

Using Demographics to Predict Smoking Behavior: Large Sample Evidence from an Emerging Market

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ABSTRACT. Smoking and nicotine addiction are among the major preventable causes of disease and mortality. Being able to target promotional campaigns effectively relies on a good understanding of the demographics of smokers and potential smokers. This study reports on the results of a large sample survey of the demographics of smokers and non-smokers in South African townships. Using logistical regression, it finds that smokers tend to be significantly, older males who are less educated, and somewhat surprisingly, with no religious affiliation. Implications for public health policy are identified, and avenues for future research recognized.

KEYWORDS. Addiction, demographics, emerging markets, religious affiliation, smoking, South Africa

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Health Marketing Quarterly, Vol. 25(3) 2008
Available online at <http://www.haworthpress.com>
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doi: 10.1080/07359680802081936

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