

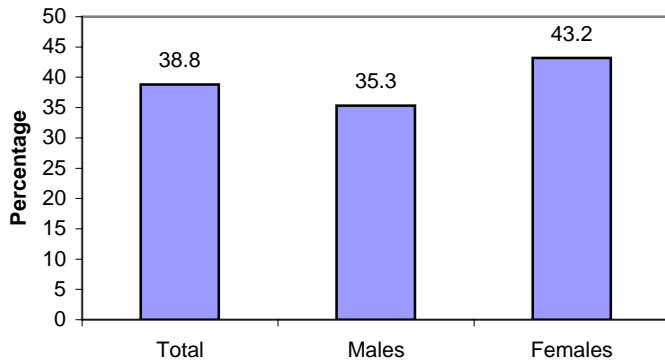
SURVEILLANCE UPDATE

North Carolina Tobacco Prevention and Control Branch / July 2007

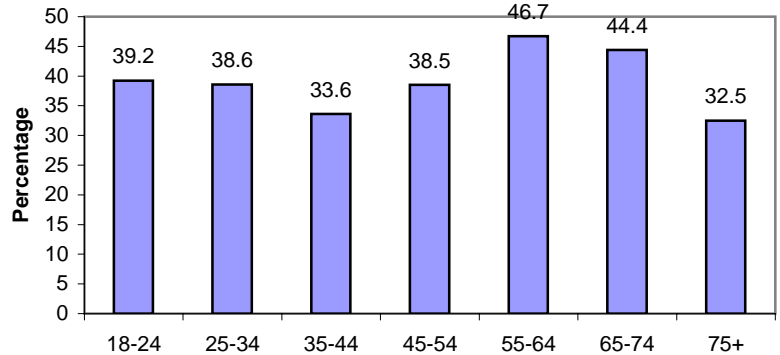


Awareness of N.C. Quit Now Resources: 2006 N.C. Behavioral Risk Factor Surveillance System

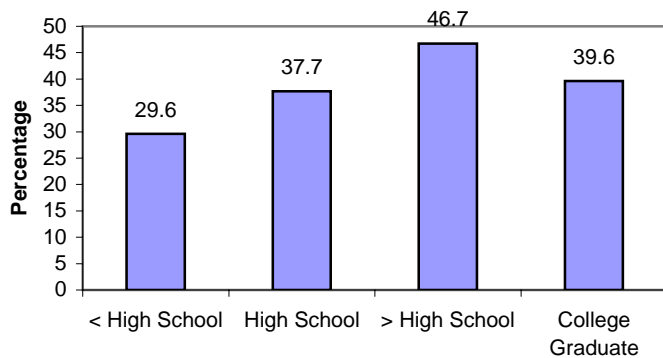
Percentage of N.C. currently smoking adults reporting awareness of N.C. Quit Now resources, by gender: N.C. BRFSS 2006



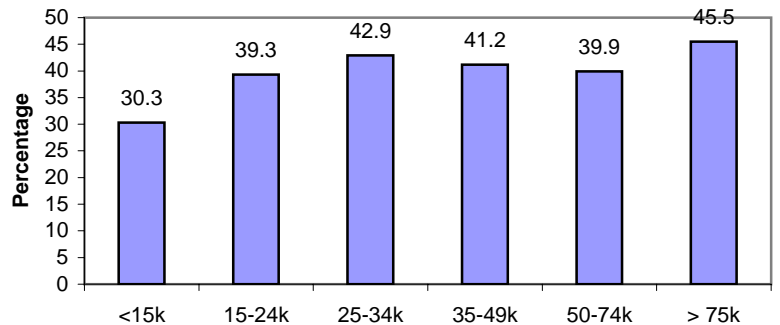
Percentage of N.C. currently smoking adults reporting awareness of N.C. Quit Now resources, by age group: N.C. BRFSS, 2006



Percentage of N.C. currently smoking adults reporting awareness of N.C. Quit Now resources, by educational attainment: N.C. BRFSS, 2006



Percentage of N.C. currently smoking adults reporting awareness of N.C. Quit Now resources, by income: N.C. BRFSS, 2006



Weighted to provide estimates representative of the adult non-institutionalized population; Awareness of N.C. Quit Now cessation phone lines or websites asked of respondents who now smoke every day or some days. Specific data on 95% confidence intervals is at the N.C. BRFSS website.

The N.C. Behavioral Risk Factor Surveillance System (N.C. BRFSS) provides a critical source of public health data for understanding the scope of the tobacco problem and measuring progress toward overall goals. N.C. BRFSS is a comprehensive telephone survey of adults ages 18 and older. The sample size for the 2006 N.C. BRFSS was nearly 16,000 people. Every year a core set of tobacco-related questions are asked. In addition, tobacco modules on topics such as other tobacco products and counseling can be added. In 2006, 18 tobacco-related questions were asked on topics ranging from current smoking status to support for increasing the cigarette tax. The sampling scheme has been designed to produce estimates for local levels (22 counties and 13 regions) and for special populations such as Native Americans and Spanish-speaking and English-speaking Hispanics. See the N.C. BRFSS website for more information, specific details on item responses and data limitations: www.schs.state.nc.us/SCHS/BRFSS/.