

HIGHLIGHTS FROM THE CALIFORNIA TOBACCO SURVEYS

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WHY TOBACCO CONTROL?

To reduce morbidity and mortality from tobacco-related diseases:

- **Cancer (lung and other)**
- **Heart disease**
- **Chronic obstructive lung disease**

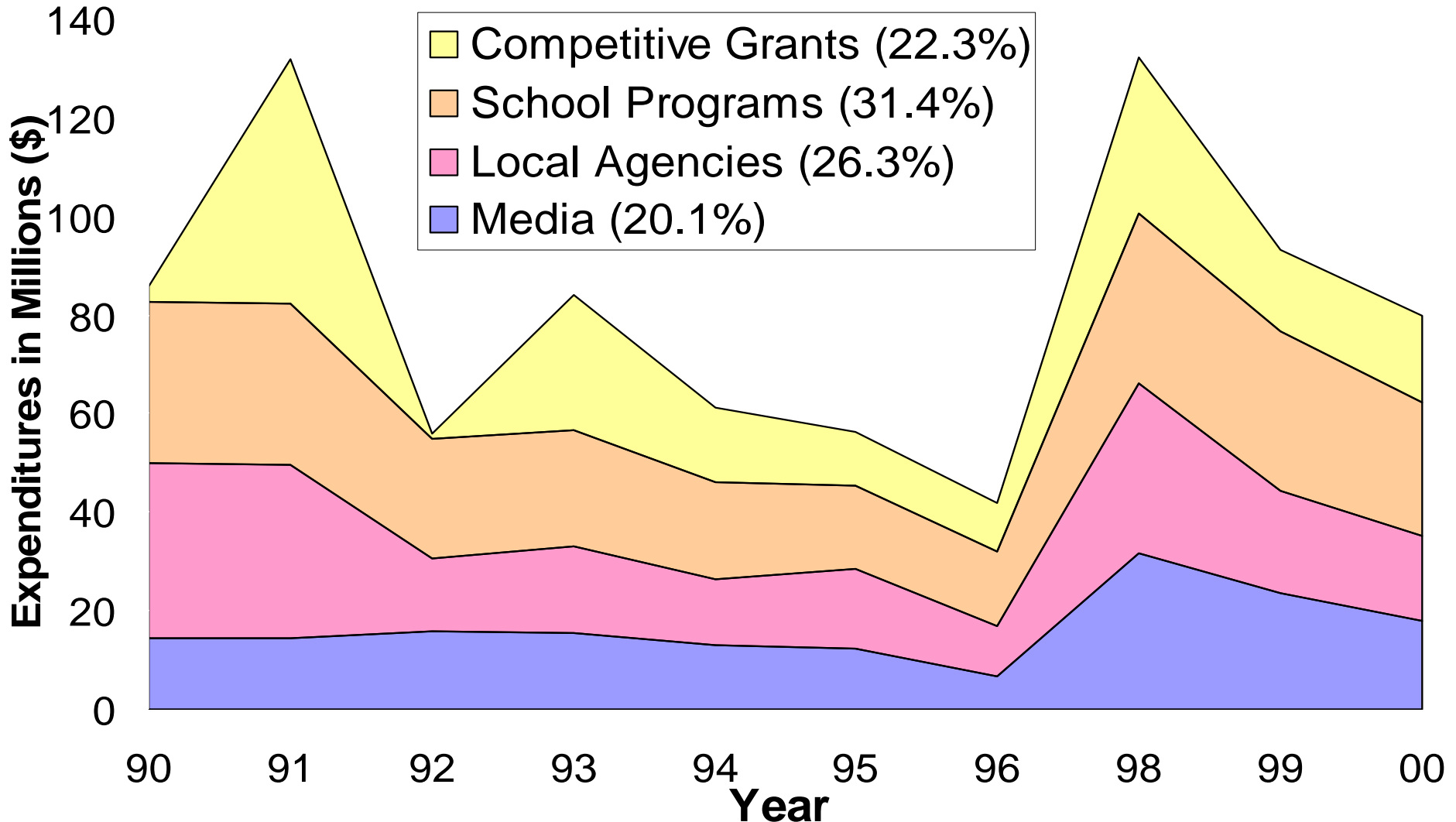
OVERALL **GOALS** OF CALIFORNIA TOBACCO CONTROL PROGRAM

- **Encourage smokers to quit**
- **Encourage smokers to reduce their exposure to harmful tobacco products**
- **Discourage smoking initiation**
- **Protect nonsmokers from secondhand smoke**

MAJOR STRUCTURAL LANDMARKS OF CALIFORNIA TOBACCO CONTROL PROGRAM

- ⇒1989: Proposition 99 passed, new \$0.25/pack tax**
- ⇒1990: Media campaign begins**
- ⇒By 1993, over 120 new local clean air ordinances were adopted**
- ⇒1994: State law: indoor workplaces smokefree**
- ⇒1994: STAKE Act (youth access enforcement)**
- ⇒1998: Smokefree workplace law extended to bars and game rooms**
- ⇒1999: Proposition 10 passed, new \$0.50/pack tax**

Expenditures of the California Tobacco Control Program



Source: Balbach et al., 1998 and 2000

THE CALIFORNIA TOBACCO SURVEYS

- **Random-digit-dialed household telephone surveys**
- **Conducted in 1990, 1992, 1993, 1996 and 1999**
- **A household adult enumerates all residents and gives demographics and smoking status**
- **The probability an adult is selected for a 25-minute extended interview is determined by smoking status**
- **All adolescents 12-17 selected for an extended interview in 1990, 1992, 1993 and 1996. One randomly selected in 1999.**

SURVEILLANCE OF IMPORTANT OUTCOME MEASURES

- Cigarette price
- Per capita cigarette consumption
- Adult smoking prevalence
- Adult cessation
- Adolescent smoking
- Adolescent perceptions of ease of obtaining cigarettes

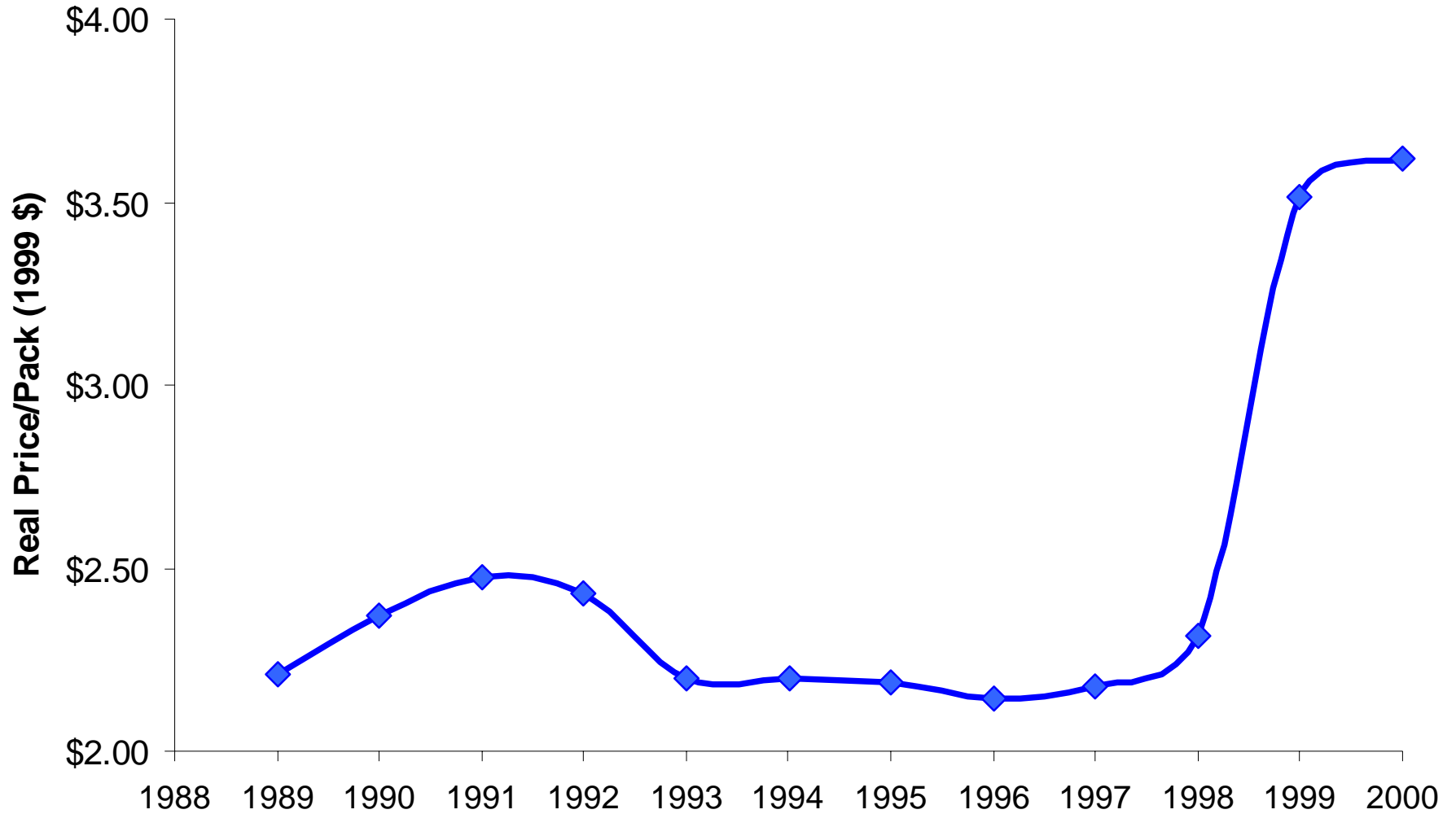
SURVEILLANCE OF IMPORTANT OUTCOME MEASURES (cont'd)

- Compliance with school smoking bans
- School classes on health effects of smoking
- Protection of nonsmokers from secondhand smoke
- Price sensitivity/attitudes toward taxation

CIGARETTE PRICE AND PER CAPITA CIGARETTE CONSUMPTION

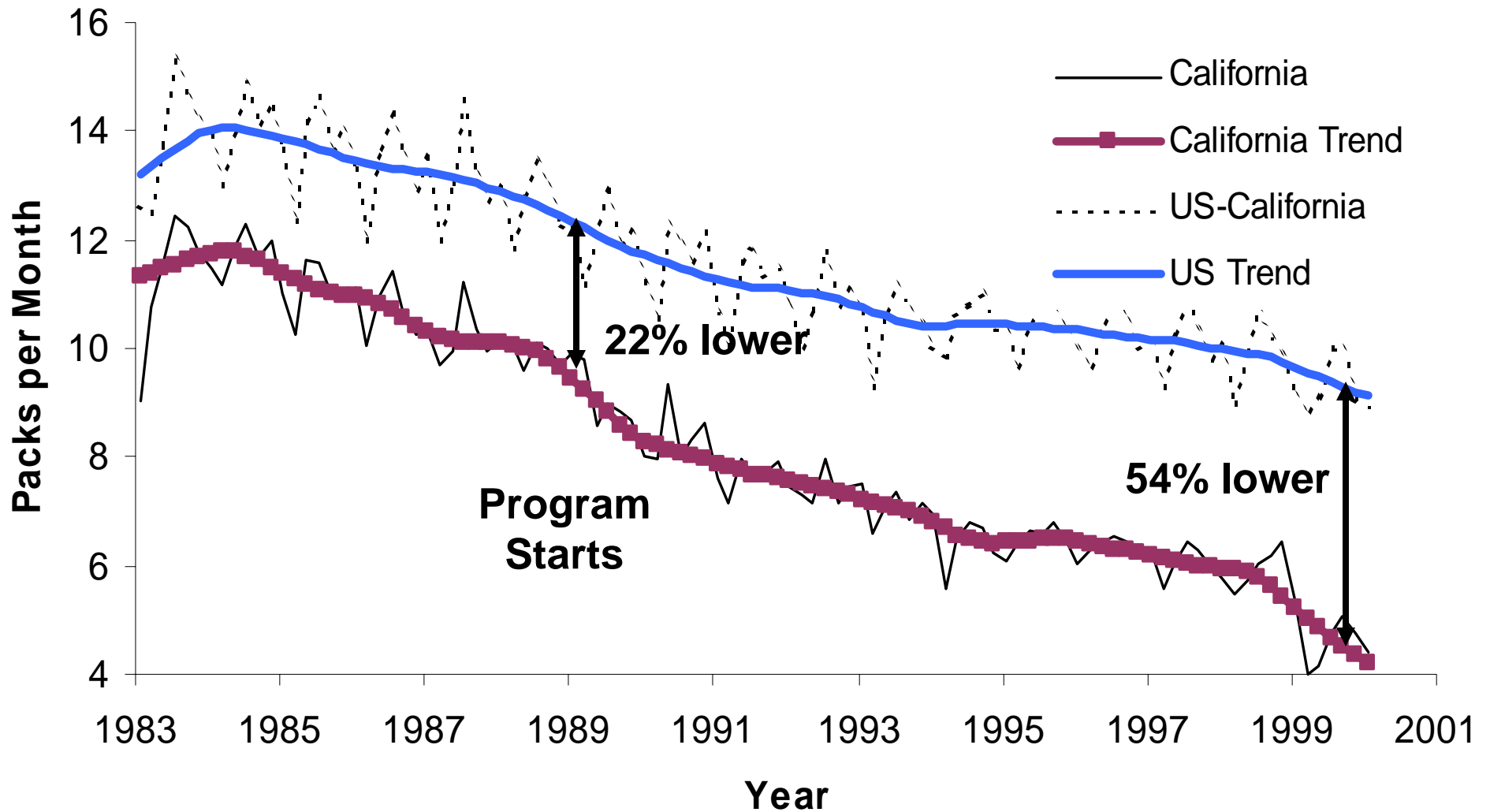
Cigarette price and bimonthly sales
data now reported to the Federal
Trade Commission by the consulting
firm of Orzechowski and Walker

Average Real Price/Pack of Cigarettes in California (1999 dollars)



Source: Tax Burden on Tobacco, 2000

Seasonally Adjusted Trend of Per Capita Consumption for Cigarettes, California vs. U.S.

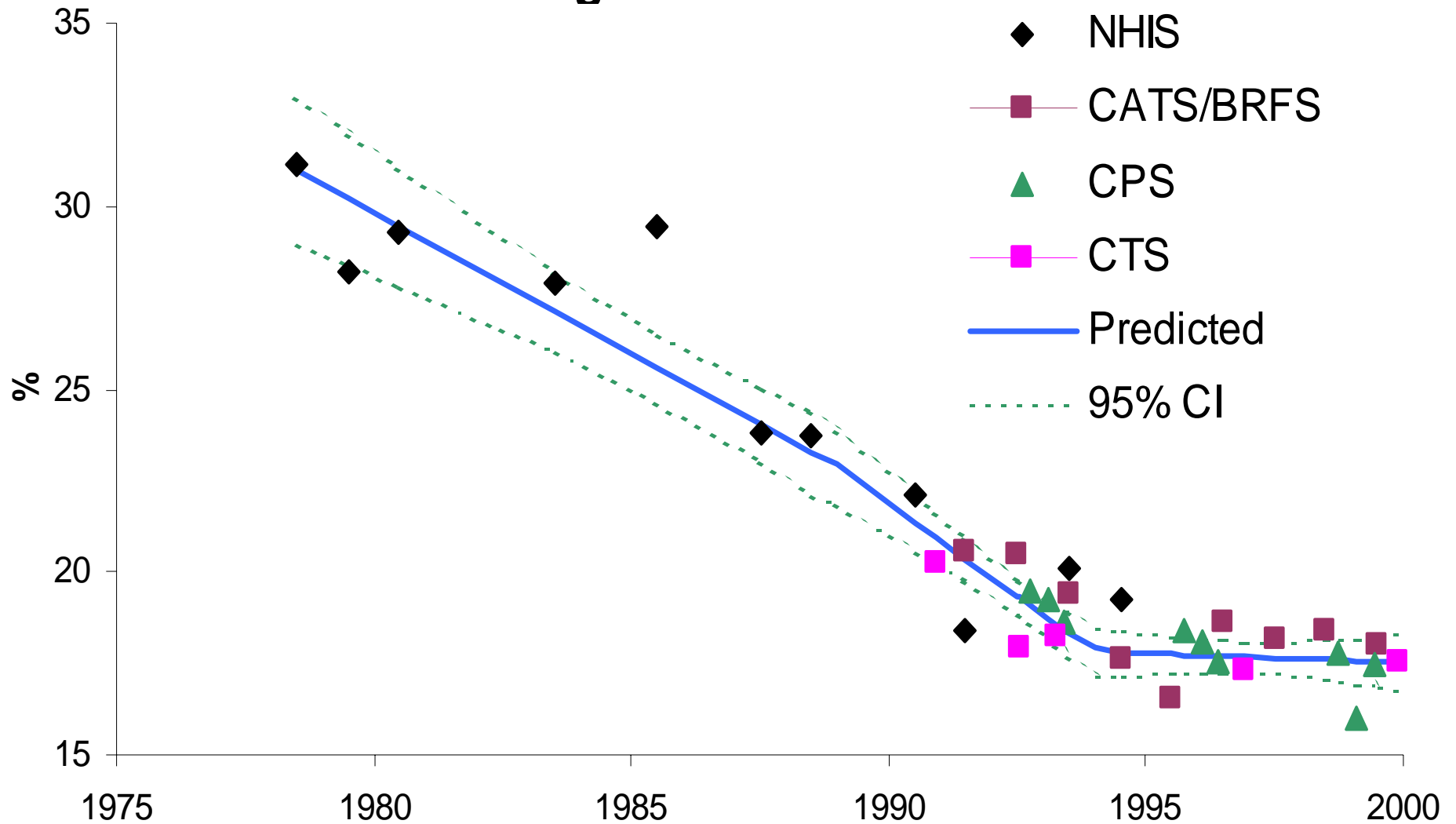


Source: Tobacco Institute; Orzechowski & Walker; U.S. Bureau of Census

ADULT SMOKING PREVALENCE

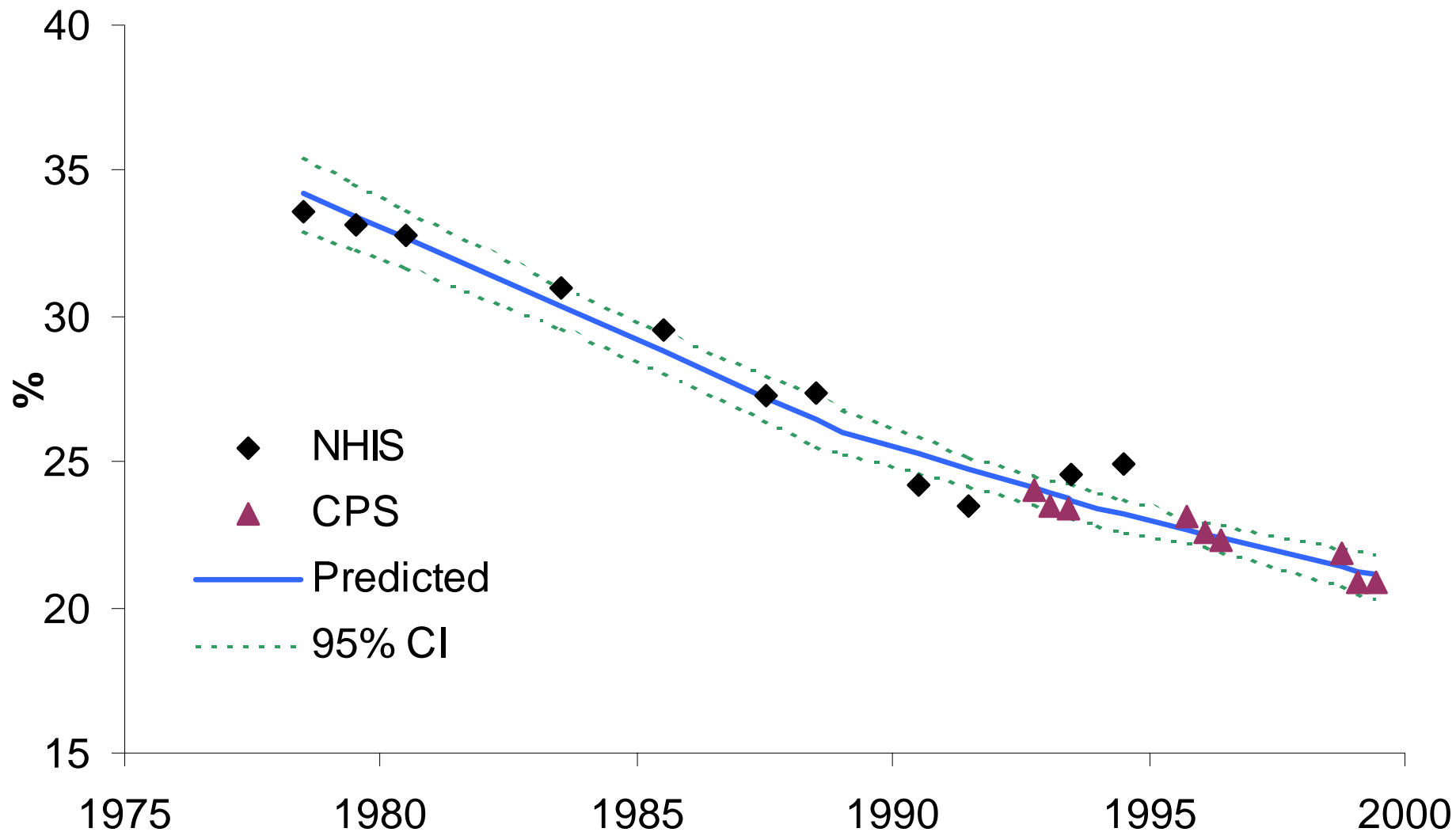
- *Have you smoked at least 100 cigarettes in your lifetime?*
- **1990-1996 screener:** *Do you smoke cigarettes now?*
- **1996 extended, 1999 screener and extended:**
Do you now smoke cigarettes everyday, some days or not at all?

Smoking Prevalence Among California Adults, Aged 18 or Older



Source: NHIS, 1978, 1979, 1980, 1983, 1985, 1987, 1988, 1990, 1991, 1993, 1994; CTS 1990, 1992, 1993, 1996, 1999; BRFS/CATS 1991-1999; CPS 1992-1993, 1995-1996, 1998-1999

Smoking Prevalence Among Adults in the Rest of the United States, Aged 18 and Older

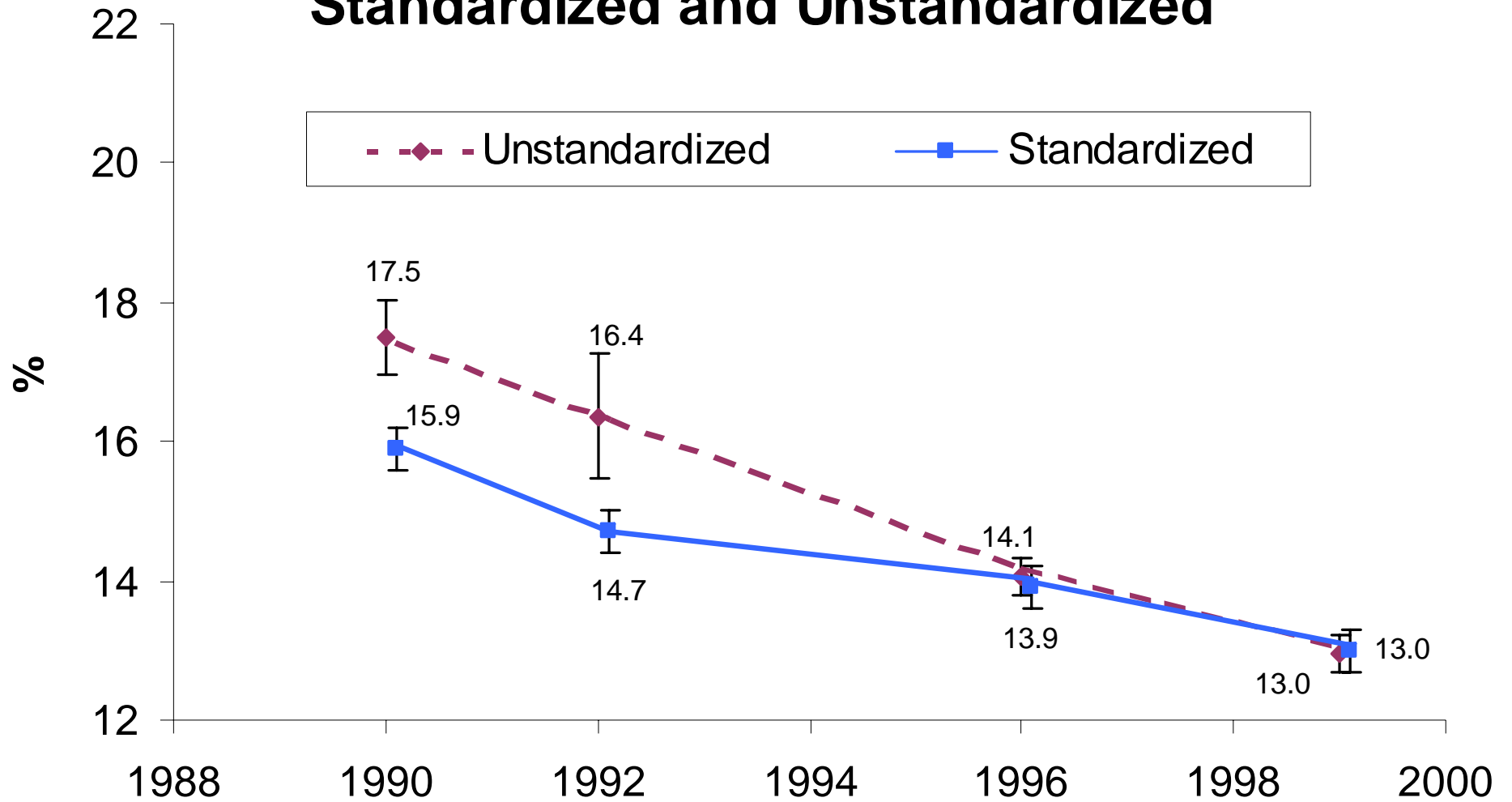


Source: NHIS 1978, 1979, 1980, 1983, 1985, 1987, 1988, 1990, 1991, 1993, 1994; CPS 1992-1993, 1995-1996, 1998-1999

ADULT DAILY SMOKING

- 1990,1992:** If answered *yes* to smoke now question, then asked: *Do you now smoke cigarettes everyday or some days?*
- 1996,1999:** Answered *everyday* to the prevalence question.

Adult Daily Smoking, Standardized and Unstandardized



Source: CTS 1990, 1992, 1996, 1999

SELF-REPORTED CONSUMPTION

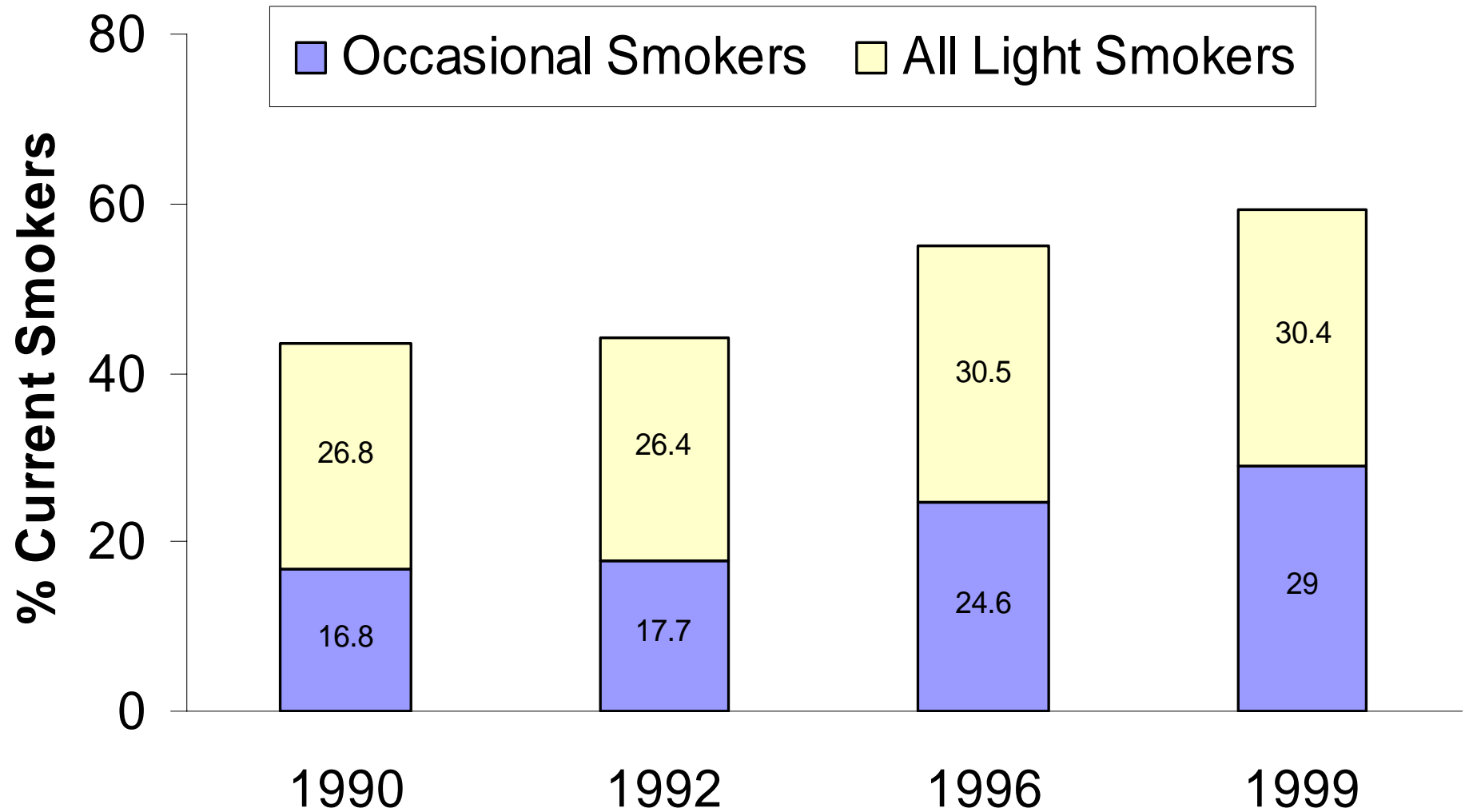
Daily Smokers:

- *How many cigarettes on average do you smoke per day?*

Occasional Smokers:

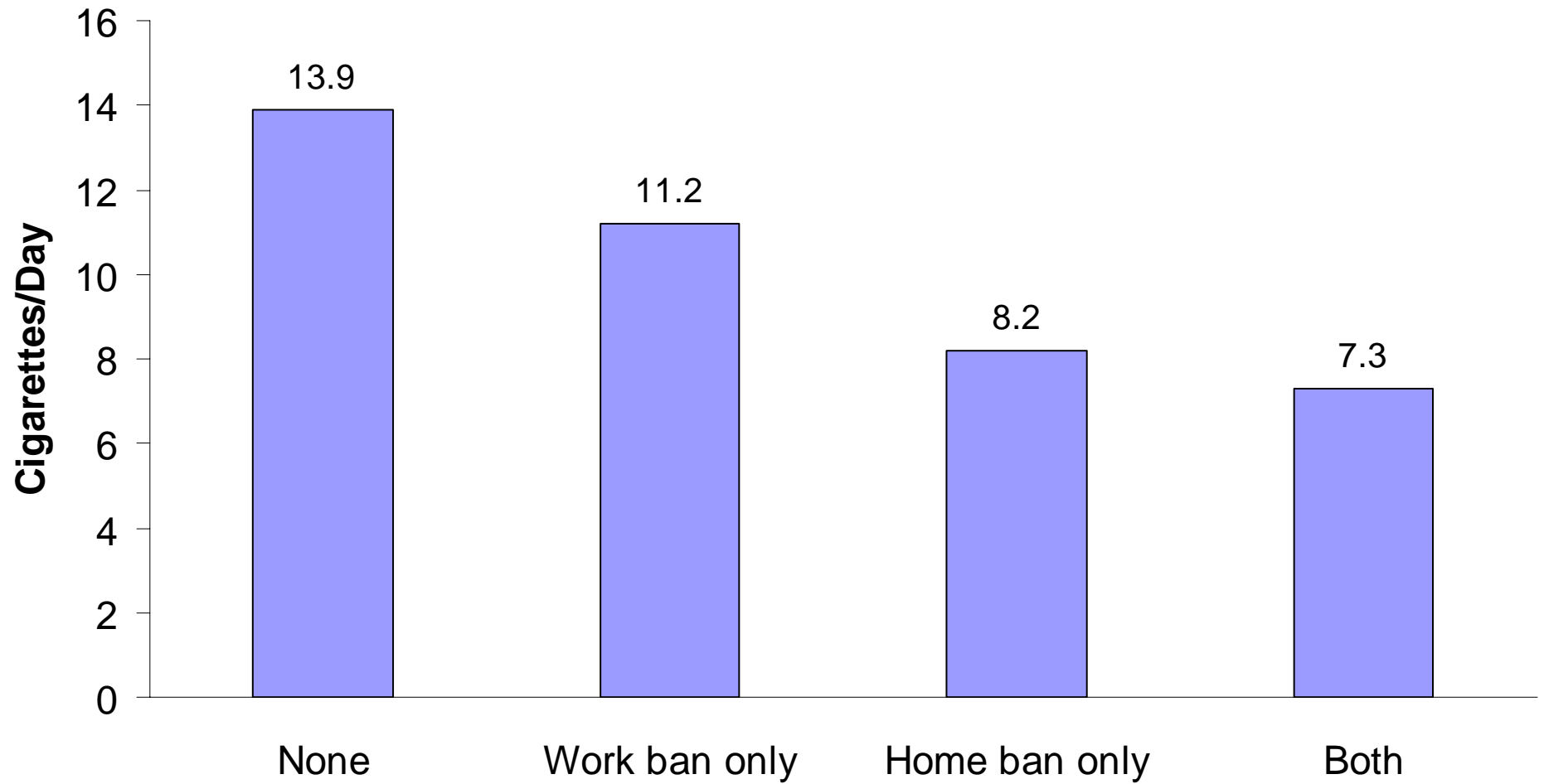
- *On how many of the past 30 days did you smoke cigarettes?*
- *On the past 30 days, on the days that you did smoke, about how many cigarettes did you usually smoke?*

Light Smoking (<15 Cigarettes/Day) Among Current Smokers



Source: CTS 1990, 1992, 1996, 1999

Daily Cigarette Consumption and Smoking Bans



Source: CTS 1999

ADULT SMOKING CESSATION

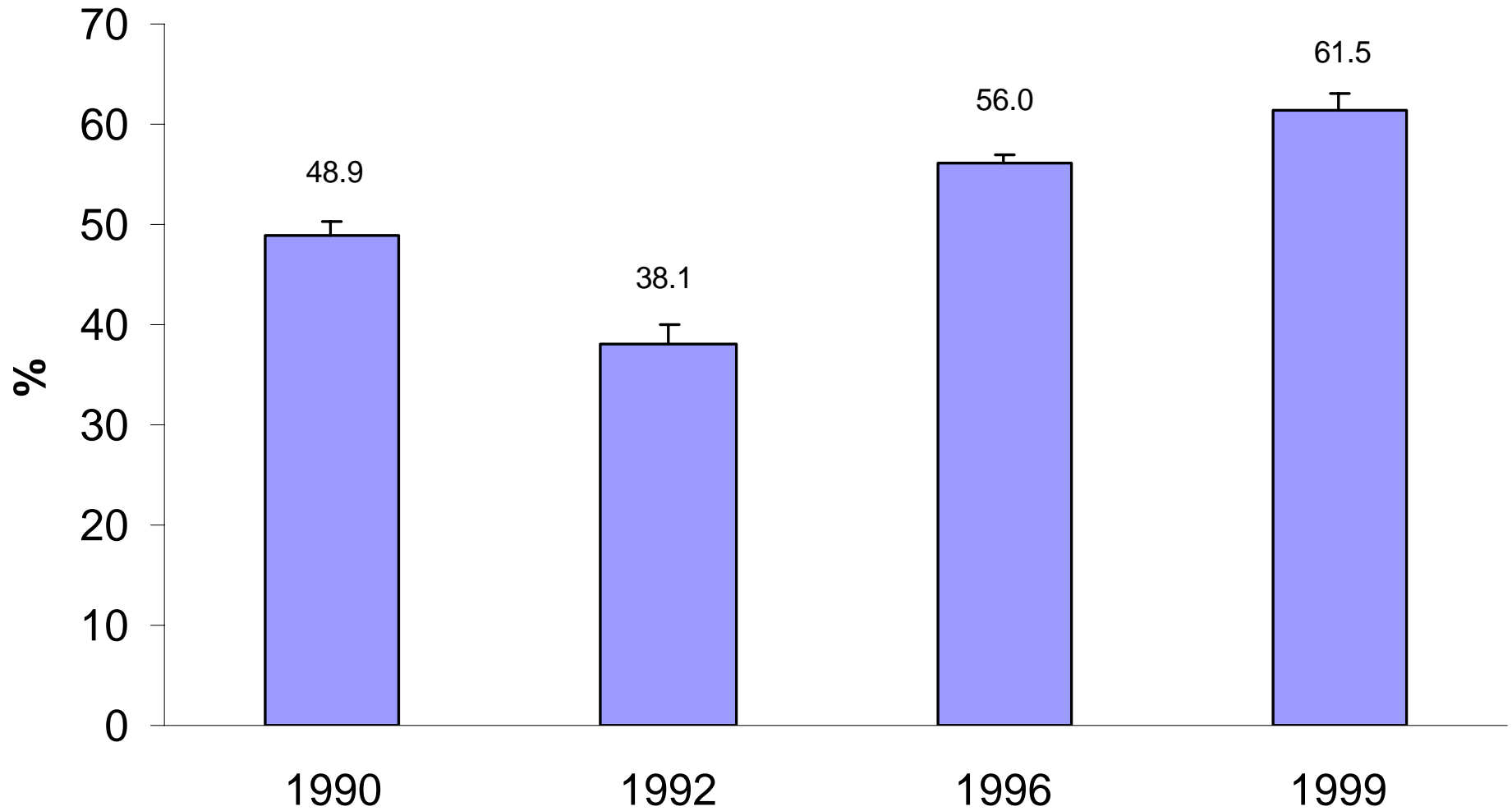
Current smokers:

- *During the past 12 months, have you quit smoking intentionally for one day or longer?*
- *How long did you actually stay off cigarettes during that quit attempt?*

Former smokers:

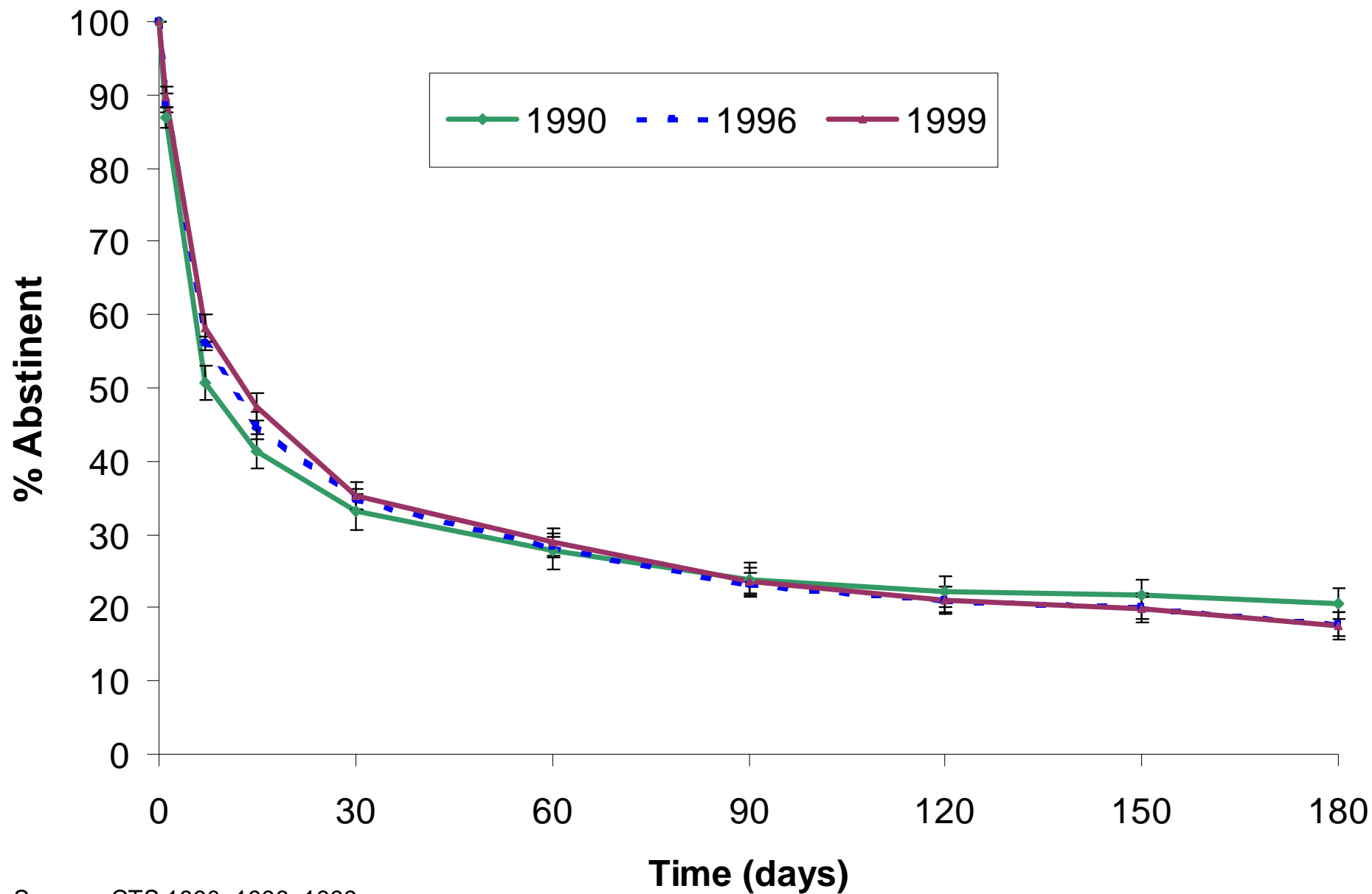
- Date when last smoked a cigarette

Quit Attempts Among Smokers in the Last Year



Source: CTS 1990, 1992, 1996, 1999

Relapse Following Most Recent Quit Attempt for Smokers in Last Year

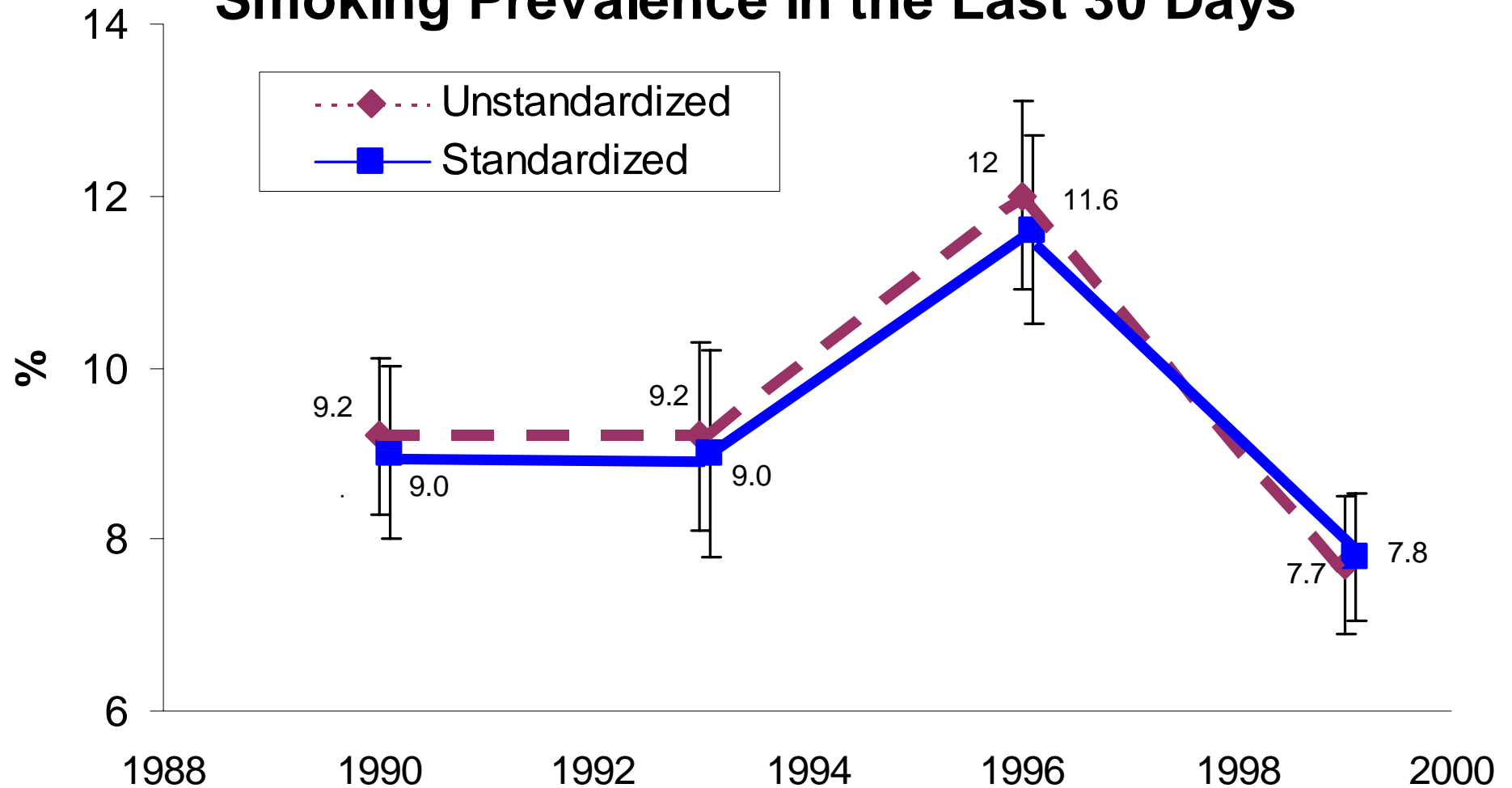


Source: CTS 1990, 1996, 1999

ADOLESCENT SMOKING

- *Have you ever smoked a cigarette?*
- *Have you ever tried or experimented with cigarette smoking, even a few puffs?*
- *Have you smoked at least 100 cigarettes in your life?*
- *Think about the last 30 days. On how many of these days did you smoke?*

The Effect of Removing Population Distribution Changes from Adolescent (12-17 years) Smoking Prevalence in the Last 30 Days

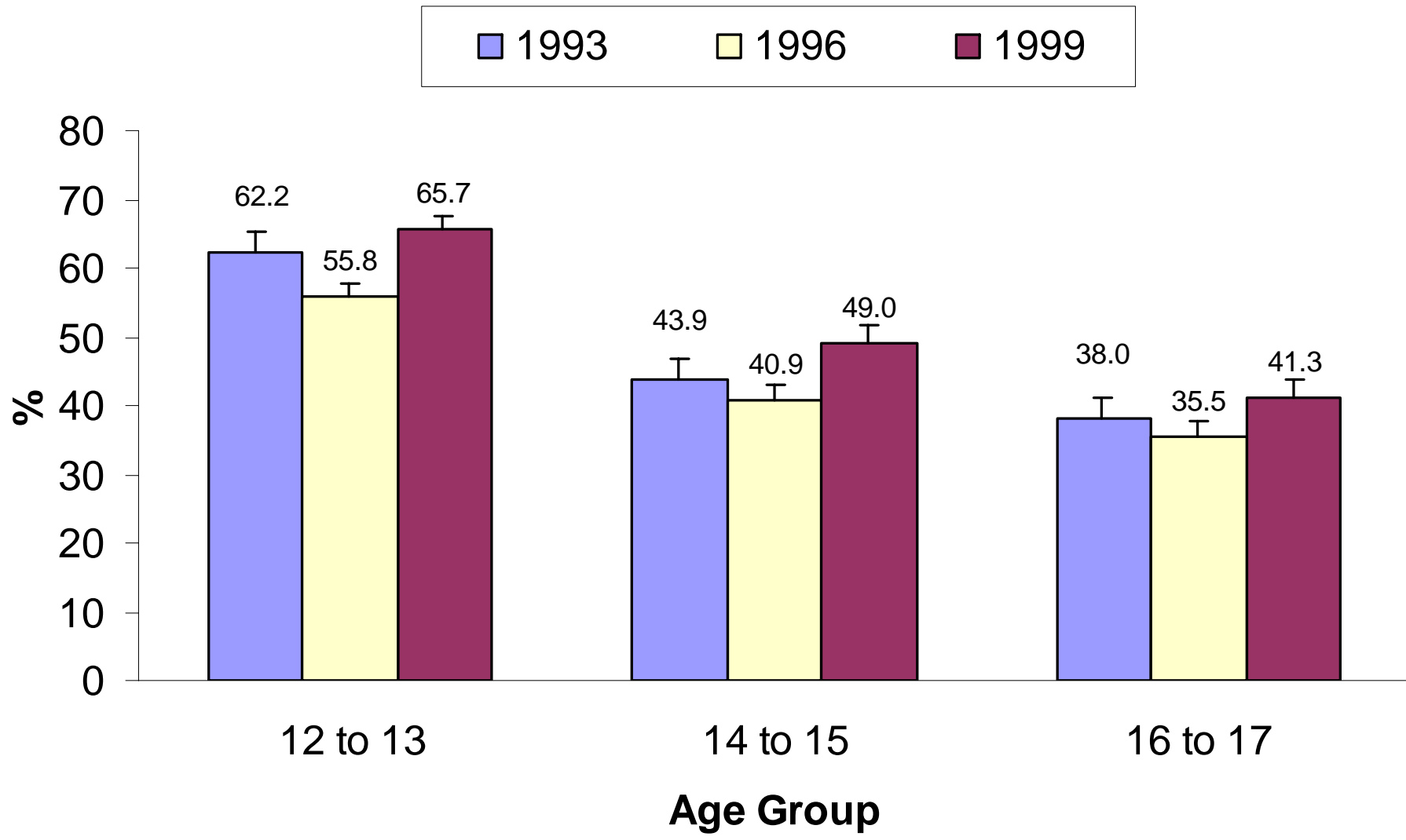


Source: CTS 1990, 1993, 1996, 1999

COMMITTED NEVER SMOKERS

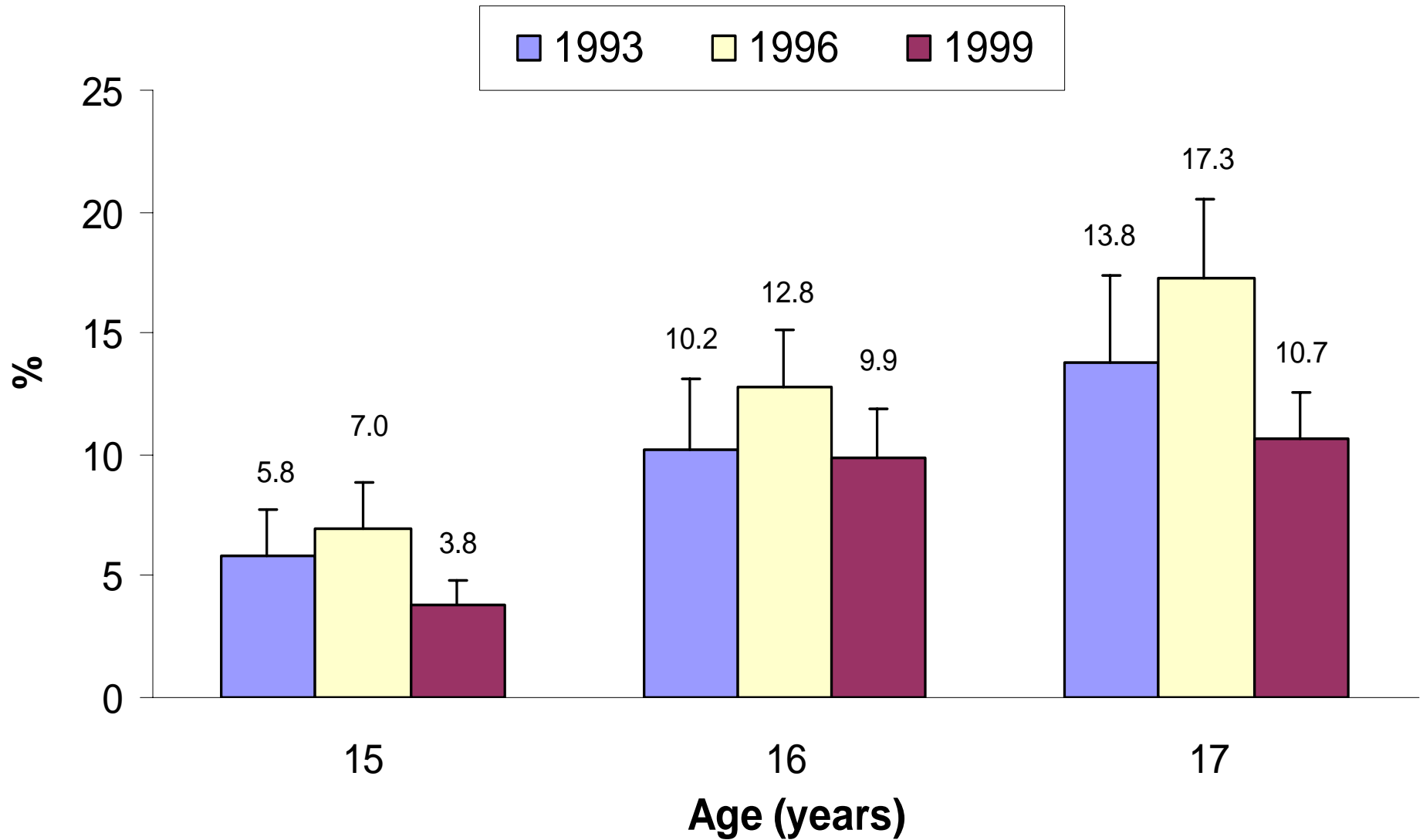
- *Do you think in the future you might experiment with cigarettes?*
- *If one of your best friends were to offer you a cigarette, would you smoke it?*
- *At any time during the next year do you think you will smoke a cigarettes?*

12-17 Year Old Committed Never Smokers



Source: CTS 1993,1996,1999

15-17 Year Old Established Smokers

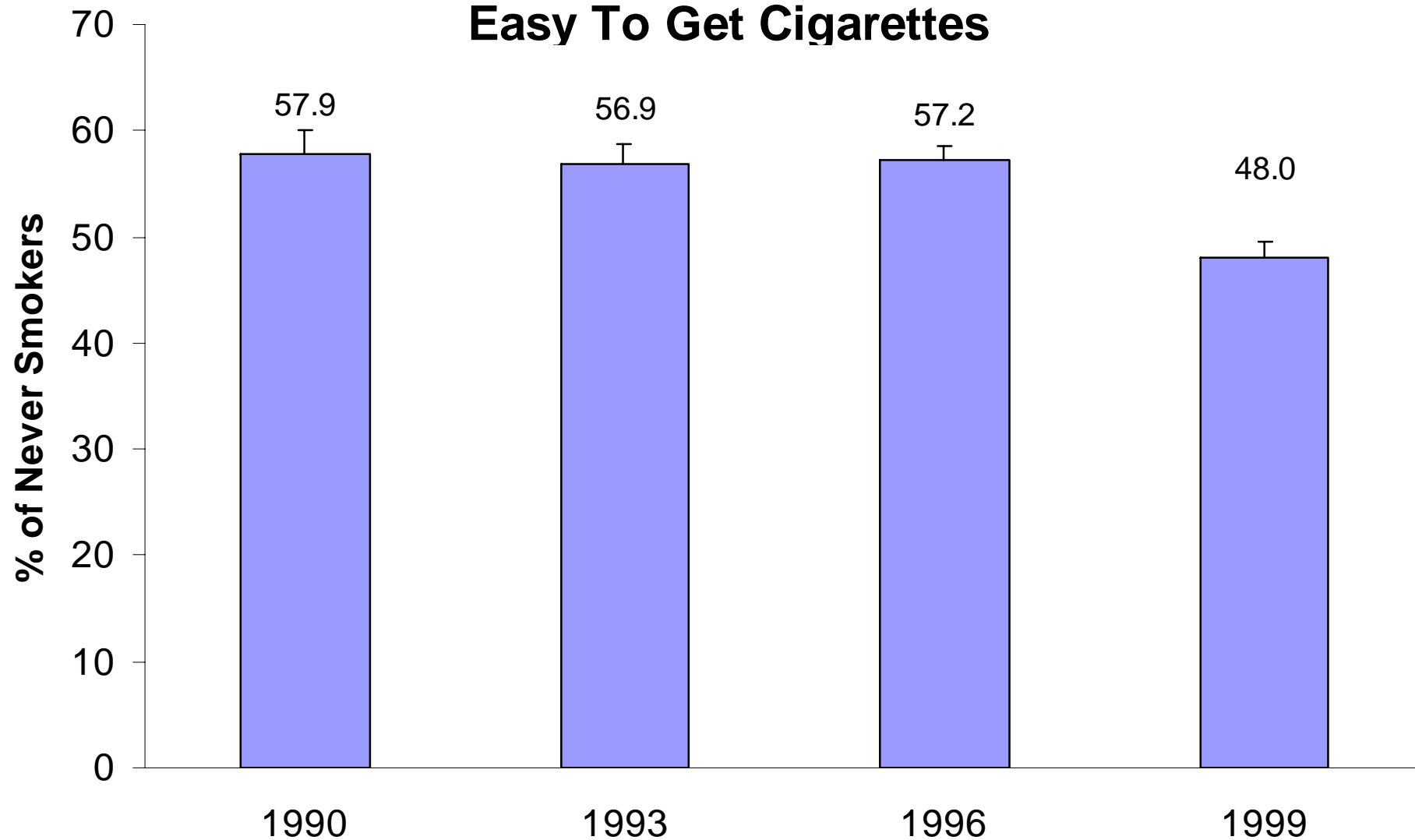


Source: CTS 1993,1996,1999

EASE OF ACCESS

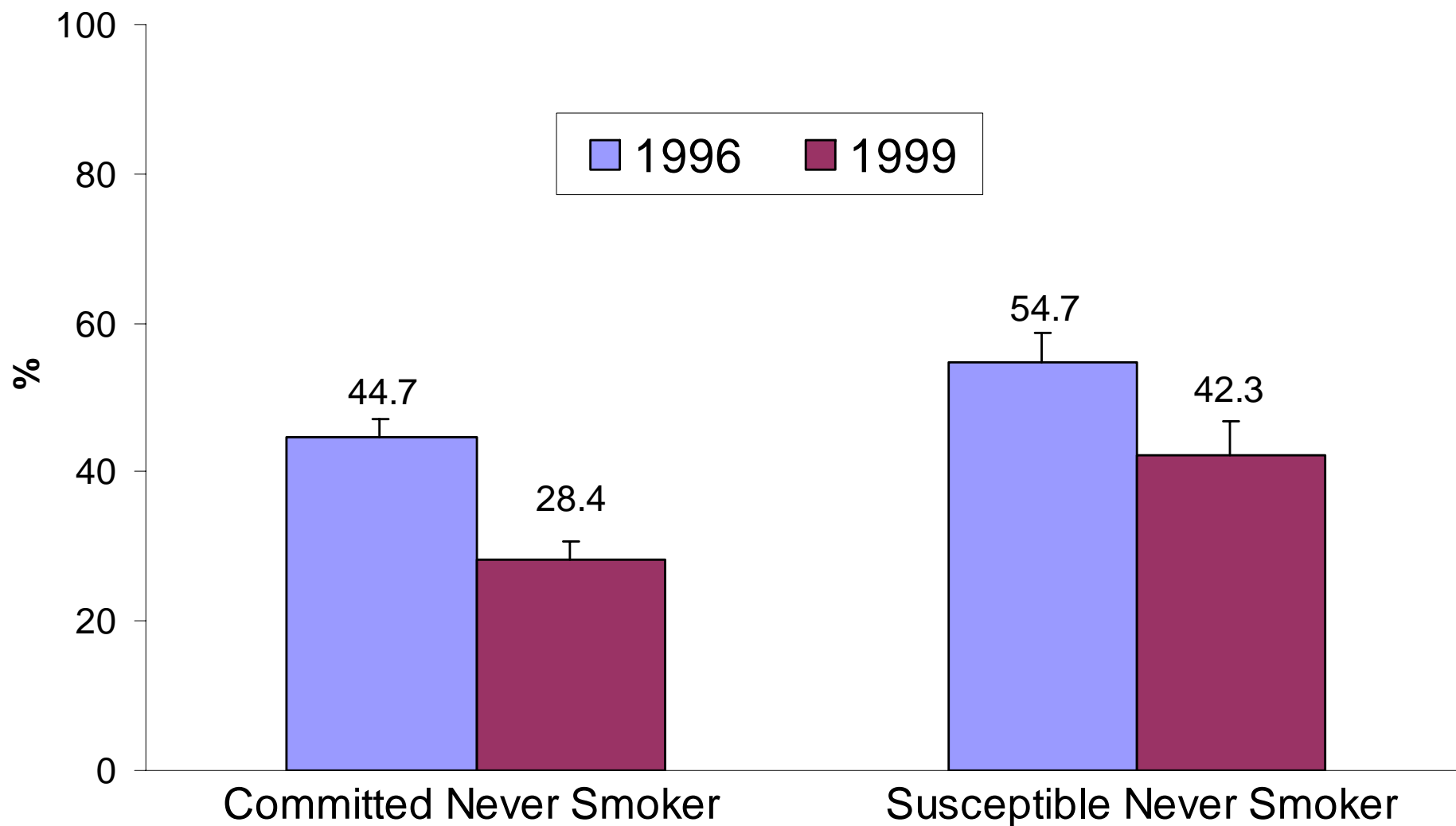
- *Do you think it would be easy or hard for you to get cigarettes if you wanted some?*
- *Would you say it would be easy, somewhat difficult, or hard for you to buy
a few cigarettes,
a pack of cigarettes?*

Never Smokers Who Think It Would Be Easy To Get Cigarettes



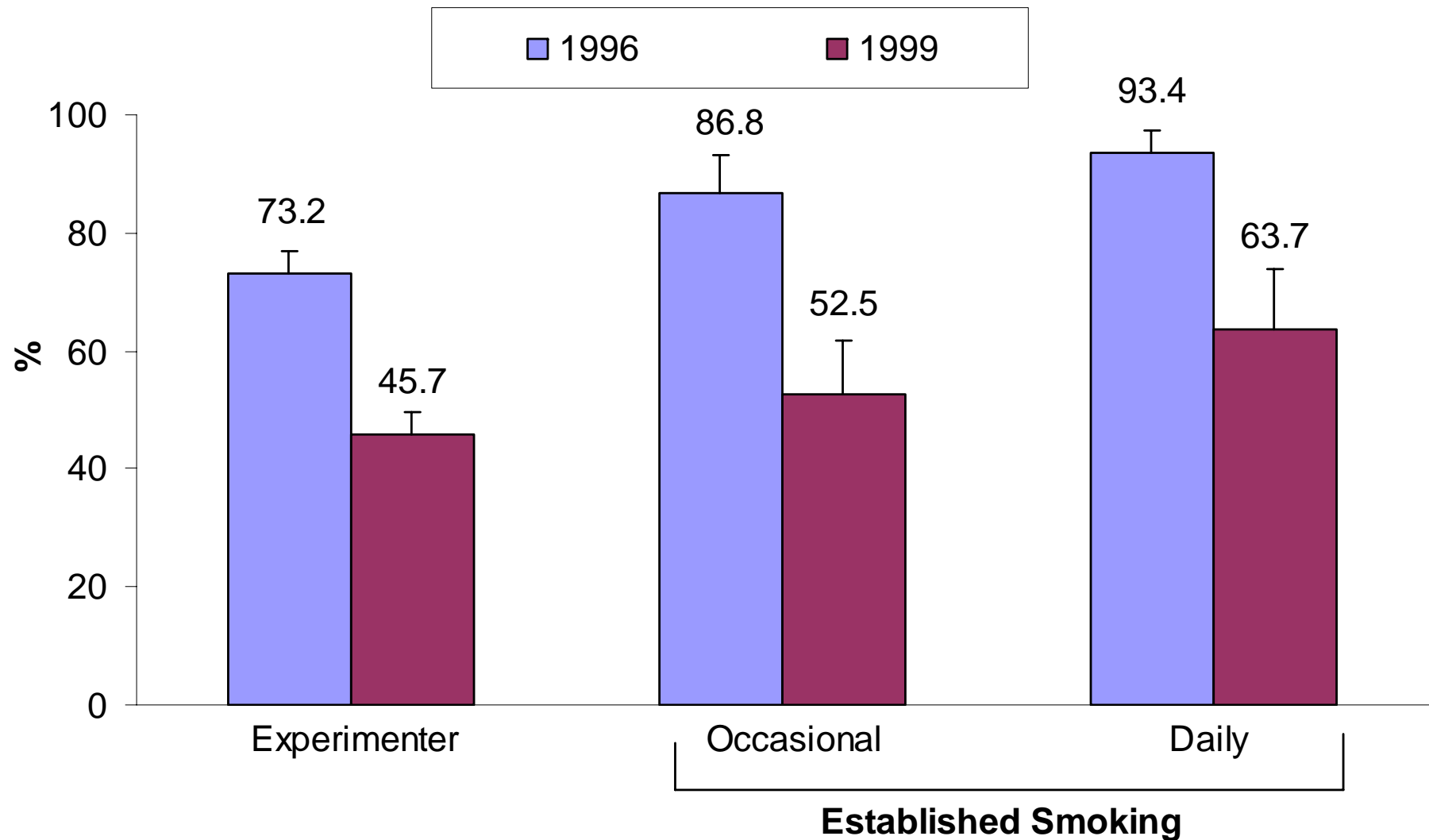
Source: CTS 1990, 1993, 1996, 1999

Perception of Ease of Buying a Few Cigarettes (Age 12-14 years)



Source: CTS 1996, 1999

Perception of Ease of Buying a Pack of Cigarettes (Age 15-17 Years)

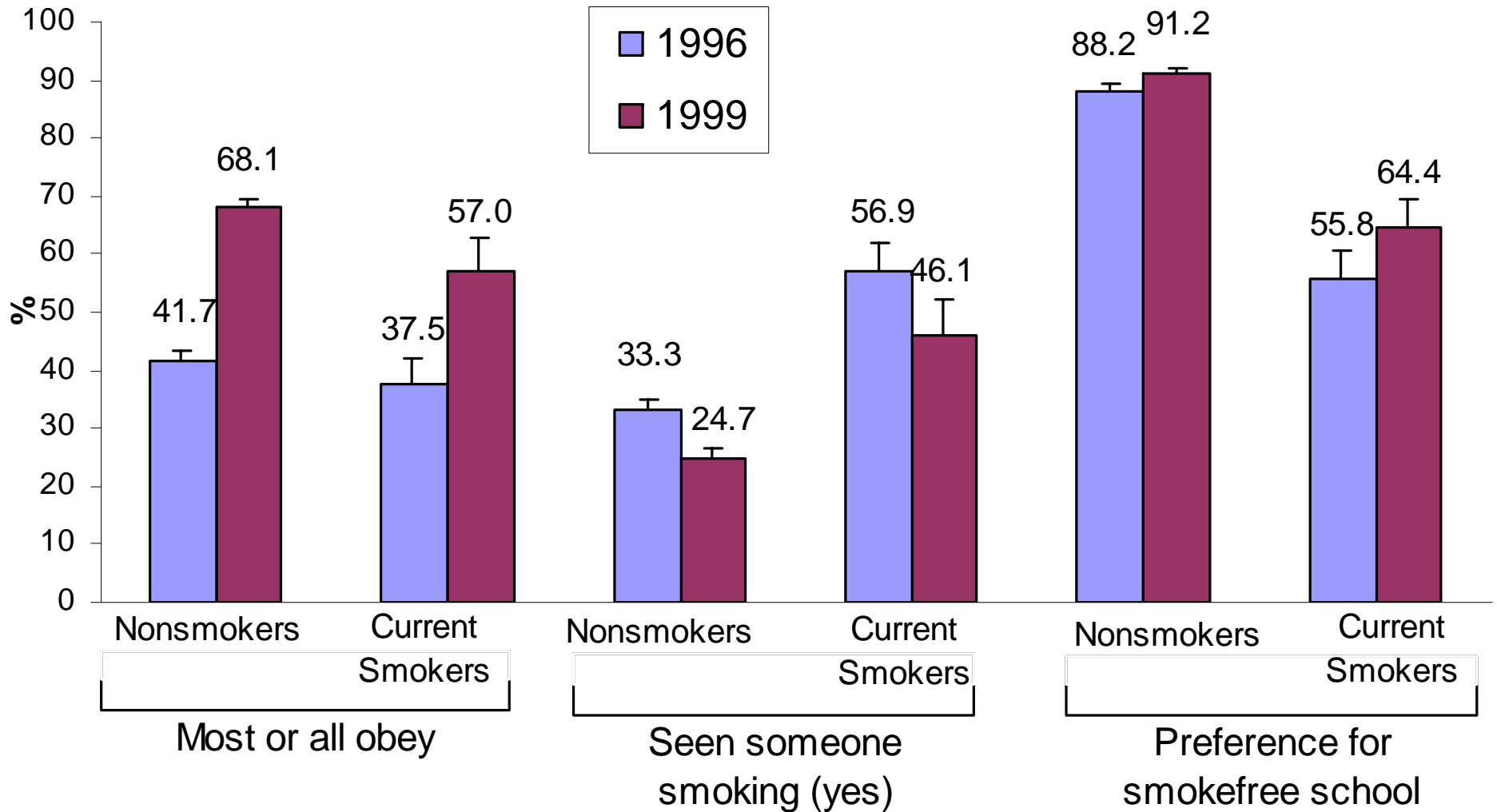


Source: CTS 1996, 1999

COMPLIANCE WITH SCHOOL SMOKING BANS

- *How many students who smoke obey the rule not to smoke on school property?*
- *Have you seen anyone smoke in school in the last two weeks?*
- *Do you think that all smoking by anyone should be banned on school grounds at all times, including meetings and sporting events?*

School Policy Against Smoking by Current Smoking Status and Year

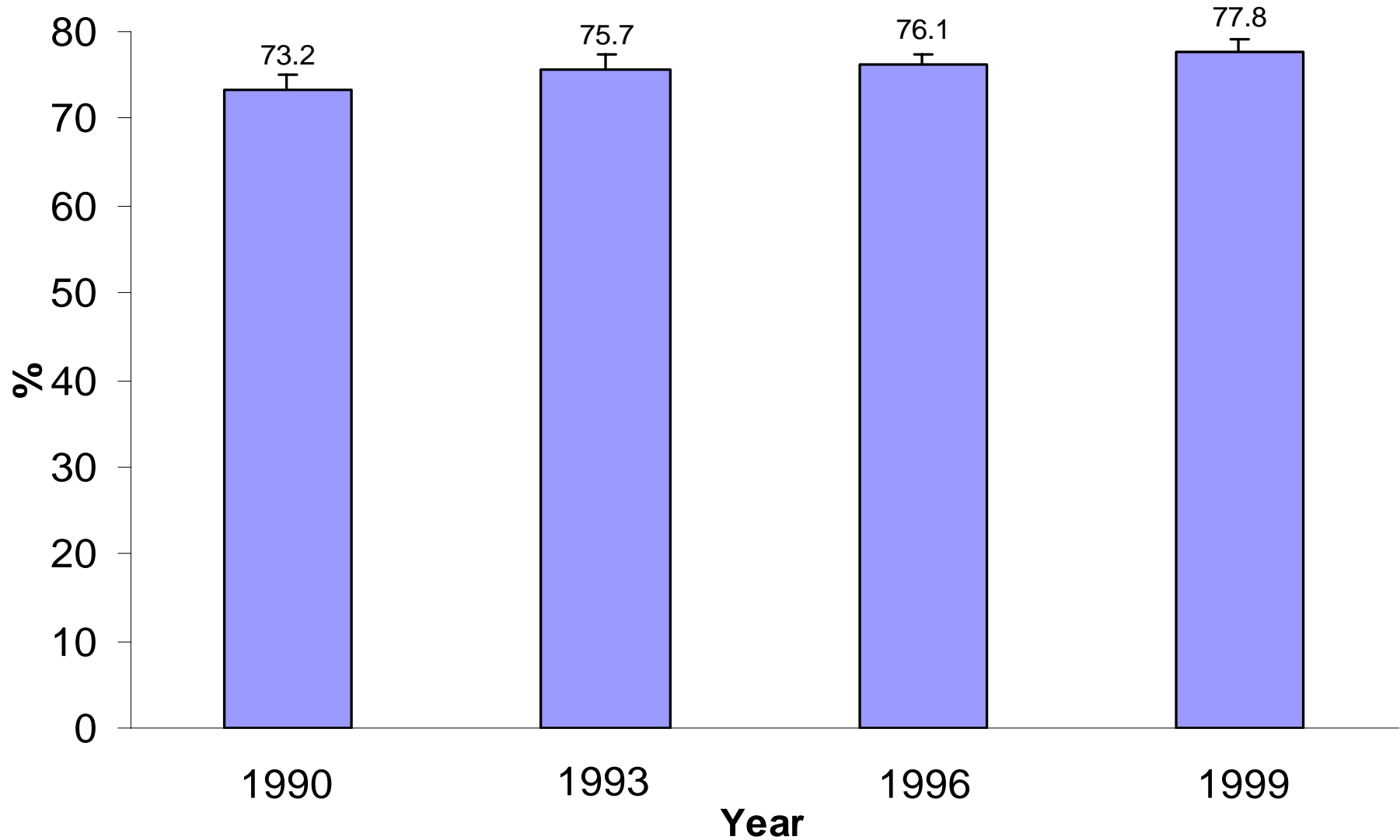


Source: CTS 1996, 1999

RECALL OF CLASS ON HEALTH DANGERS OF SMOKING

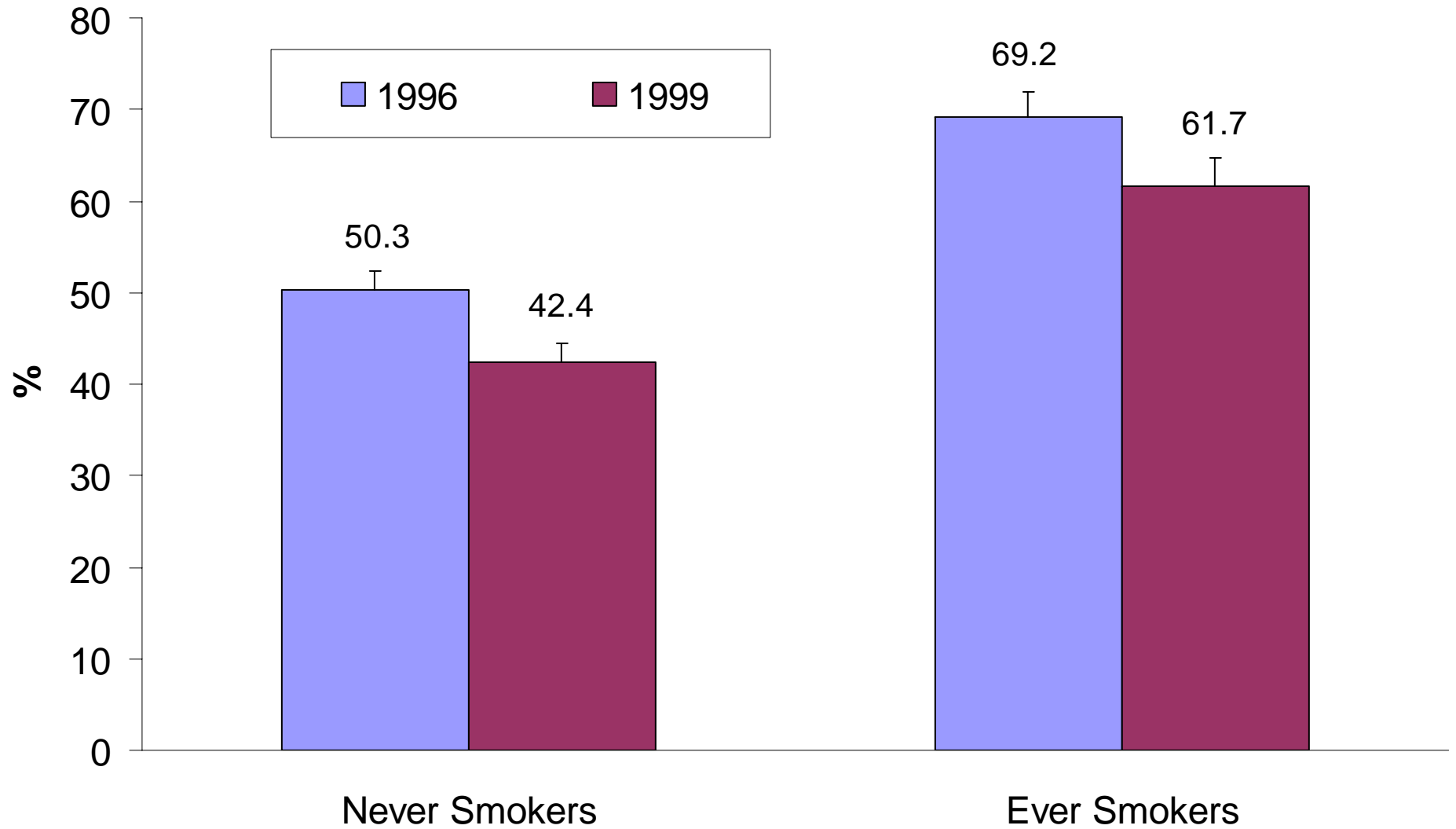
- *Have you ever taken a class or course at school in which the health risks of smoking were discussed?*
- *Do you think that kids who took the health class on the effects of smoking are more against smoking, less against smoking, or had no change in attitudes toward smoking as a result of taking this class?*

Students Who Recall Taking a Course on the Health Dangers of Smoking



Source: CTS 1990, 1993, 1996, 1999

Class on Health Dangers of Smoking Ineffective



Source: CTS 1990, 1993, 1996, 1999

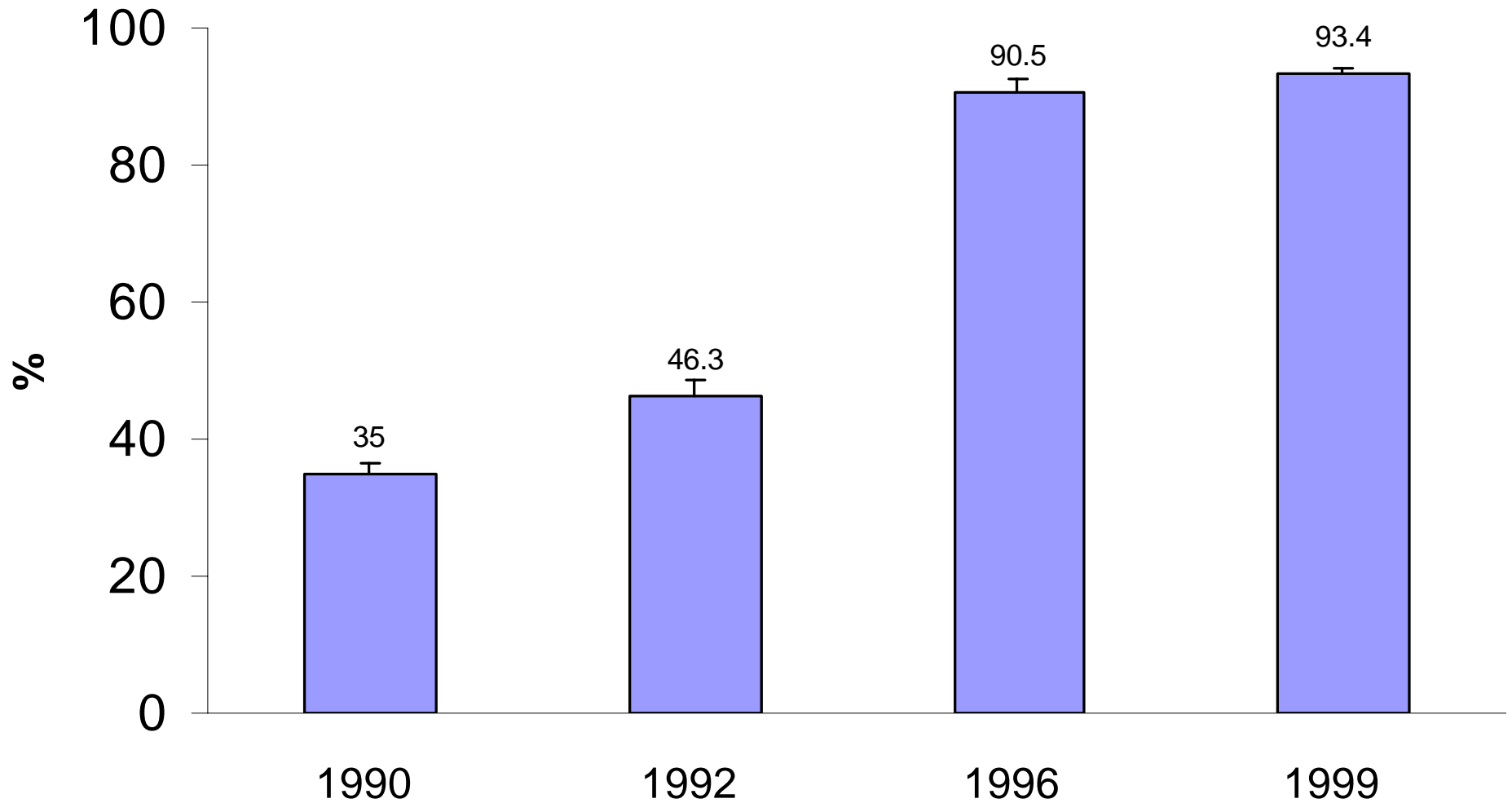
PROTECTION OF NONSMOKERS FROM SECONDHAND TOBACCO SMOKE

- In the workplace
- In the home

SECONDHAND SMOKE IN THE WORKPLACE

- *Do you currently work for money in an indoor setting, such as an office, plant, or store, outside of your home?*
- *Is the building where you work completely smoke-free indoors?*

Indoor Workers Reporting Smokefree Workplaces

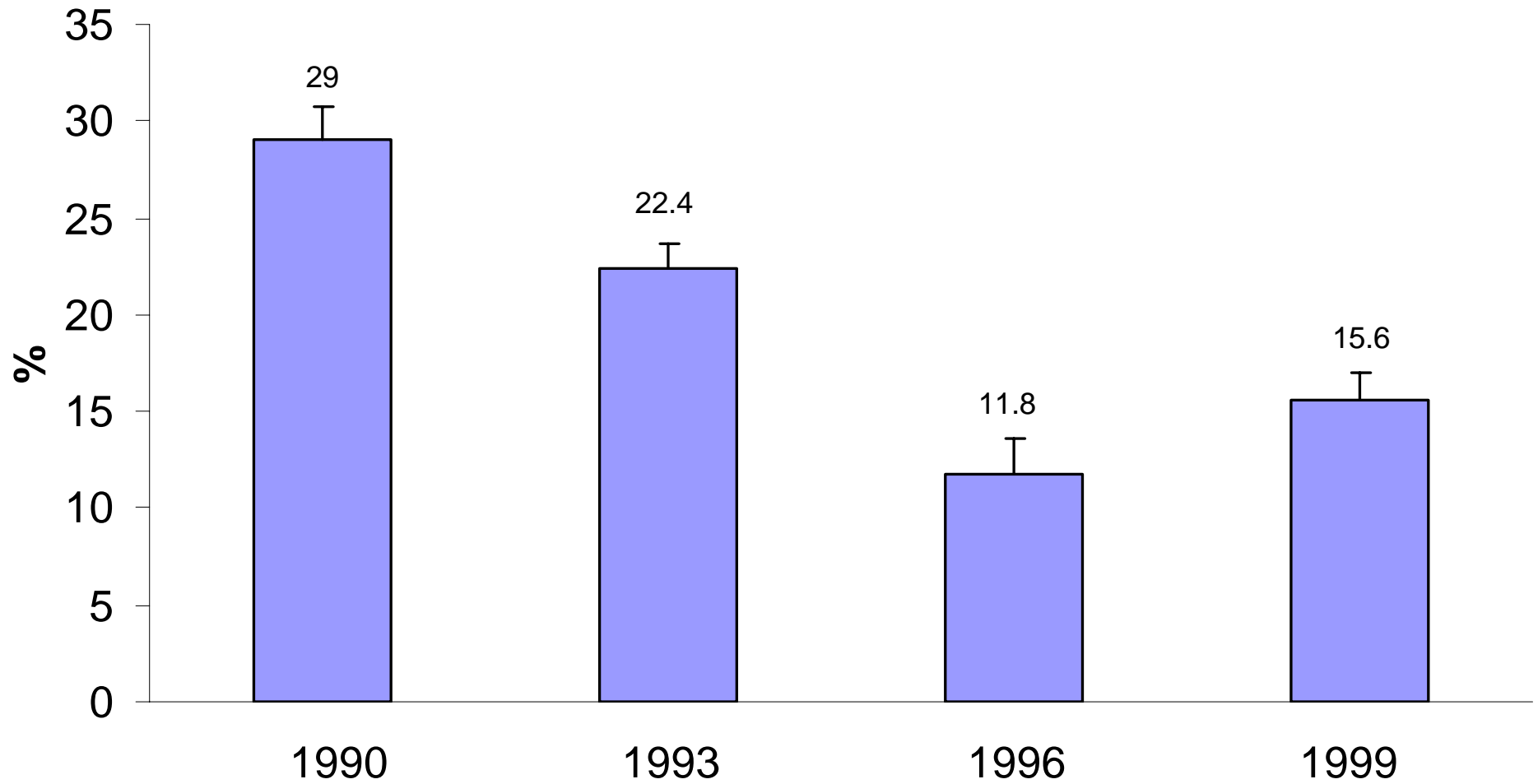


Source: CTS 1990, 1992, 1996, 1999

NONSMOKER EXPOSURE TO SECONDHAND SMOKE IN THE WORKPLACE

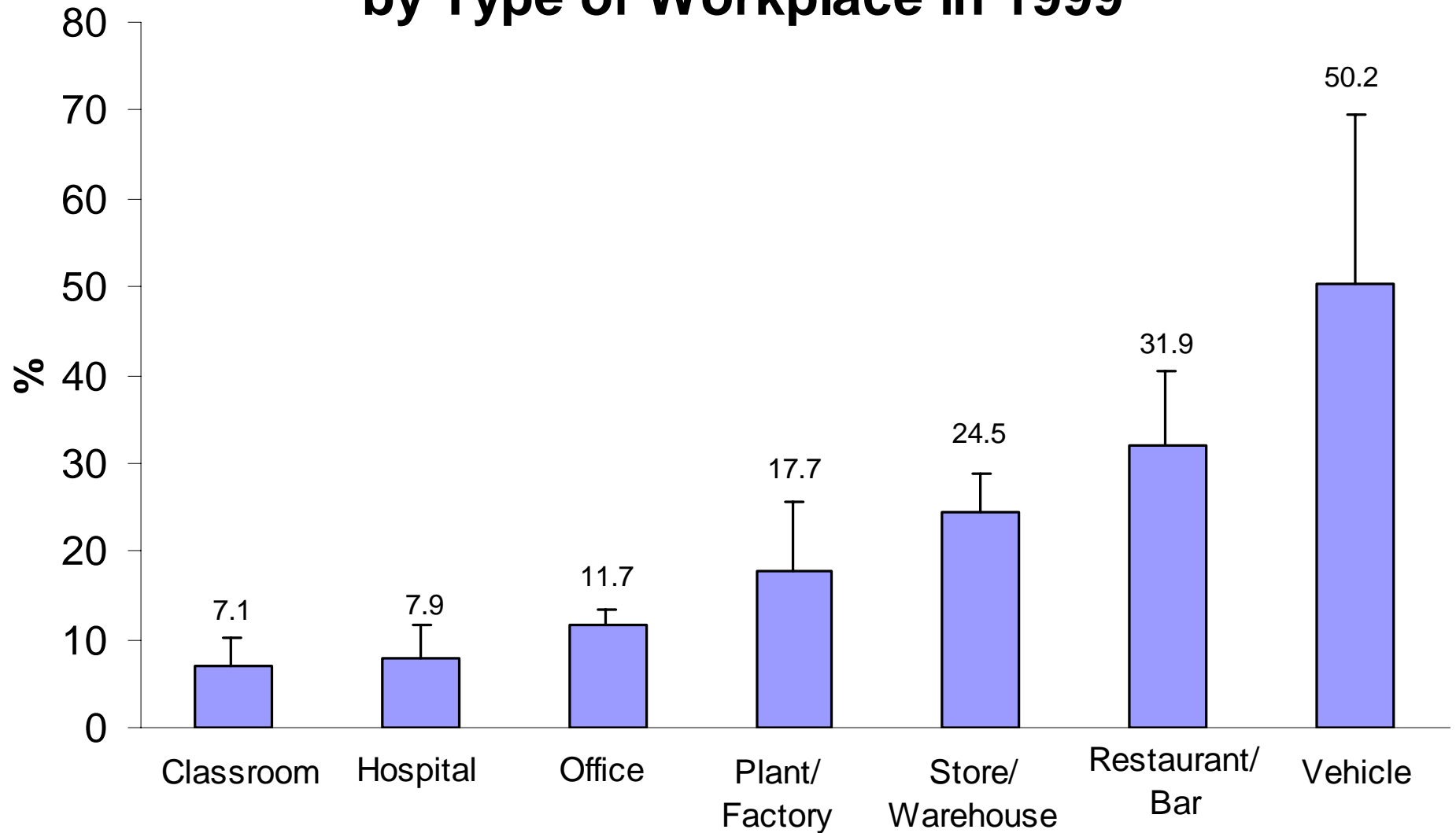
*During the past two weeks, has anyone
smoked in the area in which you work?*

Exposure of Nonsmoking Indoor Workers to Secondhand Smoke



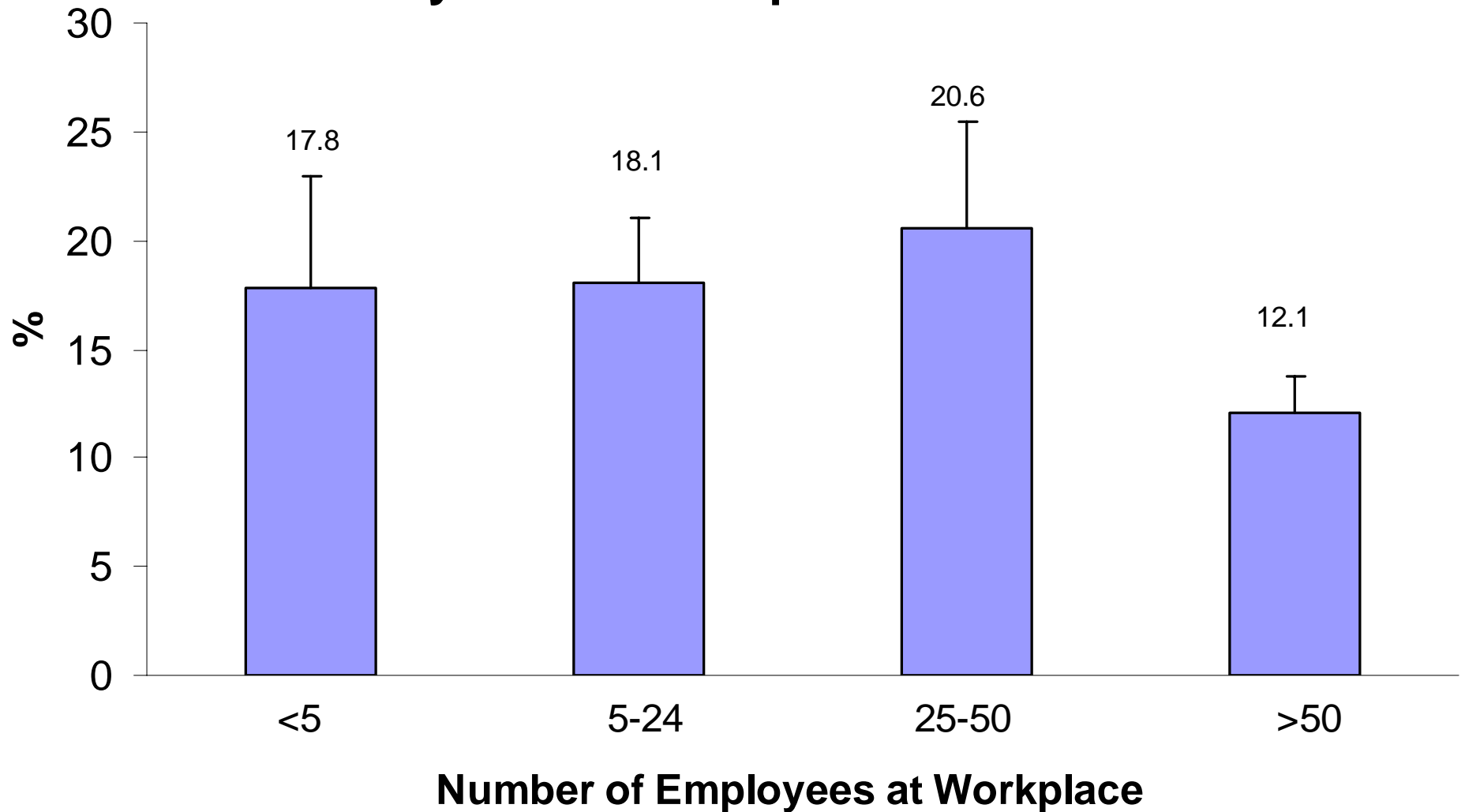
Source: CTS 1990, 1993, 1996, 1999

Exposure of Nonsmoking Indoor Workers by Type of Workplace in 1999



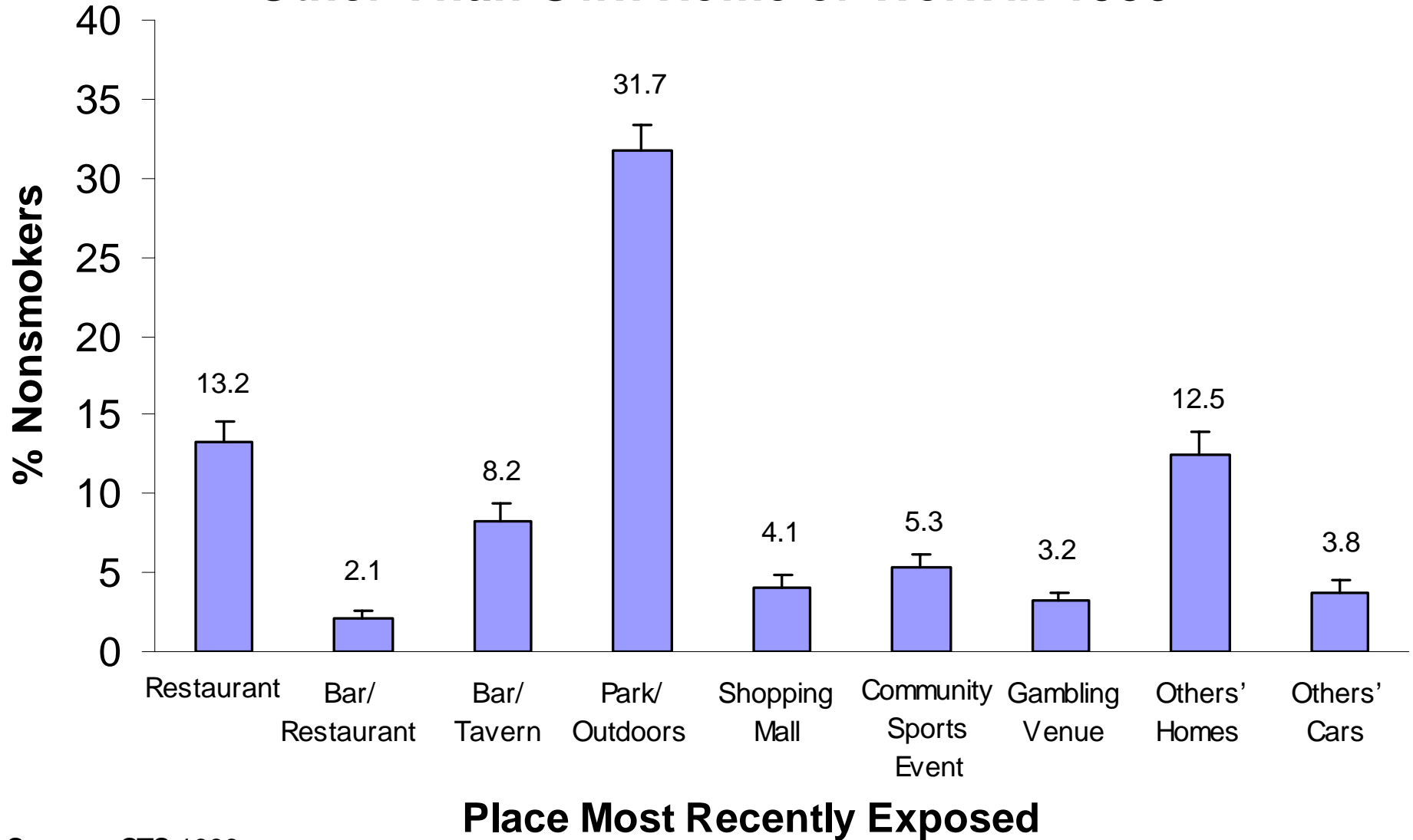
Source: CTS 1999

Exposure of Nonsmoking Indoor Workers by Size of Workplace in 1999



Source: CTS 1999

Place of Exposure to Someone Smoking in Last 6 Months Other Than Own Home or Work in 1999



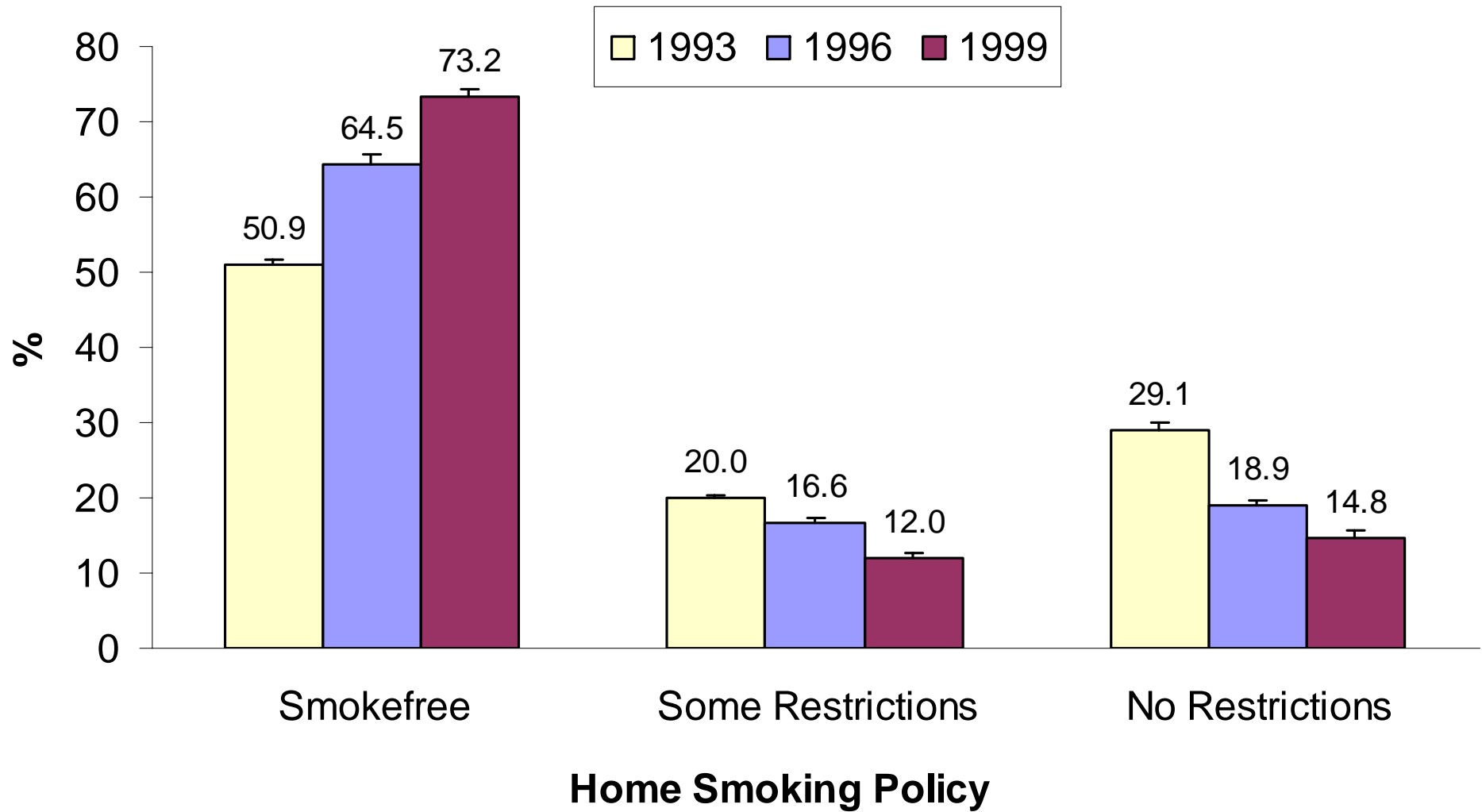
Source: CTS 1999

HOME SMOKING RESTRICTIONS

What are the smoking rules or restrictions in your household, if any? Would you say...

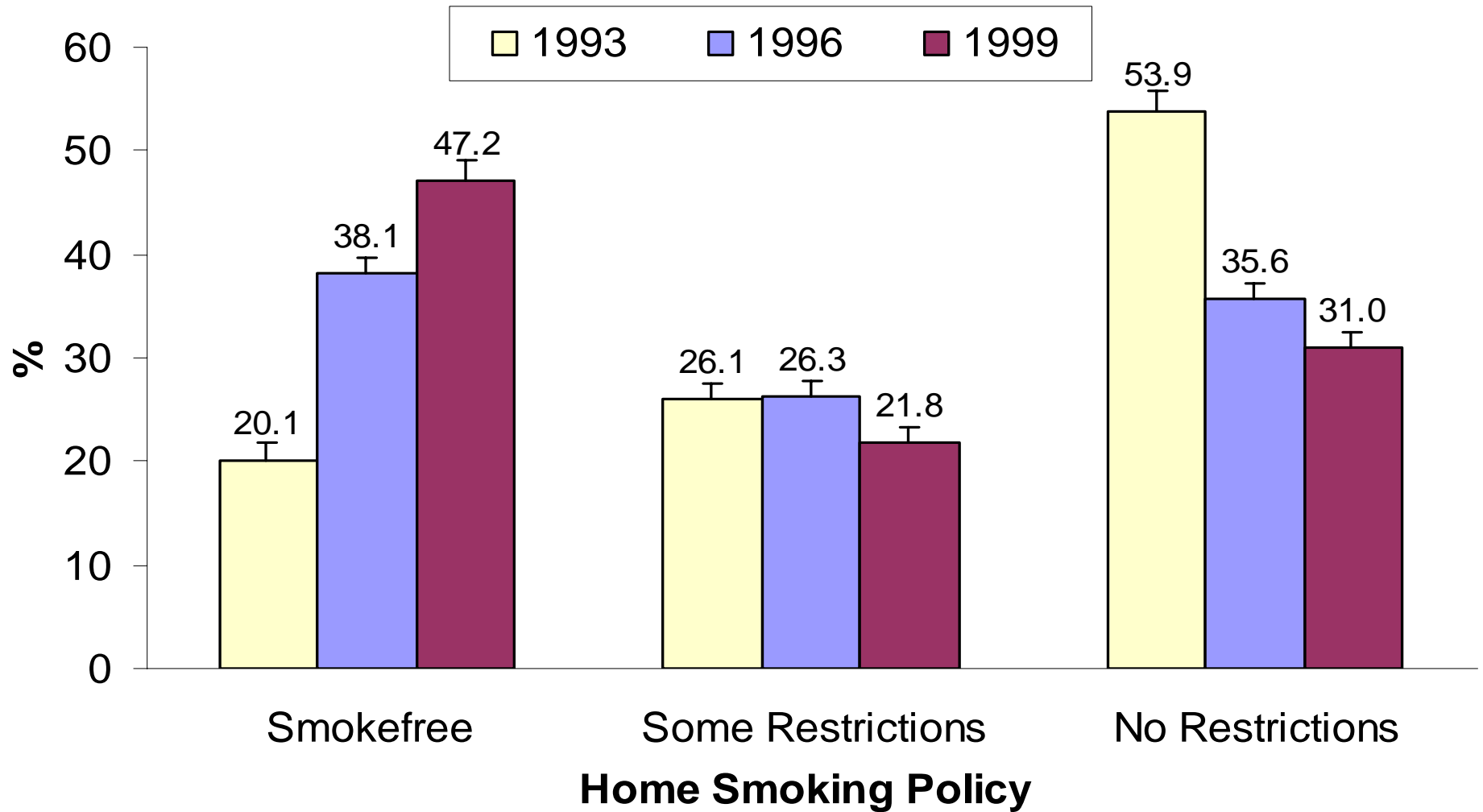
- *Smoking is completely banned for everyone*
- *Smoking is generally banned for everyone with few exceptions*
- *Smoking is allowed in some rooms only, or*
- *There are no restrictions on smoking.*

Home Smoking Restrictions Among All Californians (Smokers and Nonsmokers)



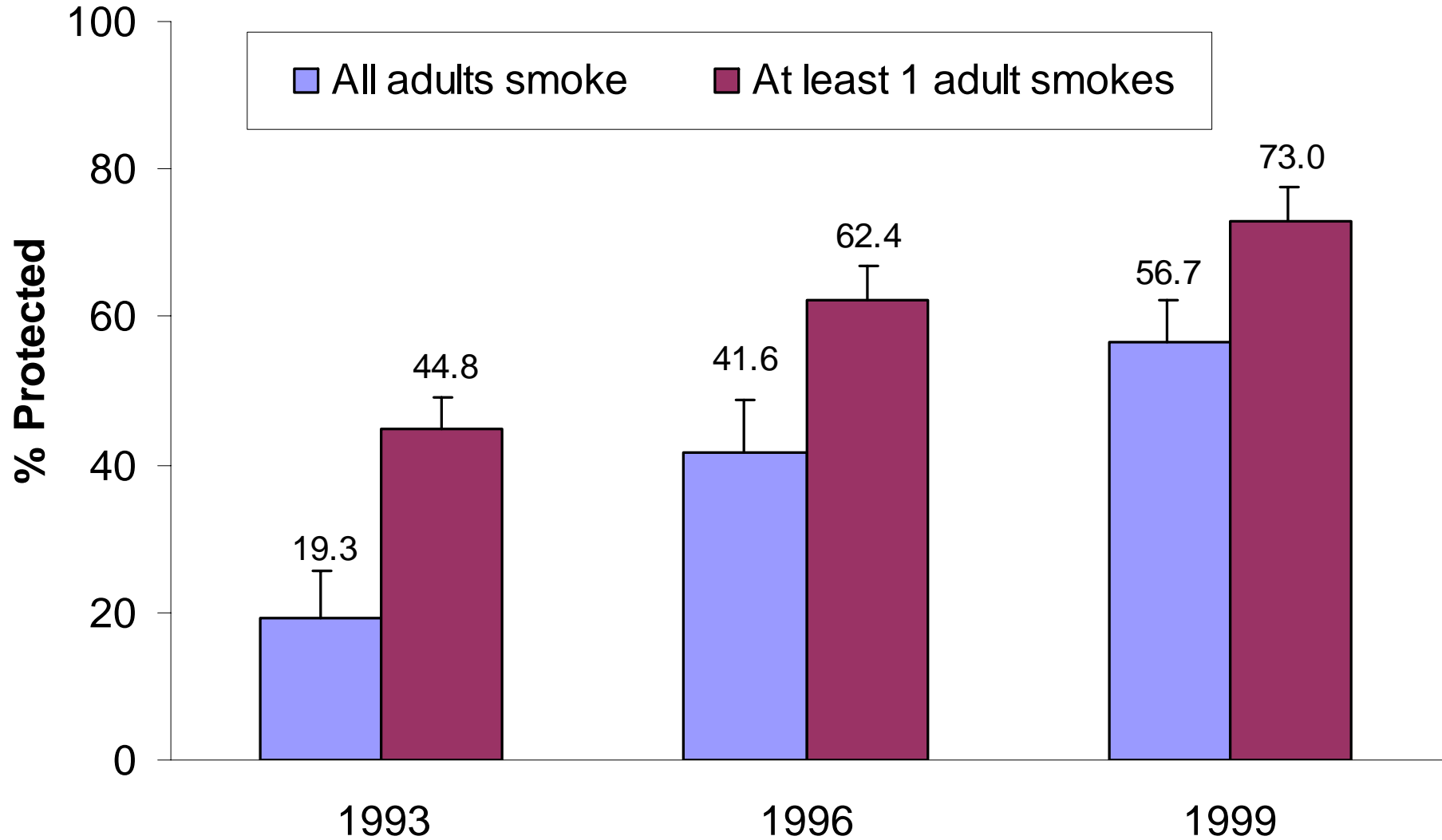
Source: CTS 1993, 1996, 1999

Home Smoking Restrictions Reported by California **Smokers**



Source: CTS 1993, 1996, 1999

Protection of Young Children (0-5 Years) in Households Where Adults Smoke



Source: CTS 1993, 1996, 1999

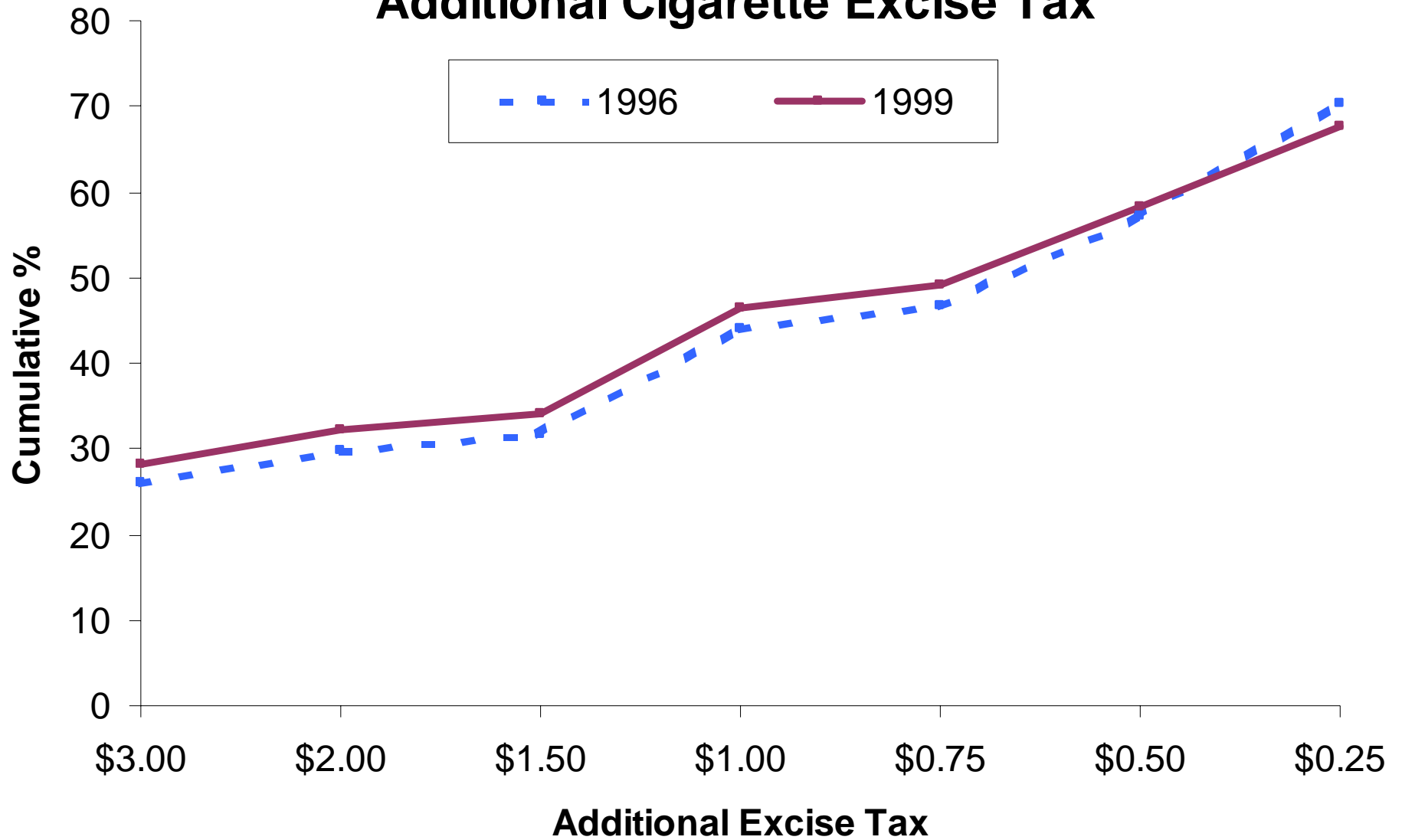
EXPOSURE TO SECONDHAND SMOKE IN VENUES BESIDES THE WORKPLACE OR HOME

- At work: no recent exposure in work area
 - At home: live in a smokefree home
 - Other: have not had to put up with someone smoking near them at any other place besides work or home in the last 6 months
- ➔ In 1999, **37.1%** of California nonsmokers fit these criteria.

PRICE SENSITIVITY

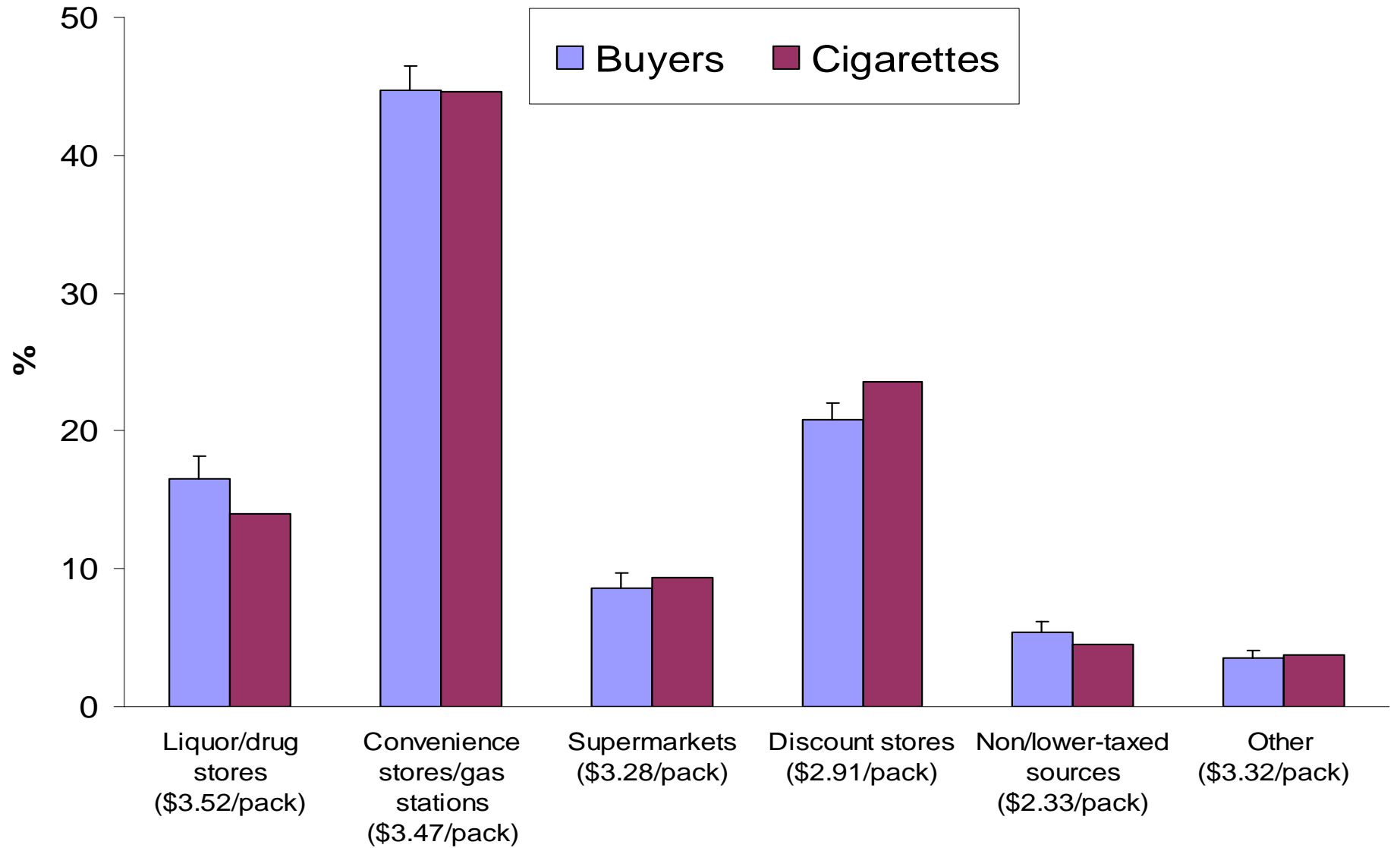
- *How much additional tax on a pack of cigarettes would you be willing to support if the money raised was used to fund programs aimed at preventing smoking among children and other health care programs?*

Cumulative Percentage Favoring Additional Cigarette Excise Tax



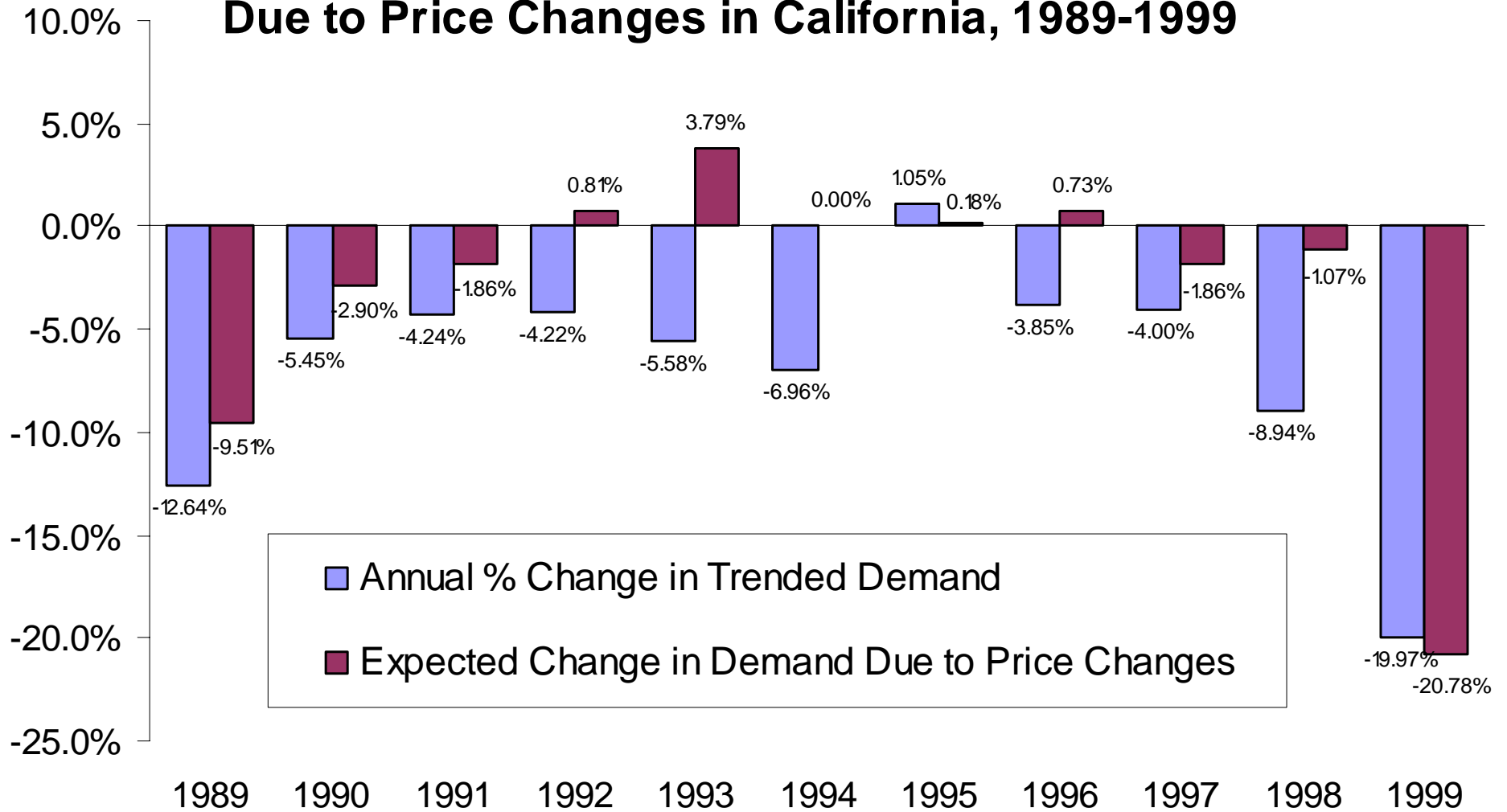
Source: CTS 1996, 1999

Percent of Buyers and Cigarettes Purchased by Store Type



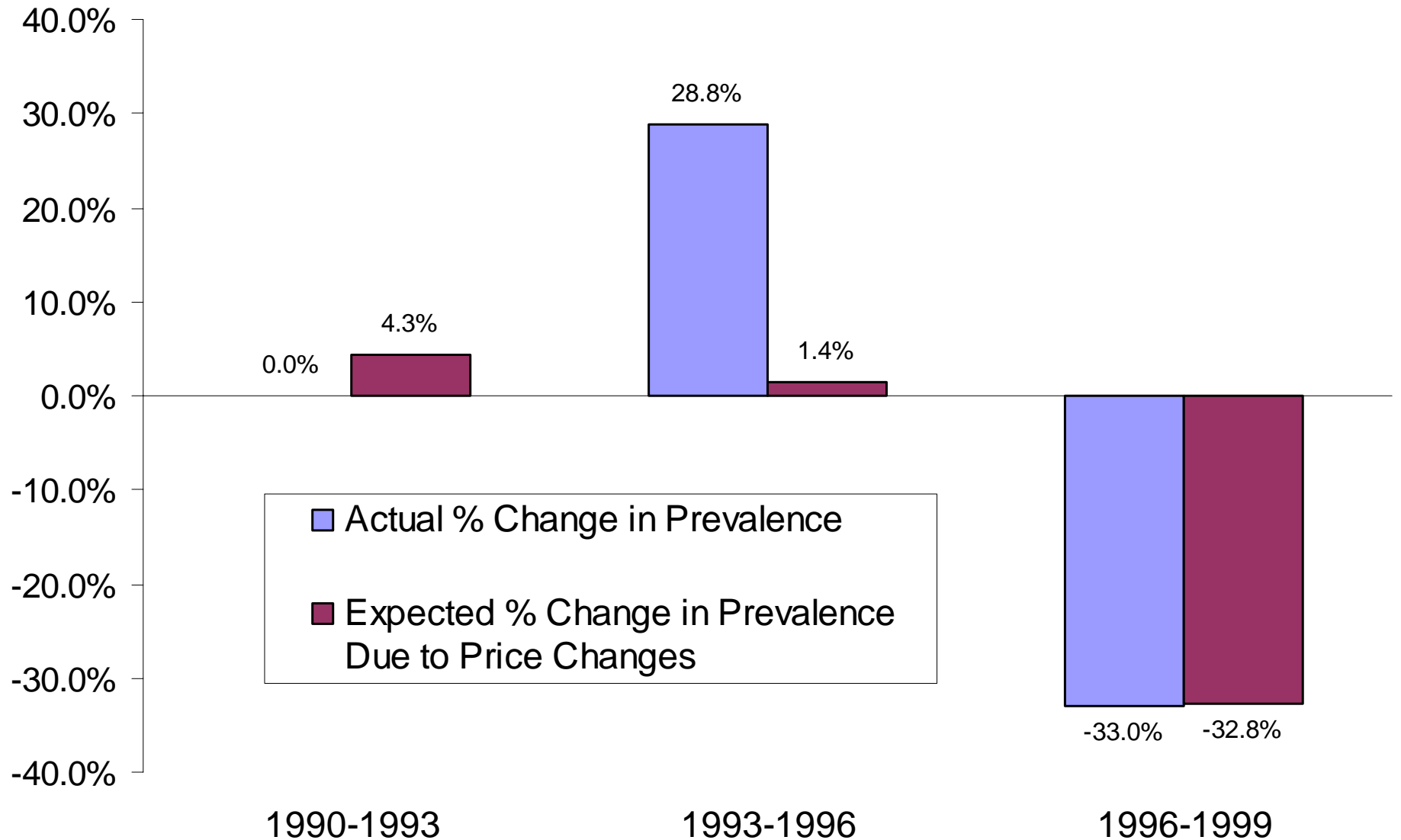
Source: CTS 1999

Expected and Actual Percentage Changes in Cigarette Consumption Due to Price Changes in California, 1989-1999



Source: CA BOE, 1999; Tax Burden on Tobacco, 1999

Actual and Expected Changes in Adolescent Prevalence



Source: CTS 1993, 1996, 1999; Tax Burden on Tobacco, 1999

CONCLUSIONS

- Although adult smoking prevalence is static, smokers are smoking less.
- Both increased tobacco excise taxes and other Program strategies (e.g., smoking restrictions) appear to be contributing to the decline in consumption.

CONCLUSIONS (cont'd)

ENCOURAGING TRENDS:

- More quitting activity among adult smokers
- Less adolescent smoking
- Less perception by adolescents that cigarettes are easy to obtain
- More compliance with school smoking bans

CONCLUSIONS (cont'd)

ENCOURAGING TRENDS:

- More smokefree worksites
- More protection of indoor workers from secondhand smoke
- More children protected from secondhand smoke in the home
- Continued support for excise tax increases

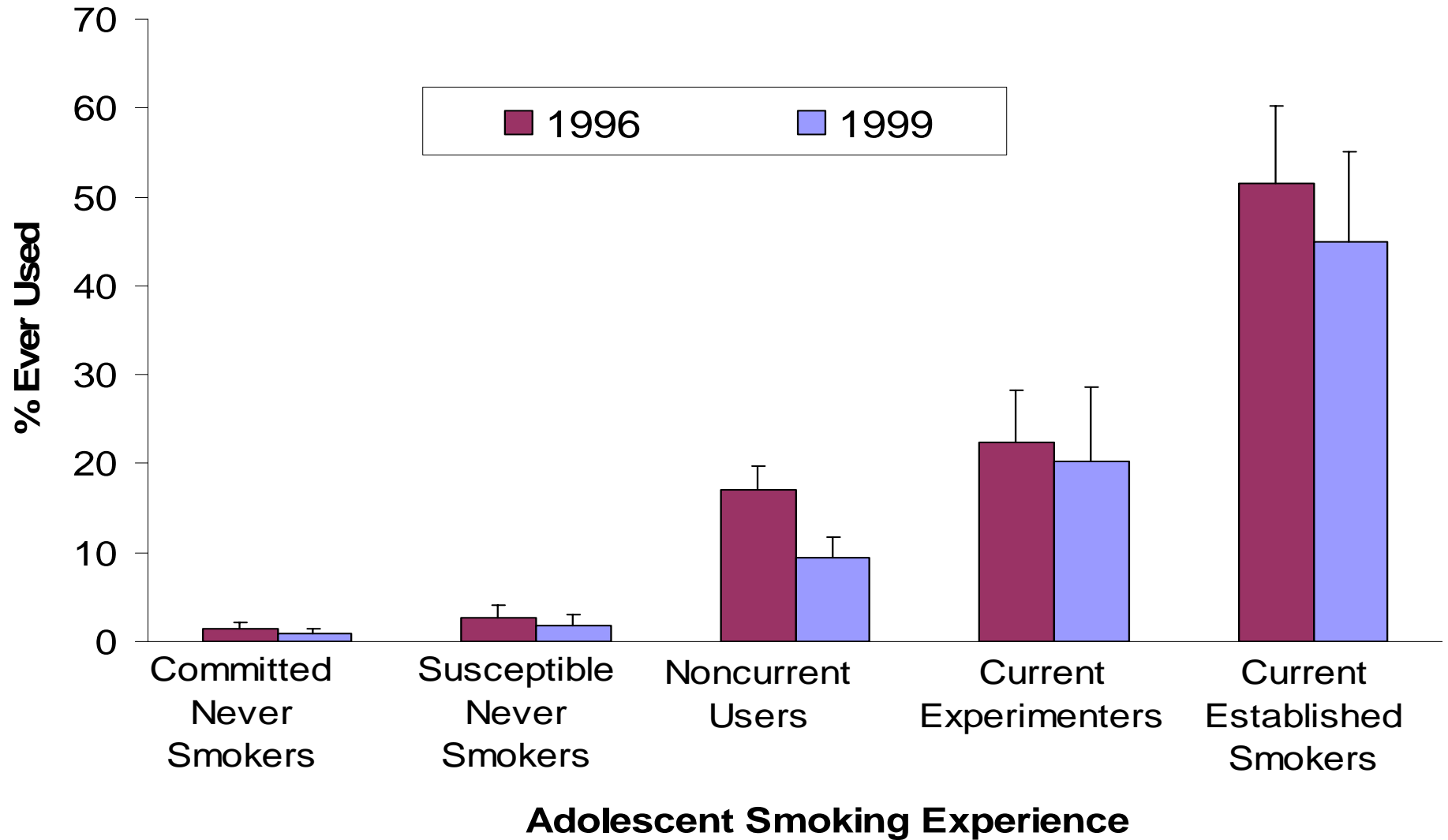
<http://ssdc.ucsd.edu>

Back-up slides

ADOLESCENT USE OF OTHER TOBACCO PRODUCTS

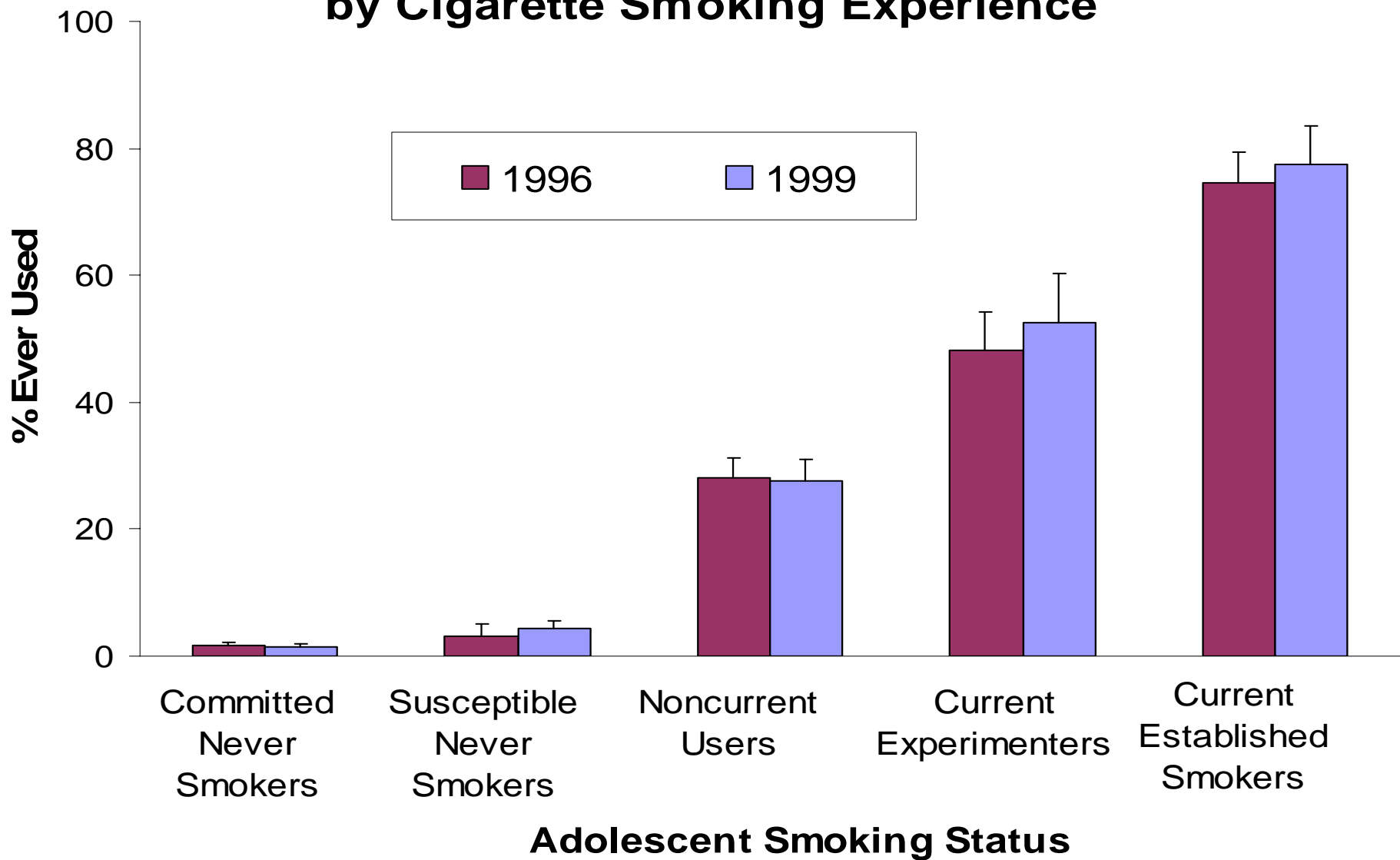
- Have you ever tried ...
 - Chewing tobacco or snuff
 - Cigars, cigarillos, or little cigars
 - Bidis, a specially flavored cigarette
from India
- On how many of the last 30 days did you use product?

Experimentation with Smokeless Tobacco by Cigarette Smoking Experience in Adolescent Boys



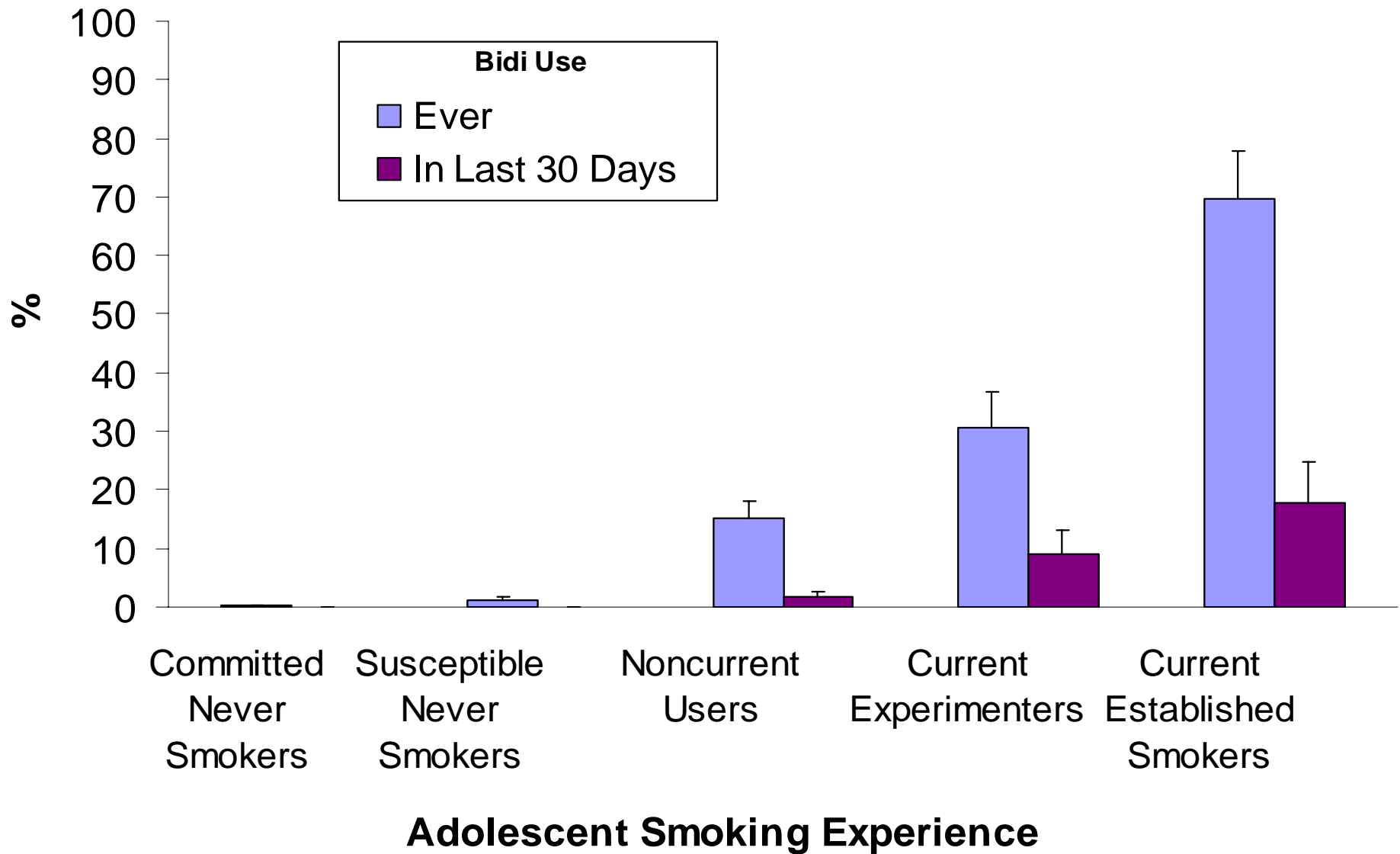
Source: CTS 1996, 1999

Experimentation with Cigars by Cigarette Smoking Experience



Source: CTS 1996, 1999

Bidi Use by Traditional Cigarette Smoking Status

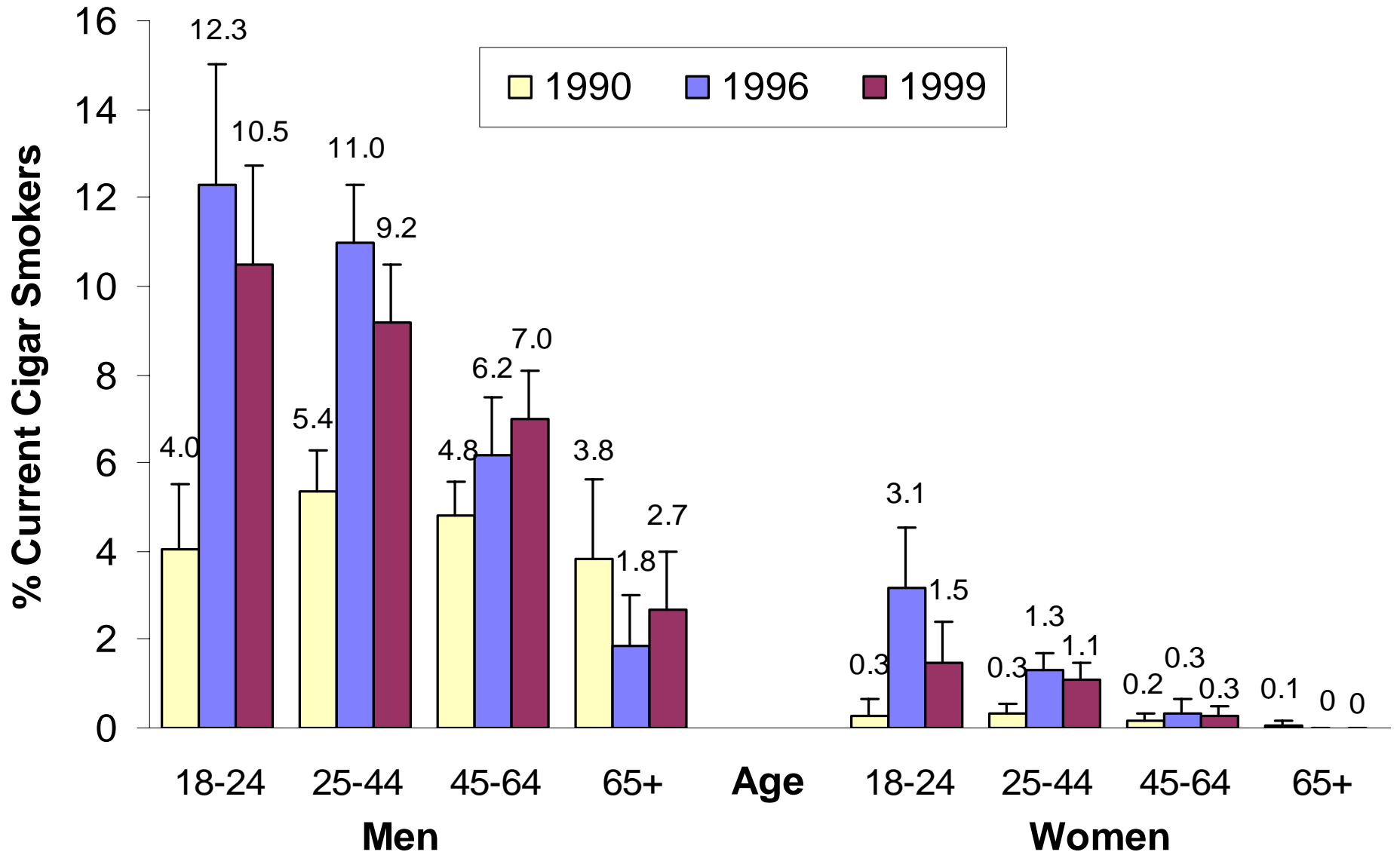


Source: CTS 1996, 1999

ADULT CIGAR USE

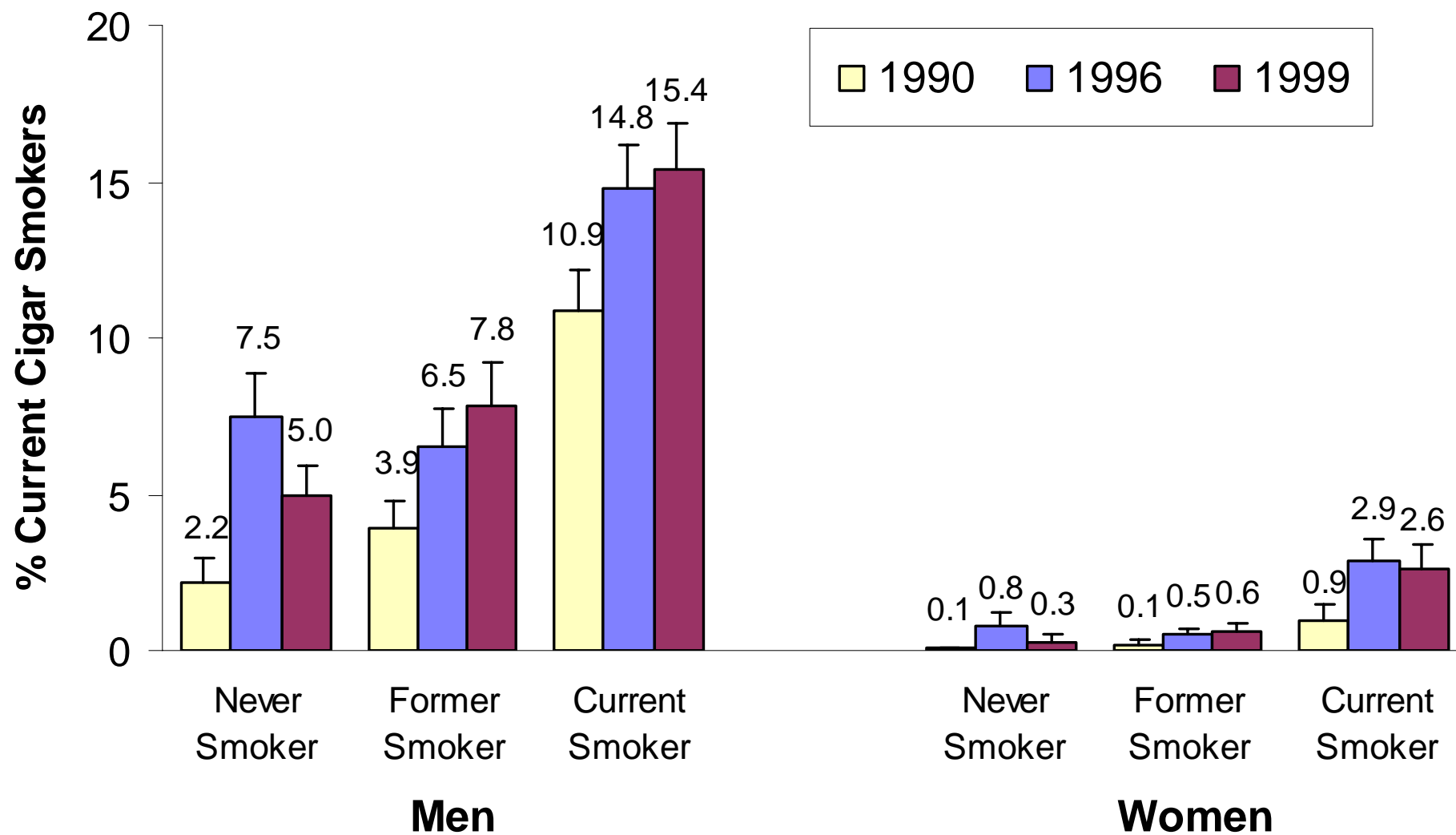
- *Do you currently smoke cigars everyday some days or not at all?*
- *On how many of the last 30 days did you smoke cigars?*
- *On the days you smoked cigars, about how many cigars did you usually smoke?*
- *Do you usually inhale the cigars you smoke?*

Current Cigar Use by Gender and Age



Source: CTS 1990, 1996, 1999

Current Cigar Use by Gender and Cigarette Smoking Status



Source: CTS 1990, 1996, 1999

**Cigar Use Patterns
Among Current Cigar Smokers
by Cigarette Smoking Status, 1999**

	Never %	Former %	Current %
Days in Last Month			
None	48.3	36.1	44.4
Every Day	1.5	10.4	3.6
Cigars on Days When Smoked			
≤1	96.2	80.4	82.4
2	2.1	12.9	9.8
3+	1.4	6.4	5.3
Monthly Cigar Consumption			
<u>≥</u> 5	10.3	26.4	15.3
<u>≥</u> 10	6.3	19.0	11.6
<u>≥</u> 30	1.9	14.5	4.7
Usually Inhale	10.8	20.5	45.7