

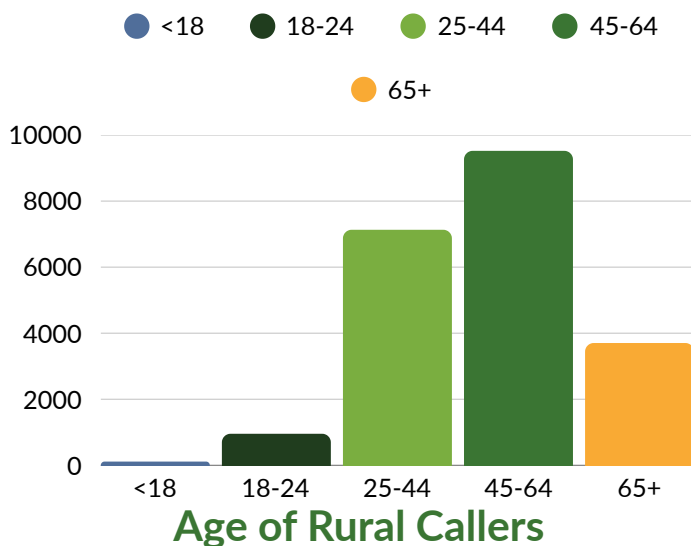
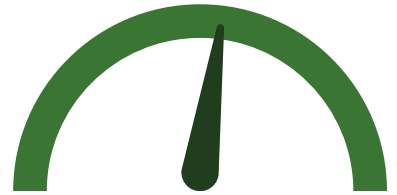
California Rural Quitline Use:

Facts, Data and Demographics*

*2019-2024 Kick It California Quitline data from over 22,000 calls.

Rural tobacco users accessed the quitline

52% more than urban or suburban counties.



60% of rural callers had a mental health condition

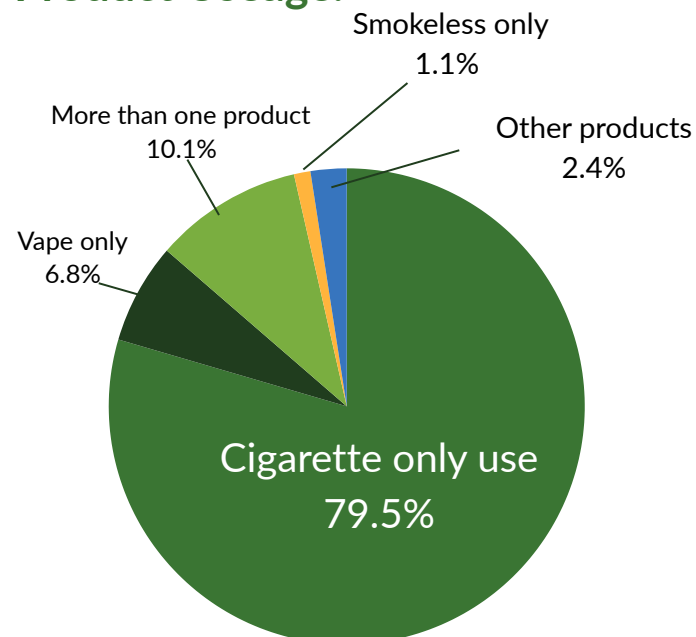


51% of rural callers report having a chronic health condition



75% of rural callers are Medi-Cal recipients and **7%** have no health insurance

Per Product Usage:



114%

Increase in calls for **smokeless tobacco** product use from 2019 to 2024



1 in 10 callers report using more than one nicotine product