



*behavior research center's*

# *Latino Poll*

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## ANTI-SMOKING CAMPAIGNS CUT SMOKING AMONG HISPANICS IN HALF

Phoenix, Arizona, June 8, 2002. Between 1991 and today, the proportion of Hispanic adults who smoke cigarettes has been cut nearly in half, dropping from 29 percent to only 15 percent. The biggest drop was registered between 1998 and today, which may parallel the ramping up of anti-smoking campaigns directed at youth and young adults in Arizona.

Results to a separate question attests to the growth in Hispanic consumer concerns about smoking. Thus, over six in ten Hispanics (62%) now believe that cigarette smoking in public places is a "very serious" environmental issue. An additional 27 percent report it is "somewhat serious."

The findings outlined in this report are based on a survey of 502 Hispanic heads of household across Maricopa and Pima Counties, conducted between April 6 and April 26, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan HispanicTRACK™. The public is welcome to visit [www.brcpolls.com](http://www.brcpolls.com) to read this and other recent polls.

The survey also finds that it is within the ranks of Hispanic women where the struggle to overcome addiction to cigarettes is most visible. Only eleven percent of Latinas smoke today, compared to 19 percent among men.

Also of interest, among Hispanics who continue to smoke cigarettes, three in ten say they are trying to quit. If successful, the rate of smoking among Hispanic adults could well fall to ten percent or less within the next few years.

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Moreover, according to parallel surveys conducted within the general population this winter by the Behavior Research Center, there are fewer Hispanic smokers than in the general market. Our research shows 22 percent of adults statewide smoke cigarettes, compared to 15 percent among Hispanics. This differential may trace in part to noticeably higher rates of smoking among young adults in the general population than among Hispanic adults and as well, to higher rates among women in the general population. The differential may also suggest anti-smoking campaigns to date have been more focused on young and minority markets than on the general population.

The anti-tobacco campaigns targeting younger Hispanics have clearly had some success. Thus, for the first time in over a decade, the proportion of Hispanic adults under the age of 35 who smoke cigarettes is lower than among those 35 years of age and older.

Today, 23 percent of Hispanics report they are ex-smokers and 62 percent say they have never smoked cigarettes. The incidence of having given up the habit is highest among men (31%), lower income adults (26%) and people who have obtained lower education levels (28%).

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**EDITOR'S NOTE:** This report is based on the twenty-fourth semi-annual wave of Behavior Research Center's HispanicTRACK™/Latino Poll survey, completed between April 6<sup>th</sup> and 26<sup>th</sup> in 2002, in which interviews were conducted with 502 Hispanic heads of household throughout Pima and Maricopa Counties. Respondents were interviewed in the language of their choice. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.4 percent of what they would have been had the entire Hispanic population been surveyed. The Latino Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

For this and other polls. See [www.brcpolls.com/results](http://www.brcpolls.com/results)

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
HTLP 2002-II-15

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*“Which of the following best describes you – are you currently a cigarette smoker, a cigarette smoker who is trying to quit, a former cigarette smoker that has quit, or are you a person who has never smoked cigarettes?”*

|                          | 2002        | 1998        | 1995        | 1991        |
|--------------------------|-------------|-------------|-------------|-------------|
| <u>USE OF CIGARETTES</u> |             |             |             |             |
| Currently smoke          | 11%         | 12%         | 20%         | 22%         |
| Smoker trying to quit    | 4           | 9           | 4           | 7           |
| <b>(Smoker Net)</b>      | <b>(15)</b> | <b>(21)</b> | <b>(24)</b> | <b>(29)</b> |
| Past smoker who has quit | 23          | 17          | 14          | N/A         |
| Never smoked             | 62          | 62          | 62          | N/A         |
| <b>(Non-Smoker Net)</b>  | <b>(85)</b> | <b>(79)</b> | <b>(76)</b> | <b>(71)</b> |
| <u>GENDER OF SMOKERS</u> |             |             |             |             |
| Men                      | 19          | 26          | 26          | 39          |
| Women                    | 11          | 15          | 22          | 20          |
| <u>AGE OF SMOKERS</u>    |             |             |             |             |
| Under 35                 | 13          | 21          | 25          | 32          |
| 35 and over              | 15          | 21          | 23          | 28          |

**DETAIL – SMOKERS (2002)**

|                       | Current Smoker | Former Smoker | Never Smoked |
|-----------------------|----------------|---------------|--------------|
| TOTAL                 | 15%            | 23%           | 62%          |
| <u>GENDER</u>         |                |               |              |
| Men                   | 19             | 31            | 49           |
| Women                 | 11             | 15            | 71           |
| <u>INCOME</u>         |                |               |              |
| Under \$24,000        | 15             | 26            | 57           |
| \$24,000 or more      | 16             | 17            | 65           |
| <u>AGE</u>            |                |               |              |
| Under 35              | 13             | 14            | 70           |
| 35 and over           | 15             | 27            | 56           |
| <u>EDUCATION</u>      |                |               |              |
| Grade school or less  | 13             | 28            | 59           |
| Some high school      | 19             | 22            | 58           |
| Some college/graduate | 11             | 21            | 67           |

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*“Tell me if you think cigarette smoking in public places is very serious, somewhat serious or not a problem in the State of Arizona?”*

