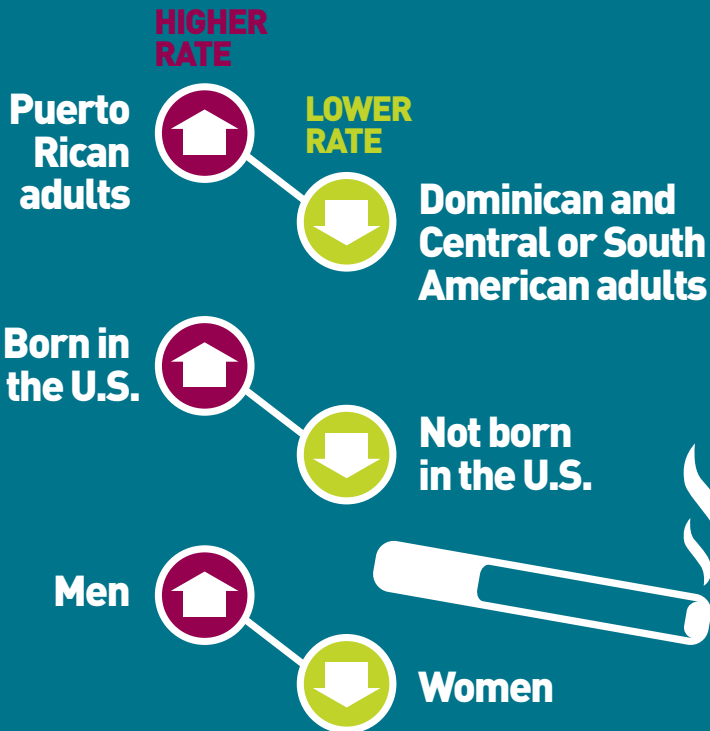


HISPANIC/LATINO AMERICANS

CIGARETTE SMOKING RATES

AMONG HISPANIC/LATINO AMERICAN SUBGROUPS



Smoking prevalence varies significantly among Hispanic/Latino American subgroups

Research shows a link between



increased acculturation in U.S. = increased smoking prevalence

Tobacco companies targeted Hispanics with advertising themes and financial contributions to cultural organizations.

HISPANIC/LATINO AMERICANS

BACKGROUND

Individuals of Hispanic/Latino decent comprise 18.3% (60 million) of the U.S. population.¹

Nearly 1 in 10 Hispanic/Latino adults currently smoke cigarettes² — lower than the national smoking rate of 13.7%. However, studies have shown the prevalence **varies significantly between subgroups** from specific countries or regions, with **Puerto Rican adults** having the **highest** smoking rates and **Dominicans** having the **lowest**. Results also indicate Hispanic/Latino adults who were **born in the U.S. have higher smoking rates** — likely related to increased acculturation, which additional research has found to be linked with increased smoking prevalence.^{3,4}

PATTERNS OF USE IN THE U.S.

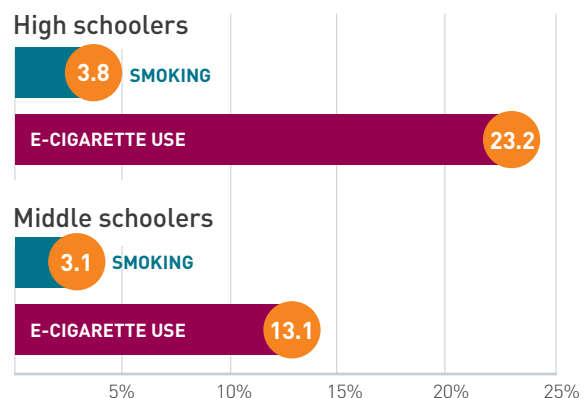
YOUTH

- According to the 2019 National Youth Tobacco Survey, **3.8% of Hispanic/Latino high school students** currently use cigarettes compared to 5.8% of high schoolers overall.⁵
- Among **Hispanic/Latino middle schoolers**, **3.1%** currently use **cigarettes** compared to 2.3% of middle schoolers overall.⁵
- **E-cigarettes are the most commonly used tobacco product among Hispanic/Latino high school students (23.2%) and middle school students (13.1%).** Overall, 10.5% of middle schoolers and 27.5% of high schoolers use e-cigarettes.⁵




E-cigarettes are the most commonly used tobacco product among Hispanic/Latino high school and middle school students.

Smoking versus e-cigarette use among Hispanic/Latino American middle and high schoolers



ADULTS

- > In 2018, 9.8% of **Hispanic/Latino adults** were current cigarette smokers, the **lowest of all surveyed groups except Asian Americans** at 7.1%. The overall adult rate was 13.7%.²
- > **Rates of smoking differ widely within Hispanic/Latino subgroups and by gender.** Hispanic/Latino adults who identify as Puerto Rican have consistently reported the highest current smoking compared to other subgroups, whereas Dominican and Central or South American adults have reported the lowest.^{4,6}
- > Among all subgroups, **adult Hispanic/Latino women** have reported **significantly lower smoking rates than men.**⁶
- > Among Hispanic/Latino adults, 2.5% currently use e-cigarettes compared to 3.2% of adults overall.²
- > A recent published analysis found that in 2015, 56.2% of Hispanic/Latino smokers had made a quit attempt in the past year. However, **Hispanic/Latino smokers had lower odds of receiving quitting advice** from a health professional compared to white smokers.⁷



Smoking is the leading preventable cause of death and disease among Hispanics/Latinos in the U.S.

HEALTH EFFECTS

- > Despite generally lower rates of smoking, smoking is the **leading preventable cause of morbidity and mortality among the Hispanic/Latino population in the U.S.**⁸
- > Cancer is the primary cause of death among Hispanic/Latino Americans, followed by cardiovascular disease.⁹ More than **43,000 Hispanic/Latino Americans** are diagnosed with a **tobacco-related cancer each year** and more than 18,000 die as a result.¹⁰

INDUSTRY MARKETING

Tobacco companies have a history of targeting racial and ethnic minorities, including the Hispanic/Latino population.

- > In the 1970s and 1980s, **Big Tobacco** began to develop interest in the growing Hispanic/Latino population and launched marketing initiatives. Companies began **using U.S. Census Bureau data to track demographic trends in order to more accurately target** these initiatives.⁸
- > Internal documents revealed the tobacco industry's interest in the community was because they deemed the population **"lucrative," "easy to reach" and "undermarketed."**¹¹
- > Decades later, the tobacco industry was still attempting to infiltrate these communities by compensating Hispanic/Latino merchants for displaying **advertisements** in predominantly Hispanic/Latino neighborhoods.¹²
- > More recently, the industry has also sponsored Hispanic/Latino **cultural events**, provided **scholarships**, and made contributions to **Hispanic/Latino political action committees** to maintain its influence.^{8,13}

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900 G Street, NW
Fourth Floor
Washington, DC 20001
202.454.5555

truthinitiative.org
[@truthinitiative](https://twitter.com/truthinitiative)

