

2008 South Dakota Tobacco Use Study Clients Served by the Department of Social Services

By the South Dakota Department of Health
Data Compilation by Stuefen Research, LLC and the Business Research Bureau

The Business Research Bureau mailed approximately 42,000 surveys in January of 2008 to selected South Dakota households currently being served by the state's Department of Social Services to better understand the use of tobacco products in that population. The effort replicates a 2005 study. In that year approximately 40,000 surveys were mailed to the then current Social Services population. The questions in both the 2005 and 2008 surveys were identical. Adults from 6,909 households responded to the survey in 2008, yielding a response rate of 16.5%. In 2005, adults from 9,256 households responded to the survey, yielding a response rate of approximately 23%. The response rate is substantially lower in 2008 compared to 2005 which increases the potential for non-response error.

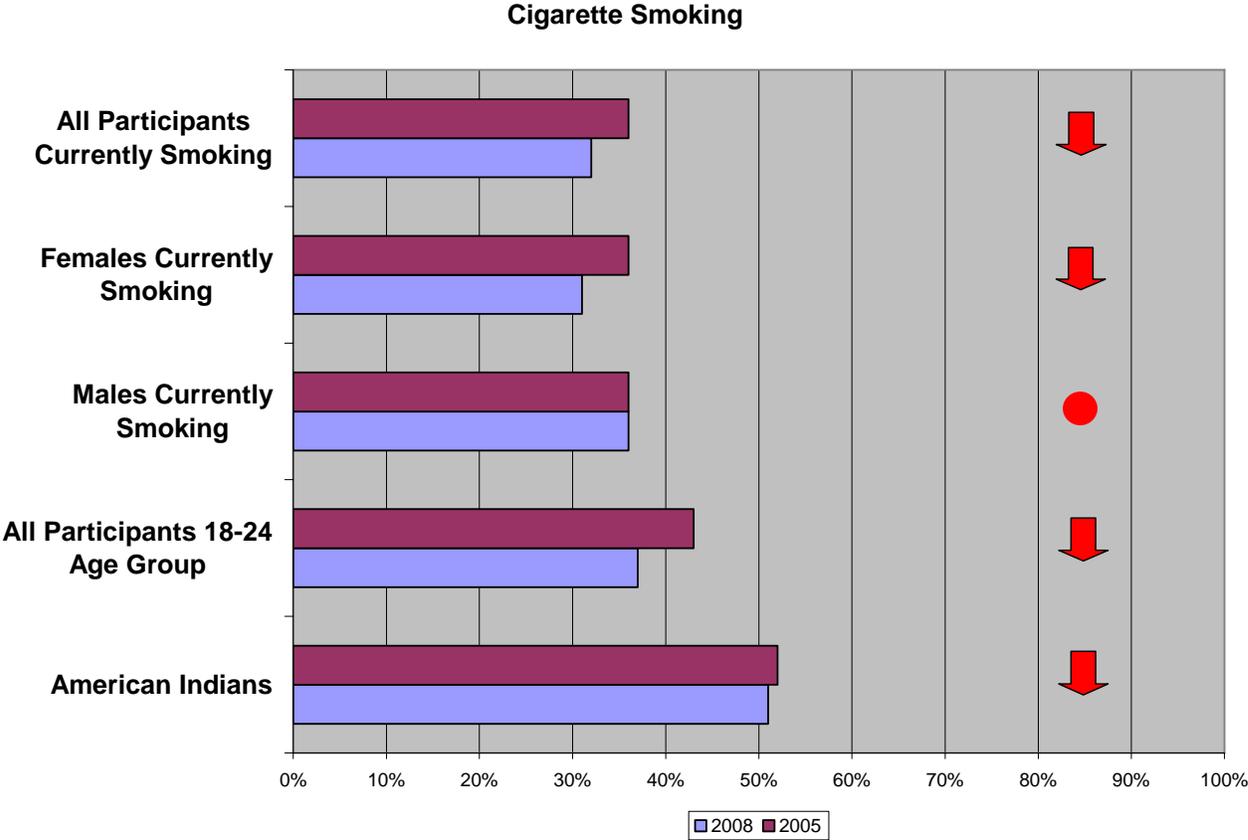
Demographic Profile

The demographic profile questions are asked to better understand who participated in this study. The demographic questions are asked to determine how well the sample represents the general population. It is common for women to be over represented in surveys. Female participation in the 2008 survey is disproportionate with more than three out of four (77%) female respondents. The proportion of female respondents decreased from 2005 study when four out of five respondents (81%) were female. For comparison, the state's general adult population in the 2000 census was 51% female. American Indian participation in the survey was strong with (18%) of the total responses coming from that demographic group. The 2000 Census indicates American Indians are just over 6% of the state's adult population and approximately 9% of the total population. The 25-34 age group had the largest percentage of responses. The youngest age groups, the first three groupings, had smaller representation in 2008 compared to the 2005 study.

Age	2000 Census	2005 Sample 9,265	2008 Sample 6,909
18 to 24	14%	15%	12%
25 to 34	17%	25%	23%
35 to 44	21%	23%	20%
45 to 54	18%	16%	17%
55 to 64	11%	9%	10%
65 and over	20%	11%	13%
No response	0%	1%	5%
Totals	100%	100%	100%

Smoking

Survey participants were asked if they smoked daily or if they smoke some days and if they currently smoke. The smoking prevalence rate for all survey participants dropped from 36% to 32% between 2005 and 2008. The number of females currently smoking decreased from 36% to 31%. The proportion of males smoking every day remained the same. The percentage of 18-24 year olds and the American Indians indicating they are currently smoking decreased over the three year period.



A Comparison of Prevalence Rates

2005 Baseline Findings and 2008 Updated Findings

Reported Use of Tobacco in 2005 and 2008 by Gender

Gender	2005 Smoke (Yes)	2008 Smoke (Yes)	2005 Spit (Yes)	2008 Spit (Yes)
Male	36%	36%	8.7%	7.9%
Female	36%	31%	1.1%	1.1%

Reported Use of Tobacco in 2005 and 2008 by Race

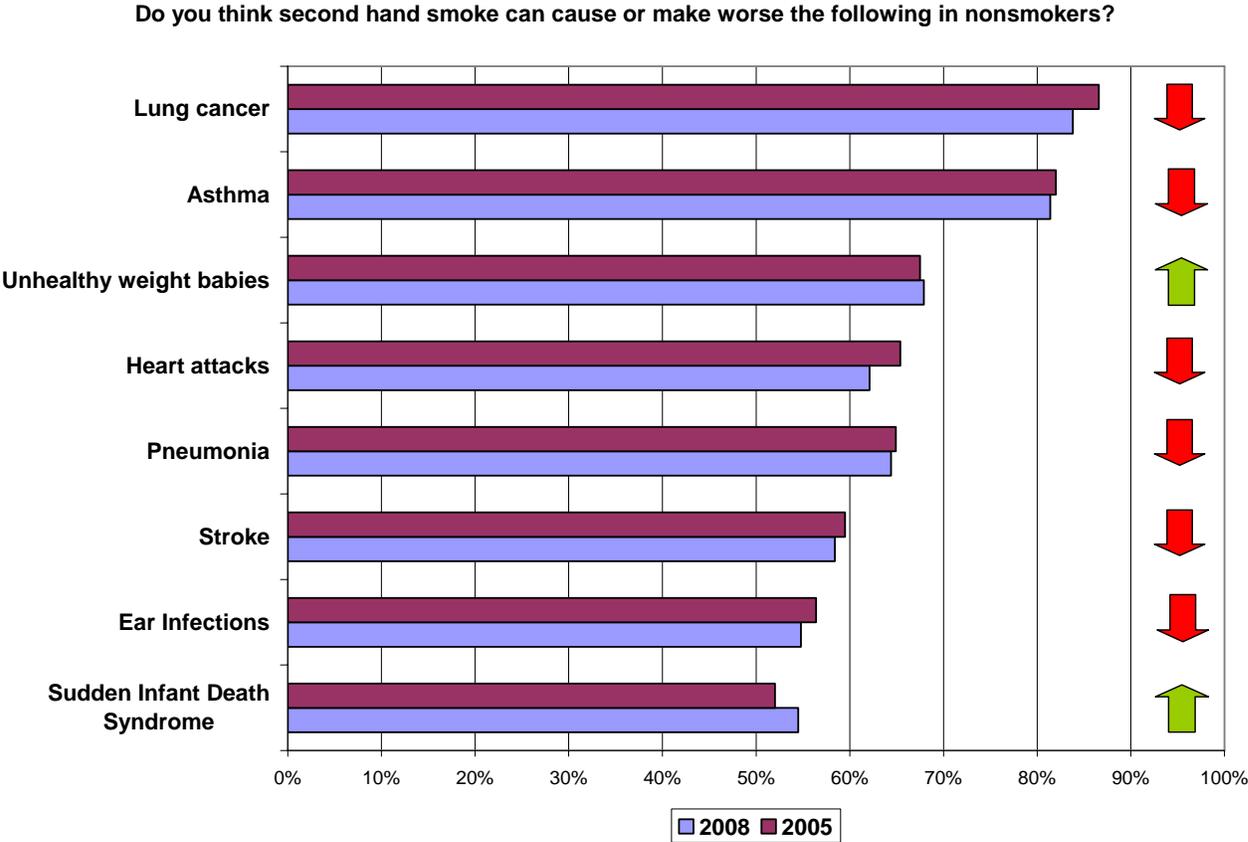
Race	2005 Smoke (Yes)	2008 Smoke (Yes)	2005 Spit (Yes)	2008 Spit (Yes)
American Indian	52%	51%	4.2%	4.7%
White	32%	28%	2.1%	1.9%
Other	31%	33%	1.9%	2.4%

Reported Use of Tobacco in 2005 and 2008 by Age Group

Age	2005 Smoke (Yes)	2008 Smoke (Yes)	2005 Spit (Yes)	2008 Spit (Yes)
18 to 24	43%	37%	1.4%	2.3%
25 to 34	40%	36%	3.3%	2.8%
35 to 44	38%	33%	3.3%	3.1%
45 to 54	39%	39%	2.5%	2.3%
55 to 64	31%	28%	1.4%	1.7%
65 and over	12%	14%	1.0%	1.6%

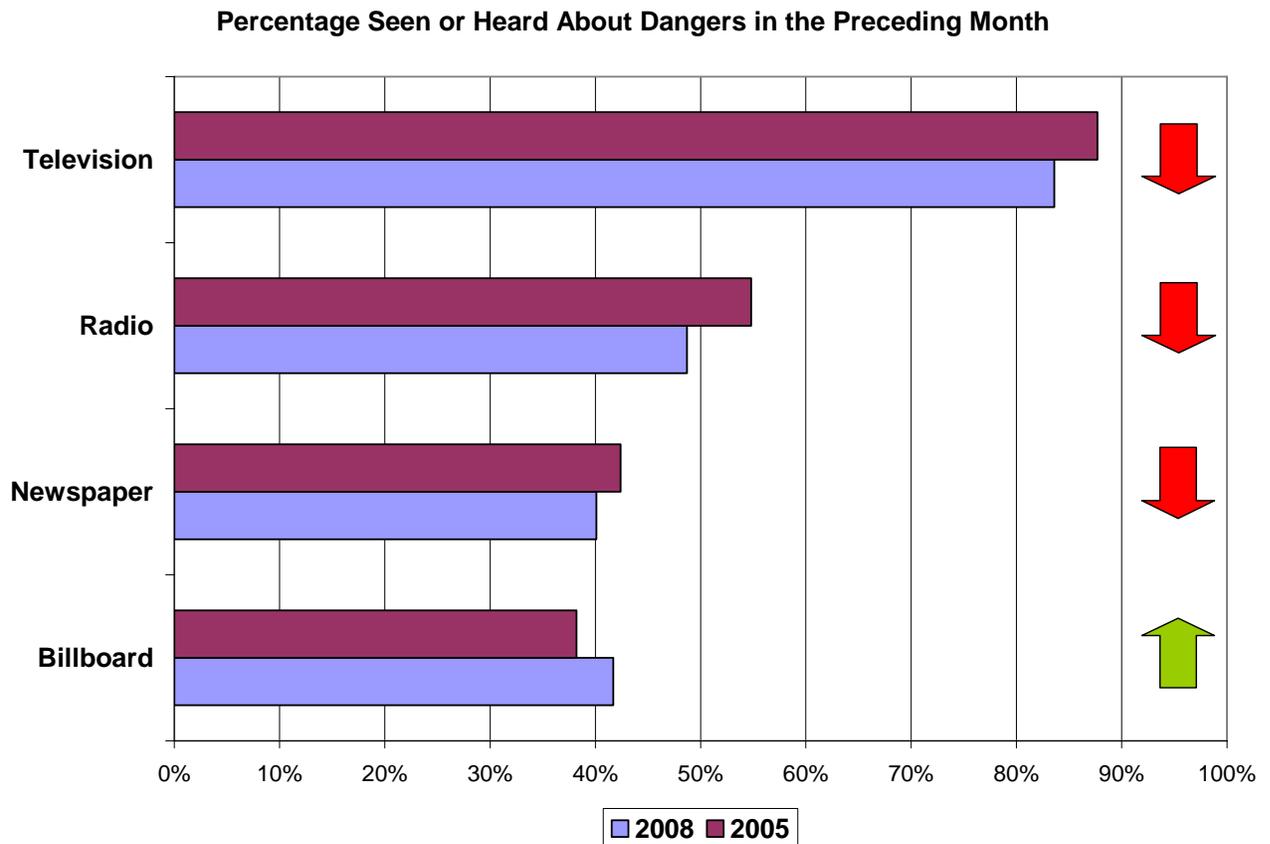
Second Hand Smoke

Survey participants were asked if they think secondhand smoke can either cause or make worse the diseases such as lung cancer, heart attacks, stroke, unhealthy weight babies, ear infections, asthma, pneumonia or sudden infant death syndrome (SIDS). Those surveyed were asked to check all maladies that they thought second hand smoke could cause or make worse. Lung cancer and asthma were most often recognized as disease whose prevalence is affected by second hand smoke.



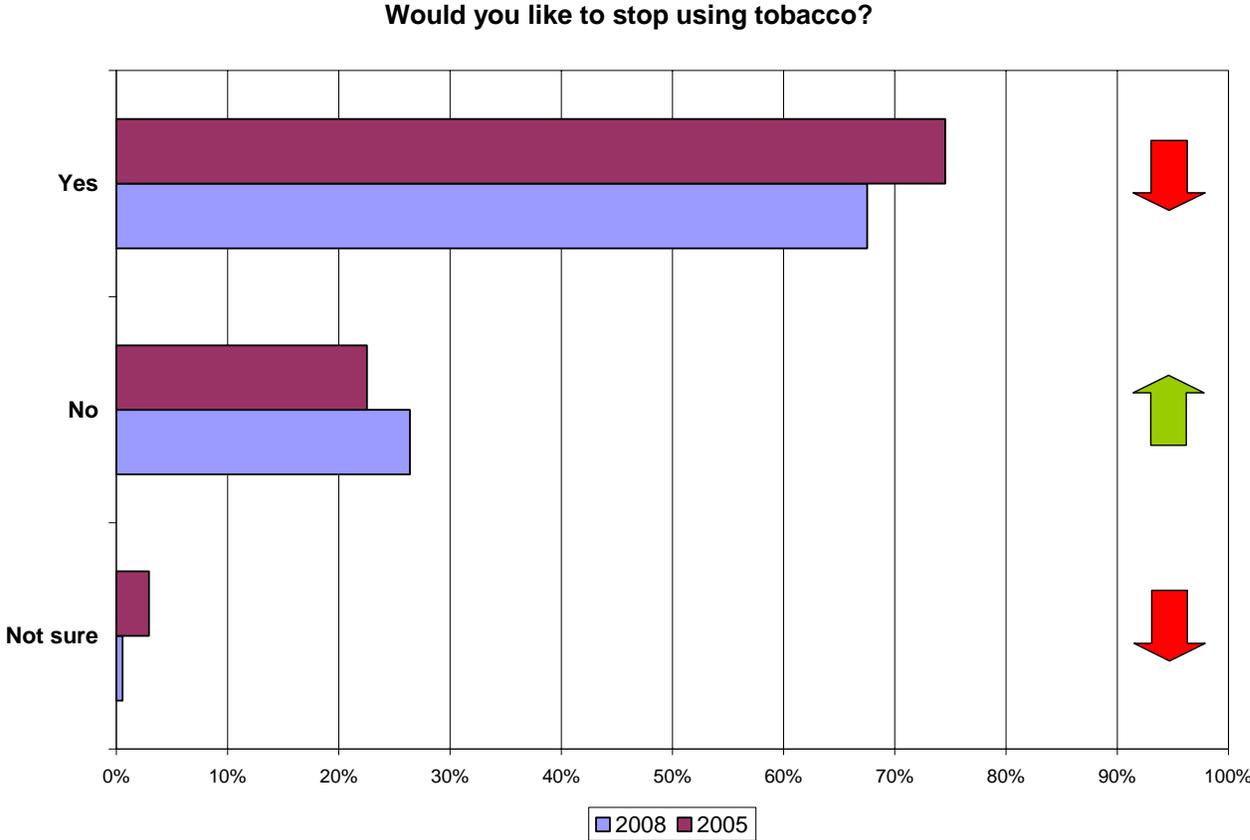
Media Impact

The survey participants were asked if they had seen or heard anything about the dangers of tobacco use by way of television, radio, newspaper or billboards. The delivery of the message by television is clearly the most often mentioned in both 2005 and 2008; however, billboard messaging alone gained in frequency of response from 2005 to 2008. It should be noted that a major education campaign using billboards was ongoing at the time the 2008 survey was being conducted.



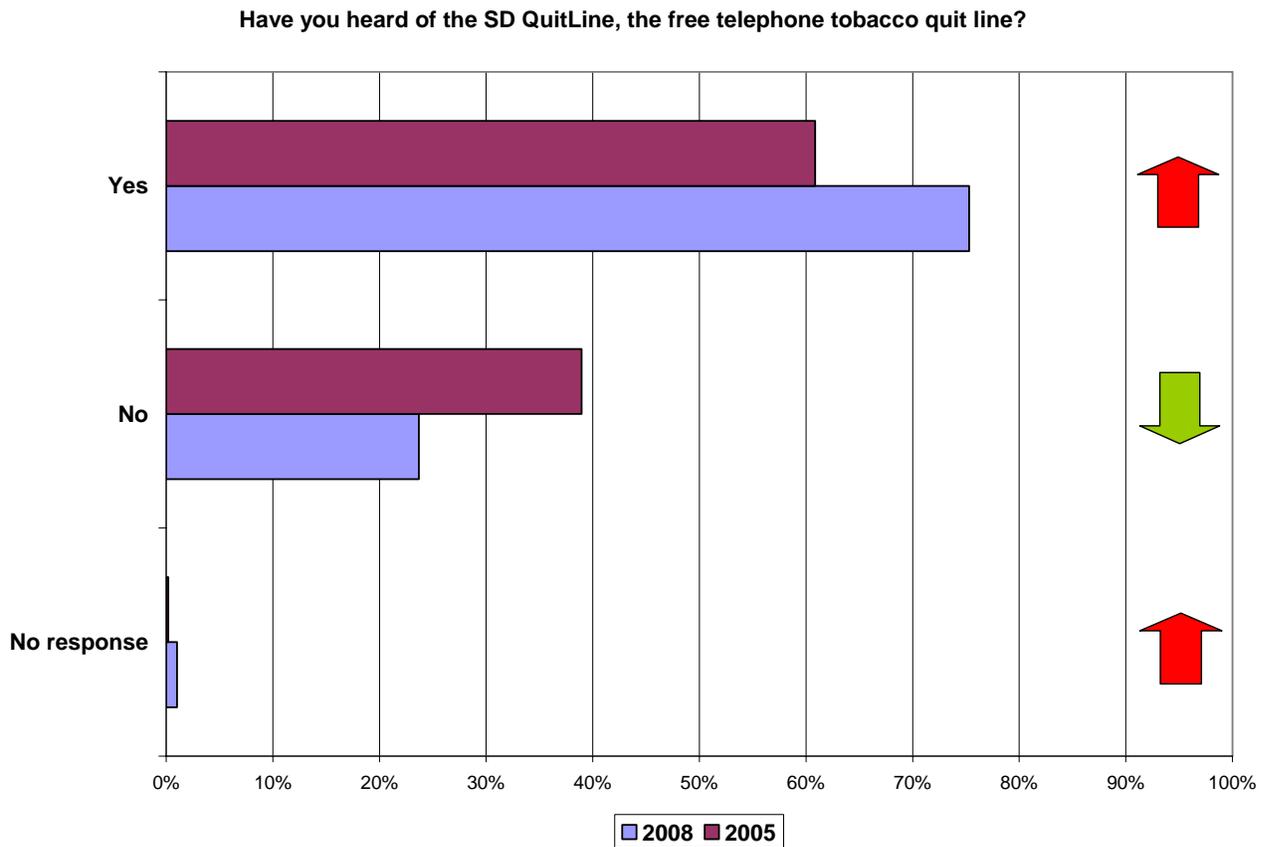
Quitting Tobacco

Respondents that indicated that they are currently smoking cigarettes or are now using spit tobacco regularly were asked if they would like to stop using tobacco. Three out of four or 75% indicated that they would like to quit in 2005. That percentage decreased to 68% in 2008.



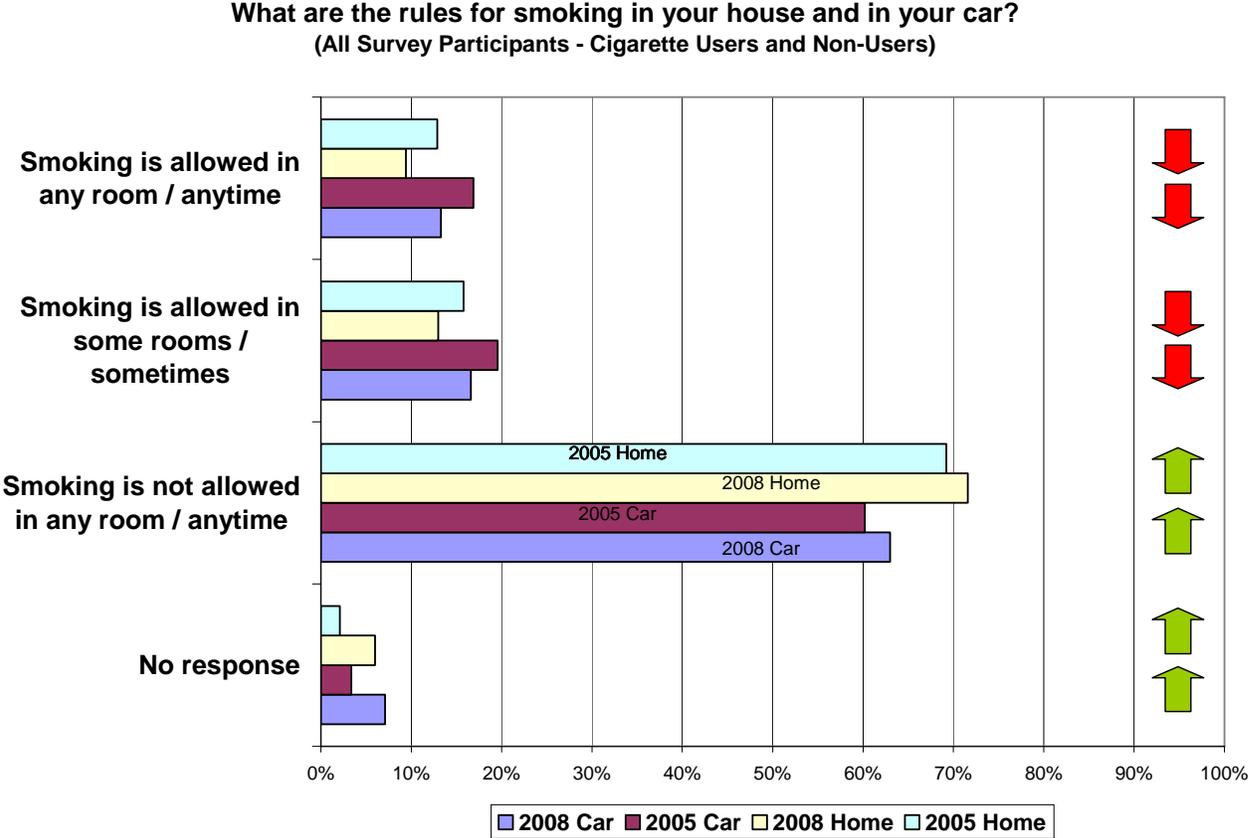
The South Dakota QuitLine

Of the 2008 survey participants indicating they are currently smoking cigarettes or are now using spit tobacco regularly, 75% indicated they had heard of the South Dakota QuitLine. That is up from 61% of those responding in 2005. The QuitLine is a free service provided by the South Dakota Department of Health to help people stop smoking or using spit tobacco that can be accessed by calling a toll-free number (1-866-737-8487).



Smoking Rules in Your Car and Home

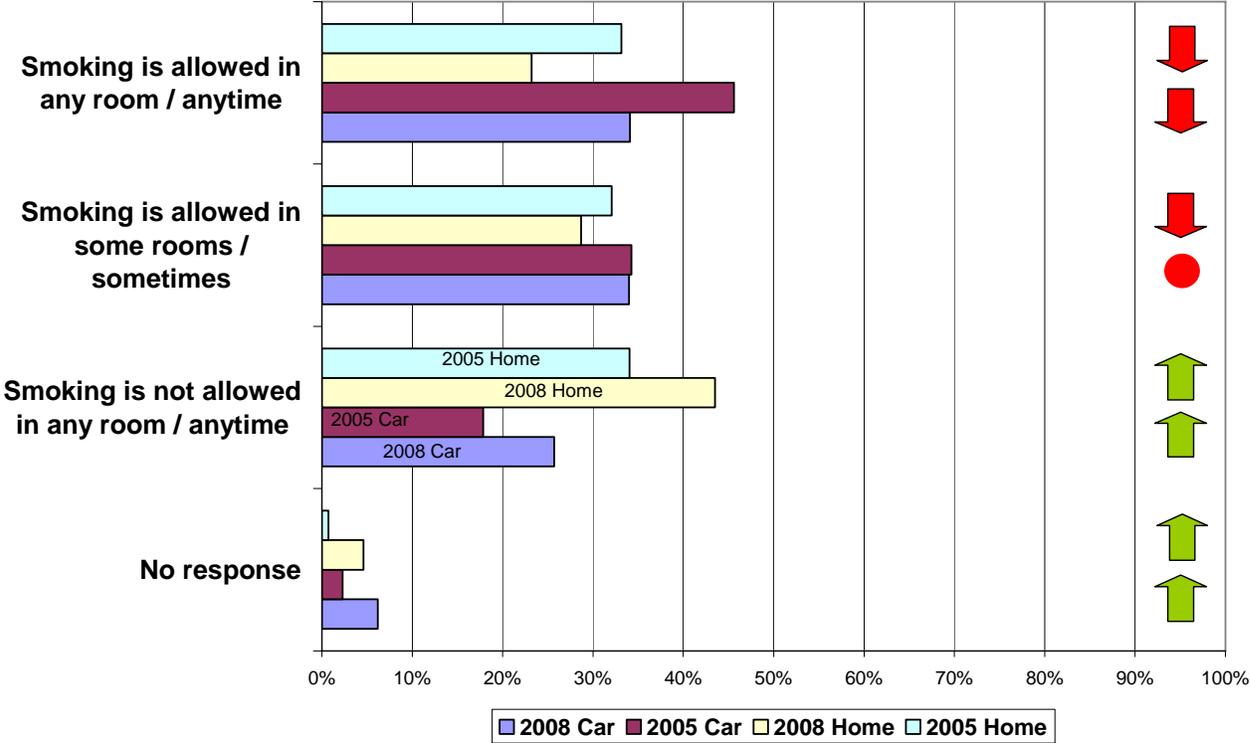
Survey participants were asked about cigarette usage rules in their cars and homes. The responses from all survey participants are presented in the following graph for the 2005 and 2008 surveys. The responses of user and non-user are included.



Smoking Rules in Home or Car – Cigarette Users Only

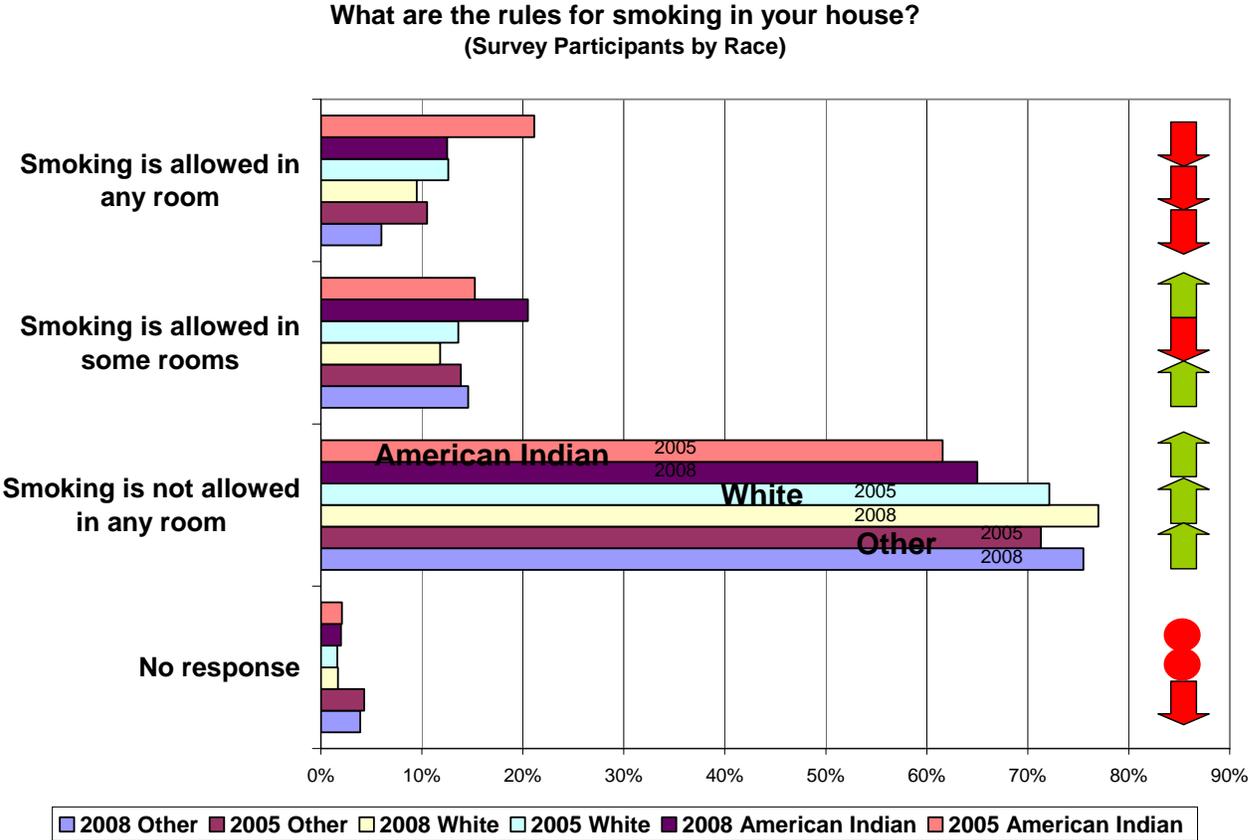
The rules for tobacco use in cars and houses are quite different for those that currently smoke cigarettes. When compared to all respondents, a larger percentage of cigarette users allow use in their car and home than non-users but in 2008 fewer tobacco users are allowing smoking in their homes or cars.

What are the rules for smoking in your house and in the car?
(Survey Participants that Currently Smoke Cigarettes)



Smoking Rules in Your Home by Race

Rules for cigarette use in the home are illustrated in the graph below by race. The information is presented for whites, American Indians and others. The percentage of participants indicating that smoking is not allowed in any room has increased for all three racial groupings.



Smoking Rules in Your Car by Race

Likewise, car smoking rules for American Indians, whites and other races responding to the survey are presented in the graphic that follows. The proportion of survey participants indicating that smoking is not allowed anytime in their cars has increased for all three racial groupings.

