

2024 South Carolina Adult Tobacco Survey Population Estimates

Tobacco Prevention and Control Unit

South Carolina Department of Public Health



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February 2025

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Table 1. Percentage of South Carolina adults who reported ever¹ smoking cigarettes and currently² smoking cigarettes by demographics.

Socio-Demographic Characteristic	Total Respondents	Ever Use Cigarettes		Current Use of Cigarettes	
		%	MOE	%	MOE
TOTAL	1,249	69.9	3.3	15.3	2.8
Gender					
Male	419	74.8	5.3	17.6	4.7
Female	826	65.4	4.1	13.3	3.3
Age Group					
18-24	65	41.3	15.2	7.6	8.9
25-34	189	64.7	8.1	9.4	5.5
35-44	214	75.6	6.5	26.1	8.3
45-54	222	70.9	7.2	29.9	8.6
55-64	216	81.8	6.0	15.8	7.0
65 or older	338	75.5	5.9	7.1	3.4
Race/Ethnicity					
Non-Hispanic White	806	77.5	3.7	14.5	3.5
Non-Hispanic Black	336	54.0	7.2	17.9	5.9
Non-Hispanic Asian	21	73.5	20.1	7.1	13.5
Non-Hispanic American Indian & Alaskan Native	2	100.0	0.0	100.0	0.0
Non-Hispanic Other	23	64.8	22.4	30.9	22.1
Hispanic	59	50.7	15.7	6.3	6.0
Education					
Less than High School	66	81.3	9.5	34.8	13.4
High School or GED	247	64.6	7.4	18.6	5.8
Some College	398	71.9	5.3	14.6	3.9
College Degree or Higher	536	68.0	4.5	3.1	1.4
Marital Status					
Married	595	71.1	4.4	9.3	3.1
Not Married	654	68.6	5.0	21.5	4.7
Household Poverty Status					
Below 100% FPL	235	63.3	7.7	31.3	7.9
At or Above 100% FPL	982	72.2	3.7	10.7	2.7
Unspecified	22	54.1	24.6	5.1	9.9
Residence					
Urban	1,075	68.8	3.6	14.5	3.0
Rural	174	76.7	7.5	20.7	9.0
DPH Region					
Upstate	324	71.6	6.3	13.4	5.2
Pee Dee	235	67.2	7.6	20.1	7.5
Midlands	371	70.1	6.2	15.3	4.9
Lowcountry	319	69.6	6.6	14.0	5.8

1 - To determine ever use, respondents were asked 'Have you ever tried cigarette smoking, even one or two puffs?'

2 - To determine current use, respondents were asked two questions 'Have you smoked at least 100 cigarettes in your entire life?' and 'Do you now smoke cigarettes every day, some days, or not at all? Those who smoked at least 100 cigarettes in lifetime and currently smoke every day or someday are coded as current smokers.

Table 2. Percentage of South Carolina adult current¹ smokers by smoking frequency (current everyday & someday smokers).

Characteristic	Total Respondents	Weighted N	Current Smokers			
			N	Weighted N	%	MOE
TOTAL	1,249	4,298,149	153	659,244	15.3	2.8
Smoking Frequency						
Everyday Smoker	112	494,353	112	494,353	75.0	8.8
Someday Smoker	41	164,891	41	164,891	25.0	8.8

1 - To determine current use, respondents were asked two questions ‘Have you smoked at least 100 cigarettes in your entire life?’ and ‘Do you now smoke cigarettes every day, some days, or not at all?’ Those who smoked at least 100 cigarettes in lifetime and currently smoke every day or someday are coded as current smokers.

Table 3. Percentage of current¹ everyday smokers by average number of cigarettes smoked per day.

Socio-Demographic Characteristic	All Current Smokers (N=153)		Current Everyday Smoker (N=112)		Current Someday Smoker (N=41)	
	%	MOE	%	MOE	%	MOE
1-10 CPD	60.4	10.4	47.6	12.0	100.0	0.0
11-20 CPD	30.3	10.2	40.1	12.3	0.0	0.0
Greater than 20 CPD	9.3	5.6	12.3	7.5	0.0	0.0

1 - To determine current use, respondents were asked two questions ‘Have you smoked at least 100 cigarettes in your entire life?’ and ‘Do you now smoke cigarettes every day, some days, or not at all?’ Those who smoked at least 100 cigarettes in lifetime and currently smoke every day or someday are coded as current smokers.

Table 4. Percentage of South Carolina adults who reported ever¹ smoking e-cigarettes and currently² smoking e-cigarettes by demographics.

Socio-Demographic Characteristic	Total Respondents	Ever Tried e-cigarettes		Current Use of e-cigarettes	
		%	MOE	%	MOE
TOTAL	1,248	26.2	3.4	11.2	2.6
Gender					
Male	419	28.5	5.6	10.7	4.2
Female	826	24.0	4.0	11.5	3.2
Age Group					
18-24	65	42.8	14.8	20.8	12.6
25-34	189	37.1	8.8	19.7	7.7
35-44	214	40.1	8.6	15.9	6.9
45-54	222	24.3	7.8	10.4	5.6
55-65	216	19.3	6.9	6.2	4.0
65 or older	338	7.9	3.8	1.8	1.5
Race/Ethnicity					
Non-Hispanic White	806	28.9	4.3	11.5	3.2
Non-Hispanic Black	336	18.5	5.9	8.8	4.4
Non-Hispanic Asian	21	31.7	30.0	4.1	8.1
Non-Hispanic American Indian & Alaskan Native	2	100.0	0.0	73.9	53.5
Non-Hispanic Other	23	37.4	24.3	27.6	23.5
Hispanic	59	19.6	11.9	10.6	9.7
Education					
Less than High School	66	47.5	14.1	27.8	13.3
High School or GED	247	25.5	6.5	13.1	4.9
Some College	398	28.6	5.5	8.2	3.0
College Degree or Higher	536	13.8	3.3	4.6	2.0
Marital Status					
Married	595	19.1	4.1	5.8	2.5
Not Married	654	33.5	5.3	16.6	4.4
Household Poverty Status					
Below 100% FPL	235	32.8	8.0	15.0	6.2
At or Above 100% FPL	982	24.8	3.8	10.3	2.9
Unspecified	22	0.0	0.0	0.0	0.0
Residence					
Urban	1,075	26.2	3.6	10.1	2.6
Rural	174	26.1	9.7	18.0	9.4
DPH Region					
Upstate	324	30.4	6.9	15.6	5.9
Pee Dee	235	21.6	7.3	9.0	4.5
Midlands	371	25.8	6.2	8.7	4.2
Lowcountry	319	25.0	6.6	10.4	5.0

1 - To determine ever use, respondents were asked 'Have you ever used any of the following products: Electronic cigarettes such as "Smoking Everywhere" or "Njoy"?'.

2 - To determine current use, respondents were asked 'During the past 30 days, [...], on how many days did you use Electronic cigarettes, such as "Smoking Everywhere" or "Njoy"?' Those who used on at least 1 day are coded as current users.

Table 5. Percentage of adults who reported current dual use¹ of e-cigarettes² and conventional cigarettes³ or any tobacco product⁴ by demographics.

Socio-Demographic Characteristic	Total Respondents	Dual Use with Conventional Cigarettes		Dual Use with Any Tobacco Product	
		%	MOE	%	MOE
TOTAL	1,248	3.3	1.5	7.2	2.2
Gender					
Male	419	3.3	2.4	11.0	4.0
Female	826	3.3	1.6	3.8	2.1
Age Group					
18-24	65	4.4	6.6	7.6	8.9
25-34	189	2.1	2.3	4.3	3.6
35-44	214	5.0	4.6	12.4	6.6
45-54	222	8.4	5.4	14.4	7.3
55-65	216	1.6	1.6	5.5	5.3
65 or older	338	0.6	0.8	2.5	2.1
Race/Ethnicity					
Non-Hispanic White	806	2.8	1.6	6.9	2.6
Non-Hispanic Black	336	3.9	2.9	8.5	4.9
Non-Hispanic Asian	21	0.0	0.0	0.0	0.0
Non-Hispanic American Indian & Alaskan Native	2	73.9	53.5	73.9	53.5
Non-Hispanic Other	23	6.9	9.7	4.2	8.1
Hispanic	59	0.0	0.0	2.5	4.2
Education					
Less than High School	66	10.8	9.2	18.5	11.6
High School or GED	247	3.2	2.1	9.0	4.4
Some College	398	2.6	1.6	5.4	2.7
College Degree or Higher	536	0.7	0.7	1.9	1.2
Marital Status					
Married	595	2.1	1.5	5.0	2.6
Not Married	654	4.5	2.5	9.5	3.6
Household Poverty Status					
Below 100% FPL	235	5.1	4.0	15.4	7.0
At or Above 100% FPL	982	2.9	1.5	4.9	2.0
Unspecified	22	0.0	0.0	0.0	0.0
Residence					
Urban	1,075	2.7	1.3	6.7	2.2
Rural	174	7.4	6.3	10.2	8.1
DPH Region					
Upstate	324	4.0	3.1	5.6	3.6
Pee Dee	235	1.4	1.6	7.7	5.2
Midlands	371	2.2	1.9	7.9	4.1
Lowcountry	319	5.2	3.9	8.0	5.2

1 - Dual use is defined as a respondent’s concurrent use of both electronic cigarettes and conventional cigarettes or electronic cigarettes and any tobacco product (cigarettes, cigars, smokeless tobacco, regular pipe, water pipe, snus).

2 - To determine current use of electronic cigarettes, respondents were asked ‘During the past 30 days, [...], on how many days did you use electronic cigarettes, such as “Smoking Everywhere” or “Njoy”?’ Those who used on at least 1 day are coded as current users.

3 - To determine current use of conventional cigarettes, respondents were asked two questions ‘Have you smoked at least 100 cigarettes in your entire life?’ and ‘Do you now smoke cigarettes every day, some days, or not at all?’ Those who smoked at least 100 cigarettes in lifetime and currently smoke every day or someday are coded as current smokers.

4 - To determine current use of other tobacco products, respondents were asked the following questions: “During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip, such as Skoal, Copenhagen, Grizzly, Levi Garrett, Red Man, or Day’s Work?”, “During the past 30 days, on how many days did you smoke cigars, cigarillos, or very small cigars that look like cigarettes?”, “During the past 30 days, on how many days did you smoke tobacco in a water pipe?”, “During the past 30 days, on how many days did you smoke tobacco in a pipe other than a water pipe?”, “During the past 30 days, on how many days did you use snus?”. Those who used at least one of those tobacco products on 1 or more days are coded as current any tobacco users.

Table 6. Percentage of adults who reported ever¹ using other tobacco products (cigars, smokeless tobacco, water pipe, snus) by demographics.

Socio-Demographic Characteristic	Cigars (n=1,248)		Smokeless Tobacco (n=1,248)		Water Pipe (n=1,248)		Snus (n=1,248)	
	%	MOE	%	MOE	%	MOE	%	MOE
TOTAL	39.7	3.6	18.0	3.0	13.7	2.4	6.7	2.0
Gender								
Male	54.2	5.9	31.5	5.5	13.1	3.8	10.7	3.9
Female	26.4	3.9	6.5	2.3	14.3	3.1	3.1	1.4
Age Group								
18-24	33.0	14.9	13.7	12.2	9.1	7.0	7.3	8.4
25-34	41.2	9.0	18.2	7.4	25.6	7.4	8.9	5.6
35-44	46.9	8.4	23.5	7.8	21.0	6.4	13.0	6.5
45-54	35.3	7.8	22.8	7.6	14.1	5.8	8.0	5.0
55-64	38.1	8.3	23.8	7.7	12.4	6.9	4.3	3.6
65 or older	41.6	6.7	11.6	4.5	3.1	2.2	1.1	1.0
Race/Ethnicity								
Non-Hispanic White	44.4	4.4	23.6	4.0	11.8	2.8	8.6	2.7
Non-Hispanic Black	30.9	7.1	9.2	5.6	19.6	5.7	1.9	1.6
Non-Hispanic Asian	32.9	25.6	25.9	22.9	14.7	16.2	0.0	0.0
Non-Hispanic American Indian & Alaskan Native	73.9	53.5	0.0	0.0	0.0	0.0	73.9	53.5
Non-Hispanic Other	22.5	22.9	12.8	15.1	16.9	21.6	3.0	5.8
Hispanic	27.4	12.9	3.1	4.6	10.6	8.6	3.3	6.4
Education								
Less than High School	41.2	14.5	21.8	12.7	13.1	10.1	15.1	10.4
High School or GED	31.5	7.1	18.2	6.1	9.8	4.1	4.7	2.9
Some College	44.4	5.8	16.9	4.8	15.4	4.3	7.4	3.6
College Degree or Higher	42.7	4.8	19.0	4.1	16.4	3.5	4.2	2.0
Marital Status								
Married	41.4	4.9	19.9	4.1	9.8	2.7	6.5	2.8
Not Married	38.1	5.3	17.0	4.5	17.7	4.0	7.0	2.9
Household Poverty Status								
Below 100% FPL	37.7	8.1	16.9	6.9	16.5	6.4	8.8	5.5
At or Above 100% FPL	40.6	4.1	19.2	3.5	13.2	2.5	6.3	2.1
Unspecified	29.2	23.8	11.7	13.2	0.0	0.0	0.0	0.0
Residence								
Urban	38.9	3.8	19.0	3.4	14.2	2.7	6.7	2.1
Rural	44.8	10.1	14.9	6.3	10.8	5.1	6.7	6.5
DPH Region								
Upstate	40.3	7.1	21.3	6.0	10.7	4.2	8.1	4.3
Pee Dee	39.7	8.7	18.7	8.2	14.0	6.3	5.0	3.7
Midlands	40.9	6.4	18.3	5.4	16.2	4.8	7.8	3.8
Lowcountry	37.6	7.0	15.0	5.2	14.3	4.3	5.2	4.0

1 - To determine the ever use of tobacco, respondents were asked “Have you ever tried smoking cigars, cigarillos, or very small cigars that look like cigarettes in your entire life, even one or two puffs?”, “Have you ever tried chewing tobacco, snuff, or dip, such as Skoal, Copenhagen, Grizzly, Levi Garrett, Red Man, or Day’s Work, even just one time in your entire life?”, “Have you ever tried smoking tobacco in a water pipe in your entire life, even one or two puffs?”, “Have you ever tried snus, even just one time in your entire life?”.

Table 7. Percentage of adults who report current use of menthol cigarettes¹ and other tobacco products (cigars, smokeless tobacco, water pipe, snus)² by demographics.

Socio-Demographic Characteristic	Menthol Cigarettes (n=1,249)		Cigars (n=1,249)		Smokeless Tobacco (n=1,249)		Water Pipe (n=1,249)		Regular Pipe (n=1,249)		Snus (n=1,249)	
	%	MOE	%	MOE	%	MOE	%	MOE	%	MOE	%	MOE
TOTAL	7.5	2.0	9.4	2.6	2.0	1.1	1.9	1.1	12.6	2.5	6.7	2.0
Gender												
Male	8.2	3.3	15.1	4.7	3.9	2.3	1.5	1.4	21.6	4.6	10.7	3.9
Female	6.9	2.3	4.2	2.1	0.3	0.4	2.3	1.7	4.3	2.1	3.1	1.4
Age Group												
18-24	4.4	6.6	14.8	12.8	0.0	0.0	3.1	4.4	4.1	3.5	7.3	8.4
25-34	9.1	5.3	12.1	6.1	0.9	1.8	4.5	4.1	7.3	4.5	8.9	5.6
35-44	13.1	6.0	12.3	6.4	2.3	3.0	3.7	4.1	7.2	4.8	13.0	6.5
45-54	10.4	4.8	6.9	4.0	4.5	4.4	0.9	1.0	12.4	6.6	8.0	5.0
55-64	7.1	5.3	7.8	5.7	4.9	4.2	0.0	0.0	15.7	6.6	4.3	3.6
65 or older	3.1	2.1	5.8	3.9	0.1	0.2	0.4	0.8	21.3	5.9	1.1	1.0
Race/Ethnicity												
Non-Hispanic White	4.6	2.0	6.0	2.4	2.6	1.6	0.3	0.3	15.9	3.4	8.6	2.7
Non-Hispanic Black	13.5	4.8	17.5	6.8	1.4	1.9	6.9	4.3	7.3	3.5	1.9	1.6
Non-Hispanic Asian	0.0	0.0	5.1	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-Hispanic American Indian & Alaskan Native	100.0	0.0	73.9	53.5	0.0	0.0	0.0	0.0	0.0	0.0	73.9	53.5
Non-Hispanic Other	23.1	19.4	12.1	21.4	0.0	0.0	0.0	0.0	4.2	8.1	3.0	5.8
Hispanic	4.7	5.2	8.5	9.1	0.0	0.0	0.0	0.0	5.5	6.9	3.3	6.4
Education												
Less than High School	15.1	10.0	19.4	12.8	0.0	0.0	2.5	4.8	12.9	10.0	15.1	10.4
High School or GED	9.4	4.0	10.1	4.6	3.9	3.1	3.5	2.6	11.0	4.7	4.7	2.9
Some College	7.5	2.8	8.9	3.8	1.9	1.9	1.2	1.5	13.3	4.1	7.4	3.6
College Degree or Higher	1.8	1.0	4.3	2.1	0.9	0.9	0.7	0.8	13.6	3.4	4.2	2.0
Marital Status												
Married	4.1	2.0	7.4	3.0	0.8	0.7	0.5	0.6	14.4	3.7	6.5	2.8
Not Married	11.0	3.4	11.4	4.1	3.3	2.1	3.4	2.2	10.8	3.2	7.0	2.9
Household Poverty Status												
Below 100% FPL	16.5	6.2	15.4	6.6	2.7	3.1	4.9	3.8	12.0	5.6	8.8	5.5
At or Above 100% FPL	4.8	1.8	7.9	2.8	1.9	1.2	1.1	0.9	12.8	2.7	6.3	2.1

Socio-Demographic Characteristic	Menthol Cigarettes (n=1,249)		Cigars (n=1,249)		Smokeless Tobacco (n=1,249)		Water Pipe (n=1,249)		Regular Pipe (n=1,249)		Snus (n=1,249)	
	%	MOE	%	MOE	%	MOE	%	MOE	%	MOE	%	MOE
Unspecified	5.1	9.9	0.0	0.0	0.0	0.0	0.0	0.0	17.2	21.6	0.0	0.0
Residence												
Urban	6.7	2.0	8.2	2.6	2.0	1.2	1.8	1.2	12.9	2.7	6.7	2.1
Rural	12.9	7.2	16.9	9.1	1.8	2.4	2.7	3.1	11.0	5.7	6.7	6.5
DPH Region												
Upstate	6.3	3.2	8.9	4.3	2.7	2.3	1.2	1.4	15.5	5.3	8.1	4.3
Pee Dee	9.6	5.1	9.8	7.5	1.1	1.7	3.7	4.3	14.5	5.7	5.0	3.7
Midlands	6.9	3.5	9.1	3.9	1.7	2.1	1.9	1.9	10.5	3.7	7.8	3.8
Lowcountry	8.2	4.5	10.1	5.7	2.2	2.5	1.6	1.7	10.2	4.8	5.2	4.0

1 - Use of Menthol cigarettes was determined among current smokers and respondents were asked the question “During the past 30 days, were the cigarettes that you usually smoked menthol?”. Those who responded “Yes” are coded as current users.

2 - To determine current use of other tobacco products, respondents were asked the following questions: “During the past 30 days, on how many days did you smoke cigars, cigarillos, or very small cigars that look like cigarettes?”, “During the past 30 days, on how many days did you use chewing tobacco, snuff, or dip, such as Skoal, Copenhagen, Grizzly, Levi Garrett, Red Man, or Day’s Work?”, “During the past 30 days, on how many days did you smoke tobacco in a water pipe?”, “During the past 30 days, on how many days did you smoke tobacco in a pipe other than a water pipe?”, “During the past 30 days, on how many days did you use snus?”. Those who used those tobacco products on 1 or more days are coded as current users.

Table 8. Percentage of adults exposed to Secondhand Smoke (SHS) at various locations.

Exposure to SHS	All		Current Smokers		Non-smokers	
	%	MOE	%	MOE	%	MOE
At Home	8.8	2.3	32.8	10.1	4.5	1.6
In Vehicles	12.1	2.7	43.8	10.3	6.4	2.2
In indoor or outdoor workplaces	6.4	2.1	10.2	6.5	5.7	2.2
In indoor or outdoor public places	27.7	3.2	38.9	10.0	25.6	3.3

1 - Exposure to SHS is determined for the past 30 days.

Table 9. Percentage of adult current smokers¹ and adults exposed to Secondhand Smoke (SHS)² at various locations among those with chronic conditions.³

Chronic Condition	Current Smokers		SHS exposure in...							
			Homes		Vehicles		Workplaces		Public places	
	%	MOE	%	MOE	%	MOE	%	MOE	%	MOE
Heart Disease	5.1	3.4	2.7	2.9	4.6	3.6	2.0	3.2	6.4	3.1
Cancer	4.1	3.4	5.1	5.2	5.4	4.4	6.9	9.2	5.4	2.8
Diabetes	10.8	5.3	14.0	8.0	10.4	5.7	1.4	2.1	11.7	3.8
Respiratory Disease	21.0	8.9	24.2	13.1	15.8	9.8	9.4	11.2	8.8	4.4
Asthma	24.3	9.4	25.2	12.5	26.4	12.1	38.9	17.9	22.5	6.3
High Cholesterol	21.6	7.3	23.7	10.4	22.6	8.5	18.2	9.5	30.3	5.9
Hypertension	40.0	10.0	40.0	13.5	34.3	11.2	18.6	11.8	32.7	6.0

1 - To determine current smoking, respondents were asked two questions 'Have you smoked at least 100 cigarettes in your entire life?' and 'Do you now smoke cigarettes every day, some days, or not at all?' Those who smoked at least 100 cigarettes in lifetime and currently smoke every day or someday are coded as current smokers.

2 - Reported exposure to SHS is determined for the past 30 days.

3 - To determine chronic conditions/diseases, respondents were asked the following questions: "Have you ever been told by a doctor or other health professional that you have heart disease?"; "Have you ever been told by a doctor or other health professional that you have cancer, other than skin cancer?"; "Have you ever been told by a doctor or other health professional that you have diabetes, or sugar diabetes [note: gestational diabetes is excluded from this estimate]?"; "Have you ever been told by a doctor or other health professional that you have a chronic lung disease, such as emphysema, chronic bronchitis, or chronic obstructive pulmonary disease, also known as c-o-p-d?"; "Have you ever been told by a doctor or other health professional that you have asthma?"; "Have you ever been told by a doctor or other health professional that you have high cholesterol?"; "Have you ever been told by a doctor or other health professional that you have high blood pressure, or hypertension?";

Table 10. Percentage of adults who reported being screened¹ for tobacco use by a health care provider during their visit in the past 12 months, overall and by chronic condition² status.

Characteristic	Screened for Tobacco Use	
	%	MOE
Total (All Respondents)	79.8	3.0
Chronic Condition		
Heart Disease	77.1	9.5
Cancer	71.4	12.6
Diabetes	83.3	6.4
Respiratory Disease	90.8	7.2
Asthma	80.6	7.4
Cholesterol	81.0	4.6
Hypertension	79.2	4.7

1 - To determine screening, all respondents were asked the question: "In the past 12 months, have you seen a doctor, dentist, nurse, or other health professional?" Those who responded "Yes" and were current somedays or everyday smokers were then asked the following question: "In the past 12 months, did any doctor, dentist, nurse, or other health professional advise you to quit smoking cigarettes or using any other tobacco products?". Those who responded "Yes" but were not current somedays or everyday smokers were asked the following question: "In the past 12 months, did any doctor, dentist, nurse, or other health professional ask if you smoke cigarettes or use any other tobacco products?".

2 - To determine chronic conditions/diseases, respondents were asked the following questions: "Have you ever been told by a doctor or other health professional that you have heart disease?"; "Have you ever been told by a doctor or other health professional that you have cancer, other than skin cancer?"; "Have you ever been told by a doctor or other health professional that you have diabetes, or sugar diabetes [note: gestational diabetes is excluded from this estimate]?"; "Have you ever been told by a doctor or other health professional that you have a chronic lung disease, such as emphysema, chronic bronchitis, or chronic obstructive pulmonary disease, also known as c-o-p-d?"; "Have you ever been told by a doctor or other health professional that you have asthma?"; "Have you ever been told by a doctor or other health professional that you have high cholesterol?"; "Have you ever been told by a doctor or other health professional that you have high blood pressure, or hypertension?".

Table 11. Percentage of adults who reported receiving smoking cessation help from their health care provider during their visit in the past 12 months.

Health Care Professional advice and interventions to help quit	%	MOE
Advised to quit smoking	100.0	0.0
Advised to set a quit date	63.7	23.5
Provided booklets, videos, or websites	55.1	13.5
Advised to use telephone Quitline or cessation counseling	38.5	15.6
Prescribed NRT	70.1	15.2

Table 12. Percentage of adults who reported their quit intentions, awareness of cessation services and use of cessation services during their quit attempt.

Characteristic	%	MOE
Intentions to quitting	82.9	9.2
Awareness of cessation services (Quitline or other counseling services) among current smokers	45.6	7.6
Use of cessation resources (Quitline, cessation program, medication, or counseling) during quit attempt	38.2	12.2

Table 13. Percentage of adults who reported having seen one or more ads about not smoking, by demographics.

Socio-Demographic Characteristic	TV Ads		Radio Ads		Print Media Ads		Any Media Ads	
	%	MOE	%	%	%	MOE	%	MOE
TOTAL	49.8	3.6	29.9	3.4	28.3	3.3	56.3	3.6
Gender								
Male	51.2	6.0	29.3	5.3	28.3	5.3	56.6	6.0
Female	48.7	4.3	30.6	4.2	28.4	4.0	56.3	4.2
Age Group								
18-24	51.7	15.1	32.3	14.0	36.6	14.1	58.5	15.2
25-34	64.3	8.3	44.1	8.9	33.1	8.5	69.9	8.1
35-44	53.8	8.2	36.3	8.2	31.6	7.9	61.6	7.9
45-54	49.6	8.3	29.3	7.8	27.8	8.0	55.2	8.2
55-64	41.7	8.1	25.4	6.9	20.7	6.2	47.4	8.2
65 or older	43.0	6.7	18.1	5.3	23.9	5.7	49.4	6.8
Race/Ethnicity								
Non-Hispanic White	45.0	4.4	25.4	4.0	22.6	3.8	50.0	4.4
Non-Hispanic Black	61.7	7.1	42.7	7.2	38.4	7.1	70.1	6.7
Non-Hispanic Asian	70.2	23.9	24.8	20.4	55.8	28.2	76.1	22.7
Non-Hispanic American Indian & Alaskan Native	73.9	53.5	73.9	53.5	73.9	53.5	73.9	53.5
Non-Hispanic Other	52.6	24.5	33.5	22.3	29.1	19.1	61.1	24.9
Hispanic	46.1	15.8	23.9	12.4	35.8	14.5	60.4	15.4
Education								
Less than High School	59.2	14.0	38.6	13.5	35.2	13.2	65.4	13.8
High School or GED	44.6	7.5	34.9	7.2	28.2	6.7	52.6	7.5
Some College	51.6	5.8	27.1	5.2	28.7	5.4	57.8	5.7
College Degree or Higher	49.1	4.8	23.5	4.1	24.6	4.2	54.5	4.8
Marital Status								
Married	47.4	4.9	25.0	4.3	25.3	4.4	53.0	4.9
Not Married	52.3	5.3	34.9	5.1	31.4	4.9	59.7	5.3
Household Poverty Status								
Below 100% FPL	52.8	8.1	43.3	8.2	37.9	8.1	62.8	7.6
At or Above 100% FPL	49.0	4.1	25.9	3.5	25.3	3.5	54.5	4.1
Unspecified	34.6	24.0	17.9	17.1	15.1	15.0	41.5	24.3
Residence								
Urban	50.2	3.9	29.5	3.6	28.2	3.5	56.5	3.8
Rural	47.3	9.8	32.5	9.7	28.6	9.0	55.4	9.8
DPH Region								
Upstate	49.4	7.1	27.6	6.2	27.4	6.3	56.4	7.1
Pee Dee	54.0	8.4	34.7	7.9	26.9	7.2	58.9	8.4
Midlands	48.0	6.5	29.3	6.1	29.6	6.0	54.7	6.5
Lowcountry	49.2	7.1	29.8	7.1	28.9	6.9	56.2	6.9

Table 14. Percentage of adults who mentioned that smoking is never allowed at various locations, overall and by current smoking status.

Smoking is never allowed in	All		Current Smokers		Non-smokers	
	%	MOE	%	MOE	%	MOE
At Home	84.8	2.9	47.4	10.2	91.6	2.3
In Vehicles	100.0	0.0	100.0	0.0	100.0	0.0
In indoor workplaces	95.7	2.3	85.7	9.9	97.0	2.2
In outdoor workplaces	33.6	4.5	14.2	8.2	37.1	4.9

Table 15. Percentage of adults who thought smoking should never be allowed at various locations, overall and by current smoking status.

Smoking should never be allowed in	All		Current Smokers		Non-smokers	
	%	MOE	%	MOE	%	MOE
At Home	85.5	2.7	55.7	10.4	90.9	2.3
Indoor Workplaces	90.3	2.3	73.4	9.3	93.3	2.1
Indoors in Restaurants	91.1	2.1	73.6	9.0	94.2	1.7
Indoors in Bars, Casinos or Clubs	65.7	3.5	33.0	9.6	71.6	3.6
At Parks	54.8	3.6	27.1	9.0	59.8	3.7

Table 16. Percentage of adults who support a cigarette tax increase.

Characteristic	Support Cigarette Tax Increase	
	%	MOE
TOTAL (All Respondents)	66.4	3.6
Smoking Status		
Current Smokers	32.1	9.5
Non-Smokers	72.6	3.6
DHEC/DPH Regions		
Upstate	65.0	7.0
Midlands	60.3	8.7
Pee Dee	66.0	6.3
Lowcountry	73.1	6.6
Residence		
Urban	66.3	3.8
Rural	66.9	9.9