
Tobacco Use

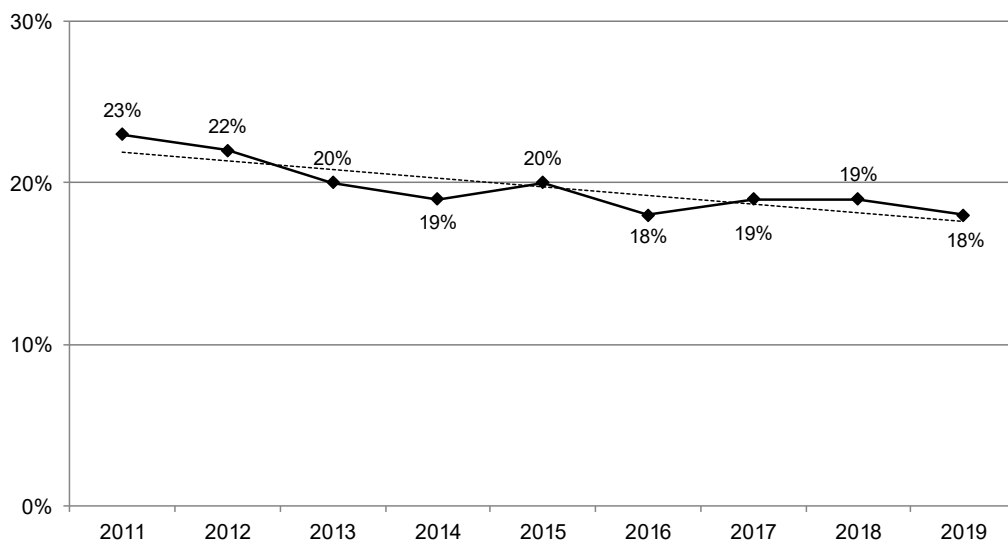
CIGARETTE SMOKING

Definition: South Dakotans who report having smoked at least 100 cigarettes in their lifetime and now smoke every day or smoke some days.

Prevalence of Current Cigarette Smoking

- South Dakota 18%
- Nationwide median 16%

Figure 9
Percentage of South Dakotans Who Currently Smoke Cigarettes, 2011-2019



Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2011-2019

Table 12
South Dakotans Who Currently Smoke Cigarettes, 2015-2019

		2015-2019	95% Confidence Interval	
			Low	High
Gender	Male	21%	19.4%	22.0%
	Female	17%	16.2%	18.4%
Age	18-29	21%	18.7%	23.2%
	30-39	26%	23.9%	29.1%
	40-49	21%	19.1%	23.8%
	50-59	21%	18.7%	22.4%
	60-69	16%	14.3%	17.4%
	70-79	9%	7.7%	10.4%
	80+	3%	2.4%	4.5%
Race/Ethnicity	White, Non-Hispanic	17%	15.8%	17.5%
	American Indian, Non-Hispanic	41%	37.0%	44.9%
	American Indian/White, Non-Hispanic	36%	26.5%	46.3%
	Hispanic	21%	15.1%	27.3%
Household Income	Less than \$35,000	29%	26.8%	30.6%
	\$35,000-\$74,999	19%	17.1%	20.2%
	\$75,000+	10%	8.5%	10.9%
Education	Less than High School, G.E.D.	35%	30.6%	38.9%
	High School, G.E.D.	23%	21.6%	24.9%
	Some Post-High School	19%	17.7%	20.6%
	College Graduate	7%	6.6%	8.3%
Employment Status	Employed for Wages	21%	19.8%	22.4%
	Self-employed	16%	13.6%	18.3%
	Unemployed	37%	31.4%	42.8%
	Homemaker	21%	17.3%	26.3%
	Student	9%	6.5%	12.6%
	Retired	10%	8.7%	10.9%
	Unable to Work	37%	32.9%	41.2%
Marital Status	Married/Unmarried Couple	14%	13.0%	14.9%
	Divorced/Separated	34%	31.1%	36.7%
	Widowed	15%	12.7%	17.7%
	Never Married	25%	23.0%	27.6%
Home Ownership Status	Own Home	15%	14.4%	16.2%
	Rent Home	31%	28.4%	32.9%
Children Status	Children in Household (Ages 18-44)	25%	22.8%	26.9%
	No Children in Household (Ages 18-44)	22%	19.2%	24.0%
Phone Status	Landline	16%	14.6%	17.0%
	Cell Phone	20%	19.2%	21.4%
Pregnancy Status	Pregnant (Ages 18-44)	19%	10.4%	31.3%
	Not Pregnant (Ages 18-44)	21%	19.2%	23.5%
County	Minnehaha	19%	16.7%	21.3%
	Pennington	21%	18.5%	23.0%
	Lincoln	12%	9.8%	15.7%
	Brown	18%	15.1%	20.6%
	Brookings	15%	11.5%	18.8%
	Codington	21%	17.5%	24.0%
	Meade	19%	15.0%	23.0%
Lawrence	18%	15.0%	22.1%	

Note: *Results based on small sample sizes have been suppressed.

Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2015-2019

Demographics

Gender	Males exhibit a significantly higher prevalence of cigarette smoking than females.
Age	The prevalence of cigarette smoking generally decreases as age increases including significant decreases as the 40s, 60s, 70s, and 80s are reached. However, it should be noted that those under 30 demonstrate a significantly lower prevalence of cigarette smoking than those in their 30s.
Race/ Ethnicity	American Indians and American Indian/whites exhibit a very high prevalence of cigarette smoking, while whites and Hispanics show a very low prevalence.
Household Income	The prevalence of cigarette smoking decreases as household income increases with significant decreases as the \$35,000-\$74,999 and \$75,000+ income groups are reached.
Education	The prevalence of cigarette smoking decreases as education levels increase with significant decreases at each level.
Employment	Those who are unemployed or unable to work demonstrate a very high prevalence of cigarette smoking, while those who are a student or retired show a very low prevalence.
Marital Status	Those who are divorced exhibit a very high prevalence of cigarette smoking, while those who are married or widowed show a very low prevalence.
Home Ownership	Those who rent their home show a significantly higher prevalence of cigarette smoking than those who own their home.
Children Status	The prevalence of cigarette smoking in the adults does not seem to differ based on the presence of children in the household.
Phone Status	Those who primarily use a cell phone show a significantly higher prevalence of cigarette smoking than those who primarily use a landline phone.
Pregnancy Status	The prevalence of cigarette smoking does not seem to differ based on pregnancy status.
County	Minnehaha, Pennington, and Codington counties demonstrate a very high prevalence of cigarette smoking, while Lincoln county shows a very low prevalence.

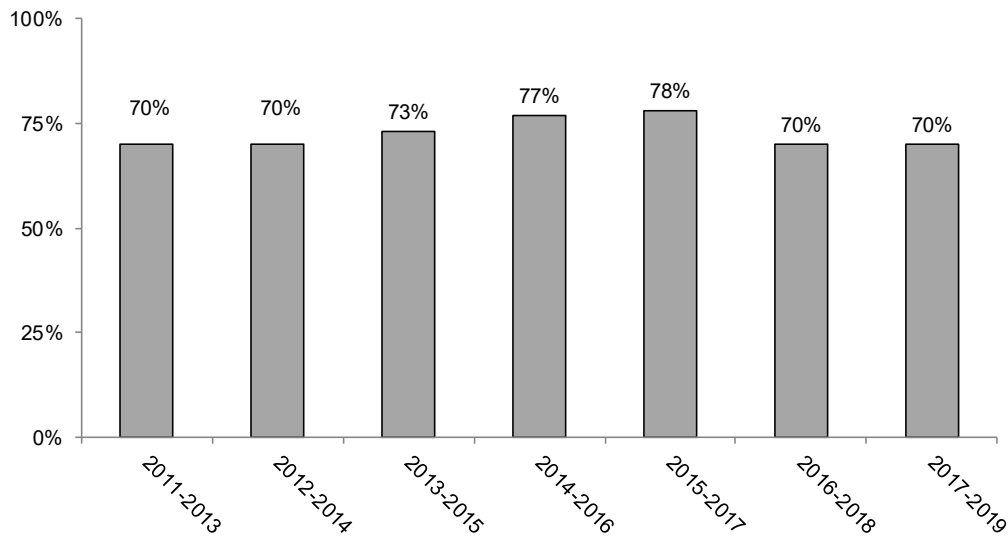
In 2018-2019, 51 percent of South Dakotans tried to stop smoking for one day or longer because they were trying to quit smoking as shown below in Table 13.

Survey Year	Percent
2018-2019	51%
2017-2018	54%
2016-2017	57%
2015-2016	57%
2014-2015	56%
2013-2014	56%
2012-2013	55%
2011-2012	56%

Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2011-2019

Figure 10, below, shows the percentage of smokers who have been advised to quit smoking in the past 12 months by a health professional. In 2017-2019, 70 percent of South Dakotans had been advised to quit smoking by a health professional.

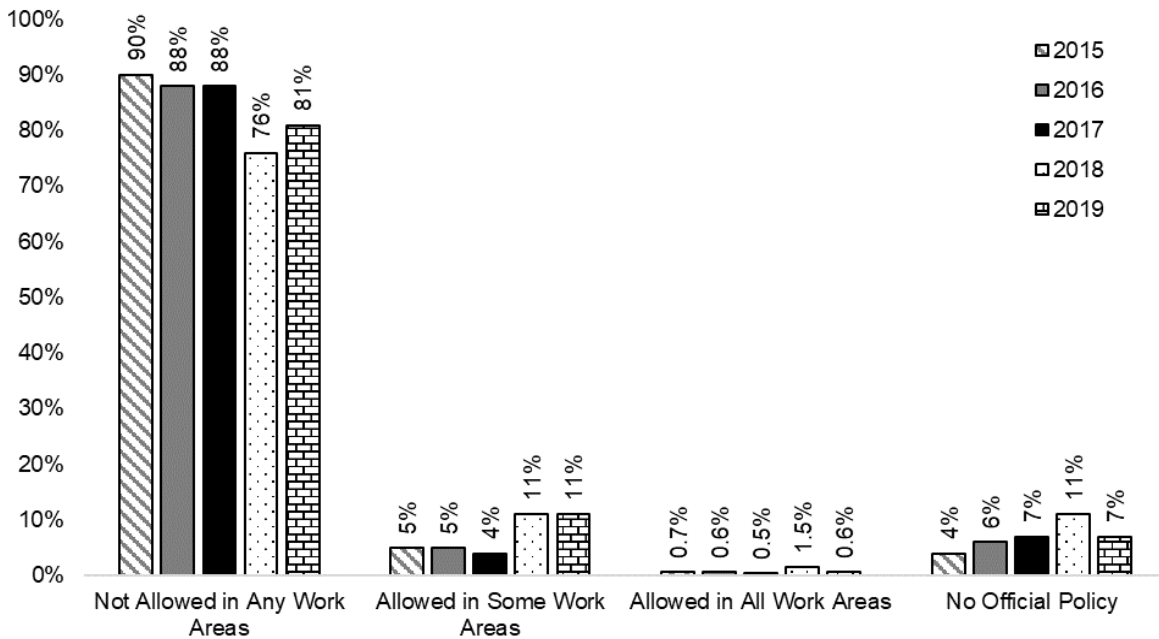
**Figure 10
Percentage of Smokers Who Have Been Advised by a Doctor, Nurse, or Other Health Professional to Quit Smoking in the Past 12 Months, 2011-2019**



Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2011-2019

Figure 11, below, shows South Dakotans' place of work official smoking policy for work areas. The majority of South Dakotans for all five years stated that smoking was not allowed in any work areas.

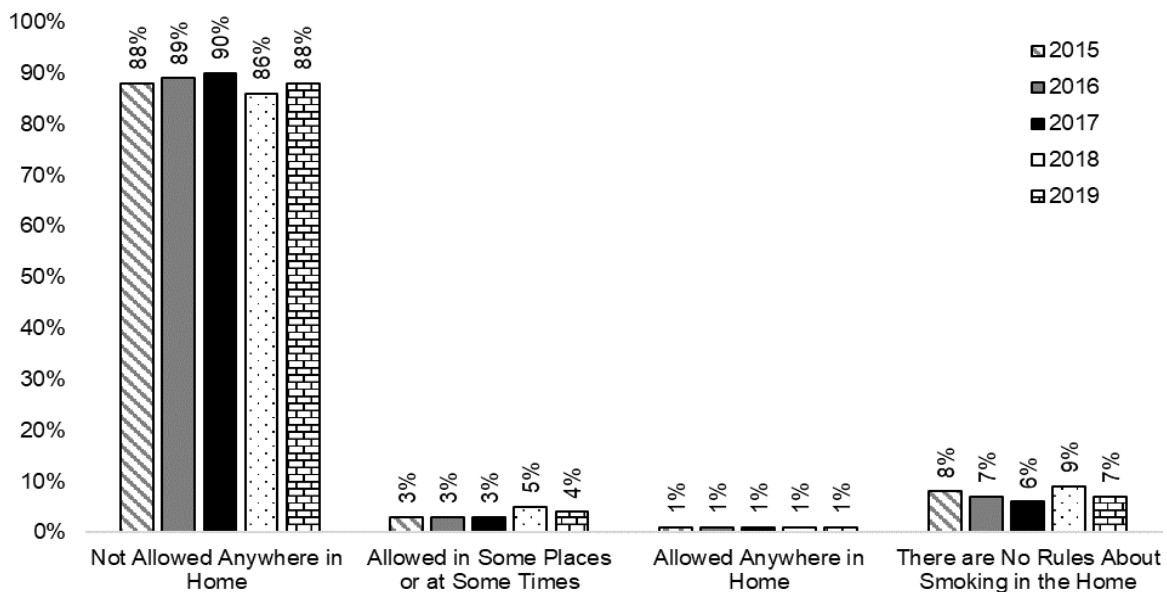
Figure 11
South Dakotans' Place of Work Smoking Policy, 2015-2019



Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2015-2019

Figure 12, below, shows South Dakotans' rules about smoking inside their homes. The majority of South Dakotans for all five years stated that smoking was not allowed anywhere in their homes.

Figure 12
South Dakotans' Rules About Smoking Inside the Home, 2015-2019



Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2015-2019

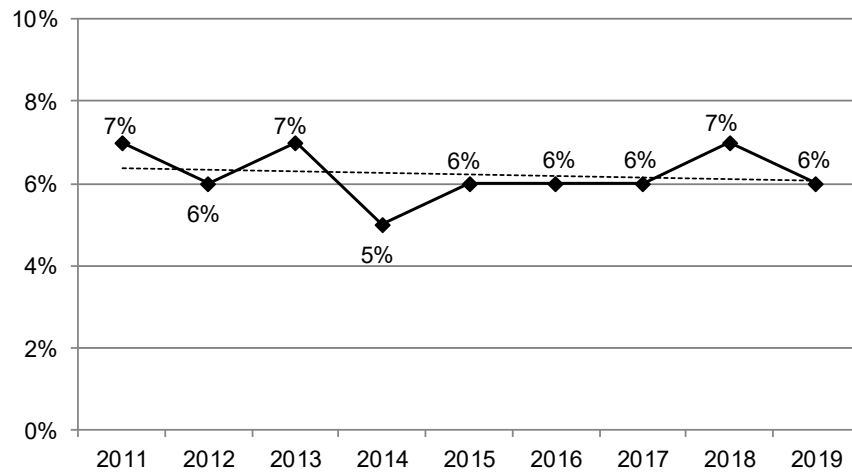
SMOKELESS TOBACCO

Definition: South Dakotans who report that they use chewing tobacco or snuff every day or some days.

Prevalence of Smokeless Tobacco

- South Dakota 6%
- Nationwide median 4%

Figure 13
Percentage of South Dakotans Who Use Smokeless Tobacco, 2011-2019



Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2011-2019

Table 14
South Dakotans Who Use Smokeless Tobacco, 2015-2019

		2015-2019	95% Confidence Interval	
			Low	High
Gender	Male	12%	10.8%	12.7%
	Female	1%	0.8%	1.4%
Age	18-29	9%	7.9%	10.9%
	30-39	8%	6.7%	9.5%
	40-49	9%	7.5%	10.7%
	50-59	6%	4.7%	6.7%
	60-69	3%	2.2%	3.6%
	70-79	3%	2.2%	4.8%
	80+	2%	0.9%	3.2%
Race/Ethnicity	White, Non-Hispanic	6%	5.5%	6.6%
	American Indian, Non-Hispanic	10%	7.7%	12.6%
	American Indian/White, Non-Hispanic	12%	6.9%	21.3%
	Hispanic	5%	2.3%	10.2%
Household Income	Less than \$35,000	6%	5.0%	7.0%
	\$35,000-\$74,999	8%	6.7%	8.9%
	\$75,000+	6%	5.6%	7.5%
Education	Less than High School, G.E.D.	8%	6.3%	10.9%
	High School, G.E.D.	7%	6.5%	8.6%
	Some Post-High School	7%	5.7%	7.5%
	College Graduate	4%	3.4%	4.7%
Employment Status	Employed for Wages	8%	6.9%	8.5%
	Self-employed	9%	7.6%	10.9%
	Unemployed	9%	6.2%	13.3%
	Homemaker	1%	0.5%	2.8%
	Student	4%	2.9%	6.8%
	Retired	3%	2.1%	3.6%
	Unable to Work	4%	2.7%	5.8%
Marital Status	Married/Unmarried Couple	6%	5.2%	6.4%
	Divorced/Separated	9%	7.0%	10.4%
	Widowed	3%	1.8%	4.8%
	Never Married	8%	6.7%	9.2%
Home Ownership Status	Own Home	6%	5.4%	6.6%
	Rent Home	7%	6.3%	8.7%
Children Status	Children in Household (Ages 18-44)	9%	7.4%	9.9%
	No Children in Household (Ages 18-44)	9%	7.9%	10.8%
Phone Status	Landline	5%	3.9%	5.3%
	Cell Phone	7%	6.5%	7.8%
Pregnancy Status	Pregnant (Ages 18-44)	0.3%	0.0%	2.4%
	Not Pregnant (Ages 18-44)	2%	1.2%	2.2%
County	Minnehaha	4%	3.3%	5.6%
	Pennington	6%	4.4%	6.9%
	Lincoln	6%	3.7%	9.1%
	Brown	5%	4.0%	7.2%
	Brookings	6%	4.1%	9.0%
	Codington	6%	4.5%	8.5%
	Meade	9%	6.4%	12.9%
	Lawrence	7%	4.7%	9.3%

Note: *Results based on small sample sizes have been suppressed.

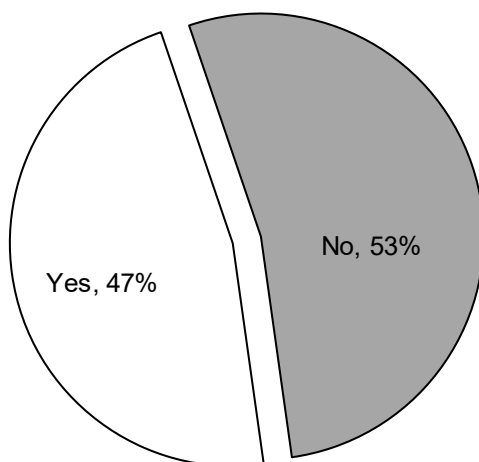
Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2015-2019

Demographics

Gender	Males exhibit a significantly higher prevalence of smokeless tobacco use than females.
Age	The prevalence of smokeless tobacco use generally decreases as age increases including significant decreases as the 50s and 60s are reached.
Race/ Ethnicity	American Indians and American Indian/whites exhibit a very high prevalence of smokeless tobacco use, while whites show a very low prevalence.
Household Income	The prevalence of smokeless tobacco use does not seem to differ by household income.
Education	The prevalence of smokeless tobacco use decreases as education levels increase with a significant decrease as the college graduate level is reached.
Employment	Those who are employed for wages, self-employed, or unemployed demonstrate a very high prevalence of smokeless tobacco use, while those who are a homemaker, retired, or unable to work show a very low prevalence.
Marital Status	Those who are divorced or have never been married exhibit a very high prevalence of smokeless tobacco use, while those who are widowed show a very low prevalence.
Home Ownership	The prevalence of smokeless tobacco use does not seem to differ by home ownership status.
Children Status	The prevalence of smokeless tobacco use in the adults does not seem to change based on the presence of children in the household.
Phone Status	Those who primarily use a cell phone show a significantly higher prevalence of smokeless tobacco use than those who primarily use a landline phone.
Pregnancy Status	The prevalence of smokeless tobacco use does not seem to change based on pregnancy status.
County	Residents of Meade county exhibit a very high prevalence of smokeless tobacco use, while residents of Minnehaha county show a very low prevalence.

Figure 14 shows the percentage of South Dakotans whose doctor, nurse, or other health professional advised them to stop using smokeless tobacco. Less than half, 47 percent, of South Dakotans stated they were advised to quit using smokeless tobacco by a health professional.

Figure 14
Percentage of South Dakotans Advised to Quit Using Smokeless Tobacco by a Doctor, Nurse, or Other Health Professional, 2011-2019



Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2011-2019

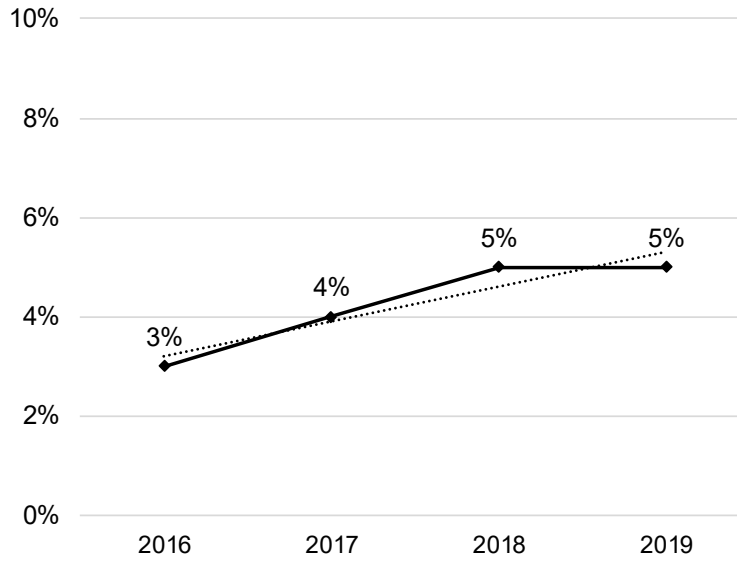
E-CIGARETTE SMOKING

Definition: South Dakotans who currently use electronic cigarettes (e-cigarettes).

Prevalence of E-Cigarette Use

- South Dakota 5%
- *There is no nationwide median for electronic cigarette use*

Figure 15
Percentage of South Dakotans Who Currently Smoke E-Cigarettes, 2016-2019



Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2016-2019

**Table 15
South Dakotans Who Currently Smoke E-Cigarettes, 2016-2019**

		2016-2019	95% Confidence Interval	
			Low	High
Gender	Male	5%	3.9%	5.8%
	Female	3%	2.6%	4.1%
Age	18-29	11%	8.6%	12.9%
	30-39	5%	3.5%	6.9%
	40-49	3%	2.0%	4.2%
	50-59	3%	1.8%	3.7%
	60-69	1%	0.6%	1.4%
	70-79	1%	0.3%	1.1%
	80+	0.1%	0.0%	0.5%
Race/Ethnicity	White, Non-Hispanic	4%	3.1%	4.2%
	American Indian, Non-Hispanic	6%	3.9%	10.3%
	American Indian/White, Non-Hispanic	9%	3.6%	21.9%
	Hispanic	5%	2.3%	11.7%
Household Income	Less than \$35,000	6%	4.4%	7.1%
	\$35,000-\$74,999	4%	3.0%	5.2%
	\$75,000+	2%	1.7%	3.0%
Education	Less than High School, G.E.D.	7%	4.7%	11.5%
	High School, G.E.D.	5%	3.9%	6.1%
	Some Post-High School	4%	3.2%	5.0%
	College Graduate	2%	1.3%	2.3%
Employment Status	Employed for Wages	5%	3.7%	5.5%
	Self-employed	4%	2.6%	5.7%
	Unemployed	7%	4.1%	12.2%
	Homemaker	2%	0.8%	6.1%
	Student	11%	6.8%	16.4%
	Retired	0.5%	0.3%	0.7%
	Unable to Work	6%	3.6%	8.9%
Marital Status	Married/Unmarried Couple	3%	2.2%	3.4%
	Divorced/Separated	4%	2.7%	5.1%
	Widowed	1%	0.4%	2.1%
	Never Married	9%	6.9%	10.8%
Home Ownership Status	Own Home	3%	2.1%	3.2%
	Rent Home	7%	5.9%	9.3%
Children Status	Children in Household (Ages 18-44)	5%	3.7%	6.1%
	No Children in Household (Ages 18-44)	10%	8.3%	12.9%
Phone Status	Landline	2%	1.4%	2.7%
	Cell Phone	5%	4.1%	5.6%
Pregnancy Status	Pregnant (Ages 18-44)	6%	0.9%	28.2%
	Not Pregnant (Ages 18-44)	6%	4.2%	7.4%
County	Minnehaha	5%	3.2%	6.7%
	Pennington	4%	3.1%	5.8%
	Lincoln	3%	1.4%	8.0%
	Brown	5%	3.1%	7.0%
	Brookings	7%	4.0%	12.0%
	Codington	4%	2.2%	6.5%
	Meade	5%	2.7%	8.3%
	Lawrence	4%	2.1%	7.5%

Note: *Results based on small sample sizes have been suppressed.

Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2016-2019

Demographics

Gender	There seems to be no gender difference regarding e-cigarette use.
Age	E-cigarette use decreases as age increases. This includes a significant decrease as the 30s and 60s are reached.
Race/ Ethnicity	There seems to be no racial/ethnicity difference regarding e-cigarette use.
Household Income	The prevalence of e-cigarette use decreases as household income increases.
Education	E-cigarette use decreases as education increases. This includes a significant decrease as the college graduate level is reached.
Employment	Those who are unemployed, a student, or unable to work show a very high prevalence of e-cigarette use, while those who are retired show a very low prevalence.
Marital Status	Those who have never been married exhibit a very high prevalence of e-cigarette use, while those who are widowed show a very low prevalence.
Home Ownership	Those who rent their home show a significantly higher prevalence of e-cigarette use than those who own their home.
Children Status	Those adults who live in a household with no children exhibit a significantly higher prevalence of e-cigarette use than those who live in a household with children.
Phone Status	Those who primarily use a cell phone demonstrate a significantly higher prevalence of e-cigarette use than those who primarily use a landline.
Pregnancy Status	The prevalence of e-cigarette use does not seem to differ based on pregnancy status.
County	The prevalence of e-cigarette use does not seem to differ among the counties available for analysis.

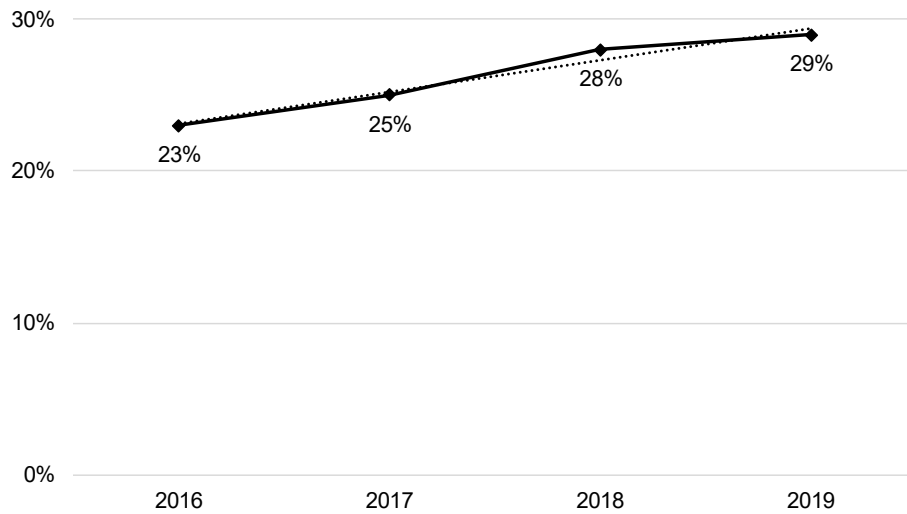
TOBACCO USE

Definition: South Dakotans who currently smoke cigarettes, use smokeless tobacco, or use E-cigarettes.

Prevalence of Tobacco Use

- South Dakota 29%
- *There is no nationwide median for tobacco use*

Figure 16
Percentage of South Dakotans Who Currently Smoke Cigarettes, Use Smokeless Tobacco, or Use E-Cigarettes, 2016-2019



Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2016-2019

Table 16
South Dakotans Who Currently Smoke Cigarettes, Use Smokeless Tobacco, or Use E-Cigarettes, 2016-2019

		2016-2019	95% Confidence Interval	
			Low	High
Gender	Male	33%	31.5%	34.8%
	Female	19%	17.9%	20.6%
Age	18-29	33%	30.2%	36.3%
	30-39	36%	32.5%	38.9%
	40-49	30%	27.3%	33.4%
	50-59	26%	24.3%	28.9%
	60-69	18%	16.6%	20.3%
	70-79	13%	11.1%	15.5%
	80+	5%	3.9%	7.5%
Race/Ethnicity	White, Non-Hispanic	24%	22.5%	24.7%
	American Indian, Non-Hispanic	51%	46.4%	55.2%
	American Indian/White, Non-Hispanic	55%	43.0%	65.6%
	Hispanic	28%	20.4%	36.8%
Household Income	Less than \$35,000	35%	32.9%	37.5%
	\$35,000-\$74,999	27%	25.4%	29.6%
	\$75,000+	17%	15.0%	18.4%
Education	Less than High School, G.E.D.	42%	36.9%	46.8%
	High School, G.E.D.	32%	30.0%	34.2%
	Some Post-High School	27%	24.8%	28.5%
	College Graduate	12%	10.9%	13.5%
Employment Status	Employed for Wages	29%	27.7%	31.0%
	Self-employed	26%	22.7%	28.9%
	Unemployed	43%	36.6%	49.7%
	Homemaker	26%	20.8%	32.1%
	Student	23%	17.7%	29.5%
	Retired	13%	11.4%	14.5%
	Unable to Work	38%	33.4%	42.8%
Marital Status	Married/Unmarried Couple	20%	19.1%	21.7%
	Divorced/Separated	42%	38.3%	44.9%
	Widowed	18%	14.8%	21.2%
	Never Married	35%	32.5%	38.3%
Home Ownership Status	Own Home	22%	20.6%	22.9%
	Rent Home	39%	36.8%	42.2%
Children Status	Children in Household (Ages 18-44)	34%	31.3%	36.4%
	No Children in Household (Ages 18-44)	34%	30.9%	37.3%
Phone Status	Landline	20%	18.2%	21.3%
	Cell Phone	29%	27.2%	30.0%
Pregnancy Status	Pregnant (Ages 18-44)	15%	6.9%	29.2%
	Not Pregnant (Ages 18-44)	25%	22.0%	27.3%
County	Minnehaha	25%	22.5%	28.4%
	Pennington	27%	24.0%	29.4%
	Lincoln	16%	11.6%	22.3%
	Brown	27%	23.5%	31.5%
	Brookings	25%	19.5%	31.0%
	Codington	24%	20.5%	28.6%
	Meade	30%	23.5%	36.6%
	Lawrence	23%	18.7%	28.8%

Note: *Results based on small sample sizes have been suppressed.

Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2016-2019

Demographics

Gender	Males exhibit a significantly higher prevalence of tobacco use than females.
Age	Tobacco use peaks with those in their 30s and then decreases as age increases. This includes significant decreases as the 60s, 70s, and 80s are reached.
Race/ Ethnicity	American Indians and American Indian/whites demonstrate a very high prevalence of tobacco use, while whites and Hispanics show a very low prevalence.
Household Income	Tobacco use decreases as household income increases. This includes significant decreases as the \$35,000-\$74,999 and \$75,000+ income groups are reached.
Education	Tobacco use decreases as education levels increase. This includes significant decreases at every level.
Employment	Those who are unemployed or unable to work demonstrate a very high prevalence of tobacco use, while those who are retired show a very low prevalence.
Marital Status	Those who are divorced or have never been married exhibit a very high prevalence of tobacco use, while those who are married or widowed show a very low prevalence.
Home Ownership	Those who rent their home show a significantly higher prevalence of tobacco use than those who own their home.
Children Status	The prevalence of tobacco use by the adults does not seem to change based on the presence of children in the household.
Phone Status	Those who primarily use a cell phone demonstrate a significantly higher prevalence of tobacco use than those who primarily use a landline phone.
County	Residents of Minnehaha, Pennington, Brown, and Meade counties all exhibit a very high prevalence of tobacco use, while Lincoln county shows a very low prevalence.

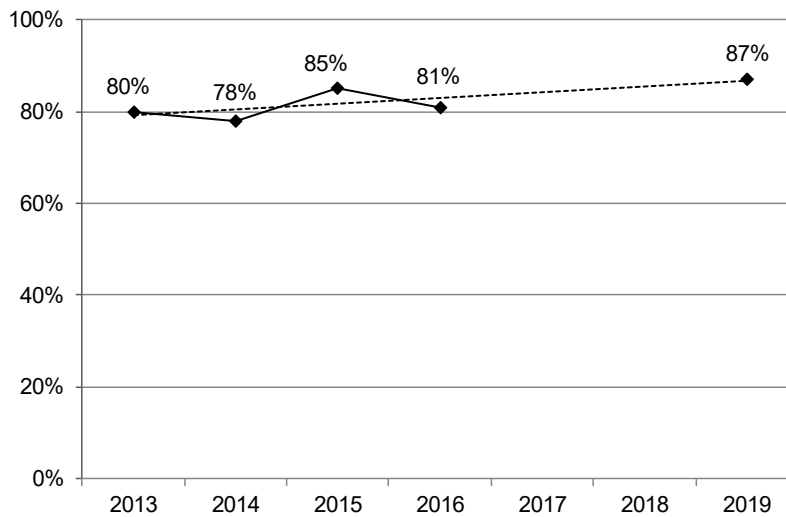
QUITLINE PROGRAM

Definition: South Dakotans who have heard of the South Dakota QuitLine program that offers free services designed to help a person quit tobacco.

Prevalence of South Dakotans Who Have Heard of QuitLine

- South Dakota 87%
- There is no nationwide median for the QuitLine program

Figure 17
Percentage of South Dakotans Who Have Heard of the South Dakota QuitLine Program, 2013-2019



Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2013-2019

Table 17
South Dakotans Who Have Heard of the QuitLine Program, 2015-2019

		2015-2019	95% Confidence Interval	
			Low	High
Gender	Male	81%	79.6%	82.7%
	Female	87%	85.5%	88.1%
Age	18-29	85%	81.6%	87.4%
	30-39	90%	86.8%	91.9%
	40-49	88%	85.5%	90.7%
	50-59	87%	85.1%	89.1%
	60-69	84%	81.9%	86.1%
	70-79	77%	73.7%	79.9%
	80+	56%	50.9%	60.1%
Race/Ethnicity	White, Non-Hispanic	85%	84.0%	86.1%
	American Indian, Non-Hispanic	85%	81.9%	87.7%
	American Indian/White, Non-Hispanic	83%	71.3%	90.8%
	Hispanic	73%	61.3%	81.9%
Household Income	Less than \$35,000	82%	80.1%	84.2%
	\$35,000-\$74,999	87%	85.3%	88.7%
	\$75,000+	88%	86.7%	90.0%
Education	Less than High School, G.E.D.	74%	68.3%	78.4%
	High School, G.E.D.	82%	79.9%	83.9%
	Some Post-High School	87%	84.9%	88.0%
	College Graduate	87%	85.7%	88.6%
Employment Status	Employed for Wages	89%	87.4%	90.0%
	Self-employed	83%	79.7%	85.5%
	Unemployed	79%	70.8%	86.1%
	Homemaker	83%	77.9%	87.4%
	Student	77%	68.8%	83.6%
	Retired	75%	72.9%	77.4%
	Unable to Work	81%	76.7%	85.3%
Marital Status	Married/Unmarried Couple	86%	84.3%	86.8%
	Divorced/Separated	88%	85.5%	90.0%
	Widowed	70%	66.6%	73.9%
	Never Married	82%	79.0%	84.5%
Home Ownership Status	Own Home	85%	83.6%	85.9%
	Rent Home	83%	80.0%	85.2%
Children Status	Children in Household (Ages 18-44)	89%	86.9%	90.9%
	No Children in Household (Ages 18-44)	85%	81.7%	87.7%
Phone Status	Landline	81%	79.5%	82.8%
	Cell Phone	85%	84.1%	86.7%
Pregnancy Status	Pregnant (Ages 18-44)	95%	87.7%	97.8%
	Not Pregnant (Ages 18-44)	89%	86.5%	91.6%
County	Minnehaha	88%	84.7%	90.0%
	Pennington	86%	83.8%	88.5%
	Lincoln	88%	82.2%	91.6%
	Brown	84%	80.6%	86.6%
	Brookings	79%	72.8%	83.5%
	Codington	86%	82.7%	89.1%
	Meade	89%	85.4%	92.4%
	Lawrence	83%	79.8%	86.6%

Note: *Results based on small sample sizes have been suppressed.

Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2015-2019

Demographics

Gender	Females exhibit a significantly higher prevalence of those who have heard of the QuitLine than males.
Age	The prevalence of those who have heard of the QuitLine peaks with those in their 30s and decreases as age increases after that. This includes significant decreases as the 70s and 80s are reached.
Race/ Ethnicity	Whites exhibit a very high prevalence of those who have heard of the QuitLine, while Hispanics show a very low prevalence.
Household Income	The prevalence of those who have heard of the QuitLine increases as household income increases. This includes a significant increase as the \$35,000-\$74,999 income group is reached.
Education	The prevalence of those who have heard of the QuitLine increases as education levels increase. This includes significant increases as the high school and some post high school levels are reached.
Employment	Those who are employed for wages or a homemaker demonstrate a very high prevalence of those who have heard of the QuitLine, while those who are unemployed, a student, or retired show a very low prevalence.
Marital Status	Those who are married or divorced exhibit a very high prevalence of those who have heard of the QuitLine, while those who are widowed show a very low prevalence.
Home Ownership	There seems to be no difference in the prevalence of those who have heard of the QuitLine regarding home ownership status.
Children Status	There seems to be no difference in the prevalence of those who have heard of the QuitLine regarding the presence of children in the household.
Phone Status	Those who primarily use a cell phone demonstrate a significantly higher prevalence of those who have heard of the QuitLine than those who primarily use a landline phone.
Pregnancy Status	There seems to be no difference in the prevalence of those who have heard of the QuitLine regarding pregnancy status.
County	Residents of Minnehaha, Pennington, and Meade counties exhibit a very high prevalence of those who have heard of the QuitLine, while residents of Brookings county show a very low prevalence.