The tobacco industry has long targeted segments of the population based on race, income, and mental health status, among other characteristics.\textsuperscript{1,2} They have designed advertisements specifically to appeal to certain populations, targeted marketing campaigns to specific neighborhoods, and designed packaging to appeal to youth and minority groups.\textsuperscript{3} Although overall adult tobacco use in Kansas has declined in recent years, disparities remain in cigarette smoking among certain population subgroups.\textsuperscript{4}

**Income**

Nearly one third (30.0\%) of adults in Kansas earning less than $25,000 smoke cigarettes. One in five (18.5\%) adults earning $25,000 to less than $50,000 smoke cigarettes. This is significantly higher than adults earning $50,000 or more (only 11.3\%).

**Education**

Adults in Kansas with less than a high school education (38.1\%), high school diploma/GED (22.0\%) and some college (16.9\%) have significantly higher smoking prevalence than college graduates (6.3\%).

**Age**

Adults in Kansas aged 18-24 years (14.1\%), 25-44 years (22.2\%), and 45-64 years (19.5\%) have significantly higher smoking prevalence than adults aged 65 years and older (8.2\%).
Gender
Men and women smoke at approximately the same rates.

18.3%  
16.3%

Mental Health
In Kansas, one third (33.0%) of adults with poor mental health (defined as reporting 14 or more days of mental health not good) smoke. That’s more than double the prevalence as adults without poor mental health (15.0%).

Disability
One in four (26.8%) adults living with a disability smoke in Kansas. That is significantly higher than adults living without a disability who smoke (13.9%).

Race
Non-Hispanic multi-racial adults have significantly higher smoking prevalence than all other racial and ethnic groups.

Insurance
Kansas adults with Medicaid (43.6%), Tricare (19.4%), and uninsured adults (37.4%) have significantly higher smoking prevalence than adults with private insurance plans (12.8%).

Sources:
1 Centers for Disease Control and Prevention. Tobacco Use by Geographic Region. https://www.cdc.gov/tobacco/disparities/geographic/index.htm

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