The tobacco industry has long targeted segments of the population based on race, income, and mental health status, among other characteristics. 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. Although overall adult tobacco use in Kansas has declined in recent years, disparities remain in cigarette smoking among certain population subgroups.

**Income**

Nearly one third (29.9%) of adults in Kansas earning less than $25,000 smoke cigarettes. One in five (20.6%) adults earning $25,000 to less than $50,000 smoke cigarettes. This is significantly higher than adults earning $50,000 or more (only 10.9%).

**Education**

Adults in Kansas with less than a high school education (34.4%), high school diploma/GED (22.1%) and some college (16.5%) have significantly higher smoking prevalence than college graduates (6.1%).

**Age**

Adults in Kansas aged 25-44 years (20.1%) and 45-64 years (20.7%) have significantly higher smoking prevalence than adults aged 18-24 years (10.5%) and 65 years and older (9.4%).
**Mental Health**

In Kansas, nearly one third (30.2%) 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 (14.3%).

**Disability**

One in four (25%) adults living with a disability smoke in Kansas. That is significantly higher than adults living without a disability who smoke (13.6%).

**Race**

American Indians/Alaska Natives have the highest rate of cigarette smoking compared to all other racial and ethnic groups.

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>15.2%</td>
</tr>
<tr>
<td>Non-Hispanic Multirace or Other Race</td>
<td>17.8%</td>
</tr>
<tr>
<td>Non-Hispanic Black or African American</td>
<td>24.3%</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>16.5%</td>
</tr>
<tr>
<td>Non-Hispanic American Indian/Alaska Native</td>
<td>41.2%</td>
</tr>
</tbody>
</table>

**Insurance**

Kansas adults with Medicaid (35.3%), Tricare (19.4%), and uninsured adults (36.7%) have significantly higher smoking prevalence than adults with private insurance plans (12.3%).

**Gender**

Men and women smoke at approximately the same rates.

**18.2%**

**15.1%**

Sources:

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