



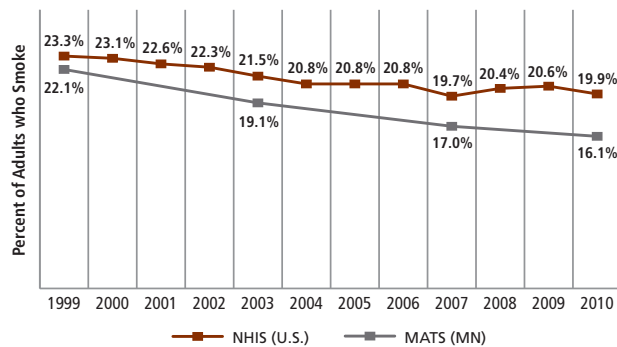
# CIGARETTE SMOKING AND SECONDHAND SMOKE EXPOSURE AMONG ADULT MINNESOTANS CONTINUES TO DECLINE

## Smoking prevalence in Minnesota has declined

Data from the 2010 Minnesota Adult Tobacco Survey (MATS) show that the percentage of adult Minnesotans who smoke has dropped from 17.0 percent in 2007 to 16.1 percent in 2010. Since 1999, cigarette smoking has decreased 6 percentage points from 22.1 percent to 16.1 percent. This decrease represents a 27.1 percent change over 11 years.

Although the drop from 17.0 to 16.1 percent is not statistically significant, Minnesota's prevalence rate has been consistently below the national average since 1999. National rates of cigarette smoking have remained at around 20 percent since 2004 (Figure A).

FIGURE A: SMOKING PREVALENCE 1999-2010

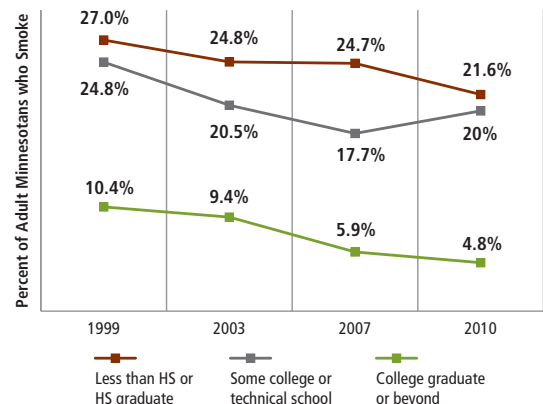


Adult smokers in Minnesota tend to be male, younger, have lower incomes, and have completed fewer years of education. Similar to previous MATS findings, young adults (18-24 year-olds) in 2010 continue to have the highest smoking rate (21.8 percent) of all age categories. Smoking rates decline as education increases, with individuals with college degrees significantly less likely to be smokers than those in other education categories (Figure B).

## Minnesota Adult Tobacco Survey

The 2010 Minnesota Adult Tobacco Survey (MATS) is a collaborative effort between Clear-Way Minnesota<sup>SM</sup> and the Minnesota Department of Health. MATS is the most thorough source of information about tobacco prevalence, behaviors, attitudes and beliefs in the adult Minnesota population and serves as a tool for measuring the progress of Minnesota's comprehensive tobacco control program. Data for the most recent MATS were collected in 2010. Other survey years were 1999, 2003 and 2007. Key findings for the most recent MATS and the trend analyses from all four MATS are discussed in the complete report, *Tobacco Use in Minnesota: 2010 Update*, and in this fact sheet, both of which are available at [www.mnadulttobaccosurvey.org](http://www.mnadulttobaccosurvey.org).

FIGURE B: SMOKING PREVALENCE BY EDUCATION LEVELS 1999-2010



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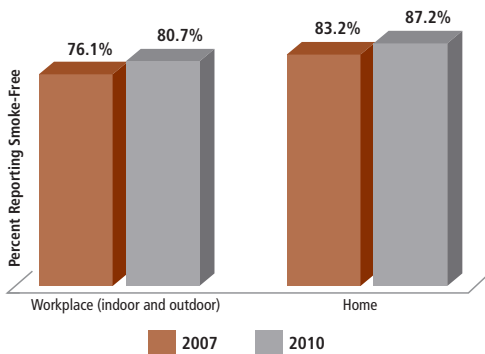
**More Minnesotans are protected by smoke-free policies and voluntary home rules**

In 2007, Minnesota passed and implemented a comprehensive smoke-free law (the Freedom to Breathe Act) that covers indoor public places and workplaces, including bars and restaurants. The 2010 MATS provides the first assessment since the Freedom to Breathe Act went into effect of Minnesotans' attitudes, beliefs, and behaviors towards tobacco use and secondhand smoke. The Freedom to Breathe Act contributed to a large positive change in the percentage of all Minnesotans who report having a smoke-free policy at work. This percentage rose from 76.1 percent in 2007 to 80.7 percent in 2010.

In addition to the increase in smoke-free workplaces, Minnesotans are also implementing voluntary smoke-free rules in their homes. 87.2 percent of all Minnesotans and 58.1 percent of Minnesota smokers have smoke-free rules at home. Both of these rates have increased significantly since 2007 (Figure C).

The high rates of home rules, which have increased substantially since it was first assessed at 64.5 percent in 1999, reflect the widespread awareness of the harms of secondhand smoke to health. Currently, 92.3 percent of all Minnesotans believe that breathing smoke from other people's cigarettes is harmful to one's health.

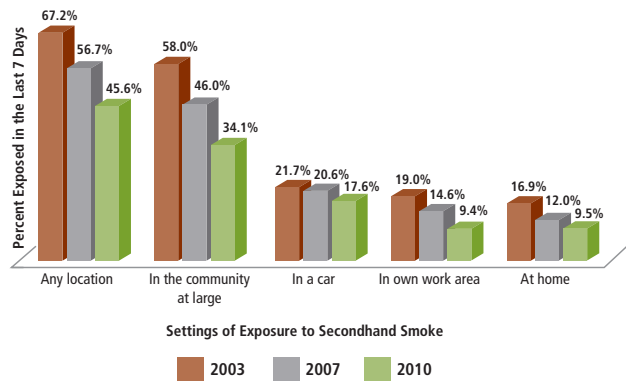
**FIGURE C: EXISTENCE OF SMOKE-FREE WORKPLACE AND HOME**



**Exposure to secondhand smoke continues to decline in Minnesota**

With the increase in smoke-free policies in workplaces and homes, it follows that exposure to secondhand smoke continues to decline. Reported exposure to secondhand smoke in any location, including the community, workplace, car and home, declined 11 percentage points for the third consecutive MATS, to a new low of 45.6 percent in 2010. There have also been large declines in reported exposure in the home, at work and in a car (Figure D).

**FIGURE D: EXPOSURE TO SECONDHAND SMOKE 2003-2010**



**Smokers are smoking fewer cigarettes per day**

Adult smokers in Minnesota are smoking fewer cigarettes per day. The average number of cigarettes smoked per day dropped 11.6 percent from 13.8 cigarettes in 2007 to 12.2 in 2010. In addition, the percentage of heavy smokers (defined as those who smoke 25 or more cigarettes per day) decreased from 10.3 percent in 2007 to 6.3 percent in 2010.

## CIGARETTE SMOKING AND SECONDHAND SMOKE EXPOSURE AMONG ADULT MINNESOTANS CONTINUES TO DECLINE

### Use of smokeless tobacco has increased

Although cigarettes are the most commonly used form of tobacco, MATS also tracks the use of other tobacco products such as cigars, pipes and smokeless tobacco. The only notable change in the use of these products was an increase in smokeless tobacco use between 2007 and 2010. The use of smokeless tobacco products has increased among all Minnesotans, from 3.1 percent in 2007 to 4.3 percent in 2010. Smokeless tobacco is used almost exclusively by men (97 percent). Also, smokeless tobacco users tend to be younger and have completed fewer years of education.

There has also been a dramatic increase in the use of smokeless tobacco products among current cigarette smokers. In 2007 4.4 percent of current smokers reported using smokeless tobacco. By 2010, that rate had more than doubled, to 9.6 percent.

It is important to note that in addition to traditional smokeless products such as chewing tobacco, the marketplace is changing to include other non-smoked tobacco products such as snus (a pouch of moist snuff that sits in the mouth and is later discarded) and products that dissolve in the mouth like strips, sticks and tablets. MATS will continue to measure the use of these new products in future years.

### Minnesotans are trying to quit and are receiving help with quitting

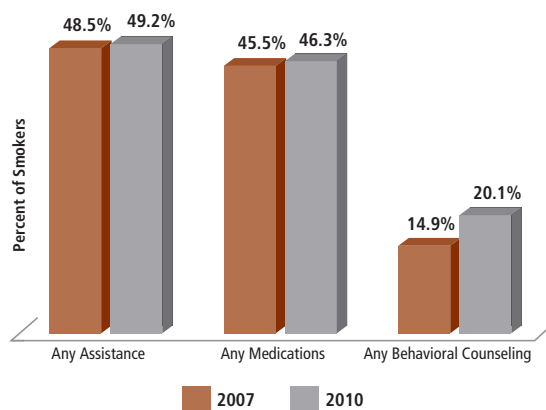
A majority of smokers want to quit smoking. In 2010, 54.6 percent of current adult Minnesota smokers stopped smoking for one day or longer in the past year because they were trying to quit. That's about 340,000 current smokers in Minnesota who actively tried to quit. The use of behavioral counseling in a quit attempt increased significantly, from 14.9 percent in 2007 to 20.1 percent in 2010. Of those who tried to quit, 46.3 percent used some

### MATS Survey Methods

The 2010 Minnesota Adult Tobacco Survey is a cross-sectional, random digit dial telephone survey conducted from March to May 2010 among adults aged 18 and older living in Minnesota. The sample of 7,057 responding adults consisted of 5,555 from a statewide landline sample and 1,502 from a cell phone sample. Statistical tests use overlapping confidence intervals, chi-square, and t-tests, as appropriate. Differences are statistically significant at  $p < 0.05$  unless otherwise noted. A comprehensive description of the statistical methods can be found in the complete report, *Tobacco Use in Minnesota: 2010 Update*, which is available at [www.mnadulttobaccosurvey.org](http://www.mnadulttobaccosurvey.org)

type of medication to help them in their quit attempt (Figure E). However, there is also some concern among Minnesota smokers about the safety of medications to quit smoking. MATS 2010 found that there was a large and significant increase in the perception that quit-smoking medications might harm health. This belief increased from 30.5 percent in 2007 to 51.7 percent in 2010.

FIGURE E: USE OF ASSISTANCE WHEN TRYING TO QUIT SMOKING



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Health care providers play a key role in supporting quit attempts. There was a large and significant increase in the percentage of Minnesotans who reported being asked if they smoke by a health care provider between 2007 and 2010, with 80.2 percent of Minnesotans currently reporting being asked if they smoke. This is an increase from 69.4 percent in 2007. This finding demonstrates that health care providers are moving toward asking all patients if they use tobacco.

Despite significant improvements in asking about tobacco use, MATS identified areas for improvement. Among smokers surveyed in 2010, 71.8 percent reported that health care providers advised them to quit and 43.9 percent reported receiving a referral for assistance in quitting smoking. These lower rates for advising and referring suggest that health care providers need to intervene with all smokers more consistently.

### Conclusion

MATS 2010 has identified several significant findings that suggest societal norms about smoking have changed in Minnesota. In addition to fewer adults smoking cigarettes, and less exposure to secondhand smoke, more Minnesotans are implementing voluntary smoke-free rules in their homes. These encouraging trends occurred during a decade of tobacco control policy advances in Minnesota. These policies included local smoke-free ordinances, a comprehensive statewide smoke-free law, cigarette price increases, mass media campaigns to promote cessation, and statewide provision of cessation services. However, the data highlight ongoing areas of concern as well, including significant increases in smokeless tobacco use and higher prevalence rates among young adults and those who have completed fewer years of education. Even with significant progress, tobacco use remains the leading cause of preventable death and disease in Minnesota. The next decade will be measured a success if tobacco use continues to decrease, exposure to secondhand smoke is a rare event and all continuing tobacco users have access to the assistance they need to quit.



## MINNESOTA ADULT TOBACCO SURVEY

Tobacco Use in Minnesota: 1999 to 2010

[www.mnadulttobaccosurvey.org](http://www.mnadulttobaccosurvey.org)

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