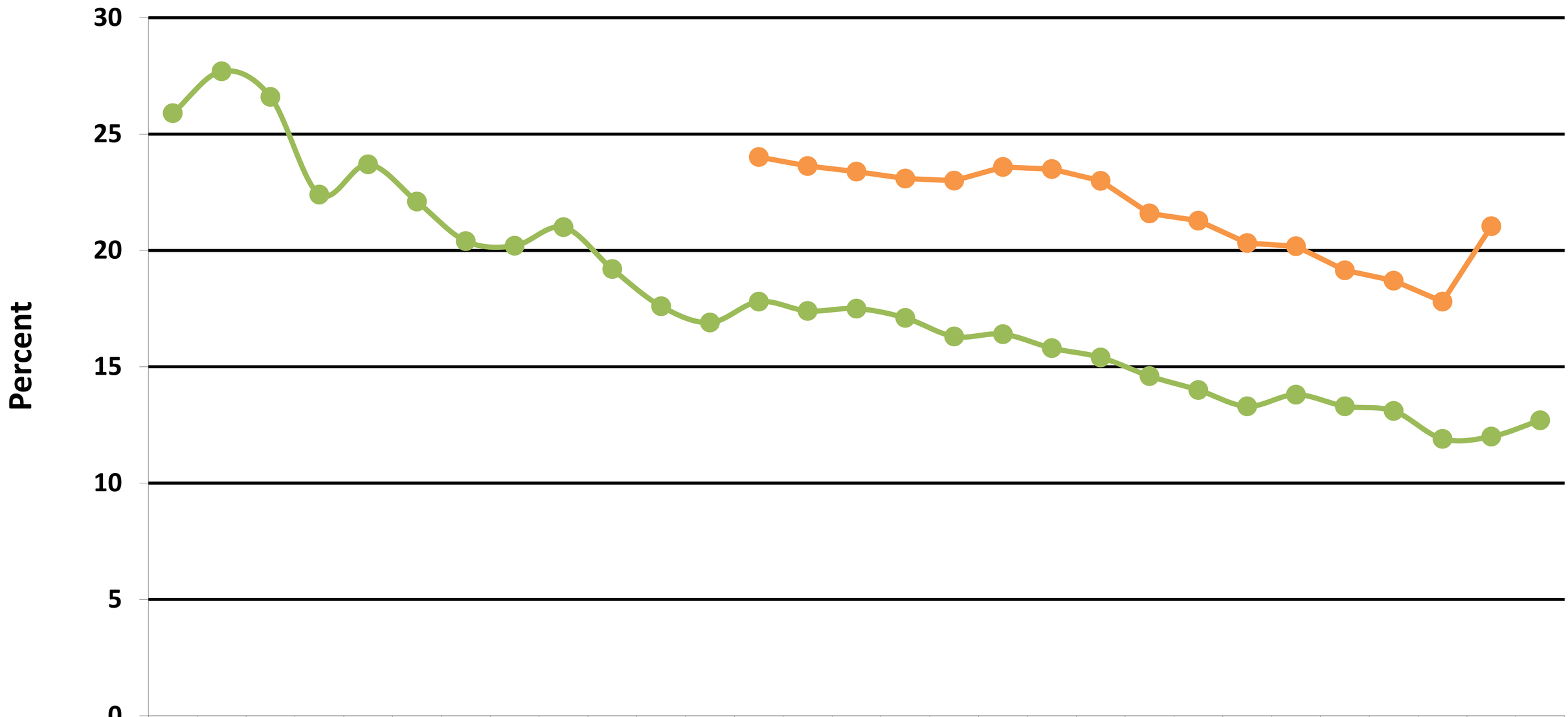
# Smoking prevalence among California and U.S. minus California adults, 1984-2012

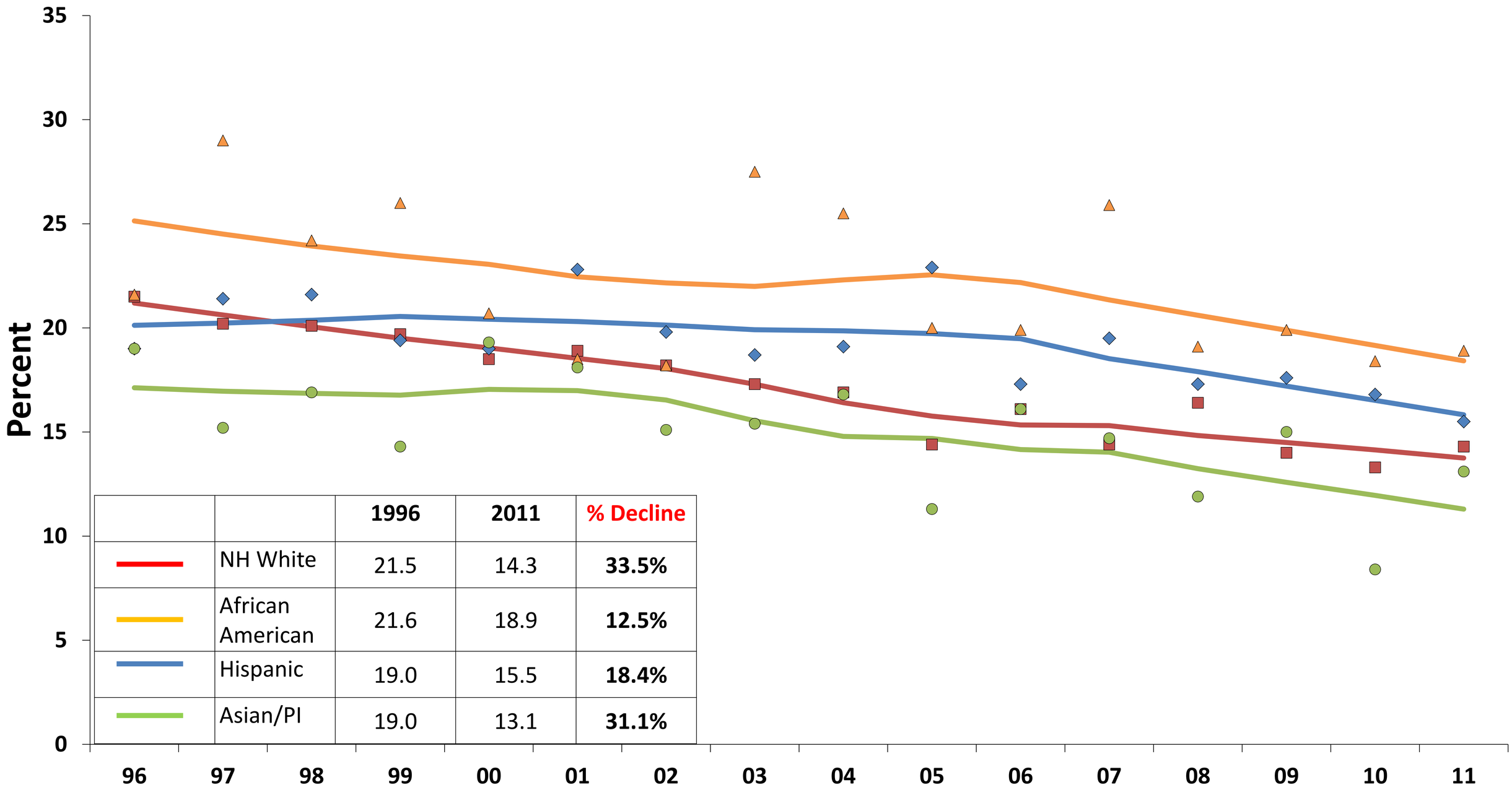



| | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 00 | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CA | 25.9 | 27.7 | 26.6 | 22.4 | 23.7 | 22.1 | 20.4 | 20.2 | 21.0 | 19.2 | 17.6 | 16.9 | 17.8 | 17.4 | 17.5 | 17.1 | 16.3 | 16.4 | 15.8 | 15.4 | 14.6 | 14.0 | 13.3 | 13.8 | 13.3 | 13.1 | 11.9 | 12.0 | 12.7 |
| US-CA | | | | | | | | | | | | | 24.0 | 23.6 | 23.4 | 23.1 | 23.0 | 23.6 | 23.5 | 23.0 | 21.6 | 21.3 | 20.3 | 20.2 | 19.1 | 18.7 | 17.8 | 21.0 | |

Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-2012.The data are weighted to the 2000 California population from 1984 to 2011, weighted to 2010 California population in 2012. Note an adjustment was made to address the change of smoking definition in 1996 that included more occasional smokers. The weighting methodology changed in 2011 for the rest of U.S. , but changed in 2012 for CA.

Prepared by: California Department of Public Health, California Tobacco Control Program, May 2013.

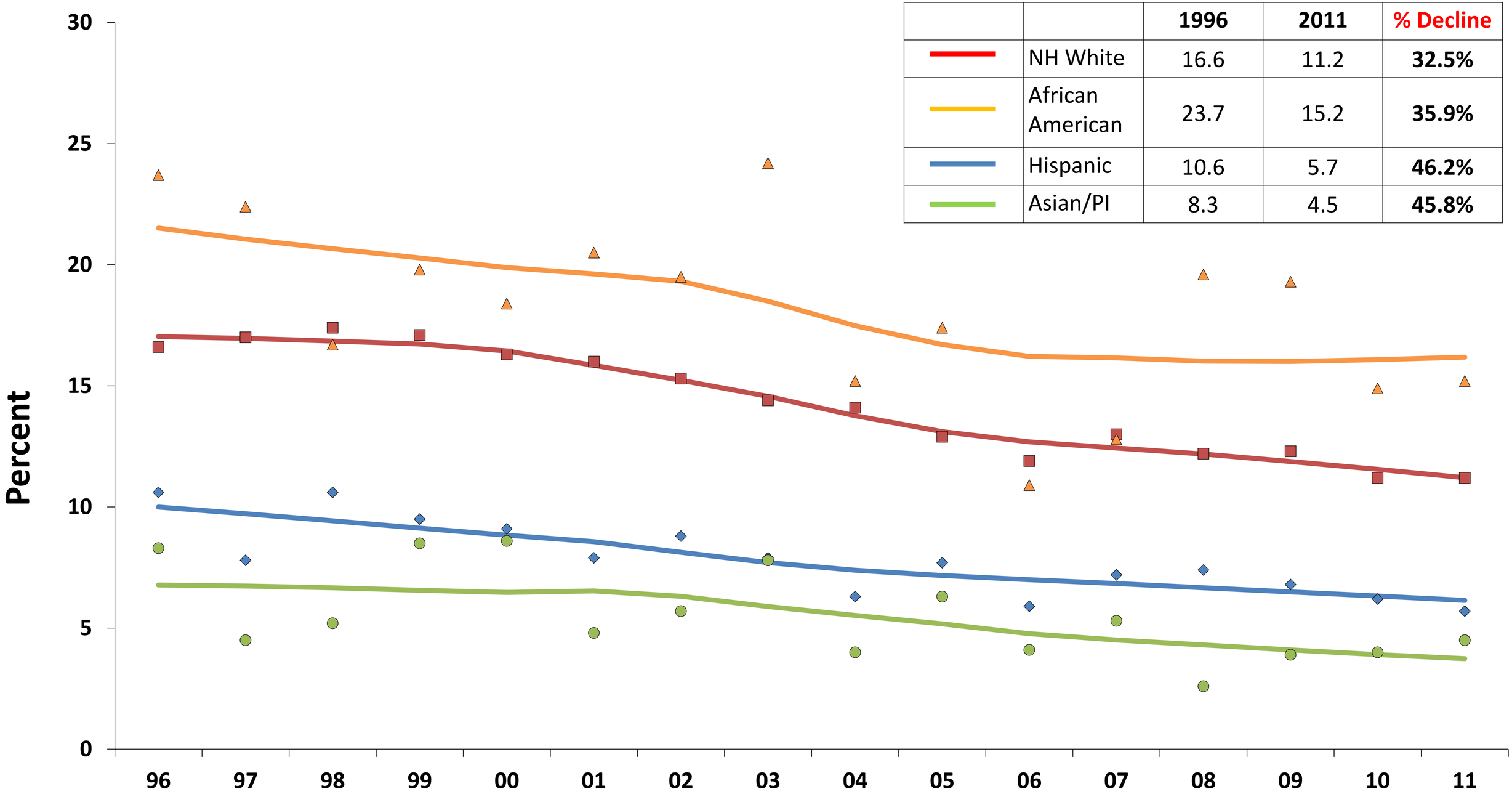
# Smoking prevalence among California men by race/ethnicity, 1996-2011




| | 1996 | 2011 | % Decline |
|---|---|---|---|
| NH White | 21.5 | 14.3 | **33.5%** |
| African American | 21.6 | 18.9 | **12.5%** |
| Hispanic | 19.0 | 15.5 | **18.4%** |
| Asian/PI | 19.0 | 13.1 | **31.1%** |

Source: Behavioral Risk Factor Surveillance System (BRFSS) 1996-2011. The data are weighted to the 2000 California population.
Note the smooth lines are based on a model to smooth out the data.
Prepared by: California Department of Public Health, California Tobacco Control Program, March 2012.

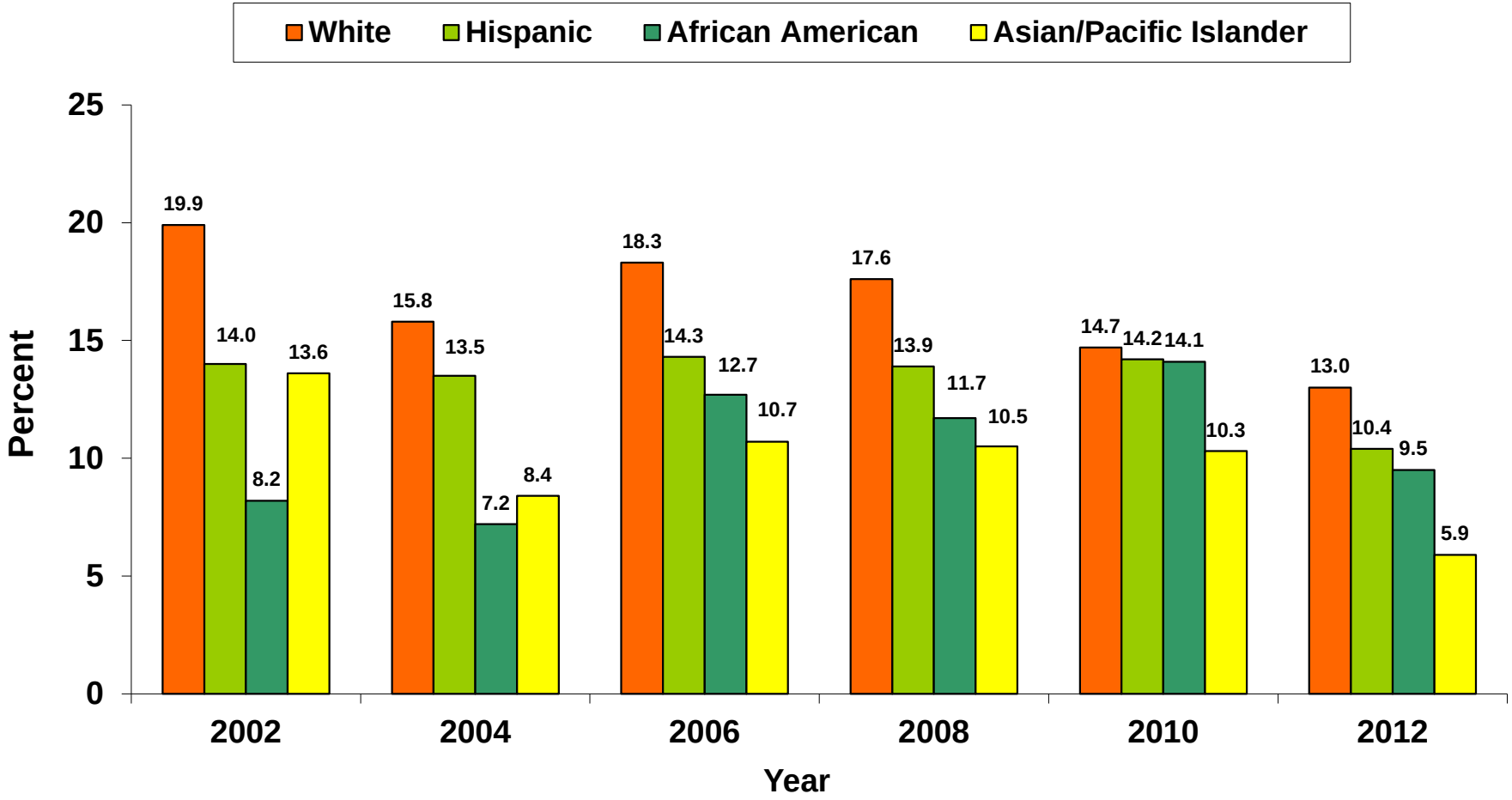
# Smoking prevalence among California women by race/ethnicity, 1996-2011




| | | 1996 | 2011 | % Decline |
|---|---|---|---|---|
| | NH White | 16.6 | 11.2 | **32.5%** |
| | African American | 23.7 | 15.2 | **35.9%** |
| | Hispanic | 10.6 | 5.7 | **46.2%** |
| | Asian/PI | 8.3 | 4.5 | **45.8%** |

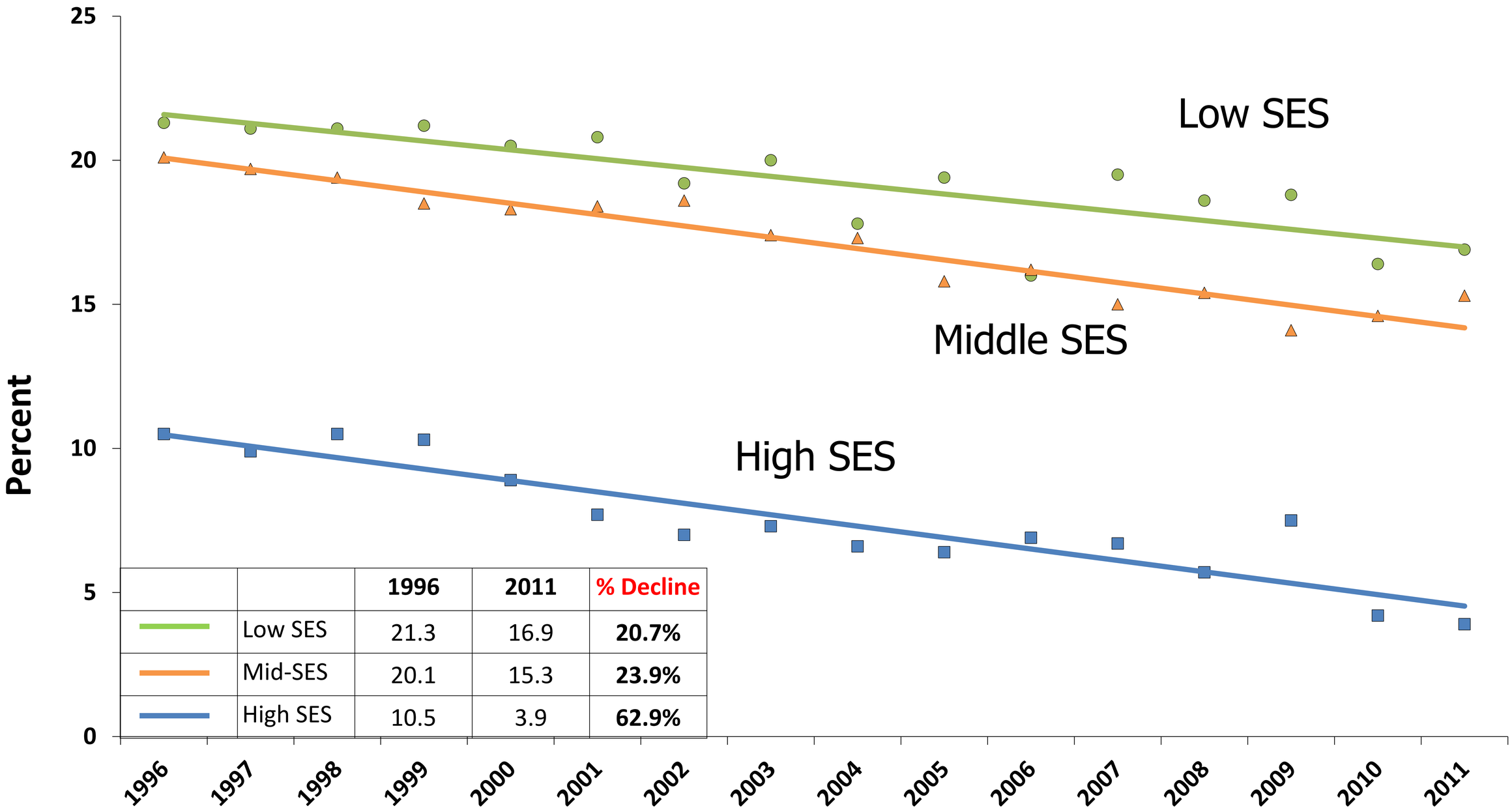
Source: Behavioral Risk Factor Surveillance System (BRFSS) 1996-2011. The data are weighted to the 2000 California population.
Note the smooth lines are based on a model to smooth out the data.
Prepared by: California Department of Public Health, California Tobacco Control Program, March 2012.

# 30-Day Smoking Prevalence of High School Students (9th-12th grade) in California by Ethnicity, 2002-2012




Source: The 2000 California data is from the National Youth Tobacco Survey (NYTS) collected by the American Legacy Foundation, which used passive parental consent. The other year data are from the California Student Tobacco Survey.
Prepared by: California Department of Public Health, California Tobacco Control Program.

# Smoking prevalence among California adults by SES, 1996-2011

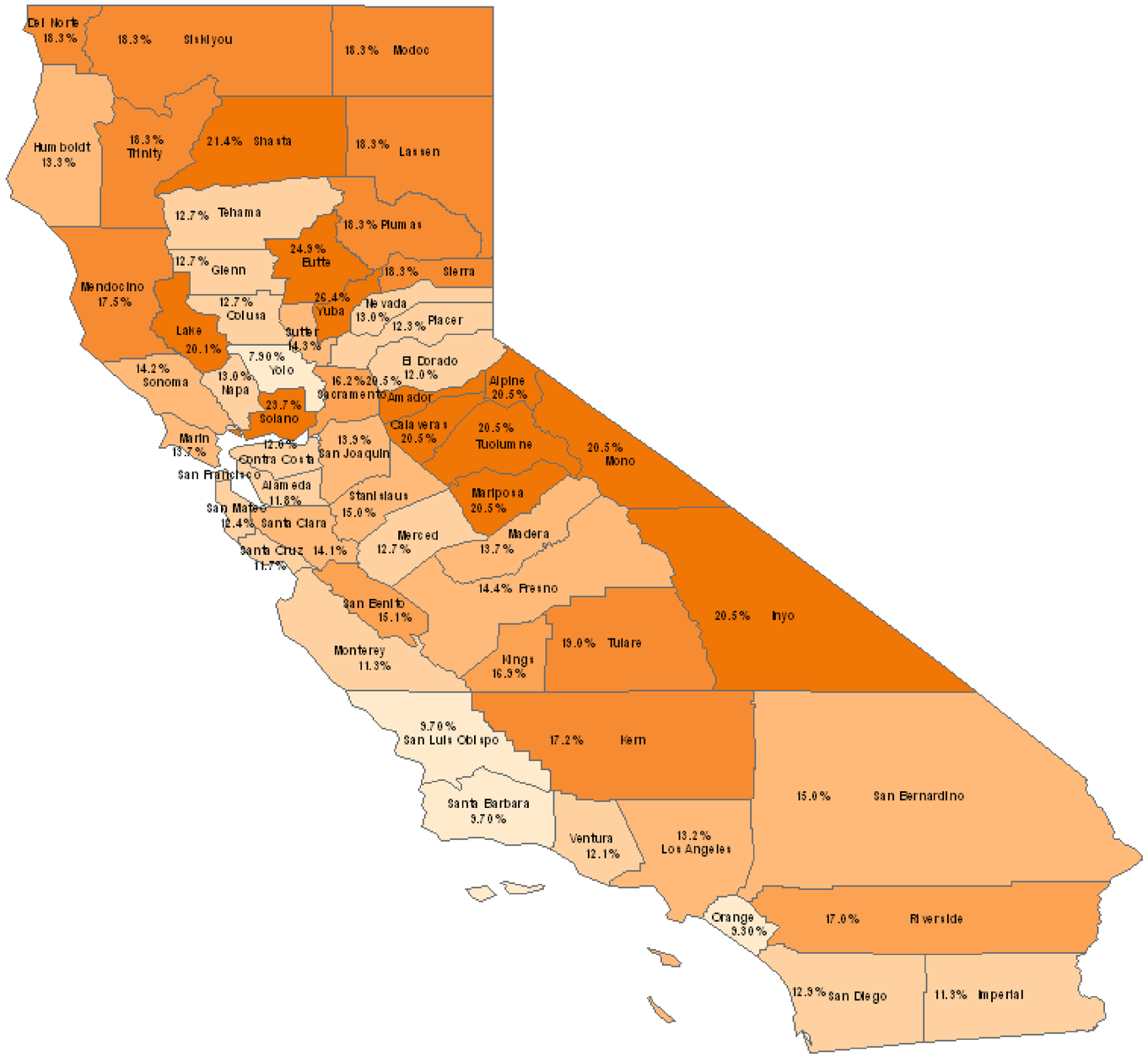



| | | 1996 | 2011 | % Decline |
|---|---|---|---|---|
| | Low SES | 21.3 | 16.9 | **20.7%** |
| | Mid-SES | 20.1 | 15.3 | **23.9%** |
| | High SES | 10.5 | 3.9 | **62.9%** |

Source: Behavioral Risk Factor Surveillance System. The data is weighted to the 2000 California population. Note change of smoking definition in 1996 that included more occasional smokers.

Prepared by: California Department of Public Health, California Tobacco Control Program.

# California Adult Smoking Prevalence by County, 2009

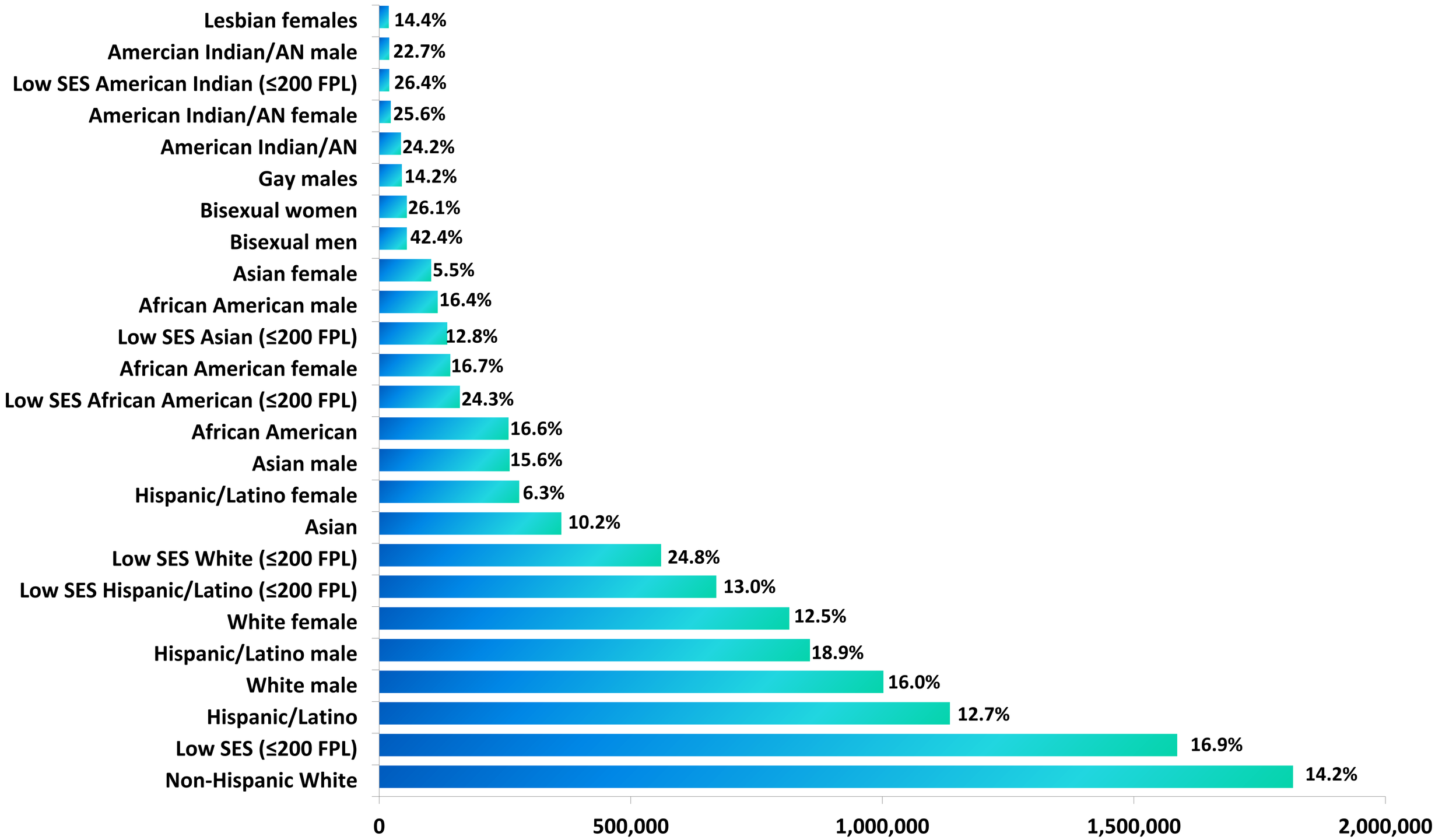



## Smoking Prevalence

- 7.90% - 10.0%
- 10.1% - 13.0%
- 13.1% - 15.0%
- 15.1% - 17.0%
- 17.1% - 19.0%
- 19.1% - 26.4%

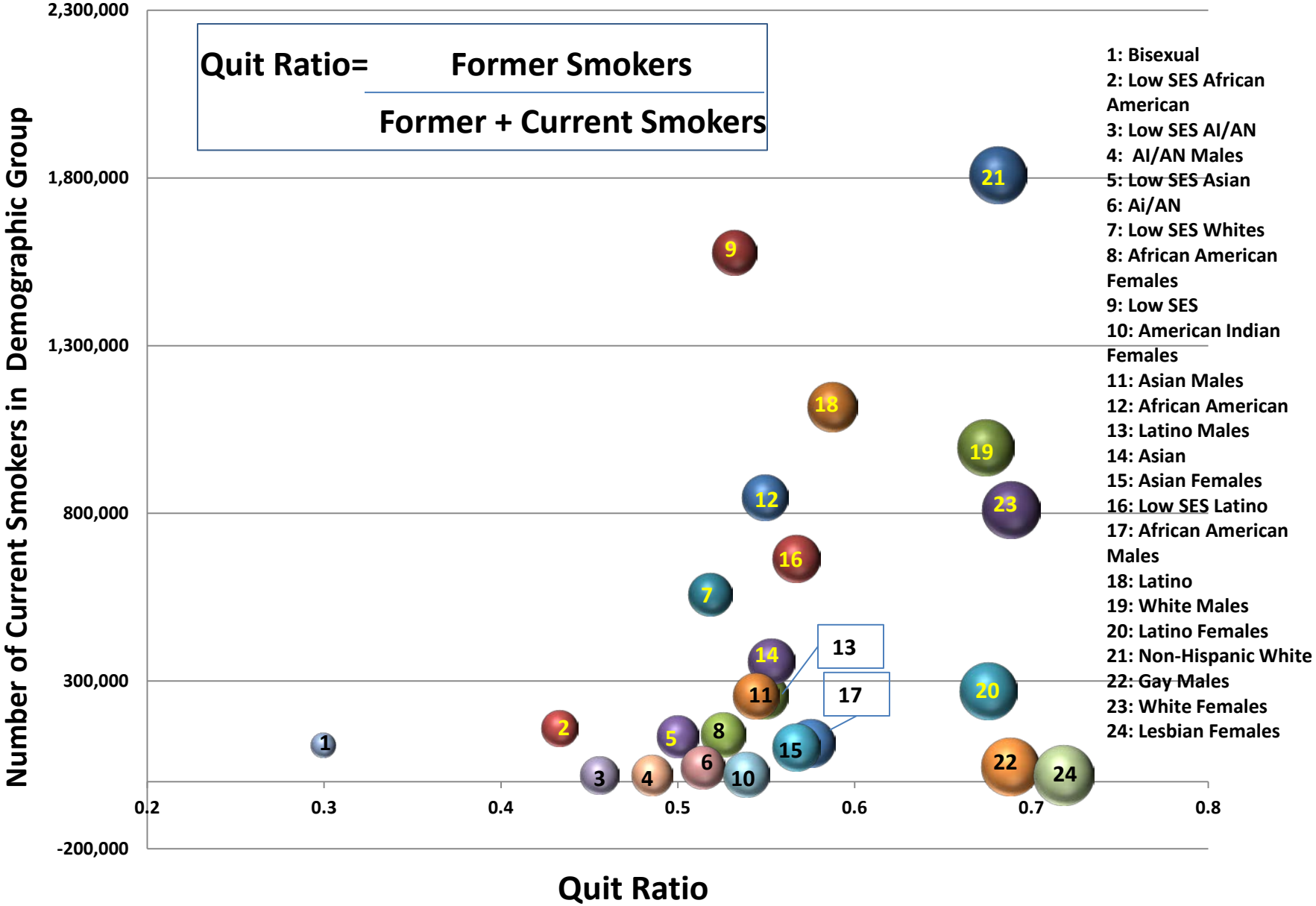
Source: California Health Interview Survey, 2009

# Smoking prevalence and population size of various smoker demographic groups in California



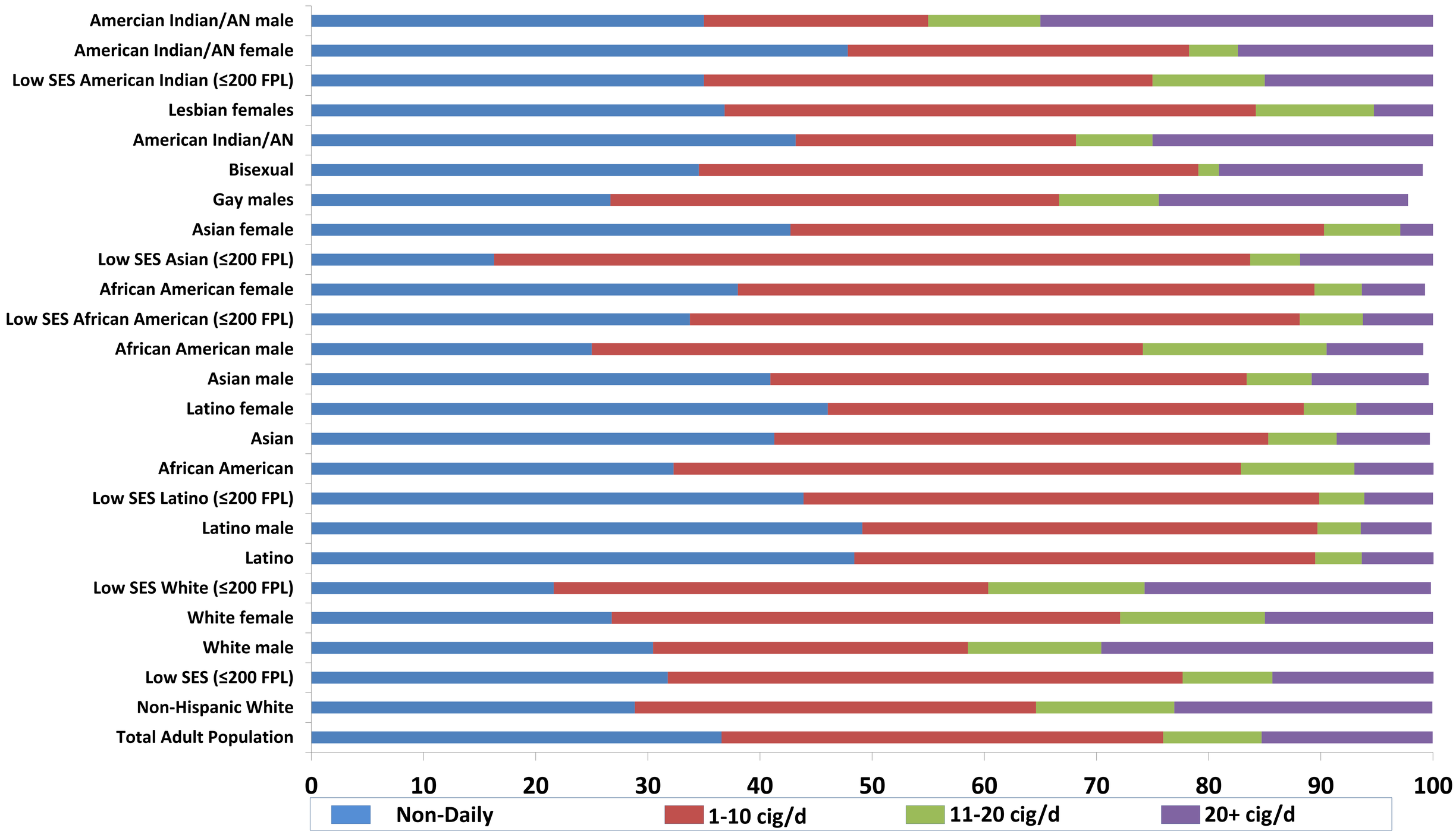

Source: California Health Interview Survey, 2009. Data restricted to adults aged 18 years and older. Low SES is defined as ≤200 Federal Poverty Limit. Prepared by: California Department of Public Health, California Tobacco Control Program, May 2013.

# Quit Ratio among various smoker demographic groups in CA



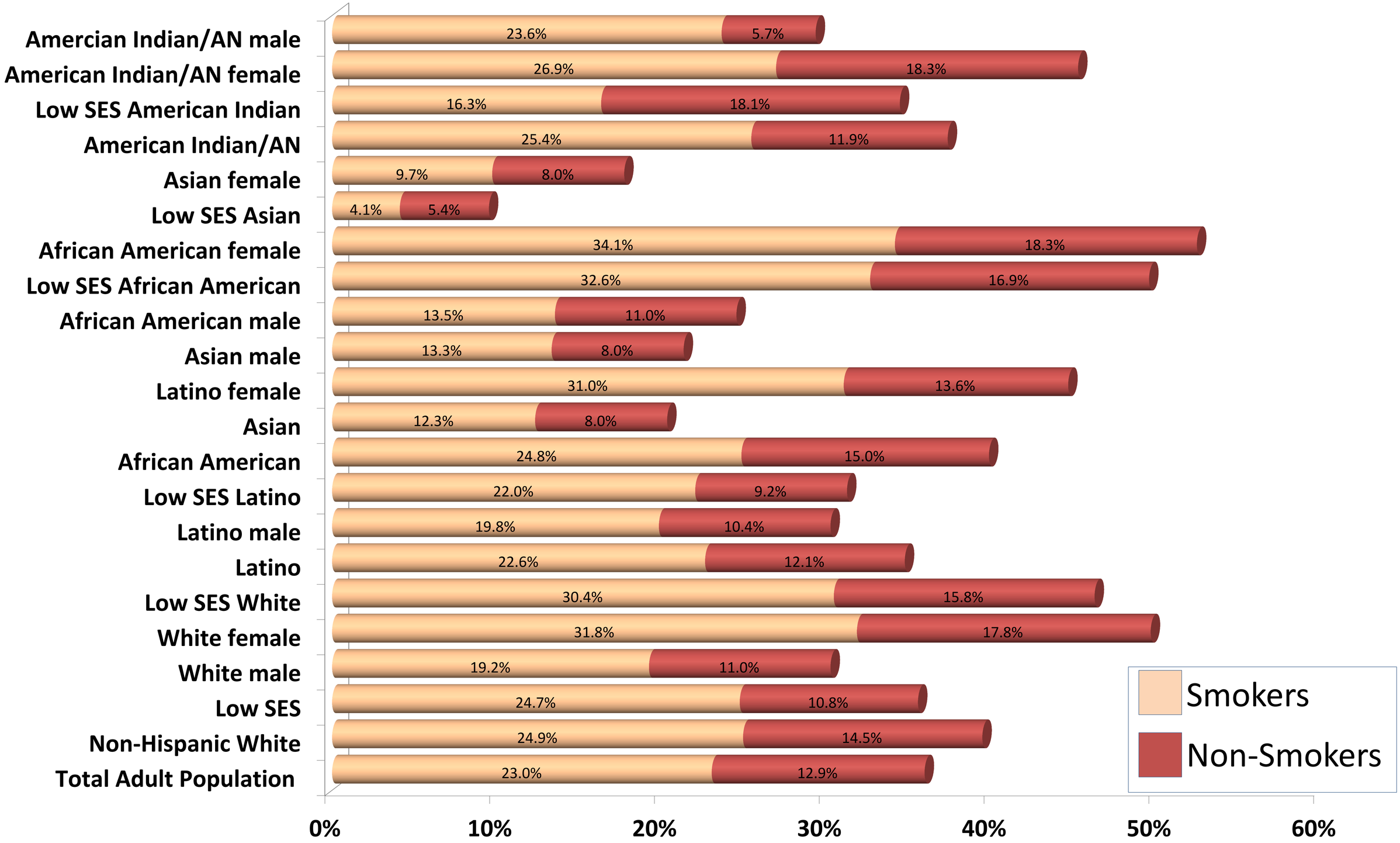

Source: California Health Interview Survey, 2009. Data restricted to adults aged 18 years and older. Low SES is defined as ≤200 Federal Poverty Limit.
Prepared by: California Department of Public Health, California Tobacco Control Program, May 2013.

# Distribution of daily and non-daily smokers in CA



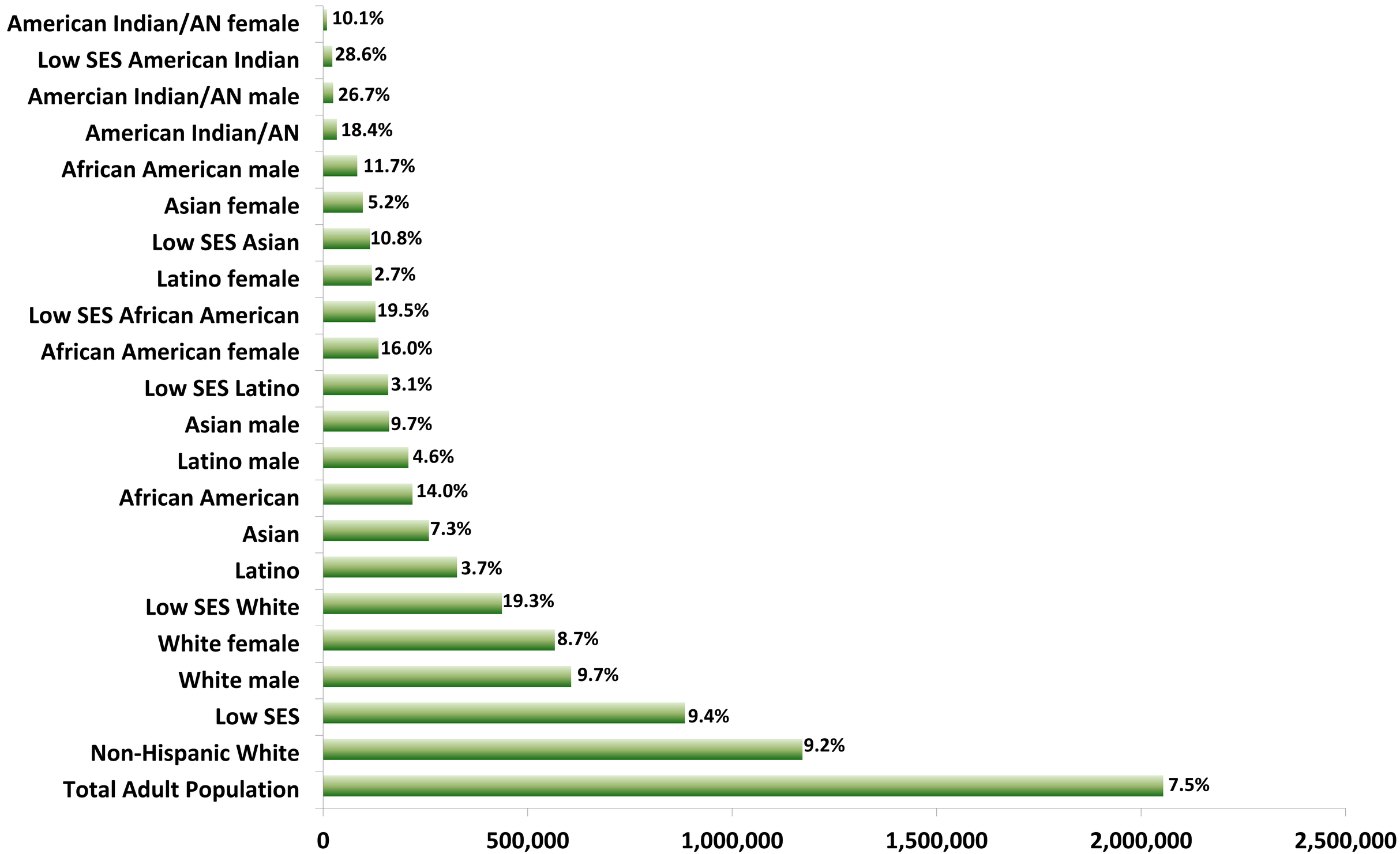

Source: California Health Interview Survey, 2009. Data restricted to adults aged 18 years and older. Low SES is defined as ≤200 Federal Poverty Limit. Prepared by: California Department of Public Health, California Tobacco Control Program, May 2013.

# Smoking prevalence among those with Poor Mental Health in CA




Source: CHIS, 2009. Data restricted to adults (18+yrs). Low SES is defined as ≤200 Federal Poverty Limit. Poor Mental Health defined as needing to see a professional because of mental health emotions or nerves or use of alcohol or drugs in past year. Prepared by: California Department of Public Health, California Tobacco Control Program, May 2013.

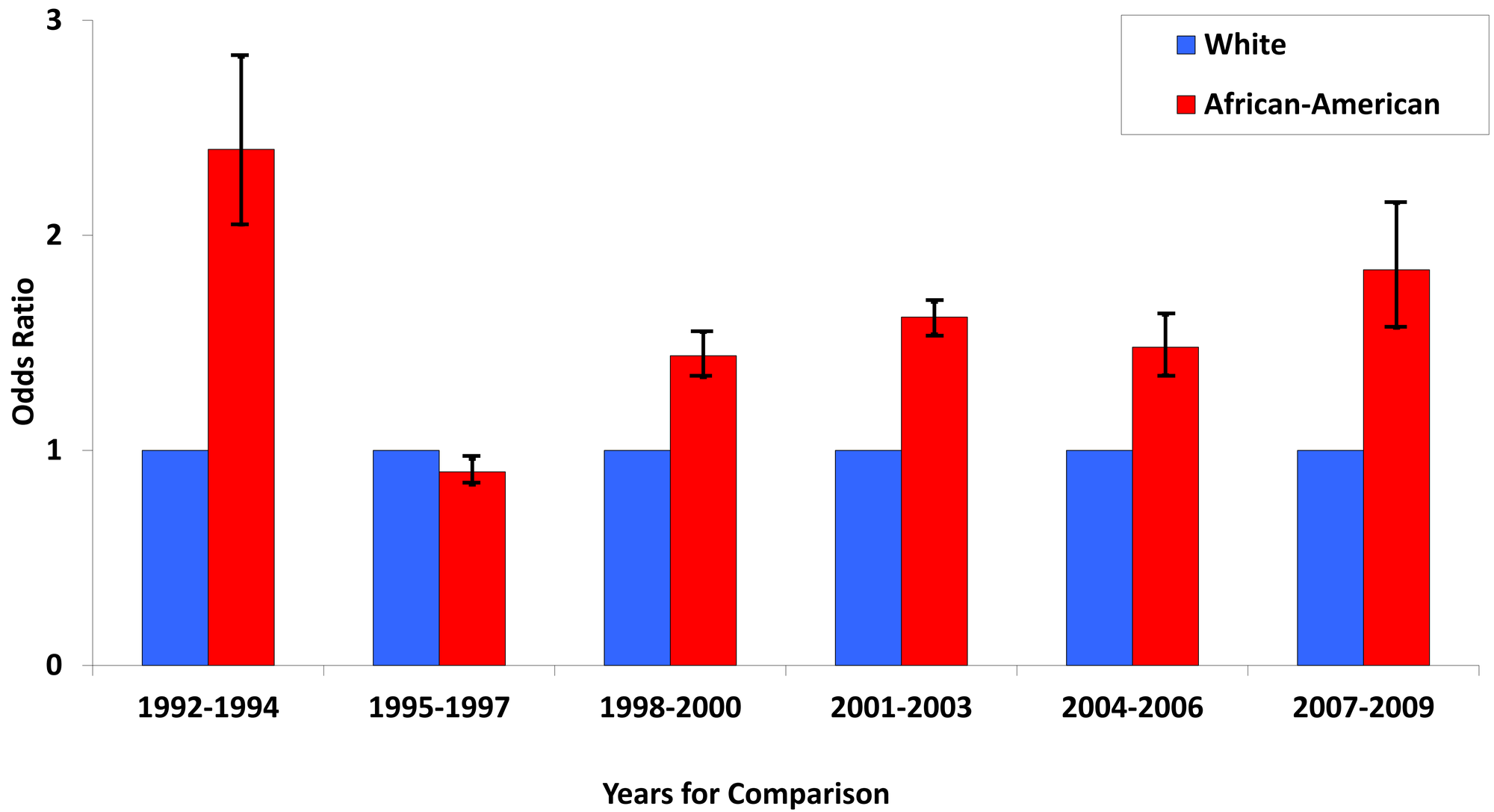
# Secondhand Smoke Exposure at home by various demographic groups in CA




Source: California Health Interview Survey, 2009. Data restricted to adults aged 18 years and older. Low SES is defined as ≤200 Federal Poverty Limit. Prepared by: California Department of Public Health, California Tobacco Control Program, May 2013.

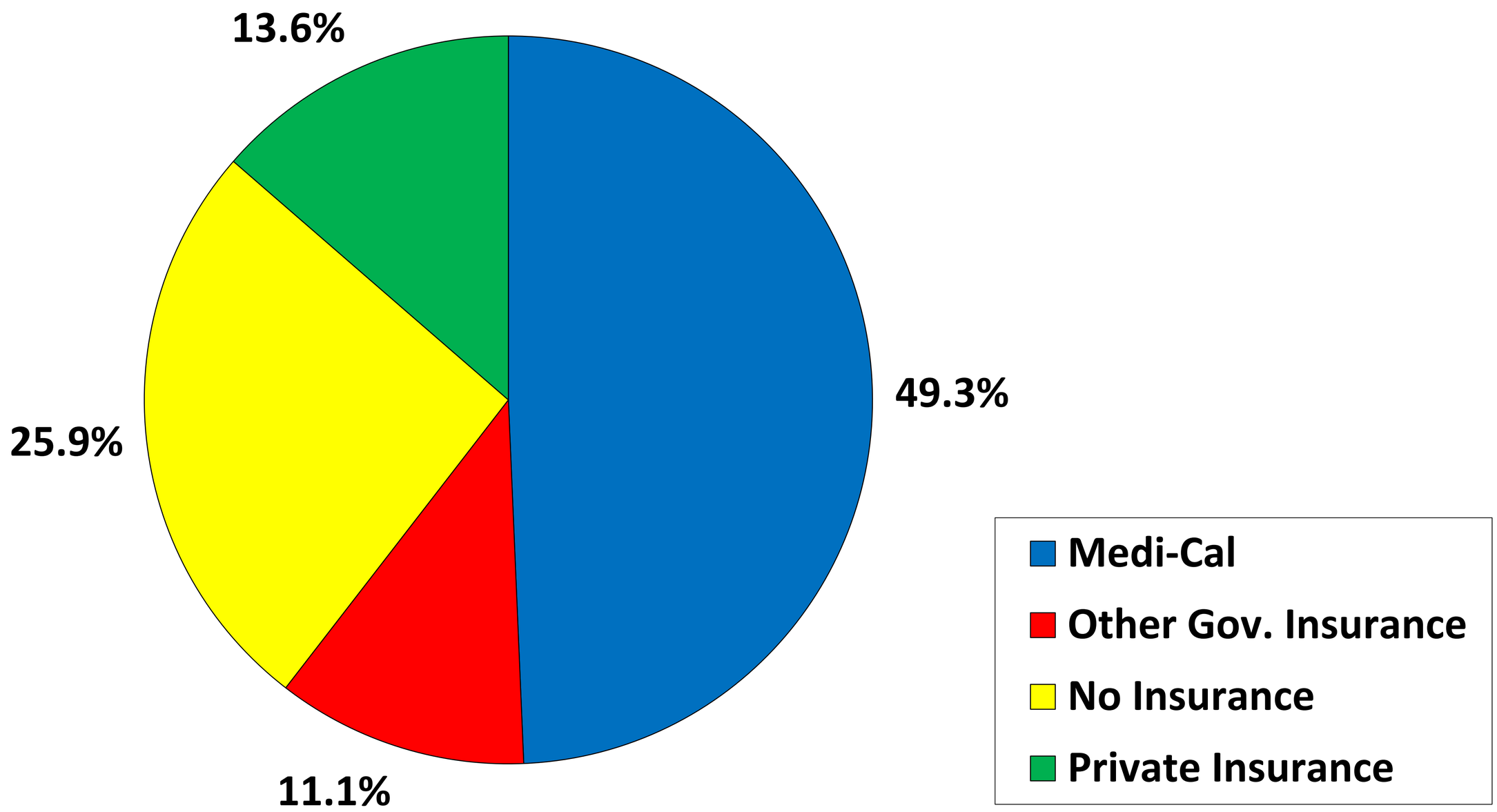
# Who calls the California Smokers' Helpline?

## Odds of African-American Smokers Calling the Helpline Relative to White Smokers



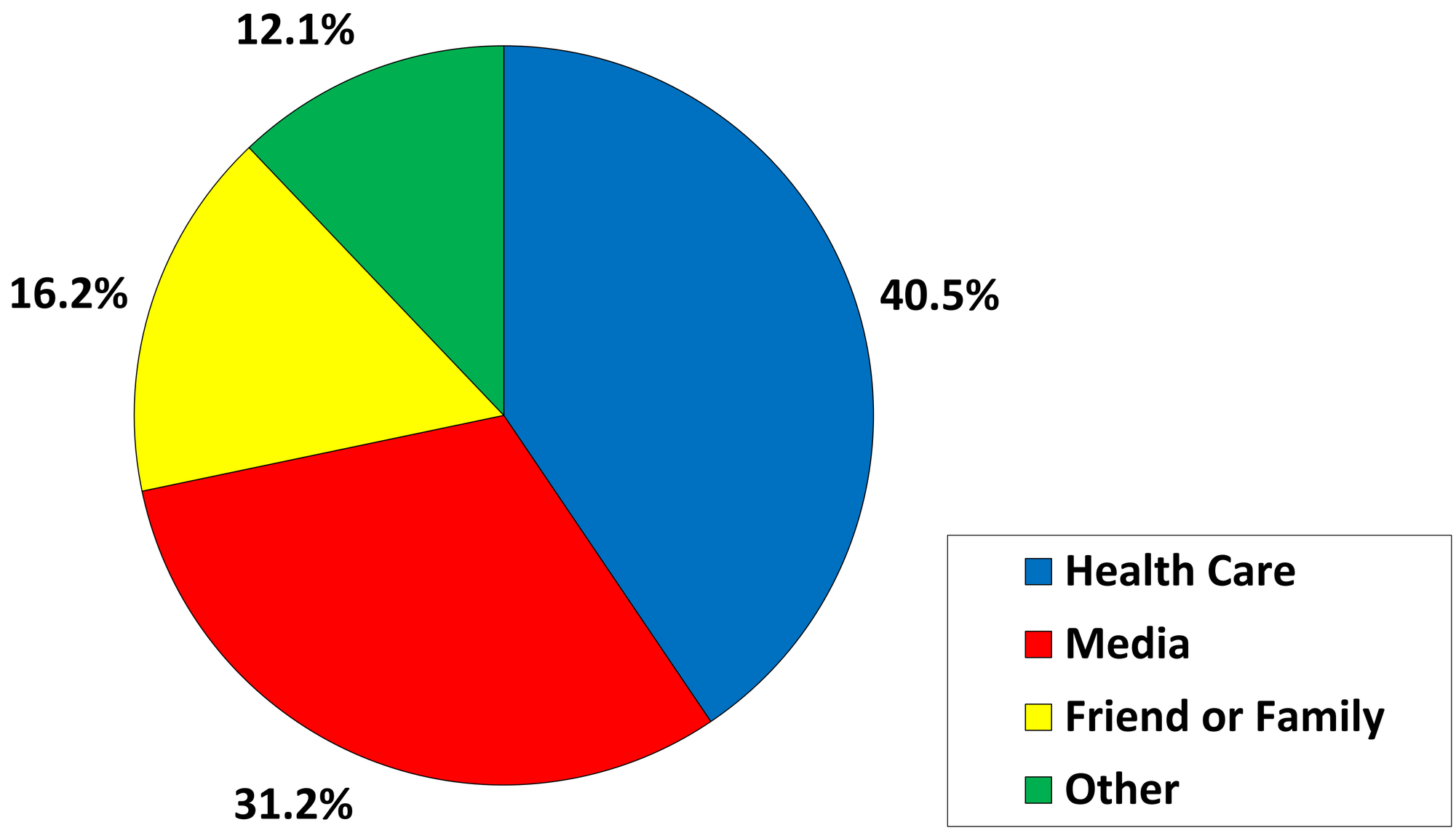

Source: Zhu et al. Quitline utilization rates of African-American and white smokers: the California experience. *American Journal of Health Promotion.* 2010;25(Suppl5):S51-S58.

# Insurance Status of Helpline Callers, 2012




N=38,584 tobacco-using callers.
Source: California Smokers' Helpline. Prepared June 2013.

# How Callers Heard About the Helpline, 2012




N=39,323 callers.
Source: California Smokers' Helpline. Prepared June 2013.