



BLACK WOMEN'S
HEALTH IMPERATIVE



Tobacco Industry Marketing Awareness 2021 Survey

SUMMARY OF RESULTS

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Introduction

Tobacco use continues to be a leading cause of premature deaths in the United States. Although cigarette smoking has declined significantly over the last several decades, disparities in tobacco use remain across groups defined by race, ethnicity, educational level, and socioeconomic status and across regions of the country. The Centers for Disease Control and Prevention found that African Americans usually smoke fewer cigarettes and usually start smoking cigarettes at an older age but are more likely to die from smoking-related diseases than their white counterparts.¹ Tobacco use is a major contributor to the three leading causes of death among African Americans—heart disease, cancer, and stroke.

Historically, the marketing and promotion of menthol cigarettes have been targeted heavily toward African Americans through culturally tailored advertising images and messages. Menthol cigarettes may be more addictive than non-menthol cigarettes. Furthermore, menthol in cigarettes is thought to make harmful chemicals more easily absorbed in the body, because menthol makes it easier to inhale cigarette smoke.^{2,3} African Americans have the highest rate of menthol cigarette use of all races and ethnicities.⁴ Tobacco use begins its damaging work early in life, leading to deleterious health concerns among early smokers later in life. In addition, more than 7 out of 10 African American youth ages 12 to 17 years who smoke use forms of flavored tobacco, such as menthol cigarettes.⁵ We need strategies for reducing the harm caused by tobacco use and, in particular, menthol and flavored tobacco use.

Areas with large racial and ethnic minority populations tend to have more tobacco retailers located within them, which contributes to greater tobacco advertising exposure.⁶ Tobacco companies use price promotions such as discounts and multipack coupons—which are most often used by African Americans and other minority groups, women, and young people—to increase sales.⁶ Menthol products are given more shelf space in retail outlets within African American and minority neighborhoods.⁶

This report describes major findings from the Black Women's Health Imperative (BWHI) 2021 Tobacco Industry Marketing Awareness Survey. Beginning in the first quarter of 2021 and through March 2022, BWHI administered the survey to gather comprehensive information needed to understand tobacco use among people of color and to design and evaluate prevention efforts. Questions cover the use of various tobacco products, media awareness, access to tobacco products, health risks associated with tobacco products, and other topics. Completed surveys were obtained from 1,743 individuals from only racially and ethnically diverse populations.





Survey Methods

The Tobacco Industry Marketing Awareness Survey is a cooperative project between BWHI and the Campaign for Tobacco Free Kids (CTFK). This survey was conducted with extensive assistance from partner organizations and schools of higher education. The survey was administered over the internet using Google forms as an electronic data capturing method. To ensure participation from communities of color, and from a wide age range of participants from adolescents and young adults to seniors, BWHI worked with a variety of partners and Historically Black Colleges and Universities (HBCUs) to administer the survey. Partners who assisted in administering the survey included: Health in Her Hue, Jackson Metropolitan Ministerial Alliance, Alpha Kappa Alpha Sorority, African American Wellness Project, TCT Design Firm, Coco B Productions + NCBW Connection, In Our Own Voice, National Association for the Advancement of Colored People, and various chapter of the National Coalition of 100 Black Women. Among HBCUs that administered the survey included Dillard University, Florida A&M University, Howard University, Jackson State University, Southern University, and Tougaloo College.

BWHI administered surveys through these partners because their memberships, affiliates, and contacts consisted of respondents from diverse groups. Partnering with these organizations and institutions allowed survey administrators to obtain data from a variety of people.

BWHI applied this survey methodology using a non-representative (not randomized) sample primarily to examine the behavior of the Black population itself. The purpose of the survey is to highlight the experiences of Black population and examine the experiences of this population in comparison with respondents from other non-white groups. While the target population for the survey was African Americans, the questions allowed the survey to examine a variety of backgrounds, including regions, geographies, and locales; familial situations; age groups; and educational status. The vast array of characteristics collected from respondents from diverse groups may lead to further research opportunities in the future.

SURVEY QUESTIONS

The Tobacco Industry Marketing Awareness Survey is built around a set of core questions to gauge the awareness of diverse community members nationwide. Of the 30 questions included in the survey, about half a dozen focus on demographic characteristics of respondents. Additional questions were designed to capture information regarding the types of tobacco products used, patterns of tobacco product use, motivations to quit smoking, and effects of secondhand smoke. Another series of questions centered on advertising practices employed by tobacco companies and awareness of menthol tobacco product use. Finally, some questions related to awareness of health effects associated with tobacco use.

While most survey questions allowed respondents to choose answers from a multiple-choice format, two questions provided for open-ended responses. The open-ended format permitted respondents to provide a qualitative response, writing detailed responses in their own words. Because answer options for open-ended questions aren't provided, the respondent has the liberty to include details about feelings, attitudes, and views that they usually would not submit in closed-end questions. This allowed surveyors to better understand the feelings of respondents regarding tobacco-related issues. This format also allowed detailed responses to questions that were not limited to a set of options. Other questions were formatted as true or false questions, designed to examine the respondents' ability to assess or determine whether a statement is correct.

SURVEY PARTICIPANTS

Individuals were invited to participate in the survey using help of various nonprofit organizations, businesses, and educational institutions as outlined above. Organizations serving diverse populations were targeted, and participants were offered Amazon or Uber gift cards to incentivize completion of the survey. Only respondents from non-white populations were tabulated as part of the results.⁷ To the extent persons identifying as part of the white

race were counted in the survey results, many of these respondents identified themselves as having Hispanic ethnicity. The overall response rate could not be determined, because information regarding those who declined to participate in the survey was not tracked.

TIMING

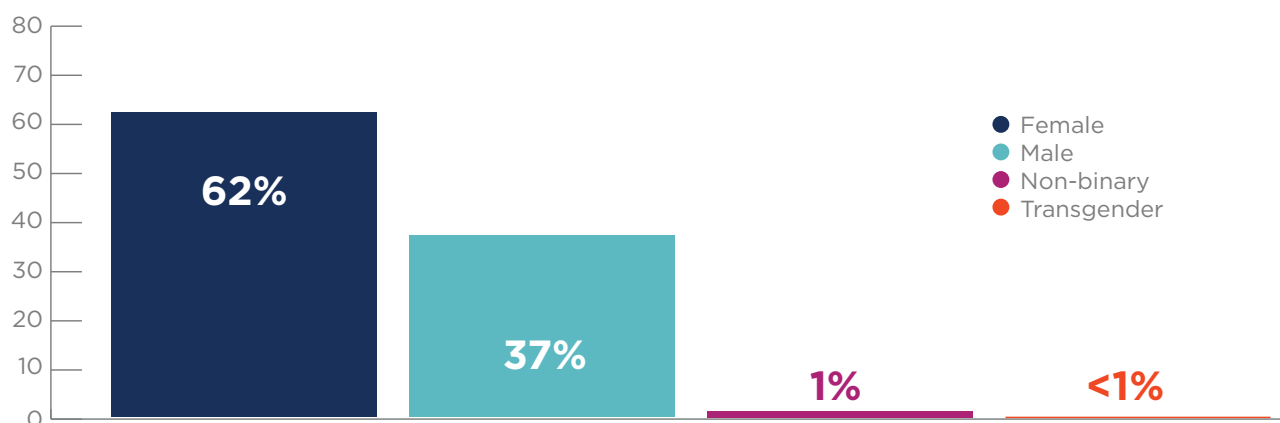
The survey was administered primarily in calendar year 2021, with the last survey administered on March 16, 2022. The exact survey day was often set by partnering organizations. Some surveys were administered on specific dates to coordinate with "Let's Clear the Air," listening sessions, programs, and events designed to elicit feedback from Black students attending HBCUs.



Major Findings

Selective findings from the survey results are presented here. Please see Appendices I and II for complete tabulations of survey results.

DEMOGRAPHICS



Among the 1,743 participants who responded to the survey, 62% were female and 37% were male. About 1% of respondents identified as non-binary, and less than 1% (5 participants) said transgender.

ANSWER CHOICES	RESPONSES	
15 - 17	0%	7
18 - 24	15%	270
25 - 44	65%	1138
45 - 64	13%	220
Over 65 years	6%	96
Unknown	1%	12
Total	100%	1743

Taking into account age, nearly two-thirds (65%) of respondents were between 25 and 44 years. Similar proportions of respondents were 18 to 24 years (15%) and 45 to 64 years (13%).

Distribution of age range across geographic region

	MIDWEST	NORTHEAST	SOUTHEAST	SOUTHWEST	WEST	TOTAL
15 - 17	14%	0%	71%	0%	14%	100%
18 - 24	20%	19%	43%	12%	6%	100%
25 - 44	30%	19%	35%	11%	6%	100%
45 - 64	8%	22%	47%	13%	10%	100%
Over 65 years	7%	23%	48%	10%	11%	100%
Unknown	8%	33%	42%	8%	8%	100%
Total	24%	19%	38%	12%	7%	100%

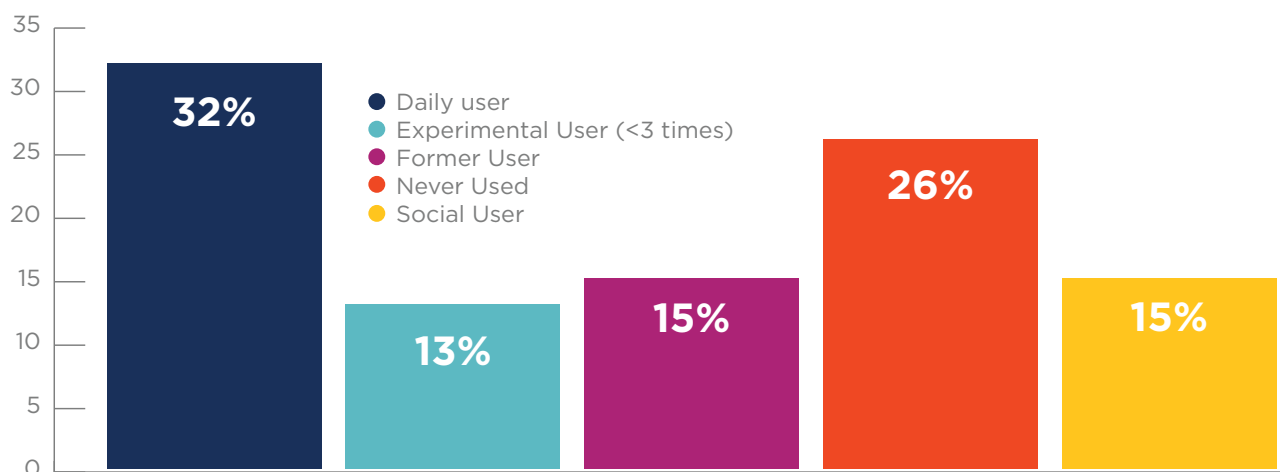
When examining age of those surveyed across geographic regions, the largest proportion of respondents were from the Southeast region, which comprised 38% of those surveyed. Nearly a quarter (24%) of those surveyed were from the Midwest. Only 7% surveyed were from the West Coast.

Distribution of age range within race & ethnicity

AGE	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC OR LATINO	NOT HISPANIC OR LATINO
15 - 17	2%	0%	0%	0%	0%	1%	0%
18 - 24	19%	29%	15%	23%	15%	21%	12%
25 - 44	73%	65%	60%	69%	83%	76%	58%
45 - 64	4%	5%	17%	0%	2%	2%	20%
65+ years	0%	0%	8%	4%	0%	0%	9%
Unknown	1%	0%	1%	4%	0%	0%	1%

Within race and ethnicity, 60% of Black respondents were between 25 and 44 years, and 15% were 18 to 24 years. Notably, a larger proportion of Black respondents fell into greater age ranges (17% in 45 to 64 years; 8% over 65 years), compared to other races.

TOBACCO USE

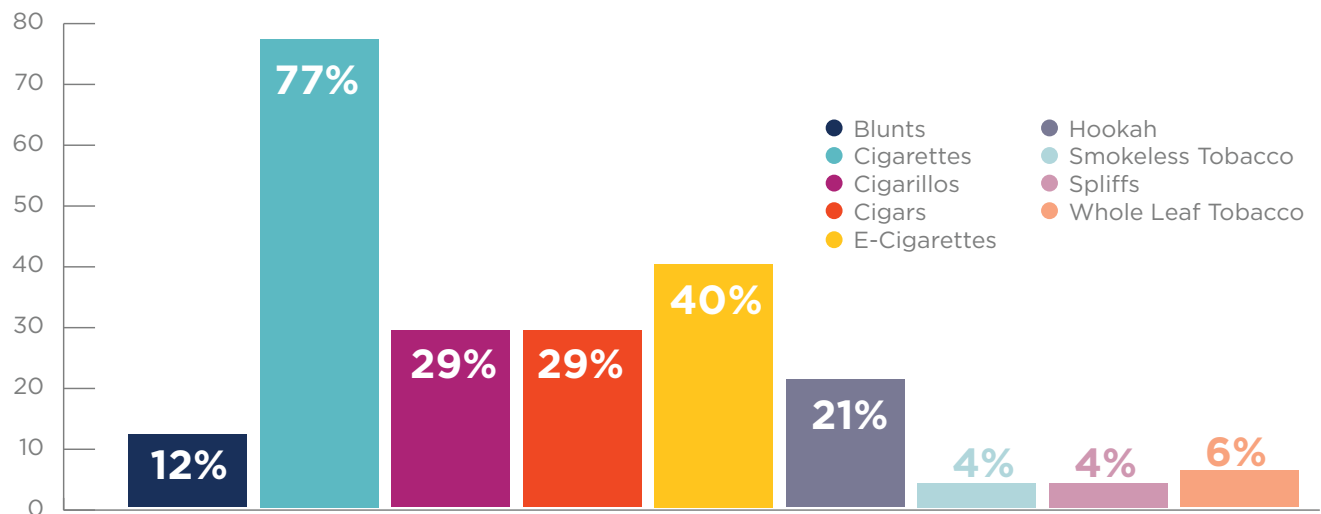


When reviewing the extent of tobacco use, nearly a third (32%), or 555 respondents, were daily users of tobacco products. Nearly even percentages of experimental users (13%), former users (15%) and social users (15%) were identified. Only about a quarter (26%) of those surveyed have never used tobacco products. Yet, when tobacco use is examined by race and ethnicity, one in four (25%) African Americans identified as daily users, a far smaller proportion than other non-white populations in the survey. Nearly half of Blacks surveyed either never used (32%) or were former users (16%) of tobacco.

Percentage who are

USER	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC OR LATINO	NOT HISPANIC OR LATINO
Daily-User	56%	33%	25%	62%	46%	42%	25%
Experimental-User (<3 times)	9%	18%	11%	0%	22%	16%	11%
Former-User	12%	11%	16%	4%	10%	13%	15%
Never Used	11%	16%	32%	15%	9%	13%	34%
Social-User	13%	22%	15%	19%	14%	16%	15%
Total	100%	100%	100%	100%	100%	100%	100%

The type of tobacco products used were categorized as blunts, cigarettes, cigarillos, cigars, e-cigarettes, hookah, smokeless tobacco, spliffs, or whole leaf tobacco.



By far, cigarettes are the tobacco products most frequently used with 3 in 4 respondents (77%) preferring that product. Respondents were almost twice as likely to smoke cigarettes (77%) as they were e-cigarettes (40%), the second most popular choice. Cigarette usage as the most popular tobacco-related item also tracked as most commonly used product across all races and ethnicities.

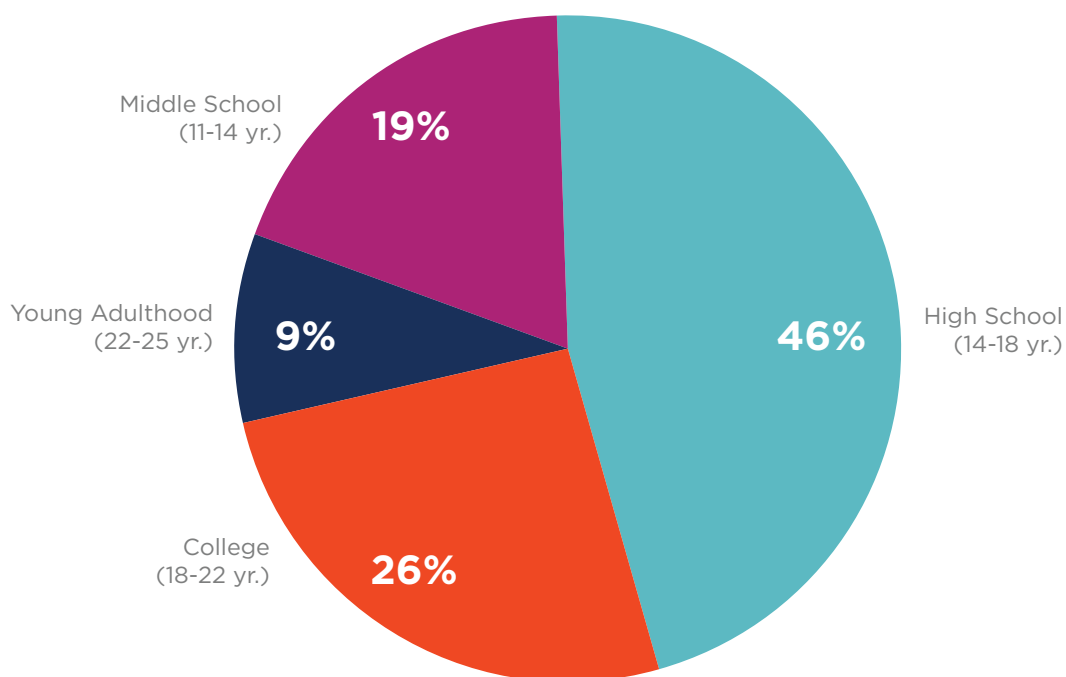
When reviewing usage among Black respondents, a lower percentage (56%) used cigarettes compared to other racial and ethnic groups. The mix of other tobacco products, such as e-cigarettes (27%), cigarillos (22%), cigars (20%) and hookah (18%), had significant usage among African Americans. It appears African Americans are using many different kinds of tobacco.

Percentage who have used *

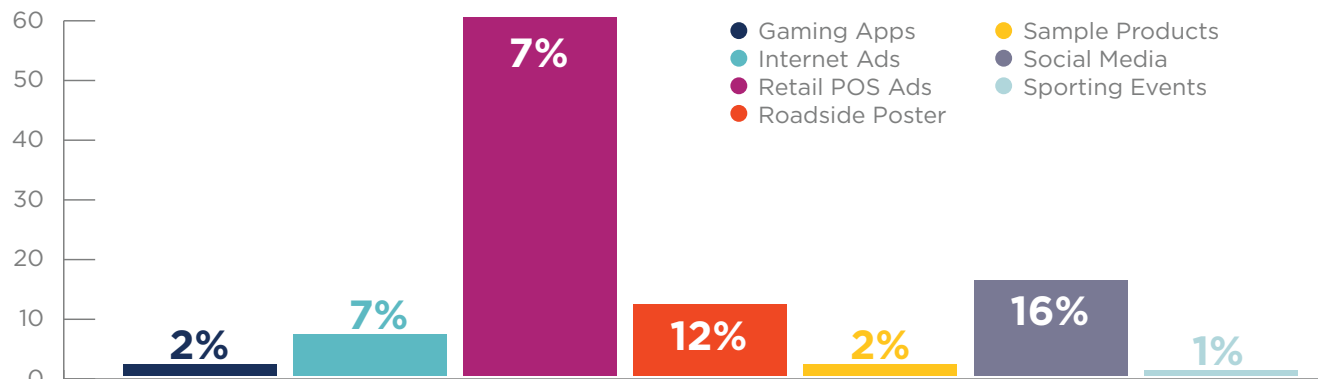
	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC OR LATINO	NOT HISPANIC OR LATINO
Blunts	4%	7%	10%	4%	11%	13%	7%
Cigarettes	80%	65%	56%	77%	74%	70%	55%
Cigarillos	24%	29%	22%	12%	28%	27%	20%
Cigars	33%	16%	20%	19%	30%	27%	20%
E-Cigarettes	44%	25%	27%	31%	49%	42%	26%
Hookah	14%	9%	18%	15%	15%	16%	17%
Smokeless Tobacco	4%	5%	3%	8%	3%	4%	2%
Spliffs	1%	5%	3%	4%	5%	4%	2%
Whole Leaf Tobacco	6%	0%	4%	0%	10%	6%	4%

*multiple responses permitted

Participants were asked age that they began using tobacco. Among respondents, tobacco usage primarily began while in middle school (19%) and high school (46%). Only a small minority (less than 10%) said they began smoking during young adulthood between 22 and 25 years.



TOBACCO ADVERTISEMENTS



When respondents were asked where they regularly see advertisements for tobacco products, 60% responded they see retail points of sale advertisements. Far fewer saw tobacco advertisements targeted in other places, with social media (16%) as the second most common place. Retail point of sale advertisements outnumber the frequency seen on social media by nearly a 4 to 1 ratio. People approaching and entering stores are met with a barrage of signs and displays that give the impression that lots of people want and use these products.

What experience(s) do you feel tobacco-related advertisements promotes?

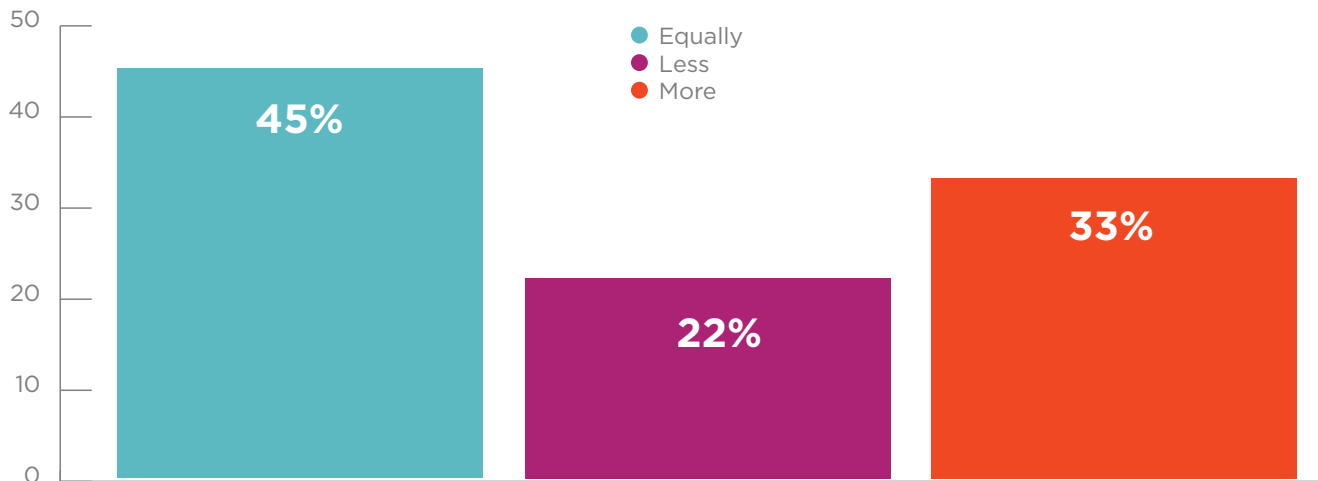
	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC OR LATINO	NOT HISPANIC OR LATINO
Aspirational	17%	24%	15%	31%	19%	19%	15%
Relaxation	20%	16%	39%	23%	35%	34%	38%
A successful & affluent lifestyle	28%	44%	33%	31%	50%	45%	30%
Fun/leisure	40%	40%	48%	38%	49%	46%	48%
Love	4%	11%	12%	4%	11%	13%	10%
FOMO ("fear of missing out")	11%	25%	11%	12%	9%	10%	12%
Beauty/Physical Attractiveness	9%	9%	13%	23%	9%	11%	13%
None at all	16%	9%	19%	8%	5%	10%	20%
*multiple responses permitted							

Nearly half of Black respondents (48%) reported that tobacco-related advertisements promote fun and leisure. More than two-thirds of Blacks say that tobacco-related advertisements also promote relaxation (39%) and a successful and affluent lifestyle (33%). Nearly 1 in 5 respondents (19%) said tobacco advertisements promote nothing at all positive.

MENTHOL

Menthol is an ingredient derived from peppermint and other mint oils that has been added to cigarettes for decades. Menthol serves to mask the harshness and irritation that smokers may feel when they inhale cigarette smoke. The tobacco industry sees adding menthol to cigarettes as a key strategy in attracting new smokers and helping inexperienced smokers transition into regular smokers. Menthol cigarettes are heavily marketed to communities of color.

CHART: Menthol flavored tobacco products are _____addictive than non-flavored tobacco products



Troublingly, respondents were twice as likely to believe that menthol-flavored products were either equally (45%) or less addictive (22%) than non-flavored products. Only a third of all respondents knew menthol-flavored tobacco products are more addictive. The responses of Black participants mirrored the overall question results.

Menthol flavored tobacco products are _____addictive than non-flavored tobacco products

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC OR LATINO	NOT HISPANIC OR LATINO
Equally	48%	55%	46%	54%	40%	42%	48%
Less	24%	33%	18%	12%	34%	29%	17%
More	28%	13%	36%	35%	26%	29%	36%

CHART: Menthol (mint) tobacco products are often less expensive in primarily African American neighborhoods.



Generally, respondents were twice as likely to believe that menthol tobacco products are often less expensive in primarily African American neighborhoods. The results among Black respondents tracked closely with the overall results.

Menthol (mint) tobacco products are often less expensive in primarily African American neighborhoods.

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC OR LATINO	NOT HISPANIC OR LATINO
TRUE	92%	82%	68%	88%	74%	82%	65%
FALSE	8%	18%	32%	12%	26%	18%	35%

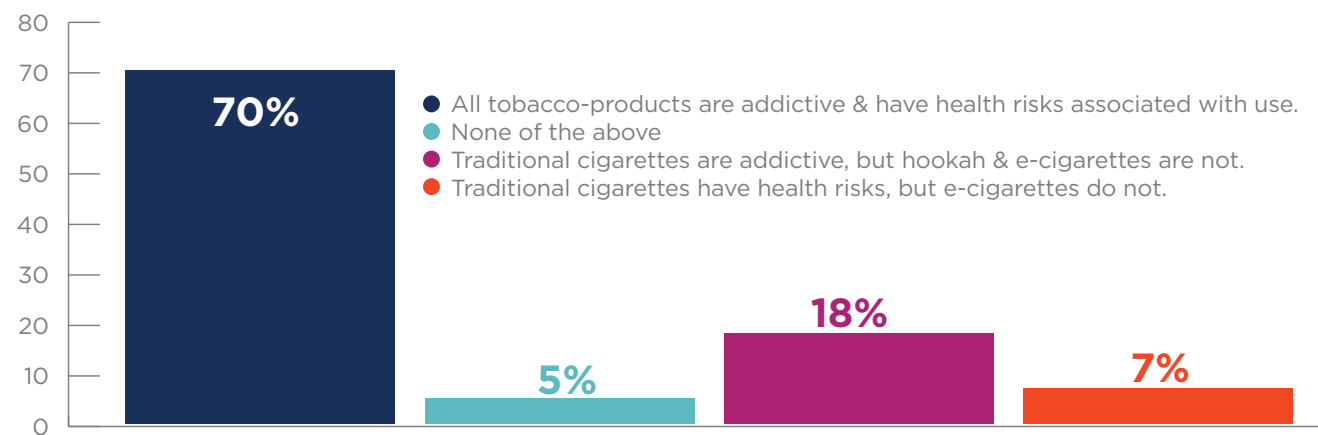
Strikingly, far fewer Black respondents believe that Blacks and whites smoke menthol cigarettes at the same rate, compared to other races and ethnicities. Conversely, a significantly higher percentage of Blacks did not believe the menthol usage rates were similar, compared to others (except non-Hispanics; Black respondents comprised the majority of this group).

Menthol (mint) tobacco products are often less expensive in primarily African American neighborhoods.

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC OR LATINO	NOT HISPANIC OR LATINO
TRUE	81%	76%	56%	85%	70%	76%	51%
FALSE	19%	24%	44%	15%	30%	24%	49%

HEALTH RISKS

CHART: Select the statement that best reflects your beliefs about tobacco products



Tobacco use persists despite widespread knowledge and awareness, with 70% believing that all tobacco products are addictive and have health risks associated with use. Yet, nearly a third believe that only select tobacco-related products are addictive and have health risks—or that none do.

Smoking can lead to:

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC OR LATINO	NOT HISPANIC OR LATINO
Cancer	76%	47%	81%	81%	62%	62%	87%
Diabetes	20%	29%	25%	23%	20%	22%	26%
Heart Disease	50%	36%	59%	31%	41%	43%	61%
Lung Diseases	79%	64%	86%	81%	74%	74%	89%
Stroke	17%	13%	40%	8%	7%	11%	45%

Among the illnesses caused by smoking, respondents across all races and ethnicities are acutely aware that smoking can lead to lung disease. Conversely, most were relatively unaware of the link between smoking and diabetes and stroke. Notably, more African Americans (40%) were aware of the risks of stroke from smoking as compared to their counterparts.

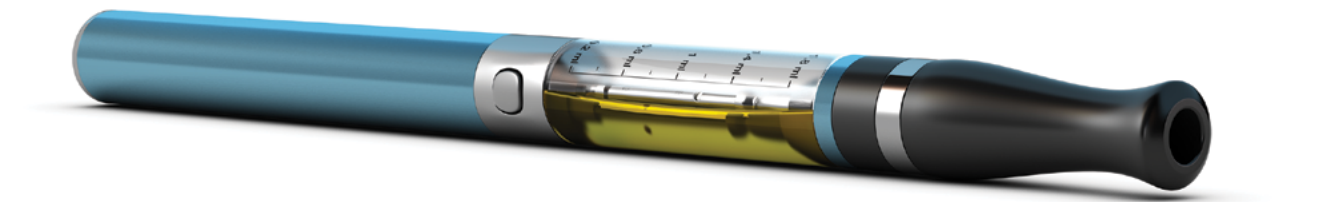
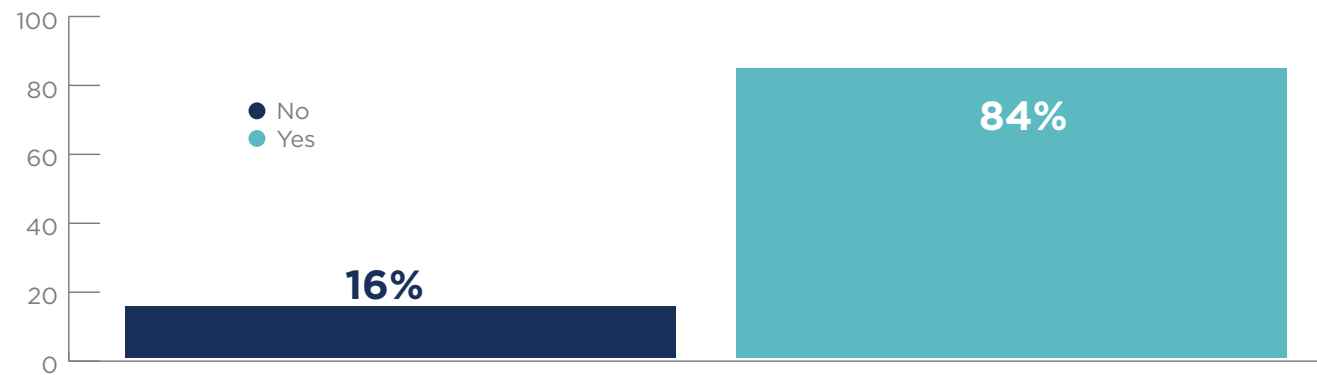


CHART: On Uterine Health: Did you know that smoking ages your eggs (making it more difficult to conceive – and carry – a baby)?



By an overwhelming margin, respondents were aware of the reproductive health risks related to smoking. Respondents were five times likely to know that smoking ages females’ eggs, making it more difficult to conceive and carry a baby.

CHART: Black Women are more likely to die from tobacco-related causes, and more likely to be exposed to secondhand smoke



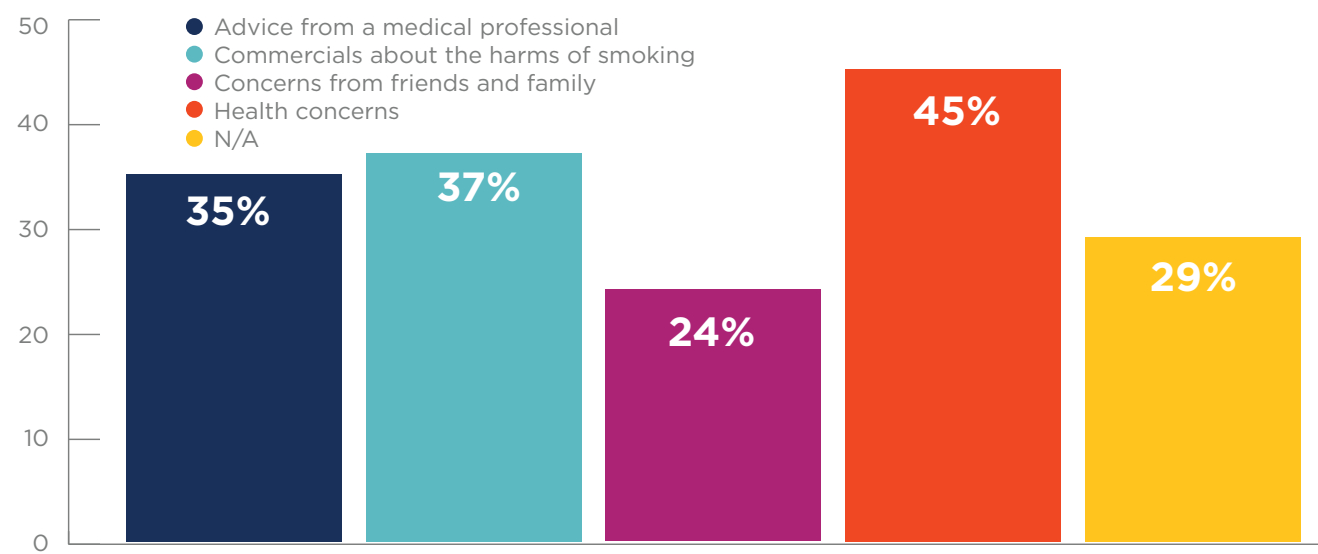
Respondents are four times more likely to know that secondhand smoke exposure causes death among Black women, and that Black women are more likely to be exposed to secondhand smoke.

Second hand smoke increases which of the following outcomes

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC OR LATINO	NOT HISPANIC OR LATINO
The risk of infertility	28%	15%	19%	21%	28%	22%	20%
Ectopic pregnancy	18%	17%	8%	14%	15%	19%	5%
Spontaneous abortion	7%	15%	9%	14%	16%	15%	6%
Stillbirth	4%	13%	4%	7%	14%	8%	4%
All of the above	43%	40%	60%	43%	27%	35%	65%

When risks from secondhand smoke are examined across race and ethnicity groups, Black respondents are significantly more likely to be aware of all of the health risks arising from secondhand smoke than their counterparts. While 60% of African Americans were aware all secondhand smoke carries risks, a combined remaining 40% were only aware of selective risks.

CHART: Reasons former tobacco users were motivated to quit



The largest proportion (45%) of former tobacco users surveyed were primarily motivated to quit due to health concerns. Notably, concerns from family and friends was the least effective reason that led users to quit among all respondents. Results by race and ethnicity showed that health concerns were the most frequent reason cited among African Americans, with more than 1 in 3 citing that reason. However, health concerns were not as significant a motivating factor for Blacks, compared to most other racial and ethnic groups.

Percentage of former tobacco users who were motivated to quit due to

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC OR LATINO	NOT HISPANIC OR LATINO
Advice from a medical profession	48%	40%	27%	31%	49%	48%	22%
Commercials about the harms of smoking	53%	33%	28%	27%	54%	52%	22%
Concerns from friends & family	27%	18%	22%	38%	41%	36%	19%
Health concerns	58%	36%	36%	58%	58%	54%	33%
N/A	8%	13%	34%	8%	5%	9%	38%



**Only 53% of
respondents
were aware of
all the health
risks second
hand smoke
can have on
pregnancies**

Discussion

The survey suggests that tobacco consumption begins at a young age. Nearly half (46%) of the respondents believe that most tobacco users began using while in high school (see Appendix I, Q19). Another 19% believe tobacco use starts as early as middle school, comprised of 11- to 14-year-olds. Among African Americans respondents, the pattern may be similar, where (44%) believe tobacco use begins in high school and another (24%) in middle school (see Appendix II, Table 8). Smoking tends to develop in stages, from trying that first cigarette to experimental smoking to regular, habitual use.

Most respondents who use tobacco have smoked cigarettes (77%), but the mix of conventional tobacco products being used appears to be increasing (see Appendix I, Q14). E-cigarettes are the primary alternative to conventional cigarettes, with 40% having used. As cigarettes fall out of favor with large segments of the population, the tobacco and related industries have developed and introduced several new products and repositioned other products. Nonconventional products, such as cigarillos, hookah, blunts, smokeless tobacco, and spliffs, have usage rates that range from 4% to 29% (see Appendix I, Q14).

When reviewing patterns of tobacco consumption, the survey data (see Appendix II, Table 1) indicate the daily usage rates of tobacco products indicate consumption among one in four Blacks. The data on usage among only a quarter of the Black respondents should not be construed to mean that there is less concern about tobacco promotion and adverse effects. The survey is based on nonrepresentative samples of the population and may not take into account the effects of targeted promotion on specific segments that are at greater risk. Therefore, the adverse effects of target marketing may be disguised by survey results reporting on general consumption patterns.

One of the primary strategies used by tobacco marketers to reach potential customers is retail point of sale advertising, thus facilitating greater visibility to passers-by of all ages, races, and ethnicities. Approximately 60% of those surveyed regularly see tobacco advertisements in corner stores, convenience stores, bodegas, grocery stores, and gas stations (see

Appendix I, Q16). More than half (55%) were aware the tobacco industry has invested in partnerships with African American community organizations (see Appendix I, Q25). However, 1 in 5 respondents did not believe the tobacco industry invested in community partnerships or with celebrities or influencers. Sponsorship of educational, cultural, civic groups, celebrities, and influencers are marketing tactics that have the potential of allowing tobacco marketers to more effectively target ethnic communities with their promotions. The survey results may suggest that continued consumption of tobacco products by non-white populations may be a function of targeted sponsorships and marketing campaigns directed at these groups by marketers. Of course, an important question that has not been answered conclusively is whether the demand for tobacco products preceded the promotion, or whether the promotion produced the demand. Either way, the tobacco industry's marketing efforts take advantage of consumers who may be more vulnerable, based on socioeconomic circumstances, knowledge, and beliefs, and draw segments of the population into tobacco consumption.

A more troublesome pattern is that marketers are increasingly turning to nontraditional media such as gaming apps, internet advertising and social media—now accounting for 1 in 4 of all tobacco advertisement observed among respondents. Although little is known about the effects of such media, it is generally accepted that such media, including paying young people to be influencers is less expensive than traditional media, including retail point of sale advertisements or billboards, and can influence both consumption and brand decisions, and tend to be focused on specific audiences.^{8,9}

What is alarming though, is the fact that Black Americans suffer from the highest rates of early, premature mortality and morbidity from smoking-related health problems, such as heart disease and lung cancer.¹⁰ However, Blacks are not fully aware of other less obvious risks such as diabetes and stroke (see Appendix I, Table 13). Albeit a limited approach, more health education may positively inform diverse, non-white populations regarding the full range of risks and positively influence the behavior of communities of color and factors that influence their health.

Despite being lighter smokers, African Americans are more likely to smoke menthol cigarettes compared to other racial and ethnic groups.⁴ Menthol, with its minty taste and odor, reduces the harshness of cigarettes and has been found to increase the likelihood of becoming addicted and also the degree of addiction.¹¹ Yet, only slightly more than a third of Blacks (36%) are aware that menthol is more addictive than non-flavored tobacco products (see Appendix I, Table 11). Despite its inaccuracy, half of Blacks (56%) surveyed believe Blacks smoke menthol at rates similar to whites (Table 10). About a third of Blacks (32%) were unaware that menthol tobacco products are less expensive in African American neighborhoods (see Appendix I, Table 9).

Among those with misperceptions, significant demographic differences existed regarding the knowledge and beliefs of menthol (see Appendix I, Tables 9–11). Key findings from the study show significant levels of inaccurate information and information about menthol in cigarettes among African Americans. Blacks tend to have more misperceptions about the health and properties of menthol cigarettes. Black communities need to be engaged in genuine conversations about the impact of menthol cigarettes. And the public health community must interact with all diverse populations to discuss how the tobacco industry has targeted communities and neighborhoods with menthol cigarettes, and correct misperceptions.

Conclusion

The survey shows areas where implementing and enforcing tobacco prevention and control efforts can be effective. Public health campaigns may serve as a limited way to change knowledge, attitudes, and behaviors affecting tobacco use, and provide tobacco users with accurate information regarding the hazards stemming from tobacco use. Strategies at the local, state, or national level may be employed to regulate advertising of tobacco products, prevent involuntary exposure to secondhand smoke, and to ban the harmful effects of menthol in cigarettes. Positive effects can result from new strategies, and numerous lives can be saved.

Endnotes

- 1 Centers for Disease Control and Prevention. *African Americans and tobacco use*. <https://www.cdc.gov/tobacco/disparities/african-americans/index.htm> (accessed April 11, 2022).
- 2 U.S. Department of Health and Human Services. (1998). *Tobacco use among U.S. racial/ethnic minority groups—African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Hispanics: A report of the Surgeon General*. U.S. Department of Health and Human Services, Centers for Diseases Control and Prevention, Office on Smoking and Health.
- 3 Ton, H.T., Smart, A.E., Aguilar, B.L., Olson, T.T., Kellar, K.J., and Ahern, G.P. (2015). Menthol enhances the desensitization of human alpha3beta4 nicotinic acetylcholine receptors. *Molecular Pharmacology*, 88(2): 256–64.
- 4 Giovino, G.A., Villanti, A.C., Mowery, P.D., Sevilimedu, V., Niaura, R.S., Vallone, D.M. Abrams, D.B. (2015). Differential trends in cigarette smoking in the USA: Is menthol slowing progress? *Tobacco Control*, 24(1): 28–37. doi:10.1136/tobaccocontrol-2013-051159
- 5 Gardiner, P.S. (2004). The African Americanization of menthol cigarette use in the United States. *Nicotine and Tobacco Research* 6: Suppl 1:S55–65.
- 6 Center for Public Health Systems Science. (2014). *Point-of-sale strategies: A tobacco control guide*. Center for Public Health Systems Science. Washington University in St. Louis. and the Tobacco Control Legal Consortium.
- 7 Note: Because race and ethnicity were captured separately, respondents of all races were also captured as either Hispanic or non-Hispanic ethnicities. Hispanic is not a racial category, but an ethnicity. For example, a person identified as Hispanic can also be identified as Black, white, or another race.
- 8 Freeman, B. (March 1, 2021). *Big tobacco uses social media to spread cancer*. Union for International Cancer Control.
- 9 Samuel, K. (May 22, 2017). Cost-effective versus low-value ways to advertise through social media. *Forbes*.
- 10 UCSF Smoking Cessation Leadership Center. *Vulnerable populations: race/ethnicity*. University of California San Francisco. <https://smokingcessationleadership.ucsf.edu/raceethnicity> (accessed April 14, 2022).
- 11 American Lung Association. *What is menthol?* <https://www.lung.org/quit-smoking/smoking-facts/health-effects/what-is-menthol> (accessed April 14, 2022).

A hookah with a glass base and a metal body, set against a purple and blue gradient background. The hookah has a long, coiled hose and a metal bowl at the top. The text "APPENDIX I" is overlaid in a bold, teal font.

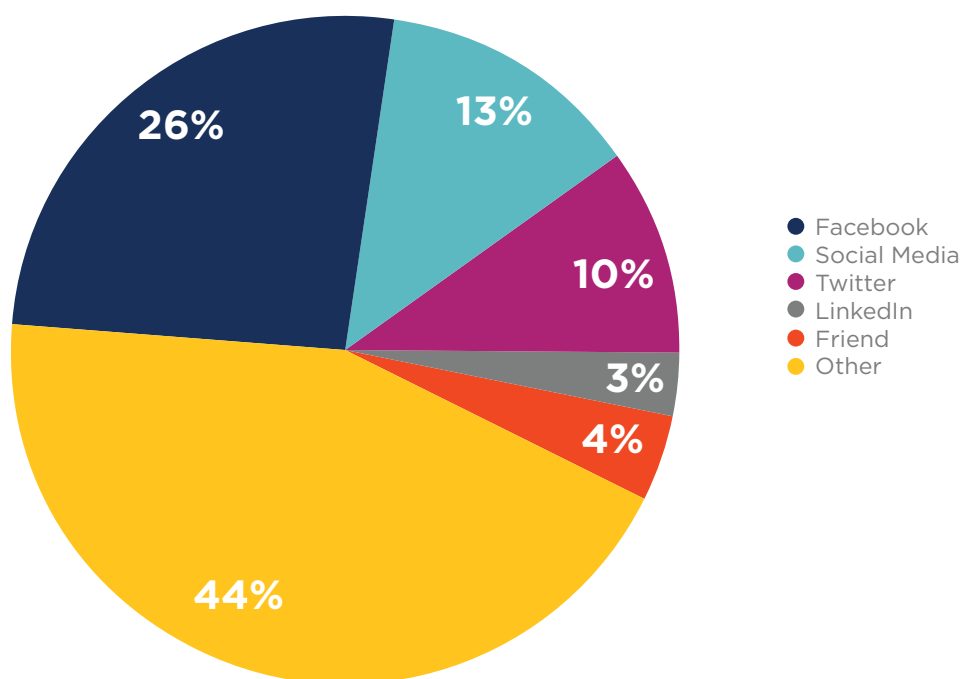
APPENDIX I

**Responses Among
All People of Color**

Q1: How did you find out about survey?

Answered: 1371 | Skipped: 372

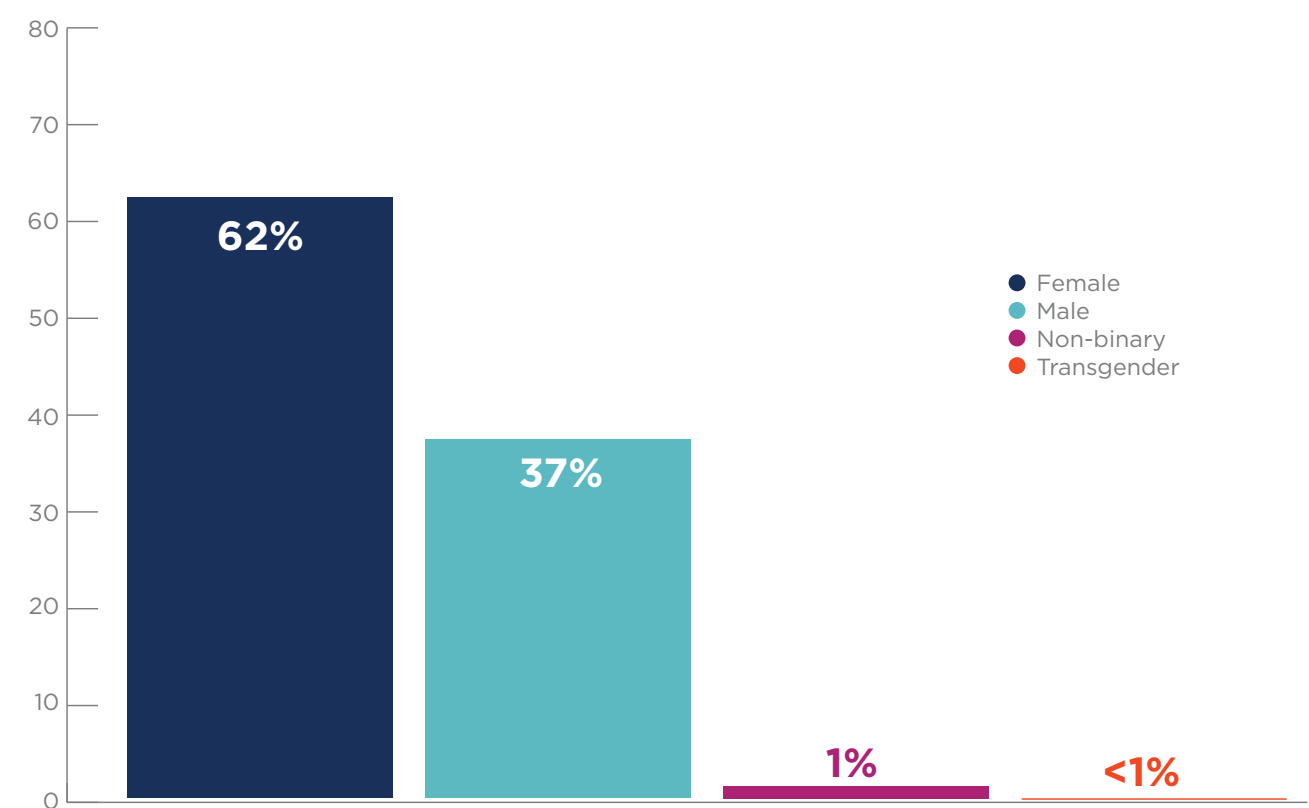
TOP 5 TYPED RESPONSES



ANSWER CHOICES	RESPONSES	
Facebook	26%	351
Social media	13%	184
Twitter	10%	131
Friend	4%	55
LinkedIn	3%	40
Other Responses	44%	610
Total	100%	1371

Q3: Gender

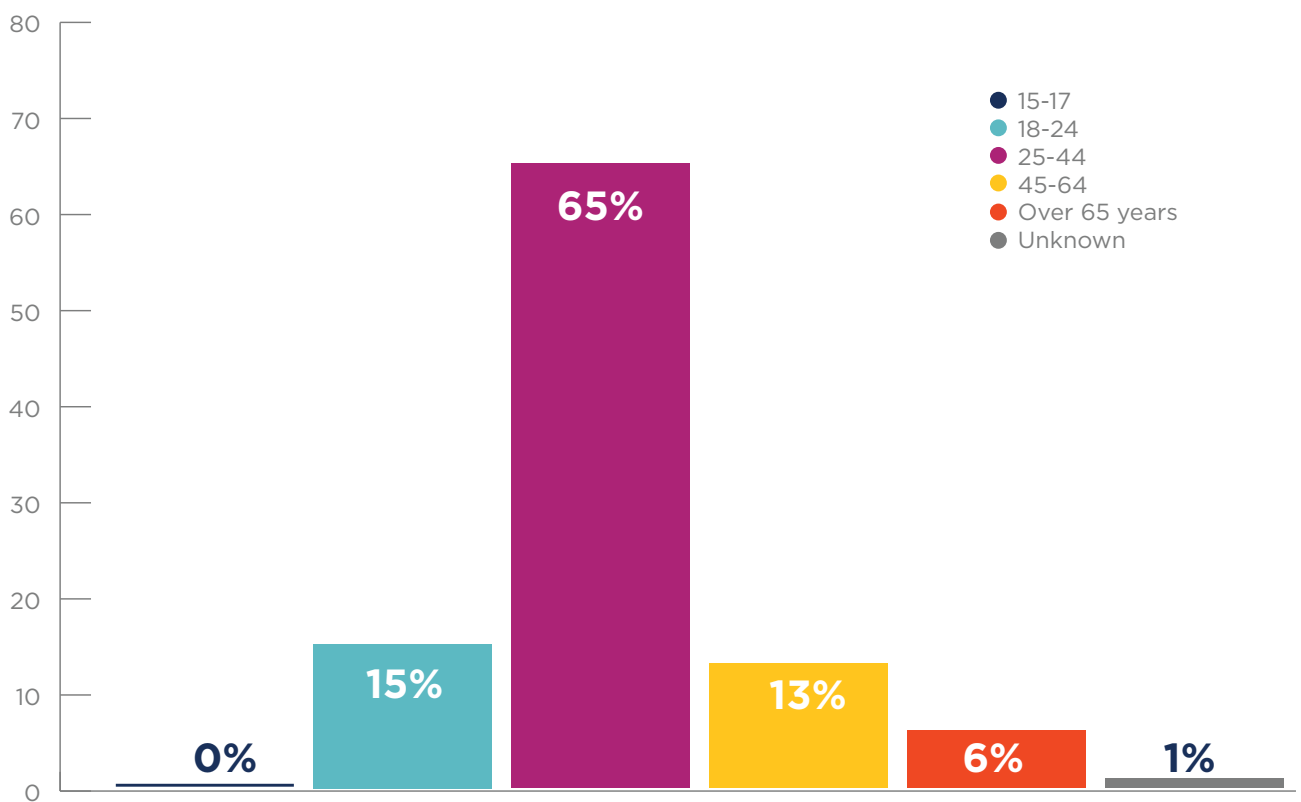
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
Female	62%	1089
Male	37%	637
Non-binary	1%	12
Transgender	0%	5
Total	100%	1743

Q4: Age

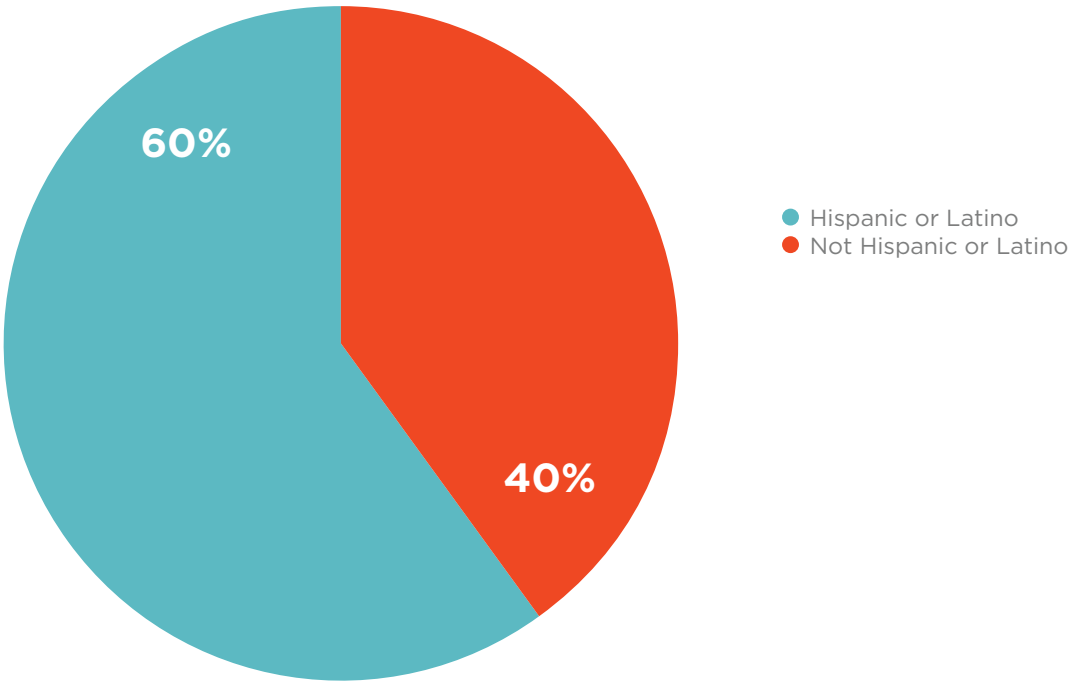
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
15 - 17	0%	7
18 - 24	15%	270
25 - 44	65%	1138
45 - 64	13%	220
Over 65 years	6%	96
Unknown	1%	12
Total	100%	1743

Q5: Ethnicity

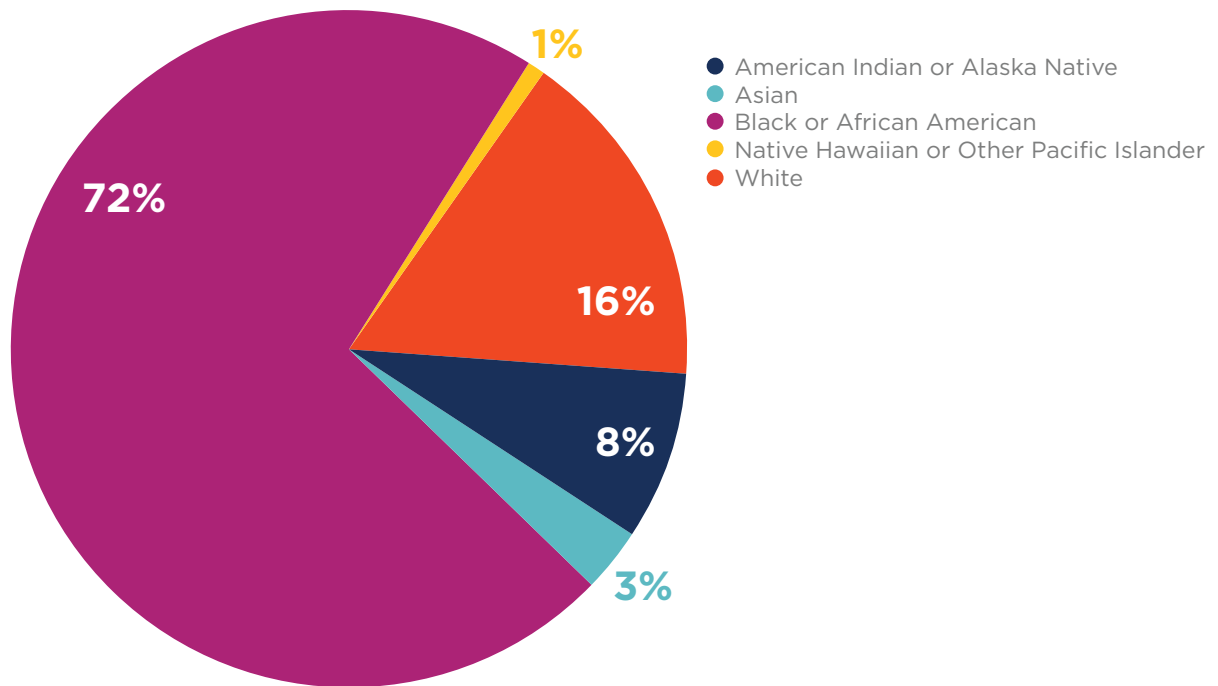
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
Hispanic or Latino	40%	700
Not Hispanic or Latino	60%	1043
Total	100%	1743

Q6: Race

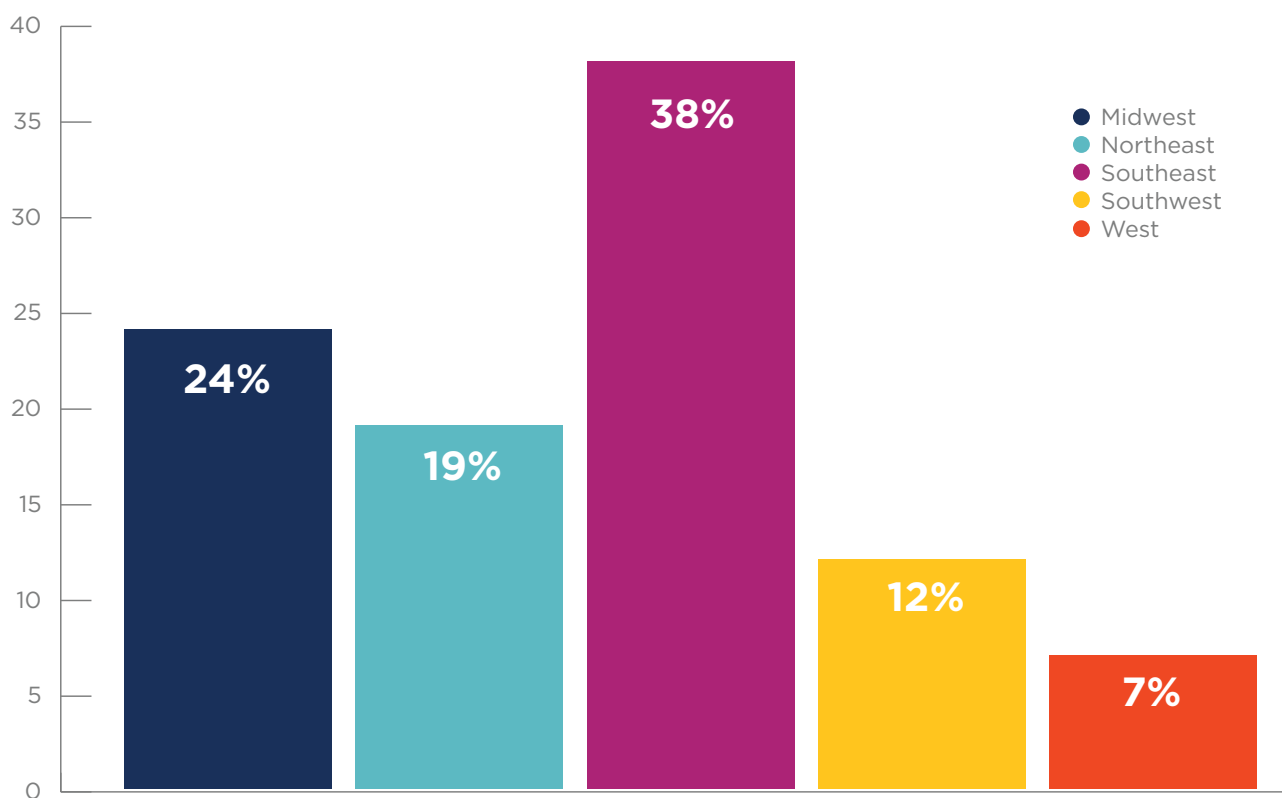
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	8%	139
Asian	3%	55
Black or African American	71%	1241
Native Hawaiian or Other Pacific Islander	1%	26
White	16%	282
Total	100%	1743

Q7: Region

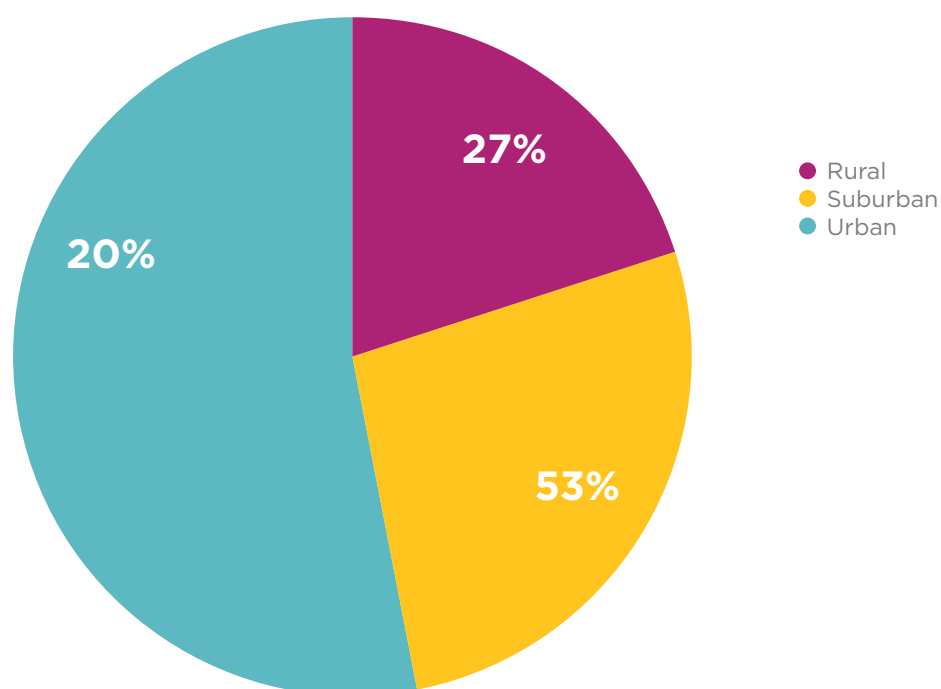
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
Midwest	24%	419
Northeast	19%	339
Southeast	38%	667
Southwest	12%	201
West	7%	117
Total	100%	1743

Q8: Community

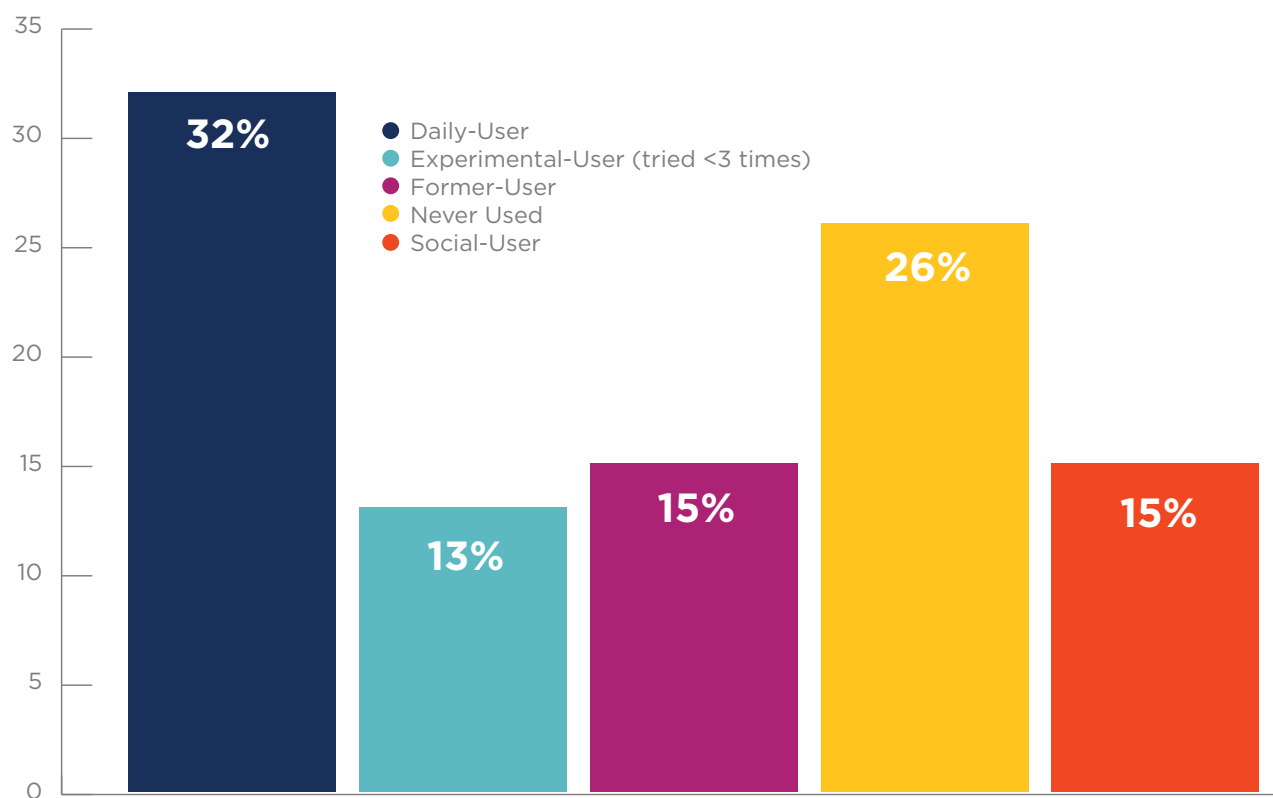
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
Rural	20%	351
Suburban	27%	464
Urban	53%	928
Total	100%	1743

Q9: Tobacco Use

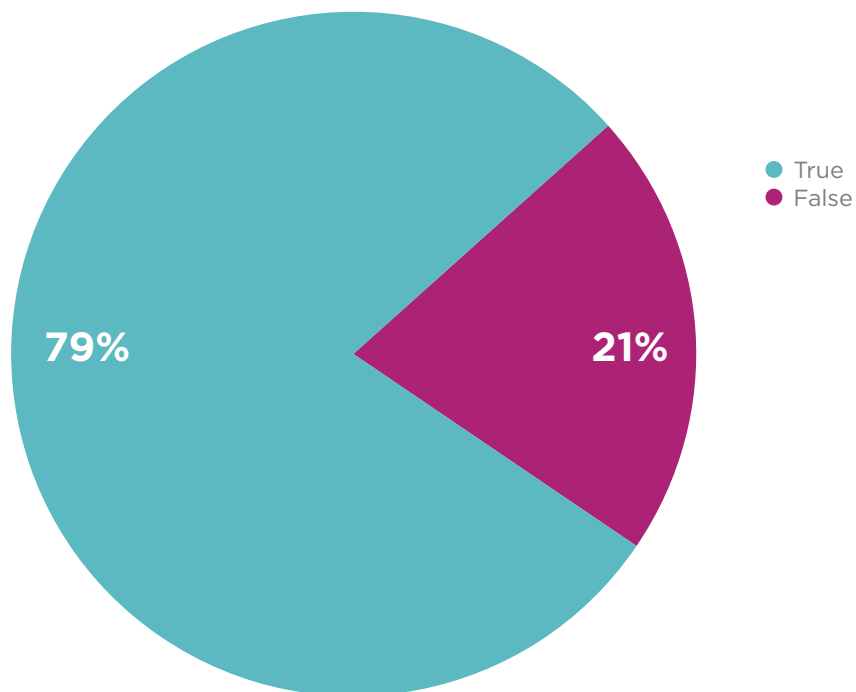
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
Daily-User	32%	555
Experimental-User (tried less than 3 times)	13%	225
Former-User	15%	254
Never Used	26%	445
Social-User	15%	264
Total	100%	1743

Q10: True or False: Black Women are more likely to die from tobacco-related causes, and more likely to be exposed to secondhand smoke.

Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
TRUE	79%	1078
FALSE	21%	292
Total	100%	1743

Q11: If you are a Tobacco-User or ex-Tobacco-User, have you regularly used menthol (mint flavored) or other flavored tobacco products? Why or why not?

Answered: 1076 | Skipped: 667

This survey question was open-ended, allowing respondents to answer in open text format based on their complete knowledge, feeling, and understanding. It means the response to this question is not limited to a set of options. The following quotes are representative of the answers most frequently expressed:

"I am a tobacco user and I no longer use menthol (peppermint flavor) or other flavored tobacco products because my doctor has told me that all tobacco products are addictive and carry health risks associated with their use."

"I am a former tobacco user and often use menthol (peppermint flavor) or other flavored tobacco products. Traditional cigarettes carry health risks, but e-cigarettes do not."

"Yes, because it reduces dependence on tobacco."

"Because it tastes better."

"I use it a lot because I love the flavor."

"Use it frequently because it is mentally satisfying."

"As a tobacco user, I have never used menthol (peppermint) or other flavored tobacco products because I am familiar with the taste of tobacco and am not used to the taste of new physical tobacco."

"Because menthol flavoring masks the pungent smell of cigarette smoke."

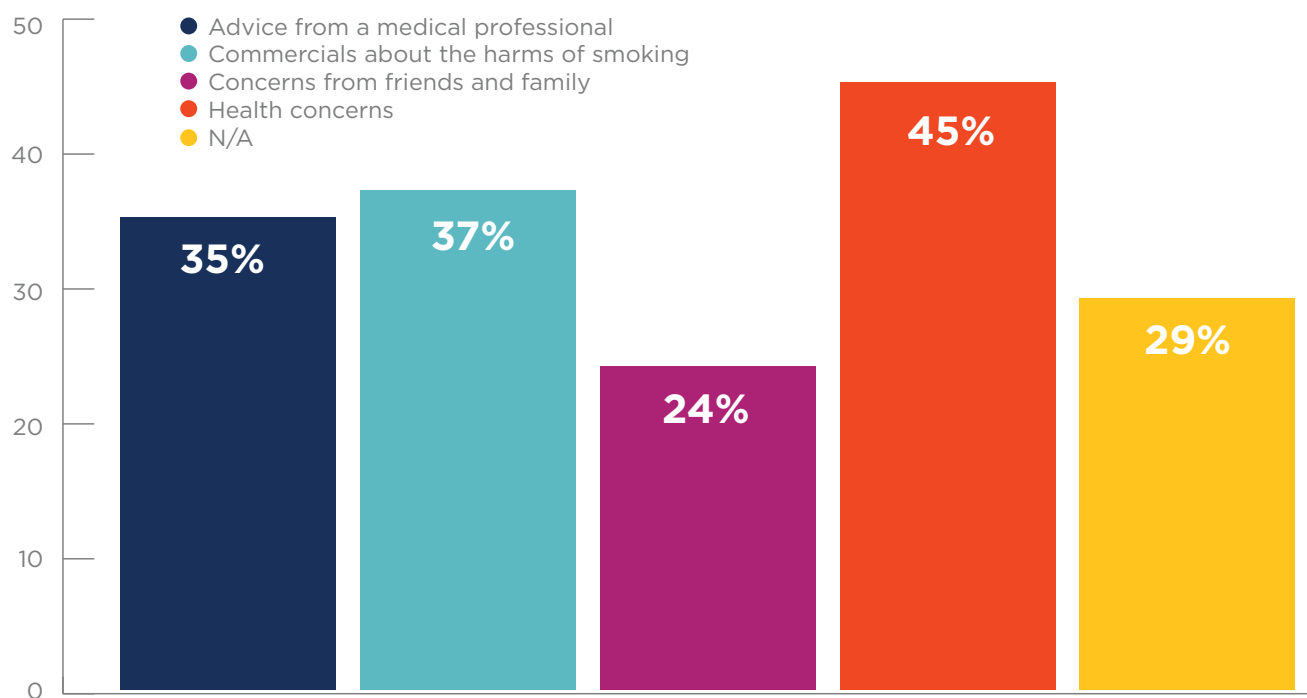
"I like the smell of mint."

"Inhalation of menthol can reduce airway pain and irritation caused by cigarette smoke and inhibit cough."

Q12: For former tobacco users, what motivated you to quit?

Answered: 1610 | Skipped: 133

Multiple Responses Permitted

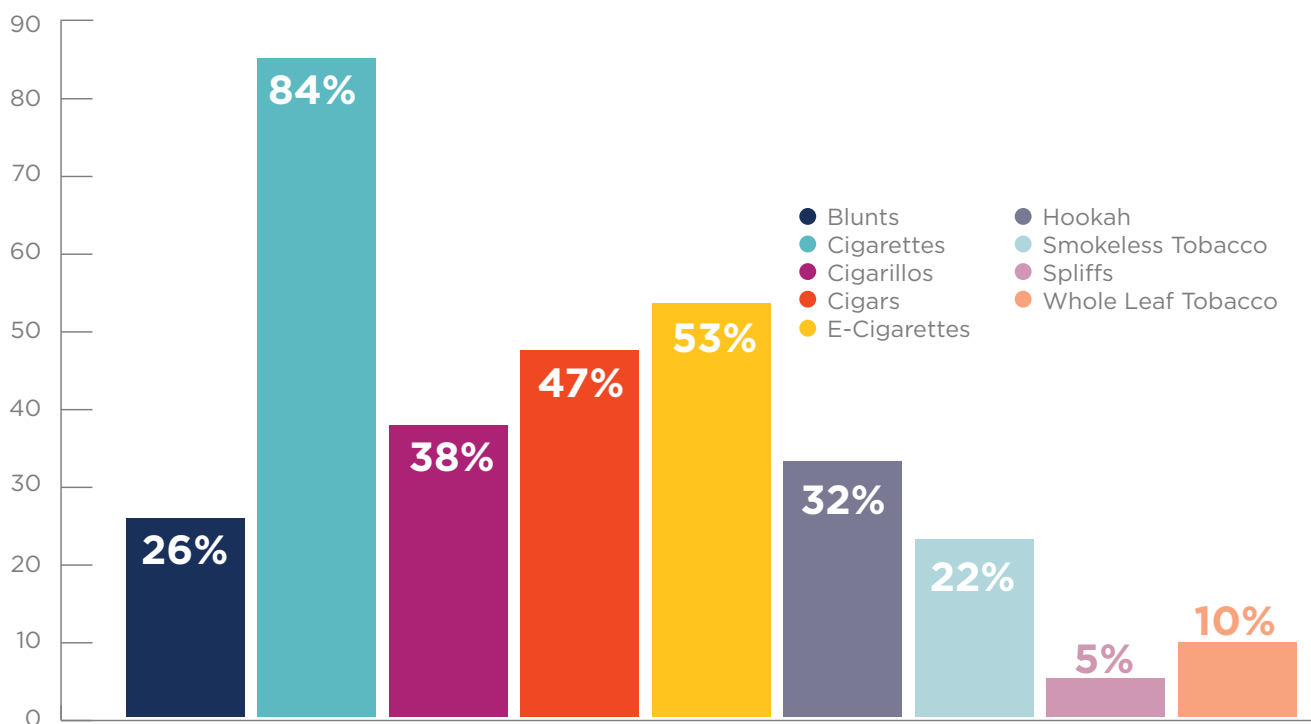


ANSWER CHOICES	RESPONSES	
Advice from a medical profession	35%	564
Commercials about the harms of smoking	37%	600
Concerns from friends and family	24%	392
Health concerns	45%	723
N/A	29%	461
*Survey respondents were permitted to submit more than one answer.		

Q13: Which tobacco products are you familiar with?

Answered: 1743 | Skipped: 0

Multiple Responses Permitted



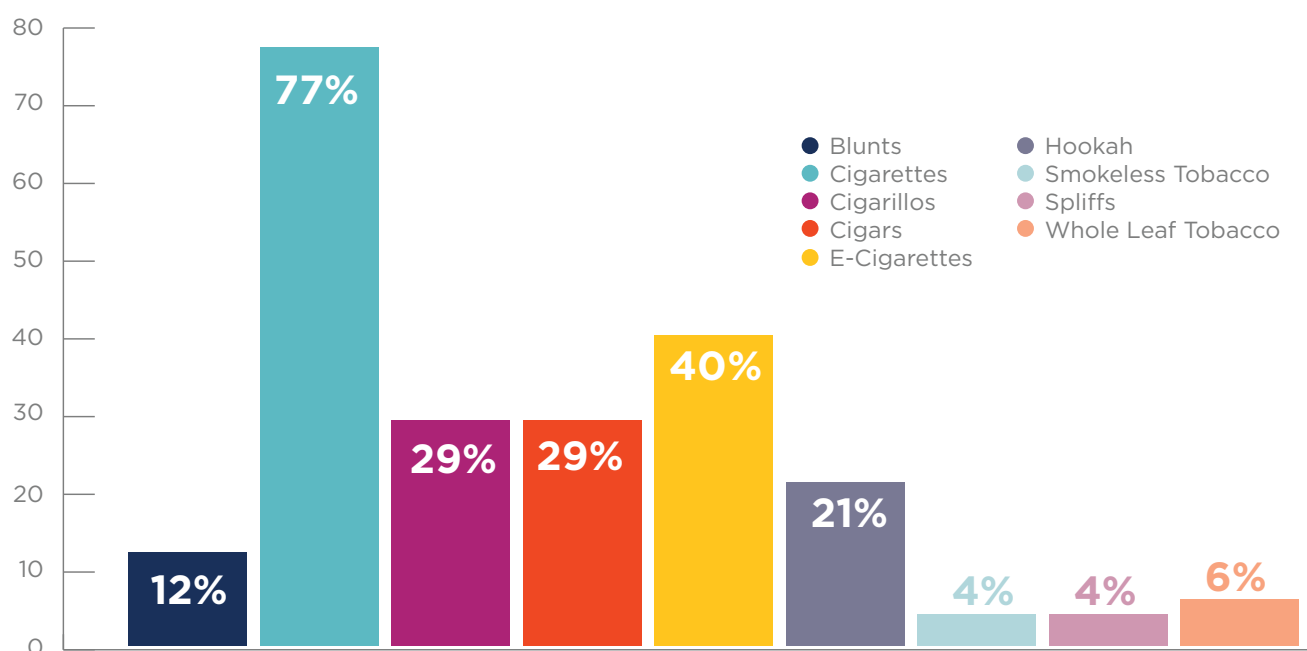
ANSWER CHOICES	RESPONSES	
Blunts	26%	445
Cigarettes	84%	1469
Cigarillos	38%	670
Cigars	47%	814
E-Cigarettes	53%	929
Hookah	32%	562
Smokeless Tobacco	22%	379
Spliffs	5%	88
Whole Leaf Tobacco	10%	175

*Survey respondents were permitted to submit more than one answer.

Q14: Which tobacco have you used?

Answered: 1391 | Skipped: 352

Multiple Responses Permitted

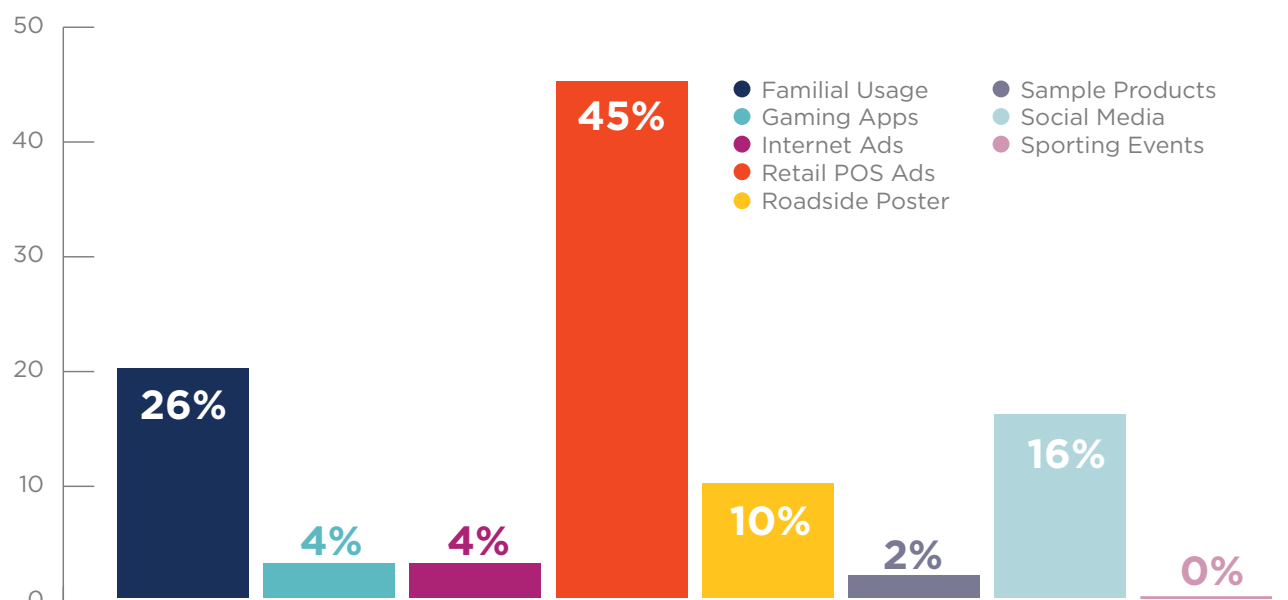


ANSWER CHOICES	RESPONSES	
Blunts	12%	162
Cigarettes	77%	1065
Cigarillos	29%	399
Cigars	29%	400
E-Cigarettes	40%	562
Hookah	21%	291
Smokeless Tobacco	4%	54
Spliffs	4%	53
Whole Leaf Tobacco	6%	87

*Survey respondents were permitted to submit more than one answer.

Q15: How did you first learn about cigarettes, e-cigarettes, hookah, or other tobacco products?

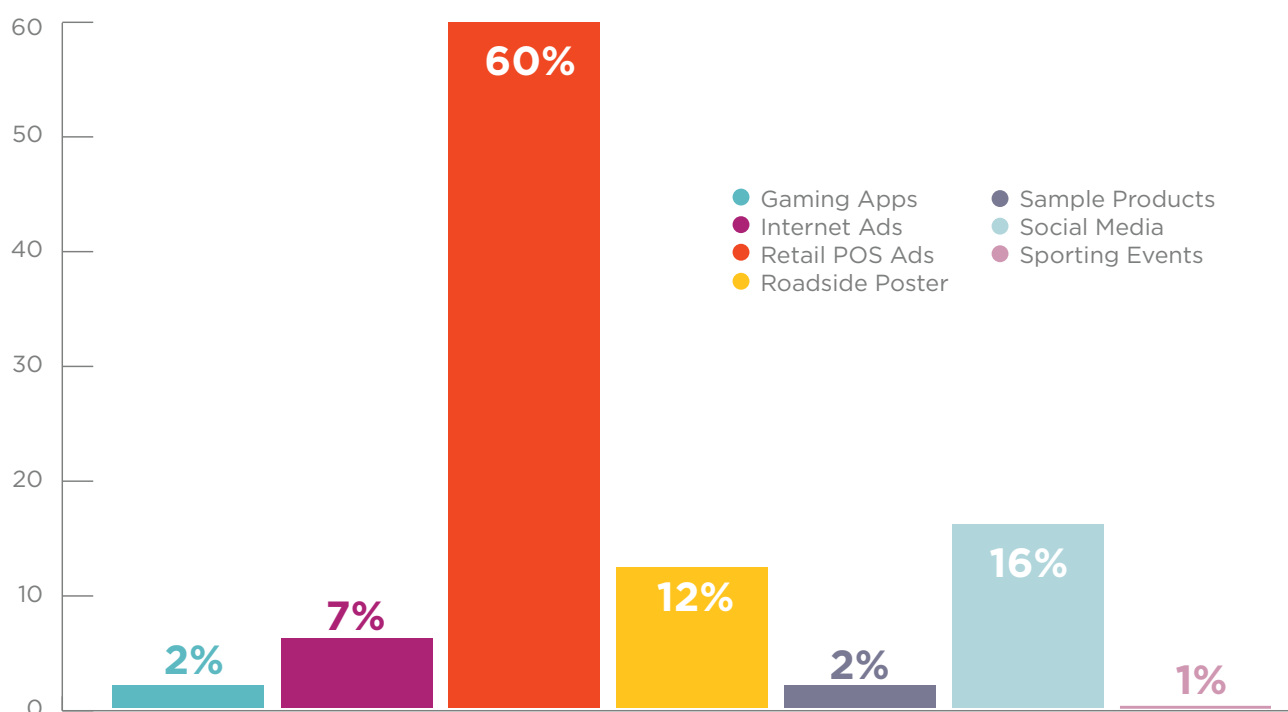
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
Familial Usage	20%	346
Gaming Apps	4%	63
Internet Advertising	4%	76
Retail point of sale (POS) advertisements (corner/convenience stores, bodegas, grocery stores, gas stations, etc.)	45%	776
Roadside poster (Billboards or signposts)	10%	167
Sample products	2%	27
Social Media	16%	281
Sporting Events	0%	7
Total	100%	1743

Q16: Where do you regularly see advertisements for cigarettes, e-cigarettes, hookah, or other tobacco products?

Answered: 1743 | Skipped: 0

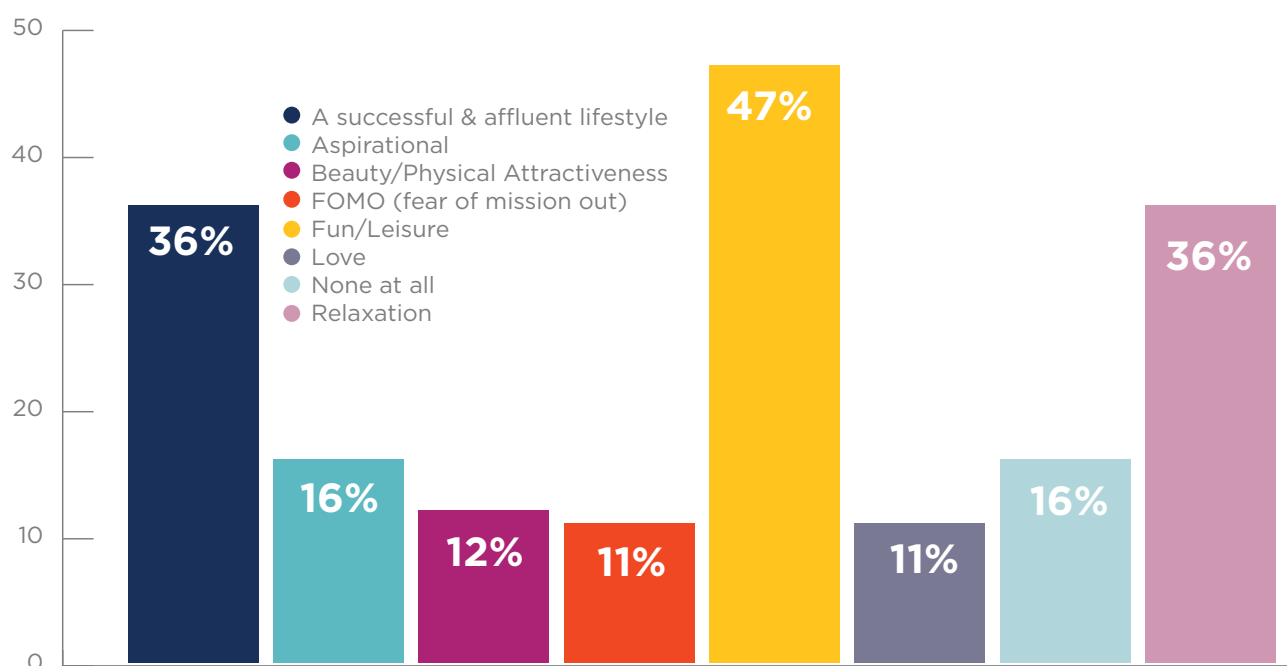


ANSWER CHOICES	RESPONSES	
Gaming Apps	2%	36
Internet Advertising	7%	115
Retail point of sale (POS) advertisements (corner/convenience stores, bodegas, grocery stores, gas stations, etc.)	60%	1048
Roadside poster (Billboards or signposts)	12%	213
Sample products	2%	28
Social Media	16%	287
Sporting Events	1%	16
Total	100%	1743

Q17: When viewing tobacco-related advertisements, what experience(s) do you feel the advertisements promote?

Answered: 1743 | Skipped: 0

Multiple Responses Permitted



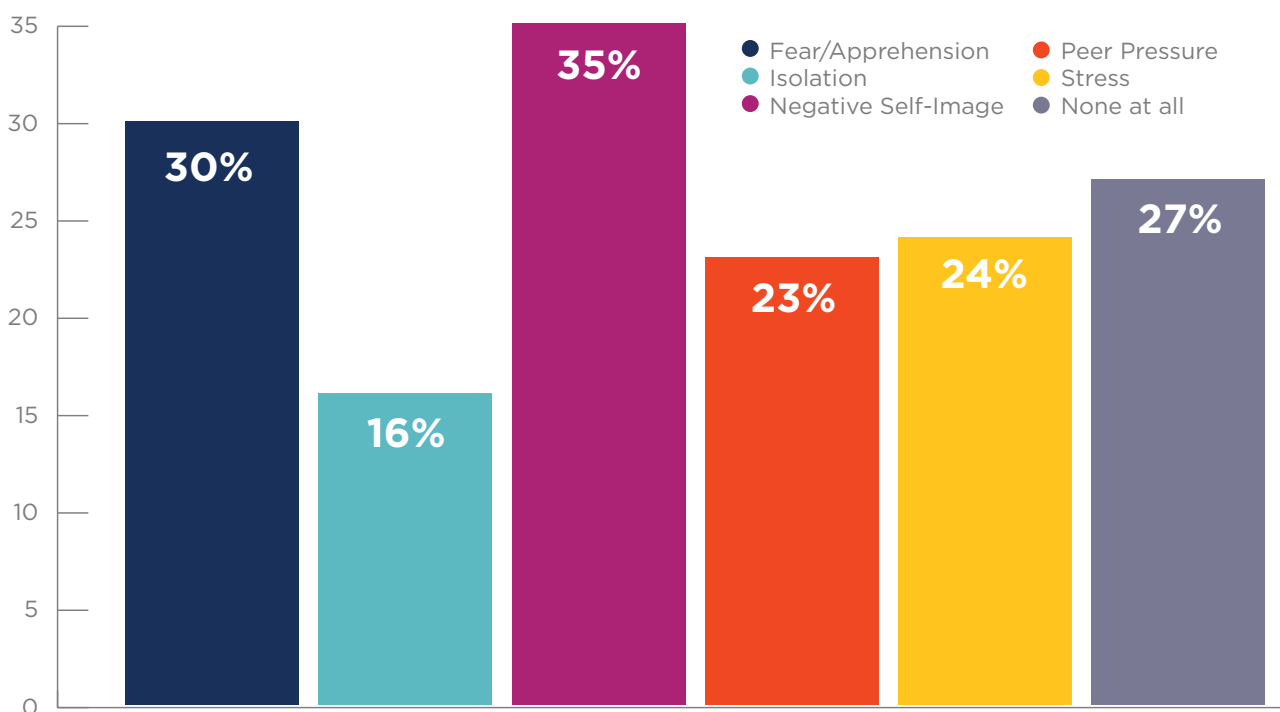
ANSWER CHOICES	RESPONSES	
A successful and affluent lifestyle	36%	624
Aspirational	16%	285
Beauty/Physical Attractiveness	12%	205
FOMO ("fear of missing out")	11%	193
Fun/Leisure	47%	825
Love	11%	192
Relaxation	36%	630
None at all	16%	276

*Survey respondents were permitted to submit more than one answer.

Q18: When viewing tobacco-related advertisements, what experience(s) do you feel the advertisements combat?

Answered: 1743 | Skipped: 0

Multiple Responses Permitted

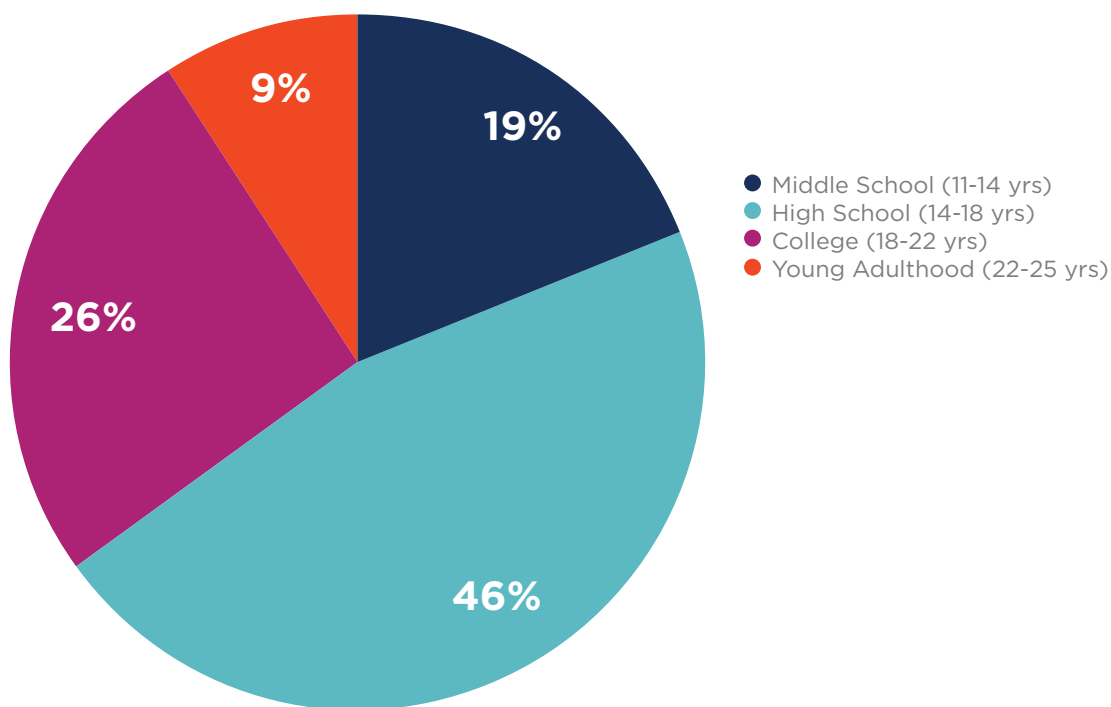


ANSWER CHOICES	RESPONSES	
Fear / Apprehension	30%	522
Isolation	16%	284
Negative Self-Images	35%	609
Peer Pressure	23%	395
Stress	24%	416
None at all	27%	476

*Survey respondents were permitted to submit more than one answer.

Q19: When do you believe most tobacco users begin using?

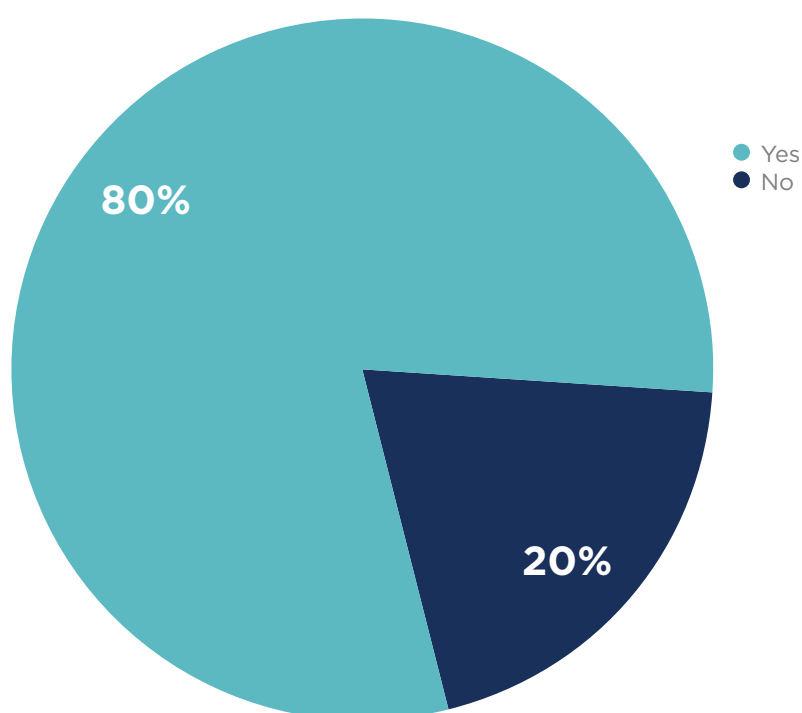
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
College (18-22 yrs.)	26%	448
High School (14-18 yrs.)	46%	805
Middle School (11-14 yrs.)	19%	338
Young Adulthood (22- 25yr.)	9%	152
Total	100%	1743

Q20: During the COVID-19 pandemic, do you believe tobacco product use has increased?

Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	80%	1386
No	20%	357
Total	100%	1743

Q21: Why do you believe tobacco use has increased or not increased during the COVID-19 pandemic?

Answered: 1249 | Skipped: 494

This survey question was open-ended, allowing respondents to answer in open text format based on their complete knowledge, feeling, and understanding. It means the response to this question is not limited to a set of options. The following quotes are representative of the answers most frequently expressed:

INCREASED:

“Increase because of the stress of life”

“Isolation”

“Because of long-term stimulation and excitement, such as the cessation of nicotine inhalation, you will feel depressed, weak, weak, and even yawn, tears, very sad.”

“Anxiety contributes to increased tobacco use.”

“Because I’m bored at home.”

“depressed”

NOT INCREASED:

“No increase because smoking is harmful to health.”

“It’s hard to buy it.”

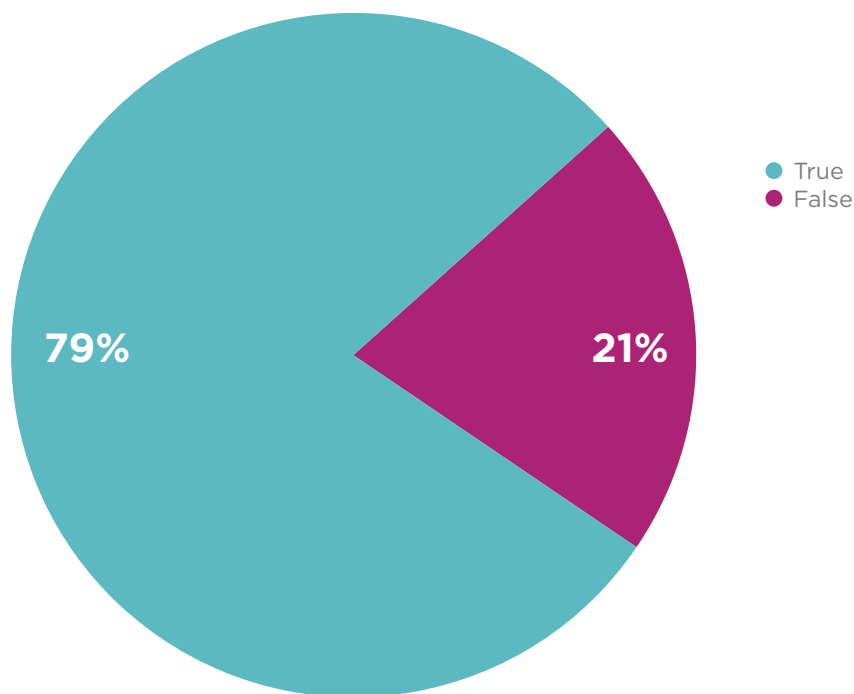
“No increase because of economic pressures.”

“Because a lot of people quit smoking.”

“Don’t want to leave the house.”

Q22: Menthol (mint) tobacco products are often less expensive in primarily African-American neighborhoods?

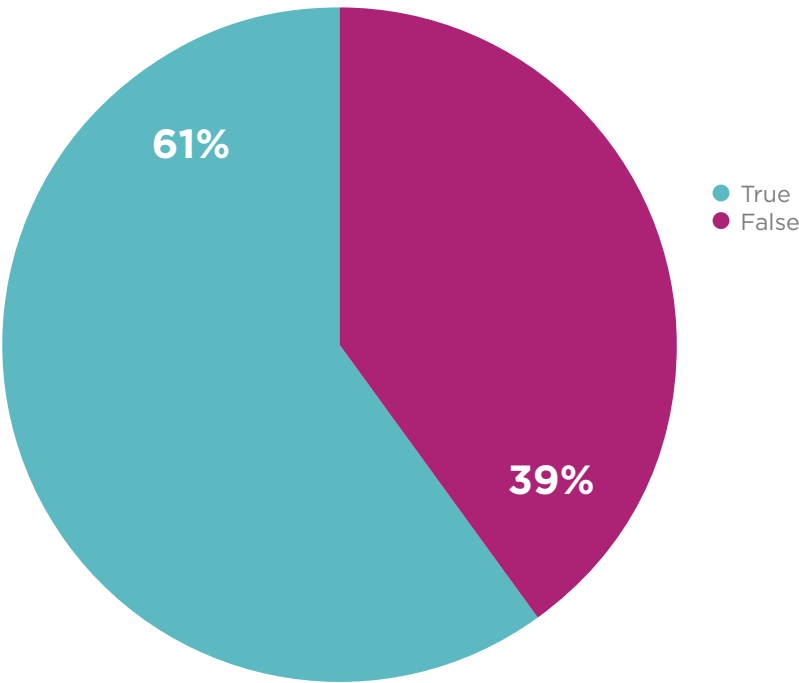
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
TRUE	71%	1244
FALSE	29%	499
Total	100%	1743

Q23: African-American and white smokers smoke menthol cigarettes at the same rate?

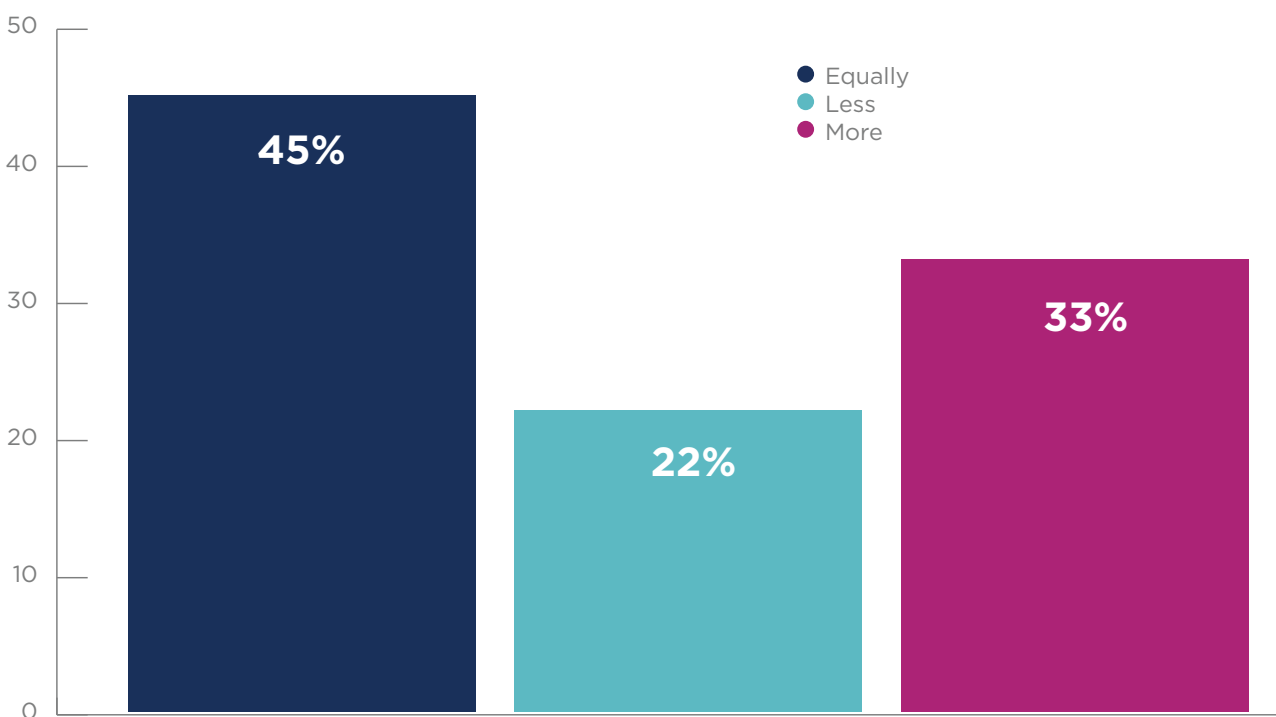
Answered: 1743 | Skipped: 0



ANSWER CHOICES	RESPONSES	
TRUE	61%	1065
FALSE	39%	678
Total	100%	1743

Q24: Menthol flavored tobacco products are _____ addictive than non-flavored tobacco products?

Answered: 1743 | Skipped: 0

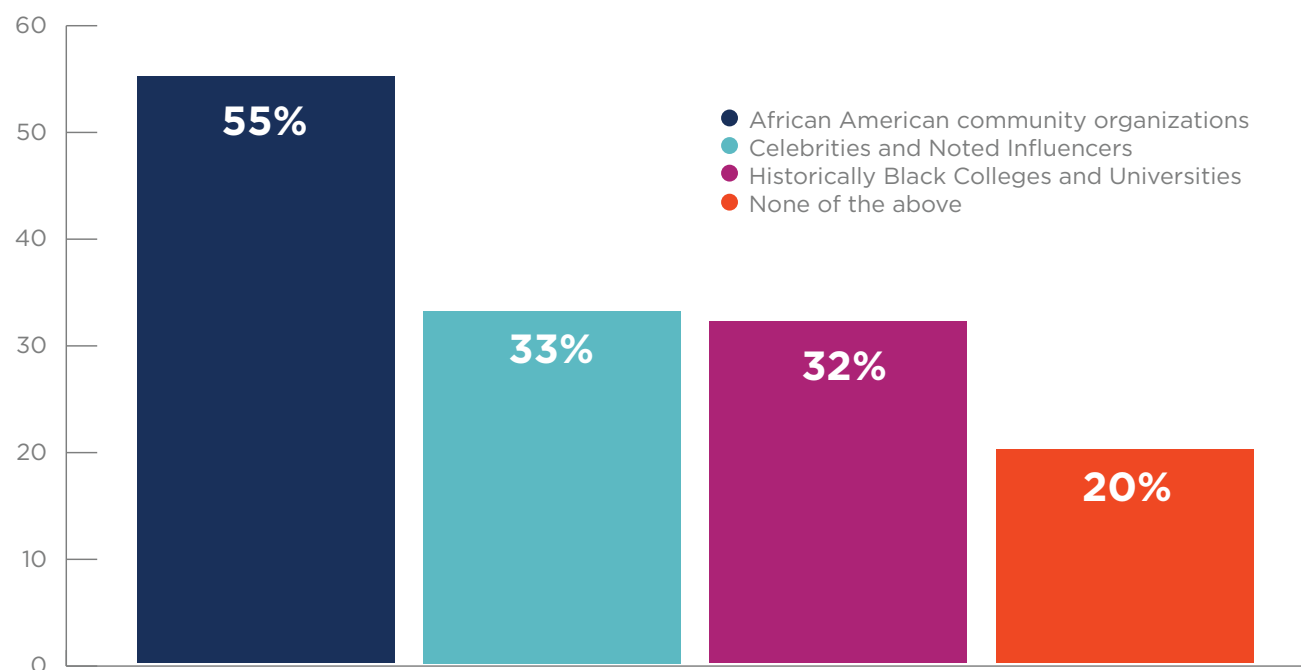


ANSWER CHOICES	RESPONSES	
Equally	45%	793
Less	22%	377
More	33%	573
Total	100%	1743

Q25: The tobacco industry has invested in partnerships with?

Answered: 1743 | Skipped: 0

Multiple Responses Permitted

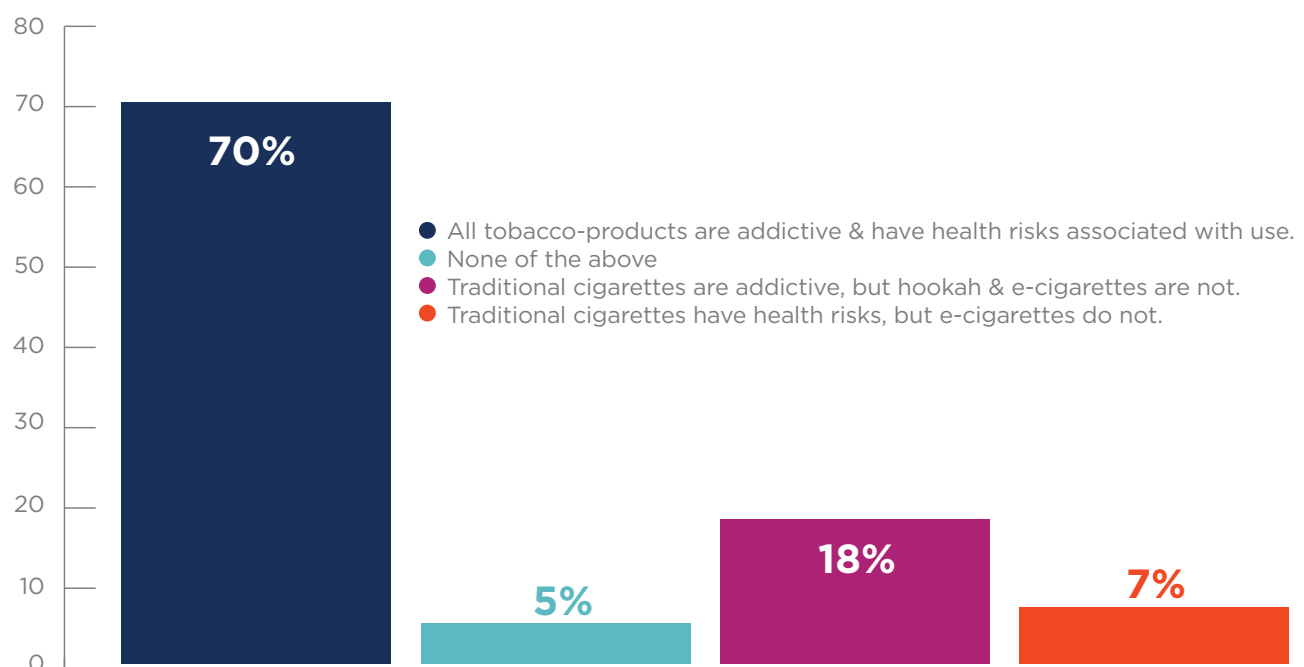


ANSWER CHOICES	RESPONSES	
African American community organizations like the United Negro College Fund, NAACP, National Urban League and Congressional Black Caucus Foundation	55%	952
Historically Black Colleges and Universities	32%	563
Celebrities and Noted Influencers	33%	575
None of the Above	20%	347

*Survey respondents were permitted to submit more than one answer.

Q26: Select the statement that best reflects your beliefs about tobacco products

Answered: 1743 | Skipped: 0

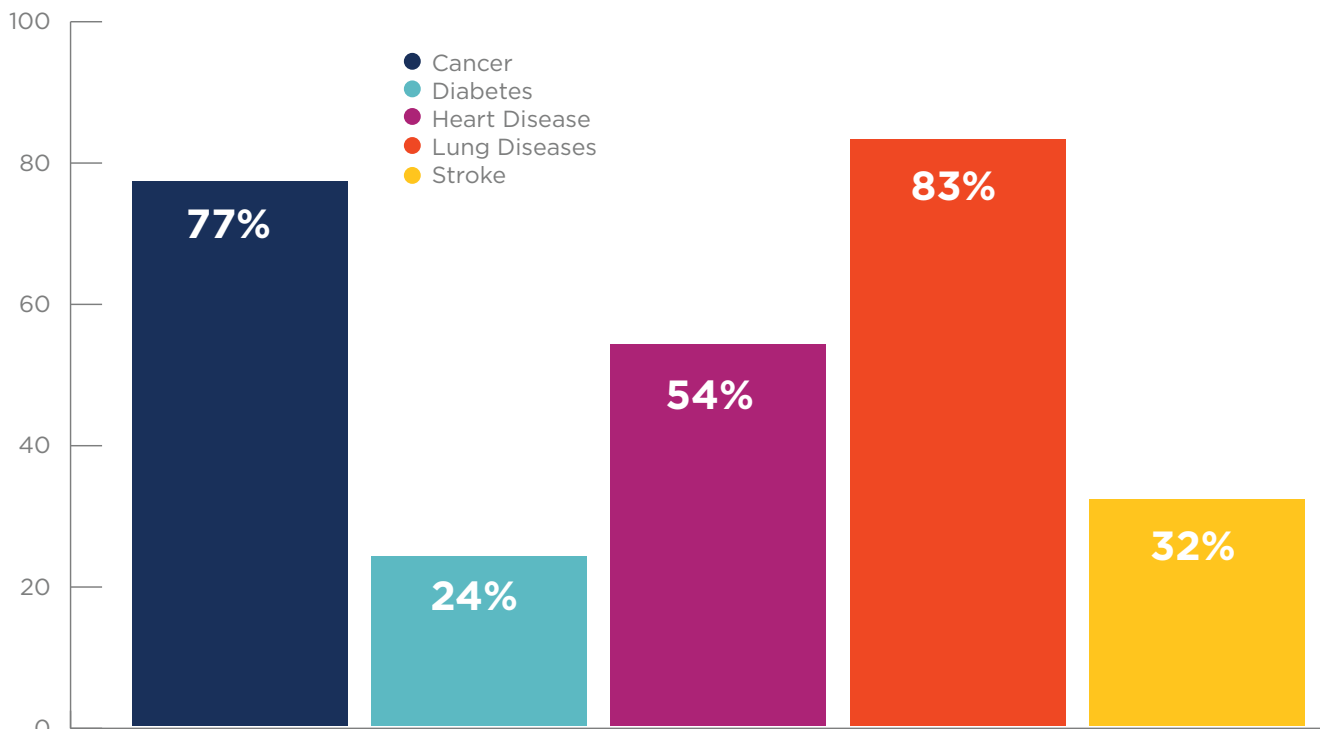


ANSWER CHOICES	RESPONSES	
All tobacco-products are addictive and have health risks associated with use	70%	1220
Traditional cigarettes are addictive, but hookah and e-cigarettes are not.	18%	311
Traditional cigarettes have health risks, but e-cigarettes do not.	7%	128
None of the Above	5%	84
Total	100%	1743

Q27: Smoking can lead to:

Answered: 1743 | Skipped: 0

Multiple Responses Permitted

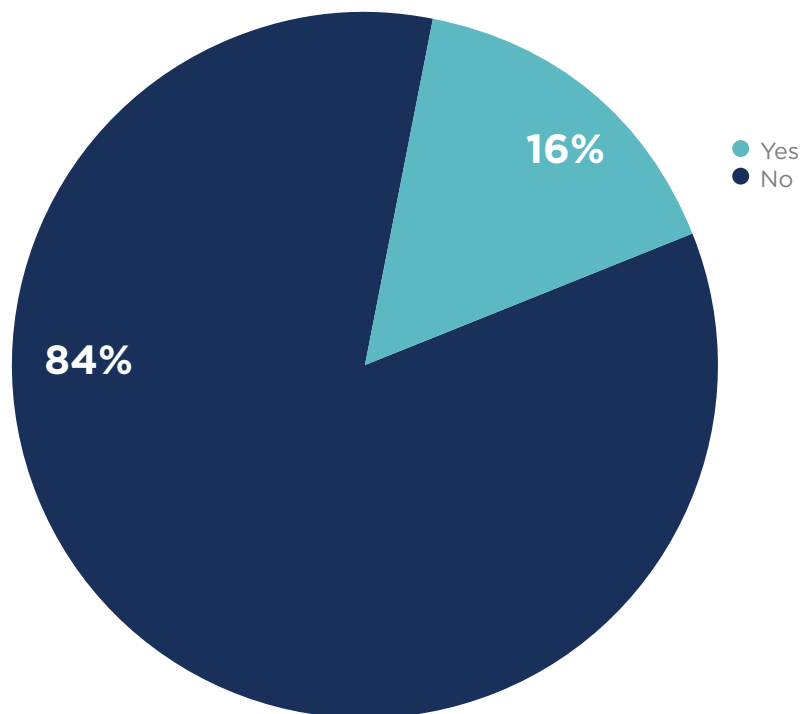


ANSWER CHOICES	RESPONSES	
Cancer	77%	1339
Diabetes	24%	421
Heart Disease	54%	944
Lung Diseases	83%	1439
Stroke	32%	550

*Survey respondents were permitted to submit more than one answer.

Q28: On Uterine Health: Did you know that smoking ages your eggs (making it more difficult to conceive – and carry – a baby)?

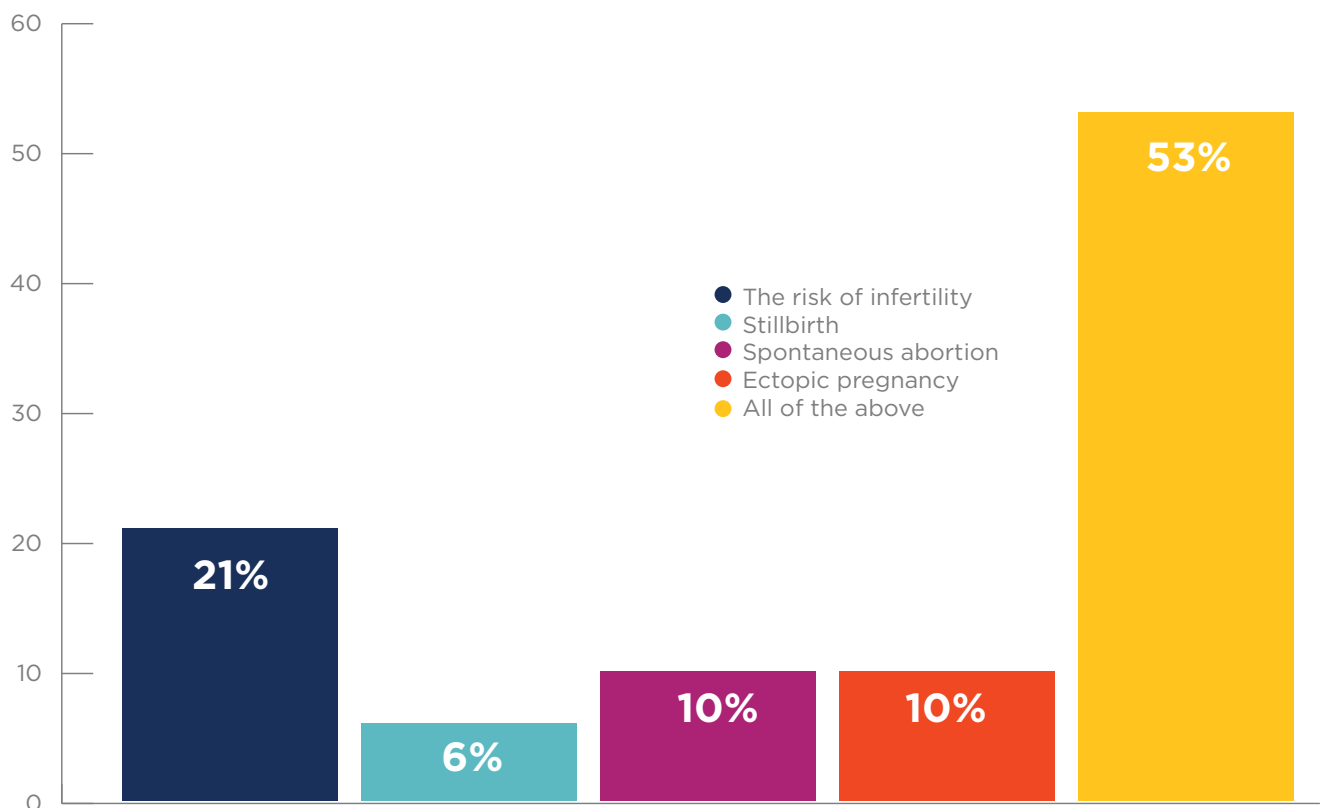
Answered: 1370 | Skipped: 373



ANSWER CHOICES	RESPONSES	
No	16%	216
Yes	84%	1154
Total	100%	1370

Q29: Secondhand smoke increases which of the following outcomes

Answered: 1370 | Skipped: 373

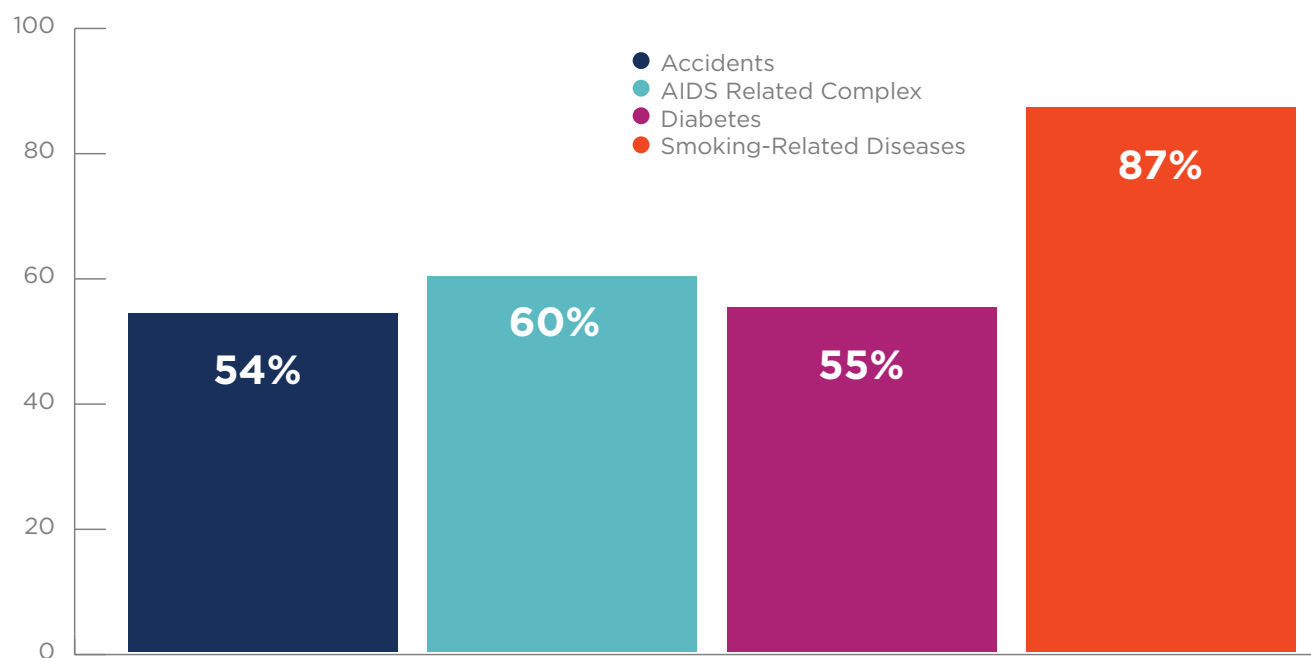


ANSWER CHOICES	RESPONSES	
The risk of infertility	21%	286
Stillbirth	6%	78
Spontaneous abortion	10%	137
Ectopic pregnancy	10%	141
All of the above	53%	728
Total	100%	1370

Q30: Select the three top causes of death for African-Americans

Answered: 1743 | Skipped: 0

Multiple Responses Permitted



ANSWER CHOICES	RESPONSES	
Accidents	54%	935
AIDS Related Complex	60%	1040
Diabetes	55%	951
Smoking-Related Diseases	87%	1513

*Survey respondents were permitted to submit more than one answer.



APPENDIX II

Cross-Tabulated Results

TABLE 1: Smoking Habits by Race & Ethnicity

Percentage who are:

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Daily-User	56%	33%	25%	62%	46%	42%	25%
Experimental-User (tried < 3 times)	9%	18%	11%	0%	22%	16%	11%
Former-User	12%	11%	16%	4%	10%	13%	15%
Never Used	11%	16%	32%	15%	9%	13%	34%
Social-User	13%	22%	15%	19%	14%	16%	15%
Total	100%	100%	100%	100%	100%	100%	100%

TABLE 2: Reasons Former Users Motivated to Quit by Race & Ethnicity

Percentage of former tobacco users who were motivated to quit due to:

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Advice from a medical profession	48%	40%	27%	31%	49%	48%	22%
Commercials about the harms of smoking	53%	33%	28%	27%	54%	52%	22%
Concerns from friends and family	27%	18%	22%	38%	41%	36%	19%
Health concerns	58%	36%	36%	58%	58%	54%	33%
N/A	8%	13%	34%	8%	5%	9%	38%

TABLE 3: Familiarity with Tobacco Products by Race & Ethnicity

Percentage who have used*:

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Blunts	10%	20%	31%	12%	13%	15%	32%
Cigarettes	85%	75%	86%	81%	79%	78%	89%
Cigarillos	35%	33%	40%	12%	37%	38%	38%
Cigars	40%	27%	51%	27%	38%	40%	51%
E-Cigarettes	45%	36%	56%	38%	51%	49%	56%
Hookah	13%	22%	38%	4%	21%	21%	40%
Smokeless Tobacco	4%	15%	28%	12%	5%	9%	31%
Spliffs	1%	2%	8%	0%	2%	2%	9%
Whole Leaf Tobacco	11%	4%	11%	0%	9%	8%	12%

* Multiple Responses Permitted

TABLE 4: Type of Tobacco Product Used by Race & Ethnicity

Percentage who have used*:

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Blunts	4%	7%	10%	4%	11%	13%	7%
Cigarettes	80%	65%	56%	77%	74%	70%	55%
Cigarillos	24%	29%	22%	12%	28%	27%	20%
Cigars	33%	16%	20%	19%	30%	27%	20%
E-Cigarettes	44%	25%	27%	31%	49%	42%	26%
Hookah	14%	9%	18%	15%	15%	16%	17%
Smokeless Tobacco	4%	5%	3%	8%	3%	4%	2%
Spliffs	1%	5%	3%	4%	5%	4%	2%
Whole Leaf Tobacco	6%	0%	4%	0%	10%	6%	4%

* Multiple Responses Permitted

TABLE 5: Types of Tobacco Advertisements Seen Regularly by Race & Ethnicity

Where you regularly see advertisements for tobacco products:

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Gaming Apps	5%	4%	1%	4%	6%	4%	1%
Internet Advertising	8%	7%	6%	19%	7%	8%	6%
Retail point of sale ads (corner/convenience stores, bodegas, grocery stores, gas stations, etc.)	66%	51%	62%	54%	50%	55%	64%
Roadside poster (Billboards or signposts)	12%	5%	12%	12%	13%	16%	10%
Sample products	3%	2%	2%	0%	1%	1%	2%
Social Media	6%	31%	16%	12%	21%	16%	17%
Sporting Events	0%	0%	1%	0%	0%	0%	1%

TABLE 6: Experience(s) Promoted by Tobacco-Related Ads by Race & Ethnicity

What experience(s) do you feel tobacco-related advertisements promote?

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Aspirational	17%	24%	15%	31%	19%	19%	15%
Relaxation	20%	16%	39%	23%	35%	34%	38%
A successful and affluent lifestyle	28%	44%	33%	31%	50%	45%	30%
Fun/leisure	40%	40%	48%	38%	49%	46%	48%
Love	4%	11%	12%	4%	11%	13%	10%
FOMO ("fear of missing out")	11%	25%	11%	12%	9%	10%	12%
Beauty / Physical Attractiveness	9%	9%	13%	23%	9%	11%	13%
None at all	16%	9%	19%	8%	5%	10%	20%

* Multiple Responses Permitted

TABLE 7: Experience(s) Combatted by Tobacco-Related Ads by Race & Ethnicity

What experience(s) do you feel tobacco-related advertisements combat?

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Isolation	19%	24%	16%	23%	15%	19%	14%
Negative Self-Images	39%	36%	34%	31%	38%	43%	30%
Fear / Apprehension	44%	33%	24%	31%	48%	46%	19%
Peer Pressure	12%	9%	22%	23%	33%	24%	22%
Stress	19%	20%	24%	19%	27%	22%	25%
None at all	12%	15%	33%	8%	12%	12%	37%

* Multiple Responses Permitted

TABLE 8: When Tobacco Users Began Using by Race & Ethnicity

When do you believe most tobacco users begin using?

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Middle School (11-14 yrs.)	10%	5%	24%	12%	8%	8%	27%
High School (14-18 yrs.)	57%	60%	44%	50%	47%	50%	44%
College (18-22 yrs.)	20%	24%	25%	27%	33%	31%	22%

TABLE 9: Whether Menthol (mint) Tobacco Products are often less expensive in African-American neighborhoods by Race & Ethnicity

Menthol (mint) tobacco products are often less expensive in primarily African-American neighborhoods.

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
TRUE	92%	82%	68%	88%	74%	82%	65%
FALSE	8%	18%	32%	12%	26%	18%	35%

TABLE 10: Whether African-American and white smokers smoke menthol cigarettes at the same rate by Race & Ethnicity

African-American and white smokers smoke menthol cigarettes at the same rate.

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
TRUE	81%	76%	56%	85%	70%	76%	51%
FALSE	19%	24%	44%	15%	30%	24%	49%

TABLE 11: Menthol flavored tobacco products are _____ addictive than non-flavored tobacco products

Menthol flavored tobacco products are _____ addictive than non-flavored tobacco products

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Equally	48%	55%	46%	54%	40%	42%	48%
Less	24%	33%	18%	12%	34%	29%	17%
More	28%	13%	36%	35%	26%	29%	36%

TABLE 12: Statement that Best Reflects Beliefs About Tobacco Products by Race & Ethnicity**Select the statement that best reflects your beliefs about tobacco products**

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Traditional cigarettes have health risks, but e-cigarettes do not.	10%	27%	5%	8%	11%	12%	4%
Traditional cigarettes are addictive, but hookah and e-cigarettes are not.	24%	38%	15%	15%	25%	28%	11%
All tobacco-products are addictive and have health risks associated with use	64%	29%	75%	65%	60%	54%	81%
None of the Above	2%	5%	5%	12%	4%	5%	4%

TABLE 13: Smoking Can Lead to by Race & Ethnicity**Smoking can lead to:**

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Cancer	76%	47%	81%	81%	62%	62%	87%
Diabetes	20%	29%	25%	23%	20%	22%	26%
Heart Disease	50%	36%	59%	31%	41%	43%	61%
Lung Diseases	79%	64%	86%	81%	74%	74%	89%
Stroke	17%	13%	40%	8%	7%	11%	45%

* Multiple Responses Permitted

TABLE 14: On Uterine Health: Did you know the smoking ages your eggs by Race & Ethnicity**On Uterine Health: Did you know that smoking ages your eggs?**

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
Yes	94%	98%	81%	100%	91%	91%	80%
No	6%	2%	19%	0%	9%	9%	20%

TABLE 15: Secondhand Smoke Outcomes by Race & Ethnicity

Secondhand smoke increases which of the following outcomes

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
The risk of infertility	28%	15%	19%	21%	28%	22%	20%
Ectopic pregnancy	18%	17%	8%	14%	15%	19%	5%
Spontaneous abortion	7%	15%	9%	14%	16%	15%	6%
Stillbirth	4%	13%	4%	7%	14%	8%	4%
All of the above	43%	40%	60%	43%	27%	35%	65%

TABLE 16: Distribution of Age Ranges within Geographic Region

Distribution of age range within geographic region

	MIDWEST	NORTHEAST	SOUTHEAST	SOUTHWEST	WEST	TOTAL
15 - 17	0%	0%	1%	0%	1%	0%
18 - 24	13%	15%	17%	16%	14%	15%
25 - 44	81%	63%	59%	64%	56%	65%
45 - 64	4%	14%	15%	14%	19%	13%
Over 65 years	2%	6%	7%	5%	9%	6%
Unknown	0%	1%	1%	0%	1%	1%
Total	100%	100%	100%	100%	100%	100%

TABLE 17: Distribution of Age Ranges across Geographic Region

Distribution of age range across geographic region

	MIDWEST	NORTHEAST	SOUTHEAST	SOUTHWEST	WEST	TOTAL
15 - 17	14%	0%	71%	0%	14%	100%
18 - 24	20%	19%	43%	12%	6%	100%
25 - 44	30%	19%	35%	11%	6%	100%
45 - 64	8%	22%	47%	13%	10%	100%
Over 65 years	7%	23%	48%	10%	11%	100%
Unknown	8%	33%	42%	8%	8%	100%
Total	24%	19%	38%	12%	7%	100%

TABLE 18: Distribution of Age Ranges within Race & Ethnicity

Distribution of age range within race & ethnicity

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
15 - 17	2%	0%	0%	0%	0%	1%	0%
18 - 24	19%	29%	15%	23%	15%	21%	12%
25 - 44	73%	65%	60%	69%	83%	76%	58%
45 - 64	4%	5%	17%	0%	2%	2%	20%
Over 65 years	0%	0%	8%	4%	0%	0%	9%
Unknown	1%	0%	1%	4%	0%	0%	1%

TABLE 19: Distribution of Age Ranges across Race & Ethnicity

Distribution of age range across race & ethnicity

	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	HISPANIC	ALL OTHER MINORITIES (NON-HISPANIC)
15 - 17	43%	0%	57%	0%	0%	57%	43%
18 - 24	10%	6%	67%	2%	15%	55%	45%
25 - 44	9%	3%	66%	2%	21%	46%	54%
45 - 64	3%	1%	94%	0%	2%	6%	94%
Over 65 years	0%	0%	98%	1%	1%	1%	99%
Unknown	8%	0%	83%	8%	0%	25%	75%

TABLE 20: Distribution of Age Ranges within Geographic Region

Distribution of age range within geographic region

	MIDWEST	NORTHEAST	SOUTHEAST	SOUTHWEST	WEST	TOTAL
Daily-User	47%	27%	26%	31%	26%	32%
Experimental-User (tried less than 3 times)	10%	13%	15%	11%	15%	13%
Former-User	13%	16%	14%	12%	22%	15%
Never Used	11%	29%	32%	30%	24%	26%
Social-User	18%	14%	14%	16%	14%	15%
Total	100%	100%	100%	100%	100%	100%

TABLE 21: Smoking Habits across Geographic Regions

Smoking habits across regions

	MIDWEST	NORTHEAST	SOUTHEAST	SOUTHWEST	WEST	TOTAL
Daily-User	36%	17%	31%	11%	5%	100%
Experimental-User (tried <3 times)	19%	19%	45%	10%	8%	100%
Former-User	22%	22%	37%	10%	10%	100%
Never Used	10%	22%	47%	13%	6%	100%
Social-User	29%	18%	34%	12%	6%	100%
Total	24%	19%	38%	12%	7%	100%

TABLE 22: Smoking Habits within Community Types

Smoking habits within community type

	RURAL	SUBURBAN	URBAN	TOTAL
Daily-User	31%	26%	35%	32%
Experimental-User (tried <3 times)	13%	12%	14%	13%
Former-User	14%	14%	15%	15%
Never Used	25%	36%	21%	26%
Social-User	18%	13%	15%	15%
Total	100%	100%	100%	100%

TABLE 23: Smoking Habits across Community Types

Smoking habits across community type

	RURAL	SUBURBAN	URBAN	TOTAL
Daily-User	20%	22%	58%	100%
Experimental-User (tried less than 3 times)	20%	24%	56%	100%
Former-User	19%	25%	56%	100%
Never Used	20%	37%	43%	100%
Social-User	23%	22%	54%	100%
Total	20%	27%	53%	100%

TABLE 24: How Participants First Learned about Tobacco Products within Region

How participants first learned about cigarettes, e-cigarettes, hookah, or other tobacco products within region

	MIDWEST	NORTHEAST	SOUTHEAST	SOUTHWEST	WEST	TOTAL
Familial Usage	16%	23%	21%	18%	21%	20%
Gaming Apps	3%	4%	3%	3%	4%	4%
Internet Advertising	6%	2%	3%	6%	6%	4%
Retail point of sale ads (corner/convenience stores, bodegas, grocery stores, gas stations, etc.)	47%	42%	43%	48%	47%	45%
Roadside poster (Billboards or signposts)	13%	8%	10%	6%	4%	10%
Sample products	0%	2%	2%	2%	3%	2%
Social Media	15%	17%	17%	15%	14%	16%
Sporting Events	0%	1%	1%	0%	0%	0%
Grand Total	100%	100%	100%	100%	100%	100%

TABLE 25: How Participants First Learned about Tobacco Products across Region

How participants first learned about cigarettes, e-cigarettes, hookah, or other tobacco products across region

	MIDWEST	NORTHEAST	SOUTHEAST	SOUTHWEST	WEST	TOTAL
Familial Usage	19%	23%	40%	11%	7%	100%
Gaming Apps	21%	24%	37%	11%	8%	100%
Internet Advertising	34%	9%	30%	17%	9%	100%
Retail point of sale advertisements (corner/convenience stores, bodegas, grocery stores, gas stations, etc.)	25%	18%	37%	13%	7%	100%
Roadside poster (Billboards or signposts)	32%	17%	40%	8%	3%	100%
Sample products	7%	22%	41%	15%	15%	100%
Social Media	22%	21%	41%	11%	6%	100%
Sporting Events	14%	29%	57%	0%	0%	100%
Grand Total	24%	19%	38%	12%	7%	100%

TABLE 26: Where Participants Regularly See Ads for Tobacco Products within Regions

Where participants regularly see ads for cigarettes, e-cigarettes, hookah, or other tobacco products within regions

	MIDWEST	NORTHEAST	SOUTHEAST	SOUTHWEST	WEST	TOTAL
Gaming Apps	4%	2%	1%	2%	0%	2%
Internet Advertising	7%	6%	6%	5%	9%	7%
Retail point of sale ads (corner/convenience stores, bodegas, grocery stores, gas stations, etc.)	58%	59%	61%	63%	62%	60%
Roadside poster (Billboards or signposts)	12%	12%	12%	10%	16%	12%
Sample products	3%	1%	1%	3%	2%	2%
Social Media	16%	19%	17%	15%	9%	16%
Sporting Events	1%	1%	1%	0%	1%	1%
Grand Total	100%	100%	100%	100%	100%	100%

TABLE 27: Where Participants Regularly See Ads for Tobacco Products across

Where participants regularly see ads for cigarettes, e-cigarettes, hookah, or other tobacco products across regions

	MIDWEST	NORTHEAST	SOUTHEAST	SOUTHWEST	WEST	TOTAL
Gaming Apps	42%	19%	28%	11%	0%	100%
Internet Advertising	25%	18%	37%	10%	10%	100%
Retail point of sale ads (corner/convenience stores, bodegas, grocery stores, gas stations, etc.)	23%	19%	39%	12%	7%	100%
Roadside poster (Billboards or signposts)	24%	19%	38%	10%	9%	100%
Sample products	39%	11%	21%	21%	7%	100%
Social Media	23%	22%	40%	11%	4%	100%
Sporting Events	19%	25%	44%	6%	6%	100%
Grand Total	24%	19%	38%	12%	7%	100%
Grand Total	24%	19%	38%	12%	7%	100%



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