



Key Findings from the Online California Adult Tobacco Survey: 2022 Results

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Overview

The Online California Adult Tobacco Survey (Online CATS) is an online survey that gathers data on tobacco use behavior and tobacco-related beliefs; evaluates tobacco related policies and intervention campaigns; and creates a comprehensive picture of tobacco use among California residents between the ages of 18 and 64 years. The survey is currently administered by Gallup Inc. with funding from the California Department of Public Health, California Tobacco Control Program (CDPH/CTCP). This factsheet presents combined results from two waves conducted in 2022: March 28, 2022, to May 2, 2022 (n=3,441) and August 25, 2022, to September 19, 2022 (n=3,596).

Online CATS is one of many tools that CDPH/CTCP uses as part of its surveillance system. The results in this factsheet may lack agreement with other surveys CDPH/CTCP uses due to different methodology; however, this does not reduce the value of one survey over another. All estimates in this factsheet have been weighted to account for the sampling design and to be representative of California's adult age 18 to 64 population.

Key Findings

Tobacco Use

- One out of five (19.1%) Californians reported using any tobacco product in the past 30 days in 2022. Vapes was the most used tobacco product among those surveyed at 11.8%, followed by cigarettes (6.6%), little cigars or cigarillos (3.5%), cigars (3.4%), hookah (3.3%), smokeless tobacco products (2.6%), nicotine pouches (2.2%), pipe tobacco (1.8%), and heated tobacco products (1.3%).
- Among Californians who use tobacco products in the past 30 days, a majority (61.1%) exclusively use only one type of tobacco product (see Table 1).

Table 1. Exclusive, dual-, and poly-tobacco use among adults who used any tobacco products in the past 30 days by product, California, 2022

Products	Exclusive Use*	Dual Use†	Polyuse‡
Cigarettes	35.2%	21.5%	43.4%
Cigars	20.5%	21.4%	58.1%
Heated tobacco products	0.6%	1.3%	98.1%
Hookah	27.8%	17.8%	54.4%
Little cigars or cigarillos	17.2%	22.6%	60.2%
Nicotine pouches	17.1%	18.3%	64.6%
Pipe tobacco	13.8%	7.9%	78.3%
Smokeless tobacco products	22.9%	15.4%	61.7%
Vapes	50.2%	20.6%	29.2%
Any tobacco products	61.1%	18.1%	20.8%

* Exclusive use is past 30-day use of only one tobacco product type (e.g., using cigarettes only).

† Dual use is past 30-day use of three or more different tobacco product types (e.g., using only cigarettes and vapes).

‡ Polyuse is past 30-day use of three or more different tobacco product types (e.g., using cigarettes, vapes, and cigars).

- Three out of four (77.1%) reported using flavored tobacco products among Californians who use tobacco products in the past 30 days.¹ Flavored tobacco does not include “unflavored” or “tobacco-flavored” products. Flavored tobacco product use was highest among individuals who use vapes (90.6%), followed by smokeless tobacco products (80.5%), hookah (79.6%), heated tobacco products (73.1%), nicotine pouches (72.3%), cigarettes (57.8%), little cigars or cigarillos (57.7%), pipe tobacco (48.7%), and cigars (40.3%).

Tobacco Cessation

- Among adults who smoked cigarettes in the past 30 days, 30.4% reported that they plan to quit smoking in the next six months and 40.8% made a quit attempt in the past year.
- Among adults who used vapes in the past 30 days, 42.9% reported they plan to quit vaping in the next six months and 39.5% made a quit attempt in the past year.

¹ The survey was administered before the effective date of California Senate Bill (SB) 793, which prohibited the sale of most flavored tobacco products. SB 793 became effective on December 21st, 2022, after California voters upheld the law during the November 2022 election. Past 30-day use of flavored tobacco products is expected to decline in 2023 due to this law.

Tobacco-Related Attitudes

- Californians were asked their opinions about strategies that would advance California’s goal of ending the commercial tobacco epidemic. Overall, more than half of Californians support these policies (see Table 2). The highest agreement was for smokefree outdoor dining areas (81.1%), followed by smokefree multiunit housing (66.3%), and reducing the number of stores that sell tobacco (64.7%).
- Table 2 also shows that agreement for these policies were lower among Californians who used tobacco products in the past 30 days compared to those who did not. The differences in agreement ranged from 16.5 percentage points (“Smoking should not be allowed in outdoor dining areas at restaurants”) to 28.9 percentage points (“The sale of flavored tobacco products should not be allowed”).

Table 2. Agreement with tobacco-related statements by past 30-day tobacco product use, California, 2022

Statements	Overall	Past 30-Day Tobacco Product Use	
		Yes	No
Smoking should not be allowed in outdoor dining areas at restaurants.	81.1%	67.8%	84.3%
Apartment complexes should require all the units to be tobacco smokefree and vape-free.	66.3%	45.2%	71.3%
The number of stores that sell tobacco should be reduced.	64.7%	48.0%	69.0%
The sale of products that contain nicotine should not be allowed, except for aids to help smokers quit, such as nicotine gum and patches.	61.1%	46.1%	64.6%
There should be a gradual ban on the sale of tobacco products.	59.6%	43.7%	63.4%
The sale of flavored tobacco products should not be allowed.	59.3%	35.9%	64.8%

Secondhand Exposure

- Approximately half (50.9%) of participants reported being exposed to either secondhand tobacco smoke or vape aerosol in the past two weeks. Higher rates of secondhand exposure were observed in adults who used tobacco products in the past 30 days (74.9%) compared to those who did not (45.3%).
- Sidewalks were the most reported location of secondhand tobacco smoke or vape aerosol exposure (46.4%), followed by homes (34.6%), recreational spaces (including parks and beaches) (34.3%), outdoor dining areas (28.1%), and stores or shopping malls (25.4%).

Suggested Citation

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More Information on the Online California Adult Tobacco Survey

The Online California Adult Tobacco Survey (Online CATS) is used by CDPH/CTCP for emerging tobacco-related topics that requires rapid response and for gathering beliefs, attitudes, and opinions on tobacco-related topics among California adults aged 18 to 64 years. Due to the smaller sample size compared to other surveillance tools used by CDPH/CTCP, such as the [California Health Interview Survey](#), Online CATS is not intended to provide analysis by demographics.

Additional factsheets, infographics, and reports from surveys that are part of CDPH/CTCP's surveillance system can be found on the [CDPH/CTCP website](#). Demographic and tobacco use disparity data from CDPH/CTCP's surveillance system can also be found on the CDPH/CTCP's [Tobacco-Related Disparity Indicators Dashboard](#) and the [Story of Inequity website](#).