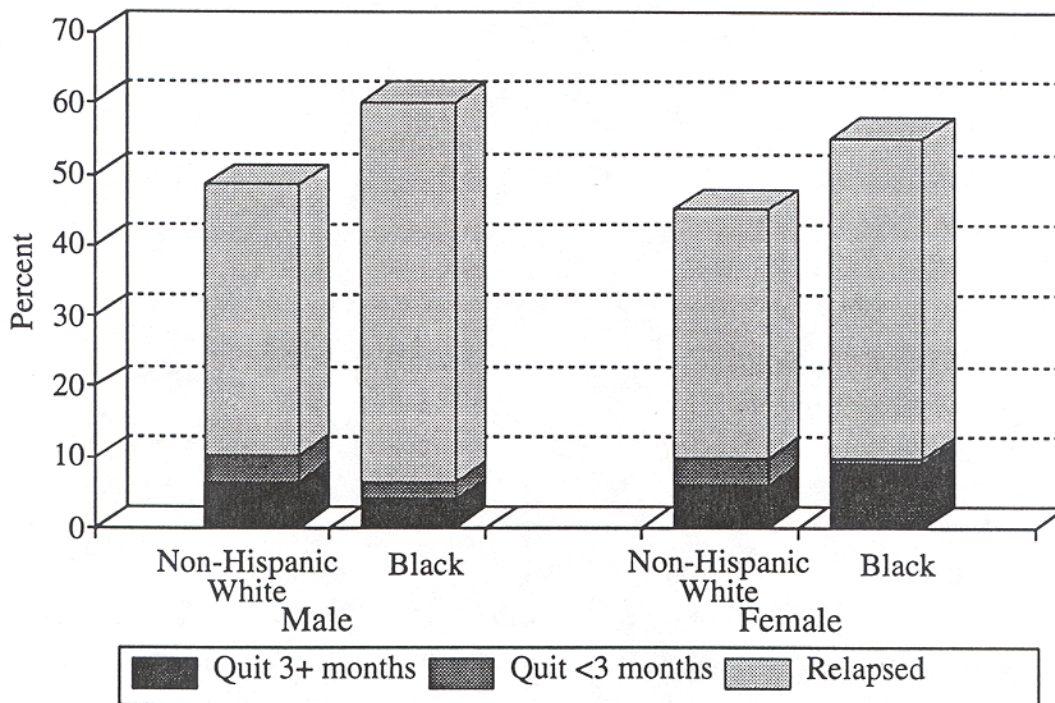


Figure 89

Black men had a pattern of cessation attempts and success that was markedly different from that of other groups (see Appendix Tables 10 and 11). Black men were far more likely to have tried to quit in the last 12 months, but their rate of success was extremely low. Although 60.2% of Black male smokers tried to quit, only 4% of those who were smoking 12 months ago were currently not smoking. This contrasts with a rate of cessation attempts for non-Hispanic White males of 45.2%, with 6% of those who were smoking 12 months ago having quit for 3 months or more. Of those Black women who smoked 12 months ago, 55.3% made an attempt to quit, and 9.3% had quit for 3 months or more.

These data suggest that the efforts to educate and motivate Black smokers to quit are very successful. The major problem faced by the Black smoker, particularly the Black male smoker, is to convert the cessation attempt into an initial success. Programs directed toward motivating smokers to quit appear to be far less necessary for Black smokers than efforts directed toward improving the rate of success for those who are already trying to quit. Programs designed to prevent relapse after a cessation effort should be implemented very soon after the attempts, particularly for those attempts made by Black male smokers.

Asian and Pacific Islander Californians

The prevalence of smoking among Asian and Pacific Islander groups in California varied dramatically with gender. The rate for men (23.5%) was only marginally lower than the prevalence for men overall (25.5%) or for non-Hispanic White males (24.8%). However, the rates for women were dramatically lower. Only 8.9% of Asian and Pacific Islander women smoke, compared to 19.1% of all California women and 21.8% of non-Hispanic White women (see Figure 90). Among the different Asian subgroups there are substantial differences in the prevalence of smoking, most notably a much higher rate of smoking among Korean males and

Prevalence of Smoking Among Asian and Pacific Islander Californians

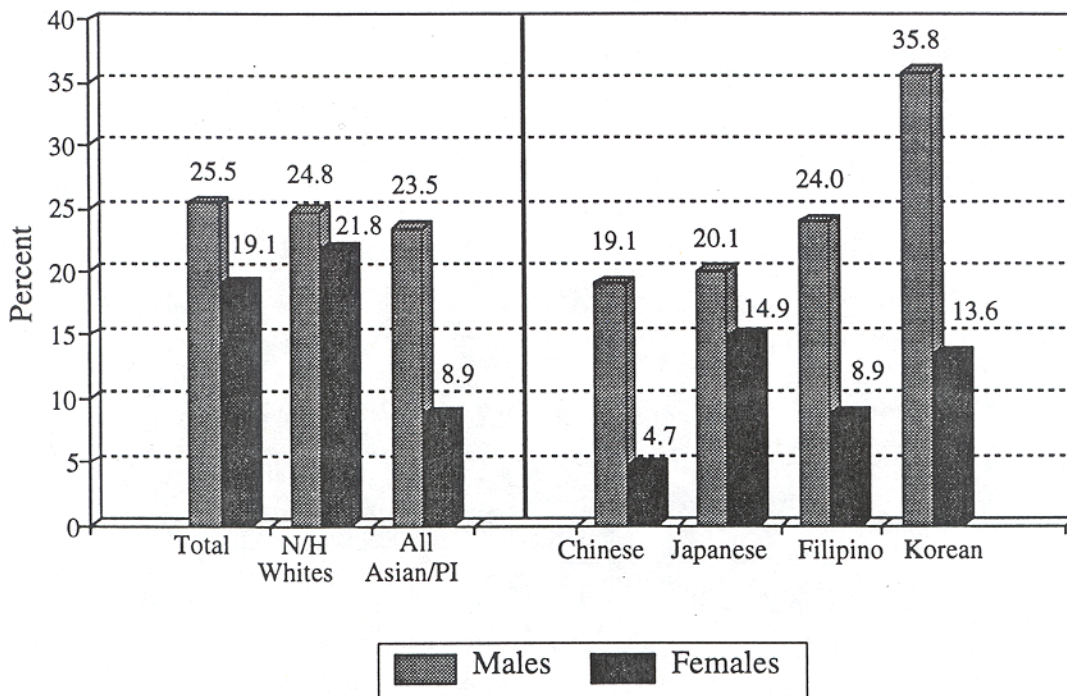
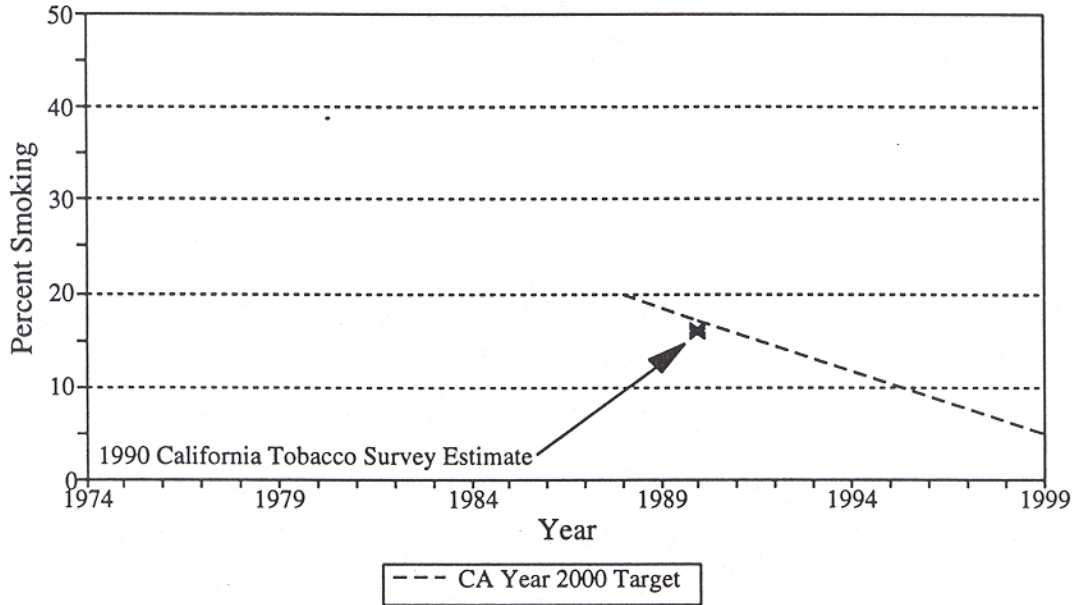


Figure 90

Japanese and Korean females. Chinese females appear to have a rate of smoking that is lower than the rate of Asian women overall (see Appendix Tables 1 and 2).

The current prevalence of smoking for Asian and Pacific Islander Californians in relation to their estimated 1988 prevalence and the 1999 smoking prevalence targets for California are presented in (see Figure 91). It appears that the decline in smoking prevalence is that needed to achieve the proposed targets. The 1988 prevalence is a backward estimate using the 1990 prevalence and cessation rates.

Smoking Prevalence of Asian Californians



Source: NHIS 1974-1988
1990 California Tobacco Survey

Figure 91

Smoking Prevalence Among Asians and Pacific Islanders

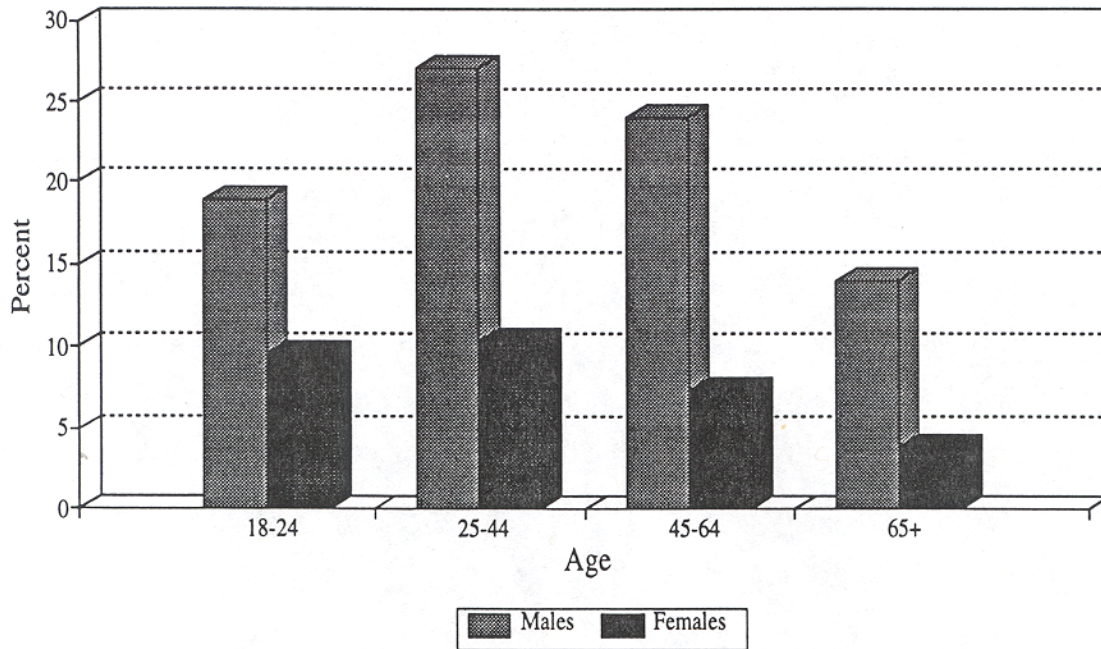


Figure 92

Age and Education

The current smoking status for Asian and Pacific Islanders of different ages is presented in Figure 92 and shows that the pattern for males differs from that of females. Male prevalence of smoking is highest among 25- to 44-year-old men, with a substantially lower rate among males in the 18- to 24-year-old group. In contrast, the rates for the two youngest age groups of women are similar to each other but higher than those of the two older age groups. This pattern may suggest that there is an increasing rate of smoking initiation among younger Asian and Pacific Islander women and that the low rates of smoking currently found among these women may rise in the future as they adopt a pattern of smoking initiation more similar to that of other California women (see Appendix Tables 3 and 4).

The pattern of smoking prevalence among Asian and Pacific Islander Californians with different levels of education also differed markedly between male and female subgroups. Smoking prevalence declined steadily with education among males but not among females. This pattern may have reflected the competing influences of education and acculturation on female smoking prevalence. As women become more educated they are less likely to smoke, but they are also less likely to be as strongly influenced by traditional cultural stereotypes for female behavior. These two influences may have counterbalanced one another to produce the apparent absence of an effect of education on the prevalence of smoking. The absence of a cultural prohibition for male smoking among Asian and Pacific Islander populations may explain both the higher prevalence among males as well as the effect of education on prevalence among males.

Number of Cigarettes Per Day

Figure 93 compares the number of cigarettes smoked per day by Asian and Pacific Islander smokers to that of all California smokers and non-Hispanic White smokers. Asian and Pacific Islander smokers are slightly more likely to be occasional smokers than non-Hispanic White smokers but are less likely to be occasional smokers than are either Hispanic or Black smokers. The rates of occasional smoking are similar for Asian and Pacific Islander males and females, but females in this group are less likely than males to be heavy smokers. Asian and Pacific Islander smokers are more likely to be light smokers than are non-Hispanic White smokers (see Appendix Tables 5 and 6).

Cessation

The readiness to quit among Asian and Pacific Islander smokers was very similar to that of all California smokers or non-Hispanic White smokers (see Figure 94). It appears that a slightly higher fraction of Asian and Pacific Islander smokers were in the preparation stage. The fraction of Asian and Pacific Islander smokers who agree that smoking harms their health was similar to that found in the non-Hispanic White population (see Appendix Tables 12 and 13).

Figure 95 presents the rates of cessation attempts and their results for those who were smoking 12 months ago; the rates are presented for Asian and Pacific Islander and White smokers of both

Number of Cigarettes Smoked per Day by Asian and Non-Hispanic White Smokers

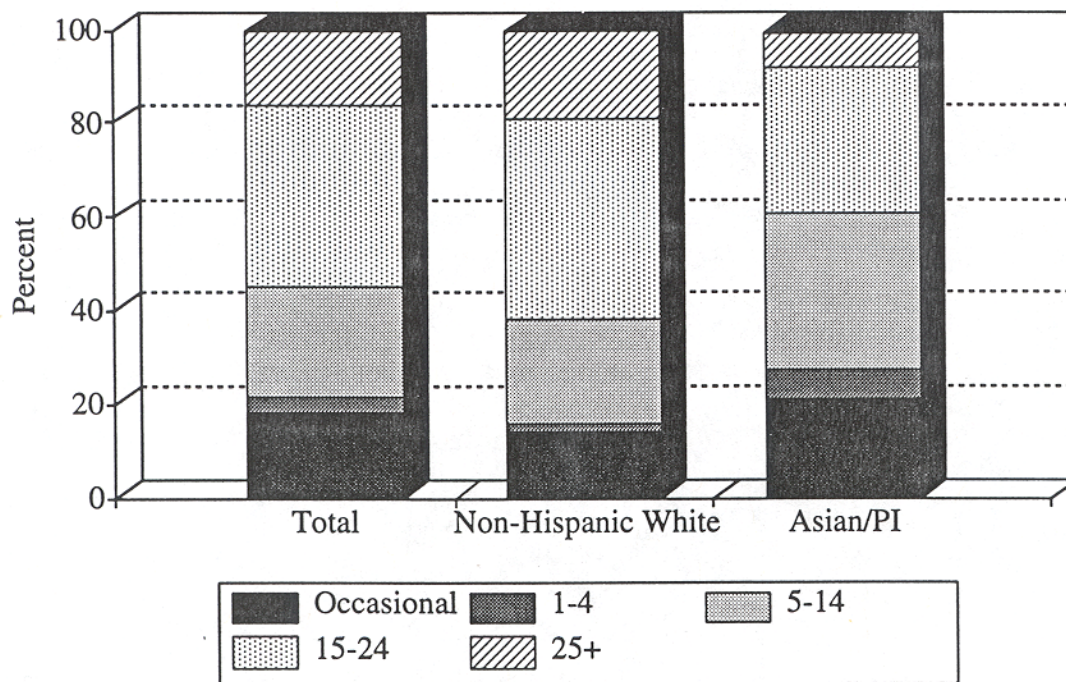


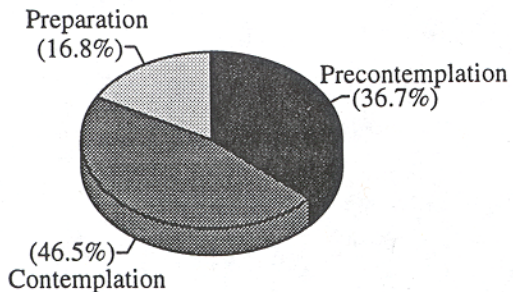
Figure 93

sexes. The total height of the bars in the figure reflects the percentage of those smoking 12 months ago who made an attempt to quit smoking, and the bar is divided into those quit for 3 or more months at the time of the interview, those quit for 0-3 months at the time of the interview, and those whose quit attempts ended in relapse (see Appendix Tables 10 and 11).

The percentages of Asian and Pacific Islander smokers who made a quit attempt in the last year (53.6% of males and 49.2% of females) were slightly higher than the rates among Whites. Asian and Pacific Islander males were more likely to have been successful in their quit attempts than White male smokers, but that higher rate of success was not found among Asian and Pacific Islander women.

These data suggest that there is both a high interest in quitting and a high rate of successful cessation among Asian and Pacific Islander populations. An issue of concern, however, is the possible increase in rates of smoking initiation among Asian and Pacific Islander women.

Asians and Pacific Islanders



Non-Hispanic Whites

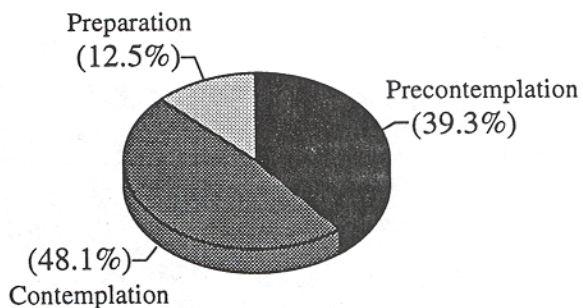


Figure 94

Percentage of Quit Attempts and the Results of Those Attempts for Asian and Pacific Islander Smokers Compared to White Smokers

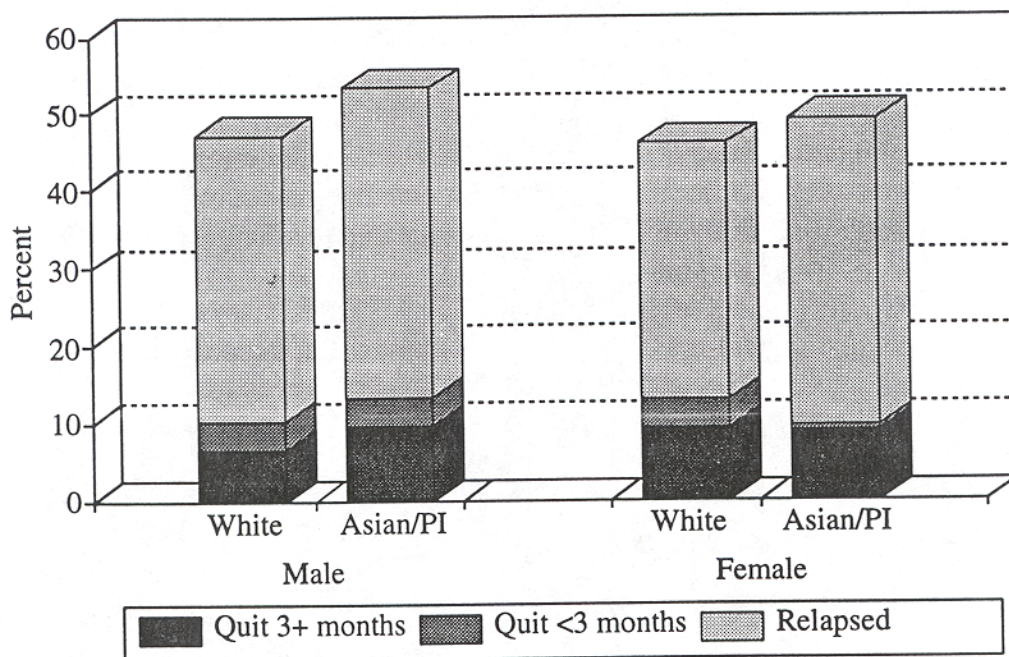


Figure 95

Pregnant Women

Pregnant women constitute an important target group for the California tobacco control effort because more than one life is affected by the mother's smoking behavior, cessation at the ages when pregnancy is most common will eliminate much of the long-term disease risk for the mother, and since they already interact with the health care system cessation assistance can be provided at a modest additional cost. In order to assess the smoking behavior of California women during pregnancy, this survey interviewed all women who were currently pregnant or had delivered a live infant in the last 5 years. Over 5,300 women were interviewed, and 16.1% of these women had smoked cigarettes before their last pregnancy. Of those who smoked before the pregnancy, only 32.8% quit after becoming pregnant and 50.4% of those who quit relapsed either during the pregnancy or, more commonly, in the first 6 months after delivery. Younger women were more likely to smoke than older women: 20.9% of those under the age of 20, 18.6% of the 20- to 29-year-old group and 11.5% of women over age 30 were smoking before pregnancy. Hispanic (7%) and Asian and Pacific Islander (4.1%) women were much less likely to smoke before pregnancy; women with at least a college education were also less likely to smoke before pregnancy (see Appendix Table 14). The prevalence of smoking prior to pregnancy among women who have been pregnant in the last 5 years varies across the Counties and Regions of California (see Figure 96).

Figure 97 presents the timing of relapse for women who quit smoking during their pregnancy. Over 60% of the relapses occurred in the first 6 months following delivery of the baby. Relapse after spontaneous cessation efforts or after attending a cessation clinic tend to occur very soon after the cessation attempt, with 70% of relapse after spontaneous cessation occurring within the first two weeks. The data on timing of relapse among pregnant smokers suggested that they were much more successful in attaining short-term cessation during pregnancy; however, once the pregnancy was over, they resumed smoking. This pattern may reflect women quitting for the health of the fetus with little intention of remaining quit once the baby is no longer at risk. If this is true, then intervention programs that focus on the risks of environmental tobacco smoke for the infant and the value of long-term cessation for the mother may have a substantial benefit. Regardless of the reason for this pattern of relapse, it is apparent that large numbers of pregnant women are able to successfully quit smoking during their pregnancy and that the time of greatest vulnerability to relapse occurs in the postpartum period. This is also a time of diminished contact with the health care system for the mother and a time when the contact with health care providers shifts from the obstetrician to the pediatrician. Relapse prevention programs that focus on the postpartum period and interventions that can be delivered as part of well baby care should be a high priority for this target population.

Awareness of the risks of smoking during pregnancy was high among all California women: Over three-quarters agreed that smoking during pregnancy would harm the health of the baby. A similar awareness (77%) was found among women who were pregnant in the last 5 years. This awareness was higher among Hispanic (93.1%), Black (85.3%), and Asian and Pacific Islander (97.7%) women who had been pregnant in the last 5 years than among non-Hispanic

Prevalence of Smoking Prior to Pregnancy

(Women Who Have Been Pregnant in Last 5 Years)

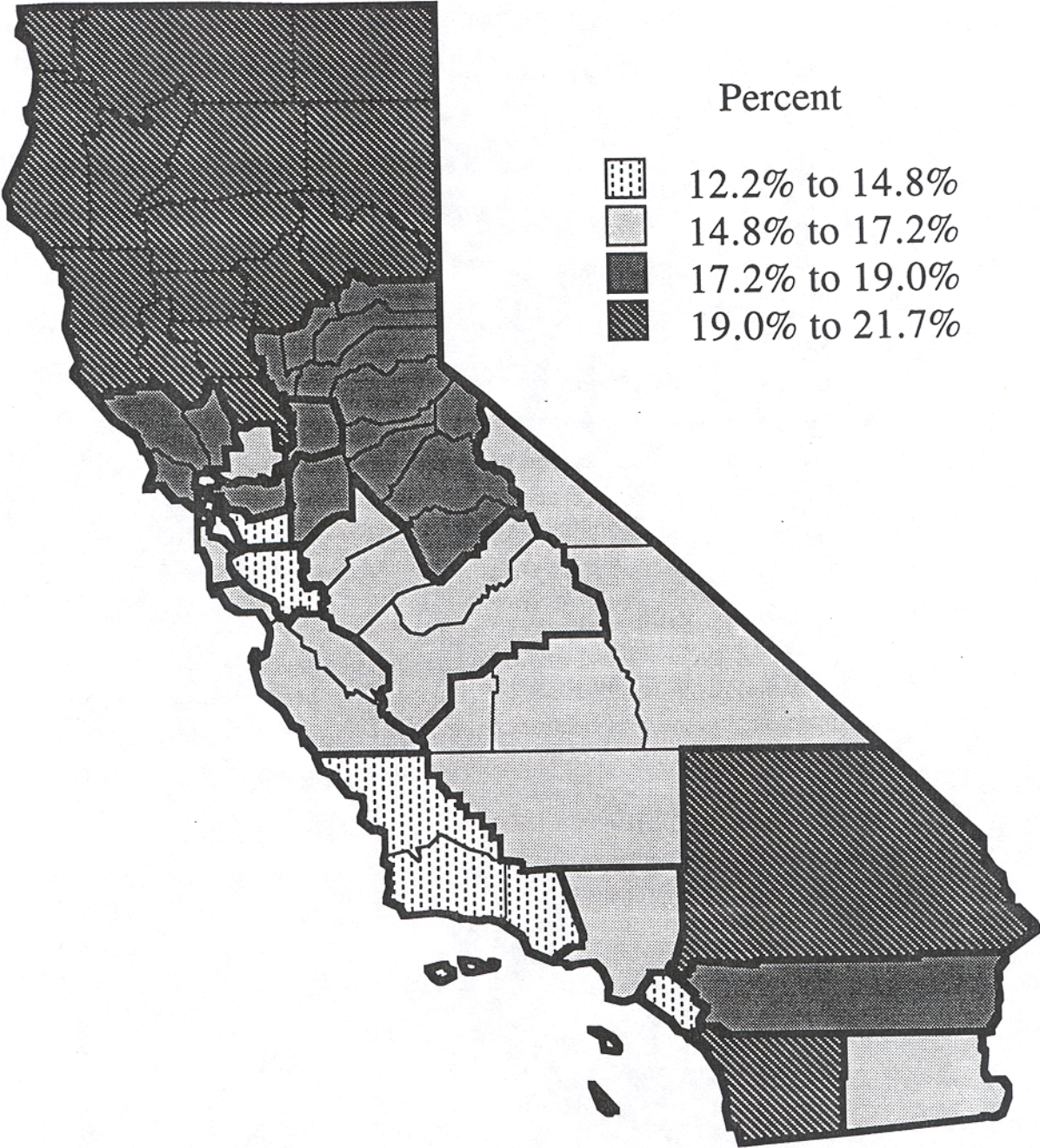


Figure 96

Timing of Relapse Among Those Women Who Quit Smoking During Their Pregnancy

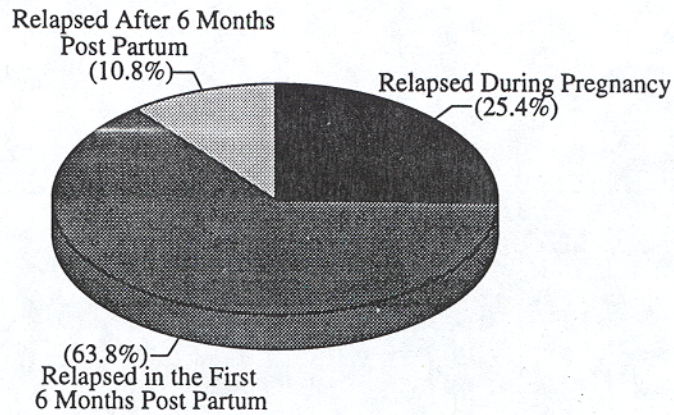


Figure 97

(73.4%) and White (75%) women; women with less than a high school education who have been pregnant in the last 5 years had rates of agreement (77.3%) similar to those of the overall population. This trend of these target populations for smoking education efforts (Black, Hispanic, and the less educated) to have high agreement with statements assessing knowledge of smoking risks also occurred when the statement involved the increased risks of smoking for women using birth control pills. Answers by Black, Hispanic, and less educated smokers indicate knowledge of these risks that equal and exceed those of the overall population. Clearly, efforts to inform these population groups about the health risks of smoking have been effective, at least for the risks associated with pregnancy and oral contraceptive use. This suggests that programs directed toward tobacco control for pregnant women should be focused on motivating cessation and promoting long-term maintenance rather than on just informing women of the risks. This appears to be particularly true for Black, Hispanic, and less educated women with whom previous educational efforts seem to have been very successful. These groups, therefore, seem to need cessation assistance rather than more information about risks.

Public Policy Issues Related to Tobacco

Much of the recent focus of tobacco control strategies has been on environmental influences that effect the uptake and use of tobacco. This survey examined public support for several policy changes related to tobacco, including further increasing taxes on tobacco, restricting tobacco advertising and promotional activities, and limiting access of minors to tobacco products (see Appendix Table 46).

Tobacco Excise Tax

In the current anti-tax environment, the support for taxing tobacco was remarkable. Approximately one-half of all Californians indicated support for an increase in the tax on tobacco only 18 months after the tax had been raised by 25 cents per pack. The support was substantially less among smokers, but still 56.7% of smokers approved the tobacco tax either being left the same or increased and only 37.9% of smokers supported lowering the tax.

Fraction of Smokers Supporting the Increase of Tobacco Excise Tax

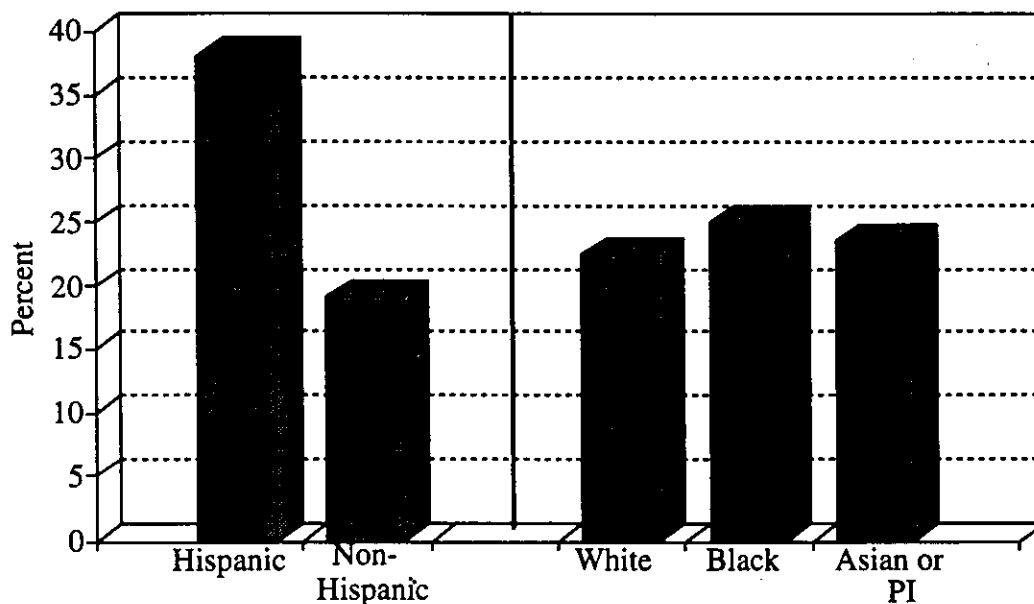


Figure 98

Examination of the support for increased taxation among smokers of different racial and ethnic groups (see Figure 98) shows that Hispanic smokers were more likely to support increased taxation than were non-Hispanic smokers. This counters the tobacco industry's argument that

these taxes are discriminatory and regressive, because it demonstrates that one of the groups most affected, the group of Hispanic Californians, is even more supportive of these taxes than is the general population.

Support for the tobacco tax also cuts across different levels of income. Smokers of all income levels were equally likely to support a further increase in the tax, and over half of all income groups supported having the same or increased taxes on cigarettes.

Restricting Advertising and Promotion of Tobacco Products

Tobacco advertising and promotion are designed both to make the product attractive and to create an image of the smoker as a confident, exciting, sophisticated, and physically and sexually attractive adult in control of his or her environment. There is great concern that this image, because it is especially attractive to adolescents, will induce adolescents to begin using cigarettes. This concern has led to efforts to ban or restrict tobacco advertising.

A second major concern about tobacco advertising has been the targeting of women and Black and Hispanic populations. Tobacco use in each of these groups was much lower than that in White males during the first half of the century, and the disproportionate uptake of cigarette smoking by each of these groups during the latter half of the century may reflect the influence of specific targeting by tobacco advertising.

Over half of all Californians supported banning tobacco advertisements in newspapers and magazines, banning tobacco billboard advertisements, and banning tobacco company sponsorship of events. This support was greater among nonsmokers than among smokers and is generally higher among adult women than adult men.

Black and Hispanic populations, those targeted by tobacco companies, were substantially more likely to support a ban on tobacco advertising than were Californians overall, and the difference in support was most evident among smokers (see Figure 99). The high rate of cessation attempts by Black and Hispanic smokers, their support for increasing the tax on cigarettes and for banning tobacco advertising suggests that there is substantial resentment within the Black and Hispanic communities toward the tobacco advertisers for targeting their communities; this resentment appears to be greatest among those who were influenced by that advertising, became cigarette smokers and then found they could not quit.

Restricting Access of Children to Tobacco Products

There is nearly universal agreement that children should not be encouraged to smoke cigarettes. Even among California smokers, 96.3% of the adults would not offer a cigarette to anyone under the age of 18. In spite of this attitude, the vast majority of those who become smokers do so before the age when it is legal to purchase cigarettes. Therefore, easy access to cigarettes is an important societal condition that facilitates initiation and early development of smoking behavior. Cigarettes are readily available to children for purchase through both vending machines and

Fraction of Smokers Supporting the Ban on Tobacco Advertising

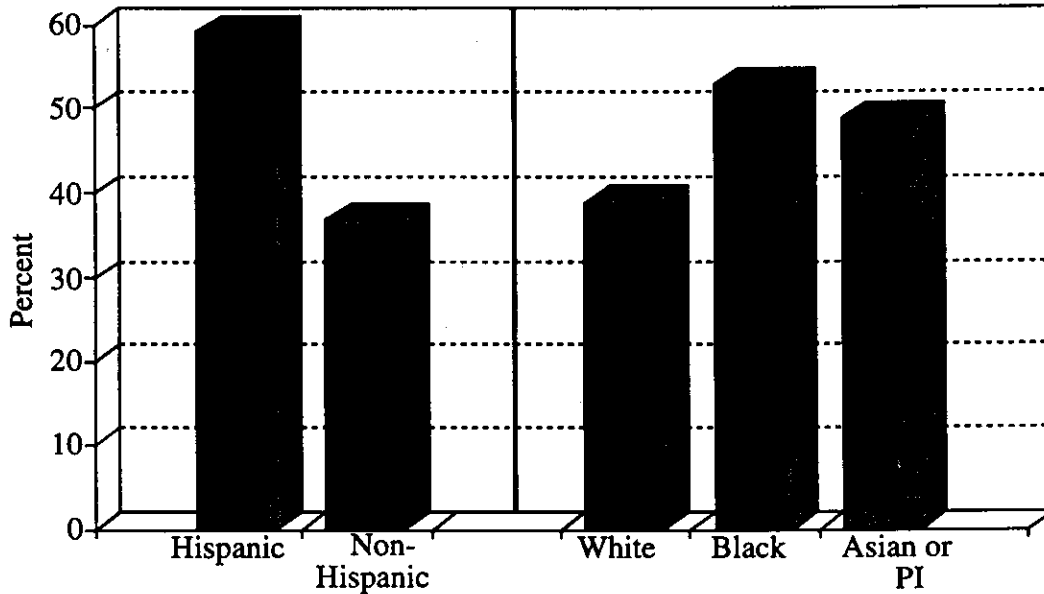


Figure 99

over-the-counter purchase in violation of existing law. Moreover, the tobacco industry promotional activities include free distribution of cigarettes at events and by mail with minimal safeguards to prevent adolescents from obtaining these free samples.

The majority of all Californians, including 74.9% of the smokers, supported banning vending machine access to minors. The majority also felt that enforcement of laws prohibiting sales to minors is inadequate. Banning free distribution of cigarettes on public property was supported by 84.3% of nonsmoking Californians, and 78.1% felt that free distribution through the mail should also be banned. Well over one-half of the cigarette smokers, the only legal recipients of these give-away promotions, supported banning free distribution through the mail or on public property. As was seen in other public policy issues, the support for banning these give-away promotions was even greater among Black and Hispanic smokers.

Appendix

Table 1
Cigarette Smoking Prevalence and Recent Quitting
of Household Members from Screener Survey
Overall

		Smoking Status				Quit Ratio in Last 5 Years (%)	Population Size (N)	Sample Size (N)
		Current Smoker (%)	95% Conf. Interval (%)	Former Smoker in Last 5 Years (%)	95% Conf. Interval (%)			
Total		22.2	±0.4	9.9	±0.2	30.9	21,562,588	118,448
Sex	Male	25.5	±0.4	10.8	±0.3	29.7	10,465,195	57,524
	Female	19.1	±0.5	9.1	±0.3	32.3	11,097,393	60,924
Age	18 - 24	21.5	±1.0	6.9	±0.4	24.4	3,271,952	20,406
	25 - 44	24.5	±0.5	10.1	±0.3	29.3	10,168,495	55,491
	45 - 64	23.7	±0.8	11.6	±0.6	32.8	5,105,892	28,190
	65+	12.9	±0.6	9.7	±0.7	42.9	3,016,249	14,361
Hispanic Origin	Hispanic	19.4	±0.7	9.2	±0.6	32.3	4,831,543	27,785
	Non-Hispanic	23.0	±0.4	10.1	±0.3	30.5	16,731,045	90,663
Race	White	22.2	±0.4	10.3	±0.2	31.5	18,001,998	98,233
	Black	27.6	±1.4	8.9	±0.9	24.4	1,377,042	8,418
	Asian or Pacific Islander	15.9	±1.1	7.3	±0.9	31.5	1,763,628	9,805
	Other	30.1	±0.8	9.9	±0.6	24.8	419,920	1,992
Education	<12 Years	27.0	±0.8	9.5	±0.7	26.0	5,084,426	16,774
	12 Years	26.5	±0.7	10.7	±0.4	28.7	6,938,291	37,117
	13-15 Years	19.9	±0.5	10.2	±0.4	33.8	5,018,626	34,834
	16+ Years	12.8	±0.5	8.9	±0.5	41.1	4,521,245	29,723
Region	Los Angeles	21.8	±1.5	9.6	±1.0	30.5	6,390,997	60,561
	San Diego	23.1	±2.2	9.8	±0.9	29.9	1,841,173	3,885
	Orange	19.3	±2.1	9.2	±1.1	32.2	1,800,620	3,654
	Santa Clara	19.7	±2.3	9.4	±1.1	32.3	1,099,336	3,422
	San Bernardino	26.6	±1.7	9.6	±1.2	26.5	975,617	4,082
	Alameda	22.9	±2.4	9.9	±1.5	30.1	938,584	3,326
	Riverside	23.9	±1.7	10.0	±1.3	29.6	838,632	3,715
	Sacramento	25.2	±2.0	11.1	±1.6	30.5	748,489	3,190
	Contra Costa	22.0	±1.6	10.6	±1.4	32.5	572,424	3,554
	San Francisco	22.0	±2.4	10.1	±1.2	31.5	582,130	2,890
	San Mateo, Solano	20.9	±1.5	10.9	±1.3	34.2	717,018	3,136
	Marin, Napa, Sonoma	21.7	±2.0	12.3	±1.9	36.3	550,786	2,807
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	23.6	±1.5	10.6	±1.2	31.0	691,415	3,431
	San Luis Obispo, Santa Barbara, Ventura	18.9	±1.8	10.1	±0.9	34.8	920,857	3,541
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	24.1	±2.4	10.0	±1.4	29.4	812,406	3,240
	Monterey, San Benito, Santa Cruz	19.0	±2.0	11.1	±1.7	37.0	441,627	3,249
	Fresno, Madera, Merced, Stanislaus	25.1	±2.5	9.8	±1.3	28.1	891,234	3,381
	Imperial, Inyo, Kern, Kings, Mono, Tulare	23.9	2.1	9.7	±1.4	28.8	749,243	3,384

**Table 1
Cigarette Smoking Prevalence and Recent Quitting
of Household Members from Screener Survey
Male**

		Smoking Status				Quit Ratio in Last 5 Years (%)	Population Size (N)	Sample Size (N)
		Current Smoker (%)	95% Conf. Interval (%)	Former Smoker in Last 5 Years (%)	95% Conf. Interval (%)			
Total		25.5	±0.4	10.8	±0.3	30.9	10,465,195	57,524
Age	18 - 24	24.8	±1.5	6.8	±0.7	24.4	1,682,466	10,282
	25 - 44	28.4	±0.7	10.8	±0.4	29.3	5,024,716	27,289
	45 - 64	26.3	±1.1	12.8	±0.8	32.8	2,465,009	13,761
	65+	14.1	±1.1	12.0	±1.2	42.9	1,293,004	6,192
Hispanic Origin	Hispanic	26.2	±1.0	11.2	±0.7	32.3	2,431,341	13,798
	Non-Hispanic	25.3	±0.5	10.7	±0.3	30.5	8,033,854	43,726
Race	White	25.2	±0.5	10.9	±0.3	31.5	8,788,137	48,041
	Black	30.8	±2.0	9.1	±1.4	24.4	619,317	3,723
	Asian or Pacific Islander	23.3	±2.2	10.4	±1.3	31.5	846,923	4,759
	Other	32.0	±1.0	11.2	±0.6	24.8	210,818	1,001
Education	<12 Years	34.4	±1.1	11.2	±0.9	26.0	2,455,119	8,156
	12 Years	30.2	±0.8	11.6	±0.5	28.7	3,147,342	16,762
	13-15 Years	22.0	±0.8	10.8	±0.6	33.8	2,412,333	16,591
	16+ Years	14.2	±0.7	9.4	±0.7	41.1	2,450,401	16,015
Region	Los Angeles	26.6	±1.6	11.0	±1.3	30.5	3,096,401	29,432
	San Diego	25.9	±2.9	9.4	±1.5	29.9	915,217	1,899
	Orange	22.8	±2.9	10.0	±1.7	32.2	867,478	1,826
	Santa Clara	21.4	±2.7	10.3	±1.4	32.3	544,106	1,695
	San Bernardino	29.7	±2.5	10.5	±1.6	26.5	475,720	1,968
	Alameda	26.1	±3.3	10.3	±1.9	30.1	444,472	1,615
	Riverside	27.8	±2.5	10.8	±1.7	29.6	396,820	1,783
	Sacramento	27.1	±2.7	11.3	±1.8	30.5	355,912	1,494
	Contra Costa	25.1	±2.4	11.4	±1.7	32.5	272,790	1,706
	San Francisco	25.5	±3.6	10.5	±1.9	31.5	296,774	1,468
	San Mateo, Solano	22.7	±2.2	11.5	±1.6	34.2	340,759	1,533
	Marin, Napa, Sonoma	24.2	±2.8	12.9	±2.4	36.3	263,244	1,359
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	25.4	±2.2	11.0	±1.5	31.0	337,614	1,662
	San Luis Obispo, Santa Barbara, Ventura	20.2	±2.3	11.8	±1.5	34.8	448,143	1,755
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	26.4	±2.3	10.9	±1.7	29.4	396,105	1,569
	Monterey, San Benito, Santa Cruz	20.0	±2.7	12.4	±2.4	37.0	221,354	1,562
	Fresno, Madera, Merced, Stanislaus	29.3	±3.5	11.1	±2.2	28.1	430,411	1,611
	Imperial, Inyo, Kern, Kings, Mono, Tulare	26.9	±2.9	10.4	±1.9	28.8	361,875	1,587

**Table 1
Cigarette Smoking Prevalence and Recent Quitting
of Household Members from Screener Survey
Female**

		Smoking Status				Quit Ratio in Last 5 Years (%)	Population Size (N)	Sample Size (N)
		Current Smoker (%)	95% Conf. Interval (%)	Former Smoker in Last 5 Years (%)	95% Conf. Interval (%)			
Total		19.1	±0.5	9.1	±0.3	32.3	11,097,393	60,924
Age	18 - 24	18.0	±1.1	7.1	±0.9	28.3	1,589,486	10,124
	25 - 44	20.7	±0.8	9.4	±0.5	31.4	5,143,779	28,202
	45 - 64	21.3	±1.0	10.4	±0.7	32.7	2,640,883	14,429
	65+	12.0	±0.9	7.9	±0.7	39.9	1,723,245	8,169
Hispanic Origin	Hispanic	12.5	±0.7	7.2	±0.8	36.8	2,400,202	13,987
	Non-Hispanic	20.9	±0.6	9.6	±0.4	31.5	8,697,191	46,937
Race	White	19.4	±0.5	9.6	±0.3	33.1	9,213,861	50,192
	Black	25.1	±1.9	8.8	±1.1	26.1	757,725	4,695
	Asian or Pacific Islander	9.1	±1.1	4.5	±1.1	33.0	916,705	5,046
	Other	28.1	±0.9	8.6	±0.8	23.4	209,102	991
Education	<12 Years	20.2	±1.0	7.8	±0.8	28.0	2,629,307	8,618
	12 Years	23.5	±0.8	10.0	±0.6	29.8	3,790,949	20,355
	13-15 Years	18.0	±0.9	9.6	±0.6	34.8	2,606,293	18,243
	16+ Years	11.2	±0.7	8.4	±0.7	43.0	2,070,844	13,708
Region	Los Angeles	17.3	±1.7	8.3	±1.1	32.4	3,294,596	31,129
	San Diego	20.3	±2.5	10.2	±1.1	33.5	925,956	1,986
	Orange	16.1	±2.2	8.3	±1.3	34.2	933,142	1,828
	Santa Clara	18.1	±2.5	8.5	±1.6	32.0	555,230	1,727
	San Bernardino	23.6	±2.0	8.7	±1.5	26.9	499,897	2,114
	Alameda	20.1	±2.3	9.5	±1.9	32.1	494,112	1,711
	Riverside	20.5	±1.8	9.4	±1.5	31.4	441,812	1,932
	Sacramento	23.5	±2.6	10.9	±2.1	31.7	392,577	1,696
	Contra Costa	19.1	±2.0	9.8	±1.9	33.9	299,634	1,848
	San Francisco	18.4	±2.5	9.7	±1.6	34.6	285,356	1,422
	San Mateo, Solano	19.4	±2.0	10.3	±1.8	34.7	376,259	1,603
	Marin, Napa, Sonoma	19.3	±2.4	11.8	±2.1	38.0	287,542	1,448
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	21.9	±2.1	10.3	±1.7	32.0	353,801	1,769
	San Luis Obispo, Santa Barbara, Ventura	17.7	±1.9	8.5	±1.5	32.5	472,714	1,786
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	21.9	±3.5	9.2	±1.7	29.6	416,301	1,671
	Monterey, San Benito, Santa Cruz	17.9	±2.5	9.8	±1.8	35.5	220,273	1,687
	Fresno, Madera, Merced, Stanislaus	21.2	±2.6	8.6	±1.4	28.7	460,823	1,770
	Imperial, Inyo, Kern, Kings, Mono, Tulare	21.0	±2.6	9.0	±1.5	30.0	387,368	1,797

**Table 2
Current Smoking Prevalence from Screener
Survey for Target Populations
Overall**

	All Californians (%)	Non-Hispanic Whites (%)	All Hispanics (%)	Mexican Origin Hispanics (%)	Other Hispanics (%)	Blacks (%)	All Asians (%)	Chinese (%)	Japanese (%)	Filipinos (%)	Koreans (%)	Other Asians and Pacific Islanders (%)	Population Size (N)	Sample Size (N)
Total	22.2	23.3	19.3	19.7	18.0	27.5	15.9	11.7	17.4	15.9	23.5	16.5	21,562,588	118,448
Sex	25.5	24.8	26.1	26.6	24.6	30.6	23.5	19.1	20.1	24.0	35.8	25.0	10,465,195	57,524
Male	19.1	21.8	12.4	12.7	11.7	25.0	8.9	4.7	14.9	8.9	13.6	7.7	11,097,393	60,924
Female	21.4	25.9	16.9	17.3	15.5	18.7	14.6	9.7	19.7	12.2	26.9	14.6	3,271,952	20,406
Age	24.4	26.0	20.4	20.3	20.8	31.3	18.1	12.4	20.3	21.0	26.1	17.3	10,168,495	55,491
18 - 24	23.7	24.6	21.3	23.0	15.9	30.8	15.3	11.4	16.8	14.4	16.2	18.5	5,105,892	28,190
25 - 44	12.9	12.8	12.9	14.0	9.6	16.3	8.9	11.4	9.9	6.6	23.2	7.5	3,016,249	14,361
45 - 64	26.9	34.3	21.6	22.0	19.9	36.9	21.4	17.6	23.4	19.2	38.1	23.0	5,084,426	16,774
65+	26.5	28.8	18.4	18.5	18.4	29.8	19.4	16.7	21.5	20.3	21.3	18.6	6,938,291	37,117
Education	19.9	20.8	13.4	12.7	15.0	24.3	15.2	11.2	16.2	15.2	25.3	15.0	5,018,626	34,834
<12 Years	12.8	12.8	14.0	14.2	13.6	15.6	10.5	6.6	12.3	11.2	19.1	9.7	4,521,245	29,723
12 Years														
13-15 Years														
16+ Years														

Table 2
Current Smoking Prevalence from Screener
Survey for Target Populations
Overall (Continued)

Region	All Californians (%)	Non-Hispanic Whites (%)	All Hispanics (%)	Mexican Origin Hispanics (%)	Other Hispanics (%)	Blacks (%)	All Asians (%)	Population Size (N)	Sample Size (N)
Los Angeles	21.8	23.2	19.6	20.1	18.1	27.3	16.8	6,390,997	60,561
San Diego	23.1	22.9	23.1	25.3	12.2	25.9	22.7	1,841,173	3,885
Orange	19.3	19.9	18.2	18.4	17.8	34.3	8.4	1,800,620	3,654
Santa Clara	19.7	21.6	16.2	17.2	12.4	25.6	13.7	1,099,336	3,422
San Bernardino	26.6	27.5	22.3	23.7	16.3	30.5	14.4	975,617	4,082
Alameda	22.9	24.1	20.9	20.0	22.6	25.8	15.5	938,584	3,326
Riverside	23.9	25.2	19.0	18.5	23.5	27.3	12.1	838,632	3,715
Sacramento	25.2	26.2	21.2	20.6	22.9	30.4	13.2	748,489	3,190
Contra Costa	22.0	20.9	24.0	23.5	25.4	27.1	18.9	572,424	3,554
San Francisco	21.9	21.9	18.7	20.2	17.8	32.8	16.4	582,130	2,890
San Mateo, Solano	20.9	22.5	16.6	16.7	16.4	22.7	14.5	717,018	3,136
Marin, Napa, Sonoma	21.6	22.0	15.3	14.2	18.4	34.1	19.2	550,786	2,807
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	23.6	24.0	18.0	16.9	23.1	30.3	14.8	691,415	3,431
San Luis Obispo, Santa Barbara, Ventura	18.9	20.2	15.6	14.7	22.2	24.3	14.3	920,857	3,541
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	24.1	25.0	18.8	18.9	18.2	13.9	15.0	812,406	3,240
Monterey, San Benito, Santa Cruz	18.9	19.2	15.4	14.8	18.7	33.8	18.7	441,627	3,249
Fresno, Madera, Merced, Stanislaus	25.1	27.1	20.2	19.6	25.1	29.5	15.9	891,234	3,381
Imperial, Inyo, Kern, Kings, Mono, Tulare	23.9	26.8	16.8	17.4	10.7	23.5	17.2	749,243	3,384

Table 2
Current Smoking Prevalence from Screener
Survey for Target Populations
Male

	All Californians (%)	Non-Hispanic Whites (%)	All Hispanics (%)	Mexican Origin Hispanics (%)	Other Hispanics (%)	Blacks (%)	All Asians (%)	Chinese (%)	Japanese (%)	Filipinos (%)	Koreans (%)	Other Asians and Pacific Islanders (%)	Population Size (N)	Sample Size (N)
Total	25.5	24.8	26.1	26.6	24.6	30.6	23.5	19.1	20.1	24.0	35.8	25.0	10,465,195	57,524
Age														
18 - 24	24.7	27.1	23.3	23.9	20.6	19.7	19.0	13.0	17.2	19.1	34.3	19.5	1,682,466	10,282
25 - 44	28.3	27.9	28.0	27.9	28.2	34.2	27.1	20.9	24.7	29.2	44.1	27.6	5,024,716	27,289
45 - 64	26.2	25.5	27.6	29.3	22.4	35.1	24.0	19.9	22.1	25.8	22.6	26.5	2,465,009	13,761
65+	14.1	13.0	15.7	16.6	12.9	21.4	14.0	19.8	11.1	10.6	60.6	14.0	1,293,004	6,192
Education														
<12 Years	34.2	38.9	30.4	30.7	28.9	40.2	36.9	35.4	18.4	32.1	70.6	43.6	2,455,119	8,156
12 Years	30.2	31.7	23.8	23.5	24.6	34.1	28.3	26.3	28.7	27.6	35.3	28.7	3,147,342	16,762
13-15 Years	22.0	22.3	17.6	16.7	19.9	26.4	20.9	18.1	19.2	21.5	32.4	20.5	2,412,333	16,591
16+ Years	14.2	13.7	15.8	16.3	15.1	17.9	15.6	9.8	16.5	18.9	31.0	12.7	2,450,401	16,015

Table 2
Current Smoking Prevalence from Screener
Survey for Target Populations
Male (Continued)

Region	All Californians (%)	Non-Hispanic Whites (%)	All Hispanics (%)	Mexican Origin Hispanics (%)	Other Hispanics (%)	Blacks (%)	All Asians (%)	Population Size (N)	Sample Size (N)
Los Angeles	26.5	25.1	27.6	28.2	25.7	30.4	25.4	3,096,401	29,432
San Diego	25.8	24.7	26.1	28.9	10.9	28.7	33.5	915,217	1,899
Orange	22.7	21.7	27.3	27.5	26.3	27.2	10.3	867,478	1,826
Santa Clara	21.4	21.4	19.7	21.0	14.9	25.5	21.6	544,106	1,695
San Bernardino	29.7	30.0	26.7	29.4	16.4	34.6	15.4	475,720	1,968
Alameda	26.1	25.7	27.3	24.9	32.7	31.5	20.2	444,472	1,615
Riverside	27.8	28.2	27.4	25.9	40.0	25.9	14.6	396,820	1,783
Sacramento	27.1	27.3	28.7	28.9	28.2	32.3	15.0	355,912	1,494
Contra Costa	25.1	21.7	34.0	35.2	31.1	32.5	29.0	272,790	1,706
San Francisco	25.4	22.6	23.8	27.2	21.9	38.6	24.4	296,774	1,468
San Mateo, Solano	22.6	23.3	21.0	20.2	22.2	25.8	18.8	340,759	1,533
Marin, Napa, Sonoma	24.2	23.7	22.9	22.9	22.9	47.0	26.9	263,244	1,359
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	25.4	25.7	20.3	19.2	24.5	36.5	29.2	337,614	1,662
San Luis Obispo, Santa Barbara, Ventura	20.2	19.6	21.8	20.6	29.4	23.9	22.0	448,143	1,755
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	26.3	26.9	22.4	20.5	38.9	19.0	17.5	396,105	1,569
Monterey, San Benito, Santa Cruz	19.9	19.0	20.2	20.1	21.0	35.8	19.5	221,354	1,562
Fresno, Madera, Merced, Stanislaus	29.2	29.4	27.5	26.9	32.3	31.9	30.8	430,411	1,611
Imperial, Inyo, Kern, Kings, Mono, Tulare	26.9	29.6	20.8	21.9	8.5	22.7	34.4	361,875	1,587

Table 2
Current Smoking Prevalence from Screener
Survey for Target Populations
Female

	All Californians (%)	Non-Hispanic Whites (%)	All Hispanics (%)	Mexican Origin Hispanics (%)	Other Hispanics (%)	Blacks (%)	All Asians (%)	Chinese (%)	Japanese (%)	Filipinos (%)	Koreans (%)	Other Asians and Pacific Islanders (%)	Population Size (N)	Sample Size (N)
Total	19.1	21.8	12.4	12.7	11.7	25.0	8.9	4.7	14.9	8.9	13.6	7.7	11,097,393	60,924
Age														
18 - 24	18.0	24.6	9.5	9.4	9.6	17.9	9.5	5.8	22.9	4.0	19.9	9.4	1,589,486	10,124
25 - 44	20.6	24.1	12.7	12.4	13.7	29.0	10.4	5.5	16.3	14.6	13.9	7.7	5,143,779	28,202
45 - 64	21.3	23.8	15.5	17.3	10.1	27.3	7.4	2.5	13.4	5.1	9.9	8.6	2,640,883	14,429
65+	12.0	12.5	10.7	12.0	7.5	12.6	3.8	2.6	8.3	3.4		1.4	1,723,245	8,169
Education														
<12 Years	20.1	30.3	12.8	13.0	11.9	34.1	9.4	1.7	28.8	11.6	20.9	5.5	2,629,307	8,618
12 Years	23.4	26.5	13.4	13.7	12.5	26.4	12.6	9.8	17.5	12.7	14.4	10.5	3,790,949	20,355
13-15 Years	18.0	19.5	8.6	7.9	9.9	22.6	9.5	4.8	13.4	8.7	19.4	8.8	2,606,293	18,243
16+ Years	11.2	11.9	11.8	11.8	11.8	13.4	4.9	3.2	7.0	4.9	5.2	5.6	2,070,844	13,708

Table 2
Current Smoking Prevalence from Screener
Survey for Target Populations
Female (Continued)

Region	All Californians (%)	Non-Hispanic Whites (%)	All Hispanics (%)	Mexican Origin Hispanics (%)	Other Hispanics (%)	Blacks (%)	All Asians (%)	Population Size (N)	Sample Size (N)
Los Angeles	17.3	21.3	11.8	12.1	11.1	24.9	8.6	3,294,596	31,129
San Diego	20.3	21.1	20.2	21.6	13.4	22.8	11.3	925,956	1,986
Orange	16.1	18.2	7.9	7.5	9.2	38.3	6.9	933,142	1,828
Santa Clara	18.1	21.9	12.3	13.0	9.6	25.7	6.2	555,230	1,727
San Bernardino	23.6	25.1	17.7	18.0	16.1	27.0	13.6	499,897	2,114
Alameda	20.1	22.7	13.4	14.0	12.2	21.9	10.8	494,112	1,711
Riverside	20.5	22.6	10.1	10.4	7.9	28.7	10.0	441,812	1,932
Sacramento	23.5	25.2	13.3	11.9	17.1	28.8	11.6	392,577	1,696
Contra Costa	19.1	20.3	12.4	10.6	17.9	22.5	8.6	299,634	1,848
San Francisco	18.4	21.1	13.4	12.6	13.8	27.2	8.9	285,356	1,422
San Mateo, Solano	19.3	21.8	12.3	13.3	10.4	19.9	11.3	376,259	1,603
Marin, Napa, Sonoma	19.3	20.5	6.4	2.5	14.7	20.8	13.2	287,542	1,448
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	21.8	22.4	14.7	13.6	20.6	26.7	5.1	353,801	1,769
San Luis Obispo, Santa Barbara, Ventura	17.7	20.7	9.3	8.8	13.3	24.9	6.6	472,714	1,786
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	21.9	23.3	15.1	17.1	2.1	9.7	12.9	416,301	1,671
Monterey, San Benito, Santa Cruz	17.9	19.4	10.5	9.5	16.4	30.2	17.9	220,273	1,687
Fresno, Madera, Merced, Stanislaus	21.2	24.8	13.6	13.1	18.3	27.8	2.5	460,823	1,770
Imperial, Inyo, Kern, Kings, Mono, Tulare	21.0	24.3	12.8	12.9	12.6	24.2	6.5	387,368	1,797

Table 3
Current Cigarette Smoking Status of Adults
from Extended Interview
Overall

	Smoking Status							Quit Ratio (%)	Population Size (N)	Sample Size (N)
	Current Smoker (%)	95% Conf. Interval (%)	Former Smoker (%)	95% Conf. Interval (%)	Never Smoker (%)	95% Conf. Interval (%)				
Total	21.6	±0.8	27.3	±0.8	51.2	±1.0	55.9	21,560,639	26,815	
Male	24.5	±1.0	31.7	±1.3	43.9	±1.5	56.4	10,658,559	12,755	
Female	18.7	±0.9	23.0	±1.0	58.3	±1.0	55.1	10,902,080	14,060	
Age	22.4	±2.0	12.3	±1.4	65.3	±2.1	35.5	3,272,647	4,201	
18 - 24	23.7	±1.1	22.7	±1.1	53.6	±1.4	48.8	10,169,556	13,076	
25 - 44	21.8	±1.4	37.6	±2.1	40.6	±2.3	63.2	5,272,304	6,700	
45 - 64	12.3	±1.7	41.9	±3.1	45.8	±3.3	77.4	2,846,132	2,838	
65+	18.2	±2.1	21.3	±1.8	60.5	±2.5	54.0	4,843,051	3,482	
Hispanic Origin	22.5	±1.0	29.0	±0.9	48.4	±1.2	56.3	16,717,588	23,333	
Race	21.4	±0.9	28.4	±0.8	50.2	±1.1	57.0	17,853,059	21,181	
White	28.7	±4.1	24.9	±5.4	46.3	±5.7	46.5	1,389,458	1,278	
Black	14.5	±1.5	19.4	±2.7	66.1	±3.1	57.2	1,805,099	3,725	
Asian or Pacific Islander	31.7	±2.6	22.1	±2.4	46.2	±3.4	41.0	513,023	631	
Other	25.9	±2.0	27.5	±2.5	46.6	±2.3	51.5	5,081,709	3,108	
Education	24.6	±1.1	26.5	±1.4	48.9	±1.4	51.9	6,940,794	8,451	
<12 Years	21.0	±1.4	26.7	±1.2	52.4	±1.9	55.9	4,995,097	8,536	
12 Years	12.7	±1.0	28.9	±1.3	58.4	±1.7	69.5	4,543,039	6,720	
13-15 Years										
16+ Years										

Table 3
Current Cigarette Smoking Status of Adults
from Extended Interview
Overall (Continued)

Region	Smoking Status									
	Current Smoker (%)	95% Conf. Interval (%)	Former Smoker (%)	95% Conf. Interval (%)	Never Smoker (%)	95% Conf. Interval (%)	Quit Ratio (%)	Population Size (N)	Sample Size (N)	
Los Angeles	20.8	±1.7	24.5	±2.0	54.7	±2.5	54.0	6,421,235	4,993	
San Diego	20.8	±2.5	26.5	±3.3	52.6	±3.9	56.0	1,809,811	1,450	
Orange	19.3	±2.1	27.2	±3.6	53.4	±3.8	58.5	1,746,328	1,185	
Santa Clara	18.7	±2.5	26.8	±4.4	54.5	±4.5	58.9	1,084,975	1,174	
San Bernardino	26.8	±2.5	26.6	±2.8	46.6	±3.2	49.8	1,027,600	1,578	
Alameda	22.8	±2.8	25.5	±3.4	51.7	±4.3	52.8	926,716	1,216	
Riverside	24.9	±2.7	32.3	±3.5	42.8	±3.6	56.5	847,965	1,432	
Sacramento	23.0	±3.5	29.9	±3.6	47.0	±4.8	56.5	754,325	1,283	
Contra Costa	20.8	±2.8	31.2	±3.2	48.1	±3.8	60.0	582,290	1,347	
San Francisco	21.3	±3.3	30.2	±3.8	48.5	±4.1	58.6	524,499	1,039	
San Mateo, Solano	21.5	±2.8	27.9	±3.3	50.6	±4.2	56.5	717,301	1,190	
Marin, Napa, Sonoma	20.5	±2.6	34.6	±4.8	44.9	±5.1	62.7	528,187	1,119	
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	23.7	±2.7	28.6	±3.5	47.7	±3.9	54.8	686,925	1,397	
San Luis Obispo, Santa Barbara, Ventura	18.2	±2.3	29.2	±3.6	52.7	±3.7	61.6	909,813	1,287	
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	24.2	±3.6	32.6	±3.9	43.2	±3.9	57.4	804,021	1,290	
Monterey, San Benito, Santa Cruz	19.5	±2.1	29.7	±3.5	50.8	±3.7	60.4	450,691	1,221	
Fresno, Madera, Merced, Stanislaus	24.5	±2.8	27.2	±3.6	48.3	±3.6	52.6	945,060	1,309	
Imperial, Inyo, Kern, Kings, Mono, Tulare	23.4	±2.3	27.3	±3.3	49.3	±3.9	53.8	792,897	1,305	

Table 3
Current Cigarette Smoking Status of Adults
from Extended Interview
Male

		Smoking Status							Quit Ratio (%)	Population Size (N)	Sample Size (N)
		Current Smoker (%)	95% Conf. Interval (%)	Former Smoker (%)	95% Conf. Interval (%)	Never Smoker (%)	95% Conf. Interval (%)				
Total		24.5	±1.0	31.7	±1.3	43.9	±1.5	56.4	10,658,559	12,755	
Age	18 - 24	25.5	±2.8	12.2	±2.2	62.3	±3.1	32.3	1,758,830	2,120	
	25 - 44	26.8	±1.6	25.5	±1.4	47.8	±1.8	48.8	5,161,525	6,326	
	45 - 64	24.0	±2.3	44.7	±2.9	31.3	±3.3	65.0	2,543,334	3,152	
	65+	13.9	±2.5	59.1	±5.6	27.0	±5.3	81.0	1,194,870	1,157	
Hispanic Origin	Hispanic	24.4	±3.4	27.3	±3.4	48.3	±3.5	52.8	2,420,233	1,785	
	Non-Hispanic	24.5	±1.3	32.9	±1.5	42.6	±1.8	57.4	8,238,326	10,970	
Race	White	24.2	±1.2	32.4	±1.3	43.4	±1.7	57.3	8,790,290	9,939	
	Black	30.9	±6.3	27.7	±7.8	41.4	±9.3	47.2	670,584	576	
	Asian or Pacific Islander	19.5	±2.3	28.0	±4.1	52.5	±4.1	59.0	930,910	1,923	
	Other	34.1	±4.6	28.9	±5.2	37.0	±6.7	45.9	266,775	317	
	<12 Years	32.6	±3.5	35.6	±3.8	31.8	±4.0	52.2	2,397,222	1,504	
Education	12 Years	27.5	±1.8	29.1	±2.0	43.4	±1.9	51.5	3,180,478	3,642	
	13-15 Years	23.9	±2.0	30.2	±1.8	45.9	±2.5	55.9	2,480,618	3,987	
	16+ Years	13.9	±1.3	32.5	±2.0	53.7	±2.5	70.1	2,600,241	3,622	

Table 3
Current Cigarette Smoking Status of Adults
from Extended Interview
Male (Continued)

Region	Smoking Status							Sample Size (N)	
	Current Smoker (%)	95% Conf. Interval (%)	Former Smoker (%)	95% Conf. Interval (%)	Never Smoker (%)	95% Conf. Interval (%)	Quit Ratio (%)		
Los Angeles	25.2	±2.9	28.2	±3.6	46.6	±4.5	52.8	3,151,754	2,487
San Diego	22.5	±3.2	28.3	±4.3	49.2	±4.7	55.6	912,980	691
Orange	24.4	±3.4	32.1	±6.1	43.5	±6.5	56.8	861,659	582
Santa Clara	19.1	±3.0	31.8	±5.6	49.0	±6.0	62.5	542,475	576
San Bernardino	29.7	±3.9	33.2	±5.2	37.1	±4.9	52.8	512,254	728
Alameda	27.4	±4.2	27.8	±5.4	44.8	±6.2	50.3	449,035	569
Riverside	27.6	±3.6	39.4	±4.8	33.0	±5.0	58.8	415,552	686
Sacramento	26.2	±5.6	31.1	±4.3	42.7	±5.8	54.2	365,487	579
Contra Costa	22.3	±4.9	35.9	±5.0	41.8	±5.4	61.7	285,362	619
San Francisco	22.4	±3.9	35.3	±6.0	42.3	±6.7	61.2	268,015	521
San Mateo, Solano	24.1	±3.8	34.8	±5.4	41.2	±6.0	59.1	357,050	552
Marin, Napa, Sonoma	22.3	±4.0	36.2	±7.4	41.5	±8.3	61.9	256,611	509
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	25.3	±3.6	33.4	±4.3	41.3	±5.2	56.9	340,390	655
San Luis Obispo, Santa Barbara, Ventura	17.8	±2.6	34.0	±5.5	48.1	±5.8	65.6	450,946	624
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	26.1	±3.7	38.0	±5.2	36.0	±5.0	59.3	400,717	600
Monterey, San Benito, Santa Cruz	20.2	±2.6	34.7	±5.9	45.1	±5.4	63.2	228,285	565
Fresno, Madera, Merced, Stanislaus	27.1	±4.4	33.8	±6.5	39.1	±6.6	55.5	466,326	605
Imperial, Inyo, Kern, Kings, Mono, Tulare	24.8	±3.5	34.0	±4.2	41.2	±5.2	57.8	393,661	607

Table 3
Current Cigarette Smoking Status of Adults
from Extended Interview
Female

	Smoking Status							Quit Ratio (%)	Population Size (N)	Sample Size (N)
	Current Smoker (%)	95% Conf. Interval (%)	Former Smoker (%)	95% Conf. Interval (%)	Never Smoker (%)	95% Conf. Interval (%)				
Total	18.7	±0.9	23.0	±1.0	58.3	±1.0	55.1	10,902,080	14,060	
Age										
18 - 24	18.8	±2.1	12.5	±2.0	68.7	±2.1	40.0	1,513,817	2,081	
25 - 44	20.6	±1.2	19.7	±1.6	59.6	±1.9	48.9	5,008,031	6,750	
45 - 64	19.8	±1.5	31.0	±2.5	49.2	±2.8	61.0	2,728,970	3,548	
65+	11.1	±1.7	29.4	±4.1	59.5	±4.6	72.6	1,651,262	1,681	
Hispanic	12.0	±2.1	15.3	±2.0	72.7	±3.1	56.1	2,422,818	1,697	
Non-Hispanic	20.7	±1.1	26.2	±1.2	54.1	±1.1	55.0	8,479,262	12,363	
Origin										
Race										
White	18.7	±0.9	24.5	±1.1	56.7	±1.2	56.7	9,062,769	11,242	
Black	26.7	±4.7	22.4	±6.6	50.9	±5.8	45.6	718,874	702	
Asian or Pacific Islander	9.2	±1.9	10.2	±2.7	80.6	±3.6	52.7	874,189	1,802	
Other	29.2	±2.7	14.6	±2.9	56.1	±2.9	33.4	246,248	314	
Education										
<12 Years	20.0	±2.3	20.3	±2.6	59.7	±2.9	50.4	2,684,487	1,604	
12 Years	22.1	±1.3	24.2	±2.1	53.6	±2.2	52.3	3,760,316	4,809	
13-15 Years	18.1	±1.6	23.1	±1.7	58.7	±2.4	56.0	2,514,479	4,549	
16+ Years	11.2	±1.2	24.2	±2.1	64.6	±2.3	68.4	1,942,798	3,098	

Table 3
Current Cigarette Smoking Status of Adults
from Extended Interview
Female (Continued)

Region	Smoking Status								Sample Size (N)
	Current Smoker (%)	95% Conf. Interval (%)	Former Smoker (%)	95% Conf. Interval (%)	Never Smoker (%)	95% Conf. Interval (%)	Quit Ratio (%)	Population Size (N)	
Los Angeles	16.6	±2.0	20.9	±2.9	62.5	±2.7	55.6	3,269,481	2,506
San Diego	19.1	±2.9	24.7	±4.4	56.2	±5.5	56.4	896,831	759
Orange	14.4	±3.0	22.5	±3.6	63.2	±4.0	61.0	884,669	603
Santa Clara	18.3	±3.1	21.8	±5.8	59.9	±5.5	54.4	542,500	598
San Bernardino	24.0	±2.5	20.0	±3.4	56.0	±4.3	45.5	515,346	850
Alameda	18.4	±3.3	23.3	±3.7	58.2	±4.7	55.8	477,681	647
Riverside	22.3	±3.9	25.5	±3.6	52.2	±4.4	53.4	432,413	746
Sacramento	20.1	±3.2	28.9	±6.1	51.0	±7.1	59.0	388,838	704
Contra Costa	19.3	±2.7	26.6	±4.1	54.1	±5.0	58.0	296,928	728
San Francisco	20.2	±4.4	24.8	±4.8	55.0	±5.0	55.1	256,484	518
San Mateo, Solano	18.9	±3.5	21.2	±3.6	59.9	±5.2	52.8	360,251	638
Marin, Napa, Sonoma	18.9	±3.6	33.0	±5.6	48.1	±5.8	63.6	271,576	610
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	22.1	±2.7	24.0	±4.0	54.0	±4.4	52.1	346,535	742
San Luis Obispo, Santa Barbara, Ventura	18.5	±3.0	24.3	±4.1	57.1	±4.3	56.8	458,867	663
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	22.3	±4.4	27.3	±4.2	50.4	±4.3	55.0	403,304	690
Monterey, San Benito, Santa Cruz	18.7	±3.3	24.6	±3.4	56.7	±5.2	56.8	222,406	656
Fresno, Madera, Merced, Stanislaus	21.9	±3.0	20.8	±3.9	57.3	±4.4	48.7	478,734	704
Imperial, Inyo, Kern, Kings, Mono, Tulare	22.0	±2.4	20.6	±4.3	57.4	±4.3	48.4	399,236	698

**Table 4
Current Smoking Status of Adults for Hispanic Populations
Overall**

		Current Smoker (%)	Former Smoker (%)	Never Smoker (%)	Quit Ratio (%)	Population Size (N)	Sample Size (N)
Total		21.6	27.3	51.2	55.9	21,560,639	26,815

Ethnicity

Non-Hispanic White	Total		22.5	30.8	46.6	57.8	13,316,562	18,021
	Age	18-24	26.3	13.1	60.6	33.3	1,618,467	2,243
		25-44	25.4	24.3	50.3	48.9	5,920,971	8,370
		45-64	22.6	41.7	35.7	64.8	3,484,659	4,981
		65+	12.4	43.8	43.9	78.0	2,292,465	2,427
	Education	<12 Years	34.3	35.5	30.2	50.8	1,726,640	1,446
		12 Years	26.2	30.2	43.6	53.5	4,607,443	6,049
		13-15 Years	21.5	29.3	49.2	57.6	3,499,734	5,931
16+ Years		12.9	30.9	56.1	70.6	3,482,745	4,595	
Mexican Origin	Total		17.5	20.0	62.5	53.3	3,853,390	2,644
	Age	18-24	16.5	14.7	68.8	47.0	903,100	627
		25-44	18.0	19.8	62.2	52.3	2,037,153	1,459
		45-64	18.1	26.4	55.6	59.4	762,427	465
		65+	13.5	22.9	63.5	62.9	150,710	93
	Education	<12 Years	19.2	21.5	59.3	52.8	2,249,367	1,091
		12 Years	16.6	15.7	67.7	48.7	1,027,094	870
		13-15 Years	13.9	21.4	64.7	60.6	419,936	521
16+ Years		8.4	22.2	69.4	72.5	156,993	162	
Other Hispanic	Total		20.9	26.4	52.7	55.9	989,661	838
	Age	18-24	26.2	13.3	60.5	33.7	187,342	149
		25-44	21.3	27.2	51.5	56.2	526,822	497
		45-64	20.1	32.8	47.1	62.1	209,752	150
		65+	5.3	37.1	57.5	87.5	65,745	42
	Education	<12 Years	23.5	29.8	46.8	55.9	422,732	178
		12 Years	19.3	20.7	60.0	51.8	287,509	261
		13-15 Years	24.3	27.6	48.1	53.1	172,477	255
16+ Years		9.4	26.7	63.9	73.9	106,943	144	
All Others	Total		22.5	21.9	55.6	49.2	3,401,026	5,312
	Age	18-24	19.4	6.1	74.5	24.0	563,738	1,182
		25-44	25.7	19.0	55.4	42.5	1,684,610	2,750
		45-64	22.4	31.9	45.7	58.7	815,466	1,104
		65+	12.4	38.5	49.1	75.7	337,212	276
	Education	<12 Years	28.4	25.7	45.8	47.5	682,970	393
		12 Years	26.7	22.1	51.2	45.3	1,018,748	1,271
		13-15 Years	21.7	18.8	59.5	46.5	902,950	1,829
16+ Years		13.2	21.7	65.1	62.2	796,358	1,819	

Table 4
Current Smoking Status of Adults for Hispanic Populations
Male

	Current Smoker (%)	Former Smoker (%)	Never Smoker (%)	Quit Ratio (%)	Population Size (N)	Sample Size (N)
Total	24.5	31.7	43.9	56.4	10,658,559	12,755

Ethnicity

Non-Hispanic White	Total		24.0	34.1	41.9	58.7	6,548,398	8,335
	Age	18-24	26.8	11.3	61.9	29.8	889,484	1,098
		25-44	26.8	24.2	49.0	47.4	3,031,607	3,972
		45-64	23.2	48.0	28.7	67.4	1,713,390	2,310
		65+	13.5	63.2	23.3	82.4	913,917	955
	Education	<12 Years	38.2	41.2	20.6	51.9	816,869	668
		12 Years	28.9	33.8	37.4	53.9	2,031,647	2,517
		13-15 Years	23.9	32.2	43.9	57.4	1,685,927	2,649
16+ Years		13.5	33.2	53.3	71.1	2,013,955	2,501	
Mexican Origin	Total		24.2	26.1	49.7	51.9	1,876,620	1,343
	Age	18-24	22.3	16.7	61.0	42.9	475,991	344
		25-44	25.2	27.1	47.7	51.8	1,015,079	743
		45-64	24.1	35.7	40.2	59.7	319,123	212
		65+	23.1	32.5	44.4	58.4	66,427	44
	Education	<12 Years	29.1	30.1	40.7	50.8	1,033,607	557
		12 Years	19.5	18.7	61.7	49.0	520,625	420
		13-15 Years	18.1	24.9	56.9	57.9	228,567	276
16+ Years		10.1	25.5	64.4	71.5	93,821	90	
Other Hispanic	Total		25.1	31.4	43.6	55.6	543,613	442
	Age	18-24	35.2	19.6	45.2	35.8	102,322	81
		25-44	21.9	33.2	44.9	60.3	299,136	262
		45-64	28.1	31.6	40.3	52.9	119,010	82
		65+	6.5	58.0	35.6	90.0	23,145	17
	Education	<12 Years	28.7	41.1	30.1	58.9	207,298	88
		12 Years	26.7	18.5	54.8	40.9	163,306	128
		13-15 Years	25.9	33.0	41.1	56.0	111,082	146
16+ Years		7.0	29.6	63.3	80.9	61,927	80	
All Others	Total		26.3	28.3	45.4	51.8	1,689,928	2,635
	Age	18-24	23.6	4.7	71.7	16.7	291,033	597
		25-44	30.3	25.5	44.2	45.7	815,703	1,349
		45-64	26.2	41.5	32.3	61.3	391,811	548
		65+	13.5	49.2	37.3	78.5	191,381	141
	Education	<12 Years	31.8	35.4	32.8	52.7	339,448	191
		12 Years	30.6	24.3	45.1	44.3	464,900	577
		13-15 Years	26.3	24.8	49.0	48.5	455,042	916
16+ Years		17.4	30.8	51.8	63.9	430,538	951	

**Table 4
Current Smoking Status of Adults for Hispanic Populations
Female**

		Current Smoker (%)	Former Smoker (%)	Never Smoker (%)	Quit Ratio (%)	Population Size (N)	Sample Size (N)	
Total		18.7	23.0	58.3	55.1	10,902,080	14,060	
Ethnicity								
Non-Hispanic White	Total	21.1	27.7	51.2	56.7	6,768,164	9,686	
	Age	18-24	25.7	15.3	59.0	37.3	728,983	1,145
		25-44	23.9	24.4	51.7	50.5	2,889,364	4,398
		45-64	22.1	35.5	42.4	61.7	1,771,269	2,671
		65+	11.6	30.9	57.5	72.7	1,378,548	1,472
	Education	<12 Years	30.8	30.4	38.8	49.7	909,771	778
		12 Years	24.1	27.4	48.5	53.2	2,575,796	3,532
		13-15 Years	19.3	26.5	54.2	57.9	1,813,807	3,282
16+ Years		12.1	27.8	60.1	69.6	1,468,790	2,094	
Mexican Origin	Total	11.1	14.2	74.7	56.0	1,976,770	1,301	
	Age	18-24	10.1	12.4	77.5	55.0	427,109	283
		25-44	10.9	12.5	76.7	53.4	1,022,074	716
		45-64	13.7	19.7	66.6	59.0	443,304	253
		65+	6.0	15.4	78.6	72.1	84,283	49
	Education	<12 Years	10.8	14.2	75.0	56.9	1,215,760	534
		12 Years	13.5	12.6	73.8	48.3	506,469	450
		13-15 Years	8.8	17.2	74.0	66.1	191,369	245
16+ Years		5.9	17.4	76.8	74.7	63,172	72	
Other Hispanic	Total	15.7	20.4	63.9	56.5	446,048	396	
	Age	18-24	15.3	5.6	79.0	26.8	85,020	68
		25-44	20.4	19.3	60.2	48.6	227,686	235
		45-64	9.5	34.4	56.0	78.4	90,742	68
		65+	4.7	25.8	69.5	84.6	42,600	25
	Education	<12 Years	18.4	18.9	62.8	50.6	215,434	90
		12 Years	9.5	23.6	66.9	71.4	124,203	133
		13-15 Years	21.4	17.7	60.9	45.4	61,395	109
16+ Years		12.8	22.6	64.6	63.9	45,016	64	
All Others	Total	18.8	15.5	65.7	45.2	1,711,098	2,677	
	Age	18-24	14.8	7.6	77.5	33.9	272,705	585
		25-44	21.3	12.8	65.8	37.5	868,907	1,401
		45-64	18.9	23.0	58.0	54.8	423,655	556
		65+	10.9	24.5	64.6	69.3	145,831	135
	Education	<12 Years	25.1	16.2	58.7	39.2	343,522	202
		12 Years	23.4	20.3	56.3	46.4	553,848	694
		13-15 Years	17.0	12.8	70.2	42.9	447,908	913
16+ Years		8.2	11.0	80.8	57.3	365,820	868	

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Table 5
Detailed Smoking Status of Adults from the Extended Interview
Overall

	Current smokers		Former smokers				Never smokers			Population Size (N)	Sample Size (N)
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)	0 Cigarettes (%)			
Total	17.6	4.0	3.1	5.4	16.6	2.2	23.2	28.0	21,560,639	26,815	
Sex											
Male	19.6	4.8	3.5	6.0	19.6	2.6	24.3	19.6	10,658,559	12,755	
Female	15.6	3.2	2.8	4.8	13.7	1.8	22.1	36.2	10,902,080	14,060	
Age											
18-24	16.0	6.4	4.3	5.6	1.5	0.9	29.8	35.4	3,272,647	4,201	
25-44	19.3	4.5	3.3	5.2	12.1	2.0	25.8	27.8	10,169,556	13,076	
45-64	18.8	3.0	2.9	5.6	26.4	2.7	17.5	23.1	5,272,304	6,700	
65+	11.1	1.2	1.5	5.4	31.8	3.2	16.5	29.3	2,846,132	2,838	
Hispanic Origin											
Hispanic	11.6	6.6	4.4	4.6	9.5	2.7	24.3	36.2	4,843,051	3,482	
Non-Hispanic	19.3	3.2	2.7	5.6	18.6	2.0	22.8	25.6	16,717,588	23,333	
Race											
White	17.7	3.7	3.2	5.5	17.4	2.3	23.8	26.4	17,853,059	21,181	
Black	21.1	7.6	3.0	5.4	14.9	1.6	19.2	27.1	1,389,458	1,278	
Asian or PI	11.5	3.0	2.2	4.2	11.1	1.9	21.4	44.7	1,805,099	3,725	
Other	25.8	5.9	2.6	7.1	11.5	0.9	19.0	27.2	513,023	631	
Education											
<12 Years	20.9	5.1	4.6	5.4	15.2	2.4	16.8	29.7	5,081,709	3,108	
12 Years	20.6	4.0	2.9	5.7	15.8	2.1	21.4	27.6	6,940,794	8,451	
13-15 Years	17.1	3.9	3.0	5.7	16.1	1.9	26.5	25.9	4,995,097	8,536	
16+ Years	9.8	2.9	2.0	4.6	19.9	2.4	29.4	29.0	4,543,039	6,720	

**Table 5
Detailed Smoking Status of Adults from the Extended Interview
Overall (Continued)**

Region	Current smokers			Former smokers				Never smokers			Population Size (N)	Sample Size (N)
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)	0 Cigarettes (%)				
Los Angeles	15.5	5.3	3.4	5.2	13.7	2.2	22.7	32.0	6,421,235	4,993		
San Diego	17.7	3.1	2.5	5.8	16.2	2.1	26.6	26.0	1,809,811	1,450		
Orange	14.2	5.1	3.6	5.1	16.0	2.5	25.7	27.7	1,746,328	1,185		
Santa Clara	15.8	2.9	3.0	4.6	17.1	2.1	27.9	26.6	1,084,975	1,174		
San Bernardino	23.4	3.4	2.8	5.3	16.2	2.4	18.7	27.9	1,027,600	1,578		
Alameda	19.2	3.6	2.4	4.4	16.7	1.9	24.8	26.9	926,716	1,216		
Riverside	21.6	3.3	3.6	5.8	20.2	2.7	19.0	23.7	847,965	1,432		
Sacramento	20.0	3.1	3.6	5.2	19.2	1.9	20.1	26.9	754,325	1,283		
Contra Costa	17.2	3.6	3.7	6.0	19.5	2.1	24.7	23.4	582,290	1,347		
San Francisco	17.3	4.1	2.4	6.3	19.5	2.0	23.9	24.6	524,499	1,039		
San Mateo, Solano	18.3	3.2	3.0	6.1	17.5	1.3	24.7	25.9	717,301	1,190		
Marin, Napa, Sonoma	18.0	2.5	3.2	6.5	22.1	2.7	21.8	23.1	528,187	1,119		
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo												
San Luis Obispo, Santa Barbara, Ventura	20.8	2.8	3.2	6.1	17.4	2.0	24.0	23.7	686,925	1,397		
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	15.6	2.5	3.4	6.2	17.0	2.6	25.7	26.9	909,813	1,287		
Monterey, San Benito, Santa Cruz	20.8	3.4	2.1	5.3	22.9	2.3	20.2	23.0	804,021	1,290		
Fresno, Madera, Merced, Stanislaus	16.5	2.9	3.0	5.2	18.2	3.3	23.7	27.1	450,691	1,221		
Imperial, Inyo, Kern, Kings, Mono, Tulare	21.4	3.1	2.3	5.1	18.6	1.1	19.4	28.9	945,060	1,309		
	19.3	4.1	3.0	5.9	16.2	2.1	19.9	29.4	792,897	1,305		

Table 5
Detailed Smoking Status of Adults from the Extended Interview
Male

	Current smokers		Former smokers				Never smokers			Population Size (N)	Sample Size (N)
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)	0 Cigarettes (%)			
Total	19.6	4.8	3.5	6.0	19.6	2.6	24.3	19.6	10,658,559	12,755	
Age											
18-24	17.8	7.8	4.3	5.7	1.0	1.1	31.7	30.6	1,758,830	2,120	
25-44	21.5	5.2	3.7	5.7	13.7	2.3	27.6	20.2	5,161,525	6,326	
45-64	20.2	3.8	3.1	6.3	32.0	3.3	17.2	14.1	2,543,394	3,152	
65+	12.8	1.1	1.8	7.4	45.8	4.2	14.0	13.0	1,194,870	1,157	
Hispanic	15.1	9.2	5.5	6.2	12.2	3.4	27.8	20.5	2,420,233	1,785	
Non-Hispanic	20.9	3.5	2.9	6.0	21.7	2.3	23.2	19.4	8,238,326	10,970	
Race											
White	19.6	4.6	3.6	6.1	20.1	2.7	24.9	18.5	8,790,290	9,939	
Black	22.7	8.2	3.1	4.7	18.3	1.6	19.0	22.4	670,584	576	
Asian or PI	15.3	4.2	3.2	5.5	16.7	2.7	23.6	28.9	930,910	1,923	
Other	28.1	6.0	2.4	8.5	16.4	1.5	19.7	17.3	266,775	317	
Education											
<12 Years	25.1	7.5	5.9	6.9	19.6	3.2	16.9	15.0	2,397,222	1,504	
12 Years	23.2	4.3	3.1	6.1	17.9	2.1	22.9	20.5	3,180,478	3,642	
13-15 Years	19.2	4.7	3.0	6.1	19.1	2.0	27.3	18.6	2,480,618	3,987	
16+ Years	10.7	3.1	2.2	5.2	22.1	3.1	29.9	23.8	2,600,241	3,622	

**Table 5
Detailed Smoking Status of Adults from the Extended Interview
Male (Continued)**

Region	Current smokers			Former smokers				Never smokers			Population Size (N)	Sample Size (N)
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)	0 Cigarettes (%)				
Los Angeles	18.1	7.1	3.8	5.8	15.8	2.8	25.0	21.6	3,151,754	2,487		
San Diego	19.1	3.4	2.6	6.7	17.0	2.0	27.7	21.5	912,980	691		
Orange	17.0	7.4	4.7	6.1	18.3	3.0	26.2	17.3	861,659	582		
Santa Clara	15.9	3.2	4.3	4.4	20.4	2.8	28.0	21.1	542,475	576		
San Bernardino	26.6	3.1	3.1	6.2	22.0	1.9	19.8	17.3	512,254	728		
Alameda	22.7	4.7	2.9	5.2	17.4	2.3	25.2	19.6	449,035	569		
Riverside	24.6	3.0	3.4	7.5	24.7	3.8	19.2	13.9	415,552	686		
Sacramento	23.1	3.1	2.7	5.1	20.8	2.4	18.9	23.9	965,487	579		
Contra Costa	18.3	4.0	4.2	7.6	22.2	1.9	24.8	17.1	285,362	619		
San Francisco	19.1	3.3	2.2	6.1	24.0	3.0	23.7	18.6	268,015	521		
San Mateo, Solano	20.5	3.6	3.2	6.6	23.1	1.8	21.4	19.8	357,050	552		
Marin, Napa, Sonoma	19.5	2.8	3.4	7.3	22.4	3.0	25.7	15.8	256,611	509		
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo												
San Luis Obispo, Santa Barbara, Ventura	22.3	3.0	3.6	5.6	21.1	3.0	23.9	17.4	340,390	655		
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	14.8	3.0	3.4	7.0	20.9	2.7	28.9	19.2	450,946	624		
Monterey, San Benito, Santa Cruz	21.5	4.6	2.4	5.6	28.3	1.6	20.6	15.4	400,717	600		
Fresno, Madera, Merced, Stanislaus	17.3	2.9	4.0	6.3	20.9	3.5	26.7	18.3	228,285	565		
Imperial, Inyo, Kern, Kings, Mono, Tulare	23.7	3.4	1.7	6.1	24.9	1.1	19.9	19.2	466,326	605		
	20.8	4.0	4.1	5.5	21.7	2.7	20.2	21.0	393,661	607		

**Table 5
Detailed Smoking Status of Adults from the Extended Interview
Female**

	Current smokers		Former smokers				Never smokers			Population Size (N)	Sample Size (N)
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)	0 Cigarettes (%)			
Total	15.6	3.2	2.8	4.8	13.7	1.8	22.1	36.2	10,902,080	14,060	
Age											
18-24	14.0	4.8	4.3	5.5	2.1	0.7	27.6	41.1	1,513,817	2,081	
25-44	16.9	3.7	2.9	4.7	10.5	1.7	24.1	35.6	5,008,031	6,750	
45-64	17.5	2.3	2.6	4.9	21.2	2.2	17.8	31.4	2,728,970	3,548	
65+	9.8	1.3	1.3	4.0	21.6	2.5	18.3	41.2	1,651,262	1,681	
Hispanic	8.1	3.9	3.4	3.1	6.9	2.0	20.8	51.8	2,422,818	1,697	
Non-Hispanic	17.7	2.9	2.6	5.3	15.6	1.7	22.5	31.7	8,479,262	12,363	
Origin											
White	15.8	2.9	2.9	4.8	14.9	1.9	22.7	34.0	9,062,769	11,242	
Race											
Black	19.7	7.0	2.9	6.1	11.7	1.6	19.4	31.5	718,874	702	
Asian or PI	7.4	1.8	1.1	2.9	5.2	1.0	19.1	61.5	874,189	1,802	
Other	23.3	5.9	2.7	5.5	6.1	0.3	18.3	37.8	246,248	314	
Education											
<12 Years	17.1	2.9	3.3	4.1	11.3	1.6	16.8	42.9	2,684,487	1,604	
12 Years	18.4	3.7	2.7	5.5	14.0	2.1	20.1	33.6	3,760,316	4,809	
13-15 Years	15.1	3.1	3.0	5.2	13.2	1.8	25.7	33.0	2,514,479	4,549	
16+ Years	8.7	2.5	1.9	3.9	17.0	1.4	28.7	35.9	1,942,798	3,098	

**Table 5
Detailed Smoking Status of Adults from the Extended Interview
Female (Continued)**

Region	Current smokers			Former smokers				Never smokers			Population Size (N)	Sample Size (N)
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)	0 Cigarettes (%)				
Los Angeles	13.0	3.6	3.0	4.6	11.8	1.5	20.5	42.0	3,269,481	2,506		
San Diego	16.3	2.8	2.4	4.8	15.4	2.1	25.5	30.7	896,831	759		
Orange	11.5	2.9	2.5	4.2	13.7	2.1	25.3	37.9	884,669	603		
Santa Clara	15.8	2.5	1.8	4.9	13.7	1.4	27.8	32.1	542,500	598		
San Bernardino	20.3	3.7	2.4	4.3	10.4	2.8	17.5	38.5	515,346	850		
Alameda	15.8	2.7	2.0	3.7	16.1	1.5	24.3	33.9	477,681	647		
Riverside	18.8	3.5	3.8	4.1	15.8	1.7	18.9	33.2	432,413	746		
Sacramento	17.1	3.0	4.4	5.3	17.7	1.4	21.3	29.7	388,838	704		
Contra Costa	16.0	3.2	3.1	4.4	16.9	2.2	24.5	29.6	296,928	728		
San Francisco	15.3	4.9	2.6	6.4	14.8	1.0	24.2	30.8	256,484	518		
San Mateo, Solano	16.2	2.8	2.8	5.6	11.9	0.9	27.9	32.0	360,251	638		
Marin, Napa, Sonoma	16.6	2.3	3.0	5.7	21.9	2.4	18.1	30.0	271,576	610		
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo												
San Luis Obispo, Santa Barbara, Ventura	19.4	2.7	2.8	6.5	13.7	0.9	24.1	29.9	346,535	742		
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	16.4	2.1	3.3	5.4	13.1	2.5	22.6	34.5	458,867	663		
Monterey, San Benito, Santa Cruz	20.0	2.3	1.9	4.9	17.4	3.0	19.8	30.6	403,304	690		
Fresno, Madera, Merced, Stanislaus	15.7	3.0	2.0	4.1	15.4	3.0	20.7	36.1	222,406	656		
Imperial, Inyo, Kern, Kings, Mono, Tulare	19.2	2.7	2.9	4.1	12.5	1.2	19.0	38.4	478,734	704		
	17.7	4.3	2.0	6.3	10.8	1.5	19.6	37.8	399,236	698		

**Table 6
Detailed Smoking Status of Adults from the Extended Interview for Hispanic Populations
Overall**

	Current smokers		Former smokers				Never smokers			Population Size (N)	Sample Size (N)
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)	0 Cigarettes (%)			
Total	17.6	4.0	3.1	5.4	16.6	2.2	23.2	28.0	21,560,639	26,815	

Ethnicity

Non-Hispanic White	Total	19.8	2.8	2.8	5.8	20.1	2.1	23.6	23.0	13,316,562	18,021
	Age										
	18-24	20.8	5.5	4.5	6.2	1.7	0.8	29.3	31.3	1,618,467	2,243
	25-44	22.2	3.2	2.9	5.8	13.9	1.6	28.0	22.3	5,920,971	8,370
	45-64	20.8	1.8	2.7	5.6	30.7	2.7	17.5	18.1	3,484,659	4,981
	65+	11.2	1.1	1.5	5.7	33.3	3.3	17.6	26.3	2,292,465	2,427
	Education										
<12 Years	32.3	2.0	3.4	6.4	24.0	1.6	10.9	19.4	1,726,640	1,446	
12 Years	23.4	2.8	2.8	6.6	18.8	2.0	21.0	22.5	4,607,443	6,049	
13-15 Years	18.3	3.2	3.3	5.7	18.3	1.9	27.0	22.2	3,499,734	5,931	
16+ Years	10.2	2.7	1.9	4.5	21.9	2.6	30.0	26.2	3,482,745	4,595	
Mexican Origin	Total	11.3	6.2	4.5	4.3	9.0	2.3	24.5	38.0	3,853,390	2,644
Age											
18-24	9.7	6.8	5.5	6.0	1.8	1.3	32.0	36.9	903,100	627	
25-44	11.1	6.9	4.2	3.7	9.0	2.9	24.2	38.1	2,037,153	1,459	
45-64	13.1	5.0	4.6	4.2	15.8	1.8	19.9	35.7	762,427	465	
65+	13.1	0.4	2.2	1.9	16.7	2.2	7.8	55.8	150,710	93	
Education											
<12 Years	12.7	6.5	5.8	4.6	8.7	2.5	20.5	38.8	2,249,367	1,091	
12 Years	10.8	5.8	2.9	2.7	7.9	2.2	27.0	40.7	1,027,094	870	
13-15 Years	7.3	6.6	2.0	6.5	11.1	1.8	34.2	30.5	419,936	521	
16+ Years	4.9	3.6	2.7	3.8	14.1	1.6	40.2	29.1	156,993	162	

Table 6
Detailed Smoking Status of Adults from the Extended Interview for Hispanic Populations
Overall (Continued)

	Current smokers			Former smokers			Never smokers			Population Size (N)	Sample Size (N)	
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes		0 Cigarettes (%)			
							(%)	(%)				
Total	17.6	4.0	3.1	5.4	16.6	2.2	23.2	28.0	21,560,639	26,815		
Ethnicity												
Other Hispanic	Total	12.8	8.1	4.2	6.1	11.7	4.4	23.5	29.2	989,661	838	
	Age	18-24	11.2	14.9	2.5	6.8	1.8	2.2	32.4	28.2	187,342	149
	25-44	14.7	6.5	5.9	5.7	11.2	4.5	23.5	28.1	526,822	497	
	45-64	11.9	8.1	2.3	7.7	15.3	7.5	19.7	27.5	209,752	150	
	65+	4.6	0.7	2.2	1.9	33.1		11.4	46.1	65,745	42	
	Education	<12 Years	13.2	10.2	6.1	6.6	11.0	6.1	19.5	27.3	422,732	178
	12 Years	12.9	6.3	2.7	5.3	8.8	3.9	21.5	38.6	287,509	261	
All Others	13-15 Years	15.9	8.4	2.1	3.8	19.0	2.7	30.9	17.3	172,477	255	
	16+ Years	5.8	3.7	4.5	9.4	11.0	1.8	33.5	30.4	106,943	144	
	Total	17.5	5.0	2.5	4.9	12.8	1.7	19.8	35.8	3,401,026	5,312	
	Age	18-24	13.9	5.5	2.4	3.0	0.4	0.3	26.9	47.6	563,738	1,182
	25-44	20.2	5.5	2.9	4.8	9.9	1.4	21.1	34.3	1,684,610	2,750	
	45-64	17.5	5.0	2.3	6.2	20.9	2.5	14.5	31.1	815,466	1,104	
	65+	10.2	2.2	1.1	5.5	28.2	3.8	13.9	35.2	337,212	276	
Education	<12 Years	23.5	4.9	2.3	4.7	17.2	1.6	18.3	27.5	682,970	393	
12 Years	19.9	6.8	3.1	4.9	12.1	2.0	17.3	33.9	1,018,748	1,271		
13-15 Years	17.2	4.5	2.3	5.6	9.3	1.6	20.0	39.5	902,950	1,829		
16+ Years	9.7	3.5	2.1	4.4	13.7	1.5	24.0	41.2	796,358	1,819		

**Table 6
Detailed Smoking Status of Adults from the Extended Interview for Hispanic Populations
Male**

	Current smokers		Former smokers				Never smokers		Population Size (N)	Sample Size (N)
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)	0 Cigarettes (%)		
Total	19.6	4.8	3.5	6.0	19.6	2.6	24.3	19.6	10,658,559	12,755

Ethnicity

Non-Hispanic White	Total	21.0	3.0	2.8	6.2	22.8	2.4	24.1	17.8	6,548,398	8,335
	Age										
	18-24	21.1	5.7	4.2	4.9	1.4	0.8	30.7	31.2	889,484	1,098
	25-44	23.4	3.4	2.7	6.0	13.5	2.0	29.6	19.4	3,031,607	3,972
	45-64	21.3	2.0	3.1	6.2	35.9	2.9	16.3	12.5	1,713,390	2,310
	65+	12.5	1.0	1.6	7.8	49.6	4.2	13.8	9.5	913,917	955
Education	<12 Years	35.9	2.3	4.3	7.0	27.6	2.2	8.7	12.0	816,869	668
	12 Years	26.0	2.8	2.8	7.1	22.1	1.7	21.4	16.0	2,031,647	2,517
	13-15 Years	20.1	3.8	3.3	6.1	20.9	2.0	27.1	16.8	1,685,927	2,649
	16+ Years	10.7	2.8	1.9	4.9	23.1	3.4	30.4	22.9	2,013,955	2,501
Mexican Origin	Total	15.4	8.8	5.4	6.1	12.2	2.5	28.4	21.3	1,876,620	1,343
	Age										
	18-24	13.2	9.0	6.0	8.1	0.7	1.9	35.6	25.4	475,991	344
	25-44	15.7	9.5	5.8	4.9	13.5	2.8	28.6	19.2	1,015,079	743
	45-64	16.4	7.7	2.9	7.7	23.1	2.0	21.2	19.1	319,123	212
	65+	22.2	0.9	5.0	1.2	21.6	4.6	9.4	35.0	66,427	44
Education	<12 Years	18.3	10.8	7.2	7.1	13.1	2.7	24.0	16.7	1,033,607	557
	12 Years	14.0	5.5	3.6	3.6	8.9	2.8	31.3	30.5	520,625	420
	13-15 Years	9.3	8.9	2.2	7.0	14.3	1.4	38.5	18.4	228,567	276
	16+ Years	5.9	4.3	2.8	5.9	14.8	1.9	36.7	27.7	93,821	90

**Table 6
Detailed Smoking Status of Adults from the Extended Interview for Hispanic Populations
Male (Continued)**

	Current smokers		Former smokers				Never smokers		Population Size (N)	Sample Size (N)
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)	0 Cigarettes (%)		
Total	19.6	4.8	3.5	6.0	19.6	2.6	24.3	19.6	10,658,559	12,755

Ethnicity

Other Hispanic	Total	14.2	10.9	5.9	6.7	12.2	6.6	25.6	17.9	543,613	442
	Age										
	18-24	11.9	23.3	4.3	10.8	1.6	3.0	30.0	15.2	102,322	81
	25-44	14.7	7.1	7.9	6.7	13.1	5.6	23.5	21.4	299,136	262
	45-64	16.3	11.8	2.2	4.1	12.1	13.2	28.7	11.6	119,010	82
	65+	6.5		6.4	2.7	48.9		17.8	17.8	23,145	17
	Education										
	<12 Years	12.5	16.2	10.7	9.5	9.1	11.8	19.8	10.3	207,298	88
	12 Years	17.3	9.4	3.6	2.6	8.6	3.7	22.5	32.3	163,306	128
	13-15 Years	17.9	8.0	2.1	3.9	24.1	3.0	32.3	8.8	111,082	146
16+ Years	5.0	2.0	2.5	13.2	10.7	3.1	41.3	22.0	61,927	80	
All Others	Total	20.6	5.7	3.0	5.3	17.8	2.2	20.1	25.3	1,689,928	2,635
	Age										
	18-24	17.2	6.4	2.0	2.3	0.1	0.3	29.2	42.5	291,033	597
	25-44	24.3	6.0	3.6	5.4	14.9	1.7	20.4	23.8	815,703	1,349
	45-64	20.0	6.3	3.7	6.3	28.2	3.2	14.6	17.7	391,811	548
	65+	11.7	1.8	0.9	7.8	35.6	4.8	16.0	21.3	191,381	141
	Education										
	<12 Years	27.2	4.6	2.9	3.9	26.4	2.3	13.2	19.6	339,448	191
	12 Years	22.9	7.6	3.6	5.5	13.1	2.1	20.2	24.9	464,900	577
	13-15 Years	21.0	5.3	2.3	6.5	13.7	2.3	21.1	27.9	455,042	916
16+ Years	12.6	4.8	3.3	5.1	20.3	2.0	24.2	27.6	430,538	951	

**Table 6
Detailed Smoking Status of Adults from the Extended Interview for Hispanic Populations
Female**

	Current smokers		Former smokers			Never smokers			Population Size (N)	Sample Size (N)
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)	0 Cigarettes (%)		
Total	15.6	3.2	2.8	4.8	13.7	1.8	22.1	36.2	10,902,080	14,060

Ethnicity

Non-Hispanic White	Total	18.6	2.6	2.8	5.4	17.6	1.8	23.2	28.0	6,768,164	9,886	
	Age	18-24	20.5	5.2	4.8	7.7	2.0	0.7	27.7	31.3	728,983	1,145
		25-44	20.9	3.1	3.2	5.6	14.3	1.3	26.3	25.3	2,889,364	4,398
		45-64	20.4	1.7	2.3	5.1	25.7	2.5	18.8	23.6	1,771,269	2,671
	65+	10.4	1.2	1.4	4.3	22.4	2.7	20.1	37.4	1,378,548	1,472	
Education	<12 Years	29.1	1.7	2.7	5.8	20.7	1.1	12.8	26.0	909,771	778	
	12 Years	21.3	2.8	2.8	6.2	16.2	2.2	20.7	27.7	2,575,796	3,532	
	13-15 Years	16.7	2.6	3.4	5.3	16.0	1.9	27.0	27.2	1,813,807	3,282	
	16+ Years	9.6	2.5	2.0	4.0	20.2	1.6	29.4	30.7	1,468,790	2,094	
Mexican Origin	Total	7.4	3.8	3.7	2.6	5.9	2.0	20.8	53.9	1,976,770	1,301	
	Age	18-24	5.9	4.2	5.0	3.7	3.0	0.7	27.9	49.6	427,109	283
		25-44	6.7	4.2	2.5	2.5	4.5	2.9	19.8	56.9	1,022,074	716
		45-64	10.7	3.0	5.8	1.7	10.6	1.6	19.0	47.6	449,304	253
	65+	6.0			2.4	12.8	0.3	6.5	72.1	84,283	49	
Education	<12 Years	7.9	2.9	4.6	2.4	4.9	2.3	17.5	57.5	1,215,760	534	
	12 Years	7.5	6.0	2.2	1.9	7.0	1.6	22.6	51.3	506,469	450	
	13-15 Years	4.9	3.9	1.7	5.8	7.3	2.4	29.1	44.8	191,369	245	
16+ Years	3.3	2.6	2.5	0.7	13.2	1.0	45.4	31.3	63,172	72		

Table 6
Detailed Smoking Status of Adults from the Extended Interview for Hispanic Populations
Female (Continued)

	Current smokers		Former smokers			Never smokers		Population Size (N)	Sample Size (N)	
	Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)			100+ Cigarettes (%)
Total	15.6	3.2	2.8	4.8	13.7	1.8	22.1	36.2	10,902,080	14,060

Ethnicity		Current smokers		Former smokers			Never smokers		Population Size (N)	Sample Size (N)	
		Daily (%)	Occasional (%)	<1 Year (%)	1-4 Years (%)	5+ Years (%)	Unknown (%)	1-100 Cigarettes (%)			100+ Cigarettes (%)
Other Hispanic	Total	11.1	4.6	2.2	5.3	11.1	1.7	21.0	42.8	446,048	396
	Age										
	18-24	10.5	4.9	0.4	2.1	2.0	1.2	35.2	43.8	85,020	68
	25-44	14.8	5.7	3.2	4.4	8.7	3.0	23.4	36.8	227,686	235
	45-64	6.2	3.4	2.5	12.4	19.5		7.8	48.3	90,742	68
	65+	3.6	1.1		1.4	24.4		8.0	61.5	42,600	25
	<12 Years	13.9	4.5	1.7	3.9	12.7	0.6	19.2	43.6	215,434	90
All Others	Age										
	12 Years	7.2	2.2	1.4	9.0	9.0	4.2	20.1	46.8	124,203	133
	13-15 Years	12.4	9.0	2.2	3.7	9.7	2.1	28.3	32.6	61,395	109
	16+ Years	6.8	5.9	7.1	4.2	11.3		22.6	42.0	45,016	64
All Others	Total	14.4	4.4	1.9	4.6	7.8	1.2	19.5	46.2	1,711,098	2,677
	Age										
	18-24	10.3	4.5	2.9	3.8	0.8	0.2	24.6	53.0	272,705	585
	25-44	16.4	5.0	2.2	4.4	5.1	1.1	21.7	44.2	868,907	1,401
	45-64	15.2	3.8	0.9	6.2	14.2	1.8	14.5	43.5	423,655	556
	65+	8.2	2.7	1.3	2.4	18.4	2.5	11.2	53.4	145,831	135
	<12 Years	19.9	5.3	1.6	5.5	8.1	0.9	23.3	35.4	343,522	202
All Others	Education										
	12 Years	17.3	6.1	2.6	4.4	11.3	1.9	14.8	41.5	553,848	694
	13-15 Years	13.4	3.7	2.3	4.8	4.8	0.9	18.9	51.3	447,908	913
	16+ Years	6.3	1.9	0.7	3.6	5.9	0.8	23.7	57.1	365,820	868

**Table 7
Current Tobacco Use Status of Adults from the Extended Interview**

	Any Tobacco Product Use (%)	Cigarettes (%)	Pipes (%)	Cigars (%)	Chewing Tobacco (%)	Snuff (%)	Chew or Snuff (%)	Population Size (%)	Sample Size (N)
Total	24.2	21.6	1.2	2.5	1.3	1.1	1.8	21,560,639	26,815
Sex									
Male	29.6	24.5	2.3	4.8	2.6	2.1	3.5	10,658,559	12,755
Female	18.9	18.7	0.1	0.2	0.0	0.0	0.1	10,902,080	14,060

Male Only

Age	18 - 24	31.7	25.5	1.2	4.2	5.8	3.4	6.8	1,758,830	2,120
	25 - 44	32.0	26.8	1.8	5.3	2.7	2.5	3.8	5,161,525	6,326
	45 - 64	28.5	24.0	3.6	4.7	0.9	1.3	1.7	2,543,334	3,152
	65+	18.7	13.9	3.3	3.4	1.2	0.5	1.4	1,194,870	1,157
Hispanic	Hispanic	26.6	24.4	0.7	3.3	1.0	0.9	1.5	2,420,233	1,785
Origin	Non-Hispanic	30.5	24.5	2.8	5.2	3.1	2.5	4.1	8,238,326	10,970
Race	White	29.8	24.2	2.4	5.1	2.9	2.3	3.9	8,790,290	9,939
	Black	34.0	30.9	1.7	2.9	1.2	1.2	1.4	670,584	576
	Asian or Pacific Islander	21.8	19.5	1.3	1.9	0.9	0.8	1.1	930,910	1,923
	Other	39.2	34.1	3.4	9.5	3.1	3.3	4.2	266,775	317
Education	<12 Years	35.9	32.6	2.2	4.9	2.8	2.1	3.5	2,397,222	1,504
	12 Years	33.0	27.5	1.7	4.6	3.5	3.1	4.9	3,180,478	3,642
	13-15 Years	29.4	23.9	2.6	5.1	2.7	1.9	3.4	2,480,618	3,987
	16+ Years	19.8	13.9	2.8	4.6	1.4	1.2	2.0	2,600,241	3,622

Table 7
Current Tobacco Use Status of Adults from the Extended Interview
(Continued)

Region	Any Tobacco Product Use (%)	Cigarettes (%)	Pipes (%)	Cigars (%)	Chewing Tobacco (%)	Snuff (%)	Chew or Snuff (%)	Population Size (%)	Sample Size (N)
Los Angeles	28.2	25.2	2.3	4.0	1.3	0.5	1.6	3,151,754	2,487
San Diego	28.6	22.5	2.0	3.8	2.6	2.6	4.6	912,980	691
Orange	27.2	24.4	2.2	3.6	1.8	2.4	2.6	861,659	582
Santa Clara	23.7	19.1	2.4	4.1	1.9	1.4	2.9	542,475	576
San Bernardino	33.4	29.7	2.7	6.5	2.2	1.8	2.6	512,254	728
Alameda	34.4	27.4	3.3	5.7	2.3	1.7	3.2	449,035	569
Riverside	31.1	27.6	2.1	4.1	1.2	1.2	1.8	415,552	686
Sacramento	32.6	26.2	2.8	4.0	5.5	2.3	6.3	365,487	579
Contra Costa	29.6	22.3	1.4	7.9	2.5	2.4	3.6	285,362	619
San Francisco	26.7	22.4	1.6	4.4	0.5	0.9	1.4	268,015	521
San Mateo, Solano	30.1	24.1	1.4	4.2	2.4	2.1	3.4	357,050	552
Marin, Napa, Sonoma	32.5	22.3	3.7	7.8	4.6	3.6	5.8	256,611	509
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo									
San Luis Obispo, Santa Barbara, Ventura	36.7	25.3	1.6	5.4	8.0	6.1	10.4	340,390	655
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	22.8	17.8	1.9	4.7	3.1	2.9	3.6	450,946	624
Monterey, San Benito, Santa Cruz									
Fresno, Madera, Merced, Stanislaus	36.6	26.1	3.4	7.9	5.8	5.8	7.9	400,717	600
Imperial, Inyo, Kern, Kings, Mono, Tulare	28.3	20.2	1.8	6.1	3.7	2.8	5.1	228,285	565
	33.6	27.1	2.5	6.0	4.7	3.8	5.5	466,326	605
	32.5	24.8	2.4	5.0	5.0	5.5	6.9	393,661	607

Table 8
Average Daily Consumption for All Smokers
Overall

		Cigarettes per Day					Population Size (N)	Sample Size (N)
		Occasional (%)	1-4 (%)	5-14 (%)	15-24 (%)	25+ (%)		
Total		18.0	3.5	23.9	38.5	16.1	4,611,440	9,846
Sex	Male	19.5	2.3	20.3	38.8	19.1	2,583,491	4,957
	Female	16.1	5.1	28.4	38.1	12.3	2,027,949	4,889
Age	18-24	29.0	3.1	31.3	32.1	4.5	726,663	1,493
	25-44	18.2	3.8	23.7	39.2	15.1	2,400,825	5,054
	45-64	13.3	2.8	19.3	40.2	24.5	1,142,077	2,541
	65+	9.0	5.3	24.9	40.9	19.9	341,875	758
Hispanic Origin	Hispanic	34.9	9.4	31.5	20.0	4.3	874,797	1,093
	Non-Hispanic	14.0	2.2	22.1	42.8	18.9	3,736,643	8,753
Race	White	17.0	3.5	21.7	40.3	17.6	3,798,209	8,230
	Black	25.7	2.6	38.9	25.6	7.2	390,240	564
	Asian or PI	20.8	6.7	33.7	31.0	7.8	260,889	758
	Other	18.8	2.7	22.9	38.5	17.0	162,102	294
Education	<12 Years	18.9	5.1	26.1	35.3	14.6	1,296,670	1,369
	12 Years	16.0	2.8	24.1	41.3	15.9	1,696,431	3,650
	13-15 Years	18.1	2.8	22.4	40.2	16.6	1,043,089	3,189
	16+ Years	22.0	3.5	20.9	34.3	19.3	575,250	1,638
Region	Los Angeles	24.7	5.7	27.8	30.9	10.9	1,326,724	1,336
	San Diego	14.7	2.3	25.3	38.8	19.0	377,191	536
	Orange	26.2	3.1	19.4	35.5	15.9	335,459	427
	Santa Clara	14.9	3.7	24.7	39.0	17.7	202,112	428
	San Bernardino	12.4	1.9	21.6	43.7	20.4	274,611	686
	Alameda	14.8	4.1	25.4	40.3	15.3	207,128	481
	Riverside	12.4	1.4	22.6	44.3	19.3	207,886	616
	Sacramento	13.0	1.6	17.9	44.8	22.6	171,777	507
	Contra Costa	17.3	3.4	22.3	40.3	16.7	120,354	492
	San Francisco	18.3	3.5	30.5	38.4	9.3	110,244	391
	San Mateo, Solano	14.1	3.7	19.6	47.3	15.3	153,676	469
	Marin, Napa, Sonoma	11.7	3.3	21.3	50.6	13.1	108,382	399
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	12.3	1.3	18.1	44.6	23.6	160,513	564
	San Luis Obispo, Santa Barbara, Ventura	13.4	4.1	24.6	41.2	16.7	163,678	457
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	13.8	1.1	19.5	45.4	20.1	191,098	526
	Monterey, San Benito, Santa Cruz	14.1	4.7	25.0	39.8	16.3	87,660	439
	Fresno, Madera, Merced, Stanislaus	12.5	2.7	24.3	40.3	20.3	229,004	543
	Imperial, Inyo, Kern, Kings, Mono, Tulare	17.6	1.6	18.7	41.4	20.8	183,943	549

Table 8
Average Daily Consumption for All Smokers
Male

		Cigarettes per Day					Population Size (N)	Sample Size (N)
		Occasional (%)	1-4 (%)	5-14 (%)	15-24 (%)	25+ (%)		
Total		19.5	2.3	20.3	38.8	19.1	2,583,491	4,957
Age	18-24	31.0	2.0	27.5	33.5	6.1	442,858	816
	25-44	19.0	2.5	19.9	40.9	17.8	1,371,447	2,627
	45-64	15.1	1.4	14.9	38.0	30.7	606,468	1,212
	65+	8.8	4.9	25.1	38.3	22.9	162,718	302
Hispanic Origin	Hispanic	36.9	5.0	29.3	23.4	5.4	585,620	645
	Non-Hispanic	14.4	1.5	17.7	43.3	23.2	1,997,871	4,312
Race	White	18.7	2.1	18.1	40.3	20.8	2,113,546	4,021
	Black	27.0	2.0	33.4	27.3	10.2	198,704	270
	Asian or PI	21.0	5.5	33.1	31.7	8.7	180,806	516
	Other	18.4	0.5	17.7	42.2	21.2	90,435	150
Education	<12 Years	22.4	2.8	22.3	35.2	17.3	764,539	723
	12 Years	15.9	1.7	21.0	42.9	18.5	869,764	1,675
	13-15 Years	19.6	2.0	18.7	39.2	20.4	588,875	1,595
	16+ Years	21.6	3.0	17.3	35.6	22.5	360,313	964
Region	Los Angeles	27.9	2.1	24.6	32.3	13.0	786,379	788
	San Diego	14.6	2.2	20.7	35.8	26.8	205,863	271
	Orange	30.1	1.5	14.5	36.2	17.6	208,319	231
	Santa Clara	15.9	3.9	20.0	37.8	22.4	103,709	217
	San Bernardino	9.7	2.2	17.1	46.2	24.8	151,496	328
	Alameda	17.1	4.1	21.5	43.1	14.3	119,016	249
	Riverside	9.8	1.4	20.7	40.9	27.2	112,810	312
	Sacramento	11.8	1.2	14.1	43.7	29.2	94,787	236
	Contra Costa	17.6	2.2	21.9	41.0	17.3	63,649	230
	San Francisco	14.5	2.7	29.6	42.6	10.6	59,022	198
	San Mateo, Solano	14.9	1.7	15.4	52.7	15.3	86,007	227
	Marin, Napa, Sonoma	12.2	2.2	17.4	54.2	14.1	57,140	181
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	12.5	2.0	12.3	46.6	26.6	85,236	274
	San Luis Obispo, Santa Barbara, Ventura	16.3	4.2	19.2	37.9	22.5	79,009	217
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	16.0	1.2	15.0	42.0	25.7	103,514	264
	Monterey, San Benito, Santa Cruz	12.6	4.8	22.0	41.8	18.9	46,122	202
	Fresno, Madera, Merced, Stanislaus	12.6	3.4	21.8	41.3	20.9	124,919	263
	Imperial, Inyo, Kern, Kings, Mono, Tulare	16.5	1.6	17.2	40.3	24.4	96,494	269

Table 8
Average Daily Consumption for All Smokers
Female

		Cigarettes per Day					Population Size (N)	Sample Size (N)
		Occasional (%)	1-4 (%)	5-14 (%)	15-24 (%)	25+ (%)		
Total		16.1	5.1	28.4	38.1	12.3	2,027,949	4,889
Age	18-24	25.8	4.9	37.3	30.0	2.0	283,805	677
	25-44	17.2	5.5	28.7	37.1	11.5	1,029,378	2,427
	45-64	11.2	4.3	24.3	42.6	17.6	535,609	1,329
	65+	9.3	5.7	24.7	43.2	17.1	179,157	456
Hispanic Origin	Hispanic	30.8	18.4	35.8	13.0	2.0	289,177	448
	Non-Hispanic	13.7	2.9	27.2	42.3	14.0	1,738,772	4,441
Race	White	14.9	5.1	26.2	40.3	13.5	1,684,663	4,209
	Black	24.3	3.1	44.6	23.8	4.1	191,536	294
	Asian or PI	20.3	9.6	34.9	29.6	5.6	80,083	242
	Other	19.3	5.5	29.6	33.9	11.7	71,667	144
Education	<12 Years	13.7	8.5	31.7	35.4	10.7	532,131	646
	12 Years	16.0	3.9	27.4	39.5	13.2	826,667	1,975
	13-15 Years	16.1	3.7	27.1	41.5	11.6	454,214	1,594
	16+ Years	22.5	4.3	27.1	32.2	13.9	214,937	674
Region	Los Angeles	19.9	11.0	32.4	28.8	7.9	540,345	548
	San Diego	14.8	2.4	30.9	42.4	9.5	171,328	265
	Orange	19.8	5.6	27.4	34.2	12.9	127,140	196
	Santa Clara	13.7	3.4	29.8	40.3	12.8	98,403	211
	San Bernardino	15.8	1.7	27.2	40.5	14.9	123,115	358
	Alameda	11.8	4.1	30.8	36.6	16.7	88,112	232
	Riverside	15.6	1.4	24.8	48.3	9.9	95,076	304
	Sacramento	14.6	2.2	22.5	46.2	14.5	76,990	271
	Contra Costa	16.9	4.7	22.8	39.5	16.1	56,705	262
	San Francisco	22.6	4.5	31.6	33.6	7.6	51,222	193
	San Mateo, Solano	13.1	6.1	25.0	40.4	15.3	67,669	242
	Marin, Napa, Sonoma	11.1	4.6	25.7	46.6	11.9	51,242	218
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	12.1	0.5	24.7	42.4	20.3	75,277	290
	San Luis Obispo, Santa Barbara, Ventura	10.8	4.0	29.7	44.3	11.2	84,669	240
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	11.1	1.0	24.9	49.4	13.5	87,584	262
	Monterey, San Benito, Santa Cruz	15.9	4.6	28.3	37.7	13.5	41,538	237
	Fresno, Madera, Merced, Stanislaus	12.3	1.8	27.4	39.0	19.5	104,085	280
Imperial, Inyo, Kern, Kings, Mono, Tulare	18.8	1.5	20.2	42.7	16.8	87,449	280	

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Table 9
Average Daily Consumption for All Smokers
Overall

	Cigarettes per Day					Population Size (N)	Sample Size (N)
	Occasional (%)	1-4 (%)	5-14 (%)	15-24 (%)	25+ (%)		
Total	18.0	3.5	23.9	38.5	16.1	4,611,440	9,846

Ethnicity

Non-Hispanic White	Total		12.0	1.8	18.8	46.1	21.2	2,980,221	7,234
	Age	18-24	20.5	2.0	29.5	42.1	5.9	423,669	976
		25-44	12.4	1.9	17.8	47.9	20.1	1,494,869	3,573
		45-64	7.9	0.8	14.1	45.4	31.7	783,178	2,024
		65+	8.9	4.0	21.2	44.7	21.2	278,505	661
	Education	<12 Years	5.7	0.6	18.3	51.4	23.9	582,589	783
		12 Years	10.5	1.9	19.7	47.5	20.3	1,202,503	2,801
13-15 Years		14.5	2.0	18.2	44.8	20.5	748,053	2,379	
16+ Years		20.3	2.8	18.1	37.6	21.2	447,076	1,271	
Mexican Origin	Total		34.5	8.3	32.8	20.5	3.9	671,638	801
	Age	18-24	41.9	5.3	31.2	19.0	2.7	149,016	178
		25-44	36.4	7.9	33.0	19.4	3.2	366,246	449
		45-64	25.7	11.6	33.4	24.2	5.1	137,333	150
		65+	3.2	13.9	37.5	28.0	17.3	19,043	24
	Education	<12 Years	32.4	9.3	33.4	21.6	3.4	431,548	369
		12 Years	35.2	6.0	33.5	20.2	5.1	168,665	265
13-15 Years		47.8	7.5	25.4	17.5	1.8	58,185	138	
16+ Years		36.0	7.6	38.8	4.4	13.3	13,240	29	
Other Hispanic	Total		36.3	13.2	27.0	18.1	5.5	203,159	292
	Age	18-24	61.4	1.9	27.0	9.4	0.3	46,549	44
		25-44	27.4	18.8	26.7	21.0	6.0	111,535	190
		45-64	34.8	10.3	27.9	18.3	8.7	41,572	52
		65+		20.2	23.6	37.1	19.1	3,503	6
	Education	<12 Years	39.9	18.6	25.3	10.6	5.6	96,363	68
		12 Years	32.5	11.6	27.0	24.8	4.1	55,183	91
13-15 Years		31.6	5.6	32.5	25.2	5.1	41,516	98	
16+ Years		41.0	1.9	20.3	23.5	13.4	10,097	35	
All Others	Total		21.9	3.5	35.0	29.8	9.8	756,422	1,519
	Age	18-24	30.1	4.9	40.5	21.0	3.6	107,429	295
		25-44	20.6	3.0	35.3	30.9	10.2	428,175	842
		45-64	22.0	2.7	28.8	34.5	12.0	179,994	315
		65+	13.7	9.2	44.5	20.8	11.7	40,824	67
	Education	<12 Years	17.8	2.9	34.2	29.2	16.0	186,170	149
		12 Years	24.8	3.0	37.1	29.9	5.2	270,080	493
13-15 Years		19.9	3.7	35.1	32.6	8.6	195,335	574	
16+ Years		25.4	5.9	30.8	25.3	12.6	104,837	303	

Table 10
Quitting Status Among People Who Smoked in the Last Year
Overall

		Quitting Status					Population Size (N)	Sample Size (N)
		Quit		Relapsed				
		3+ months (%)	0-3 months (%)	7+ days off (%)	1-6 days off (%)	No attempt (%)		
Total		7.7	3.6	20.8	15.7	52.2	5,241,220	11,109
Sex	Male	6.5	3.8	22.6	15.7	51.4	2,906,402	5,558
	Female	9.2	3.3	18.5	15.8	53.2	2,334,818	5,551
Hispanic Origin	Hispanic	10.2	5.0	23.8	14.0	47.0	1,038,694	1,284
	Non-Hispanic	7.1	3.2	20.0	16.2	53.5	4,202,526	9,825
Race	White	7.8	3.9	19.8	15.2	53.3	4,331,305	9,302
	Black	6.6	1.7	29.3	20.2	42.2	435,555	622
	Asian or PI	9.6	2.9	22.2	17.6	47.7	298,883	861
	Other	5.4	1.8	22.1	14.0	56.8	175,477	324
Education	<12 Years	7.4	3.9	20.2	15.7	52.8	1,485,035	1,530
	12 Years	7.3	3.0	20.5	16.2	53.1	1,899,767	4,074
	13-15 Years	8.4	3.7	22.3	16.2	49.4	1,192,451	3,628
	16+ Years	8.4	4.6	20.1	13.9	53.1	663,967	1,877
Region	Los Angeles	8.5	3.2	22.9	15.7	49.6	1,516,012	1,507
	San Diego	5.4	3.2	20.8	18.4	52.3	412,614	593
	Orange	6.4	7.7	20.3	11.1	54.4	393,166	492
	Santa Clara	8.8	3.8	19.5	17.3	50.7	232,043	485
	San Bernardino	6.0	3.7	21.3	15.0	54.0	305,017	759
	Alameda	6.1	2.8	16.8	18.5	55.7	232,091	530
	Riverside	8.8	4.2	16.7	15.9	54.4	242,632	707
	Sacramento	9.6	2.2	17.5	15.1	55.6	197,177	562
	Contra Costa	8.6	5.9	23.0	14.5	48.1	141,353	572
	San Francisco	5.7	2.9	26.2	11.4	53.8	122,405	437
	San Mateo, Solano	7.0	5.0	20.4	18.2	49.4	175,229	536
	Marin, Napa, Sonoma	11.2	2.8	20.9	18.2	46.9	126,026	463
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	9.4	2.8	18.4	14.5	54.8	185,196	655
	San Luis Obispo, Santa Barbara, Ventura	11.4	5.3	17.2	13.7	52.5	198,322	529
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	5.6	2.4	18.8	18.5	54.6	211,627	583
	Monterey, San Benito, Santa Cruz	10.8	2.6	20.0	15.6	51.0	101,251	500
	Fresno, Madera, Merced, Stanislaus	5.7	1.4	21.8	16.5	54.7	248,781	601
	Imperial, Inyo, Kern, Kings, Mono, Tulare	5.4	2.1	21.1	15.4	56.1	200,278	598

Table 10
Quitting Status Among People Who Smoked in the Last Year
Male

		Quitting Status					Population Size (N)	Sample Size (N)
		Quit		Relapsed		No attempt (%)		
		3+ months (%)	0-3 months (%)	7+ days off (%)	1-6 days off (%)			
Total		6.5	3.8	22.6	15.7	51.4	2,906,402	5,558
Age	18-24	6.6	4.7	29.4	19.1	40.3	505,937	937
	25-44	6.1	4.0	22.4	16.8	50.7	1,535,766	2,914
	45-64	7.3	2.7	18.1	12.4	59.4	679,181	1,354
	65+	6.2	4.3	21.7	9.5	58.3	185,518	353
Hispanic Origin	Hispanic	7.9	4.1	25.3	15.7	47.1	670,722	748
	Non-Hispanic	6.0	3.7	21.8	15.7	52.7	2,235,680	4,810
Race	White	6.5	4.0	21.6	15.1	52.8	2,377,095	4,508
	Black	4.0	2.6	32.1	21.5	39.8	221,876	299
	Asian or PI	9.8	3.7	23.3	16.7	46.4	210,071	589
	Other	4.7	1.9	23.7	14.5	55.2	97,360	162
Education	<12 Years	6.3	4.0	23.3	16.0	50.4	870,438	812
	12 Years	6.3	3.2	23.3	15.9	51.4	964,142	1,858
	13-15 Years	6.5	3.9	22.9	16.3	50.5	660,934	1,790
	16+ Years	7.5	4.8	19.0	13.5	55.2	410,888	1,098
Region	Los Angeles	5.6	3.2	24.1	17.3	49.8	869,979	877
	San Diego	5.0	3.8	22.7	19.2	49.3	225,828	299
	Orange	6.0	7.7	19.0	10.9	56.4	243,600	265
	Santa Clara	10.7	5.1	20.2	17.4	46.7	123,061	248
	San Bernardino	5.9	3.6	26.7	15.0	48.8	168,060	366
	Alameda	4.8	3.6	18.0	16.8	56.8	134,551	270
	Riverside	8.9	3.7	19.8	15.5	52.0	131,225	349
	Sacramento	7.8	2.0	20.4	13.4	56.5	106,146	257
	Contra Costa	10.2	6.0	28.7	14.1	41.0	75,956	275
	San Francisco	5.2	1.1	26.6	13.1	54.1	64,063	217
	San Mateo, Solano	7.0	4.8	20.9	16.6	50.7	97,471	257
	Marin, Napa, Sonoma	11.4	2.7	23.0	16.2	46.7	66,503	211
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	8.3	3.6	21.0	14.7	52.3	97,817	319
	San Luis Obispo, Santa Barbara, Ventura	8.0	7.8	20.2	10.7	53.4	95,467	248
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	4.1	3.9	21.3	15.1	55.6	13,552	290
	Monterey, San Benito, Santa Cruz	12.7	3.7	22.6	14.7	46.3	55,149	236
	Fresno, Madera, Merced, Stanislaus	3.9	0.9	23.9	15.6	55.7	132,727	280
Imperial, Inyo, Kern, Kings, Mono, Tulare	5.4	1.8	23.9	14.1	54.8	105,247	294	

Table 10
Quitting Status Among People Who Smoked in the Last Year
Female

		Quitting Status					Population Size (N)	Sample Size (N)
		Quit		Relapsed		No attempt (%)		
		3+ months (%)	0-3 months (%)	7+ days off (%)	1-6 days off (%)			
Total		9.2	3.3	18.5	15.8	53.2	2,334,818	5,551
Age	18-24	14.1	4.6	24.0	14.0	43.4	349,180	807
	25-44	8.1	3.3	19.3	17.2	52.1	1,167,484	2,736
	45-64	8.8	2.9	15.1	15.1	58.0	612,516	1,489
	65+	8.4	2.7	14.7	13.4	60.9	205,638	519
Hispanic Origin	Hispanic	14.4	6.8	21.2	11.0	46.8	367,972	536
	Non-Hispanic	8.3	2.7	18.0	16.7	54.3	1,966,846	5,015
Race	White	9.3	3.8	17.5	15.4	54.0	1,954,210	4,794
	Black	9.3	0.7	26.4	18.9	44.7	213,679	323
	Asian or PI	9.0	0.8	19.6	19.8	50.8	88,812	272
	Other	6.3	1.6	20.1	13.4	58.7	78,117	162
Education	<12 Years	8.9	3.7	15.8	15.3	56.3	614,597	718
	12 Years	8.3	2.8	17.5	16.4	54.9	935,625	2,216
	13-15 Years	10.8	3.3	21.6	16.1	48.1	531,517	1,838
	16+ Years	9.8	4.3	21.8	14.4	49.7	253,079	779
Region	Los Angeles	12.4	3.3	21.3	13.5	49.4	646,033	630
	San Diego	5.8	2.5	18.5	17.4	55.8	186,786	294
	Orange	7.2	7.8	22.4	11.4	51.2	149,566	227
	Santa Clara	6.7	2.3	18.7	17.1	55.2	108,982	237
	San Bernardino	6.1	3.7	14.6	15.1	60.5	136,957	393
	Alameda	7.9	1.7	15.2	21.0	54.1	97,540	260
	Riverside	8.6	4.8	13.0	16.3	57.2	111,407	358
	Sacramento	11.8	2.4	14.2	17.1	54.5	91,031	305
	Contra Costa	6.8	5.8	16.3	14.9	56.2	65,397	297
	San Francisco	6.3	5.0	25.7	9.6	53.5	58,342	220
	San Mateo, Solano	7.1	5.3	19.7	20.2	47.8	77,758	279
	Marin, Napa, Sonoma	10.9	2.9	18.6	20.5	47.1	59,523	252
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	10.6	2.0	15.5	14.4	57.5	87,379	336
	San Luis Obispo, Santa Barbara, Ventura	14.6	2.8	14.4	16.5	51.7	102,855	281
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	7.4	0.8	15.9	22.4	53.4	98,075	293
	Monterey, San Benito, Santa Cruz	8.6	1.3	16.8	16.6	56.7	46,102	264
	Fresno, Madera, Merced, Stanislaus	7.7	1.9	19.3	17.5	53.5	116,054	321
	Imperial, Inyo, Kern, Kings, Mono, Tulare	5.3	2.3	18.0	16.9	57.5	95,031	304

Table 11
Quitting Status Among People Who Smoked
in the Last Year for Hispanic Populations
Overall

		Quitting Status					Population Size (N)	Sample Size (N)	
		Quit		Relapsed		No attempt (%)			
		3+ months (%)	0-3 months (%)	7+ days off (%)	1-6 days off (%)				
Total		7.7	3.6	20.8	15.7	52.2	5,241,220	11,109	
Ethnicity									
Non-Hispanic White	Total		7.1	3.6	18.7	15.5	55.2	3,359,018	8,133
	Age	18-24	8.5	5.4	27.6	16.5	42.1	494,302	1,143
		25-44	6.4	3.4	18.5	17.7	54.1	1,667,476	3,971
		45-64	7.4	3.1	14.6	12.9	62.0	881,962	2,264
		65+	7.2	2.9	17.3	9.9	62.8	315,278	755
	Education	<12 Years	4.9	2.9	19.2	16.3	56.7	642,248	854
		12 Years	6.6	3.3	17.4	16.3	56.5	1,340,193	3,109
		13-15 Years	8.9	4.2	19.5	14.9	52.6	865,796	2,722
16+ Years		8.0	4.0	20.1	13.4	54.5	510,781	1,448	
Mexican Origin	Total		10.8	5.6	23.5	14.6	45.5	806,135	945
	Age	18-24	14.6	4.3	28.7	17.0	35.4	183,892	212
		25-44	9.0	6.8	25.4	14.2	44.7	435,406	530
		45-64	12.5	3.1	15.2	11.9	57.4	163,150	173
		65+	3.5	10.6	6.7	21.6	57.7	23,687	30
	Education	<12 Years	12.0	6.4	20.5	15.3	45.8	529,579	434
		12 Years	8.6	4.1	27.1	14.4	45.7	194,922	315
		13-15 Years	6.7	2.3	35.7	11.5	43.7	64,134	158
16+ Years		14.4	9.9	28.4	5.7	41.5	17,500	38	
Other Hispanic	Total		8.1	3.1	24.8	12.0	51.9	232,559	339
	Age	18-24	4.1	5.0	25.4	5.1	60.5	53,949	55
		25-44	10.2	2.0	25.1	10.3	52.4	127,504	217
		45-64	3.1	4.4	26.2	24.8	41.5	45,504	59
		65+	37.5		4.3	14.5	43.7	5,602	8
	Education	<12 Years	6.3	3.4	23.6	11.0	55.7	109,793	80
		12 Years	9.4	2.9	24.7	8.9	54.1	63,133	108
		13-15 Years	5.9	1.5	30.5	17.7	44.5	45,246	108
16+ Years		22.4	7.4	17.3	15.5	37.4	14,387	43	
All Others	Total		7.1	2.0	25.4	18.8	46.6	843,508	1,692
	Age	18-24	9.2	2.0	24.3	24.2	40.3	122,974	334
		25-44	6.3	2.2	25.3	18.7	47.5	472,864	932
		45-64	7.9	1.1	25.2	16.2	49.6	201,081	347
		65+	6.8	3.7	30.3	17.4	41.8	46,589	79
	Education	<12 Years	3.8	0.7	20.9	17.2	57.3	203,415	162
		12 Years	9.0	0.9	29.0	18.3	42.9	301,519	542
		13-15 Years	7.5	2.3	28.1	22.4	39.6	217,275	640
16+ Years		7.3	6.3	19.0	16.6	50.7	121,299	348	

Table 11
Quitting Status Among People Who Smoked
in the Last Year for Hispanic Populations
Male

		Quitting Status					Population Size (N)	Sample Size (N)	
		Quit		Relapsed		No attempt (%)			
		3+ months (%)	0-3 months (%)	7+ days off (%)	1-6 days off (%)				
Total		6.5	3.8	22.6	15.7	51.4	2,906,402	5,558	
Ethnicity									
Non-Hispanic White	Total		6.0	4.0	20.4	14.8	54.8	1,746,542	3,824
	Age	18-24	6.8	5.2	31.9	17.5	38.7	270,489	574
		25-44	4.9	4.0	19.1	17.0	55.0	892,168	1,939
		45-64	7.9	3.4	15.7	11.1	62.0	448,488	1,029
		65+	5.7	3.2	21.5	8.2	61.5	135,397	282
	Education	<12 Years	4.8	4.3	23.5	15.7	51.6	343,677	408
		12 Years	5.2	3.7	19.8	16.0	55.3	643,342	1,340
13-15 Years		6.9	4.4	19.4	14.3	54.9	453,968	1,271	
16+ Years		7.7	3.5	19.4	12.3	57.1	305,555	805	
Mexican Origin	Total		7.8	4.6	25.8	16.9	44.8	518,299	554
	Age	18-24	6.3	4.6	29.6	21.1	38.4	118,991	131
		25-44	9.0	4.9	28.5	15.9	41.7	296,912	310
		45-64	6.4	1.8	15.3	14.6	62.0	83,731	93
		65+	4.4	13.4	5.9	18.3	58.0	18,665	20
	Education	<12 Years	8.1	4.9	24.7	17.3	44.9	346,485	272
		12 Years	8.4	3.9	24.4	18.1	45.2	115,771	167
13-15 Years		3.9	1.4	37.8	13.5	43.4	43,726	92	
16+ Years		8.6	14.1	28.0	8.1	41.1	12,317	23	
Other Hispanic	Total		8.3	2.3	23.3	11.3	54.9	152,423	194
	Age	18-24	5.5	5.8	22.2	4.1	62.5	40,554	32
		25-44	10.1	1.1	23.6	8.8	56.4	73,713	119
		45-64	2.3	0.9	26.4	26.3	44.0	34,562	39
		65+	58.4				41.6	3,594	4
	Education	<12 Years	8.2	2.3	23.8	12.7	53.0	66,551	43
		12 Years	9.5	2.6	24.1	5.4	58.4	49,622	66
13-15 Years		4.3	2.1	23.6	16.5	53.5	30,810	65	
16+ Years		20.2		8.6	17.8	53.5	5,440	20	
All Others	Total		6.1	3.0	26.8	18.8	45.3	489,138	986
	Age	18-24	6.9	2.5	24.0	29.7	36.9	75,903	200
		25-44	5.7	3.7	26.4	19.3	44.8	272,973	546
		45-64	7.4	1.2	27.4	12.0	52.0	112,400	193
		65+	3.1	4.3	36.3	11.1	45.2	27,862	47
	Education	<12 Years	3.8	1.3	18.2	14.7	61.9	113,725	89
		12 Years	7.9	0.7	36.5	17.5	37.4	155,407	285
13-15 Years		6.2	3.4	29.6	24.0	36.8	132,430	362	
16+ Years		5.9	8.6	16.7	18.3	50.5	87,576	250	

Table 11
Quitting Status Among People Who Smoked
in the Last Year for Hispanic Populations
Female

		Quitting Status					Population Size (N)	Sample Size (N)
		Quit		Relapsed		No attempt (%)		
		3+ months (%)	0-3 months (%)	7+ days off (%)	1-6 days off (%)			
Total		6.5	3.8	22.6	15.7	51.4	2,906,402	5,558

Ethnicity

Non-Hispanic White	Total		8.2	3.1	16.8	16.2	55.6	1,612,476	4,309
	Age	18-24	10.7	5.6	22.3	15.3	46.1	223,813	569
		25-44	8.1	2.7	17.7	18.5	52.9	775,308	2,032
		45-64	7.0	2.7	13.4	14.8	62.0	433,474	1,235
		65+	8.3	2.7	14.1	11.1	63.7	179,881	473
	Education	<12 Years	4.9	1.3	14.2	17.1	62.6	298,571	446
		12 Years	7.9	3.0	15.1	16.6	57.5	696,851	1,769
13-15 Years		11.0	4.0	19.5	15.6	50.0	411,828	1,451	
16+ Years		8.6	4.7	21.1	15.1	50.5	205,226	643	
Mexican Origin	Total		16.2	7.3	19.3	10.3	46.9	287,836	391
	Age	18-24	29.6	3.9	27.0	9.5	30.0	64,901	81
		25-44	8.9	10.9	18.5	10.5	51.2	138,494	220
		45-64	19.0	4.5	15.0	9.0	52.5	79,419	80
		65+			9.6	34.1	56.4	5,022	10
	Education	<12 Years	19.4	9.1	12.6	11.5	47.5	183,094	162
		12 Years	9.0	4.5	31.1	9.0	46.4	79,151	148
13-15 Years		12.9	4.3	31.1	7.3	44.4	20,408	66	
16+ Years		28.2		29.3		42.4	5,183	15	
Other Hispanic	Total		7.7	4.7	27.8	13.4	46.4	80,136	145
	Age	18-24		2.6	34.8	8.2	54.4	13,395	23
		25-44	10.3	3.2	27.1	12.4	46.9	53,791	98
		45-64	5.6	15.5	25.5	19.9	33.5	10,942	20
		65+			12.0	40.6	47.5	2,008	4
	Education	<12 Years	3.4	5.1	23.3	8.4	59.8	43,242	37
		12 Years	9.3	3.8	26.8	21.8	38.4	13,511	42
13-15 Years		9.2		45.3	20.3	25.3	14,436	43	
16+ Years		23.8	11.9	22.7	14.0	27.6	8,947	23	
All Others	Total		8.5	0.6	23.4	19.0	48.5	354,370	706
	Age	18-24	12.8	1.2	24.8	15.5	45.8	47,071	134
		25-44	7.1	0.2	23.7	17.9	51.2	199,891	386
		45-64	8.5	1.0	22.4	21.7	46.5	88,681	154
		65+	12.4	2.9	21.4	26.7	36.6	18,727	32
	Education	<12 Years	3.8		24.4	20.3	51.5	89,690	73
		12 Years	10.2	1.1	20.9	19.1	48.7	146,112	257
13-15 Years		9.6	0.6	25.9	19.9	44.0	84,845	278	
16+ Years		10.7	0.5	25.1	12.4	51.3	33,723	98	

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Table 12
Stages of Cessation
Overall

	Current smokers			Quit smoking					Population Size (N)	Sample Size (N)
	Pre-Contemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)		
Total	18.0	22.6	7.8	2.4	1.4	2.0	11.6	34.2	9,693,865	15,763
Sex										
Male	17.3	22.2	8.2	2.6	0.8	1.8	11.5	35.6	5,502,175	7,947
Female	19.0	23.1	7.1	2.2	2.2	2.4	11.7	32.4	4,191,690	7,816
Age										
18-24	26.5	33.3	11.8	5.5	2.8	4.2	12.0	3.9	1,026,316	1,859
25-44	18.6	28.7	9.4	2.8	1.5	1.9	11.9	25.3	4,288,338	7,536
45-64	16.8	16.9	5.9	1.6	1.3	1.8	10.9	44.8	2,955,063	4,587
65+	12.7	8.1	3.8	1.0	0.5	1.3	11.7	61.0	1,424,148	1,781
Hispanic Origin										
Hispanic	18.6	22.3	12.9	4.2	2.3	2.4	12.2	25.1	1,620,292	1,841
Non-Hispanic	17.9	22.6	6.7	2.1	1.2	2.0	11.4	36.1	8,073,573	13,922
Race										
White	18.1	21.9	7.1	2.5	1.5	2.0	11.5	35.4	8,120,731	13,861
Black	14.5	28.4	14.3	1.5	1.6	2.4	11.4	26.0	696,810	818
Asian or PI	17.2	21.8	7.9	2.6	1.0	2.6	12.2	34.8	586,467	660
Other	26.6	29.3	9.4	1.4	0.3	2.2	11.4	19.3	289,857	424
Education										
<12 Years	20.8	23.0	10.5	2.9	1.6	1.7	10.3	29.3	2,428,276	2,048
12 Years	20.0	24.6	7.5	2.2	1.6	2.2	11.3	30.7	3,301,403	5,519
13-15 Years	16.8	23.6	7.6	2.3	1.5	2.5	12.5	33.3	2,226,501	5,048
16+ Years	11.9	16.8	4.7	2.3	0.8	1.7	12.8	49.0	1,737,685	3,148

Table 12
Stages of Cessation
Overall (continued)

Region	Current smokers			Quit smoking					Population Size (N)	Sample Size (N)
	Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)		
Los Angeles	17.8	23.6	9.6	2.3	2.1	1.9	12.2	30.5	2,707,308	1,556
San Diego	17.4	23.3	7.6	2.1	0.9	1.3	12.0	35.5	782,312	906
Orange	17.5	20.2	8.4	4.8	1.0	1.8	11.4	34.8	729,948	721
Santa Clara	16.3	21.9	6.4	2.0	1.6	2.4	11.6	37.7	452,048	715
San Bernardino	23.3	24.0	6.7	2.7	1.3	1.6	10.0	30.4	508,482	1,045
Alameda	17.2	24.9	8.5	2.0	1.1	1.6	10.2	34.4	415,921	775
Riverside	17.8	23.7	6.3	2.6	1.3	3.1	10.1	35.0	440,871	1,004
Sacramento	19.3	23.1	5.0	1.3	1.7	2.8	11.4	35.3	365,925	844
Contra Costa	15.2	21.3	6.8	3.6	1.4	2.1	11.6	38.0	278,905	871
San Francisco	18.2	19.8	7.2	2.0	0.9	1.1	12.5	38.3	245,967	671
San Mateo, Solano	16.3	20.5	9.9	3.0	1.1	2.3	11.2	35.9	328,794	794
Marin, Napa, Sonoma	14.6	19.6	6.6	2.2	1.8	2.5	13.7	39.0	265,972	747
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	20.4	22.4	5.7	2.8	1.6	2.3	11.1	33.6	335,410	942
San Luis Obispo, Santa Barbara, Ventura	16.8	20.8	4.5	3.2	0.8	3.9	12.5	37.4	388,964	808
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	18.4	20.3	6.7	1.7	0.5	1.8	10.6	39.9	427,827	881
Monterey, San Benito, Santa Cruz	15.4	22.8	5.9	1.9	1.3	2.9	11.6	38.3	198,507	767
Fresno, Madera, Merced, Stanislaus	20.1	22.5	8.0	1.1	1.1	1.7	9.3	36.2	454,905	863
Imperial, Inyo, Kern, Kings, Mono, Tulare	19.6	23.6	7.2	1.4	0.6	2.2	13.4	32.0	365,799	853

Table 12
Stages of Cessation
Male

	Current smokers				Quit smoking				Population Size (N)	Sample Size (N)
	Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)		
Total	17.3	22.2	8.2	2.6	0.8	1.8	11.5	35.6	5,502,175	7,947
Age										
18-24	27.5	33.7	14.1	6.1	1.0	3.5	11.9	2.2	592,809	974
25-44	18.0	28.8	10.1	3.1	0.9	1.7	11.8	25.5	2,435,879	3,825
45-64	15.6	16.0	5.9	1.5	0.8	1.7	10.8	47.7	1,652,209	2,296
65+	11.1	6.5	3.2	1.0	0.3	0.8	11.7	65.4	821,278	852
Hispanic Origin										
Hispanic	18.1	23.3	14.0	4.2	0.9	2.1	13.6	23.9	1,032,097	1,079
Non-Hispanic	17.1	21.9	6.9	2.3	0.8	1.7	11.0	38.3	4,470,078	6,868
Race										
White	17.5	21.8	7.6	2.7	0.9	1.7	11.5	36.3	4,525,339	6,884
Black	12.9	27.2	15.9	2.0	0.8	1.3	13.3	26.6	365,996	405
Asian or PI	15.5	19.1	8.8	3.2	0.5	3.0	9.9	40.0	435,193	432
Other	23.7	29.5	7.6	0.7	0.3	1.9	10.6	25.6	175,647	226
Education										
<12 Years	19.9	23.0	11.4	3.5	0.6	1.5	10.6	29.6	1,440,568	1,099
12 Years	19.0	24.3	8.2	2.5	1.0	1.9	11.5	31.5	1,683,811	2,527
13-15 Years	16.5	23.5	7.6	2.1	1.1	2.0	12.1	35.1	1,277,497	2,505
16+ Years	12.0	16.3	4.8	2.4	0.6	1.5	12.0	50.4	1,100,299	1,816

Table 12
Stages of Cessation
Male (continued)

Region	Current smokers				Quit smoking					Population Size (N)	Sample Size (N)
	Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)			
Los Angeles	18.2	23.6	10.2	2.6	0.6	1.6	13.1	30.2	1,558,463	826	
San Diego	16.9	22.6	9.0	2.6	0.9	0.8	12.4	34.8	425,060	447	
Orange	18.4	20.8	8.8	5.1	1.1	1.4	10.4	34.1	438,973	391	
Santa Clara	15.0	20.9	5.7	2.6	1.5	3.3	10.6	40.4	249,383	368	
San Bernardino	19.0	22.9	8.3	2.6	1.2	1.2	9.3	35.4	301,768	526	
Alameda	17.6	27.7	8.2	2.8	0.3	1.7	10.0	31.7	229,693	380	
Riverside	16.8	22.2	6.5	2.0	0.9	3.7	10.7	37.2	251,447	514	
Sacramento	20.3	24.0	5.2	1.4	0.8	2.2	10.3	35.9	193,568	397	
Contra Costa	12.2	21.4	7.2	3.9	1.5	2.4	12.6	38.7	155,631	434	
San Francisco	17.2	19.0	7.1	1.3	0.4	0.9	10.7	43.5	139,393	345	
San Mateo, Solano	14.6	19.3	10.2	2.6	0.8	2.5	10.3	39.8	194,733	388	
Marin, Napa, Sonoma	13.7	20.1	7.8	2.6	1.8	2.3	12.7	39.1	137,727	349	
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	19.2	20.9	6.5	3.3	1.7	1.4	9.4	37.6	184,938	469	
San Luis Obispo, Santa Barbara, Ventura	15.2	17.6	4.6	4.1	0.4	1.6	14.6	41.8	212,588	414	
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	16.3	20.5	5.9	2.0	0.5	1.1	10.4	43.2	244,450	451	
Monterey, San Benito, Santa Cruz	12.5	22.6	6.1	2.7	0.4	3.8	13.2	38.8	112,094	382	
Fresno, Madera, Merced, Stanislaus	16.7	22.6	8.5	0.3	1.0	1.0	7.5	42.3	263,855	429	
Imperial, Inyo, Kern, Kings, Mono, Tulare	19.2	19.9	7.5	1.5	0.3	2.1	12.2	37.3	208,411	437	

Table 12
Stages of Cessation
Female

	Current smokers			Quit smoking				Sample Size (N)		
	Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)		Termination 5+ years (%)	
Total	19.0	23.1	7.1	2.2	2.2	2.4	11.7	32.4	4,191,690	7,816
Age										
18-24	25.1	32.7	8.8	4.5	5.2	5.1	12.3	6.3	433,507	885
25-44	19.4	28.4	8.4	2.3	2.2	2.2	12.0	25.0	1,852,459	3,711
45-64	18.3	18.1	5.9	1.7	1.8	2.0	11.1	41.0	1,302,854	2,291
65+	14.8	10.3	4.6	1.0	0.7	2.0	11.6	55.0	602,870	929
Hispanic Origin										
Hispanic	19.5	20.5	11.0	4.3	4.8	3.1	9.8	27.1	588,195	762
Non-Hispanic	18.9	23.5	6.5	1.8	1.8	2.3	12.0	33.2	3,603,495	7,054
Race										
White	18.7	22.0	6.5	2.3	2.2	2.3	11.6	34.3	3,595,392	6,977
Black	16.3	29.7	12.5	0.9	2.5	3.5	9.2	25.4	330,814	413
Asian or PI	22.2	29.5	5.3	0.7	2.3	1.5	18.7	19.7	151,274	228
Other	31.1	29.0	12.2	2.4	0.4	2.7	12.6	9.6	114,210	198
Education										
<12 Years	22.2	23.0	9.1	2.1	3.0	2.0	9.8	28.8	987,708	949
12 Years	21.0	24.9	6.7	1.9	2.1	2.4	11.1	29.8	1,617,592	2,992
13-15 Years	17.1	23.8	7.5	2.6	2.1	3.1	13.1	30.8	949,004	2,543
16+ Years	11.7	17.6	4.5	2.3	1.2	2.0	14.1	46.7	637,386	1,332

Table 12
Stages of Cessation
Female (continued)

Region	Current smokers				Quit smoking					Population Size (N)	Sample Size (N)
	Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)			
Los Angeles	17.3	23.6	8.7	2.0	4.1	2.3	11.1	30.9	1,148,845	730	
San Diego	18.0	24.1	5.9	1.5	1.0	1.8	11.4	36.3	357,252	459	
Orange	16.2	19.4	7.9	4.3	0.9	2.3	13.0	35.9	290,975	330	
Santa Clara	17.9	23.2	7.4	1.4	1.9	1.2	12.7	34.4	202,665	347	
San Bernardino	29.4	25.8	4.4	2.8	1.5	2.2	10.9	23.0	206,714	519	
Alameda	16.8	21.4	8.8	1.1	2.2	1.4	10.5	37.8	186,228	395	
Riverside	19.0	25.6	6.1	3.6	1.9	2.4	9.2	32.1	189,424	490	
Sacramento	18.1	22.1	4.8	1.3	2.7	3.6	12.6	34.8	172,357	447	
Contra Costa	18.8	21.1	6.3	3.2	1.4	1.8	10.3	37.1	123,274	437	
San Francisco	19.6	21.0	7.3	3.0	1.4	1.4	14.9	31.5	106,574	326	
San Mateo, Solano	18.7	22.2	9.4	3.6	1.4	2.1	12.5	30.2	134,061	406	
Marin, Napa, Sonoma	15.7	19.0	5.3	1.8	1.9	2.7	14.8	38.9	128,245	398	
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo											
San Luis Obispo, Santa Barbara, Ventura	22.0	24.2	4.7	2.2	1.5	3.4	13.3	28.7	150,472	473	
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	18.8	24.6	4.4	2.1	1.3	6.6	9.9	32.1	176,376	394	
Monterey, San Benito, Santa Cruz											
Fresno, Madera, Merced, Stanislaus	21.3	20.1	7.9	1.2	0.6	2.6	10.9	35.4	183,377	430	
Imperial, Inyo, Kern, Kings, Mono, Tulare	19.1	23.0	5.7	0.9	2.4	1.7	9.5	37.6	86,413	385	
	24.9	22.4	7.3	2.1	1.2	2.5	11.7	27.8	191,050	434	
	20.2	28.5	6.7	1.4	1.0	2.2	15.0	25.0	157,388	416	

Table 13
Stages of Cessation
Overall

	Current smokers			Quit smoking					Sample Size (N)	
	Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)		
Total	18.0	22.6	7.8	2.4	1.4	2.0	11.6	34	9,693,865	15763

Ethnicity

Ethnicity		Stages of Cessation										Sample Size (N)
		Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)			
Non-Hispanic White	Total	17.9	21.9	5.7	2.1	1.2	1.9	11.4	37.8	6,609,856	12,196	
	Age											
	18-24	26.2	35.9	9.8	5.8	2.1	3.8	12.6	3.7	585,056	1,302	
	25-44	19.2	28.8	7.2	2.3	1.5	2.0	11.9	27.1	2,735,644	5,527	
	45-64	16.5	16.9	4.1	1.5	1.1	1.6	10.3	47.9	2,109,181	3,768	
	65+	13.2	7.7	3.2	0.9	0.5	1.2	11.9	61.3	1,179,975	1,599	
	Education											
	<12 Years	22.2	23.0	6.8	2.1	0.8	1.4	9.3	34.5	1,137,605	1,170	
	12 Years	20.3	23.7	5.8	2.2	1.4	1.8	11.3	33.5	2,419,398	4,363	
	13-15 Years	16.8	23.1	5.7	2.4	1.6	2.7	12.1	35.5	1,652,693	3,982	
16+ Years	11.6	16.3	4.7	1.8	0.9	1.6	12.7	50.5	1,400,160	2,681		
Mexican Origin	Total	18.3	22.2	13.3	4.4	2.8	2.4	11.3	25.2	1,245,382	1,344	
	Age											
	18-24	22.8	23.0	18.5	4.8	5.6	4.8	14.0	6.5	233,149	255	
	25-44	16.4	25.2	14.1	5.1	1.9	1.5	11.5	24.4	650,994	757	
	45-64	18.9	17.3	8.6	2.7	3.0	2.7	10.0	36.9	308,934	277	
	65+	17.8	11.5	9.3	4.5	0.4	1.2	5.5	49.8	52,305	55	
	Education											
	<12 Years	17.3	22.7	15.4	5.3	3.3	2.3	10.5	23.2	774,548	588	
	12 Years	22.4	23.6	11.8	3.3	2.7	2.5	10.2	23.5	294,814	438	
	13-15 Years	18.3	17.9	8.2	1.5	1.0	2.0	16.9	34.1	129,807	248	
16+ Years	7.6	17.6	3.8	5.4		4.0	16.6	45.0	46,213	70		

Table 13
Stages of Cessation
Overall (continued)

		Current smokers				Quit smoking				Population Size (N)	Sample Size (N)
		Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)		
Total		18.0	22.6	7.8	2.4	1.4	2.0	11.6	34	9,693,865	15763

Ethnicity

Ethnicity		Stages of Cessation										
		Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)	Population Size (N)	Sample Size (N)	
Other Hispanic	Total	19.7	22.5	11.4	3.6	0.7	2.6	15.0	24.6	374,910	497	
	Age											
	18-24	38.0	29.0	9.6	5.9		2.4	10.0	5.1	59,401	63	
	25-44	20.1	24.8	11.5	3.8	1.0	2.8	16.2	19.7	199,378	314	
	45-64	9.7	18.7	15.7	2.7	0.5	0.8	18.2	33.7	88,295	99	
	65+	8.9	3.9				7.2	7.3	72.7	27,836	21	
	Education											
	<12 Years	24.9	19.3	12.5	3.4		2.9	13.6	23.4	167,633	107	
	12 Years	16.1	29.1	9.7	3.8	1.2	2.7	19.5	17.8	97,117	157	
	13-15 Years	14.3	23.8	15.0	2.4		1.8	9.5	33.2	78,777	156	
16+ Years	15.8	15.5	1.4	7.4	4.1	2.5	22.5	30.6	31,383	77		
All Others	Total	17.8	26.0	11.3	1.8	1.2	2.2	11.4	28.3	1,463,717	1,726	
	Age											
	18-24	28.6	40.7	10.1	5.2	1.9	5.8	7.5	0.1	148,710	239	
	25-44	17.9	32.5	12.9	1.9	1.4	1.5	11.0	20.8	702,322	938	
	45-64	17.8	16.5	10.7	0.9	1.0	2.4	13.1	37.6	448,653	443	
	65+	7.7	10.9	6.8	0.7	0.5	1.0	12.5	60.0	164,032	106	
	Education											
	<12 Years	22.2	25.3	10.7	0.1	1.0	1.0	11.1	28.6	348,490	183	
	12 Years	17.7	28.6	12.6	1.6	1.8	3.5	10.2	23.9	490,074	561	
	13-15 Years	16.5	28.1	14.2	1.9	1.4	1.7	13.4	22.8	365,224	662	
16+ Years	13.9	19.2	5.4	4.3	0.2	1.8	11.5	43.7	259,929	320		

Table 13
Stages of Cessation
Male

	Current smokers				Quit smoking				Population Size (N)	Sample Size (N)
	Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)		
Total	17.3	22.2	8.2	2.6	0.8	1.8	11.5	36	5,502,175	7947

Ethnicity

Ethnicity		Current smokers				Quit smoking				Population Size (N)	Sample Size (N)
		Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)		
Non-Hispanic White	Total	17.4	21.4	5.7	2.2	0.9	1.7	11.0	39.8	3,561,581	5,906
	Age										
	18-24	26.4	37.2	10.8	6.2	1.8	2.5	12.1	3.0	314,782	641
	25-44	20.0	29.7	7.6	2.6	0.9	1.9	11.3	26.1	1,435,560	2,676
	45-64	15.1	15.8	3.8	1.5	0.9	1.7	10.0	51.1	1,158,585	1,845
	65+	11.1	5.6	2.6	0.8	0.4	0.6	11.6	67.4	652,654	744
	<12 Years	19.6	23.9	7.5	3.2	0.5	1.2	8.8	35.3	614,594	570
12 Years	20.1	22.4	6.1	2.3	0.9	1.5	11.1	35.6	1,204,406	1,931	
13-15 Years	17.4	23.3	5.0	2.3	1.2	2.2	11.6	36.9	888,378	1,896	
16+ Years	11.8	16.2	4.7	1.5	0.8	1.6	11.8	51.7	854,203	1,509	
Mexican Origin	Total	17.3	22.9	14.6	4.6	1.0	1.6	13.2	24.8	808,557	802
	Age										
	18-24	26.2	22.8	23.2	5.5	0.1	3.2	17.6	1.4	145,253	157
	25-44	13.6	25.9	15.2	5.0	1.5	1.4	11.8	25.6	452,994	455
	45-64	18.8	17.1	6.8	2.3	0.7	0.8	15.1	38.4	176,156	157
	65+	20.2	14.6	9.5	6.8	0.6	1.8	2.4	44.0	34,154	33
	<12 Years	17.3	22.5	17.0	5.3	0.6	1.6	12.5	23.4	518,058	373
12 Years	18.3	27.0	13.0	3.3	2.9	2.3	12.0	21.2	170,205	233	
13-15 Years	18.4	19.7	7.8	1.2	0.7	0.7	15.9	35.7	88,146	150	
16+ Years	9.6	17.0	3.2	7.8		1.1	22.9	38.5	32,148	46	

Table 13
Stages of Cessation
Male (continued)

	Current smokers				Quit smoking				Population Size (N)	Sample Size (N)
	Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)		
Total	17.3	22.2	8.2	2.6	0.8	1.8	11.5	36	5,502,175	7947

Ethnicity

Other Hispanic	Total	21.0	24.9	11.7	2.9	0.3	3.8	15.1	20.4	223,540	277
	Age										
	18-24	42.9	24.0	7.1	7.3		3.3	12.4	3.0	43,239	37
	25-44	19.9	27.7	8.2	2.5	0.4	3.7	19.2	18.4	116,651	172
	45-64	9.2	24.9	27.7	0.7	0.3	1.4	8.7	27.2	48,745	57
	65+	4.6	5.7				13.4	11.9	64.4	14,905	11
Education	<12 Years	26.4	21.7	14.0	2.6		5.0	17.7	12.6	87,917	57
	12 Years	20.5	33.3	11.6	5.0	0.7	3.3	13.4	12.2	63,106	87
	13-15 Years	15.7	23.6	10.5	1.2		2.2	8.9	37.9	56,912	94
	16+ Years	11.5	14.0	2.9	1.9	1.0	4.3	30.6	33.9	15,605	39
	Total	15.9	23.9	11.6	2.4	0.6	1.8	11.0	32.8	908,497	962
All Others	Age										
	18-24	25.9	43.8	14.0	6.5	0.1	8.0	1.4	0.2	89,535	139
	25-44	15.2	29.5	13.9	2.9	0.8	0.9	11.3	25.4	430,674	522
	45-64	16.6	14.6	10.1	1.1	0.7	2.0	11.9	43.0	268,723	237
	65+	9.3	9.2	5.2	0.6			14.9	60.8	119,565	64
Education	<12 Years	24.2	22.0	8.4	0.2	0.9	0.7	8.4	35.1	219,999	99
	12 Years	13.5	29.3	14.6	2.7	0.4	3.6	12.2	23.7	246,094	276
	13-15 Years	12.7	25.8	16.4	1.7	0.9	1.6	13.3	27.6	244,061	365
	16+ Years	13.5	16.9	5.7	5.5	0.1	1.0	9.5	47.7	198,343	222

Table 13
Stages of Cessation
Female

		Current smokers				Quit smoking				Population Size (N)	Sample Size (N)
		Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)		
Total		19.0	23.1	7.1	2.2	2.2	2.4	11.7	32	4,191,690	7816

Ethnicity

Non-Hispanic White	Total	18.5	22.4	5.7	2.0	1.7	2.2	12.0	35.5	3,048,275	6,290
	Age										
	18-24	26.0	34.4	8.7	5.3	2.5	5.3	13.2	4.6	270,274	661
	25-44	18.3	27.8	6.8	2.0	2.1	2.3	12.5	28.2	1,300,084	2,851
	45-64	18.3	18.3	4.4	1.6	1.4	1.5	10.7	44.0	950,596	1,923
	65+	15.8	10.3	4.0	1.1	0.6	2.0	12.3	53.9	527,321	855
	Education										
	<12 Years	25.3	21.9	6.0	0.8	1.0	1.5	10.0	33.5	523,011	600
	12 Years	20.4	25.0	5.6	2.0	1.9	2.2	11.4	31.4	1,214,992	2,432
	13-15 Years	16.2	22.8	6.4	2.5	2.1	3.3	12.7	33.9	764,315	2,086
Mexican Origin	16+ Years	11.3	16.5	4.7	2.3	1.1	1.5	14.0	48.7	545,957	1,172
	Total	20.1	21.0	11.0	4.2	6.0	3.8	8.0	25.9	436,825	542
	Age										
	18-24	17.3	23.3	10.6	3.6	14.8	7.3	8.2	15.0	87,896	98
	25-44	22.7	23.6	11.4	5.5	2.7	1.8	10.8	21.5	198,000	302
	45-64	18.9	17.7	11.0	3.2	6.0	5.2	3.2	34.8	132,778	120
	65+	13.5	5.6	9.1				11.2	60.6	18,151	22
	Education										
	<12 Years	17.5	23.1	12.1	5.2		3.8	6.7	22.8	256,490	215
	12 Years	28.1	19.1	10.1	3.3	2.3	2.8	7.7	26.6	124,609	205
13-15 Years	18.1	14.3	9.2	2.2	1.6	4.8	18.9	30.8	41,661	98	
16+ Years	2.9	19.0	5.2			10.7	2.3	59.9	14,065	24	

Table 13
Stages of Cessation
Female (continued)

		Current smokers				Quit smoking				
	Precontemplation (%)	Contemplation (%)	Preparation (%)	Action 0-3 months (%)	Action 3-6 months (%)	Maintenance 6-12 months (%)	Maintenance 1-5 years (%)	Termination 5+ years (%)	Population Size (N)	Sample Size (N)
Total	19.0	23.1	7.1	2.2	2.2	2.4	11.7	32	4,191,690	7816

Ethnicity

Other Hispanic	Total	17.7	19.0	10.9	4.7	1.2	0.8	14.8	30.8	151,370	220
	Age										
	18-24	24.6	42.3	16.4	2.2			3.7	10.7	16,162	26
	25-44	20.6	20.8	16.3	5.6	1.9	1.5	11.8	21.5	82,727	142
	45-64	10.2	11.2	1.0	5.3	0.6		29.9	41.7	39,550	42
	65+	13.9	1.9					2.0	82.3	12,931	10
	Education										
	<12 Years	23.3	16.8	10.8	4.2		0.5	9.1	35.3	79,716	50
	12 Years	8.0	21.5	6.0	1.6	2.2	1.6	30.9	28.2	34,011	70
	13-15 Years	10.6	24.5	26.6	5.5		0.7	10.9	21.0	21,865	62
16+ Years	20.2	17.1		12.9	7.2	0.8	14.5	27.4	15,778	38	
All Others	Total	21.0	29.6	10.6	0.8	2.2	2.7	12.2	20.9	555,220	764
	Age										
	18-24	32.8	35.9	4.2	3.3	4.7	2.5	16.7		59,175	100
	25-44	22.2	37.3	11.4	0.4	2.3	2.4	10.4	13.6	271,648	416
	45-64	19.6	19.3	11.4	0.7	1.3	3.1	15.0	29.6	179,930	206
	65+	3.4	15.3	11.3	0.7	2.0	3.5	5.9	57.9	44,467	42
	Education										
	<12 Years	18.8	30.9	14.7		1.3	1.4	15.6	17.4	128,491	84
	12 Years	22.1	27.9	10.6	0.6	3.1	3.4	8.3	24.1	243,980	285
	13-15 Years	24.0	32.9	9.8	2.4	2.4	1.9	13.5	13.1	121,163	297
16+ Years	15.3	26.7	4.2	0.4	0.3	4.5	17.7	30.8	61,586	98	

Table 14

Smoking During Last Pregnancy Among Women Who Delivered a Live Baby in the Last 5 Years

		Smoked prior to pregnancy (%)	Population Size (N)	Sample Size (N)	Quit after pregnancy (%)	Did not quit after pregnancy (%)	Population Size (N)	Sample Size (N)	Total relapsed (%)	Total not relapsed (%)
Total		16.1	2,267,591	5,342	32.8	67.2	364,189	812	50.4	46.8
Age at Last Birth										
	<20	20.9	173,450	333	44.8	55.2	36,208	74	35.0	55.3
	20-29	18.6	1,233,389	2,851	34.3	65.7	229,347	515	51.6	46.5
	30+	11.5	860,752	2,158	25.1	74.9	98,634	223	56.8	41.9
Hispanic Origin										
	Hispanic	7.0	797,546	1,336	41.8	58.2	55,856	101	47.1	52.9
	Non-Hispanic	21.0	1,470,045	4,006	31.2	68.8	308,333	711	51.2	45.3
Race										
	White	17.2	1,832,489	4,327	31.1	68.9	315,789	715	50.5	47.8
	Black	14.4	195,967	330	43.8	56.2	28,190	45	44.6	41.6
	Asian or PI	4.1	176,513	537	56.3	43.7	7,314	19	79.9	20.1
	Other	20.6	62,622	148	37.5	62.5	12,896	33	38.3	61.7
Education										
	<12 Years	17.7	624,357	822	26.7	73.3	110,320	165	51.3	43.9
	12 Years	19.2	794,591	1,754	35.7	64.3	152,763	352	52.4	46.0
	13-15 Years	15.8	484,841	1,580	35.8	64.2	76,733	229	44.7	51.4
	16+ Years	6.7	363,802	1,186	33.1	66.9	24,373	66	53.5	46.5
Region										
	Los Angeles	15.2	746,231	822	26.8	73.2	113,073	79	41.3	54.1
	San Diego	19.5	175,849	286	33.2	66.8	34,327	52	49.3	50.7
	Orange	12.2	173,735	237	43.2	56.8	21,245	32	26.8	73.2
	Santa Clara	13.3	110,320	263	37.3	62.7	14,649	29	90.0	10.0
	San Bernardino	20.9	123,673	413	40.8	59.2	25,795	78	64.0	36.0
	Alameda	12.6	93,210	229	41.8	58.2	11,725	29	63.5	21.4
	Riverside	17.3	100,012	348	30.2	69.8	17,349	58	89.4	10.6
	Sacramento	18.5	81,469	263	27.1	72.9	15,039	48	63.8	36.2
	Contra Costa	18.0	57,560	279	30.6	69.4	10,343	46	25.7	68.3
	San Francisco	12.8	39,517	142	43.8	56.2	5,051	16	37.2	62.8
	San Mateo, Solano	15.4	68,274	233	31.8	68.2	10,494	42	27.8	56.7
	Marin, Napa, Sonoma	17.9	47,036	175	38.1	61.9	8,408	32	61.6	38.4
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo									
	San Luis Obispo, Santa Barbara, Ventura	21.7	58,641	254	31.4	68.6	12,736	50	75.5	24.5
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	14.4	88,887	272	41.0	59.0	12,791	40	39.4	50.7
	Monterey, San Benito, Santa Cruz	8.1	73,544	239	39.2	60.8	13,300	34	17.6	82.4
	Fresno, Madera, Merced, Stanislaus	15.4	46,825	284	38.8	61.2	7,217	43	57.1	42.9
	Imperial, Inyo, Kern, Kings, Mono, Tulare	17.1	101,757	294	25.5	74.5	17,390	53	66.8	33.2
		16.4	81,051	309	36.5	63.5	13,257	51	52.6	47.4

Table 15
Timing of Relapse Among Women Who Quit During
Last Pregnancy

		Relapsed during pregnancy (%)	Relapsed in 1st 6 month post partum (%)	Relapsed after 6 months post partum (%)	Population Size (N)	Sample Size (N)
Total		24.5	61.5	10.4	60,272	163
Age at Last Birth	<20	25.1	67.4	7.6	5,672	17
	20-29	29.1	54.2	13.3	40,552	106
	30+	11.0	80.3	3.1	14,048	40
Hispanic Origin	Hispanic	24.0	57.4	7.5	11,002	19
	Non-Hispanic	24.6	62.4	11.0	49,270	144
Race	White	28.4	57.9	9.6	49,615	139
	Black	12.5	80.8	6.7	5,512	11
	AsianorPI		61.3	34.6	3,293	7
	Other		100.0		1,852	6
Education	<12 Years	21.5	64.5	8.0	15,141	28
	12 Years	23.1	61.7	11.3	28,529	79
	13-15 Years	38.3	51.9	9.8	12,281	39
	16+ Years	5.4	76.9	14.5	4,321	17

**Table 16
Adolescent Smoking Behavior
Overall**

		Smoking Status					Population Size (N)	Sample Size (N)
		Never tried		Tried				
		Not contemplating (%)	Contemplating (%)	Former smoker (%)	Experimenter (%)	Current smoker (%)		
Total		49.8	13.6	19.0	8.3	9.3	2,341,433	7,767
Sex	Male	46.8	13.8	20.4	9.3	9.7	1,157,465	3,912
	Female	52.8	13.4	17.5	7.4	8.9	1,183,968	3,855
Age	12-13	61.5	19.9	9.1	6.3	3.3	825,457	2,619
	14-15	48.8	13.9	18.7	10.7	8.0	781,391	2,636
	16-17	37.9	6.2	30.3	8.1	17.4	734,585	2,512
Hispanic Origin	Hispanic	46.0	16.3	18.2	10.0	9.5	795,116	3,239
	Non-Hispanic	51.8	12.2	19.3	7.5	9.2	1,546,317	4,528
Race	White	48.5	13.4	19.8	8.3	10.1	1,713,912	5,546
	Black	60.5	9.3	16.7	8.6	4.9	221,986	761
	Asian or Pacific Islander	57.0	16.6	13.9	7.4	5.1	216,133	780
	Other	41.4	17.4	20.2	9.5	11.4	189,402	680
School Performance	Much better than average	60.8	12.1	17.2	5.8	4.1	435,745	1,411
	Better than average	52.4	13.4	20.0	7.2	7.0	853,876	2,692
	Average and below	43.2	14.4	18.8	10.3	13.3	1,051,812	3,664
Region	Los Angeles	48.2	16.1	18.7	9.6	7.4	697,351	3,213
	San Diego	48.7	10.2	23.6	9.8	7.6	196,551	257
	Orange	50.7	13.7	16.7	7.9	10.9	189,650	266
	Santa Clara	53.7	14.8	17.8	5.0	8.7	117,825	239
	San Bernardino	47.5	13.4	21.5	5.0	12.6	111,596	390
	Alameda	52.7	9.8	16.1	9.9	11.5	100,632	230
	Riverside	52.9	10.7	18.6	7.2	10.6	92,078	305
	Sacramento	60.5	9.5	16.1	6.8	7.2	81,910	247
	Contra Costa	50.8	17.6	15.3	8.0	8.3	63,235	290
	San Francisco	52.5	12.6	17.6	12.0	5.2	56,961	138
	San Mateo, Solano	51.5	12.9	18.5	7.1	10.0	77,895	241
	Marin, Napa, Sonoma	55.8	13.8	11.9	7.3	11.2	57,362	193
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	50.4	12.4	16.7	5.2	15.3	74,592	279
	San Luis Obispo, Santa Barbara, Ventura	48.4	11.9	16.8	10.2	12.6	98,809	263
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	46.4	11.9	20.9	8.1	12.7	87,315	259
	Monterey, San Benito, Santa Cruz	43.7	14.0	26.2	3.5	12.7	48,945	253
	Fresno, Madera, Merced, Stanislaus	45.0	16.0	22.7	8.4	7.8	102,627	328
	Imperial, Inyo, Kern, Kings, Mono, Tulare	50.6	11.0	22.6	8.0	7.8	86,099	376

Table 16
Adolescent Smoking Behavior
Male

		Smoking Status					Population Size (N)	Sample Size (N)
		Never tried		Tried				
		Not contem- plating (%)	Contem- plating (%)	Former smoker (%)	Experi- menter (%)	Current smoker (%)		
Total		46.8	13.8	20.4	9.3	9.7	1,157,465	3,912
Age	12-13	60.7	19.5	10.7	6.3	2.9	385,965	1,282
	14-15	44.3	15.3	21.0	12.3	7.2	398,954	1,341
	16-17	35.0	6.5	29.9	9.2	19.5	372,546	1,289
Hispanic Origin	Hispanic	40.0	16.8	20.4	11.2	11.6	394,908	1,631
	Non-Hispanic	50.3	12.3	20.4	8.3	8.7	762,557	2,281
Race	White	45.2	13.9	21.3	9.3	10.3	855,261	2,808
	Black	65.2	7.5	15.3	7.0	5.0	104,796	378
	Asian or Pacific Islander	51.7	17.3	15.2	11.0	4.7	105,673	394
	Other	35.1	16.0	24.2	9.5	15.1	91,735	332
School Performance	Much better than average	56.7	13.6	18.2	6.5	5.0	201,711	669
	Better than average	50.6	12.4	22.0	9.2	5.8	405,883	1,325
	Average and below	40.3	15.0	20.1	10.3	14.3	549,871	1,918
Region	Los Angeles	46.3	15.5	19.6	11.4	7.2	342,265	1,600
	San Diego	43.6	9.8	28.6	9.0	9.0	99,152	131
	Orange	45.8	15.6	19.6	7.0	12.0	93,576	141
	Santa Clara	53.6	15.2	17.7	6.8	6.7	58,913	121
	San Bernardino	48.8	10.0	19.8	5.0	16.4	55,633	203
	Alameda	51.4	7.8	16.9	10.2	13.7	48,757	117
	Riverside	50.8	9.1	19.5	7.2	13.3	45,119	167
	Sacramento	57.3	13.4	14.9	7.3	7.2	39,689	130
	Contra Costa	42.5	21.6	18.3	8.2	9.4	30,987	133
	San Francisco	50.2	11.5	17.8	13.1	7.4	29,107	76
	San Mateo, Solano	51.8	17.3	15.5	6.0	9.4	38,772	129
	Marin, Napa, Sonoma	56.7	7.2	10.8	11.4	13.9	27,870	104
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	44.9	14.5	19.5	5.9	15.2	36,962	144
	San Luis Obispo, Santa Barbara, Ventura	44.8	10.7	17.8	16.4	10.4	48,971	122
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	42.5	10.4	27.4	9.9	9.8	43,521	133
	Monterey, San Benito, Santa Cruz	41.5	15.6	26.7	3.1	13.1	24,794	124
	Fresno, Madera, Merced, Stanislaus	36.1	19.3	24.7	10.2	9.7	50,635	164
	Imperial, Inyo, Kern, Kings, Mono, Tulare	42.1	17.7	26.2	6.1	7.8	42,742	173

**Table 16
Adolescent Smoking Behavior
Female**

		Smoking Status					Population Size (N)	Sample Size (N)
		Never tried		Tried				
		Not contemplating (%)	Contemplating (%)	Former smoker (%)	Experimenter (%)	Current smoker (%)		
Total		52.8	13.4	17.5	7.4	8.9	1,183,968	3,855
Age	12-13	62.2	20.3	7.6	6.3	3.6	439,492	1,337
	14-15	53.4	12.5	16.3	9.0	8.8	382,437	1,295
	16-17	40.9	5.9	30.8	7.1	15.3	362,039	1,223
Hispanic Origin	Hispanic	51.9	15.8	16.0	8.9	7.4	400,208	1,608
	Non-Hispanic	53.3	12.2	18.3	6.7	9.6	783,760	2,247
Race	White	51.8	12.8	18.2	7.2	9.9	858,651	2,738
	Black	56.3	11.0	17.9	10.0	4.9	117,190	383
	Asian or Pacific Islander	62.0	15.8	12.6	4.1	5.6	110,460	386
	Other	47.3	18.8	16.3	9.6	8.0	97,667	348
School Performance	Much better than average	64.3	10.9	16.3	5.2	3.4	234,034	742
	Better than average	54.1	14.3	18.2	5.4	8.0	447,993	1,367
	Average and below	46.4	13.8	17.5	10.2	12.1	501,941	1,746
Region	Los Angeles	50.0	16.7	17.7	8.0	7.6	355,086	1,613
	San Diego	54.0	10.7	18.5	10.5	6.3	97,399	126
	Orange	55.5	11.9	14.0	8.8	9.9	96,074	125
	Santa Clara	53.8	14.4	18.0	3.1	10.8	58,912	118
	San Bernardino	46.3	16.8	23.2	5.0	8.7	55,963	187
	Alameda	54.0	11.7	15.3	9.6	9.4	51,875	113
	Riverside	54.8	12.3	17.6	7.2	8.1	46,959	138
	Sacramento	63.5	5.8	17.2	6.3	7.2	42,221	117
	Contra Costa	58.8	13.7	12.4	7.8	7.2	32,248	157
	San Francisco	54.8	13.9	17.5	10.9	2.9	27,854	62
	San Mateo, Solano	51.2	8.7	21.4	8.1	10.6	39,123	112
	Marin, Napa, Sonoma	55.0	20.0	12.9	3.4	8.7	29,492	89
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	55.7	10.2	14.1	4.6	15.4	37,630	135
	San Luis Obispo, Santa Barbara, Ventura	52.0	13.2	15.8	4.2	14.8	49,838	141
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	50.2	13.4	14.5	6.4	15.6	43,794	126
	Monterey, San Benito, Santa Cruz	45.9	12.3	25.6	3.9	12.3	24,151	129
	Fresno, Madera, Merced, Stanislaus	53.7	12.8	20.8	6.7	6.0	51,992	164
	Imperial, Inyo, Kern, Kings, Mono, Tulare	58.9	4.4	19.1	9.8	7.8	43,357	203

Table 17
Adolescent Male Smokeless Tobacco Use

	Has tried (%)	Never tried, contemplating (%)	Never tried, not contemplating (%)	Population Size (N)	Sample Size (N)
Total	15.2	11.1	73.7	1,157,465	3,912
Age					
12-13	4.4	15.2	80.4	385,965	1,282
14-15	13.6	11.1	75.3	398,954	1,341
16-17	28.2	6.8	64.9	372,546	1,289
Hispanic	9.9	11.7	78.5	394,908	1,631
Origin	18.0	10.8	71.2	762,557	2,281
Race	17.7	11.8	70.5	855,261	2,808
White	7.7	7.1	85.2	104,796	378
Black	5.4	10.1	84.5	105,673	394
Asian or Pacific Islander	12.5	10.0	77.5	91,735	332
Other	12.4	11.9	75.7	201,711	669
School Performance	16.9	9.8	73.3	405,883	1,325
Better than average	15.0	11.8	73.2	549,871	1,918
Average and below					

Table 18
Household Exposure to Smoking Among Children
Overall

		Age group of youth								
		0-5			6-11			12-17		
		Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)
Total		32.2	2,845,753	12,392	32.2	2,993,692	12,849	36.5	2,334,224	11,899
Sex	Male	32.5	1,462,437	6,278	32.5	1,562,343	6,560	36.8	1,210,640	6,098
	Female	31.8	1,383,316	6,114	31.9	1,431,349	6,289	36.1	1,123,584	5,801
Hispanic Origin	Hispanic	33.0	901,239	4,539	33.4	965,325	4,688	34.7	794,096	4,178
	Non-Hispanic	31.8	1,944,514	7,853	31.6	2,028,367	8,161	37.4	1,540,128	7,721
Race	White	32.9	2,269,673	10,243	32.5	2,376,952	10,574	37.0	1,860,787	9,611
	Black	33.0	239,101	1,068	37.2	237,332	1,047	39.9	209,602	988
	Asian or PI	25.1	267,998	861	25.4	315,301	1,011	27.5	209,755	1,062
	Other	34.2	68,981	220	35.3	64,107	217	41.2	54,080	238
Education	<12 Years	40.3	505,082	2,505	38.9	558,335	2,695	43.6	462,742	2,484
	12 Years	39.6	861,464	3,722	40.4	870,393	3,687	43.6	718,503	3,537
	13-15 Years	29.9	809,078	3,451	30.8	878,750	3,663	35.4	696,885	3,500
	16+ Years	19.3	670,129	2,714	18.2	686,214	2,804	19.7	456,094	2,378
Region	Los Angeles	32.0	904,782	6,686	34.0	861,738	6,443	35.6	699,956	5,966
	San Diego	35.5	227,299	351	33.2	250,769	394	34.8	178,217	327
	Orange	30.6	204,628	303	30.1	219,148	331	31.0	181,584	333
	Santa Clara	28.8	136,286	315	28.5	153,423	367	30.1	107,083	308
	San Bernardino	33.2	149,716	499	32.6	161,136	550	46.2	129,722	517
	Alameda	27.8	108,596	284	37.9	133,626	341	38.0	96,163	303
	Riverside	36.8	115,408	416	30.1	122,539	445	34.8	93,671	386
	Sacramento	32.4	109,103	343	37.7	100,217	339	40.9	83,314	325
	Contra Costa	29.9	80,668	362	27.1	83,973	386	40.2	65,845	371
	San Francisco	32.6	51,753	170	28.9	44,920	159	36.8	44,715	193
	San Mateo, Solano	30.2	98,269	313	29.1	95,908	318	35.8	78,526	318
	Marin, Napa, Sonoma	40.0	62,284	232	36.9	64,556	254	34.2	49,751	249
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	31.7	82,482	333	34.5	107,076	437	43.6	66,460	344
	San Luis Obispo, Santa Barbara, Ventura	26.5	114,026	338	25.2	126,505	387	37.1	93,770	341
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	30.6	98,086	297	33.4	114,374	374	37.3	84,165	327
	Monterey, San Benito, Santa Cruz	30.0	65,440	377	27.8	64,814	371	35.9	49,929	356
	Fresno, Madera, Merced, Stanislaus	33.9	127,073	385	29.4	160,040	488	37.1	124,962	441
	Imperial, Inyo, Kern, Kings, Mono, Tulare	37.7	109,854	388	31.6	128,930	465	38.9	106,391	494

Table 18
Household Exposure to Smoking Among Children
Male

		Age group of youth								
		0-5			6-11			12-17		
		Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)
Total		32.5	1,462,437	6,278	32.5	1,562,343	6,560	36.8	1,210,640	6,098
Hispanic Origin	Hispanic	32.3	446,536	2,248	32.6	502,568	2,434	34.0	410,079	2,151
	Non-Hispanic	32.6	1,015,901	4,030	32.5	1,059,775	4,126	38.3	800,561	3,947
Race	White	33.4	1,165,305	5,185	32.7	1,221,982	5,376	37.5	971,658	4,930
	Black	33.5	120,304	525	37.2	123,187	524	38.4	106,398	511
	Asian or PI	23.2	136,481	443	26.3	182,394	547	28.0	101,891	528
	Other	36.3	40,347	125	39.8	34,780	113	41.6	30,693	129
Education	<12 Years	42.2	245,710	1,236	37.3	294,338	1,405	44.9	239,756	1,273
	12 Years	40.2	451,342	1,939	42.9	454,526	1,894	43.2	367,181	1,784
	13-15 Years	28.8	420,543	1,744	29.8	449,747	1,844	35.1	371,700	1,835
	16+ Years	20.1	344,842	1,359	18.9	363,732	1,417	21.2	232,003	1,206
Region	Los Angeles	32.6	453,960	3,348	34.0	439,357	3,283	35.9	358,840	3,054
	San Diego	35.4	124,281	182	36.8	126,618	188	37.9	93,926	171
	Orange	27.8	102,706	151	26.3	123,875	185	27.9	92,314	173
	Santa Clara	29.7	67,586	151	31.2	80,202	186	33.2	56,556	152
	San Bernardino	31.7	77,310	251	34.6	83,457	278	49.4	68,949	270
	Alameda	28.9	55,878	149	44.4	66,605	172	38.5	51,939	164
	Riverside	34.4	64,265	229	26.3	60,895	217	33.4	51,525	215
	Sacramento	36.0	50,291	163	32.9	57,073	184	38.7	41,214	164
	Contra Costa	24.4	43,768	196	27.6	42,942	193	39.5	33,818	182
	San Francisco	32.3	22,596	81	31.8	25,112	88	36.5	25,216	103
	San Mateo, Solano	27.2	53,481	169	29.8	55,534	180	34.7	43,065	175
	Marin, Napa, Sonoma	37.2	33,092	122	38.6	29,687	112	39.9	26,969	137
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	34.3	42,237	170	33.4	54,226	215	45.8	35,210	176
	San Luis Obispo, Santa Barbara, Ventura	30.8	57,077	168	24.7	72,518	221	39.6	44,461	164
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	32.0	59,079	176	35.3	54,373	175	37.2	43,409	167
	Monterey, San Benito, Santa Cruz	31.7	33,723	186	29.3	33,694	181	34.6	26,252	181
	Fresno, Madera, Merced, Stanislaus	36.2	63,447	193	30.0	84,385	257	38.0	64,903	224
Imperial, Inyo, Kern, Kings, Mono, Tulare	43.1	57,660	193	31.5	71,790	245	34.2	52,074	226	

Table 18
Household Exposure to Smoking Among Children
Female

		Age group of youth								
		0-5			6-11			12-17		
		Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)
Total		31.8	1,383,316	6,114	31.9	1,431,349	6,289	36.1	1,123,584	5,801
Hispanic Origin	Hispanic	33.7	454,703	2,291	34.4	462,757	2,254	35.5	384,017	2,027
	Non-Hispanic	30.9	928,613	3,823	30.7	968,592	4,035	36.5	739,567	3,774
Race	White	32.3	1,104,368	5,058	32.4	1,154,970	5,198	36.5	889,129	4,681
	Black	32.5	118,797	543	37.2	114,145	523	41.4	103,204	477
	Asian or PI	27.2	131,517	418	24.2	132,907	464	27.1	107,864	534
	Other	31.3	28,634	95	30.0	29,327	104	40.7	23,387	109
Education	<12 Years	38.5	259,372	1,269	40.6	263,997	1,290	42.2	222,986	1,211
	12 Years	38.9	410,122	1,783	37.7	415,867	1,793	44.1	351,322	1,753
	13-15 Years	31.1	388,535	1,707	31.8	429,003	1,819	35.8	325,185	1,665
	16+ Years	18.6	325,287	1,355	17.5	322,482	1,387	18.2	224,091	1,172
Region	Los Angeles	31.5	450,822	3,338	34.1	422,381	3,160	35.3	341,116	2,912
	San Diego	35.7	103,018	169	29.5	124,151	206	31.4	84,291	156
	Orange	33.3	101,922	152	35.2	95,273	146	34.3	89,270	160
	Santa Clara	27.9	68,700	164	25.6	73,221	181	26.7	50,527	156
	San Bernardino	34.9	72,406	248	30.5	77,679	272	42.6	60,773	247
	Alameda	26.7	52,718	135	31.4	67,021	169	37.4	44,224	139
	Riverside	39.8	51,143	187	33.8	61,644	228	36.6	42,146	171
	Sacramento	29.3	58,812	180	44.1	43,144	155	43.1	42,100	161
	Contra Costa	36.3	36,900	166	26.6	41,031	193	41.0	32,027	189
	San Francisco	32.9	29,157	89	25.3	19,808	71	37.3	19,499	90
	San Mateo, Solano	33.7	44,788	144	28.2	40,374	138	37.2	35,461	143
	Marin, Napa, Sonoma	43.2	29,192	110	35.4	34,869	142	27.6	22,782	112
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	29.0	40,245	163	35.7	52,850	222	41.0	31,250	168
	San Luis Obispo, Santa Barbara, Ventura	22.2	56,949	170	25.8	53,987	166	34.8	49,309	177
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	28.5	39,007	121	31.7	60,001	199	37.4	40,756	160
	Monterey, San Benito, Santa Cruz	28.3	31,717	191	26.1	31,120	190	37.3	23,677	175
	Fresno, Madera, Merced, Stanislaus	31.7	63,626	192	28.8	75,655	231	36.2	60,059	217
	Imperial, Inyo, Kern, Kings, Mono, Tulare	31.8	52,194	195	31.7	57,140	220	43.4	54,317	268

Table 19
Exposure to Environmental Tobacco Smoke
Among Nonsmokers at Work and at Home
Overall

		Proportion of workers exposed (%)	Population Size (N)	Sample Size (N)	Total Exposed (%)	Population Size (N)	Sample Size (N)
Total		31.3	8,984,352	9,664	31.2	16,725,514	16,719
Sex	Male	38.3	4,707,834	4,692	34.8	7,965,325	7,688
	Female	23.6	4,276,518	4,972	27.8	8,760,189	9,031
Age	18-24	41.7	1,504,032	1,595	45.4	2,531,601	2,688
	25-44	31.1	5,078,525	5,503	33.9	7,664,122	7,900
	45-64	25.9	2,189,198	2,403	29.2	4,037,728	4,070
	65+	18.1	212,597	163	11.4	2,492,063	2,061
Hispanic Origin	Hispanic	42.3	1,938,438	1,262	38.8	3,943,540	2,359
	Non-Hispanic	28.3	7,045,914	8,402	28.8	12,781,974	14,360
Race	White	31.8	7,280,998	7,116	30.6	13,883,067	12,749
	Black	27.5	579,253	435	34.3	971,332	699
	Asian or PI	28.3	942,998	1,934	32.9	1,529,420	2,940
	Other	38.5	181,103	179	38.2	341,695	331
Education	<12 Years	48.0	1,190,856	509	35.1	3,736,461	1,707
	12 Years	36.3	2,586,652	2,282	33.4	5,185,632	4,730
	13-15 Years	31.7	2,410,144	3,239	32.6	3,901,969	5,276
	16+ Years	19.2	2,796,700	3,634	23.0	3,901,452	5,006
Region	Los Angeles	36.8	2,705,314	2,233	34.4	5,032,860	3,614
	San Diego	25.3	777,465	541	25.6	1,426,887	908
	Orange	28.6	791,306	447	30.5	1,376,717	739
	Santa Clara	27.4	561,223	486	32.8	869,350	737
	San Bernardino	35.3	366,003	458	35.3	744,796	878
	Alameda	22.3	421,099	457	31.6	708,192	726
	Riverside	38.5	276,548	385	32.2	634,828	804
	Sacramento	18.1	310,138	451	24.9	573,869	762
	Contra Costa	26.7	275,941	519	29.5	458,958	849
	San Francisco	25.8	268,555	426	30.6	408,427	633
	San Mateo, Solano	35.7	333,497	450	33.0	554,533	710
	Marin, Napa, Sonoma	28.8	227,624	409	30.3	415,611	709
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	35.2	232,374	388	29.0	521,008	819
	San Luis Obispo, Santa Barbara, Ventura	25.6	385,041	451	25.7	738,623	818
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	32.8	276,461	383	29.6	601,713	749
	Monterey, San Benito, Santa Cruz	30.2	185,005	429	26.0	356,476	768
	Fresno, Madera, Merced, Stanislaus	30.7	329,576	397	31.2	698,456	749
	Imperial, Inyo, Kern, Kings, Mono, Tulare	37.6	261,182	354	29.2	604,210	747

Table 19
Exposure to Environmental Tobacco Smoke
Among Nonsmokers at Work and at Home
Male

		Proportion of workers exposed (%)	Population Size (N)	Sample Size (N)	Total Exposed (%)	Population Size (N)	Sample Size (N)
Total		38.3	4,707,834	4,692	34.8	7,965,325	7,688
Age	18-24	47.8	796,325	746	47.1	1,305,558	1,293
	25-44	38.9	2,657,937	2,639	37.6	3,738,485	3,646
	45-64	31.1	1,139,218	1,220	31.4	1,893,735	1,902
	65+	28.7	114,354	87	15.4	1,027,547	847
Hispanic Origin	Hispanic	48.6	1,003,989	622	41.5	1,819,385	1,124
	Non-Hispanic	35.5	3,703,845	4,070	32.8	6,145,940	6,564
Race	White	39.1	3,842,053	3,475	34.4	6,595,680	5,832
	Black	38.6	285,187	182	40.1	457,152	297
	Asian or PI	30.0	479,264	947	31.7	742,625	1,394
	Other	46.8	101,330	88	49.3	169,868	165
Education	<12 Years	53.2	630,837	262	38.0	1,600,846	762
	12 Years	50.4	1,226,666	988	40.6	2,290,550	1,942
	13-15 Years	40.0	1,205,967	1,464	36.9	1,871,840	2,362
	16+ Years	22.2	1,644,364	1,978	24.7	2,202,089	2,622
Region	Los Angeles	44.9	1,447,865	1,098	39.4	2,331,789	1,675
	San Diego	30.6	412,256	267	30.3	705,055	419
	Orange	34.1	434,385	231	36.8	644,935	346
	Santa Clara	35.6	311,036	254	39.0	431,649	356
	San Bernardino	48.3	191,076	222	37.9	356,187	394
	Alameda	25.4	196,863	199	28.4	320,065	313
	Riverside	46.9	141,434	189	34.0	299,762	369
	Sacramento	23.3	149,286	205	27.6	266,710	337
	Contra Costa	31.8	142,221	249	32.0	220,902	387
	San Francisco	32.5	132,700	217	33.0	206,834	316
	San Mateo, Solano	35.7	168,243	225	32.1	265,184	320
	Marin, Napa, Sonoma	34.5	117,464	201	35.9	197,319	323
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	44.5	122,801	181	33.1	252,934	375
	San Luis Obispo, Santa Barbara, Ventura	29.8	206,368	236	27.8	369,443	404
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	42.0	131,866	168	34.9	290,969	330
	Monterey, San Benito, Santa Cruz	42.0	97,850	206	31.1	178,310	356
	Fresno, Madera, Merced, Stanislaus	35.1	169,920	184	30.1	333,131	335
	Imperial, Inyo, Kern, Kings, Mono, Tulare	47.1	134,200	160	31.9	294,147	333

Table 19
Exposure to Environmental Tobacco Smoke
Among Nonsmokers at Work and at Home
Female

		Proportion of workers exposed (%)	Population Size (N)	Sample Size (N)	Total Exposed (%)	Population Size (N)	Sample Size (N)
Total		23.6	4,276,518	4,972	27.8	8,760,189	9,031
Age	18-24	34.8	707,707	849	43.5	1,226,043	1,395
	25-44	22.5	2,420,588	2,864	30.4	3,925,637	4,254
	45-64	20.2	1,049,980	1,183	27.3	2,143,993	2,168
	65+	5.7	98,243	76	8.6	1,464,516	1,214
Hispanic Origin	Hispanic	35.6	934,449	640	36.4	2,124,155	1,235
	Non-Hispanic	20.2	3,342,069	4,332	25.1	6,636,034	7,796
Race	White	23.7	3,438,945	3,641	27.1	7,287,387	6,917
	Black	16.8	294,066	253	29.1	514,180	402
	Asian or PI	26.6	463,734	987	33.9	786,795	1,546
	Other	27.9	79,773	91	27.1	171,827	166
Education	<12 Years	42.1	560,019	247	33.0	2,135,615	945
	12 Years	23.5	1,359,986	1,294	27.8	2,895,082	2,788
	13-15 Years	23.3	1,204,177	1,775	28.5	2,030,129	2,914
	16+ Years	15.0	1,152,336	1,656	20.7	1,699,363	2,384
Region	Los Angeles	27.5	1,257,449	1,135	30.2	2,701,071	1,939
	San Diego	19.2	365,209	274	21.1	721,832	489
	Orange	22.0	356,921	216	24.9	731,782	393
	Santa Clara	17.3	250,187	232	26.7	437,701	381
	San Bernardino	21.1	174,927	236	32.8	388,609	484
	Alameda	19.5	224,236	258	34.2	388,127	413
	Riverside	29.8	135,114	196	30.5	335,066	435
	Sacramento	13.3	160,852	246	22.5	307,159	425
	Contra Costa	21.3	133,720	270	27.1	238,056	462
	San Francisco	19.4	135,855	209	28.0	201,593	317
	San Mateo, Solano	35.6	165,254	225	33.8	289,349	390
	Marin, Napa, Sonoma	22.8	110,160	208	25.2	218,292	386
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	24.8	109,573	207	25.2	268,074	444
	San Luis Obispo, Santa Barbara, Ventura	20.8	178,673	215	23.6	369,180	414
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	24.5	144,595	215	24.6	310,744	419
	Monterey, San Benito, Santa Cruz	16.9	87,155	223	20.9	178,166	412
	Fresno, Madera, Merced, Stanislaus	26.0	159,656	213	32.1	365,325	414
	Imperial, Inyo, Kern, Kings, Mono, Tulare	27.6	126,982	194	26.6	310,063	414

**Table 20
Workplace Smoking Policy
Overall**

		Number of employees <50				Population Size (N)	Sample Size (N)
		Smoking Policy					
		Total ban (%)	Work area ban (%)	Lesser restrictions (%)	No restrictions (%)		
Total		30.3	12.7	12.1	44.9	5,630,877	7,612
Sex	Male	25.9	11.2	13.7	49.2	2,998,273	3,742
	Female	35.4	14.5	10.2	39.9	2,632,604	3,870
Age	18-24	24.7	14.8	11.6	48.9	1,012,125	1,349
	25-44	31.2	12.2	12.9	43.7	3,139,911	4,224
	45-64	32.1	13.2	11.2	43.4	1,329,238	1,888
	65+	34.5	7.1	4.7	53.7	149,603	151
Hispanic Origin	Hispanic	25.7	13.7	11.5	49.1	1,173,873	900
	Non-Hispanic	31.6	12.5	12.2	43.7	4,457,004	6,712
Race	White	30.7	12.3	11.9	45.2	4,731,194	6,063
	Black	31.7	17.1	12.1	39.2	268,161	262
	Asian or PI	29.4	15.2	12.7	42.7	484,510	1,117
	Other	20.4	12.0	15.0	52.6	147,012	170
Education	<12 Years	21.0	8.9	12.1	58.0	918,705	563
	12 Years	25.1	14.3	13.5	47.1	1,797,029	2,265
	13-15 Years	31.3	13.3	11.7	43.8	1,547,638	2,667
	16+ Years	42.4	12.7	10.6	34.3	1,367,505	2,117
Region	Los Angeles	24.2	13.7	11.9	50.3	1,672,712	1,441
	San Diego	37.1	13.4	9.8	39.7	449,675	416
	Orange	33.5	13.8	9.9	42.8	487,520	347
	Santa Clara	33.9	13.7	9.7	42.7	294,405	299
	San Bernardino	31.3	10.0	12.9	45.8	239,401	408
	Alameda	27.6	16.7	11.6	44.1	243,527	355
	Riverside	26.8	10.7	14.4	48.1	208,601	382
	Sacramento	41.5	14.5	12.5	31.5	161,756	312
	Contra Costa	35.9	11.5	15.8	36.8	170,110	411
	San Francisco	30.3	12.5	11.9	45.3	153,113	338
	San Mateo, Solano	34.0	14.0	12.9	39.1	197,340	335
	Marin, Napa, Sonoma	33.6	11.5	11.9	42.9	160,799	363
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	31.0	9.8	14.8	44.3	187,490	398
	San Luis Obispo, Santa Barbara, Ventura	36.5	10.0	14.6	38.9	252,262	364
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	29.7	12.6	11.5	46.2	213,139	366
	Monterey, San Benito, Santa Cruz	35.7	11.7	14.7	38.0	132,321	394
	Fresno, Madera, Merced, Stanislaus	33.9	7.1	12.1	46.9	215,940	330
Imperial, Inyo, Kern, Kings, Mono, Tulare	24.1	12.8	13.4	49.7	190,766	353	

**Table 20
Workplace Smoking Policy
Overall (continued)**

		Number of employees 50+				Population Size (N)	Sample Size (N)
		Smoking Policy					
		Total ban (%)	Work area ban (%)	Lesser restrictions (%)	No restri- ctions (%)		
Total		37.8	24.6	19.9	17.7	5,634,652	7,258
Sex	Male	35.4	22.3	22.9	19.4	3,021,113	3,590
	Female	40.7	27.1	16.4	15.8	2,613,539	3,668
Age	18-24	29.5	25.5	22.2	22.8	823,696	995
	25-44	39.4	23.7	19.6	17.4	3,283,774	4,337
	45-64	39.8	26.3	18.0	15.9	1,445,723	1,865
	65+	24.1	20.4	42.7	12.8	81,459	61
Hispanic Origin	Hispanic	27.2	27.2	16.5	29.1	1,152,647	911
	Non-Hispanic	40.6	23.9	20.8	14.8	4,482,005	6,347
Race	White	37.9	25.1	19.3	17.7	4,385,664	5,349
	Black	42.6	19.4	22.8	15.3	524,335	489
	Asian or PI	35.8	25.3	20.5	18.3	604,598	1,271
	Other	23.5	24.0	27.3	25.3	120,055	149
Education	<12 Years	21.8	29.5	14.6	34.1	742,908	393
	12 Years	34.5	24.7	22.0	18.8	1,627,677	1,884
	13-15 Years	39.4	24.2	20.6	15.8	1,480,610	2,416
	16+ Years	46.3	22.7	19.5	11.5	1,783,457	2,565
Region	Los Angeles	31.0	23.7	20.8	24.5	1,725,441	1,554
	San Diego	44.4	24.3	19.4	12.0	503,980	415
	Orange	41.5	20.1	20.8	17.6	496,563	349
	Santa Clara	40.2	28.8	21.3	9.7	382,663	442
	San Bernardino	37.5	26.1	18.6	17.8	248,683	398
	Alameda	39.9	24.7	23.9	11.4	294,991	396
	Riverside	32.3	26.2	15.6	26.0	168,119	327
	Sacramento	53.9	25.3	11.5	9.4	229,473	411
	Contra Costa	36.3	30.3	20.6	12.8	167,216	378
	San Francisco	38.1	30.7	19.8	11.4	174,921	322
	San Mateo, Solano	32.3	20.3	22.4	24.9	228,920	393
	Marin, Napa, Sonoma	40.3	26.4	20.1	13.2	110,348	249
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	42.1	22.6	17.2	18.1	96,776	204
	San Luis Obispo, Santa Barbara Ventura	49.2	21.0	17.9	11.9	214,515	325
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	42.2	30.3	17.6	10.0	136,763	244
	Monterey, San Benito, Santa Cruz	45.1	20.3	20.0	14.6	91,470	260
	Fresno, Madera, Merced, Stanislaus	40.4	26.3	20.9	12.4	215,198	317
	Imperial, Inyo, Kern, Kings, Mono, Tulare	30.7	27.1	17.1	25.1	148,612	274

**Table 20
Workplace Smoking Policy
Male**

		Number of employees <50				Population Size (N)	Sample Size (N)
		Smoking Policy					
		Total ban (%)	Work area ban (%)	Lesser restrictions (%)	No restrictions (%)		
Total		25.9	11.2	13.7	49.2	2,998,273	3,742
Age	18-24	21.7	14.7	14.2	49.4	548,481	659
	25-44	25.5	10.7	14.1	49.7	1,704,573	2,079
	45-64	30.4	10.2	13.3	46.1	663,974	916
	65+	26.9	7.9	4.3	60.8	81,245	88
Hispanic Origin	Hispanic	22.4	13.1	13.5	51.0	653,535	475
	Non-Hispanic	26.9	10.7	13.7	48.7	2,344,738	3,267
Race	White	26.1	11.0	13.8	49.2	2,527,863	2,940
	Black	32.0	17.1	9.8	41.1	130,775	113
	Asian or PI	24.7	12.3	14.0	49.0	264,907	604
	Other	15.4	4.9	15.4	64.3	74,728	85
Education	<12 Years	21.3	7.1	12.9	58.6	547,816	309
	12 Years	17.6	12.9	16.3	53.1	858,940	1,006
	13-15 Years	24.7	12.3	14.0	49.0	780,622	1,230
	16+ Years	39.0	11.1	11.1	38.8	810,895	1,197
Region	Los Angeles	23.3	12.4	13.2	51.1	930,703	777
	San Diego	30.0	13.1	9.0	47.9	230,634	200
	Orange	34.0	13.3	9.5	43.2	259,206	177
	Santa Clara	29.0	8.7	10.6	51.7	155,588	147
	San Bernardino	24.3	6.6	15.7	53.3	132,376	195
	Alameda	22.3	16.4	11.6	49.7	131,244	175
	Riverside	23.8	9.1	13.9	53.1	112,967	190
	Sacramento	32.6	16.6	15.5	35.3	78,453	140
	Contra Costa	23.2	7.1	23.6	46.1	79,598	191
	San Francisco	24.0	12.4	14.3	49.3	73,611	163
	San Mateo, Solano	27.6	9.1	14.5	48.8	106,276	174
	Marin, Napa, Sonoma	28.8	11.5	14.9	44.8	81,441	174
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	24.7	8.4	16.9	49.9	98,932	176
	San Luis Obispo, Santa Barbara, Ventura	29.5	9.0	18.3	43.2	123,980	178
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	22.5	11.0	15.3	51.3	105,088	167
	Monterey, San Benito, Santa Cruz	29.3	10.6	18.1	42.0	73,577	185
	Fresno, Madera, Merced, Stanislaus	25.5	6.9	13.6	54.0	123,982	169
	Imperial, Inyo, Kern, Kings, Mono, Tulare	16.9	8.4	18.6	56.1	100,617	164

Table 20
Workplace Smoking Policy
Male (continued)

		Number of employees 50+				Population Size (N)	Sample Size (N)
		Smoking Policy					
		Total ban (%)	Work area ban (%)	Lesser restrictions (%)	No restrictions (%)		
Total		35.4	22.3	22.9	19.4	3,021,113	3,590
Age	18-24	28.3	22.7	25.0	24.0	461,647	489
	25-44	36.6	22.1	21.7	19.6	1,722,091	2,122
	45-64	38.1	23.6	21.6	16.7	790,318	948
	65+	14.1	8.2	69.9	7.8	47,057	31
Hispanic Origin	Hispanic	25.2	22.5	19.4	33.0	629,511	475
	Non-Hispanic	38.0	22.3	23.9	15.8	2,391,602	3,115
Race	White	34.8	23.4	22.2	19.7	2,360,039	2,638
	Black	42.2	17.0	22.6	18.2	270,297	221
	Asian or Pl	35.9	21.7	26.2	16.3	315,113	657
	Other	26.0	12.6	34.5	26.9	75,664	74
Education	<12 Years	24.8	21.4	18.9	35.0	395,364	206
	12 Years	29.4	21.0	26.3	23.3	779,936	816
	13-15 Years	34.4	24.3	23.2	18.0	776,528	1,151
	16+ Years	44.3	22.2	21.8	11.7	1,069,285	1,417
Region	Los Angeles	31.2	19.8	22.6	26.4	961,350	786
	San Diego	36.9	25.2	26.0	11.9	280,555	215
	Orange	37.5	17.3	25.5	19.7	282,415	180
	Santa Clara	36.2	23.1	28.9	11.8	213,217	234
	San Bernardino	29.9	30.5	22.7	16.9	132,322	200
	Alameda	37.1	27.4	21.5	14.0	139,997	188
	Riverside	29.0	21.9	14.4	34.6	84,116	168
	Sacramento	51.9	21.6	14.4	12.1	113,860	191
	Contra Costa	36.1	27.1	23.3	13.5	97,269	186
	San Francisco	34.6	30.1	24.3	11.0	90,035	172
	San Mateo, Solano	32.6	21.8	25.3	20.2	115,476	192
	Marin, Napa, Sonoma	35.2	26.6	23.6	14.6	57,497	119
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	38.8	24.1	21.0	16.1	47,485	93
	San Luis Obispo, Santa Barbara, Ventura	46.2	19.7	20.3	13.8	122,755	177
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	39.1	25.5	23.4	12.0	69,832	122
	Monterey, San Benito, Santa Cruz	46.4	15.5	24.5	13.6	42,699	113
	Fresno, Madera, Merced, Stanislaus	41.7	24.2	18.5	15.6	101,472	136
	Imperial, Inyo, Kern, Kings, Mono, Tulare	26.6	23.0	17.1	33.3	68,761	118

**Table 20
Workplace Smoking Policy
Female**

		Number of employees <50				Population Size (N)	Sample Size (N)
		Smoking Policy					
		Total ban (%)	Work area ban (%)	Lesser restrictions (%)	No restrictions (%)		
Total		35.4	14.5	10.2	39.9	2,632,604	3,870
Age	18-24	28.3	14.8	8.6	48.3	463,644	690
	25-44	38.0	13.9	11.5	36.6	1,435,338	2,145
	45-64	33.7	16.3	9.2	40.8	665,264	972
	65+	43.5	6.2	5.2	45.2	68,358	63
Hispanic Origin	Hispanic	29.8	14.5	8.9	46.7	520,338	425
	Non-Hispanic	36.7	14.5	10.5	38.3	2,112,266	3,445
Race	White	36.0	13.7	9.7	40.6	2,203,331	3,123
	Black	31.4	17.1	14.2	37.3	137,386	149
	Asian or PI	35.0	18.6	11.2	35.1	219,603	513
	Other	25.7	19.3	14.5	40.5	72,284	85
Education	<12 Years	20.6	11.5	10.8	57.1	370,889	254
	12 Years	31.9	15.7	10.9	41.5	938,089	1,259
	13-15 Years	37.9	14.2	9.3	38.5	767,016	1,437
	16+ Years	47.4	14.9	9.9	27.8	556,610	920
Region	Los Angeles	25.3	15.3	10.3	49.2	742,009	664
	San Diego	44.5	13.8	10.5	31.1	219,041	216
	Orange	32.9	14.5	10.4	42.3	228,314	170
	Santa Clara	39.5	19.2	8.7	32.6	138,817	152
	San Bernardino	40.0	14.1	9.4	36.5	107,025	213
	Alameda	33.7	17.1	11.5	37.7	112,283	180
	Riverside	30.4	12.6	14.9	42.1	95,634	192
	Sacramento	49.9	12.5	9.7	27.9	83,303	172
	Contra Costa	47.0	15.4	8.9	28.6	90,512	220
	San Francisco	36.1	12.6	9.7	41.7	79,502	175
	San Mateo, Solano	41.5	19.7	11.0	27.8	91,064	161
	Marin, Napa, Sonoma	38.6	11.5	8.9	41.1	79,358	189
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	38.1	11.4	12.4	38.1	88,558	222
	San Luis Obispo, Santa Barbara, Ventura	43.2	11.0	11.1	34.7	128,282	186
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	36.8	14.2	7.9	41.2	108,051	199
	Monterey, San Benito, Santa Cruz	43.7	13.0	10.4	32.9	58,744	209
	Fresno, Madera, Merced, Stanislaus	45.1	7.5	10.1	37.4	91,958	161
Imperial, Inyo, Kern, Kings, Mono, Tulare	32.1	17.6	7.7	42.5	90,149	189	

**Table 20
Workplace Smoking Policy
Female (continued)**

		Number of employees 50+				Population Size (N)	Sample Size (N)
		Smoking Policy					
		Total ban (%)	Work area ban (%)	Lesser restrictions (%)	No restrictions (%)		
Total		40.7	27.1	16.4	15.8	2,613,539	3,668
Age	18-24	31.1	29.1	18.6	21.3	362,049	506
	25-44	42.5	25.5	17.2	14.8	1,561,683	2,215
	45-64	41.8	29.5	13.8	15.0	655,405	917
	65+	37.9	37.2	5.5	19.5	34,402	30
Hispanic Origin	Hispanic	29.7	32.8	12.9	24.5	523,136	436
	Non-Hispanic	43.4	25.7	17.2	13.6	2,090,403	3,232
Race	White	41.6	27.1	15.9	15.5	2,025,625	2,711
	Black	42.9	22.1	22.9	12.1	254,038	268
	Asian or PI	35.8	29.3	14.4	20.5	289,485	614
	Other	19.1	43.3	15.0	22.7	44,391	75
Education	<12 Years	18.4	38.8	9.7	33.1	347,544	187
	12 Years	39.1	28.1	18.1	14.7	847,741	1,068
	13-15 Years	44.9	24.0	17.8	13.3	704,082	1,265
	16+ Years	49.2	23.3	16.2	11.2	714,172	1,148
Region	Los Angeles	30.8	28.6	18.4	22.2	764,091	768
	San Diego	53.9	23.1	11.0	12.0	223,425	200
	Orange	46.7	23.9	14.6	14.7	214,148	169
	Santa Clara	45.4	35.9	11.7	7.0	169,446	208
	San Bernardino	46.2	21.0	14.0	18.9	116,361	198
	Alameda	42.5	22.3	26.2	9.1	154,994	208
	Riverside	35.5	30.4	16.8	17.3	84,003	159
	Sacramento	55.8	28.9	8.6	6.7	115,613	220
	Contra Costa	36.6	34.6	16.9	11.9	69,947	192
	San Francisco	41.7	31.3	15.1	11.9	84,886	150
	San Mateo, Solano	32.0	18.8	19.5	29.7	113,444	201
	Marin, Napa, Sonoma	45.8	26.2	16.2	11.8	52,851	130
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	45.2	21.2	13.6	20.0	49,291	111
	San Luis Obispo, Santa Barbara, Ventura	53.3	22.7	14.7	9.4	91,760	148
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	45.4	35.3	11.5	7.9	66,931	122
	Monterey, San Benito, Santa Cruz	44.0	24.5	16.1	15.4	48,771	147
	Fresno, Madera, Merced, Stanislaus	39.2	28.2	23.0	9.6	113,726	181
	Imperial, Inyo, Kern, Kings, Mono, Tulare	34.2	30.6	17.2	18.1	79,851	156

Table 21
Nonsmokers' Exposure to Environmental Tobacco Smoke
in the Workplace by Strength of Smoking Policy
Overall

	Smoking policy											
	Total ban			Work area ban			Lesser restrictions			No restrictions		
	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)
Total	10.0	3,172,165	3,634	24.2	1,662,685	1,795	50.1	1,333,218	1,408	52.3	2,618,146	2,608
Sex												
Male	13.1	1,526,642	1,535	30.0	795,810	837	56.6	797,026	797	58.4	1,506,656	1,430
Female	7.1	1,645,523	2,099	18.8	866,875	958	40.4	536,192	611	44.0	1,111,490	1,178
Age												
18-24	12.3	415,536	465	39.5	284,346	313	59.1	231,956	222	59.2	536,959	551
25-44	10.7	1,873,057	2,146	22.8	919,687	1,030	51.0	767,739	828	53.0	1,419,001	1,377
45-64	7.8	815,816	969	18.3	435,431	429	43.5	296,790	343	47.5	588,318	617
65+	2.0	67,756	54	1.3	23,221	23	27.7	36,733	15	27.2	73,868	63
Hispanic	17.8	516,644	392	36.0	389,782	236	59.1	246,435	176	58.3	734,451	424
Origin												
Non-Hispanic	8.4	2,655,521	3,242	20.6	1,272,903	1,559	48.0	1,086,783	1,232	50.0	1,883,695	2,184
Race												
White	9.6	2,564,128	2,709	24.7	1,336,968	1,278	51.9	1,029,122	1,033	53.2	2,179,437	1,930
Black	12.6	249,555	181	20.9	105,031	91	46.5	108,673	70	48.2	113,062	88
Asian or PI	10.6	320,443	694	21.2	191,278	391	40.6	149,658	270	47.4	264,277	536
Other	13.9	38,039	50	33.7	29,408	35	47.7	45,765	35	49.9	61,370	54
Education												
<12 Years	17.4	263,452	115	47.8	215,453	84	52.9	133,160	61	62.0	537,590	228
12 Years	12.0	793,350	719	23.9	491,317	440	60.3	430,761	357	55.4	821,484	726
13-15 Years	9.5	862,787	1,221	25.8	449,028	581	50.6	365,414	468	52.9	696,279	911
16+ Years	7.7	1,322,019	1,627	12.5	535,135	717	37.3	441,342	562	38.3	674,595	868

Table 21

Nonsmokers' Exposure to Environmental Tobacco Smoke
in the Workplace by Strength of Smoking Policy
Overall (continued)

Region	Smoking policy											
	Total ban			Work area ban			Lesser restrictions			No restrictions		
	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)
Los Angeles	11.7	770,141	748	30.1	501,074	433	54.5	400,929	303	53.7	961,249	695
San Diego	8.0	346,989	231	33.4	143,894	92	37.0	98,170	77	46.6	177,380	131
Orange	12.5	295,778	180	23.3	139,530	79	43.8	122,187	63	45.6	225,428	120
Santa Clara	6.8	207,618	194	15.8	118,543	102	56.9	87,796	77	49.5	135,667	100
San Bernardino	7.1	136,358	151	17.8	66,599	87	60.5	54,155	78	72.3	100,330	134
Alameda	10.1	147,762	164	11.1	89,557	93	33.1	74,425	85	41.9	97,044	102
Riverside	12.5	83,673	130	23.1	52,910	78	51.2	39,729	47	64.2	96,876	126
Sacramento	7.1	154,185	225	8.1	63,467	84	50.6	36,687	53	41.8	47,111	78
Contra Costa	10.5	105,728	191	15.8	58,475	104	49.9	45,801	96	48.3	59,919	115
San Francisco	10.3	93,724	151	17.8	63,126	81	48.2	43,269	66	44.8	60,841	114
San Mateo, Solano	9.8	112,950	159	13.3	53,284	82	46.1	58,036	76	69.2	102,460	122
Marin, Napa, Sonoma	6.7	81,000	159	31.9	37,395	67	48.6	31,598	53	41.2	66,622	112
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	11.2	87,017	152	28.9	30,138	60	65.3	34,980	55	53.2	73,895	113
San Luis Obispo, Santa Barbara, Ventura	5.0	166,604	204	25.3	61,148	66	44.8	54,017	65	50.1	98,650	109
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	7.2	97,302	143	35.2	53,487	73	42.0	35,545	42	55.2	84,980	114
Monterey, San Benito, Santa Cruz	13.9	77,042	175	22.1	26,223	67	56.7	28,424	71	45.8	50,538	110
Fresno, Madera, Merced, Stanislaus	11.0	132,027	160	25.0	54,475	78	55.8	52,307	55	50.1	87,652	98
Imperial, Inyo, Kern, Kings, Mono, Tulare	17.9	76,267	117	22.9	49,360	69	56.7	35,163	46	54.0	91,504	115

Table 21
Nonsmokers' Exposure to Environmental Tobacco Smoke
in the Workplace by Strength of Smoking Policy
Male

	Smoking policy															
	Total ban				Work area ban				Lesser restrictions				No restrictions			
	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	
Total	13.1	1,526,642	1,535	30.0	795,810	837	56.6	797,026	797	58.4	1,506,656	1,430				
Age																
18-24	13.2	207,369	180	47.5	142,015	152	67.0	142,475	116	63.1	290,219	280				
25-44	14.8	873,211	890	30.4	444,178	475	58.7	441,989	464	58.0	854,228	763				
45-64	10.0	420,687	442	17.9	202,904	201	48.3	179,355	205	58.2	318,897	347				
65+	4.6	25,375	23	4.3	6,713	9	28.7	33,207	12	37.6	43,312	40				
Hispanic	23.8	245,640	153	39.1	171,909	110	63.2	149,212	103	61.4	421,628	243				
Origin																
Non-Hispanic	11.0	1,281,002	1,382	27.5	623,901	727	55.1	647,814	694	57.3	1,085,028	1,187				
Race																
White	12.5	1,223,748	1,131	30.9	658,356	601	58.1	619,459	591	59.6	1,268,259	1,082				
Black	19.7	127,551	72	24.3	43,317	38	67.2	51,258	30	63.7	62,752	41				
Asian or Pl	10.5	154,300	311	25.0	84,989	184	39.2	94,167	153	46.5	139,000	279				
Other	21.8	21,043	21	38.1	9,148	14	61.2	32,142	23	53.6	36,645	28				
Education																
<12 Years	18.4	154,260	56	54.7	84,207	36	56.6	85,003	34	68.9	290,147	127				
12 Years	17.3	303,690	228	39.7	194,473	172	73.6	241,916	186	65.9	462,683	385				
13-15 Years	15.2	365,200	450	33.0	231,051	272	56.9	208,946	254	57.5	391,572	472				
16+ Years	9.0	703,492	801	13.8	286,079	357	40.6	261,161	323	41.5	362,254	446				

Table 21

**Nonsmokers' Exposure to Environmental Tobacco Smoke
in the Workplace by Strength of Smoking Policy
Male (continued)**

Region	Smoking policy											
	Total ban			Work area ban			Lesser restrictions			No restrictions		
	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)
Los Angeles	13.9	428,338	339	37.1	222,021	194	73.4	235,494	165	60.8	535,541	379
San Diego	12.7	152,948	95	40.8	82,374	48	32.3	61,944	45	46.8	110,254	75
Orange	19.7	157,050	84	25.6	68,503	40	34.3	77,683	37	56.8	127,114	67
Santa Clara	9.6	97,673	84	21.2	54,996	49	59.1	63,918	51	55.2	87,862	62
San Bernardino	11.4	55,925	58	23.4	39,797	47	71.4	35,039	50	86.3	58,707	65
Alameda	11.8	60,145	61	14.5	44,773	46	23.7	30,213	35	49.3	55,642	54
Riverside	19.5	39,462	59	29.4	22,012	29	65.5	17,381	22	67.2	60,586	76
Sacramento	8.4	68,986	85	13.3	28,250	43	50.0	19,727	27	49.5	27,320	44
Contra Costa	8.3	46,170	75	21.5	27,985	54	56.5	30,104	56	48.2	36,906	60
San Francisco	17.4	41,077	72	17.8	32,404	42	45.9	27,446	42	63.5	27,659	55
San Mateo, Solano	6.4	54,241	63	17.2	26,162	41	53.5	32,999	40	62.3	51,534	74
Marin, Napa, Sonoma	5.6	37,653	68	48.4	18,793	30	58.8	20,277	33	44.4	36,041	62
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	11.4	39,260	63	29.6	15,758	27	84.9	20,400	33	58.5	46,342	57
San Luis Obispo, Santa Barbara, Ventura	8.5	78,792	98	27.3	33,257	36	36.4	36,826	44	56.3	56,573	56
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	9.9	37,791	51	49.1	22,440	26	42.8	22,794	26	62.1	45,625	58
Monterey, San Benito, Santa Cruz	24.5	37,857	67	15.0	10,814	32	65.8	17,596	41	61.8	30,140	63
Fresno, Madera, Merced, Stanislaus	10.8	63,771	68	35.6	26,328	31	59.6	24,557	26	52.8	54,538	57
Imperial, Inyo, Kern, Kings, Mono, Tulare	20.2	29,503	45	34.4	19,143	22	64.0	22,628	24	55.5	58,272	66

Table 21
Nonsmokers' Exposure to Environmental Tobacco Smoke
in the Workplace by Strength of Smoking Policy
Female

		Smoking policy															
		Total ban				Work area ban				Lesser restrictions				No restrictions			
		Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	
Total		7.1	1,645,523	2,099	18.8	866,875	958	40.4	536,192	611	44.0	1,111,490	1,178				
Age																	
	18-24	11.5	208,167	285	31.5	142,331	161	46.3	89,481	106	54.7	246,740	271				
	25-44	7.1	999,846	1,256	15.8	475,509	555	40.6	325,750	364	45.4	564,773	614				
	45-64	5.5	395,129	527	18.6	232,527	228	36.1	117,435	138	34.9	269,421	270				
	65+	0.4	42,381	31		16,508	14	17.8	3,526	3	12.5	30,556	23				
Hispanic	Hispanic	12.4	271,004	239	33.5	217,873	126	53.0	97,223	73	54.1	312,823	181				
Origin	Non-Hispanic	6.0	1,374,519	1,860	13.9	649,002	832	37.6	438,969	538	40.1	798,667	997				
Race	White	6.9	1,340,380	1,578	18.6	678,612	677	42.6	409,663	442	44.3	911,178	848				
	Black	5.1	122,004	109	18.5	61,714	53	28.0	57,415	40	29.0	50,310	47				
	Asian or PI	10.7	166,143	383	18.2	106,289	207	43.0	55,491	117	48.3	125,277	257				
	Other	4.1	16,996	29	31.8	20,260	21	15.9	13,623	12	44.3	24,725	26				
Education	<12 Years	15.9	109,192	59	43.4	131,246	48	46.5	48,157	27	54.1	247,443	101				
	12 Years	8.8	489,860	491	13.6	296,844	268	43.2	188,845	171	41.8	358,801	341				
	13-15 Years	5.4	497,587	771	18.1	217,977	309	42.1	156,468	214	47.0	304,707	439				
	16+ Years	5.4	549,084	778	11.9	220,808	333	32.7	142,722	199	31.2	200,539	297				

**Table 21
Nonsmokers' Exposure to Environmental Tobacco Smoke
in the Workplace by Strength of Smoking Policy
Female (continued)**

Region	Smoking policy											
	Total ban			Work area ban			Lesser restrictions			No restrictions		
	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)	Exposed (%)	Population Size (N)	Sample Size (N)
Los Angeles	8.9	341,803	409	24.5	279,053	239	27.6	165,435	138	44.7	425,708	316
San Diego	4.4	194,041	136	23.5	61,520	44	44.9	36,226	32	46.2	67,126	56
Orange	4.4	138,728	96	21.1	71,027	39	60.4	44,504	26	31.1	98,314	53
Santa Clara	4.4	109,945	110	11.1	63,547	53	51.3	23,878	26	39.1	47,805	38
San Bernardino	4.2	80,433	93	9.4	26,802	40	40.7	19,116	28	52.5	41,623	69
Alameda	8.9	87,617	103	7.7	44,784	47	39.6	44,212	50	31.9	41,402	48
Riverside	6.3	44,211	71	18.5	30,898	49	40.0	22,348	25	59.1	36,290	50
Sacramento	6.0	85,199	140	3.9	35,217	41	51.3	16,960	26	31.2	19,791	34
Contra Costa	12.1	59,558	116	10.5	30,490	50	37.2	15,697	40	48.4	23,013	55
San Francisco	4.8	52,647	79	17.7	30,722	39	52.2	15,823	24	29.1	33,182	59
San Mateo, Solano	12.9	58,709	96	9.6	27,122	41	36.2	25,037	36	76.2	50,926	48
Marin, Napa, Sonoma	7.8	43,347	91	15.3	18,602	37	30.3	11,321	20	37.4	30,581	50
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	11.0	47,757	89	28.0	14,380	33	37.9	14,580	22	44.3	27,553	56
San Luis Obispo, Santa Barbara, Ventura	1.9	87,812	106	22.9	27,891	30	62.7	17,191	21	41.8	42,077	53
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	5.5	59,511	92	25.2	31,047	47	40.5	12,751	16	47.3	39,355	56
Monterey, San Benito, Santa Cruz	3.7	39,185	108	27.1	15,409	35	42.0	10,828	30	22.1	20,398	47
Fresno, Madera, Merced, Stanislaus	11.1	68,256	92	15.1	28,147	47	52.4	27,750	29	45.7	33,114	41
Imperial, Inyo, Kern, Kings, Mono, Tulare	16.5	46,764	72	15.7	30,217	47	43.5	12,535	22	51.5	33,232	49

Table 22
Proportion of Smokers in the Workplace by Smoking Policy
Overall

	Smoking policy											
	Total ban			Work area ban			Lesser restrictions			No restrictions		
	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)
Total	17.8	4,069,810	5,564	20.9	2,284,614	2,921	25.8	2,101,457	2,826	26.9	5,047,212	6,253
Sex												
Male	18.2	2,024,198	2,428	22.7	1,158,571	1,401	28.0	1,376,969	1,791	28.3	3,416,637	4,055
Female	17.4	2,045,612	3,136	19.1	1,126,043	1,520	21.8	724,488	1,035	24.1	1,630,575	2,198
Age												
18-24	16.4	517,866	694	23.3	408,826	479	23.1	354,558	422	23.8	894,960	1,181
25-44	18.4	2,422,534	3,337	20.6	1,261,739	1,694	27.1	1,230,370	1,715	28.6	2,854,002	3,440
45-64	17.9	1,057,064	1,469	20.2	586,757	719	26.1	474,719	666	25.7	1,171,219	1,494
65+	6.3	72,346	64	14.9	27,292	29	8.4	41,810	23	22.5	127,031	138
Hispanic Origin												
Hispanic	17.9	666,992	587	21.8	533,388	392	24.0	401,783	341	21.3	1,443,846	1,049
Non-Hispanic	17.8	3,402,818	4,977	20.7	1,751,226	2,529	26.2	1,699,674	2,485	29.2	3,603,366	5,204
Race												
White	18.2	3,314,894	4,322	21.1	1,834,593	2,190	26.7	1,659,898	2,191	26.7	4,244,828	4,998
Black	19.0	322,263	299	27.1	156,231	166	27.8	175,791	155	36.3	264,742	245
Asian or PI	11.1	371,745	845	13.2	243,296	501	18.7	199,156	406	17.6	377,902	826
Other	34.1	60,908	98	32.7	50,494	64	20.6	66,672	74	37.0	159,740	184
Education												
<12 Years	25.7	404,457	232	30.9	353,430	196	39.5	265,873	170	32.5	1,294,722	826
12 Years	22.9	1,092,362	1,316	25.8	727,490	839	28.2	729,878	872	29.6	1,759,816	2,182
13-15 Years	19.3	1,127,901	1,978	18.9	611,646	973	24.9	579,821	973	24.4	1,188,087	2,000
16+ Years	10.7	1,445,090	2,038	11.1	592,048	913	16.5	525,885	811	16.0	804,587	1,245

Table 22
Proportion of Smokers in the Workplace by Smoking Policy
Overall (continued)

Region	Smoking policy											
	Total ban			Work area ban			Lesser restrictions			No restrictions		
	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)
Los Angeles	18.9	992,853	984	22.4	688,298	604	26.8	629,966	525	24.8	1,678,867	1,236
San Diego	12.7	418,655	335	22.7	203,657	164	30.6	175,808	162	24.6	390,792	327
Orange	19.9	377,504	279	17.3	184,335	129	20.0	167,201	115	28.6	418,306	294
Santa Clara	17.7	264,067	305	16.6	165,116	169	21.8	131,462	150	20.6	201,406	214
San Bernardino	19.2	179,521	271	25.8	94,196	151	29.1	97,812	179	34.2	240,172	395
Alameda	21.0	204,383	285	21.9	120,068	153	27.0	112,861	166	28.4	185,276	247
Riverside	25.0	116,993	238	21.1	69,141	128	27.9	69,261	125	30.9	226,162	390
Sacramento	18.3	199,085	349	21.6	91,422	165	20.0	50,797	91	35.8	110,246	231
Contra Costa	14.8	131,083	295	17.0	72,619	166	26.7	66,567	176	27.8	117,663	271
San Francisco	17.9	115,191	235	13.4	74,922	125	17.7	59,568	120	33.1	106,090	241
San Mateo, Solano	19.9	149,052	258	26.8	77,026	149	22.6	88,740	155	25.1	172,679	263
Marin, Napa, Sonoma	18.6	106,514	253	20.6	54,757	117	21.7	46,446	107	28.9	125,949	255
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo												
San Luis Obispo, Santa Barbara, Ventura	12.0	107,435	224	26.8	45,049	108	24.8	57,574	127	28.8	170,942	334
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	15.6	209,330	312	15.0	83,138	110	26.0	89,916	137	22.6	178,535	266
Monterey, San Benito, Santa Cruz												
Fresno, Madera, Merced, Stanislaus	20.6	131,202	239	21.6	75,970	120	29.6	59,785	102	31.2	176,146	298
Imperial, Inyo, Kern, Kings, Mono, Tulare	12.6	94,950	258	22.4	37,230	115	28.7	45,437	139	20.5	104,938	290
	16.9	172,824	261	19.5	78,635	129	25.6	81,545	118	27.5	214,063	309
	15.9	99,168	183	21.2	69,035	119	30.5	70,711	132	30.4	228,980	392

Table 22
Proportion of Smokers in the Workplace by Smoking Policy
Male

	Smoking policy											
	Total ban			Work area ban			Lesser restrictions			No restrictions		
	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)
Total	18.2	2,024,198	2,428	22.7	1,158,571	1,401	28.0	1,376,969	1,791	28.3	3,416,637	4,055
Age												
18-24	17.4	268,895	290	28.6	225,109	243	26.4	244,321	259	27.2	579,482	745
25-44	19.6	1,175,500	1,442	22.3	643,030	817	28.9	774,063	1,070	29.5	1,987,625	2,260
45-64	16.2	551,302	667	18.6	280,137	329	28.9	322,176	444	26.8	765,001	956
65+	11.0	28,501	29	34.8	10,295	12	8.8	36,409	18	21.1	84,529	94
Hispanic Origin												
Hispanic	22.5	350,524	264	31.4	275,684	205	28.1	284,752	238	23.3	1,007,543	736
Non-Hispanic	17.3	1,673,674	2,164	20.0	882,887	1,196	27.9	1,092,217	1,553	30.4	2,409,094	3,319
Race												
White	18.4	1,633,288	1,849	22.9	949,155	1,051	29.2	1,099,827	1,394	27.7	2,910,530	3,281
Black	18.7	168,278	127	32.2	76,189	76	29.0	97,762	88	38.4	166,290	139
Asian or PI	13.9	189,021	407	14.5	115,907	247	20.1	131,149	257	24.0	225,018	510
Other	32.3	33,611	45	29.7	17,320	27	18.5	48,231	52	36.0	114,799	125
Education												
<12 Years	28.2	257,755	128	37.7	166,603	90	42.5	190,301	118	36.4	885,955	587
12 Years	22.7	445,364	459	30.1	329,842	355	29.9	464,231	528	28.9	1,201,391	1,413
13-15 Years	21.7	506,364	800	18.2	323,971	468	27.1	374,680	613	26.4	769,167	1,236
16+ Years	10.5	814,715	1,041	12.5	338,155	488	18.2	347,757	532	16.8	560,124	819

Table 22
Proportion of Smokers in the Workplace by Smoking Policy
Male (continued)

Region	Smoking policy											
	Total ban			Work area ban			Lesser restrictions			No restrictions		
	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)
Los Angeles	19.2	563,081	468	29.2	350,828	300	29.9	405,631	326	26.0	1,096,136	774
San Diego	14.5	191,659	145	21.8	118,130	87	32.9	126,229	108	24.6	266,241	209
Orange	18.8	201,028	128	20.3	89,282	63	20.5	109,467	72	32.8	286,722	199
Santa Clara	18.7	127,631	143	11.7	75,684	75	20.6	96,455	100	21.7	142,751	146
San Bernardino	22.5	79,154	114	22.0	53,289	77	30.0	69,698	119	34.4	173,630	254
Alameda	24.6	95,467	123	26.3	66,029	81	34.8	58,627	89	30.3	125,913	158
Riverside	24.1	56,102	108	25.0	31,572	56	32.8	40,573	78	30.6	162,611	266
Sacramento	18.5	90,592	133	24.0	44,508	82	27.8	32,775	58	37.3	76,429	155
Contra Costa	15.2	60,115	121	14.1	34,022	80	29.7	45,723	114	26.4	80,595	164
San Francisco	17.8	51,091	109	10.9	37,187	59	15.7	38,966	77	43.1	61,140	143
San Mateo, Solano	20.1	74,232	109	24.2	36,839	70	22.3	56,251	94	31.2	111,887	177
Marin, Napa, Sonoma	14.7	48,413	101	21.1	30,426	58	18.0	30,301	69	33.4	82,113	165
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	9.8	50,758	91	22.1	23,636	48	28.6	39,237	88	26.9	117,944	217
San Luis Obispo, Santa Barbara, Ventura	15.5	103,200	153	11.8	46,106	56	23.8	61,515	93	22.3	123,270	174
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	26.8	59,251	103	22.3	36,696	55	33.2	42,847	70	33.8	117,657	190
Monterey, San Benito, Santa Cruz	11.6	46,053	99	24.3	16,633	52	32.3	30,681	87	20.0	70,480	188
Fresno, Madera, Merced, Stanislaus	13.5	85,156	109	20.8	39,181	58	34.2	45,740	71	27.9	156,324	213
Imperial, Inyo, Kern, Kings, Mono, Tulare	15.0	41,215	71	18.4	28,523	44	27.4	46,253	78	29.5	164,694	263

Table 22
Proportion of Smokers in the Workplace by Smoking Policy
Female

	Smoking policy											
	Total ban			Work area ban			Lesser restrictions			No restrictions		
	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)
Total	17.4	2,045,612	3,136	19.1	1,126,043	1,520	21.8	724,488	1,035	24.1	1,630,575	2,198
Age												
18-24	15.3	248,971	404	16.8	183,717	236	15.6	110,237	163	17.7	315,478	436
25-44	17.3	1,247,034	1,895	18.9	618,709	877	24.0	456,307	645	26.6	866,377	1,180
45-64	19.9	505,762	802	21.6	306,620	390	20.1	152,543	222	23.7	406,218	538
65+	3.3	43,845	35	2.9	16,997	17	5.7	5,401	5	25.3	42,502	44
Hispanic	12.8	316,468	323	11.5	257,704	187	14.0	117,031	103	16.6	436,303	313
Origin	18.3	1,729,144	2,813	21.3	868,339	1,333	23.3	607,457	932	26.9	1,194,272	1,885
Race	17.9	1,681,606	2,473	19.2	885,438	1,139	21.7	560,011	797	24.4	1,334,298	1,717
White	19.4	153,985	172	22.2	80,042	90	26.4	78,029	67	38.0	98,452	106
Black	8.2	182,724	438	12.0	127,389	254	15.8	68,007	149	8.2	152,894	316
Asian or PI	36.3	27,297	53	34.2	33,174	37	26.1	18,441	22	39.6	44,941	59
Other	21.3	146,702	104	24.8	186,827	106	31.9	75,572	52	23.9	408,767	239
Education	23.0	646,998	857	22.3	397,848	484	25.3	265,647	344	31.1	558,425	769
<12 Years	17.3	621,537	1,178	19.7	287,675	505	20.9	205,141	360	20.8	418,920	764
12 Years	10.9	630,375	997	9.2	253,893	425	13.2	178,128	279	14.2	244,463	426
13-15 Years												
16+ Years												

Table 22
Proportion of Smokers in the Workplace by Smoking Policy
Female (continued)

Region	Smoking policy											
	Total ban			Work area ban			Lesser restrictions			No restrictions		
	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)	Smoker (%)	Population Size (N)	Sample Size (N)
Los Angeles	18.6	429,772	516	15.2	337,470	304	21.3	224,335	199	22.5	582,731	462
San Diego	11.2	226,996	190	23.9	85,527	77	24.7	49,579	54	24.4	124,551	118
Orange	21.3	176,476	151	14.6	95,053	66	19.2	57,734	43	19.6	131,584	95
Santa Clara	16.7	136,436	162	20.8	89,432	94	24.9	35,007	50	17.8	58,655	68
San Bernardino	16.6	100,367	157	30.7	40,907	74	26.8	28,114	60	33.8	66,542	141
Alameda	17.9	108,916	162	16.6	54,039	72	18.5	54,234	77	24.2	59,363	89
Riverside	25.8	60,891	130	17.8	37,569	72	21.0	28,688	47	31.7	63,551	124
Sacramento	18.1	108,493	216	19.4	46,914	83	5.9	18,022	33	32.6	33,817	76
Contra Costa	14.5	70,968	174	19.6	38,597	86	20.2	20,844	62	30.9	36,968	107
San Francisco	17.9	64,100	126	15.9	37,735	66	21.4	20,602	43	19.5	44,950	98
San Mateo, Solano	19.7	74,820	149	29.3	40,187	79	22.9	32,489	61	13.7	60,792	86
Marin, Napa, Sonoma	21.9	58,101	152	20.0	24,331	59	28.7	16,145	38	20.5	43,836	90
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	14.0	56,677	133	32.0	21,413	60	16.8	18,337	39	33.1	52,998	117
San Luis Obispo, Santa Barbara, Ventura	15.7	106,130	159	18.9	37,032	54	30.8	28,401	44	23.2	55,265	92
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	15.5	71,951	136	20.9	39,274	65	20.5	16,938	32	26.0	58,489	108
Monterey, San Benito, Santa Cruz	13.6	48,897	159	20.9	20,597	63	21.3	14,756	52	21.5	34,458	102
Fresno, Madera, Merced, Stanislaus	20.2	87,668	152	18.3	39,454	71	14.5	35,805	47	26.6	57,739	96
Imperial, Inyo, Kern, Kings, Mono, Tulare	16.6	57,953	112	23.2	40,512	75	36.3	24,458	54	33.0	64,286	129

Table 23

Percentage of Nonsmokers Exposed to Environmental Tobacco Smoke in the Workplace by Restrictiveness of Workplace Policy and Local Ordinance

		Smoking policy															
		Total ban				Work area ban				Lesser restrictions				No restrictions			
		Percent Exposed (%)	Sample Size (N)	Percent Exposed (%)	Sample Size (N)	Percent Exposed (%)	Sample Size (N)	Percent Exposed (%)	Sample Size (N)	Percent Exposed (%)	Sample Size (N)	Percent Exposed (%)	Sample Size (N)	Percent Exposed (%)	Sample Size (N)	Population Size (N)	Sample Size (N)
Total	Sex	10.0	3,634	24.2	1,795	50.1	1,408	52.3	2,608	8,786,214	9,445						
	Male	13.1	1,535	30.0	837	56.6	797	58.4	1,430	4,626,134	4,599						
Ordinance Class	Female	7.1	2,099	18.8	958	40.4	611	44.0	1,178	4,160,080	4,846						
	Total	8.2	1,715	16.7	812	48.9	675	50.9	1,010	3,317,147	4,212						
Strong Ordinance	Sex	9.7	704	22.2	370	52.3	375	58.6	554	1,712,143	2,003						
	Female	6.9	1,011	12.3	442	44.6	300	39.6	456	1,605,004	2,209						
Weak Ordinance	Total	10.9	854	29.0	431	45.5	301	46.1	633	2,588,237	2,219						
	Sex	14.9	369	39.7	199	54.3	189	52.9	345	1,383,985	1,102						
No Ordinance	Female	6.9	485	19.1	232	30.1	112	37.2	288	1,204,252	1,117						
	Total	12.2	742	29.2	406	53.1	296	61.1	681	2,109,927	2,125						
Non-California Locati	Sex	15.8	318	32.9	180	61.8	150	66.6	359	1,065,772	1,007						
	Female	9.2	424	26.0	226	40.2	146	54.7	322	1,044,155	1,118						
No Location Info	Total	33.7	24	20.9	13	49.8	17	46.7	52	106,432	106						
	Sex	54.4	14	9.4	11	76.2	11	58.3	36	66,113	72						
Unclassified	Female	15.6	10	74.0	2	25.1	6	21.2	16	40,319	34						
	Total	40.8	19	28.2	13	73.0	9	60.9	50	90,047	91						
Sex	Male	56.3	7	12.6	9	74.3	7	68.3	37	67,314	60						
	Female	26.4	12	91.6	4	61.2	2	39.6	13	22,733	31						
Sex	Total	6.2	280	28.4	120	63.5	110	48.5	182	574,424	692						
	Male	12.5	123	32.1	68	65.6	65	47.7	99	330,807	355						
Sex	Female	0.4	157	22.4	52	59.7	45	49.9	83	243,617	337						

Table 24
Strength of Local Ordinance Under Which the Population Works
Overall

	Ordinance class in area of employment							Unclassified (%)	Population Size (N)	Sample Size (N)
	Strong ordinance (%)	Weak ordinance (%)	No ordinance (%)	Non-California location (%)	No location information (%)					
Total	31.5	24.8	20.3	1.1	16.9	5.4	13,503,093	17,564		
Sex										
Male	27.7	22.9	17.8	1.2	25.1	5.3	7,976,375	9,675		
Female	36.9	27.6	23.9	0.9	5.0	5.7	5,526,718	7,889		
Age										
18-24	29.3	26.2	21.7	0.8	15.1	7.0	2,176,210	2,776		
25-44	32.0	25.0	19.3	1.1	17.6	5.1	7,768,645	10,186		
45-64	31.8	23.7	21.4	1.3	16.5	5.4	3,289,759	4,348		
65+	31.4	24.4	23.8	1.1	14.2	5.0	268,479	254		
Hispanic Origin										
Hispanic	19.6	27.2	22.7	1.2	23.5	5.8	3,046,009	2,369		
Non-Hispanic	34.9	24.1	19.6	1.1	15.0	5.4	10,457,084	15,195		
Race										
White	31.0	23.8	20.9	1.0	17.8	5.6	11,054,153	13,701		
Black	31.9	32.8	14.3	0.8	15.1	5.2	919,027	865		
Asian or PI	37.6	28.9	19.8	1.0	9.0	3.8	1,192,099	2,578		
Other	25.5	22.4	18.3	6.8	21.3	5.7	337,814	420		
Education										
<12 Years	20.2	22.6	22.2	2.0	28.5	4.6	2,318,482	1,424		
12 Years	29.5	22.3	20.9	0.9	20.4	6.1	4,309,546	5,209		
13-15 Years	33.0	25.9	19.9	0.8	14.6	5.8	3,507,455	5,924		
16+ Years	40.2	28.6	18.6	1.1	6.7	4.8	3,367,610	5,007		

Table 25
Strength of Local Ordinance Under Which the Population Works
by Region of Residence

Region	Strong ordinance (%)	Weak ordinance (%)	No ordinance (%)	Non-California location (%)	No location information (%)	Unclassified (%)	Population Size (N)	Sample Size (N)
Total	31.5	24.8	20.3	1.1	16.9	5.4	13,503,093	17,564
Region								
Los Angeles	10.2	44.3	25.6	1.1	15.0	3.7	3,989,984	3,349
San Diego	1.2	72.4	5.0	1.2	19.5	0.7	1,188,912	988
Orange	26.4	14.5	39.9	1.8	15.1	2.4	1,147,346	817
Santa Clara	76.2	3.7	0.9	0.7	12.6	6.0	762,051	838
San Bernardino	27.1	7.6	42.7	0.7	20.4	1.5	611,701	996
Alameda	82.5	1.4	1.9	0.2	13.2	0.8	622,588	851
Riverside	39.6	9.7	25.6	1.3	22.2	1.5	481,557	881
Sacramento	58.7	0.2	6.3	1.1	14.1	19.5	451,550	836
Contra Costa	81.7	1.0	0.8	1.6	12.9	2.0	387,932	908
San Francisco	81.7	2.7	5.4	0.6	8.0	1.7	355,771	721
San Mateo, Solano	59.2	14.9	8.6	0.4	12.8	4.2	487,497	825
Marin, Napa, Sonoma	39.3	1.1	16.4	2.1	18.3	22.8	333,666	732
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	26.4	10.7	34.0	0.6	25.6	2.6	381,000	793
San Luis Obispo, Santa Barbara, Ventura	14.9	32.2	11.2	0.5	17.2	24.1	560,919	825
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	37.1	7.7	22.5	1.8	21.9	9.0	443,103	759
Monterey, San Benito, Santa Cruz	49.4	6.4	4.5	0.6	20.6	18.5	282,555	802
Fresno, Madera, Merced, Stanislaus	51.4	9.7	8.0	1.6	21.9	7.4	547,067	817
Imperial, Inyo, Kern, Kings, Mono, Tulare	2.3	2.6	64.6	1.2	27.8	1.6	467,894	826

Table 26
Quitting Status Among People Who Smoked in the Last Year
by Smoking Policy at Workplace

	Quitting Status						Population Size (N)	Sample Size (N)
	3+ months (%)	0-3 months (%)	7+ days off (%)	1-6 days off (%)	No attempt (%)			
Total								
Sex								
Male	7.6	3.8	21.5	16.3	50.8	3,503,296	7,452	
Female	6.6	4.2	22.1	16.1	51.0	2,225,064	4,299	
Total	9.2	3.0	20.6	16.6	50.6	1,278,232	3,153	
Smoking Policy								
Total ban	8.1	3.6	22.0	15.0	51.2	822,399	1,964	
Sex								
Male	8.1	4.0	22.1	13.2	52.6	419,866	849	
Female	8.2	3.3	21.9	16.9	49.7	402,533	1,115	
Work area ban	7.9	5.8	21.8	16.6	47.9	554,256	1,136	
Sex								
Male	7.8	7.3	23.7	15.1	46.2	310,302	549	
Female	8.0	4.0	19.4	18.5	50.2	243,954	587	
Lesser restrictions	7.2	2.7	23.4	18.2	48.5	601,895	1,330	
Sex								
Male	4.9	2.5	24.1	20.3	48.2	415,652	888	
Female	12.2	3.2	21.7	13.7	49.3	186,243	442	
No restrictions	7.3	3.6	20.5	16.0	52.6	1,524,746	3,022	
Sex								
Male	6.3	4.1	20.9	15.8	52.8	1,079,244	2,013	
Female	9.6	2.2	19.5	16.5	52.1	445,502	1,009	

Table 27
Non-Smoker's Activism:
Willingness to Ask Someone Not to Smoke
Overall

		Willingness to ask			Population Size (N)	Sample Size (N)
		Recently asked (%)	Not recently asked (%)	Not willing to ask (%)		
Total		59.2	28.2	12.6	16,769,547	16,747
Sex	Male	59.1	28.4	12.6	7,993,855	7,696
	Female	59.4	28.0	12.6	8,775,692	9,051
Age	18-24	69.0	22.6	8.4	2,528,529	2,690
	25-44	65.7	26.7	7.6	7,706,950	7,946
	45-64	54.5	29.1	16.3	4,081,071	4,093
	65+	36.6	37.0	26.3	2,452,997	2,018
Hispanic Origin	Hispanic	65.3	26.3	8.4	3,936,406	2,365
	Non-Hispanic	57.4	28.8	13.9	12,833,141	14,382
Race	White	59.1	28.5	12.4	13,905,639	12,776
	Black	65.2	23.2	11.7	988,872	706
	Asian or PI	56.6	27.9	15.5	1,525,199	2,931
	Other	60.7	29.5	9.8	349,837	334
Education	<12 Years	56.9	29.6	13.5	3,732,145	1,704
	12 Years	58.9	26.6	14.5	5,176,925	4,718
	13-15 Years	62.4	26.0	11.6	3,919,461	5,292
	16+ Years	58.7	31.1	10.1	3,941,016	5,033
Region	Los Angeles	61.8	26.2	11.9	5,033,382	3,613
	San Diego	62.7	26.4	11.0	1,423,921	907
	Orange	60.1	28.2	11.7	1,404,534	749
	Santa Clara	60.4	28.3	11.3	879,053	739
	San Bernardino	59.2	29.6	11.3	747,180	880
	Alameda	62.1	26.6	11.2	710,899	726
	Riverside	58.3	25.2	16.6	623,973	798
	Sacramento	55.1	30.4	14.5	575,042	764
	Contra Costa	56.9	27.9	15.2	460,192	848
	San Francisco	59.2	26.2	14.5	410,525	638
	San Mateo, Solano	55.5	32.5	12.0	556,410	713
	Marin, Napa, Sonoma	57.0	30.7	12.3	416,344	712
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	50.7	33.9	15.4	519,721	820
	San Luis Obispo, Santa Barbara, Ventura	54.5	32.4	13.1	739,105	822
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	53.7	31.1	15.2	605,791	752
	Monterey, San Benito, Santa Cruz	58.3	31.9	9.8	360,578	772
	Fresno, Madera, Merced, Stanislaus	54.9	29.7	15.4	698,750	748
	Imperial, Inyo, Kern, Kings, Mono, Tulare	58.5	28.7	12.7	604,147	746

Table 27
Non-Smoker's Activism:
Willingness to Ask Someone Not to Smoke
Male

		Willingness to ask			Population Size (N)	Sample Size (N)
		Recently asked (%)	Not recently asked (%)	Not willing to ask (%)		
Total		59.1	28.4	12.6	7,993,855	7,696
Age	18-24	67.4	24.0	8.5	1,306,334	1,295
	25-44	67.0	26.0	7.1	3,758,605	3,659
	45-64	52.4	29.7	17.9	1,917,511	1,913
	65+	31.5	40.2	28.3	1,011,405	829
Hispanic Origin	Hispanic	66.3	25.4	8.2	1,827,693	1,130
	Non-Hispanic	56.9	29.2	13.9	6,166,162	6,566
Race	White	59.1	28.8	12.1	6,617,542	5,846
	Black	66.4	22.4	11.2	462,185	300
	Asian or PI	51.3	30.1	18.6	738,606	1,385
	Other	72.0	20.9	7.2	175,522	165
Education	<12 Years	53.3	31.5	15.2	1,606,361	760
	12 Years	62.1	24.0	13.9	2,287,270	1,938
	13-15 Years	63.7	25.9	10.4	1,875,050	2,370
	16+ Years	56.2	32.6	11.2	2,225,174	2,628
Region	Los Angeles	64.2	24.2	11.7	2,335,217	1,671
	San Diego	61.3	27.5	11.2	705,742	419
	Orange	58.1	29.8	12.2	651,035	349
	Santa Clara	58.1	30.5	11.3	438,051	356
	San Bernardino	59.3	30.6	10.0	358,176	396
	Alameda	57.8	29.4	12.8	323,378	316
	Riverside	52.8	30.1	17.1	296,232	367
	Sacramento	55.8	30.0	14.2	265,422	337
	Contra Costa	61.1	25.9	13.0	221,372	386
	San Francisco	59.8	25.0	15.2	205,833	315
	San Mateo, Solano	54.9	32.1	13.0	268,156	322
	Marin, Napa, Sonoma	58.7	31.2	10.1	197,368	324
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	51.8	30.9	17.3	252,901	377
	San Luis Obispo, Santa Barbara, Ventura	50.7	34.3	14.9	367,914	401
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	49.5	33.7	16.8	295,733	332
	Monterey, San Benito, Santa Cruz	57.7	34.2	8.1	181,832	361
	Fresno, Madera, Merced, Stanislaus	58.9	27.8	13.2	335,968	336
	Imperial, Inyo, Kern, Kings, Mono, Tulare	56.3	30.8	12.8	293,525	331

Table 27
Non-Smoker's Activism:
Willingness to Ask Someone Not to Smoke
Female

		Willingness to ask			Population Size (N)	Sample Size (N)
		Recently asked (%)	Not recently asked (%)	Not willing to ask (%)		
Total		59.4	28.0	12.6	8,775,692	9,051
Age	18-24	70.8	21.0	8.3	1,222,195	1,395
	25-44	64.5	27.5	8.1	3,948,345	4,287
	45-64	56.5	28.6	14.9	2,163,560	2,180
	65+	40.2	34.8	25.0	1,441,592	1,189
Hispanic Origin	Hispanic	64.4	27.1	8.5	2,108,713	1,235
	Non-Hispanic	57.8	28.3	13.9	6,666,979	7,816
Race	White	59.1	28.3	12.6	7,288,097	6,930
	Black	64.1	23.8	12.1	526,687	406
	Asian or PI	61.6	25.9	12.5	786,593	1,546
	Other	49.3	38.2	12.5	174,315	169
Education	<12 Years	59.6	28.2	12.2	2,125,784	944
	12 Years	56.4	28.6	15.0	2,889,655	2,780
	13-15 Years	61.2	26.1	12.8	2,044,411	2,922
	16+ Years	62.1	29.2	8.7	1,715,842	2,405
Region	Los Angeles	59.8	28.0	12.2	2,698,165	1,942
	San Diego	64.0	25.3	10.7	718,179	488
	Orange	61.8	26.8	11.4	753,499	400
	Santa Clara	62.6	26.1	11.3	441,002	383
	San Bernardino	59.0	28.6	12.4	389,004	484
	Alameda	65.7	24.3	10.0	387,521	410
	Riverside	63.2	20.7	16.1	327,741	431
	Sacramento	54.5	30.6	14.9	309,620	427
	Contra Costa	53.0	29.8	17.2	238,820	462
	San Francisco	58.7	27.5	13.8	204,692	323
	San Mateo, Solano	56.1	32.8	11.1	288,254	391
	Marin, Napa, Sonoma	55.4	30.2	14.4	218,976	388
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	49.6	36.7	13.7	266,820	443
	San Luis Obispo, Santa Barbara, Ventura	58.2	30.4	11.4	371,191	421
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	57.6	28.6	13.7	310,058	420
	Monterey, San Benito, Santa Cruz	58.9	29.7	11.4	178,746	411
	Fresno, Madera, Merced, Stanislaus	51.1	31.4	17.5	362,782	412
	Imperial, Inyo, Kern, Kings, Mono, Tulare	60.6	26.8	12.6	310,622	415

**Table 28
Attitudes Among Smokers
Overall**

		My smoking does not annoy people around me				Population Size (N)	Sample Size (N)
		Doesn't annoy		Annoy			
		I rarely smoke when I'm the only smoker		I rarely smoke when I'm the only smoker			
		Won't smoke (%)	Will smoke (%)	Won't smoke (%)	Will smoke (%)		
2Total		17.0	9.3	50.2	23.5	4,648,885	9,907
Sex	Male	16.6	10.2	46.6	26.6	2,606,860	4,985
	Female	17.6	8.0	54.9	19.4	2,042,025	4,922
Age	18-24	14.6	12.6	41.2	31.5	733,053	1,499
	25-44	16.2	7.9	53.0	22.8	2,414,914	5,075
	45-64	18.1	10.0	50.2	21.6	1,151,897	2,560
	65+	24.1	9.1	50.1	16.7	349,021	773
Hispanic Origin	Hispanic	22.7	10.1	46.0	21.2	880,457	1,102
	Non-Hispanic	15.7	9.1	51.2	24.0	3,768,428	8,805
Race	White	16.1	8.5	51.4	24.0	3,825,066	8,281
	Black	22.8	13.2	43.3	20.7	399,366	570
	AsianorPI	21.0	12.4	45.0	21.5	261,619	760
	Other	19.9	12.0	48.6	19.4	162,834	296
Education	<12Years	18.9	10.7	44.6	25.8	1,317,887	1,385
	12 Years	16.7	9.9	50.9	22.5	1,704,822	3,675
	13-15 Years	16.1	7.8	53.0	23.1	1,048,490	3,206
	16+ Years	15.7	6.6	56.3	21.4	577,686	1,641
Region	Los Angeles	19.5	9.7	48.4	22.4	1,337,675	1,344
	San Diego	16.6	8.0	49.7	25.8	377,191	536
	Orange	17.3	8.0	52.0	22.8	337,405	428
	Santa Clara	17.1	7.2	55.0	20.7	202,884	430
	San Bernardino	13.6	9.2	46.7	30.5	275,657	690
	Alameda	17.2	10.6	52.5	19.8	211,272	483
	Riverside	15.9	10.7	48.8	24.6	211,019	624
	Sacramento	17.4	11.3	49.4	22.0	173,851	511
	Contra Costa	17.8	9.4	53.8	18.9	120,843	493
	San Francisco	20.1	8.5	46.0	25.4	111,878	396
	San Mateo, Solano	12.5	9.7	54.4	23.4	154,162	471
	Marin, Napa, Sonoma	15.3	7.8	57.3	19.7	108,447	400
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	19.0	9.6	49.3	22.1	162,536	570
	San Luis Obispo, Santa Barbara, Ventura	14.6	8.2	56.7	20.4	165,292	459
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	12.1	10.2	51.7	26.0	194,505	532
	Monterey, San Benito, Santa Cruz	11.7	7.3	55.8	25.1	87,660	439
	Fresno, Madera, Merced, Stanislaus	15.4	9.7	49.9	24.9	231,200	549
	Imperial, Inyo, Kern, Kings, Mono, Tulare	18.5	9.3	45.4	26.9	185,408	552

Table 28
Attitudes Among Smokers
Male

		My smoking does not annoy people around me				Population Size (N)	Sample Size (N)
		Doesn't annoy		Annoy			
		I rarely smoke when I'm the only smoker		I rarely smoke when I'm the only smoker			
		Won't smoke (%)	Will smoke (%)	Won't smoke (%)	Will smoke (%)		
Total		16.6	10.2	46.6	26.6	2,606,860	4,985
Age	18-24	15.2	14.1	37.5	33.2	448,920	820
	25-44	15.5	8.3	50.2	25.9	1,380,875	2,640
	45-64	18.1	12.1	45.4	24.4	610,974	1,217
	65+	23.5	9.2	44.8	22.5	166,091	308
Hispanic Origin	Hispanic	21.4	9.8	46.1	22.8	590,167	650
	Non-Hispanic	15.2	10.4	46.7	27.7	2,016,693	4,335
Race	White	15.2	9.4	47.4	28.0	2,127,244	4,042
	Black	22.8	15.7	42.2	19.2	207,179	274
	Asian or PI	23.5	13.0	42.1	21.4	181,536	518
	Other	20.5	11.6	46.4	21.5	90,901	151
Education	<12 Years	18.0	10.6	43.0	28.4	780,934	734
	12 Years	16.0	11.6	45.9	26.6	873,408	1,684
	13-15 Years	16.2	9.4	48.1	26.3	592,205	1,603
	16+ Years	15.5	7.5	53.6	23.4	360,313	964
Region	Los Angeles	18.9	9.9	46.8	24.5	793,441	793
	San Diego	13.0	8.3	49.2	29.5	205,863	271
	Orange	19.0	9.5	45.6	25.8	210,265	232
	Santa Clara	13.2	8.4	51.4	27.0	103,709	217
	San Bernardino	14.7	9.4	42.3	33.6	152,096	330
	Alameda	16.1	12.5	51.3	20.2	123,160	251
	Riverside	14.2	13.5	42.0	30.3	114,595	315
	Sacramento	16.5	15.1	42.2	26.3	95,760	237
	Contra Costa	18.7	10.1	49.7	21.4	63,649	230
	San Francisco	23.5	8.7	42.7	25.1	60,086	201
	San Mateo, Solano	12.9	9.0	51.9	26.2	86,007	227
	Marin, Napa, Sonoma	13.1	10.0	50.6	26.3	57,140	181
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	17.2	13.2	41.0	28.6	86,121	277
	San Luis Obispo, Santa Barbara, Ventura	14.9	9.9	50.8	24.4	80,368	218
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	11.0	11.4	48.6	28.9	104,470	266
	Monterey, San Benito, Santa Cruz	11.8	10.4	50.1	27.7	46,122	202
	Fresno, Madera, Merced, Stanislaus	16.2	9.5	48.0	26.2	126,360	266
	Imperial, Inyo, Kern, Kings, Mono, Tulare	19.5	10.2	35.7	34.6	97,648	271

**Table 28
Attitudes Among Smokers
Female**

		My smoking does not annoy people around me				Population Size (N)	Sample Size (N)
		Doesn't annoy		Annoy			
		I rarely smoke when I'm the only smoker		I rarely smoke when I'm the only smoker			
		Won't smoke (%)	Will smoke (%)	Won't smoke (%)	Will smoke (%)		
Total		17.6	8.0	54.9	19.4	2,042,025	4,922
Age	18-24	13.7	10.3	47.1	28.9	284,133	679
	25-44	17.2	7.4	56.7	18.7	1,034,039	2,435
	45-64	18.2	7.6	55.7	18.5	540,923	1,343
	65+	24.7	9.0	54.8	11.5	182,930	465
Hispanic Origin	Hispanic	25.4	10.8	45.8	17.9	290,290	452
	Non-Hispanic	16.4	7.5	56.5	19.7	1,751,735	4,470
Race	White	17.1	7.4	56.4	19.1	1,697,822	4,239
	Black	22.7	10.5	44.5	22.2	192,187	296
	Asian or PI	15.5	11.1	51.7	21.7	80,083	242
	Other	19.3	12.5	51.4	16.8	71,933	145
Education	<12 Years	20.2	10.7	47.0	22.0	536,953	651
	12 Years	17.4	8.2	56.1	18.3	831,414	1,991
	13-15 Years	16.0	5.7	59.3	19.0	456,285	1,603
	16+ Years	15.8	5.2	60.7	18.2	217,373	677
Region	Los Angeles	20.4	9.4	50.8	19.4	544,234	551
	San Diego	21.0	7.5	50.3	21.2	171,328	265
	Orange	14.4	5.4	62.5	17.7	127,140	196
	Santa Clara	21.2	6.1	58.7	14.1	99,175	213
	San Bernardino	12.4	8.9	52.1	26.6	123,561	360
	Alameda	18.7	7.8	54.1	19.4	88,112	232
	Riverside	17.9	7.3	56.9	17.9	96,424	309
	Sacramento	18.5	6.6	58.1	16.8	78,091	274
	Contra Costa	16.8	8.6	58.4	16.2	57,194	263
	San Francisco	16.2	8.3	49.9	25.6	51,792	195
	San Mateo, Solano	12.0	10.6	57.5	19.9	68,155	244
	Marin, Napa, Sonoma	17.7	5.4	64.7	12.3	51,307	219
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	21.1	5.5	58.7	14.7	76,415	293
	San Luis Obispo, Santa Barbara, Ventura	14.3	6.7	62.3	16.7	84,924	241
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	13.4	8.7	55.3	22.6	90,035	266
	Monterey, San Benito, Santa Cruz	11.6	4.0	62.1	22.3	41,538	237
	Fresno, Madera, Merced, Stanislaus	14.4	10.0	52.3	23.3	104,840	283
	Imperial, Inyo, Kern, Kings, Mono, Tulare	17.3	8.2	56.2	18.3	87,760	281

Table 29
Percentage of Smokers Making a Quit Attempt
by Response to Social Pressure
Overall

		I rarely smoke when I'm the only smoker		Population Size (N)	Sample Size (N)
		Won't smoke (% Attempted)	Will smoke (% Attempted)		
Total		42.6	38.2	4,648,885	9,907
Sex	Male	43.9	40.5	2,606,860	4,985
	Female	41.1	34.3	2,042,025	4,922
Age	18-24	53.8	48.6	733,053	1,499
	25-44	44.2	38.8	2,414,914	5,075
	45-64	35.9	30.2	1,151,897	2,560
	65+	34.6	28.7	349,021	773
Hispanic Origin	Hispanic	43.5	47.1	880,457	1,102
	Non-Hispanic	42.4	36.3	3,768,428	8,805
Race	White	41.1	36.6	3,825,066	8,281
	Black	55.0	52.1	399,366	570
	Asian or PI	44.5	47.4	261,619	760
	Other	45.1	25.2	162,834	296
Education	<12 Years	41.9	37.9	1,317,887	1,385
	12 Years	42.8	36.7	1,704,822	3,675
	13-15 Years	45.2	40.6	1,048,490	3,206
	16+ Years	38.8	39.5	577,686	1,641
Region	Los Angeles	44.9	41.4	1,337,675	1,344
	San Diego	41.9	44.7	377,191	536
	Orange	38.5	32.3	337,405	428
	Santa Clara	42.0	42.2	202,884	430
	San Bernardino	42.2	37.2	275,657	690
	Alameda	39.0	38.5	211,272	483
	Riverside	38.7	35.2	211,019	624
	Sacramento	37.5	35.9	173,851	511
	Contra Costa	44.6	41.8	120,843	493
	San Francisco	39.7	44.1	111,878	396
	San Mateo, Solano	45.8	39.8	154,162	471
	Marin, Napa, Sonoma	48.3	38.0	108,447	400
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	38.7	35.1	162,536	570
	San Luis Obispo, Santa Barbara, Ventura	38.8	32.5	165,292	459
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	44.7	33.3	194,505	532
	Monterey, San Benito, Santa Cruz	43.3	36.5	87,660	439
	Fresno, Madera, Merced, Stanislaus	47.6	29.0	231,200	549
	Imperial, Inyo, Kern, Kings, Mono, Tulare	41.9	34.9	185,408	552

Table 29
Percentage of Smokers Making a Quit Attempt
by Response to Social Pressure
Male

		I rarely smoke when I'm the only smoker		Population Size (N)	Sample Size (N)
		Won't smoke (% Attempted)	Will smoke (% Attempted)		
Total		43.9	40.5	2,606,860	4,985
Age	18-24	55.8	53.3	448,920	820
	25-44	45.4	40.2	1,380,875	2,640
	45-64	36.1	30.2	610,974	1,217
	65+	35.0	34.7	166,091	308
Hispanic Origin	Hispanic	43.7	52.3	590,167	650
	Non-Hispanic	44.0	37.5	2,016,693	4,335
Race	White	41.7	39.8	2,127,244	4,042
	Black	59.9	52.7	207,179	274
	Asian or PI	47.8	43.5	181,536	518
	Other	49.3	23.9	90,901	151
Education	<12 Years	44.4	42.9	780,934	734
	12 Years	45.6	39.4	873,408	1,684
	13-15 Years	45.4	40.6	592,205	1,603
	16+ Years	37.2	36.8	360,313	964
Region	Los Angeles	45.6	45.1	793,441	793
	San Diego	46.1	45.6	205,863	271
	Orange	37.1	30.3	210,265	232
	Santa Clara	45.4	43.3	103,709	217
	San Bernardino	48.2	43.4	152,096	330
	Alameda	37.9	38.1	123,160	251
	Riverside	42.2	38.2	114,595	315
	Sacramento	39.6	34.3	95,760	237
	Contra Costa	52.9	47.1	63,649	230
	San Francisco	39.5	48.0	60,086	201
	San Mateo, Solano	44.5	39.0	86,007	227
	Marin, Napa, Sonoma	47.6	42.1	57,140	181
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	41.5	39.2	86,121	277
	San Luis Obispo, Santa Barbara, Ventura	38.7	32.6	80,368	218
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	43.7	33.4	104,470	266
	Monterey, San Benito, Santa Cruz	47.6	39.9	46,122	202
	Fresno, Madera, Merced, Stanislaus	47.5	30.6	126,360	266
	Imperial, Inyo, Kern, Kings, Mono, Tulare	41.1	40.7	97,648	271

Table 29
Percentage of Smokers Making a Quit Attempt
by Response to Social Pressure
Female

		I rarely smoke when I'm the only smoker		Population Size (N)	Sample Size (N)
		Won't smoke (% Attempted)	Will smoke (% Attempted)		
Total		41.1	34.3	2,042,025	4,922
Age	18-24	51.1	39.8	284,133	679
	25-44	42.9	36.2	1,034,039	2,435
	45-64	35.8	30.1	540,923	1,343
	65+	34.4	20.4	182,930	465
Hispanic Origin	Hispanic	43.0	35.0	290,290	452
	Non-Hispanic	40.8	34.2	1,751,735	4,470
Race	White	40.4	30.9	1,697,822	4,239
	Black	49.8	51.4	192,187	296
	Asian or PI	37.2	56.8	80,083	242
	Other	40.1	27.0	71,933	145
Education	<12 Years	38.7	29.3	536,953	651
	12 Years	40.3	32.5	831,414	1,991
	13-15 Years	45.0	40.7	456,285	1,603
	16+ Years	41.1	45.6	217,373	677
Region	Los Angeles	44.0	35.0	544,234	551
	San Diego	37.5	43.3	171,328	265
	Orange	40.4	37.5	127,140	196
	Santa Clara	39.2	40.2	99,175	213
	San Bernardino	35.7	27.9	123,561	360
	Alameda	40.4	39.2	88,112	232
	Riverside	35.5	28.9	96,424	309
	Sacramento	35.6	39.2	78,091	274
	Contra Costa	36.1	34.4	57,194	263
	San Francisco	39.8	39.6	51,792	195
	San Mateo, Solano	47.4	40.9	68,155	244
	Marin, Napa, Sonoma	48.9	28.7	51,307	219
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	36.4	25.7	76,415	293
	San Luis Obispo, Santa Barbara, Ventura	38.9	32.4	84,924	241
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	45.7	33.1	90,035	266
	Monterey, San Benito, Santa Cruz	39.2	31.0	41,538	237
	Fresno, Madera, Merced, Stanislaus	47.6	27.1	104,840	283
	Imperial, Inyo, Kern, Kings, Mono, Tulare	42.6	24.1	87,760	281

Table 30
Fraction of Smokers Visiting a Doctor in Last 12 Months
Overall

		Visit to doctor in past 12 months		Population Size (N)	Sample Size (N)
		Have not visited (%)	Have visited (%)		
Total		33.2	66.8	4,586,726	9,796
Sex	Male	40.7	59.3	2,584,980	4,950
	Female	23.5	76.5	2,001,746	4,846
Age	18-24	37.5	62.5	726,938	1,486
	25-44	33.9	66.1	2,392,327	5,029
	45-64	31.9	68.1	1,130,572	2,531
	65+	23.8	76.2	336,889	750
Hispanic Origin	Hispanic	46.9	53.1	866,272	1,090
	Non-Hispanic	30.0	70.0	3,720,454	8,706
Race	White	33.4	66.6	3,784,029	8,199
	Black	26.7	73.3	391,690	561
	Asian or PI	42.0	58.0	254,340	748
	Other	31.8	68.2	156,667	288
Education	<12 Years	41.5	58.5	1,288,097	1,355
	12 Years	32.1	67.9	1,688,634	3,636
	13-15 Years	28.1	71.9	1,040,528	3,177
	16+ Years	27.2	72.8	569,467	1,628
Region	Los Angeles	38.1	61.9	1,316,660	1,329
	San Diego	31.6	68.4	370,311	528
	Orange	31.6	68.4	335,769	426
	Santa Clara	27.7	72.3	202,387	428
	San Bernardino	35.5	64.5	273,950	685
	Alameda	28.5	71.5	208,917	478
	Riverside	32.6	67.4	208,865	617
	Sacramento	31.1	68.9	170,938	505
	Contra Costa	29.7	70.3	120,106	489
	San Francisco	28.4	71.6	110,356	392
	San Mateo, Solano	29.5	70.5	153,272	467
	Marin, Napa, Sonoma	31.5	68.5	107,419	396
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	37.6	62.4	161,263	565
	San Luis Obispo, Santa Barbara, Ventura	26.2	73.8	160,931	451
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	31.2	68.8	190,426	525
	Monterey, San Benito, Santa Cruz	34.0	66.0	86,911	436
	Fresno, Madera, Merced, Stanislaus	31.0	69.0	226,072	539
	Imperial, Inyo, Kern, Kings, Mono, Tulare	31.6	68.4	182,173	540

Table 31
Physicians' Advice to Quit Reported by Current Smokers
Who Visited a Doctor in the Last 12 Months
Overall

		Advised, last visit (%)	Advised, not last visit (%)	Never advised (%)	Population Size (N)	Sample Size (N)
Total		40.4	28.0	31.6	3,010,854	6,714
Sex	Male	39.2	25.1	35.7	1,508,636	3,013
	Female	41.7	30.8	27.6	1,502,218	3,701
Age	18-24	35.1	23.6	41.3	433,832	977
	25-44	36.7	30.4	32.9	1,555,886	3,402
	45-64	46.9	27.7	25.5	765,198	1,753
	65+	52.6	21.5	26.0	255,938	582
Hispanic Origin	Hispanic	30.5	21.2	48.3	438,435	629
	Non-Hispanic	42.1	29.1	28.8	2,572,419	6,085
Race	White	39.4	29.7	30.9	2,473,528	5,628
	Black	46.2	17.4	36.4	283,975	417
	Asian or PI	46.2	20.4	33.4	149,429	458
	Other	39.5	25.9	34.5	103,922	211
Education	<12 Years	41.5	24.6	33.8	738,202	820
	12 Years	40.6	27.1	32.3	1,127,483	2,450
	13-15 Years	38.9	30.9	30.3	737,455	2,286
	16+ Years	40.6	31.1	28.3	407,714	1,158
Region	Los Angeles	36.7	29.1	34.2	798,107	857
	San Diego	43.8	31.4	24.8	249,299	363
	Orange	36.4	29.9	33.7	220,823	287
	Santa Clara	42.3	25.3	32.4	143,944	310
	San Bernardino	40.2	26.3	33.5	174,638	456
	Alameda	48.8	26.6	24.6	147,866	333
	Riverside	38.8	27.2	34.0	137,791	413
	Sacramento	46.4	26.1	27.5	115,870	356
	Contra Costa	37.5	26.9	35.6	83,708	351
	San Francisco	47.9	18.4	33.7	78,150	279
	San Mateo, Solano	47.9	28.5	23.6	107,386	344
	Marin, Napa, Sonoma	37.2	29.8	33.0	73,190	273
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	43.7	26.2	30.0	99,178	371
	San Luis Obispo, Santa Barbara, Ventura	43.7	25.2	31.1	117,554	336
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	40.0	29.6	30.4	130,732	359
	Monterey, San Benito, Santa Cruz	34.8	34.0	31.2	56,225	288
	Fresno, Madera, Merced, Stanislaus	40.7	28.3	30.9	153,736	373
	Imperial, Inyo, Kern, Kings, Mono, Tulare	38.2	24.1	37.6	122,657	365

Table 31
Physicians' Advice to Quit Reported by Current Smokers
Who Visited a Doctor in the Last 12 Months
Male

		Advised, last visit (%)	Advised, not last visit (%)	Never advised (%)	Population Size (N)	Sample Size (N)
Total		39.2	25.1	35.7	1,508,636	3,013
Age	18-24	30.8	20.9	48.3	227,837	473
	25-44	34.9	26.9	38.2	787,004	1,560
	45-64	47.9	25.9	26.3	373,475	753
	65+	56.0	19.2	24.8	120,320	227
Hispanic Origin	Hispanic	29.4	20.8	49.8	277,876	336
	Non-Hispanic	41.4	26.1	32.5	1,230,760	2,677
Race	White	37.3	27.1	35.6	1,229,883	2,442
	Black	47.7	17.4	34.9	129,628	182
	Asian or PI	48.4	15.0	36.6	94,358	285
	Other	45.1	17.1	37.8	54,767	104
Education	<12 Years	41.1	21.7	37.2	386,266	383
	12 Years	36.5	25.9	37.6	508,076	989
	13-15 Years	39.8	25.7	34.5	376,918	1,020
	16+ Years	40.9	28.1	31.0	237,376	621
Region	Los Angeles	32.9	29.5	37.6	428,832	452
	San Diego	46.2	26.7	27.0	118,641	161
	Orange	38.3	22.1	39.6	119,895	137
	Santa Clara	38.9	25.1	36.0	64,600	142
	San Bernardino	42.6	18.6	38.8	86,603	197
	Alameda	45.5	24.7	29.8	81,992	163
	Riverside	39.0	16.5	44.5	67,833	185
	Sacramento	51.6	17.7	30.7	54,577	145
	Contra Costa	34.9	25.8	39.3	40,852	147
	San Francisco	48.8	16.5	34.7	40,012	127
	San Mateo, Solano	46.4	24.4	29.3	54,519	157
	Marin, Napa, Sonoma	37.5	24.9	37.6	36,035	114
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta Siskiyou, Tehama, Trinity, Yolo	46.9	23.5	29.6	44,707	153
	San Luis Obispo, Santa Barbara, Ventura	39.5	22.8	37.7	51,242	142
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	37.3	28.6	34.1	61,116	156
	Monterey, San Benito, Santa Cruz	34.1	30.7	35.3	25,565	109
	Fresno, Madera, Merced, Stanislaus	44.9	25.0	30.2	72,734	158
	Imperial, Inyo, Kern, Kings, Mono, Tulare	30.0	26.6	43.4	58,881	168

Table 31
Physicians' Advice to Quit Reported by Current Smokers
Who Visited a Doctor in the Last 12 Months
Female

		Advised, last visit (%)	Advised, not last visit (%)	Never advised (%)	Population Size (N)	Sample Size (N)
Total		41.7	30.8	27.6	1,502,218	3,701
Age	18-24	40.0	26.6	33.4	205,995	504
	25-44	38.5	33.9	27.5	768,882	1,842
	45-64	45.9	29.4	24.7	391,723	1,000
	65+	49.5	23.5	27.0	135,618	355
Hispanic Origin	Hispanic	32.4	22.0	45.5	160,559	293
	Non-Hispanic	42.8	31.8	25.4	1,341,659	3,408
Race	White	41.5	32.3	26.2	1,243,645	3,186
	Black	45.0	17.4	37.6	154,347	235
	Asian or PI	42.4	29.6	28.0	55,071	173
	Other	33.3	35.7	30.9	49,155	107
Education	<12 Years	42.0	27.9	30.1	351,936	437
	12 Years	44.0	28.0	27.9	619,407	1,461
	13-15 Years	37.9	36.3	25.8	360,537	1,266
	16+ Years	40.3	35.2	24.5	170,338	537
Region	Los Angeles	41.3	28.5	30.2	369,275	405
	San Diego	41.6	35.7	22.7	130,658	202
	Orange	34.0	39.2	26.7	100,928	150
	Santa Clara	45.1	25.4	29.5	79,344	168
	San Bernardino	37.9	33.9	28.2	88,035	259
	Alameda	52.9	29.1	18.0	65,874	170
	Riverside	38.6	37.5	23.9	69,958	228
	Sacramento	41.8	33.5	24.7	61,293	211
	Contra Costa	39.9	27.9	32.2	42,856	204
	San Francisco	47.0	20.3	32.8	38,138	152
	San Mateo, Solano	49.5	32.7	17.8	52,867	187
	Marin, Napa, Sonoma	36.8	34.6	28.6	37,155	159
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta Siskiyou, Tehama, Trinity, Yolo	41.1	28.5	30.4	54,471	218
	San Luis Obispo, Santa Barbara, Ventura	46.9	27.0	26.1	66,312	194
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	42.4	30.4	27.2	69,616	203
	Monterey, San Benito, Santa Cruz	35.5	36.7	27.8	30,660	179
	Fresno, Madera, Merced, Stanislaus	37.0	31.3	31.6	81,002	215
	Imperial, Inyo, Kern, Kings, Mono, Tulare	45.8	21.8	32.3	63,776	197

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Table 32
Readiness to Quit Among Current Smokers Who Visited a
Doctor in the Last 12 Months by Physicians' Advice to Quit
Overall

	Advised last visit			Advised, not last visit			Never advised				
	Precon-templation (%)	Contemplation (%)	Preparation (%)	Precon-templation (%)	Contemplation (%)	Preparation (%)	Precon-templation (%)	Contemplation (%)	Preparation (%)		
Total	28.0	52.1	19.9	36.7	49.1	14.2	39.3	45.2	15.5	3,001,889	6,680
Sex											
Male	27.6	51.0	21.4	33.6	50.0	16.4	37.5	46.3	16.2	1,501,903	2,990
Female	28.3	53.2	18.5	39.2	48.4	12.3	41.6	43.9	14.5	1,499,986	3,690
Age											
18-24	28.7	52.9	18.4	32.2	56.0	11.7	33.5	51.9	14.6	432,679	968
25-44	24.9	55.2	19.9	33.3	51.3	15.4	34.5	49.1	16.4	1,552,319	3,389
45-64	28.3	50.7	21.0	43.6	43.8	12.6	49.2	37.5	13.4	762,499	1,745
65+	39.3	42.1	18.6	47.8	38.1	14.1	63.0	20.2	16.8	254,392	578
Hispanic	30.8	42.7	26.5	18.1	49.8	32.1	33.2	45.8	21.0	438,435	629
Origin											
Non-Hispanic	27.6	53.3	19.1	39.0	49.0	11.9	41.1	45.0	13.9	2,563,454	6,051
Race											
White	29.4	52.7	17.9	36.4	49.7	13.9	40.3	44.3	15.4	2,472,762	5,627
Black	13.0	52.3	34.7	25.5	50.6	23.9	35.0	49.9	15.1	283,975	417
Asian or PI	35.9	41.7	22.4	49.2	38.4	12.4	36.8	44.0	19.1	141,230	425
Other	28.5	54.7	16.8	52.7	41.9	5.4	34.0	53.0	13.0	103,922	211
Education											
<12 Years	30.1	48.8	21.2	36.7	44.8	18.5	38.9	43.3	17.8	736,709	818
12 Years	28.2	51.5	20.3	37.8	51.0	11.2	41.4	44.9	13.7	1,125,595	2,443
13-15 Years	26.5	55.1	18.4	36.8	47.0	16.3	34.2	50.5	15.3	734,806	2,274
16+ Years	25.9	55.0	19.0	34.1	54.5	11.4	43.4	40.2	16.4	404,779	1,145

Table 32
Readiness to Quit Among Current Smokers Who Visited a
Doctor in the Last 12 Months by Physicians' Advice to Quit
Overall (continued)

Region	Advised last visit Readiness to quit			Advised, not last visit Readiness to quit			Never advised Readiness to quit			Population Size (N)	Sample Size (N)
	Precon- templation (%)	Contemp- litation (%)	Pre- paration (%)	Precon- templation (%)	Contemp- litation (%)	Pre- paration (%)	Precon- templation (%)	Contemp- litation (%)	Pre- paration (%)		
Los Angeles	23.2	51.0	25.8	31.6	52.3	16.1	35.7	45.4	19.0	789,142	823
San Diego	29.4	54.0	16.6	32.3	49.9	17.8	36.5	46.7	16.8	249,299	363
Orange	20.9	55.6	23.5	29.8	48.5	21.7	40.7	43.5	15.7	220,823	287
Santa Clara	21.4	57.1	21.5	35.4	53.6	11.0	45.9	42.2	11.8	143,944	310
San Bernardino	29.7	51.3	19.0	44.6	42.4	13.0	46.3	43.5	10.3	174,638	456
Alameda	28.8	51.4	19.8	42.5	41.7	15.8	30.5	55.0	14.5	147,866	333
Riverside	31.4	55.0	13.6	39.9	47.8	12.4	42.5	48.7	8.9	137,791	413
Sacramento	36.6	58.4	4.9	42.8	41.1	16.1	37.6	51.2	11.2	115,870	356
Contra Costa	28.2	56.3	15.5	37.8	47.2	15.1	34.9	51.3	13.7	83,708	351
San Francisco	36.4	42.8	20.8	34.1	50.2	15.7	51.1	38.2	10.7	78,150	279
San Mateo, Solano	26.7	43.8	29.4	44.8	47.7	7.4	37.4	37.4	25.2	107,386	344
Marin, Napa, Sonoma	34.8	49.3	15.9	34.8	51.7	13.5	39.3	39.4	21.4	73,190	273
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo											
San Luis Obispo, Santa Barbara, Ventura	36.6	43.9	19.6	34.5	60.3	5.2	48.1	38.5	13.4	99,178	371
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	26.3	64.5	9.2	36.1	49.9	14.0	37.4	53.2	9.4	117,554	336
Monterey, San Benito, Santa Cruz	31.2	53.6	15.2	40.7	51.8	7.5	45.5	36.1	18.3	130,732	359
Fresno, Madera, Merced, Stanislaus	25.7	56.9	17.4	38.7	49.6	11.6	33.4	53.4	13.2	56,225	288
Imperial, Inyo, Kern, Kings, Mono, Tulare	34.2	45.3	20.6	52.3	43.1	4.6	41.0	39.5	19.5	153,736	373
	29.9	49.8	20.3	41.3	43.3	15.4	39.3	51.0	9.7	122,657	365

Table 33
Quit Attempts in the Last 12 Months for Current Smokers
by Physician's Advice to Quit
Overall

		% Who Made a Quit Attempt			Population Size (N)	Sample Size (N)
		Advised last visit (%)	Advised, not last visit (%)	Never advised (%)		
Total		46.9	40.3	40.9	3,010,854	6,714
Sex	Male	49.5	40.6	42.5	1,508,636	3,013
	Female	44.4	40.0	38.7	1,502,218	3,701
Age	18-24	57.0	43.5	51.5	433,832	977
	25-44	49.0	43.0	42.6	1,555,886	3,402
	45-64	43.3	34.8	28.9	765,198	1,753
	65+	36.2	32.1	34.2	255,938	582
Hispanic Origin	Hispanic	47.2	50.2	46.4	438,435	629
	Non-Hispanic	46.9	39.0	39.3	2,572,419	6,085
Race	White	44.4	39.2	40.4	2,473,528	5,628
	Black	64.3	60.2	38.4	283,975	417
	Asian or PI	47.8	40.1	46.2	149,429	458
	Other	48.9	33.1	50.8	103,922	211
Education	<12 Years	41.9	42.0	40.6	738,202	820
	12 Years	49.0	37.8	41.5	1,127,483	2,450
	13-15 Years	48.8	44.5	42.2	737,455	2,286
	16+ Years	47.0	36.2	36.9	407,714	1,158
Region	Los Angeles	55.6	38.7	40.6	798,107	857
	San Diego	47.0	37.4	46.6	249,299	363
	Orange	43.4	44.6	34.7	220,823	287
	Santa Clara	45.4	45.1	42.7	143,944	310
	San Bernardino	48.0	44.8	39.5	174,638	456
	Alameda	43.1	38.1	41.0	147,866	333
	Riverside	39.8	38.3	38.7	137,791	413
	Sacramento	28.9	45.8	36.2	115,870	356
	Contra Costa	41.3	39.9	47.5	83,708	351
	San Francisco	39.3	46.1	45.1	78,150	279
	San Mateo, Solano	52.8	32.7	46.3	107,386	344
	Marin, Napa, Sonoma	41.8	47.1	55.1	73,190	273
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	49.1	35.9	39.7	99,178	371
	San Luis Obispo, Santa Barbara, Ventura	43.4	49.4	27.1	117,554	336
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	45.0	37.7	38.1	130,732	359
	Monterey, San Benito, Santa Cruz	49.2	35.6	38.5	56,225	288
	Fresno, Madera, Merced, Stanislaus	44.1	37.7	47.2	153,736	373
	Imperial, Inyo, Kern, Kings, Mono, Tulare	46.6	43.0	41.2	122,657	365

Table 33
Quit Attempts in the Last 12 Months for Current Smokers
by Physician's Advice to Quit
Male

		% Who Made a Quit Attempt			Population Size (N)	Sample Size (N)
		Advised last visit (%)	Advised, not last visit (%)	Never advised (%)		
Total		49.5	40.6	42.5	1,508,636	3,013
Age	18-24	61.4	44.1	52.5	227,837	473
	25-44	51.3	42.5	45.0	787,004	1,560
	45-64	45.2	37.0	26.5	373,475	753
	65+	41.2	31.2	33.0	120,320	227
Hispanic Origin	Hispanic	45.1	48.1	46.6	277,876	336
	Non-Hispanic	50.2	39.3	41.1	1,230,760	2,677
Race	White	47.3	38.0	41.6	1,229,883	2,442
	Black	72.1	67.4	42.0	129,628	182
	Asian or PI	43.0	56.0	42.5	94,358	285
	Other	45.7	44.7	62.1	54,767	104
Education	<12 Years	42.7	47.9	44.6	386,266	383
	12 Years	54.7	38.9	44.2	508,076	989
	13-15 Years	51.4	44.1	42.6	376,918	1,020
	16+ Years	47.6	29.9	33.6	237,376	621
Region	Los Angeles	60.2	38.8	38.3	428,832	452
	San Diego	50.7	38.5	46.7	118,641	161
	Orange	41.8	29.7	39.3	119,895	137
	Santa Clara	52.3	46.6	45.8	64,600	142
	San Bernardino	57.5	53.2	47.3	86,603	197
	Alameda	37.1	39.6	43.0	81,992	163
	Riverside	42.1	41.5	44.4	67,833	185
	Sacramento	34.3	48.6	29.5	54,577	145
	Contra Costa	53.5	56.0	51.5	40,852	147
	San Francisco	45.1	60.7	36.1	40,012	127
	San Mateo, Solano	49.8	33.2	52.9	54,519	157
	Marin, Napa, Sonoma	29.5	43.8	69.1	36,035	114
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	52.4	46.5	38.6	44,707	153
	San Luis Obispo, Santa Barbara, Ventura	47.0	40.1	27.8	51,242	142
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	53.9	41.9	31.8	61,116	156
	Monterey, San Benito, Santa Cruz	53.9	30.6	57.3	25,565	109
	Fresno, Madera, Merced, Stanislaus	46.3	36.0	56.5	72,734	158
	Imperial, Inyo, Kern, Kings, Mono, Tulare	35.1	46.1	47.5	58,881	168

Table 33
Quit Attempts in the Last 12 Months for Current Smokers
by Physician's Advice to Quit
Female

		% Who Made a Quit Attempt			Population Size (N)	Sample Size (N)
		Advised last visit (%)	Advised, not last visit (%)	Never advised (%)		
Total		44.4	40.0	38.7	1,502,218	3,701
Age	18-24	53.3	43.0	49.8	205,995	504
	25-44	46.9	43.4	39.1	768,882	1,842
	45-64	41.4	32.9	31.3	391,723	1,000
	65+	31.2	32.8	35.1	135,618	355
Hispanic Origin	Hispanic	50.6	53.7	46.2	160,559	293
	Non-Hispanic	43.9	38.8	37.1	1,341,659	3,408
Race	White	41.8	40.2	38.7	1,243,645	3,186
	Black	57.4	54.2	35.5	154,347	235
	Asian or Pl	57.1	26.2	54.4	55,071	173
	Other	53.8	26.8	35.5	49,155	107
Education	<12 Years	41.0	36.9	35.2	351,936	437
	12 Years	45.2	37.0	38.4	619,407	1,461
	13-15 Years	45.8	44.8	41.5	360,537	1,266
	16+ Years	46.3	43.3	42.7	170,338	537
Region	Los Angeles	51.3	38.5	43.8	369,275	405
	San Diego	43.1	36.6	46.4	130,658	202
	Orange	45.4	54.5	26.5	100,928	150
	Santa Clara	40.6	43.8	39.6	79,344	168
	San Bernardino	37.6	40.3	29.0	88,035	259
	Alameda	49.5	36.5	36.7	65,874	170
	Riverside	37.5	36.9	28.5	69,958	228
	Sacramento	23.1	44.4	43.5	61,293	211
	Contra Costa	31.2	25.6	42.8	42,856	204
	San Francisco	33.0	33.6	55.0	38,138	152
	San Mateo, Solano	55.7	32.4	35.2	52,867	187
	Marin, Napa, Sonoma	53.9	49.4	37.3	37,155	159
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	45.9	28.8	40.6	54,471	218
	San Luis Obispo, Santa Barbara, Ventura	41.0	55.5	26.2	66,312	194
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	38.1	34.2	45.1	69,616	203
	Monterey, San Benito, Santa Cruz	45.4	39.1	18.6	30,660	179
	Fresno, Madera, Merced, Stanislaus	41.7	38.9	39.3	81,002	215
	Imperial, Inyo, Kern, Kings, Mono, Tulare	53.6	39.4	33.4	63,776	197

Table 34
Perceived Ease of Access to Cigarettes
Among Nonsmoking Adolescents
Overall

		12-14 year olds		15-17 year olds		Population Size (N)	Sample Size (N)
		Access to Cigarettes		Access to Cigarettes			
		Easy (%)	Not easy (%)	Easy (%)	Not easy (%)		
Total		47.1	52.9	79.7	20.3	1,747,634	5,835
Weekly Personal Budget	\$0 to \$5	40.1	59.9	67.3	32.7	522,524	1,785
	\$6 to \$10	49.6	50.4	75.6	24.4	508,141	1,609
	\$11 to \$20	52.9	47.1	80.6	19.4	395,017	1,370
	\$21 and Over	56.9	43.1	87.3	12.7	321,952	1,071
Smoking Status	Never tried, not contemplating	44.5	55.5	81.6	18.4	1,166,789	3,853
	Never tried, contemplating	48.2	51.8	68.9	31.1	318,709	1,072
	Former experimenter	60.3	39.7	86.6	13.4	170,012	587
	Experimenter	61.1	38.9	65.9	34.1	92,124	323
Sex	Male	49.9	50.1	81.7	18.3	847,599	2,854
	Female	44.5	55.5	77.8	22.2	900,035	2,981
Hispanic Origin	Hispanic	44.4	55.6	75.2	24.8	599,152	2,444
	Non-Hispanic	48.5	51.5	82.2	17.8	1,148,482	3,391
Race	White	46.8	53.2	80.5	19.5	1,243,328	4,048
	Black	50.8	49.2	81.8	18.2	188,602	648
	Asian or Pacific Islander	43.7	56.3	71.7	28.3	182,702	648
	Other	48.0	52.0	81.5	18.5	133,002	491
School Performance	Much better than average	49.0	51.0	82.2	17.8	364,290	1,163
	Better than average	48.0	52.0	82.6	17.4	662,398	2,105
	Average and below	45.3	54.7	75.5	24.5	720,946	2,567
Region	Los Angeles	41.8	58.2	74.1	25.9	537,322	2,542
	San Diego	47.4	52.6	87.8	12.2	146,397	182
	Orange	52.8	47.2	76.1	23.9	134,877	193
	Santa Clara	41.4	58.6	86.3	13.7	92,334	182
	San Bernardino	48.8	51.2	81.1	18.9	76,183	276
	Alameda	54.6	45.4	84.4	15.6	75,364	165
	Riverside	45.4	54.6	82.3	17.7	68,627	219
	Sacramento	61.7	38.3	83.1	16.9	66,080	191
	Contra Costa	36.3	63.7	90.0	10.0	49,343	220
	San Francisco	64.8	35.2	79.7	20.3	43,376	101
	San Mateo, Solano	44.7	55.3	76.8	23.2	58,612	180
	Marin, Napa, Sonoma	56.0	44.0	85.2	14.8	42,726	137
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	42.6	57.4	84.6	15.4	52,474	199
	San Luis Obispo, Santa Barbara, Ventura	51.9	48.1	84.0	16.0	67,863	186
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	49.9	50.1	83.7	16.3	60,271	172
	Monterey, San Benito, Santa Cruz	53.1	46.9	82.5	17.5	34,440	170
	Fresno, Madera, Merced, Stanislaus	45.5	54.5	74.4	25.6	78,001	244
	Imperial, Inyo, Kern, Kings, Mono, Tulare	45.5	54.5	79.4	20.6	63,344	276

Table 35
Source for Purchase of Cigarettes
Current Smoker - Adolescents
Overall

	Often vending machine (%)	Used vending machine (%)	Often super-market (%)	Used super-market (%)	Often small store (%)	Used small store (%)	Population Size (N)	Sample Size (N)
Total	1.0	16.7	9.0	20.1	34.5	9.4	217,288	706
Status								
Current user	1.0	16.7	9.0	20.1	34.5	9.4	217,288	706
Sex								
Male	0.9	17.2	12.6	19.3	31.3	13.4	112,406	387
Female	1.2	16.1	5.2	21.0	38.1	5.1	104,882	319
Age								
12-13		2.6	1.1	3.8	8.1	1.9	27,155	80
14-15	1.9	18.1	4.9	15.5	24.1	9.5	62,217	216
16-17	0.8	19.0	12.7	25.9	45.3	10.9	127,916	410
Hispanic Origin								
Hispanic	1.3	9.3	5.7	17.2	23.5	6.9	75,646	296
Non-Hispanic	0.9	20.6	10.8	21.7	40.4	10.7	141,642	410
Race								
White	0.8	17.9	9.7	20.1	36.8	9.6	173,535	554
Black		8.1	12.1	7.0	19.6	1.4	10,943	36
Asian or Pacific Islander	1.0	17.8		24.5	22.6	7.7	11,129	45
Other	3.7	10.9	6.6	24.4	30.5	12.0	21,681	71
School Performance								
Much better than average		16.5	3.0	14.3	26.0	8.6	18,003	71
Better than average	1.1	12.9	7.5	22.0	39.7	6.9	59,635	171
Average and below	1.2	18.3	10.4	20.1	33.5	10.5	139,650	464
Region								
Los Angeles	0.3	17.4	7.9	21.1	36.5	12.5	51,637	231
San Diego		18.4	14.2	16.2	32.3	5.9	15,031	25
Orange		15.4	7.4	17.0	25.1	12.1	20,725	25
Santa Clara		18.6	1.6	22.1	41.7	13.7	10,266	26
San Bernardino		19.1	7.6	33.6	52.6	9.7	14,027	49
Alameda	2.8	20.5	12.2	29.2	41.9	5.4	11,575	24
Riverside		11.6	13.7	16.6	22.8	8.7	9,801	34
Sacramento	5.4	18.5	3.5	20.0	28.6	7.7	5,894	18
Contra Costa	2.1	33.1	29.6	4.5	30.6	18.8	5,223	25
San Francisco		32.1		26.9	36.3		2,979	12
San Mateo, Solano		21.8	1.4	8.1	36.9		7,804	22
Marin, Napa, Sonoma	3.9	22.0	11.0	10.7	23.8	6.2	6,439	21
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo		17.2	23.6	15.5	45.3	10.6	11,411	36
San Luis Obispo, Santa Barbara, Ventura	6.4	7.1	11.0	21.3	31.3	3.6	12,437	30
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	2.8	9.4	1.7	23.2	31.6	15.3	11,067	33
Monterey, San Benito, Santa Cruz		5.5	1.3	17.2	25.5	1.3	6,210	35
Fresno, Madera, Merced, Stanislaus		9.0	3.3	17.8	34.7	3.3	8,017	28
Imperial, Inyo, Kern, Kings, Mono, Tulare		20.7	10.1	27.7	25.3	11.4	6,745	32

Table 36
Recall of Most Advertised Brand of Cigarettes by Adolescents
Overall

	Marlboro (%)	Camel (%)	Newport (%)	Other (%)	Population Size (N)	Sample Size (N)
Total	41.8	28.5	2.3	14.3	2,342,099	5,040
Smoking Status						
Never tried, not contemplating	36.9	29.8	2.4	14.7	1,186,472	2,524
Never tried, contemplating	38.0	33.6	2.7	12.0	305,227	625
Former experimenter	49.2	23.6	1.6	14.3	439,844	1,005
Experimenter	49.7	23.5	1.9	18.0	194,669	378
Current user	51.6	28.2	3.3	11.4	215,887	508
Sex						
Male	46.8	32.8	1.8	9.0	1,157,850	2,549
Female	36.9	24.2	2.9	19.5	1,184,249	2,491
Age						
12-13	36.0	34.2	2.7	12.4	804,681	1,709
14-15	41.8	28.0	2.0	16.5	798,891	1,697
16-17	48.1	22.7	2.4	13.9	738,527	1,634
Hispanic	46.9	25.8	1.3	11.9	799,493	1,314
Origin						
Non-Hispanic	39.1	29.8	2.9	15.5	1,542,606	3,726
Race						
White	44.9	29.4	1.3	11.9	1,716,549	3,918
Black	18.1	30.1	10.9	27.4	220,583	314
Asian or Pacific Islander	41.4	20.0	2.6	18.2	217,239	437
Other	47.9	27.1	1.7	10.3	451,101	793
School Performance						
Much better than average	38.8	28.8	1.8	16.3	427,963	934
Better than average	41.3	29.2	2.3	15.5	876,246	1,891
Average and below	43.4	27.7	2.6	12.4	1,037,890	2,215

Table 37
School Anti-Smoking Laws and Adherence to Them - Adolescents
Overall

		School has anti- smoking rules (%)	Most/all students obey rules (%)	Teachers don't smoke (%)	Taken health course (%)	Population Size (N)	Sample Size (N)
Total	Total	95.2	45.0	25.6	72.6	2,341,433	7,767
Smoking Status	Never tried, not contemplating	95.3	47.1	30.3	72.5	1,166,789	3,853
	Never tried, contemplating	94.3	48.2	27.7	67.4	318,709	1,072
	Former experimenter	96.1	40.9	18.8	77.8	443,710	1,482
	Experimenter	95.4	43.3	19.4	70.3	194,937	654
	Current user	94.4	39.0	16.9	71.6	217,288	706
Sex	Male	94.9	46.4	27.9	72.4	1,157,465	3,912
	Female	95.5	43.6	23.4	72.7	1,183,968	3,855
Age	12-13	95.1	54.8	36.5	71.6	825,457	2,619
	14-15	96.1	40.9	22.2	70.6	781,391	2,636
	16-17	94.5	38.3	16.9	75.8	734,585	2,512
Hispanic Origin	Hispanic	94.1	42.2	27.2	67.1	795,116	3,239
	Non-Hispanic	95.8	46.4	24.8	75.4	1,546,317	4,528
Race	White	95.5	45.5	25.4	73.2	1,713,912	5,546
	Black	92.8	42.8	26.5	70.1	221,986	761
	Asian or Pacific Islander	95.0	45.6	29.9	75.0	216,133	780
	Other	96.0	42.0	21.3	67.4	189,402	680
School Performance	Much better than average	95.5	49.8	26.7	78.2	435,745	1,411
	Better than average	95.4	46.7	24.5	75.6	853,876	2,692
	Average and below	95.0	41.6	26.0	67.7	1,051,812	3,664
Region	Los Angeles	94.9	43.5	26.9	71.8	697,351	3,213
	San Diego	96.3	47.8	23.6	71.3	196,551	257
	Orange	94.0	51.0	25.8	77.6	189,650	266
	Santa Clara	95.2	46.6	22.6	78.4	117,825	239
	San Bernardino	94.9	36.0	23.5	61.0	111,596	390
	Alameda	95.3	48.7	20.4	74.3	100,632	230
	Riverside	94.6	38.8	20.7	75.8	92,078	305
	Sacramento	96.6	43.6	31.4	70.7	81,910	247
	Contra Costa	93.0	36.0	19.3	76.0	63,235	290
	San Francisco	91.8	41.2	26.6	61.5	56,961	138
	San Mateo, Solano	95.6	46.6	31.0	72.1	77,895	241
	Marin, Napa, Sonoma	97.5	57.1	29.7	71.2	57,362	193
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	96.6	49.1	28.7	76.8	74,592	279
	San Luis Obispo, Santa Barbara, Ventura	98.1	47.7	23.3	76.8	98,809	263
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	94.1	47.2	27.8	77.0	87,315	259
	Monterey, San Benito, Santa Cruz	95.4	47.7	23.5	74.0	48,945	253
	Fresno, Madera, Merced, Stanislaus	96.0	40.3	26.0	67.2	102,627	328
	Imperial, Inyo, Kern, Kings, Mono, Tulare	96.0	45.3	26.9	72.1	86,099	376

Table 38
Exposure to Smokers at Home -Teens
Overall

		Smoking Status					Population Size (N)	Sample Size (N)
		Never tried, not contemplating (%)	Never tried, contemplating (%)	Former experimenter (%)	Experimenter (%)	Current user (%)		
Overall								
Total		29.8	36.9	42.7	46.0	58.2	2,341,433	7,767
Sex	Male	30.5	40.2	40.4	40.1	57.9	1,157,465	3,912
	Female	29.2	33.6	45.4	53.4	58.5	1,183,968	3,855
Age	12-13	28.2	34.3	54.8	62.0	69.4	825,457	2,619
	14-15	30.0	40.5	39.7	43.4	57.2	781,391	2,636
	16-17	32.6	37.6	40.7	35.9	56.3	734,585	2,512
Hispanic Origin	Hispanic	30.2	39.9	45.3	41.8	61.8	795,116	3,239
	Non-Hispanic	29.6	34.9	41.5	49.0	56.3	1,546,317	4,528
Race	White	29.1	34.7	42.2	48.6	59.3	1,713,912	5,546
	Black	32.2	45.7	46.4	38.2	38.0	221,986	761
	Asian or Pacific Islander	26.3	37.4	37.9	36.2	51.3	216,133	780
	Other	38.5	46.5	48.0	43.5	63.0	189,402	680
School Performance	Much better than average	26.6	38.1	37.8	45.5	49.8	435,745	1,411
	Better than average	27.1	33.9	37.5	44.5	55.0	853,876	2,692
	Average and below	34.4	38.8	49.1	47.0	60.7	1,051,812	3,664

Male

Total		30.5	40.2	40.4	40.1	57.9	1,157,465	3,912
Age	12-13	28.5	40.2	52.0	53.3	64.1	385,965	1,282
	14-15	31.7	37.1	40.2	41.0	64.0	398,954	1,341
	16-17	32.4	47.8	36.2	29.3	54.5	372,546	1,289
Hispanic Origin	Hispanic	30.5	41.3	41.3	39.8	61.5	394,908	1,631
	Non-Hispanic	30.5	39.4	39.9	40.3	55.4	762,557	2,281
Race	White	30.0	40.1	37.6	42.7	56.9	855,261	2,808
	Black	31.3	40.0	64.1	37.0	41.5	104,796	378
	Asian or Pacific Islander	29.8	36.0	27.1	27.9	55.7	105,673	394
	Other	36.4	46.7	55.6	34.7	71.4	91,735	332
School Performance	Much better than average	30.0	45.3	36.5	39.0	45.7	201,711	669
	Better than average	26.7	37.2	31.4	32.5	47.0	405,883	1,325
	Average and below	34.3	40.3	48.9	45.3	62.7	549,871	1,918

Female

Total		29.2	33.6	45.4	53.4	58.5	1,183,968	3,855
Age	12-13	27.9	29.3	58.2	69.6	73.0	439,492	1,337
	14-15	28.5	44.9	39.0	46.7	51.3	382,437	1,295
	16-17	32.8	26.1	45.2	44.7	58.8	362,039	1,223
Hispanic Origin	Hispanic	30.0	38.4	50.4	44.4	62.3	400,208	1,608
	Non-Hispanic	28.8	30.4	43.2	59.5	57.1	783,760	2,247
Race	White	28.4	28.8	47.5	56.0	61.9	858,651	2,738
	Black	33.2	49.2	32.8	39.0	34.8	117,190	383
	Asian or Pacific Islander	23.5	38.9	50.5	57.7	47.8	110,460	386
	Other	39.9	46.4	37.3	51.6	48.0	97,667	348
School Performance	Much better than average	23.9	30.2	39.0	52.5	55.1	234,034	742
	Better than average	27.5	31.3	44.2	63.2	60.2	447,993	1,367
	Average and below	34.5	37.0	49.3	49.0	58.0	501,941	1,746

Table 39
Exposure to Peers Using Addictive Substances - Adolescents
Overall

	Tobacco use (%)	Alcohol use (%)	Drug use (%)	Population Size (N)	Sample Size (N)
Total	66.6	67.9	42.7	2,341,433	7,767
Smoking Status	Never tried, not contemplating	55.0	31.3	1,166,789	3,856
	Never tried, contemplating	57.0	28.9	318,709	1,072
	Former experimenter	80.4	83.3	443,710	1,482
	Experimenter	85.6	82.3	194,937	654
	Current user	97.3	94.5	217,288	706
Sex	Male	65.9	40.0	1,157,465	3,912
	Female	67.2	45.3	1,183,968	3,855
Age	12-13	39.9	17.0	825,457	2,619
	14-15	74.7	75.5	781,391	2,636
	16-17	87.9	91.1	734,585	2,512
Hispanic Origin	Hispanic	64.2	68.9	795,116	3,239
	Non-Hispanic	67.8	67.5	1,546,317	4,528
Race	White	68.3	69.4	1,713,912	5,546
	Black	56.9	63.8	221,986	761
	Asian or Pacific Islander	60.2	57.4	216,133	780
	Other	69.0	71.8	189,402	680
School Performance	Much better than average	62.6	63.6	435,745	1,411
	Better than average	66.9	68.1	853,876	2,692
	Average and below	67.9	69.7	1,051,812	3,664

Table 40
Risk Taking Behavior - Adolescents
Overall

	Get kick out of risky behavior (%)	Been in physical fights (%)	Often or sometimes ride motor-cycle (%)	Motor-cycle & rarely/never wear helmet (%)	Don't wear seat-belts (%)	Have ridden with intoxicated person (%)	Required medical attention in past year (%)	Population Size (N)	Sample Size (N)	
Total	44.8	27.1	20.0	11.4	49.8	8.6	19.7	2,341,433	7,767	
Smoking Status	Never tried, not contemplating	19.6	15.2	10.3	3.1	4.1	18.4	1,166,789	3,853	
	Never tried,contemplating	45.6	23.2	15.3	8.6	6.4	16.1	318,709	1,072	
	Former experimenter	58.2	33.1	23.6	11.6	48.8	11.8	22.7	443,710	1,482
	Experimenter	59.2	37.3	31.2	18.6	33.6	11.3	20.9	194,937	654
	Current user	60.7	51.9	35.1	14.3	35.1	27.2	24.6	217,288	706
Sex	Male	49.4	38.0	27.3	15.6	44.6	23.5	1,157,465	3,912	
	Female	40.3	16.5	12.8	7.3	54.9	8.3	1,183,968	3,855	
Age	12-13	33.8	27.6	15.4	10.5	51.0	19.8	825,457	2,619	
	14-15	47.6	26.8	21.6	12.1	47.0	20.1	781,391	2,636	
	16-17	54.1	26.9	23.4	11.7	51.5	12.0	19.2	734,585	2,512
Hispanic Origin	Hispanic	42.2	28.9	20.8	10.9	41.5	14.6	795,116	3,239	
	Non-Hispanic	46.1	26.2	19.6	11.6	54.0	22.3	1,546,317	4,528	
Race	White	45.7	26.2	21.1	12.3	51.9	19.8	1,713,912	5,546	
	Black	38.4	35.1	16.5	8.9	44.9	7.1	221,986	761	
	Asian or Pacific Islander	41.8	17.0	11.2	5.2	48.6	4.7	216,133	780	
	Other	47.3	38.2	24.5	12.9	38.0	15.4	18.1	189,402	680
School Performance	Much better than average	42.7	18.8	13.3	8.0	61.3	17.1	435,745	1,411	
	Better than average	46.7	22.4	18.0	11.5	53.5	7.7	853,876	2,692	
	Average and below	44.0	34.4	24.4	12.7	42.0	10.3	20.5	1,051,812	3,664

Table 40
Risk Taking Behavior - Adolescents
Male

	Get kick out of risky behavior (%)	Been in physical fights (%)	Often or sometimes ride motor-cycle (%)	Motor-cycle & rarely/never wear helmet (%)	Don't wear seat-belts (%)	Have ridden with intoxicated driver (%)	Required medical attention in past year (%)	Population Size (N)	Sample Size (N)
Total	49.4	38.0	27.3	15.6	44.6	8.9	23.5	1,157,465	3,912
Smoking	Never tried, not contemplating	40.9	30.9	22.9	4.4	4.7	23.0	541,414	1,794
	Never tried, contemplating	59.0	43.4	31.0	16.4	11.3	28.7	236,360	789
	Former experimenter	46.3	32.8	20.2	12.1	32.9	5.8	160,111	563
	Experimenter	63.4	45.3	32.8	17.2	25.6	10.2	107,174	379
Age	Current user	61.0	61.7	46.0	21.0	29.8	28.1	112,406	387
	12-13	38.3	40.6	21.0	13.6	48.0	4.9	385,965	1,282
	14-15	50.4	37.5	28.7	15.8	39.8	9.6	398,954	1,341
	16-17	59.8	35.9	32.5	17.4	46.1	12.3	372,546	1,289
Hispanic Origin	Hispanic	48.4	38.7	28.2	15.4	36.5	11.2	394,908	1,631
	Non-Hispanic	49.9	37.7	26.9	15.7	48.7	7.7	762,557	2,281
Race	White	50.3	37.1	28.4	16.9	46.7	8.7	855,261	2,808
	Black	46.3	47.6	24.6	12.6	34.9	9.7	104,796	378
	Asian or Pacific Islander	46.0	25.2	16.4	6.4	45.1	4.6	105,673	394
	Other	47.9	51.1	32.7	17.5	35.1	14.4	91,735	332
School Performance	Much better than average	43.4	27.2	17.8	10.4	57.9	7.3	201,711	669
	Better than average	52.4	33.2	25.0	16.0	47.5	6.6	405,883	1,325
	Average and below	49.3	45.6	32.6	17.2	37.5	11.2	549,871	1,918

Table 40
Risk Taking Behavior - Adolescents
Female

	Get kick out of risky behavior (%)	Been in physical fights (%)	Often or sometimes ride motor cycle (%)	Motor-cycle & rarely/never wear helmet (%)	Don't wear seat-belts (%)	Have ridden with intoxicated person (%)	Required medical attention in past year (%)	Population Size (N)	Sample Size (N)
Total	40.3	16.5	12.8	7.3	54.9	8.3	16.0	1,183,968	3,855
Smoking Status									
Never tried, not contemplating	28.1	9.3	8.6	6.4	2.0	3.6	14.5	625,375	2,059
Never tried, contemplating	57.4	21.3	15.2	6.2	53.1	12.3	15.8	207,350	693
Former experimenter	44.8	13.5	10.3	5.0	51.0	6.9	15.4	158,598	509
Experimenter	54.0	27.5	29.2	20.4	43.4	12.6	22.8	87,763	275
Current user	60.3	41.5	23.5	7.2	40.9	27.4	20.8	104,882	319
Age									
12-13	29.8	16.2	10.5	7.7	53.6	4.7	16.1	439,492	1,337
14-15	44.7	15.6	14.2	8.2	54.5	9.3	16.1	382,437	1,295
16-17	48.3	17.7	14.1	5.9	56.9	11.7	15.9	362,039	1,223
Hispanic Origin	36.2	19.2	13.4	6.5	46.4	11.7	10.0	400,208	1,608
Non-Hispanic	42.3	15.1	12.5	7.7	59.2	6.6	19.1	783,760	2,247
Race									
White	41.1	15.3	13.7	7.8	57.0	8.4	16.0	858,651	2,738
Black	31.4	23.9	9.3	5.7	53.9	4.9	21.5	117,190	383
Asian or Pacific Islander	37.7	9.2	6.2	4.1	51.9	4.8	12.7	110,460	386
Other	46.8	26.2	16.7	8.5	40.7	16.4	13.2	97,667	348
School Performance									
Much better than average	42.0	11.5	9.5	5.9	64.2	5.6	12.5	234,034	742
Better than average	41.7	12.6	11.6	7.5	59.0	8.7	17.6	447,993	1,367
Average and below	38.2	22.2	15.4	7.8	46.9	9.3	16.2	501,941	1,746

Table 41
Perception of the Functional Utility of Smoking Among Adolescents
Overall

	Perceives no utility					Perceives utility					Population Size (N)	Sample Size (N)
	Smoking status					Smoking status						
	Never tried, not contemplating (%)	Never tried, contemplating (%)	Former experimenter (%)	Experimenter (%)	Current user (%)	Never tried, not contemplating (%)	Never tried, contemplating (%)	Former experimenter (%)	Experimenter (%)	Current user (%)		
Total	44.1	32.3	30.4	17.7	13.1	55.9	67.7	69.6	82.3	86.9	2,341,433	7,767
Sex												
Male	40.9	31.0	30.5	17.6	10.9	59.1	69.0	69.5	82.4	89.1	1,157,465	3,912
Female	46.9	33.6	30.3	17.8	15.5	53.1	66.4	69.7	82.2	84.5	1,183,968	3,855
Age												
12-13	45.8	38.7	35.1	17.3	23.4	54.2	61.3	64.9	82.7	76.6	825,457	2,619
14-15	43.3	25.4	30.6	19.2	18.2	56.7	74.6	69.4	80.8	81.8	781,391	2,636
16-17	42.2	25.4	28.7	16.0	8.5	57.8	74.6	71.3	84.0	91.5	734,585	2,512
Hispanic	46.4	29.4	28.4	17.6	13.7	53.6	70.6	71.6	82.4	86.3	795,116	3,239
Origin												
Non-Hispanic	43.1	34.3	31.3	17.7	12.8	56.9	65.7	68.7	82.3	87.2	1,546,317	4,528
Race												
White	44.8	33.0	29.6	18.6	11.9	55.2	67.0	70.4	81.4	88.1	1,713,912	5,546
Black	43.0	37.7	31.8	19.3	40.7	57.0	62.3	68.2	80.7	59.3	221,986	761
Asian or Pacific Islander	39.8	33.4	36.3	9.8	13.4	60.2	66.6	63.7	90.2	86.6	216,133	780
Other	45.5	22.9	31.2	15.5	8.5	54.5	77.1	68.8	84.5	91.5	189,402	680
School Performance												
Much better than average	47.5	25.1	34.2	18.0	19.0	52.5	74.9	65.8	82.0	81.0	435,745	1,411
Better than average	43.9	36.6	31.1	20.6	7.8	56.1	63.4	68.9	79.4	92.2	853,876	2,692
Average and below	42.4	31.5	28.3	15.9	14.6	57.6	68.5	71.7	84.1	85.4	1,051,812	3,664

Table 42
Perceived Utility of Smoking Among Adolescents
Overall

	Bored (%)	Relax (%)	Stress (%)	Social (%)	Weight (%)	Population Size (N)	Sample Size (N)
Total	18.7	33.2	24.8	44.6	19.3	2,341,433	7,767
Smoking Status							
Never tried, not contemplating	13.9	24.4	17.2	37.9	17.0	1,166,789	3,853
Never tried, contemplating	16.4	32.3	25.7	47.6	18.6	318,709	1,072
Former experimenter	19.2	34.5	26.3	47.7	21.7	443,710	1,482
Experimenter	28.2	49.1	38.4	56.6	21.8	194,937	654
Current user	37.8	65.0	49.0	59.6	25.9	217,288	706
Sex							
Male	19.9	35.6	26.5	47.2	17.2	1,157,465	3,912
Female	17.5	30.8	23.1	42.2	21.5	1,183,968	3,855
Age							
12-13	14.5	26.4	21.9	38.8	17.7	825,457	2,619
14-15	19.4	35.2	24.1	46.0	19.2	781,391	2,636
16-17	22.6	38.7	28.7	49.8	21.4	734,585	2,512
Hispanic Origin							
Hispanic	17.9	31.0	26.4	44.2	18.3	795,116	3,239
Non-Hispanic	19.1	34.4	24.0	44.9	19.9	1,546,317	4,528
Race							
White	18.7	32.5	23.6	44.6	19.6	1,713,912	5,546
Black	19.0	32.5	24.7	43.2	17.1	221,986	761
Asian or Pacific Islander	19.4	35.9	27.9	43.0	19.2	216,133	780
Other	17.3	37.4	31.8	48.9	19.9	189,402	680
School Performance							
Much better than average	15.6	30.1	20.2	43.2	17.5	435,745	1,411
Better than average	17.0	32.6	22.8	43.3	19.6	853,876	2,692
Average and below	21.3	34.9	28.3	46.3	19.9	1,051,812	3,664

Table 43
Seven Day Recall of Media Among Adults
Overall

	Dept. of Health anti-smoking TV campaign (%)	Any anti-smoking TV (%)	Radio pros/cons (%)	Electronic media pros/cons (%)	Print media pros/cons (%)	Total media exposure (%)	Population Size (N)	Sample Size (N)
Total	13.8	23.8	16.4	45.7	23.6	56.0	21,560,639	26,815
Sex								
Male	12.6	23.8	17.8	47.5	24.3	57.1	10,658,559	12,755
Female	15.1	23.8	15.0	43.9	23.0	54.9	10,902,080	14,060
Age								
18-24	23.2	34.9	23.6	57.5	21.5	64.9	3,272,647	4,201
25-44	16.4	28.4	17.9	49.7	22.6	58.8	10,169,556	13,076
45-64	8.4	16.7	13.1	39.6	24.6	51.4	5,272,304	6,700
65+	3.7	7.8	8.6	29.1	28.2	44.1	2,846,132	2,838
Hispanic Origin								
Hispanic	15.1	29.7	23.7	56.8	21.1	63.7	4,843,051	3,482
Non-Hispanic	13.5	22.1	14.3	42.5	24.4	53.8	16,717,588	23,333
Race								
White	13.9	23.8	16.2	45.4	23.8	56.0	17,853,059	21,181
Black	19.1	29.3	21.8	52.4	20.9	59.4	1,389,458	1,278
Asian or PI	8.8	18.6	14.1	42.2	25.3	52.9	1,805,099	3,725
Other	15.2	28.7	16.7	49.6	19.2	58.0	513,023	631
Education								
<12 Years	12.6	25.0	18.2	48.5	16.7	54.4	5,081,709	3,108
12 Years	15.1	24.3	15.2	45.3	22.4	55.0	6,940,794	8,451
13-15 Years	15.4	26.0	17.0	47.6	26.6	59.4	4,995,097	8,536
16+ Years	11.4	19.4	15.5	41.0	30.0	55.5	4,543,039	6,720
Region								
Los Angeles	12.9	23.6	19.2	47.7	22.1	56.7	6,421,235	4,993
San Diego	13.8	24.3	14.3	43.7	24.9	55.1	1,809,811	1,450
Orange	10.9	19.9	16.5	41.7	22.1	50.7	1,746,328	1,185
Santa Clara	14.5	26.7	15.6	46.2	22.3	55.4	1,084,975	1,174
San Bernardino	13.2	23.6	14.3	44.0	23.8	54.3	1,027,600	1,578
Alameda	13.7	23.6	17.0	45.5	22.5	55.0	926,716	1,216
Riverside	13.0	22.5	15.6	45.1	25.8	57.6	847,965	1,432
Sacramento	16.5	24.7	18.2	49.0	26.0	58.8	754,325	1,283
Contra Costa	12.5	21.0	13.1	40.6	23.6	50.7	582,290	1,347
San Francisco	9.6	17.2	14.6	37.2	28.8	50.9	524,499	1,039
San Mateo, Solano	13.3	24.7	15.7	46.7	22.7	57.2	717,301	1,190
Marin, Napa, Sonoma	11.2	19.0	17.9	42.2	25.7	55.5	528,187	1,119
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo								
	17.4	25.9	13.7	47.6	23.3	59.3	686,925	1,397
San Luis Obispo, Santa Barbara, Ventura								
	18.0	27.4	15.9	47.1	26.5	59.3	909,813	1,287
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba								
	14.6	22.8	14.4	46.3	26.6	58.5	804,021	1,290
Monterey, San Benito, Santa Cruz								
	15.7	27.5	14.3	47.8	26.0	60.6	450,691	1,221
Fresno, Madera, Merced, Stanislaus								
	17.2	26.8	12.9	45.6	22.5	55.5	945,060	1,309
Imperial, Inyo, Kern, Kings, Mono, Tulare								
	18.6	28.9	13.6	47.3	25.0	58.8	792,897	1,305

Table 43
Seven Day Recall of Media Among Adults
Male

	Dept. of Health anti-smoking TV campaign (%)	Any anti-smoking TV (%)	Radio pros/cons (%)	Electronic media pros/cons (%)	Print media pros/cons (%)	Total media exposure (%)	Population Size (N)	Sample Size (N)
Total	12.6	23.8	17.8	47.5	24.3	57.1	10,658,559	12,755
Age								
18-24	20.9	34.4	23.5	58.5	22.7	65.8	1,758,830	2,120
25-44	14.4	27.5	19.3	50.6	23.4	59.6	5,161,525	6,326
45-64	7.2	16.4	14.8	41.6	25.5	52.2	2,543,334	3,152
65+	3.7	8.1	8.9	30.2	28.1	44.5	1,194,870	1,157
Hispanic Origin								
Hispanic	14.1	28.7	25.0	57.3	23.1	63.9	2,420,233	1,785
Non-Hispanic	12.1	22.4	15.7	44.6	24.7	55.1	8,238,326	10,970
Race								
White	12.7	23.6	17.7	47.1	24.4	56.9	8,790,290	9,939
Black	15.0	27.6	23.1	54.4	21.3	61.8	670,584	576
Asian or PI	8.5	20.4	14.3	43.8	26.9	54.3	930,910	1,923
Other	14.4	33.2	19.2	57.6	19.6	63.1	266,775	317
Education								
<12 Years	10.7	23.9	19.1	48.9	18.8	54.0	2,397,222	1,504
12 Years	14.3	24.4	16.9	47.6	22.1	56.5	3,180,478	3,642
13-15 Years	14.9	28.0	19.1	52.0	26.3	62.6	2,480,618	3,987
16+ Years	9.8	19.1	16.3	41.7	30.2	55.6	2,600,241	3,622
Region								
Los Angeles	12.0	23.3	20.3	49.1	23.9	57.7	3,151,754	2,487
San Diego	11.7	23.7	16.5	45.2	28.1	57.4	912,980	691
Orange	8.4	18.8	16.5	38.3	18.3	46.2	861,659	582
Santa Clara	11.2	25.4	15.3	44.6	21.0	52.6	542,475	576
San Bernardino	12.3	24.3	14.4	48.5	23.7	59.0	512,254	728
Alameda	13.1	24.2	20.7	52.2	24.8	60.5	449,035	569
Riverside	11.3	20.3	17.4	46.5	25.8	57.2	415,552	686
Sacramento	16.7	28.6	22.5	57.7	29.1	65.8	365,487	579
Contra Costa	11.2	21.1	15.0	42.6	23.3	51.4	285,362	619
San Francisco	9.8	17.6	14.6	36.7	27.8	49.8	268,015	521
San Mateo, Solano	12.3	27.2	17.2	50.6	24.5	62.3	357,050	552
Marin, Napa, Sonoma	8.1	18.1	21.1	44.2	25.6	57.0	256,611	509
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	15.7	27.2	15.1	52.7	22.9	62.7	340,390	655
San Luis Obispo, Santa Barbara, Ventura	15.9	28.0	18.0	48.7	25.8	60.6	450,946	624
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	14.3	22.3	18.2	48.7	26.9	57.9	400,717	600
Monterey, San Benito, Santa Cruz	15.0	27.1	14.2	48.9	26.7	61.7	228,285	565
Fresno, Madera, Merced, Stanislaus	18.7	28.8	14.1	49.2	22.2	57.5	466,326	605
Imperial, Inyo, Kern, Kings, Mono, Tulare	16.3	28.3	13.9	49.0	26.2	60.0	393,661	607

Table 43
Seven Day Recall of Media Among Adults
Female

	Dept. of Health anti-smoking TV campaign (%)	Any anti-smoking TV (%)	Radio pros/cons (%)	Electronic media pros/cons (%)	Print media pros/cons (%)	Total media exposure (%)	Population Size (N)	Sample Size (N)
Total	15.1	23.8	15.0	43.9	23.0	54.9	10,902,080	14,060
Age								
18-24	25.9	35.4	23.7	56.4	20.1	63.8	1,513,817	2,081
25-44	18.5	29.4	16.5	48.6	21.8	58.1	5,008,031	6,750
45-64	9.5	17.0	11.5	37.8	23.7	50.8	2,728,970	3,548
65+	3.8	7.6	8.4	28.2	28.2	43.8	1,651,262	1,681
Hispanic Origin								
Hispanic	16.1	30.8	22.4	56.2	19.0	63.6	2,422,818	1,697
Non-Hispanic	14.8	21.8	12.9	40.4	24.1	52.4	8,479,262	12,363
Race								
White	15.0	23.9	14.7	43.8	23.2	55.1	9,062,769	11,242
Black	23.0	30.9	20.6	50.6	20.6	57.2	718,874	702
Asian or PI	9.1	16.7	13.9	40.5	23.6	51.5	874,189	1,802
Other	16.1	23.7	13.9	41.0	18.8	52.5	246,248	314
Education								
<12 Years	14.3	25.9	17.4	48.1	14.9	54.7	2,684,487	1,604
12 Years	15.8	24.2	13.8	43.3	22.7	53.8	3,760,316	4,809
13-15 Years	15.9	24.1	14.8	43.3	26.9	56.3	2,514,479	4,549
16+ Years	13.6	19.7	14.4	40.1	29.8	55.4	1,942,798	3,098
Region								
Los Angeles	13.7	23.8	18.0	46.4	20.5	55.7	3,269,481	2,506
San Diego	16.0	24.9	12.1	42.2	21.6	52.8	896,831	759
Orange	13.4	21.1	16.5	45.1	25.9	55.1	884,669	603
Santa Clara	17.8	27.9	16.0	47.8	23.6	58.1	542,500	598
San Bernardino	14.2	22.9	14.2	39.5	23.9	49.7	515,346	850
Alameda	14.2	23.0	13.6	39.2	20.3	49.9	477,681	647
Riverside	14.7	24.5	13.9	43.8	25.8	58.1	432,413	746
Sacramento	16.3	21.1	14.1	40.8	23.1	52.3	388,838	704
Contra Costa	13.8	20.8	11.2	38.6	24.0	50.0	296,928	728
San Francisco	9.5	16.8	14.5	37.6	29.9	52.1	256,484	518
San Mateo, Solano	14.2	22.3	14.2	42.8	20.9	52.2	360,251	638
Marin, Napa, Sonoma	14.1	19.8	14.9	40.2	25.9	54.1	271,576	610
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo								
San Luis Obispo, Santa Barbara, Ventura	19.1	24.7	12.4	42.6	23.7	56.0	346,535	742
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	20.2	26.7	13.8	45.5	27.1	57.9	458,867	663
Monterey, San Benito, Santa Cruz	14.9	23.3	10.7	43.9	26.2	59.2	403,304	690
Fresno, Madera, Merced, Stanislaus	16.4	28.0	14.4	46.6	25.4	59.5	222,406	656
Imperial, Inyo, Kern, Kings, Mono, Tulare	15.7	24.8	11.7	42.2	22.7	53.6	478,734	704
	20.8	29.4	13.3	45.6	23.8	57.6	399,236	698

Table 44
Seven Day Recall of Media Among Smokers
Overall

	Dept. of Health anti-smoking TV campaign (%)	Any anti-smoking TV campaign (%)	Radio pros/cons (%)	Electronic media pros/cons (%)	Print media pros/cons (%)	Total media exposure (%)	Population Size (N)	Sample Size (N)
Total	18.9	31.0	17.6	53.7	20.8	61.7	4,648,885	9,907
Sex								
Male	17.1	30.2	19.4	55.8	22.0	63.2	2,606,860	4,985
Female	21.2	31.9	15.2	51.0	19.3	59.8	2,042,025	4,922
Age								
18-24	27.1	40.9	23.8	61.1	18.7	67.4	733,053	1,499
25-44	21.8	34.6	18.6	55.7	19.5	62.4	2,414,914	5,075
45-64	11.1	22.2	13.9	49.7	23.1	59.4	1,151,897	2,560
65+	7.7	13.7	9.7	37.4	27.0	52.2	349,021	773
Hispanic Origin	17.0	33.4	25.8	59.3	21.4	65.8	880,457	1,102
Non-Hispanic	19.4	30.4	15.6	52.4	20.7	60.7	3,768,428	8,805
Race								
White	19.6	31.6	16.9	54.1	21.4	62.4	3,825,066	8,281
Black	19.9	30.2	21.9	53.5	14.9	57.4	399,366	570
Asian or PI	10.3	21.1	18.5	47.7	24.0	57.4	261,619	760
Other	15.2	33.0	20.6	54.9	17.5	62.2	162,834	296
Education								
<12 Years	18.6	31.4	17.8	53.7	15.6	58.6	1,317,887	1,385
12 Years	20.2	31.9	16.5	54.3	20.8	62.1	1,704,822	3,675
13-15 Years	20.0	32.8	18.8	55.6	24.0	65.1	1,048,490	3,206
16+ Years	14.1	23.8	17.6	48.6	26.8	61.4	577,686	1,641
Region								
Los Angeles	15.8	28.0	22.3	52.5	19.6	59.4	1,337,675	1,344
San Diego	22.2	34.8	17.5	55.3	22.7	64.2	377,191	536
Orange	12.8	25.7	20.4	47.7	20.5	56.0	337,405	428
Santa Clara	25.8	38.0	15.9	58.8	17.2	65.9	202,884	430
San Bernardino	18.3	32.1	12.1	52.1	19.1	58.6	275,657	690
Alameda	20.2	32.5	16.9	56.2	20.5	63.9	211,272	483
Riverside	18.3	28.8	18.0	55.6	22.6	64.2	211,019	624
Sacramento	20.7	29.3	19.8	55.6	24.5	63.2	173,851	511
Contra Costa	14.1	25.9	12.3	47.7	21.7	56.1	120,843	493
San Francisco	12.7	20.9	14.3	43.1	25.6	55.5	111,878	396
San Mateo, Solano	22.6	41.5	15.5	58.6	24.7	69.9	154,162	471
Marin, Napa, Sonoma	17.3	28.3	15.0	52.9	17.6	60.7	108,447	400
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo								
San Luis Obispo, Santa Barbara, Ventura	25.6	35.3	12.1	55.1	18.7	63.6	162,536	570
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Monterey, San Benito, Santa Cruz	23.1	33.8	16.2	55.1	24.9	65.9	165,292	459
Fresno, Madera, Merced, Stanislaus	17.4	29.3	14.7	55.4	22.3	64.1	194,505	532
Imperial, Inyo, Kern, Kings, Mono, Tulare	24.5	36.4	15.6	59.3	20.6	65.1	87,660	439
	24.6	37.1	13.4	59.4	19.7	67.8	231,200	549
	24.4	33.9	10.5	52.6	21.1	60.9	185,408	552

Table 44
Seven Day Recall of Media Among Smokers
Overall

	Dept. of Health anti-smoking TV campaign (%)	Any anti-smoking TV campaign (%)	Radio pros/cons (%)	Electronic media pros/cons (%)	Print media pros/cons (%)	Total media exposure (%)	Population Size (N)	Sample Size (N)
Total	18.9	31.0	17.6	53.7	20.8	61.7	4,648,885	9,907
Sex								
Male	17.1	30.2	19.4	55.8	22.0	63.2	2,606,860	4,985
Female	21.2	31.9	15.2	51.0	19.3	59.8	2,042,025	4,922
Age								
18-24	27.1	40.9	23.8	61.1	18.7	67.4	733,053	1,499
25-44	21.8	34.6	18.6	55.7	19.5	62.4	2,414,914	5,075
45-64	11.1	22.2	13.9	49.7	23.1	59.4	1,151,897	2,560
65+	7.7	13.7	9.7	37.4	27.0	52.2	349,021	773
Hispanic Origin								
Hispanic	17.0	33.4	25.8	59.3	21.4	65.8	880,457	1,102
Non-Hispanic	19.4	30.4	15.6	52.4	20.7	60.7	3,768,428	8,805
Race								
White	19.6	31.6	16.9	54.1	21.4	62.4	3,825,066	8,281
Black	19.9	30.2	21.9	53.5	14.9	57.4	399,366	570
Asian or PI	10.3	21.1	18.5	47.7	24.0	57.4	261,619	760
Other	15.2	33.0	20.6	54.9	17.5	62.2	162,834	296
Education								
<12 Years	18.6	31.4	17.8	53.7	15.6	58.6	1,317,887	1,385
12 Years	20.2	31.9	16.5	54.3	20.8	62.1	1,704,822	3,675
13-15 Years	20.0	32.8	18.8	55.6	24.0	65.1	1,048,490	3,206
16+ Years	14.1	23.8	17.6	48.6	26.8	61.4	577,686	1,841
Region								
Los Angeles	15.8	28.0	22.3	52.5	19.6	59.4	1,337,675	1,344
San Diego	22.2	34.8	17.5	55.3	22.7	64.2	377,191	536
Orange	12.8	25.7	20.4	47.7	20.5	56.0	337,405	428
Santa Clara	25.8	38.0	15.9	58.8	17.2	65.9	202,884	430
San Bernardino	18.3	32.1	12.1	52.1	19.1	58.6	275,657	690
Alameda	20.2	32.5	16.9	56.2	20.5	63.9	211,272	483
Riverside	18.3	28.8	18.0	55.6	22.6	64.2	211,019	624
Sacramento	20.7	29.3	19.8	55.6	24.5	63.2	173,851	511
Contra Costa	14.1	25.9	12.3	47.7	21.7	56.1	120,843	493
San Francisco	12.7	20.9	14.3	43.1	25.6	55.5	111,878	396
San Mateo, Solano	22.6	41.5	15.5	58.6	24.7	69.9	154,162	471
Marin, Napa, Sonoma	17.3	28.3	15.0	52.9	17.6	60.7	108,447	400
Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	25.6	35.3	12.1	55.1	18.7	63.6	162,536	570
San Luis Obispo, Santa Barbara, Ventura	23.1	33.8	16.2	55.1	24.9	65.9	165,292	459
Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	17.4	29.3	14.7	55.4	22.3	64.1	194,505	532
Monterey, San Benito, Santa Cruz	24.5	36.4	15.6	59.3	20.6	65.1	87,660	439
Fresno, Madera, Merced, Stanislaus	24.6	37.1	13.4	59.4	19.7	67.6	231,200	549
Imperial, Inyo, Kern, Kings, Mono, Tulare	24.4	33.9	10.5	52.6	21.1	60.9	185,408	552

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Table 46
Attitudes and Opinions Towards Tobacco Products
Overall

		Increase tax on tobacco products (%)	Ban distribution on public property (%)	Ban sponsorship of sporting events (%)	Ban vending machines accessible to minor (%)	Laws banning sale to minors not adequate (%)	Population Size (N)	Sample Size (N)
Total		48.2	80.0	56.8	85.2	75.1	21,560,639	26,815
Sex	Male	47.5	75.9	51.6	83.0	76.5	10,658,559	12,755
	Female	49.0	84.0	61.8	87.3	73.9	10,902,080	14,060
Age	18-24	47.8	78.3	53.8	84.2	76.9	3,272,647	4,201
	25-44	48.9	79.7	54.8	85.2	76.7	10,169,556	13,076
	45-64	46.3	80.1	58.7	83.8	74.6	5,272,304	6,700
	65+	50.1	82.9	63.9	88.8	68.6	2,846,132	2,838
Hispanic Origin	Hispanic	51.8	88.1	68.0	92.9	70.1	4,843,051	3,482
	Non-Hispanic	47.2	77.6	53.6	82.9	76.6	16,717,588	23,333
Race	White	48.6	80.2	55.8	84.8	76.3	17,853,059	21,181
	Black	44.5	76.5	65.4	87.5	75.9	1,389,458	1,278
	Asian or PI	49.9	80.5	59.2	85.9	62.8	1,805,099	3,725
	Other	41.7	81.4	59.0	86.6	77.2	513,023	631
Education	<12 Years	43.2	83.2	66.5	90.7	68.2	5,081,709	3,108
	12 Years	44.4	79.5	57.6	84.9	74.7	6,940,794	8,451
	13-15 Years	49.8	78.9	52.9	83.2	79.1	4,995,097	8,536
	16+ Years	58.0	78.4	49.0	81.4	79.2	4,543,039	6,720
Income	Not Obtained	47.2	81.2	60.5	85.4	69.1	3,325,265	3,610
	<\$10k	45.4	80.9	62.3	89.2	68.6	2,265,862	2,163
	\$10k-\$20k	47.1	80.9	61.2	87.6	72.3	2,827,400	3,267
	\$20k-\$30k	45.6	81.2	60.2	87.1	72.4	3,159,471	3,960
	\$30k-\$50k	47.5	79.4	55.2	84.8	79.7	4,541,948	6,207
	\$50k-\$75k	50.0	77.3	48.8	80.4	80.4	2,950,696	4,176
>\$75k	56.4	79.4	49.9	82.3	81.2	2,489,997	3,432	
Region	Los Angeles	50.4	81.7	59.2	87.0	72.8	6,421,235	4,993
	San Diego	49.0	81.3	56.7	85.3	73.6	1,809,811	1,450
	Orange	50.5	80.8	57.3	83.7	77.8	1,746,328	1,185
	Santa Clara	51.4	80.5	56.1	81.8	73.4	1,084,975	1,174
	San Bernardino	47.4	78.5	56.4	85.9	80.3	1,027,600	1,578
	Alameda	47.2	79.6	55.6	83.4	76.8	926,716	1,216
	Riverside	46.7	78.8	54.1	84.3	77.1	847,965	1,432
	Sacramento	44.5	78.1	51.9	84.0	75.5	754,325	1,283
	Contra Costa	48.1	78.8	54.6	82.7	78.1	582,290	1,347
	San Francisco	51.6	75.1	51.8	79.6	77.3	524,499	1,039
	San Mateo, Solano	48.9	80.7	57.0	85.4	75.2	717,301	1,190
	Marin, Napa, Sonoma	51.2	77.1	54.2	84.5	79.5	528,187	1,119
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	43.6	78.4	51.0	84.5	77.0	686,925	1,397
	San Luis Obispo, Santa Barbara, Ventura	46.8	76.7	52.6	85.5	74.8	909,813	1,287
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin Sierra, Sutter, Tuolumne, Yuba	40.8	79.2	59.3	84.0	75.5	804,021	1,290
	Monterey, San Benito, Santa	49.3	82.6	56.7	85.2	75.6	450,691	1,221
	Fresno, Madera, Merced, Stanislaus	42.8	78.7	58.8	86.4	73.2	945,060	1,309
	Imperial, Inyo, Kern, Kings, Mono, Tulare	41.9	78.0	58.1	86.4	76.7	792,897	1,305

Table 46
Attitudes and Opinions Towards Tobacco Products
Overall (continued)

		Increase anti- tobacco education (%)	Ban free distribution by mail (%)	Ban advertising in newspapers and magazine (%)	Ban advertising on billboards (%)	Population Size (N)	Sample Size (N)
Total		74.8	73.0	53.8	59.4	21,567,108	24,296
Sex	Male	74.4	69.5	49.3	54.4	10,661,782	11,480
	Female	75.1	76.3	58.1	64.4	10,905,326	12,816
Age	18-24	74.2	71.5	48.5	52.7	3,273,611	3,532
	25-44	76.8	71.5	53.8	59.2	10,172,724	11,814
	45-64	73.7	72.9	53.8	60.3	5,287,120	6,230
	65+	70.0	80.0	59.7	66.7	2,833,653	2,720
Hispanic Origin	Hispanic	73.1	83.8	72.4	76.8	4,845,718	3,462
	Non-Hispanic	75.2	69.8	48.4	54.4	16,721,390	20,834
Race	White	75.1	72.6	53.4	59.2	17,871,715	21,138
	Black	79.9	75.1	60.7	64.2	1,388,153	1,249
	Asian or PI	69.6	75.7	54.6	59.7	1,720,095	1,289
	Other	68.4	71.3	47.9	56.0	587,145	620
Education	<12 Years	67.2	79.2	69.7	74.6	5,083,262	2,975
	12 Years	76.6	73.3	52.7	58.2	6,942,656	7,999
	13-15 Years	77.6	69.6	46.9	52.3	5,033,696	7,762
	16+ Years	77.2	69.2	45.1	52.2	4,507,494	5,560
Income	Not Obtained	70.3	75.6	59.1	64.8	3,323,181	3,155
	<\$10k	68.8	78.0	65.9	71.2	2,270,013	1,968
	\$10k-\$20k	73.2	74.1	60.6	67.4	2,793,965	2,991
	\$20k-\$30k	76.9	75.4	55.2	60.4	3,199,209	3,679
	\$30k-\$50k	77.3	70.9	50.3	55.3	4,554,242	5,679
	\$50k-\$75k	76.7	67.4	44.0	49.1	2,947,434	3,797
	>\$75k	78.1	70.7	43.9	51.0	2,479,064	3,027
Region	Los Angeles	75.0	75.7	57.3	62.8	6,423,142	2,474
	San Diego	73.8	72.6	50.4	58.3	1,810,285	1,450
	Orange	76.1	73.5	54.5	58.7	1,746,931	1,185
	Santa Clara	74.7	73.6	54.7	59.7	1,085,293	1,174
	San Bernardino	76.7	71.9	54.2	57.6	1,027,826	1,578
	Alameda	73.1	73.1	53.5	58.5	927,041	1,216
	Riverside	75.6	69.6	49.5	57.8	848,226	1,432
	Sacramento	73.1	67.6	47.3	52.4	754,545	1,283
	Contra Costa	75.4	71.2	52.3	57.4	582,471	1,347
	San Francisco	78.1	68.1	49.2	56.7	524,671	1,039
	San Mateo, Solano	75.0	72.0	53.2	57.8	717,511	1,190
	Marin, Napa, Sonoma	76.9	70.6	52.4	60.5	528,390	1,119
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	72.4	69.9	48.7	54.8	687,089	1,397
	San Luis Obispo, Santa Barbara, Ventura	75.5	70.7	48.7	55.6	910,059	1,287
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin Sierra, Sutter, Tuolumne, Yuba	75.4	73.3	52.1	57.6	804,275	1,290
	Monterey, San Benito, Santa Cruz	72.8	75.3	54.8	61.1	450,862	1,221
	Fresno, Madera, Merced, Stanislaus	72.1	71.8	55.9	60.6	945,344	1,309
	Imperial, Inyo, Kern, Kings, Mono, Tulare	72.7	71.5	55.3	60.3	793,147	1,305

Table 46
Attitudes and Opinions Towards Tobacco Products
Male

		Increase tax on tobacco products (%)	Ban distri- bution on public property (%)	Ban sponsori- ship of sporting events (%)	Ban vending machines accessible to minor (%)	Laws banning sale to minors not adequate (%)	Population Size (N)	Sample Size (N)
Total		47.5	75.9	51.6	83.0	76.5	10,658,559	12,755
Age	18-24	46.8	74.8	46.9	82.7	76.2	1,758,830	2,120
	25-44	48.7	75.8	50.7	83.2	77.2	5,161,525	6,326
	45-64	46.0	75.9	52.3	81.0	76.0	2,543,334	3,152
	65+	46.6	77.7	61.1	86.9	74.7	1,194,870	1,157
Hispanic Origin	Hispanic	51.4	85.8	66.4	92.2	70.2	2,420,233	1,785
	Non-Hispanic	46.3	73.0	47.3	80.3	78.3	8,238,326	10,970
Race	White	47.7	75.6	50.0	82.5	77.3	8,790,290	9,939
	Black	44.0	74.2	64.5	88.4	79.7	670,584	576
	Asian or PI	50.3	78.4	56.1	83.1	64.3	930,910	1,923
	Other	39.8	79.4	57.3	85.4	82.6	266,775	317
Education	<12 Years	43.4	78.7	65.2	89.3	68.9	2,397,222	1,504
	12 Years	42.3	76.2	52.5	83.4	76.6	3,180,478	3,642
	13-15 Years	47.8	73.9	44.6	80.1	81.4	2,480,618	3,987
	16+ Years	57.5	74.7	44.7	79.4	78.5	2,600,241	3,622
Income	Not Obtained	46.2	77.9	56.0	82.5	71.2	1,526,460	1,600
	<\$10k	46.1	72.1	57.4	87.8	66.5	848,799	838
	\$10k-\$20k	45.6	77.9	57.9	86.0	72.6	1,374,153	1,487
	\$20k-\$30k	44.4	77.6	56.3	85.7	75.9	1,571,563	1,873
	\$30k-\$50k	46.0	75.7	50.0	83.3	80.4	2,406,482	3,100
	\$50k-\$75k	48.5	71.3	41.6	77.1	80.3	1,581,418	2,131
>\$75k	56.8	77.8	45.9	80.8	81.9	1,349,684	1,726	
Region	Los Angeles	50.3	78.2	56.2	85.4	74.7	3,151,754	2,487
	San Diego	49.0	76.5	49.6	83.2	76.2	912,980	691
	Orange	49.2	76.5	49.9	81.4	75.9	861,659	582
	Santa Clara	47.7	79.1	49.0	80.8	73.7	542,475	576
	San Bernardino	47.7	75.1	49.9	83.9	82.6	512,254	728
	Alameda	47.6	74.8	50.1	78.9	78.4	449,035	569
	Riverside	42.7	74.2	49.1	81.0	78.0	415,552	686
	Sacramento	40.0	73.2	43.9	80.0	77.6	365,487	579
	Contra Costa	48.1	72.9	49.2	78.8	78.6	285,362	619
	San Francisco	52.7	71.8	46.4	77.8	79.0	268,015	521
	San Mateo, Solano	50.8	75.8	51.1	84.0	76.1	357,050	552
	Marin, Napa, Sonoma	48.6	71.8	48.9	83.1	81.5	256,611	509
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	45.7	75.3	45.1	80.7	80.2	340,390	655
	San Luis Obispo, Santa Barbara, Ventura	46.5	67.9	47.0	84.5	75.9	450,946	624
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin Sierra, Sutter, Tuolumne, Yuba	36.3	75.7	54.6	81.0	73.4	400,717	600
	Monterey, San Benito, Santa Cruz	50.1	79.8	52.0	84.2	80.9	228,285	565
	Fresno, Madera, Merced, Stanislaus	42.5	73.6	55.5	85.7	72.9	466,326	605
	Imperial, Inyo, Kern, Kings, Mono, Tulare	39.7	74.7	51.6	82.8	79.4	393,661	607

Table 46
Attitudes and Opinions Towards Tobacco Products
Male (continued)

		Increase anti-tobacco education (%)	Ban free distribution by mail (%)	Ban advertising in newspapers and magazine (%)	Ban advertising on billboards (%)	Population Size (N)	Sample Size (N)
Total		74.4	69.5	49.3	54.4	10,661,782	11,480
Age	18-24	70.4	67.8	44.6	49.0	1,754,864	1,775
	25-44	76.7	68.3	49.9	55.3	5,150,166	5,701
	45-64	74.2	69.8	48.9	53.5	2,551,450	2,906
	65+	70.6	76.8	55.0	60.6	1,205,302	1,098
Hispanic Origin	Hispanic	74.4	81.2	70.0	73.1	2,342,974	1,771
	Non-Hispanic	74.4	66.2	43.5	49.1	8,318,808	9,709
Race	White	74.2	68.5	48.4	53.6	8,780,985	9,920
	Black	79.5	72.2	57.7	63.3	670,621	563
	Asian or PI	72.8	77.7	53.7	57.6	909,728	688
	Other	72.6	68.6	45.4	47.7	300,448	309
Education	<12 Years	69.1	76.6	68.7	71.1	2,361,078	1,439
	12 Years	75.6	70.9	46.9	53.5	3,183,957	3,431
	13-15 Years	76.8	65.5	42.1	46.4	2,526,431	3,585
	16+ Years	75.3	65.2	41.8	48.1	2,590,316	3,025
Income	Not Obtained	71.0	71.8	53.8	58.8	1,508,451	1,400
	<\$10k	68.0	73.0	61.7	66.0	840,167	726
	\$10k-\$20k	73.1	71.8	59.3	65.3	1,328,499	1,332
	\$20k-\$30k	77.6	73.2	52.3	56.3	1,592,081	1,727
	\$30k-\$50k	75.9	67.4	47.0	51.9	2,438,859	2,834
	\$50k-\$75k	73.4	63.0	38.6	43.7	1,594,409	1,924
	>\$75k	77.9	69.8	40.4	46.3	1,359,316	1,537
Region	Los Angeles	75.5	72.2	53.4	57.8	3,152,677	1,212
	San Diego	70.8	68.8	46.3	52.8	913,225	691
	Orange	73.6	69.2	49.3	53.4	861,958	582
	Santa Clara	73.2	70.7	48.8	55.8	542,661	576
	San Bernardino	76.2	68.2	50.5	51.5	512,398	728
	Alameda	73.1	69.3	48.3	54.8	449,178	569
	Riverside	74.3	66.8	42.4	51.1	415,689	686
	Sacramento	70.6	65.4	42.3	43.3	365,617	579
	Contra Costa	74.4	68.0	48.9	53.8	285,447	619
	San Francisco	77.1	62.3	44.8	51.8	268,115	521
	San Mateo, Solano	77.3	67.3	50.0	54.0	357,145	552
	Marin, Napa, Sonoma	76.0	66.3	47.3	56.1	256,681	509
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	73.4	68.7	43.8	48.6	340,442	655
	San Luis Obispo, Santa Barbara, Ventura	76.5	65.6	44.6	50.8	451,071	624
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin, Sierra, Sutter, Tuolumne, Yuba	74.0	70.4	47.0	52.3	400,849	600
	Monterey, San Benito, Santa Cruz	74.5	71.8	52.6	60.5	228,383	565
	Fresno, Madera, Merced, Stanislaus	73.2	72.3	53.4	57.3	466,472	605
	Imperial, Inyo, Kern, Kings, Mono, Tulare	73.9	67.3	48.7	54.3	393,774	607

Table 46
Attitudes and Opinions Towards Tobacco Products
Female

		Increase tax on tobacco products (%)	Ban distri- bution on public property (%)	Ban sponsor- ship of sporting events (%)	Ban vending machines accessible to minor (%)	Laws banning sale to minors not adequate (%)	Population Size (N)	Sample Size (N)
Total		49.0	84.0	61.8	87.3	73.9	10,902,080	14,060
Age	18-24	48.9	82.3	61.7	86.0	77.8	1,513,817	2,081
	25-44	49.1	83.7	59.0	87.2	76.1	5,008,031	6,750
	45-64	46.6	84.0	64.7	86.4	73.3	2,728,970	3,548
	65+	52.6	86.7	65.9	90.1	64.2	1,651,262	1,681
Hispanic Origin	Hispanic	52.2	90.5	69.5	93.7	70.1	2,422,818	1,697
	Non-Hispanic	48.1	82.2	59.6	85.4	74.9	8,479,262	12,363
Race	White	49.4	84.6	61.4	87.1	75.3	9,062,769	11,242
	Black	45.0	78.7	66.3	86.7	72.4	718,874	702
	Asian or PI	49.5	82.7	62.5	88.9	61.1	874,189	1,802
	Other	43.8	83.6	60.9	87.8	71.5	246,248	314
Education	<12 Years	43.1	87.2	67.7	92.1	67.5	2,684,487	1,604
	12 Years	46.3	82.2	61.9	86.2	73.2	3,760,316	4,809
	13-15 Years	51.7	83.8	61.0	86.3	76.7	2,514,479	4,549
	16+ Years	58.8	83.4	54.7	84.0	80.2	1,942,798	3,098
Income	Not Obtained	48.1	84.0	64.3	87.8	67.3	1,798,805	2,010
	<\$10k	45.0	86.2	65.3	90.1	69.8	1,417,063	1,325
	\$10k-\$20k	48.4	83.7	64.3	89.1	72.1	1,453,247	1,780
	\$20k-\$30k	46.7	84.7	64.0	88.6	69.0	1,587,908	2,087
	\$30k-\$50k	49.1	83.6	61.2	86.4	79.1	2,135,466	3,107
	\$50k-\$75k	51.7	84.2	57.0	84.1	80.6	1,369,278	2,045
	>\$75k	55.8	81.3	54.6	84.0	80.5	1,140,313	1,706
Region	Los Angeles	50.4	85.0	62.2	88.5	71.1	3,269,481	2,506
	San Diego	49.1	86.3	63.8	87.5	70.9	896,831	759
	Orange	51.7	85.0	64.5	86.0	79.6	884,669	603
	Santa Clara	55.2	81.9	63.1	82.9	73.2	542,500	598
	San Bernardino	47.1	81.8	62.9	87.9	78.0	515,346	850
	Alameda	46.8	84.1	60.6	87.7	75.3	477,681	647
	Riverside	50.6	83.2	58.9	87.6	76.1	432,413	746
	Sacramento	48.7	82.7	59.6	87.7	73.5	388,838	704
	Contra Costa	48.2	84.5	59.7	86.5	77.6	296,928	728
	San Francisco	50.5	78.6	57.3	81.5	75.5	256,484	518
	San Mateo, Solano	47.0	85.6	62.8	86.8	74.3	360,251	638
	Marin, Napa, Sonoma	53.7	82.0	59.2	85.8	77.6	271,576	610
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	41.5	81.4	56.9	88.2	73.9	346,535	742
	San Luis Obispo, Santa Barbara, Ventura	47.0	85.4	58.0	86.4	73.7	458,867	663
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin Sierra, Sutter, Tuolumne, Yuba	45.2	82.7	63.9	86.9	77.5	403,304	690
	Monterey, San Benito, Santa Cruz	48.4	85.4	61.4	86.3	70.2	222,406	656
	Fresno, Madera, Merced, Stanislaus	43.1	83.5	62.1	87.0	73.6	478,734	704
	Imperial, Inyo, Kern, Kings, Mono, Tulare	44.0	81.2	64.6	89.9	74.1	399,236	698

Table 46
Attitudes and Opinions Towards Tobacco Products
Female (continued)

		Increase anti- tobacco education (%)	Ban free distribution by mail (%)	Ban advertising in newspapers and magazine (%)	Ban advertising on billboards (%)	Population Size (N)	Sample Size (N)
Total		75.1	76.3	58.1	64.4	10,905,326	12,816
Age	18-24	78.7	75.9	53.0	57.0	1,518,747	1,757
	25-44	76.9	74.9	57.8	63.2	5,022,558	6,113
	45-64	73.2	75.7	58.4	66.6	2,735,670	3,324
	65+	69.5	82.4	63.2	71.2	1,628,351	1,622
Hispanic Origin	Hispanic	71.9	86.2	74.6	80.2	2,502,744	1,691
	Non-Hispanic	76.1	73.4	53.2	59.6	8,402,582	11,125
Race	White	75.9	76.6	58.2	64.5	9,090,730	11,218
	Black	80.3	77.7	63.4	65.0	717,532	686
	Asian or PI	66.0	73.4	55.5	62.0	810,367	601
	Other	63.9	74.2	50.5	64.6	286,697	311
Education	<12 Years	65.6	81.5	70.5	77.7	2,722,184	1,536
	12 Years	77.5	75.3	57.7	62.2	3,758,699	4,568
	13-15 Years	78.5	73.7	51.8	58.3	2,507,265	4,177
	16+ Years	79.6	74.6	49.6	57.7	1,917,178	2,535
Income	Not Obtained	69.7	78.7	63.5	69.8	1,814,730	1,755
	<\$10k	69.3	81.0	68.4	74.3	1,429,846	1,242
	\$10k-\$20k	73.2	76.3	61.8	69.3	1,465,466	1,659
	\$20k-\$30k	76.3	77.6	58.1	64.5	1,607,128	1,952
	\$30k-\$50k	78.9	74.9	54.1	59.3	2,115,383	2,845
	\$50k-\$75k	80.6	72.7	50.4	55.5	1,353,025	1,873
	>\$75k	78.4	71.9	48.3	56.6	1,119,748	1,490
Region	Los Angeles	74.5	79.1	61.0	67.7	3,270,465	1,262
	San Diego	76.8	76.5	54.7	63.9	897,060	759
	Orange	78.5	77.7	59.5	63.9	884,973	603
	Santa Clara	76.3	76.5	60.5	63.5	542,632	598
	San Bernardino	77.3	75.5	57.9	63.6	515,428	850
	Alameda	73.1	76.8	58.4	61.9	477,863	647
	Riverside	76.8	72.3	56.3	64.1	432,537	746
	Sacramento	75.4	69.7	52.1	60.9	388,928	704
	Contra Costa	76.3	74.2	55.5	60.9	297,024	728
	San Francisco	79.3	74.1	53.7	61.8	256,556	518
	San Mateo, Solano	72.8	76.6	56.4	61.5	360,366	638
	Marin, Napa, Sonoma	77.7	74.7	57.1	64.6	271,709	610
	Butte, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Plumas, Shasta, Siskiyou, Tehama, Trinity, Yolo	71.4	71.0	53.6	60.9	346,647	742
	San Luis Obispo, Santa Barbara, Ventura	74.6	75.6	52.7	60.3	458,988	663
	Amador, Alpine, Calaveras, El Dorado, Mariposa, Nevada, Placer, San Joaquin Sierra, Sutter, Tuolumne, Yuba	76.8	76.2	57.2	62.8	403,426	690
	Monterey, San Benito, Santa Cruz	71.1	78.8	57.0	61.7	222,479	656
	Fresno, Madera, Merced, Stanislaus	70.9	71.3	58.3	63.9	478,872	704
	Imperial, Inyo, Kern, Kings, Mono, Tulare	71.6	75.7	61.8	66.3	399,373	698