

Hispanic Youth in California

Tobacco Use



Hispanics in the United States

- In 2010, 16.3% of the U.S. population identified as Hispanic or Latino. For the same year, in California, 37.6% identified as such.¹
- Together, they form the largest, youngest and fastest-growing minority group.²



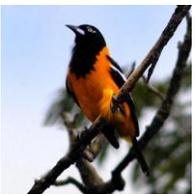
Tobacco Use among Hispanic Youth

- Heavy smoking among Latino students doubled from 3.1 percent in 1991 to 6.4 percent in 2009.³
- 80% of the people who smoke start before the age of 18.⁴
- 99% of smokers begin smoking before the age of 26.⁵
- Latino males and females smoke for a greater number of years but use a lower number of cigarettes overall compared to their non-Latino peers.⁶
- In California, the smoking prevalence rate is highest in white high school students at 17.6%, followed by Hispanic students at 13.9%.⁷
- 81 percent of Hispanic youth smokers (ages 12-17) prefer Marlboro, Newport, and Camel – three heavily advertised brands.⁸



Tobacco Marketing in Hispanic Communities

- More than half of all youth smokers usually buy the cigarettes they smoke, either directly from retailers or vending machines, from other kids, or by giving money to others to buy for them.⁹
- The tobacco industry spends \$10.5 billion a year to market cigarettes and other tobacco products.¹⁰
- Tobacco companies have introduced little cigars or “cigarillos”, with sweet flavors such as grape and strawberry, colorful packaging and cheap prices, all appealing to kids.¹¹
- Tobacco industry expenditures increased by 52 percent between 1998 and 2008 despite restrictions imposed by the 1998 Master Settlement Agreement.¹²



1. U.S. Census Bureau. The Hispanic Population 2010. (2011). 2010 Census Briefs. 2. ACS. Cancer Facts and Figures for Hispanics/Latinos 2009-2011. 3. Jones S.E., et al. Cigarettes Smoked per Day among High School Students in the U.S., 1991–2009. American Journal of Preventive Medicine Vol. 41, Issue 3. 4,5. U.S. Dept of Health and Human Services. (2012). Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. 6. Eaton, D.K. et al. (2008). Youth risk behavior surveillance—U.S., 2007. CDC. 7. CTCP. (2010). Youth Smoking. CDPH. 8. American Legacy Foundation. (2007). Cigarette Preferences among Youth—Results from the 2006 Legacy Media Tracking Online (LMTO). First Look Report 17. Washington, D.C. 9. Campaign for Tobacco-Free Kids. (2012). Where do Youth Smokers Get their Cigarettes. Washington, D.C. 10. U.S. FTC. (2011). Cigarette Report for 2007 & 2008. 11. Campaign for Tobacco-Free Kids. (2012). Warning to Parents: How Big Tobacco Targets Kids Today. Washington, D.C. 12. Campaign for Tobacco Free Kids. (2012). Tobacco Company Marketing for Kids. Washington, D.C.