



www.saintmarysreno.com

DISTRICT HEALTH



DEPARTMENT

Saint Mary's Health Network

and

**Washoe County District
Health Department**

Beliefs and Practices Regarding
Smoking and Tobacco Control Among
Area Residents — 2003



Conducted by

InfoSearch International

475 Hill Street, Suite 2

Reno, Nevada 89501

(775) 323-7677



Table of Contents

Executive Summary	Page 1
Detailed Findings	Page 3
Families and Youth	Page 4
Recreations Sports and Leisure	Page 13
Mass Media	Page 23
Smoking Attitudes and Demographics	Page 29

Executive Summary

Methodology and Objectives:

The purpose of this study was to assess the attitudes toward tobacco control in different social settings, specifically family, recreation and leisure, and mass media, among Washoe County residents. The survey instrument was excerpted, with permission, from a larger national study, *Smoking in America: 35 Years after the Surgeon General's Report*, conducted by Social Science Research Center, Mississippi State University. To facilitate comparison of these results to those of the national study, the same heuristics and data presentation style have been adopted.

InfoSearch International conducted 400 telephone interviews of adult Washoe County residents. Respondents were asked to record their level of agreement with a variety of statements surrounding beliefs or practices with respect to tobacco in varied social settings. Additionally, respondents were asked to report their personal smoking behavior and basic demographic information. The survey took approximately 9 minutes to administer.

This study was conducted previously, in March of 2001, among Washoe County residents. Changes from the findings of the previous study are noted in the Executive Summary when warranted.

Summary of Findings:

Again, modeling after the study done by Mississippi State University, the following classification scheme was adopted to categorize the normative beliefs and practices regarding tobacco control and the daily lives of Washoe County residents:

- Universal: Held by an overwhelming majority of society members: 85-100%
- Predominant: Held by a predominance of society members: 65-84%
- Contested: Held by half of society members: 35-64%
- Marginal: Held by 0-34% of society members

Families & Youth:

With respect to tobacco control the following practices were identified as universal, with most area residents indicating their agreement:

- 99% agree smoking should not be allowed in daycare centers
- 97% agree it is important for parents who smoke to keep cigarettes out of reach of their children
- 94% agree inhaling smoke from a parent's cigarette harms the health of children
- 87% agree parents should not allow children under the age of 18 to smoke
- 86% report smoking within the household is never allowed in the presence of children

Recreation, Sports and Leisure

Consistent with the national study, the beliefs surrounding the use or control of tobacco in leisure settings are less engrained than those surrounding children. However, there seems to be a weakening of tolerance for smoking in social settings, with almost every measure regarding the prohibiting of smoking in public places showing an increase over the levels found in the prior study.

Residents universally felt that convenience stores should be smoke free (87%).

Additionally, these beliefs or practices were ascribed to by a predominance of area residents:

- 85% agree fast food restaurants should be smoke free
- 82% agree indoor sporting events should be smoke free
- 77% request a non-smoking room when traveling
- 76% request a non-smoking table when dining out
- 74% agree shopping malls should be smoke free
- 68% agree indoor sporting events in the community are smoke free
- 67% agree shopping malls in the community are smoke free

Mass Media:

With respect to mass media and communication, Washoe County residents universally indicated their lack of trust of tobacco companies:

- 91% do not believe tobacco companies' claim that they don't manipulate level of nicotine
- 85% do not believe tobacco companies' claim that ads do not encourage kids to smoke

Additionally, the following beliefs are predominantly held among area residents:

- 84% do not believe tobacco companies' claim that ads only target adult smokers
- 67% believe tobacco ads should not be allowed through direct mailers
- 66% believe tobacco ads should not be allowed on Internet sites

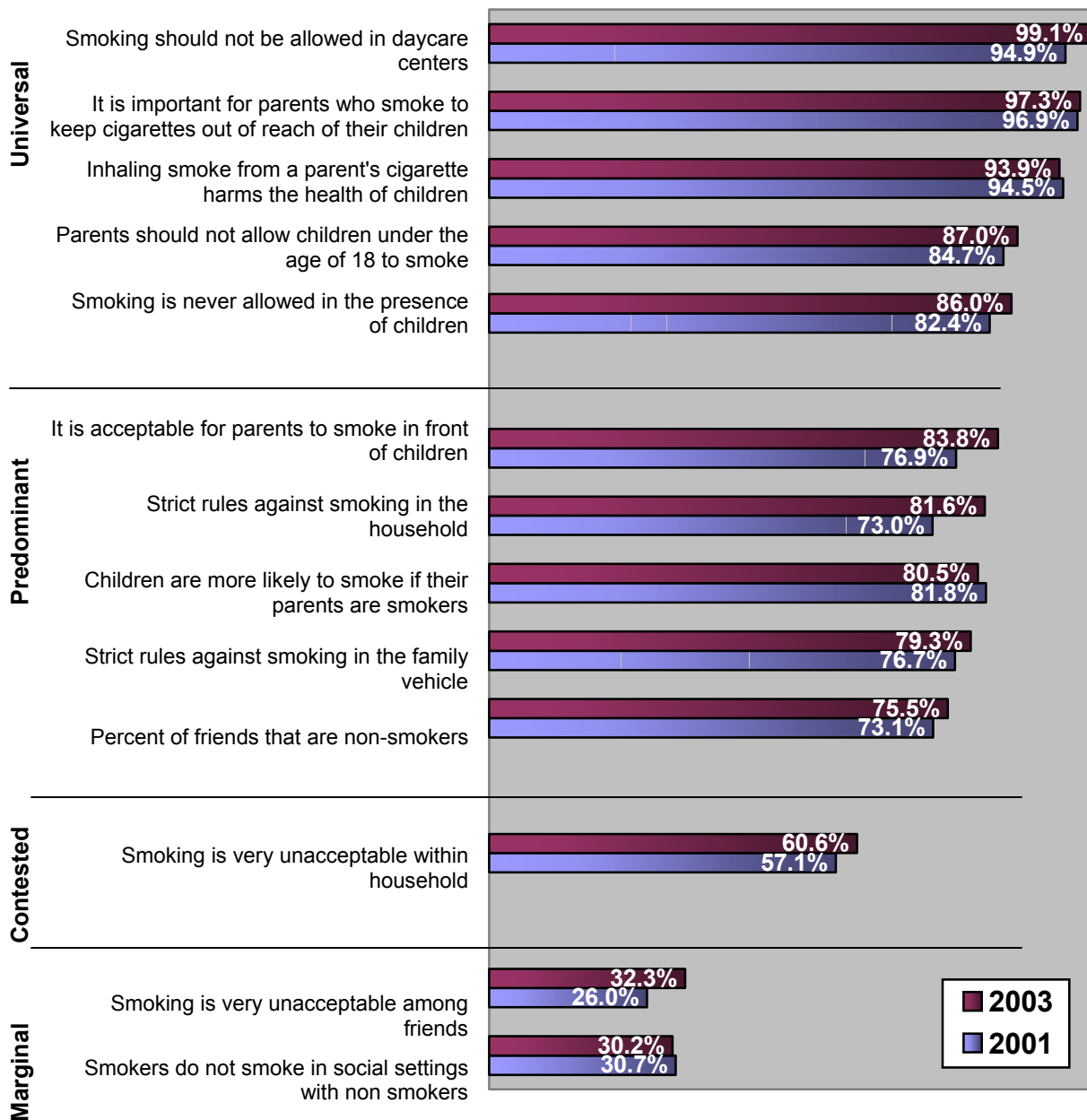
These findings were consistent with those reported in the previous study.

Detailed Findings

A random sample of residents of Washoe County were asked a series of questions to assess the behavior and attitude residents hold with regard to tobacco. The questions focused on three areas, specifically, Families and Youth; Recreation, Sports and Leisure; and Mass Media in addition to basic demographic and tobacco use information. This section reports detailed data tables for each question, which depict the manner in which the questions were posed to the respondents as well as a comprehensive breakdown of the responses.

An overview of the results precedes each sub-section and includes results from the previous study.

Families and Youth



With respect to children, residents universally held that children should not be exposed to smoke at daycare centers, adults should keep cigarettes out of children's reach, inhaling smoke is harmful to children and children should not be allowed to smoke. A household rule that smoking is never allowed in the presence of children was also universally subscribed to by respondents, an increase from the prior study.

While still predominant, limiting smoking in front of children and in other social and family settings were adhered to by a lesser extent of the population. Additionally, limiting smoking in social settings was only marginally accepted.

Which of the following best describes your household's rules about smoking...

Sample Characteristics		Percent Responding:		
		Smoking is allowed in all parts of the home	Smoking is allowed in some parts of the home	Smoking is not allowed in any part of the home
Total		9.3%	9.1%	81.6%
	Nonsmoker	2.3%	4.5%	93.2%
	Smoker	34.9%	25.6%	39.5%
Gender	Male	10.4%	7.8%	81.8%
	Female	8.7%	9.9%	81.4%
Age	18-24	15.8%		84.2%
	25-44	3.6%	15.3%	81.0%
	45-64	13.8%	4.4%	81.8%
	65+	9.1%	10.4%	80.5%
Education	Not a HS grad	20.5%	12.8%	66.7%
	HS grad	8.0%	12.5%	79.5%
	Some College	10.2%	11.8%	78.0%
	College Grad	6.7%	3.7%	89.6%
Ethnicity	White	10.7%	9.7%	79.6%
	Minority	4.5%	7.6%	87.9%

Over four-fifths of respondents reported that smoking is not allowed in their homes. As expected, smokers were far more likely (61%) to allow smoking in their homes. Younger respondents were less likely (16%) to allow smoking in the home, as were minorities (12%).

In your home, is smoking in the presence of children always allowed, sometimes allowed or never allowed?

Sample Characteristics		Percent Responding:		
		Always allowed	Sometimes allowed	Never allowed
Total		4.7%	9.2%	86.0%
	Nonsmoker	1.3%	4.3%	94.3%
	Smoker	18.2%	28.6%	53.2%
Gender	Male	6.8%	8.8%	84.5%
	Female	3.5%	9.5%	87.0%
Age	18-24	5.6%	5.6%	88.9%
	25-44	6.8%	11.4%	81.8%
	45-64	3.3%	7.9%	88.8%
	65+	4.1%	9.6%	86.3%
Education	Not a HS grad	8.1%	18.9%	73.0%
	HS grad	8.4%	6.0%	85.5%
	Some College	5.7%	10.7%	83.6%
	College Grad	.8%	7.7%	91.5%
Ethnicity	White	5.2%	10.8%	83.9%
	Minority	3.2%	3.2%	93.7%

Most respondents (86%) reported smoking is never allowed in the presence of children in their homes. Nearly all non-smokers (94%) so indicated, compared to just over half (53%) of smokers.

Lesser educated respondents were far more likely (27%) to allow smoking in front of children than other respondents. Minority respondents (94%) and/or college graduates (92%) were more likely to indicate smoking was never allowed in their homes in the presence of children.

Is smoking in the family vehicle always allowed, sometimes allowed or never allowed?

Sample Characteristics	Percent Responding:			
	Always allowed	Sometimes allowed	Never allowed	
Total	8.4%	12.2%	79.3%	
Smoker	Nonsmoker	1.6%	5.8%	92.5%
	Smoker	33.7%	36.1%	30.1%
Gender	Male	9.7%	11.0%	79.2%
	Female	7.6%	13.0%	79.4%
Age	18-24	10.5%	31.6%	57.9%
	25-44	8.1%	15.4%	76.5%
	45-64	10.2%	7.6%	82.2%
	65+	5.3%	11.8%	82.9%
Education	Not a HS grad	15.8%	23.7%	60.5%
	HS grad	11.6%	10.5%	77.9%
	Some College	8.7%	13.5%	77.8%
	College Grad	4.5%	9.7%	85.8%
Ethnicity	White	9.2%	13.4%	77.4%
	Minority	6.1%	7.6%	86.4%

Over three-quarters (79%) of respondents indicated smoking was never allowed in the family vehicle.

Nearly all (93%) non-smokers reported smoking was never allowed in the family vehicle, while over two-thirds (70%) of smokers allowed smoking, to some extent, in the family vehicle.

Percent of non-smokers in household

Sample Characteristics	%	
Total	81.2%	
Smoker	Nonsmoker	92.0%
	Smoker	41.8%
Gender	Male	81.6%
	Female	80.9%
Age	18-24	65.4%
	25-44	84.1%
	45-64	80.5%
	65+	80.3%
Education	Not a HS grad	71.0%
	HS grad	80.0%
	Some College	78.6%
	College Grad	86.5%
Ethnicity	White	79.7%
	Minority	86.0%

Note: This value was calculated from asking respondents how many persons lived in their household and how many members of their household were smokers.

Overall, respondents indicated about one out of every five household members (19%) were smokers.

Among non-smokers, less than one in ten (8%) household members smoked, while among smokers, more than one-half (58%) household members smoked.

Within your household, would you say that tobacco use . . .

Sample Characteristics	Percent Responding:				
	very acceptable	somewhat acceptable	somewhat unacceptable	very unacceptable	
Total	7.0%	18.8%	13.7%	60.6%	
Nonsmoker	1.0%	12.8%	13.1%	73.1%	
	Smoker	29.6%	40.7%	16.0%	13.6%
Gender	Male	5.9%	18.4%	13.8%	61.8%
	Female	7.6%	19.1%	13.6%	59.7%
Age	18-24	21.1%	31.6%	10.5%	36.8%
	25-44	3.8%	21.2%	13.6%	61.4%
	45-64	7.1%	15.4%	16.7%	60.9%
	65+	9.0%	19.2%	9.0%	62.8%
Education	Not a HS grad	15.8%	28.9%	2.6%	52.6%
	HS grad	9.4%	20.0%	9.4%	61.2%
	Some College	7.3%	21.1%	17.1%	54.5%
	College Grad	3.0%	13.4%	16.4%	67.2%
Ethnicity	White	7.1%	18.6%	15.1%	59.2%
	Minority	7.7%	20.0%	9.2%	63.1%

Nearly three-quarters (74%) of respondents reported that tobacco use was very unacceptable within the household. Interestingly, nearly one-third (30%) of smokers felt tobacco use within the household was unacceptable.

College graduates were more likely to say tobacco use was very unacceptable (67%) while smokers and/or younger respondents were far more likely (30% and 21%) respectively, to indicate tobacco use in the household was very acceptable.

In general, how much do you care about what people in your household think about tobacco use. Would you say you care:

Sample Characteristics	Percent Responding:				
	very much	moderately	slightly	not at all	
Total	57.5%	17.4%	4.0%	21.1%	
Nonsmoker	63.7%	14.4%	4.1%	17.8%	
	Smoker	36.5%	28.2%	3.5%	31.8%
Gender	Male	52.0%	19.3%	5.3%	23.3%
	Female	61.1%	16.2%	3.1%	19.7%
Age	18-24	21.1%	26.3%	15.8%	36.8%
	25-44	60.4%	20.1%	6.7%	12.7%
	45-64	56.4%	17.4%	.7%	25.5%
	65+	65.8%	11.0%	2.7%	20.5%
Education	Not a HS grad	53.8%	17.9%	5.1%	23.1%
	HS grad	53.8%	11.3%	7.5%	27.5%
	Some College	60.7%	19.7%	3.3%	16.4%
	College Grad	58.0%	18.3%	2.3%	21.4%
Ethnicity	White	57.8%	17.8%	3.6%	20.8%
	Minority	53.0%	18.2%	6.1%	22.7%

Most (58%) respondents reported caring very much about what people in their household think about tobacco use.

Non-smokers and/or respondents 65+ were more likely to indicate caring very much, while high school graduates and/or those 45-64 years of age were more likely to report not caring at all what people in their households thought about tobacco use.

Smoking should be allowed in day care centers.

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		.8%	.5%	17.5%	81.2%
	Nonsmoker	.3%	.6%	15.4%	83.7%
	Smoker	2.3%		25.6%	72.1%
Gender	Male		.6%	22.9%	76.4%
	Female	1.2%	.4%	14.0%	84.3%
Age	18-24			10.5%	89.5%
	25-44	1.5%	.7%	13.1%	84.7%
	45-64	.6%	.6%	19.3%	79.5%
	65+			23.1%	76.9%
Education	Not a HS grad			25.6%	74.4%
	HS grad		1.1%	21.6%	77.3%
	Some College	1.6%		17.3%	81.1%
	College Grad	.7%	.7%	13.1%	85.4%
Ethnicity	White	.6%	.3%	16.3%	82.8%
	Minority	1.5%	1.5%	25.4%	71.6%

Nearly all respondents (99%) disagreed with the statement that smoking should be allowed in day care centers. While smokers were nearly as likely to disagree, to some extent, as non-smokers, they were less likely to strongly disagree (72%) than non-smokers (84%).

Younger respondents, 18 to 24 (90%), and/or college graduates (85%) were more likely to strongly disagree.

It is acceptable for parents to smoke in front of children.

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		1.8%	14.4%	38.6%	45.2%
	Nonsmoker	1.0%	8.8%	38.1%	52.1%
	Smoker	5.0%	36.3%	40.0%	18.8%
Gender	Male	2.0%	15.2%	44.4%	38.4%
	Female	1.7%	13.9%	34.9%	49.6%
Age	18-24		5.6%	61.1%	33.3%
	25-44	2.2%	13.9%	38.0%	46.0%
	45-64	2.0%	18.3%	34.0%	45.8%
	65+	1.3%	10.4%	44.2%	44.2%
Education	Not a HS grad	2.6%	17.9%	41.0%	38.5%
	HS grad	2.3%	17.2%	41.4%	39.1%
	Some College	2.5%	15.7%	37.2%	44.6%
	College Grad	.7%	11.2%	36.6%	51.5%
Ethnicity	White	1.6%	16.5%	36.5%	45.5%
	Minority	3.0%	7.5%	47.8%	41.8%

Most respondents disagreed that it is acceptable for parents to smoke in front of children.

As expected, smokers were far more likely to agree (41%) with the statement than non-smokers (10%).

One-fifth (20%) of those 45-64 years of age were also more likely to agree that parents' smoking in front of children is acceptable.

Parents should not allow children under the age of eighteen to smoke cigarettes.

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		57.1%	29.9%	5.6%	7.4%
	Nonsmoker	59.2%	27.8%	5.2%	7.8%
	Smoker	49.4%	37.3%	7.2%	6.0%
Gender	Male	51.9%	37.0%	4.5%	6.5%
	Female	60.4%	25.4%	6.3%	7.9%
Age	18-24	47.4%	26.3%	10.5%	15.8%
	25-44	58.5%	25.9%	5.9%	9.6%
	45-64	63.3%	27.2%	5.1%	4.4%
	65+	46.2%	42.3%	5.1%	6.4%
Education	Not a HS grad	35.0%	37.5%	17.5%	10.0%
	HS grad	53.4%	33.0%	5.7%	8.0%
	Some College	60.5%	27.4%	5.6%	6.5%
	College Grad	63.4%	29.1%	1.5%	6.0%
Ethnicity	White	60.1%	29.4%	4.7%	5.7%
	Minority	42.4%	33.3%	10.6%	13.6%

More than half (57%) of respondents strongly agreed with the statement that parents should not allow children under 18 to smoke cigarettes.

Younger respondents, 18 to 24, were more likely to disagree (26%) as were those without a high school education (28%).

Overall, nearly nine of ten respondents (87%) agreed that parents should not allow children under 18 to smoke cigarettes.

Inhaling smoke from a parent's cigarette harms the health of babies and children.

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		59.0%	34.9%	3.8%	2.3%
	Nonsmoker	64.9%	30.2%	2.6%	2.3%
	Smoker	36.3%	52.5%	8.8%	2.5%
Gender	Male	50.3%	41.1%	6.0%	2.6%
	Female	64.4%	31.0%	2.5%	2.1%
Age	18-24	63.2%	26.3%		10.5%
	25-44	61.9%	31.3%	5.2%	1.5%
	45-64	60.0%	35.5%	3.2%	1.3%
	65+	51.3%	41.0%	3.8%	3.8%
Education	Not a HS grad	43.6%	48.7%	5.1%	2.6%
	HS grad	54.7%	33.7%	8.1%	3.5%
	Some College	58.9%	34.7%	3.2%	3.2%
	College Grad	67.7%	30.8%	1.5%	
Ethnicity	White	61.2%	34.3%	3.2%	1.3%
	Minority	48.5%	37.9%	7.6%	6.1%

Respondents universally agreed (94%) that inhaling smoke from a parent's cigarette harms the health of babies and children.

Smokers were far less likely to strongly agree (36%) with the statement than nonsmokers (65%).

Nearly all college graduates (98%) agreed with the statement.

Children are more likely to smoke if their parents are smokers.

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		39.2%	41.3%	15.6%	4.0%
	Nonsmoker	43.4%	40.7%	13.2%	2.7%
	Smoker	23.5%	43.2%	24.7%	8.6%
Gender	Male	34.7%	51.7%	10.9%	2.7%
	Female	42.0%	34.6%	18.6%	4.8%
Age	18-24	38.9%	44.4%	11.1%	5.6%
	25-44	39.1%	45.1%	12.0%	3.8%
	45-64	43.7%	36.4%	17.2%	2.6%
	65+	31.5%	41.1%	20.5%	6.8%
Education	Not a HS grad	23.1%	56.4%	15.4%	5.1%
	HS grad	31.3%	41.0%	22.9%	4.8%
	Some College	41.8%	37.7%	14.8%	5.7%
	College Grad	46.5%	39.4%	12.6%	1.6%
Ethnicity	White	40.8%	39.9%	14.7%	4.6%
	Minority	29.0%	48.4%	21.0%	1.6%

There was a predominant belief (80%) among respondents that children of smokers are more likely to smoke.

Nonsmokers were far more likely (84%) to hold this view than smokers (67%).

Older respondents, 65 and over, were more likely (27%) to disagree with the statement than the sample as a whole (21%).

It is important for parents who smoke to keep their cigarettes out of reach of their children.

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		56.8%	40.5%	.8%	2.0%
	Nonsmoker	58.7%	38.8%	.6%	1.9%
	Smoker	50.0%	46.4%	1.2%	2.4%
Gender	Male	49.7%	47.8%	1.3%	1.3%
	Female	61.4%	35.7%	.4%	2.5%
Age	18-24	47.4%	52.6%		
	25-44	59.6%	36.8%	1.5%	2.2%
	45-64	61.3%	36.3%	.6%	1.9%
	65+	46.8%	50.6%		2.5%
Education	Not a HS grad	38.5%	56.4%	2.6%	2.6%
	HS grad	53.4%	43.2%	1.1%	2.3%
	Some College	59.1%	39.4%		1.6%
	College Grad	62.5%	34.6%	.7%	2.2%
Ethnicity	White	58.3%	39.2%	.6%	1.9%
	Minority	44.8%	50.7%	1.5%	3.0%

Nearly all respondents (97%) agreed it was important for parents who smoke to keep cigarettes out of reach of their children.

Smokers were nearly as likely as nonsmokers to agree with the statement, however, nonsmokers were more fervent in their view, with 59% strongly agreeing with the statement.

In social settings where there are smokers and non-smokers, do your friends who are smokers tend to:

Sample Characteristics	Percent Responding:			
	Always refrain from smoking	Sometimes refrain from smoking	Never refrain from smoking	
Total	30.2%	50.3%	19.5%	
Nonsmoker	36.1%	45.4%	18.5%	
	Smoker	13.8%	65.0%	21.3%
Gender	Male	19.2%	56.7%	24.2%
	Female	37.6%	46.1%	16.3%
Age	18-24	16.7%	61.1%	22.2%
	25-44	19.6%	60.8%	19.6%
	45-64	33.9%	49.6%	16.5%
	65+	48.1%	27.8%	24.1%
Education	Not a HS grad	14.3%	48.6%	37.1%
	HS grad	33.9%	41.9%	24.2%
	Some College	33.0%	55.7%	11.3%
	College Grad	32.0%	50.5%	17.5%
Ethnicity	White	32.4%	52.1%	15.5%
	Minority	17.6%	47.1%	35.3%

Nearly one third (30%) reported their friends who smoke always refrain from doing so in social settings with both smokers and nonsmokers.

Friends of smokers who also smoke were less likely to refrain from smoking than nonsmokers' friends in social settings.

Older respondents, 65 and over, were far more likely (48%) to indicate their smoking friends always refrain from smoking in social settings with nonsmokers.

Among your friends, would you say that tobacco use is:

Sample Characteristics	Percent Responding:				
	very acceptable	somewhat acceptable	somewhat unacceptable	very unacceptable	
Total	11.4%	29.9%	26.5%	32.3%	
Nonsmoker	7.1%	23.1%	28.9%	40.8%	
	Smoker	26.5%	54.2%	16.9%	2.4%
Gender	Male	12.8%	37.2%	24.3%	25.7%
	Female	10.4%	25.2%	27.8%	36.5%
Age	18-24	15.8%	47.4%	15.8%	21.1%
	25-44	10.9%	31.3%	26.6%	31.3%
	45-64	12.2%	30.1%	28.2%	29.5%
	65+	8.5%	19.7%	26.8%	45.1%
Education	Not a HS grad	15.8%	34.2%	21.1%	28.9%
	HS grad	18.8%	29.4%	20.0%	31.8%
	Some College	9.5%	34.5%	25.9%	30.2%
	College Grad	7.6%	25.8%	32.6%	34.1%
Ethnicity	White	11.5%	30.6%	27.0%	30.9%
	Minority	12.7%	28.6%	23.8%	34.9%

Less than half (41%) of respondents indicated tobacco use among their friends was considered acceptable. Just over one of ten respondents reported tobacco use was very acceptable among their friends.

Smokers predominantly (81%) held tobacco use was acceptable among their friends.

In general, how much do you care about what your friends think about tobacco use. Would you say you care:

Sample Characteristics		Percent Responding:			
		very much	moderately	slightly	not at all
Total		34.0%	25.5%	11.9%	28.6%
	Nonsmoker	39.3%	24.5%	10.7%	25.5%
	Smoker	15.3%	29.4%	15.3%	40.0%
Gender	Male	28.5%	23.2%	11.9%	36.4%
	Female	37.6%	26.9%	12.0%	23.5%
Age	18-24	26.3%	31.6%	15.8%	26.3%
	25-44	31.1%	28.1%	14.8%	25.9%
	45-64	35.5%	25.8%	7.7%	31.0%
	65+	40.3%	16.7%	13.9%	29.2%
Education	Not a HS grad	29.7%	35.1%	16.2%	18.9%
	HS grad	36.0%	25.6%	10.5%	27.9%
	Some College	37.4%	24.4%	7.3%	30.9%
	College Grad	32.1%	24.4%	14.5%	29.0%
Ethnicity	White	34.4%	26.0%	11.0%	28.6%
	Minority	30.8%	26.2%	15.4%	27.7%

One-third (34%) of respondents indicated they cared very much about what their friends thought about tobacco use.

Interestingly, nonsmokers were nearly as likely (39%) to report caring very much as smokers were to not care at all (40%) about their friends' opinions regarding tobacco use.

How much does it bother you when you are exposed to other people's cigarette smoke?

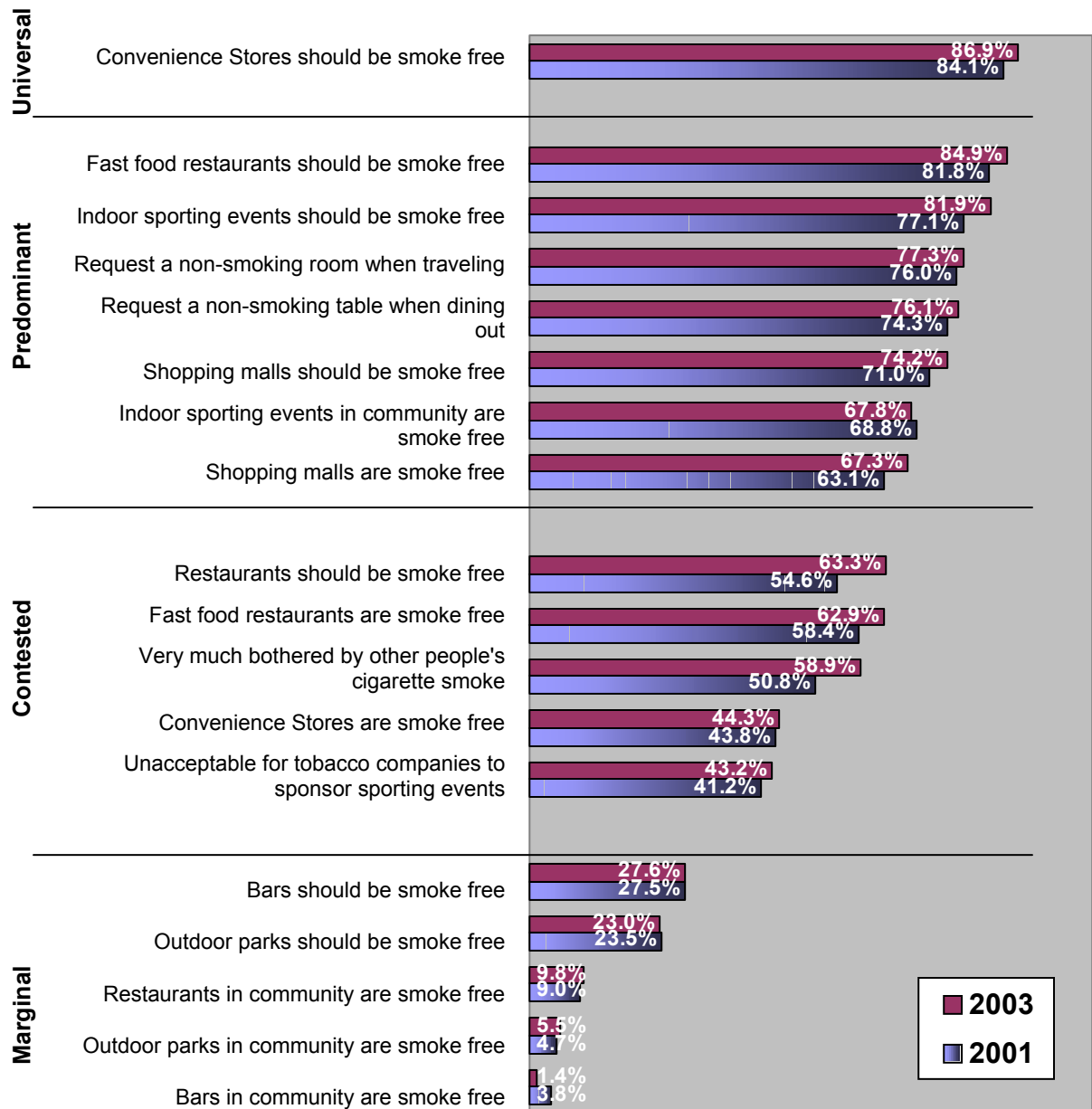
Sample Characteristics		Percent Responding:			
		very much	moderately	slightly	not at all
Total		58.9%	17.4%	8.1%	15.6%
	Nonsmoker	71.7%	16.4%	5.1%	6.8%
	Smoker	13.1%	21.4%	17.9%	47.6%
Gender	Male	49.7%	21.7%	11.5%	17.2%
	Female	65.0%	14.6%	5.8%	14.6%
Age	18-24	36.8%	15.8%	15.8%	31.6%
	25-44	55.9%	19.1%	11.0%	14.0%
	45-64	66.0%	14.5%	5.0%	14.5%
	65+	55.7%	20.3%	6.3%	17.7%
Education	Not a HS grad	47.5%	17.5%	10.0%	25.0%
	HS grad	55.2%	14.9%	8.0%	21.8%
	Some College	56.3%	19.8%	7.9%	15.9%
	College Grad	67.6%	16.9%	6.6%	8.8%
Ethnicity	White	59.7%	16.7%	7.9%	15.7%
	Minority	58.2%	17.9%	7.5%	16.4%

Well over half (59%) of respondents cited caring very much about being exposed to other people's cigarette smoke, with over two thirds of nonsmokers so indicating.

Interestingly, female respondents were far more likely (65%) than men (50%) to say they were bothered very much by other's cigarette smoke.

College graduates and/or those 45-64 years of age were also more likely to report being bothered very much by other people's cigarette smoke.

Recreation, Sports, & Leisure



Residents less commonly subscribed to the practices or beliefs surrounding tobacco control in recreational or leisure settings, however, generally speaking there was less tolerance for smoking in public places, with nearly every measure showing an increase over those recorded in the previous study. Respondents universally held that convenience stores should be smoke free (87%), followed closely by fast food restaurants. A predominance of the population continued to indicate smoking should be eliminated from many public settings such as stores, fast food restaurants and indoor sporting events.

Indoor shopping malls in your community, are they:

Sample Characteristics	Percent Responding:			
	Completely smoke free	Have designated smoking and non-smoking areas	Permit smoking anywhere	
Total	67.3%	25.3%	7.4%	
Smoker	Nonsmoker	62.1%	29.2%	8.7%
	Smoker	82.9%	14.5%	2.6%
Gender	Male	65.3%	25.4%	9.3%
	Female	68.7%	25.1%	6.1%
Age	18-24	82.4%	17.6%	
	25-44	65.7%	27.6%	6.7%
	45-64	64.3%	28.6%	7.1%
	65+	72.9%	15.3%	11.9%
Education	Not a HS grad	66.7%	27.3%	6.1%
	HS grad	68.3%	25.4%	6.3%
	Some College	70.5%	23.2%	6.3%
	College Grad	64.0%	27.0%	9.0%
Ethnicity	White	68.1%	24.1%	7.8%
	Minority	61.8%	32.7%	5.5%

Two-thirds (67%) believed indoor shopping malls in the community are completely smoke free.

Interestingly, smokers were far more likely (83%) to believe indoor shopping malls were completely smoke free than nonsmokers (62%).

Younger respondents, under 25, and those aged 65 and over (82% and 73%, respectively) were also more likely to believe malls were completely smoke free.

Convenience stores, are they

Sample Characteristics	Percent Responding:			
	Completely smoke free	Have designated smoking and non-smoking areas	Permit smoking anywhere	
Total	44.3%	27.7%	28.0%	
Smoker	Nonsmoker	42.4%	24.0%	33.6%
	Smoker	51.3%	38.2%	10.5%
Gender	Male	52.7%	21.7%	25.6%
	Female	38.2%	32.0%	29.8%
Age	18-24	50.0%	38.9%	11.1%
	25-44	37.6%	34.2%	28.2%
	45-64	48.4%	24.6%	27.0%
	65+	47.7%	15.9%	36.4%
Education	Not a HS grad	39.4%	36.4%	24.2%
	HS grad	54.4%	30.9%	14.7%
	Some College	41.1%	28.4%	30.5%
	College Grad	41.1%	23.4%	35.5%
Ethnicity	White	42.9%	27.1%	30.0%
	Minority	47.2%	34.0%	18.9%

Less than half (44%) believed convenience stores were completely smoke free.

Smokers were more likely (51%) than nonsmokers (42%) to report convenience stores were completely smoke free.

Older respondents, 65 and over, were more likely (36%) to think smoking is permitted without restriction in area convenience stores.

Fast food restaurants, are they

Sample Characteristics		Percent Responding:		
		Completely smoke free	Have designated smoking and non-smoking areas	Permit smoking anywhere
Total		62.9%	30.5%	6.5%
	Nonsmoker	57.6%	34.2%	8.2%
	Smoker	80.5%	19.5%	
Gender	Male	59.7%	32.1%	8.2%
	Female	65.2%	29.4%	5.3%
Age	18-24	83.3%	16.7%	
	25-44	64.6%	31.9%	3.5%
	45-64	63.4%	28.2%	8.4%
	65+	50.9%	38.2%	10.9%
Education	Not a HS grad	60.0%	34.3%	5.7%
	HS grad	60.0%	34.3%	5.7%
	Some College	70.9%	25.2%	3.9%
	College Grad	57.4%	33.3%	9.3%
Ethnicity	White	64.2%	29.2%	6.6%
	Minority	54.5%	40.0%	5.5%

Almost two-thirds (63%) of those asked believed fast food restaurants in the community are completely smoke free.

Four of five smokers (81%) felt fast food establishments were completely smoke free compared to 58% of nonsmokers.

Restaurants, are they

Sample Characteristics		Percent Responding:		
		Completely smoke free	Have designated smoking and non-smoking areas	Permit smoking anywhere
Total		9.8%	87.3%	2.9%
	Nonsmoker	9.6%	87.4%	3.1%
	Smoker	10.7%	88.1%	1.2%
Gender	Male	9.3%	85.3%	5.3%
	Female	10.0%	88.6%	1.3%
Age	18-24	10.5%	84.2%	5.3%
	25-44	12.1%	86.4%	1.5%
	45-64	5.1%	91.7%	3.2%
	65+	14.5%	81.2%	4.3%
Education	Not a HS grad	16.2%	75.7%	8.1%
	HS grad	12.2%	85.4%	2.4%
	Some College	8.1%	90.2%	1.6%
	College Grad	7.7%	89.2%	3.1%
Ethnicity	White	9.4%	87.9%	2.6%
	Minority	8.1%	87.1%	4.8%

One in ten respondents reported restaurants in the community were completely smoke free.

Older respondents, 65 and over, and/or those lesser educated respondents, a high school education or lower, were more likely to believe restaurants are smoke free.

Bars and taverns, are they

Sample Characteristics		Percent Responding:		
		Completely smoke free	Have designated smoking and non-smoking areas	Permit smoking anywhere
Total		1.4%	8.8%	89.8%
	Nonsmoker	1.9%	8.4%	89.7%
	Smoker		10.0%	90.0%
Gender	Male	1.5%	8.3%	90.2%
	Female	1.3%	9.2%	89.5%
Age	18-24		11.1%	88.9%
	25-44	2.6%	8.7%	88.7%
	45-64	.9%	7.2%	91.9%
	65+		10.5%	89.5%
Education	Not a HS grad		10.3%	89.7%
	HS grad	1.9%	11.1%	87.0%
	Some College	1.1%	8.5%	90.4%
	College Grad	1.9%	6.8%	91.3%
Ethnicity	White	1.3%	8.6%	90.1%
	Minority	2.1%	8.3%	89.6%

Nine of ten respondents believe smoking is permitted without restriction in bars and taverns within the community.

This belief was held universally among all the demographic segments examined.

Indoor sporting events, are they

Sample Characteristics		Percent Responding:		
		Completely smoke free	Have designated smoking and non-smoking areas	Permit smoking anywhere
Total		67.8%	25.0%	7.2%
	Nonsmoker	63.6%	27.8%	8.6%
	Smoker	81.5%	16.9%	1.5%
Gender	Male	61.5%	28.2%	10.3%
	Female	72.8%	22.4%	4.8%
Age	18-24	60.0%	33.3%	6.7%
	25-44	67.7%	25.8%	6.5%
	45-64	66.1%	27.8%	6.1%
	65+	76.3%	10.5%	13.2%
Education	Not a HS grad	52.0%	36.0%	12.0%
	HS grad	59.2%	32.7%	8.2%
	Some College	69.0%	26.2%	4.8%
	College Grad	75.5%	17.6%	6.9%
Ethnicity	White	71.1%	21.8%	7.1%
	Minority	52.2%	41.3%	6.5%

Respondents predominantly believed that indoor sporting events were completely smoke free.

Four of five (82%) smokers felt such events were completely smoke free compared to less than two-thirds (64%) of nonsmokers.

Minority respondents were far less likely (52%) to believe indoor sporting events were completely smoke free than the sample as a whole.

Outdoor parks, are they

Sample Characteristics	Percent Responding:			
	Completely smoke free	Have designated smoking and non-smoking areas	Permit smoking anywhere	
Total	5.5%	8.4%	86.0%	
Nonsmoker	6.0%	9.0%	85.0%	
	Smoker	3.9%	6.5%	89.6%
Gender	Male	6.4%	7.1%	86.5%
	Female	4.9%	9.4%	85.7%
Age	18-24	5.6%	5.6%	88.9%
	25-44	6.5%	8.1%	85.5%
	45-64	4.3%	9.3%	86.4%
	65+	6.9%	8.6%	84.5%
Education	Not a HS grad	12.5%	12.5%	75.0%
	HS grad	4.1%	11.0%	84.9%
	Some College	5.3%	8.0%	86.7%
	College Grad	5.0%	5.8%	89.2%
Ethnicity	White	5.1%	7.9%	87.0%
	Minority	7.0%	10.5%	82.5%

Respondents universally held (86%) that smoking is permitted without restriction in public parks.

Only three quarters (75%) of those with less than a high school diploma believed smoking is permitted anywhere within community public parks.

In indoor shopping malls, do you think smoking should be allowed in:

Sample Characteristics	Percent Responding:			
	All areas	Some areas	Not at all	
Total	1.3%	24.5%	74.2%	
Nonsmoker	1.0%	21.0%	78.0%	
	Smoker	2.4%	36.5%	61.2%
Gender	Male	2.6%	24.8%	72.5%
	Female	.4%	24.3%	75.3%
Age	18-24		10.5%	89.5%
	25-44	1.5%	25.7%	72.8%
	45-64	.6%	22.6%	76.7%
	65+	2.7%	29.3%	68.0%
Education	Not a HS grad		27.5%	72.5%
	HS grad	1.1%	32.2%	66.7%
	Some College	1.6%	17.9%	80.5%
	College Grad	1.5%	24.6%	73.9%
Ethnicity	White	1.3%	25.4%	73.3%
	Minority	1.5%	21.5%	76.9%

Respondents predominantly (74%) felt that smoking should not be allowed in indoor shopping malls.

Smoking should be prohibited in indoor shopping malls was contested by smokers, with only 61% so indicating.

Nine of ten respondents aged 18-24 believed smoking should be allowed in shopping malls.

In convenience stores, do you think smoking should be allowed in:

Sample Characteristics	Percent Responding:		
	All areas	Some areas	Not at all
Total	1.8%	11.3%	86.9%
	Nonsmoker	1.3%	89.8%
	Smoker	3.6%	77.1%
Gender	Male	2.6%	85.5%
	Female	1.3%	87.8%
Age	18-24	21.1%	78.9%
	25-44	.7%	88.9%
	45-64	1.9%	89.2%
	65+	4.1%	81.1%
Education	Not a HS grad	5.0%	72.5%
	HS grad	16.7%	83.3%
	Some College	2.4%	90.3%
	College Grad	1.5%	89.5%
Ethnicity	White	2.2%	85.6%
	Minority	9.4%	90.6%

Respondents universally held (87%) that smoking should not be allowed in convenience stores.

While smokers were less likely to believe smoking should be prohibited in convenience stores, the belief predominantly held (77%) among smokers.

Nearly one of five (19%) smokers felt smoking should be allowed in some areas of convenience stores.

In fast food restaurants, do you think smoking should be allowed in:

Sample Characteristics	Percent Responding:		
	All areas	Some areas	Not at all
Total	.8%	14.3%	84.9%
	Nonsmoker	.3%	88.5%
	Smoker	2.4%	71.8%
Gender	Male	1.3%	84.0%
	Female	.4%	85.6%
Age	18-24	26.3%	73.7%
	25-44	.7%	86.8%
	45-64	10.7%	89.3%
	65+	2.7%	74.3%
Education	Not a HS grad	2.5%	82.5%
	HS grad	18.8%	81.2%
	Some College	1.6%	84.1%
	College Grad	11.3%	88.7%
Ethnicity	White	1.0%	84.3%
	Minority	14.9%	85.1%

Most respondents (85%) felt smoking in fast food restaurants should not be allowed to any extent.

Smokers were more likely (26%) to feel smoking in some areas of fast food restaurants should be allowed.

In restaurants, do you think smoking should be allowed in:

Sample Characteristics	Percent Responding:			
	All areas	Some areas	Not at all	
Total	.3%	36.5%	63.3%	
	Nonsmoker	28.6%	71.4%	
	Smoker	1.2%	65.9%	32.9%
Gender	Male	37.4%	62.6%	
	Female	.4%	35.8%	63.8%
Age	18-24	78.9%	21.1%	
	25-44	36.8%	63.2%	
	45-64	.6%	29.7%	69.6%
	65+	39.7%	60.3%	
Education	Not a HS grad	2.5%	40.0%	57.5%
	HS grad	43.7%	56.3%	
	Some College	34.9%	65.1%	
	College Grad	32.8%	67.2%	
Ethnicity	White	.3%	36.4%	63.3%
	Minority	40.3%	59.7%	

Prohibiting smoking in restaurants was contested by the sample as a whole, with 63% indicating smoking should be allowed not at all in community restaurants.

Among nonsmokers, prohibiting smoking in restaurants was a predominant belief (71%), while it was only marginally held by smokers (33%).

In bars and taverns, do you think smoking should be allowed in:

Sample Characteristics	Percent Responding:			
	All areas	Some areas	Not at all	
Total	33.2%	39.2%	27.6%	
	Nonsmoker	25.2%	41.5%	33.3%
	Smoker	59.5%	32.1%	8.3%
Gender	Male	34.7%	36.7%	28.6%
	Female	32.2%	40.9%	26.9%
Age	18-24	44.4%	50.0%	5.6%
	25-44	40.6%	36.7%	22.7%
	45-64	28.6%	40.0%	31.4%
	65+	26.2%	38.5%	35.4%
Education	Not a HS grad	44.4%	30.6%	25.0%
	HS grad	42.1%	32.9%	25.0%
	Some College	30.4%	41.7%	27.8%
	College Grad	27.5%	43.3%	29.2%
Ethnicity	White	32.9%	39.9%	27.3%
	Minority	37.3%	37.3%	25.4%

One third (33%) of respondents believed smoking should be allowed in all areas of bars and taverns.

Most smokers (60%) felt smoking should be allowed in bars and taverns, without restriction, compared to only one-quarter (25%) of nonsmokers.

Younger respondents, under 45 years, were more likely to feel smoking should be allowed in all areas of bars and taverns.

At indoor sporting events, do you think smoking should be allowed in:

Sample Characteristics	Percent Responding:		
	All areas	Some areas	Not at all
Total	1.8%	16.2%	81.9%
	Nonsmoker	.7%	84.9%
	Smoker	6.1%	70.7%
Gender	Male	2.0%	77.1%
	Female	1.7%	85.2%
Age	18-24	31.6%	68.4%
	25-44	2.3%	80.5%
	45-64	2.0%	83.0%
	65+	1.4%	84.9%
Education	Not a HS grad	5.7%	80.0%
	HS grad	3.5%	75.3%
	Some College	1.6%	83.9%
	College Grad	16.2%	83.8%
Ethnicity	White	2.0%	81.4%
	Minority	1.6%	81.0%

Four of five (82%) respondents believed smoking should not be allowed at indoor sporting events.

Again, smokers were more likely (23%) than other respondents to believe smoking should be permitted in some areas at indoor sporting events, as were younger respondents, under 25 years of age (32%).

In outdoor parks, do you think smoking should be allowed in:

Sample Characteristics	Percent Responding:		
	All areas	Some areas	Not at all
Total	44.0%	33.0%	23.0%
	Nonsmoker	38.7%	25.6%
	Smoker	62.7%	13.3%
Gender	Male	45.8%	23.5%
	Female	42.8%	22.7%
Age	18-24	50.0%	16.7%
	25-44	36.0%	26.5%
	45-64	48.1%	21.2%
	65+	49.3%	21.7%
Education	Not a HS grad	34.2%	34.2%
	HS grad	43.9%	20.7%
	Some College	48.0%	21.6%
	College Grad	42.6%	21.7%
Ethnicity	White	46.4%	20.3%
	Minority	28.1%	35.9%

Almost half of respondents (44%) felt smoking should be allowed without restriction in outdoor parks.

Smokers were more likely to believe smoking should be allowed and without restriction.

Nonsmokers were more likely to indicate that smoking should be allowed in some areas more frequently than smokers.

When dining out, do you request a table in the . . .

Sample Characteristics	Percent Responding:			
	Non-smoking section	Smoking section	First available table	
Total	76.1%	9.3%	14.6%	
Smoker	Nonsmoker	89.4%	1.0%	9.6%
	Smoker	28.6%	40.5%	31.0%
Gender	Male	75.8%	6.4%	17.8%
	Female	76.3%	11.3%	12.5%
Age	18-24	50.0%	16.7%	33.3%
	25-44	75.2%	9.5%	15.3%
	45-64	76.7%	10.1%	13.2%
	65+	81.0%	6.3%	12.7%
Education	Not a HS grad	65.0%	17.5%	17.5%
	HS grad	71.8%	14.1%	14.1%
	Some College	70.1%	11.0%	18.9%
	College Grad	86.1%	2.9%	10.9%
Ethnicity	White	75.2%	9.7%	15.1%
	Minority	76.1%	9.0%	14.9%

Over three-quarters (76%) of respondents indicated requesting a table in the nonsmoking section when dining out, with nine of ten (89%) nonsmokers so indicating.

Interestingly, nearly half (41%) of smokers reported requesting a table in the smoking section and more than one-quarter (29%) indicated a nonsmoking section preference.

College graduates were more likely (86%) to request the nonsmoking section when dining out.

If you travel and stay in a hotel or motel, do you usually request a non-smoking room?

Sample Characteristics	Percent Responding:		
	Yes	No	
Total	77.3%	22.7%	
Smoker	Nonsmoker	89.9%	10.1%
	Smoker	32.5%	67.5%
Gender	Male	77.3%	22.7%
	Female	77.3%	22.7%
Age	18-24	73.7%	26.3%
	25-44	73.7%	26.3%
	45-64	80.8%	19.2%
	65+	76.1%	23.9%
Education	Not a HS grad	47.1%	52.9%
	HS grad	77.1%	22.9%
	Some College	77.8%	22.2%
	College Grad	86.0%	14.0%
Ethnicity	White	78.0%	22.0%
	Minority	73.0%	27.0%

Over three-quarters (77%) reported usually requesting a nonsmoking room when traveling.

Interestingly, one-third (33%) of smokers reported usually requesting a nonsmoking room when traveling.

Nine of ten nonsmokers reported usually requesting a nonsmoking room. Preference for a nonsmoking room increased as education increased.

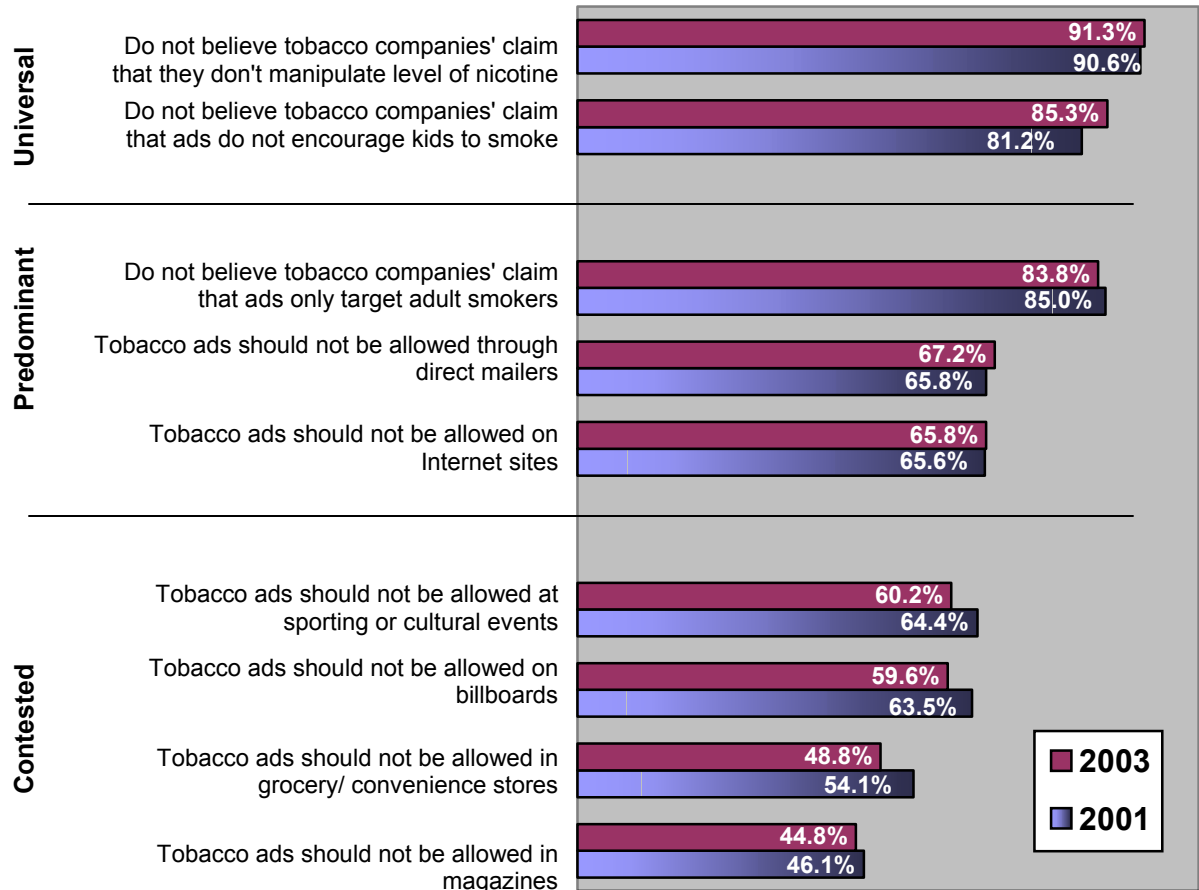
It is acceptable for tobacco companies to sponsor sporting or cultural events like the Winston cup? Do you:

Sample Characteristics	Percent Responding:				
	Strongly agree	Agree	Disagree	Strongly disagree	
Total	11.1%	45.9%	25.9%	17.0%	
Nonsmoker	8.0%	42.2%	29.3%	20.6%	
	Smoker	21.0%	60.5%	13.6%	4.9%
Gender	Male	10.7%	51.3%	25.3%	12.7%
	Female	11.4%	42.3%	26.4%	20.0%
Age	18-24	5.6%	44.4%	44.4%	5.6%
	25-44	12.6%	48.0%	25.2%	14.2%
	45-64	11.9%	50.3%	21.9%	15.9%
	65+	8.5%	33.8%	31.0%	26.8%
Education	Not a HS grad	19.4%	30.6%	38.9%	11.1%
	HS grad	10.1%	41.8%	22.8%	25.3%
	Some College	11.7%	50.0%	24.2%	14.2%
	College Grad	8.6%	49.2%	25.8%	16.4%
Ethnicity	White	12.0%	49.7%	22.3%	16.0%
	Minority	6.7%	28.3%	43.3%	21.7%

Over half (57%) of respondents agreed that it is acceptable for tobacco companies to sponsor sporting or cultural events. Smokers were more likely to agree, and nearly twice as likely to strongly agree (21%) with the statement than the sample as whole (11%).

Nonsmokers were nearly equally as likely to disagree as to agree.

Mass Communication



The view was universal among area residents that the claims of tobacco companies against manipulating nicotine levels and not advertising in a manner that encourages children to smoke untrue. The claim that tobacco company ads are only meant to target adult smokers was disbelieved by a predominance of respondents (84%). Further, most respondents felt tobacco companies should be restricted from advertising on the Internet or through direct mail.

The practice of limiting tobacco ads in public places and magazines was contested among residents.

Tobacco advertising is acceptable in grocery and convenience stores.

Sample Characteristics	Percent Responding:				
	Strongly agree	Agree	Disagree	Strongly disagree	
Total	4.7%	46.5%	31.3%	17.5%	
	Nonsmoker	3.4%	41.4%	34.6%	20.7%
	Smoker	9.3%	64.0%	19.8%	7.0%
Gender	Male	7.2%	49.7%	26.1%	17.0%
	Female	3.0%	44.3%	34.8%	17.8%
Age	18-24		63.2%	15.8%	21.1%
	25-44	6.7%	46.3%	32.1%	14.9%
	45-64	4.6%	50.0%	27.6%	17.8%
	65+	2.7%	36.5%	41.9%	18.9%
Education	Not a HS grad	8.3%	38.9%	36.1%	16.7%
	HS grad	4.7%	41.9%	32.6%	20.9%
	Some College	3.3%	48.8%	31.4%	16.5%
	College Grad	4.5%	50.0%	28.8%	16.7%
Ethnicity	White	5.5%	49.2%	29.8%	15.5%
	Minority		34.9%	38.1%	27.0%

Just over half (51%) of respondents agreed that tobacco advertising was acceptable in grocery and convenience stores, although few (5%) strongly agreed with the concept.

While smokers were far more likely to agree (73%), less than one in ten (9%) strongly agreed that tobacco advertising in grocery and convenience stores was acceptable.

Tobacco advertising is acceptable in magazines.

Sample Characteristics	Percent Responding:				
	Strongly agree	Agree	Disagree	Strongly disagree	
Total	3.7%	51.6%	30.9%	13.9%	
	Nonsmoker	2.3%	46.0%	35.2%	16.4%
	Smoker	8.5%	73.2%	14.6%	3.7%
Gender	Male	6.0%	55.6%	27.8%	10.6%
	Female	2.2%	48.9%	32.9%	16.0%
Age	18-24		68.4%	26.3%	5.3%
	25-44	5.3%	53.0%	31.1%	10.6%
	45-64	2.6%	53.6%	26.1%	17.6%
	65+	4.1%	40.5%	40.5%	14.9%
Education	Not a HS grad	8.3%	41.7%	41.7%	8.3%
	HS grad	4.8%	43.4%	32.5%	19.3%
	Some College	2.4%	52.8%	32.8%	12.0%
	College Grad	2.3%	58.5%	24.6%	14.6%
Ethnicity	White	3.9%	53.6%	29.5%	13.0%
	Minority	1.6%	42.9%	36.5%	19.0%

Over half (55%) agreed tobacco advertising in magazines was acceptable.

Four of five smokers (82%) agreed compared to less than half (48%) of nonsmokers.

Minority respondents were less likely (44%) to agree that advertising tobacco in magazines was acceptable than Caucasian respondents (58%).

Tobacco advertising is acceptable on billboards.

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		3.2%	37.2%	39.3%	20.3%
	Nonsmoker	2.0%	31.8%	42.6%	23.6%
	Smoker	7.4%	58.0%	25.9%	8.6%
Gender	Male	5.3%	43.0%	35.8%	15.9%
	Female	1.8%	33.3%	41.7%	23.2%
Age	18-24		47.4%	47.4%	5.3%
	25-44	5.2%	35.8%	42.5%	16.4%
	45-64	2.0%	40.0%	30.7%	27.3%
	65+	2.7%	32.9%	47.9%	16.4%
Education	Not a HS grad	8.3%	25.0%	50.0%	16.7%
	HS grad	3.7%	37.8%	35.4%	23.2%
	Some College	1.6%	40.3%	39.5%	18.5%
	College Grad	2.3%	37.7%	37.7%	22.3%
Ethnicity	White	3.6%	38.5%	38.2%	19.7%
	Minority		30.0%	46.7%	23.3%

Less than half (40%) of respondents agreed that advertising tobacco on billboards is acceptable.

Nearly two-thirds (65%) of smokers agreed compare to just over one-third (34%) of nonsmokers.

Minority respondents were more likely (70%) to disagree that it is acceptable to advertise tobacco on billboards.

Tobacco advertising is acceptable in direct mailers. Do you:

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		3.7%	29.1%	44.2%	23.0%
	Nonsmoker	2.0%	24.2%	46.6%	27.2%
	Smoker	9.6%	47.0%	34.9%	8.4%
Gender	Male	5.3%	32.9%	40.1%	21.7%
	Female	2.6%	26.5%	47.0%	23.9%
Age	18-24		52.6%	31.6%	15.8%
	25-44	3.8%	26.3%	48.1%	21.8%
	45-64	4.7%	32.9%	36.9%	25.5%
	65+	2.6%	22.1%	54.5%	20.8%
Education	Not a HS grad	8.1%	24.3%	54.1%	13.5%
	HS grad	4.8%	28.6%	42.9%	23.8%
	Some College	2.5%	33.6%	42.6%	21.3%
	College Grad	3.1%	27.5%	42.7%	26.7%
Ethnicity	White	3.9%	31.8%	41.9%	22.4%
	Minority	3.2%	17.5%	54.0%	25.4%

Advertising tobacco in direct mailers was marginally accepted by respondents, with only one-third (33%) of respondents agreeing.

Nonsmokers were far more likely to disagree (74%) than smokers (43%).

Minority respondents were more likely to disagree (79%) than the sample as a whole (67%).

Tobacco advertising is acceptable on internet sites. Do you:

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		2.2%	32.1%	43.2%	22.6%
	Nonsmoker	1.7%	28.2%	46.3%	23.7%
	Smoker	3.8%	46.8%	30.4%	19.0%
Gender	Male	2.7%	37.2%	41.9%	18.2%
	Female	1.8%	28.6%	44.1%	25.5%
Age	18-24		47.4%	42.1%	10.5%
	25-44	3.8%	32.8%	41.2%	22.1%
	45-64	.7%	33.3%	38.8%	27.2%
	65+	1.5%	23.9%	58.2%	16.4%
Education	Not a HS grad	5.9%	14.7%	67.6%	11.8%
	HS grad	1.3%	35.0%	37.5%	26.3%
	Some College	.8%	36.1%	42.0%	21.0%
	College Grad	2.4%	30.7%	40.9%	26.0%
Ethnicity	White	2.3%	34.0%	39.7%	24.0%
	Minority		19.3%	63.2%	17.5%

Nearly two-thirds (66%) of respondents disagreed that advertising tobacco on Internet sites is acceptable.

Smokers were more likely to feel such advertising was acceptable, with more than half (51%) so indicating.

Minority respondents were far more likely to disagree with Internet advertising of tobacco, 81%.

Tobacco advertising is acceptable at sporting or cultural events. Do you:

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		3.5%	36.3%	41.1%	19.1%
	Nonsmoker	1.7%	33.1%	43.4%	21.7%
	Smoker	10.0%	47.5%	32.5%	10.0%
Gender	Male	4.1%	45.6%	34.0%	16.3%
	Female	3.1%	30.2%	45.8%	20.9%
Age	18-24		42.1%	47.4%	10.5%
	25-44	6.2%	34.9%	41.1%	17.8%
	45-64	2.7%	39.9%	34.5%	23.0%
	65+	1.4%	30.6%	52.8%	15.3%
Education	Not a HS grad	8.6%	17.1%	54.3%	20.0%
	HS grad	3.5%	35.3%	42.4%	18.8%
	Some College	2.5%	39.0%	39.8%	18.6%
	College Grad	3.2%	38.9%	37.3%	20.6%
Ethnicity	White	4.0%	39.2%	37.9%	18.9%
	Minority	1.7%	22.0%	54.2%	22.0%

Most respondents (60%) disagreed that advertising tobacco at sporting or cultural events was acceptable.

Smokers were far more likely to agree that tobacco advertising at sporting or cultural events was acceptable, 57%.

Over three-quarters (76%) of minority respondents disagreed with such advertising.

Tobacco companies are being truthful when they say they do not manipulate the level of nicotine in cigarettes.

Sample Characteristics	Percent Responding:				
	Strongly agree	Agree	Disagree	Strongly disagree	
Total	1.1%	7.5%	45.5%	45.8%	
Nonsmoker	1.1%	4.9%	45.9%	48.1%	
	Smoker	1.4%	17.6%	43.2%	37.8%
Gender	Male	1.4%	9.7%	51.7%	37.2%
	Female	.9%	6.1%	41.3%	51.6%
Age	18-24		5.6%	55.6%	38.9%
	25-44	1.6%	8.7%	45.2%	44.4%
	45-64	1.4%	4.3%	43.3%	51.1%
	65+		13.0%	47.8%	39.1%
Education	Not a HS grad	2.8%	16.7%	41.7%	38.9%
	HS grad	1.3%	9.2%	42.1%	47.4%
	Some College	.8%	5.9%	42.0%	51.3%
	College Grad	.8%	5.9%	52.1%	41.2%
Ethnicity	White	1.4%	7.3%	44.4%	46.9%
	Minority		10.0%	51.7%	38.3%

The sample population universally disagreed (91%) that tobacco companies were truthful when stating they do not manipulate nicotine levels in cigarettes.

Smokers were somewhat less likely to disagree, 81%, than nonsmokers, 94%.

Tobacco companies are being truthful when they say they do not target advertising to encourage kids to smoke.

Sample Characteristics	Percent Responding:				
	Strongly agree	Agree	Disagree	Strongly disagree	
Total	1.3%	13.4%	45.5%	39.8%	
Nonsmoker		11.0%	44.9%	44.2%	
	Smoker	6.3%	21.5%	48.1%	24.1%
Gender	Male	1.4%	15.5%	50.0%	33.1%
	Female	1.3%	12.0%	42.7%	44.0%
Age	18-24		10.5%	57.9%	31.6%
	25-44	1.5%	12.7%	46.3%	39.6%
	45-64	1.3%	10.7%	42.7%	45.3%
	65+	1.3%	21.1%	47.4%	30.3%
Education	Not a HS grad	5.4%	18.9%	54.1%	21.6%
	HS grad	2.4%	18.8%	37.6%	41.2%
	Some College		10.7%	43.0%	46.3%
	College Grad	.8%	10.6%	50.0%	38.6%
Ethnicity	White	1.6%	14.0%	41.9%	42.5%
	Minority		10.9%	62.5%	26.6%

Most respondents (85%) disagreed that tobacco companies are truthful when they say they do not target advertising to encourage kids to smoke.

Nearly nine of ten (89%) of nonsmokers disagreed with the statement, compared to less than three-quarters (72%) of smokers.

Respondents of lesser education were more likely to agree that tobacco companies are truthful with such claims.

Tobacco companies are being truthful when they say advertising is only aimed at getting adult smokers to change brands.

Sample Characteristics		Percent Responding:			
		Strongly agree	Agree	Disagree	Strongly disagree
Total		2.1%	14.1%	48.3%	35.5%
	Nonsmoker	1.0%	9.5%	49.7%	39.8%
	Smoker	6.3%	30.4%	43.0%	20.3%
Gender	Male	2.7%	14.1%	55.0%	28.2%
	Female	1.8%	14.2%	43.8%	40.3%
Age	18-24	5.3%	5.3%	68.4%	21.1%
	25-44	1.5%	15.3%	46.6%	36.6%
	45-64	2.6%	13.9%	43.7%	39.7%
	65+	1.4%	14.3%	58.6%	25.7%
Education	Not a HS grad	2.8%	19.4%	50.0%	27.8%
	HS grad	3.8%	20.0%	36.3%	40.0%
	Some College	1.7%	11.6%	51.2%	35.5%
	College Grad	1.5%	11.5%	51.9%	35.1%
Ethnicity	White	2.3%	15.0%	46.3%	36.5%
	Minority	1.7%	10.3%	60.3%	27.6%

Most (84%) respondents disagreed that tobacco companies are being truthful when they claim advertising is only aimed at getting adult smokers to change brands, with over one-third (36%) strongly disagreeing.

Most smokers, although to a lesser extent (63%), also disagreed with the statement.

Younger respondents and/or minorities were more likely to disagree with the statement than the sample as a whole.

Have you smoked at least 100 cigarettes in your entire life?

Sample Characteristics		Percent Responding:	
		Yes	No
Total		52.0%	48.0%
	Nonsmoker	38.8%	61.2%
	Smoker	100.0%	
Gender	Male	54.1%	45.9%
	Female	50.6%	49.4%
Age	18-24	47.4%	52.6%
	25-44	42.6%	57.4%
	45-64	58.4%	41.6%
	65+	56.4%	43.6%
Education	Not a HS grad	61.5%	38.5%
	HS grad	50.6%	49.4%
	Some College	55.1%	44.9%
	College Grad	48.2%	51.8%
Ethnicity	White	56.1%	43.9%
	Minority	37.3%	62.7%

Just over half of respondents reported having smoked at least 100 cigarettes in their entire life. Well over one-third (39%) of nonsmokers reported having smoked at least 100 cigarettes in their lifetime.

Older respondents, 45 and over, were more likely to have been one time or current smokers, while college graduates tended to be less likely to have smoked at that level.

Minorities were far less likely (37%) to have been current or one time smokers than the sample at large.

Smoking Behaviors and Demographics

Current Smoking Incidence - Summarized

Sample Characteristics			
		Nonsmoker	Smoker
Total		78.4%	21.6%
Gender	Male	79.6%	20.4%
	Female	77.6%	22.4%
Age	18-24	57.9%	42.1%
	25-44	74.3%	25.7%
	45-64	80.7%	19.3%
	65+	84.6%	15.4%
Education	Not a HS grad	56.4%	43.6%
	HS grad	75.9%	24.1%
	Some College	76.4%	23.6%
	College Grad	87.6%	12.4%
Ethnicity	White	78.1%	21.9%
	Minority	79.1%	20.9%

Just over one in five (22%) respondents reported being current smokers.

Interestingly, incidence of smoking decreased considerably with age, with nearly half (42%) of those under 25 being smokers compared to less than one in seven (15%) of those 65 and over.

College graduates were far more likely to be nonsmokers (88%) than the sample as a whole.

Average Number of Cigarettes Smoked Per Day

Sample Characteristics		Mean
		#
Total		16
Gender	Male	17
	Female	16
Age	18-24	12
	25-44	14
	45-64	16
	65+	26
Education	Not a HS grad	9
	HS grad	23
	Some College	15
	College Grad	17
Ethnicity	White	17
	Minority	15

Smokers, on average, reported smoking 16 cigarettes a day.

Smokers 65 and over averaged smoking over one pack a day, 26 cigarettes.

Those with a high school education tended to smoke more cigarettes per day than those with higher levels of education.

On average, when you smoked during the past 30 days, about how many cigarettes did you smoke a day?

Sample Characteristics		Mean
		#
Total		14
Gender	Male	13
	Female	15
Age	18-24	14
	25-44	11
	45-64	13
	65+	24
Education	Not a HS grad	18
	HS grad	15
	Some College	14
	College Grad	12
Ethnicity	White	15
	Minority	14

Over the past 30 days, smokers reported slightly lower smoking frequency than their current levels.

During the past 12 months, have you quit smoking for 1 day or longer because you were trying to quit smoking?

Sample Characteristics		Percent Responding:	
		Yes	No
Total		38.4%	61.6%
Gender	Male	40.6%	59.4%
	Female	37.0%	63.0%
Age	18-24	62.5%	37.5%
	25-44	40.0%	60.0%
	45-64	35.5%	64.5%
	65+	25.0%	75.0%
Education	Not a HS grad	41.2%	58.8%
	HS grad	42.9%	57.1%
	Some College	43.3%	56.7%
	College Grad	23.5%	76.5%
Ethnicity	White	32.9%	67.1%
	Minority	64.3%	35.7%

Well over one-third (38%) of smokers reported attempting to quit smoking in the past 12 months.

Younger respondents, under 25, were far more likely to have attempted to quit smoking than older respondents.

Interestingly, smokers with a higher level of education, college graduates, were less likely to have attempted to quit smoking in the past 12 months than other smokers.

Do you use any other tobacco products, such as chewing tobacco, using snuff or smoking cigars?

Sample Characteristics		Percent Responding:	
		Yes	No
Total		7.8%	92.2%
	Nonsmoker	5.1%	94.9%
	Smoker	17.9%	82.1%
Gender	Male	15.6%	84.4%
	Female	2.9%	97.1%
Age	18-24	21.1%	78.9%
	25-44	8.9%	91.1%
	45-64	8.1%	91.9%
	65+	2.6%	97.4%
Education	Not a HS grad	10.3%	89.7%
	HS grad	4.6%	95.4%
	Some College	10.3%	89.7%
	College Grad	7.4%	92.6%
Ethnicity	White	7.9%	92.1%
	Minority	9.1%	90.9%

Less than one of ten respondents reported using other, non-cigarette, tobacco products.

Nearly one of five smokers (18%) reported using other tobacco products compared to only 5% of nonsmokers

Demographics:

Demographic Profile Summary
of the Sample Population

Sample Characteristics	Total	
Nonsmoker	78.4%	
	Smoker	21.6%
Gender	Male	39.5%
	Female	60.5%
Age	18-24	4.8%
	25-44	34.6%
	45-64	40.7%
	65+	19.9%
Education	Not a HS grad	10.2%
	HS grad	22.4%
	Some College	32.4%
	College Grad	34.9%
Ethnicity	White	82.7%
	Minority	17.3%

Age (Calculated from year of birth)

Sample Characteristics	Age				
	18-24	25-44	45-64	65+	
Total	4.8%	34.6%	40.7%	19.9%	
Nonsmoker	3.6%	32.8%	42.2%	21.4%	
	Smoker	9.3%	40.7%	36.0%	14.0%
Gender	Male	4.5%	39.7%	36.5%	19.2%
	Female	5.0%	31.3%	43.3%	20.4%
Education	Not a HS grad	15.4%	43.6%	17.9%	23.1%
	HS grad	10.2%	29.5%	37.5%	22.7%
	Some College	2.4%	40.2%	41.7%	15.7%
	College Grad	.7%	30.4%	49.6%	19.3%

What is your race or ethnicity? Would you say:

Sample Characteristics	Percent Responding:							
	White	Hispanic	African-American	Asian or Pacific Islander	American Indian or Alaska Native	Other	Refused	
Total	80.3%	8.5%	2.5%	1.8%	1.5%	2.5%	3.0%	
Smoker	Nonsmoker	79.8%	9.9%	2.2%	1.6%	1.3%	1.9%	3.2%
	Smoker	81.4%	3.5%	3.5%	2.3%	2.3%	4.7%	2.3%
Gender	Male	78.5%	9.5%	3.2%	1.3%	2.5%	2.5%	2.5%
	Female	81.4%	7.9%	2.1%	2.1%	.8%	2.5%	3.3%
Age	18-24	63.2%	21.1%	10.5%		5.3%		
	25-44	72.3%	16.8%	2.9%	2.2%	1.5%	3.6%	.7%
	45-64	89.4%	3.7%	1.2%	1.2%	1.2%	1.2%	1.9%
	65+	81.0%	1.3%	2.5%	1.3%	1.3%	3.8%	8.9%
Education	Not a HS grad	57.5%	32.5%	5.0%		5.0%		
	HS grad	80.7%	11.4%	1.1%	1.1%	1.1%	3.4%	1.1%
	Some College	86.6%	3.9%		2.4%	.8%	4.7%	1.6%
	College Grad	84.7%	3.6%	5.1%	2.2%	1.5%	.7%	2.2%

Marital Status

Are you:

Sample Characteristics	Percent Responding:							
	married	a member of an unmarried couple	single, & never been married	divorced	widowed	separated	Refused	
Total	59.0%	4.5%	12.5%	12.3%	8.8%	.5%	2.5%	
Smoker	Nonsmoker	59.0%	4.8%	12.2%	10.3%	10.3%	.3%	3.2%
	Smoker	58.1%	3.5%	14.0%	19.8%	3.5%	1.2%	
Gender	Male	64.6%	5.7%	15.2%	10.8%	1.3%	.6%	1.9%
	Female	55.4%	3.7%	10.7%	13.2%	13.6%	.4%	2.9%
Age	18-24	26.3%	10.5%	63.2%				
	25-44	66.4%	5.8%	14.6%	9.5%	2.2%	.7%	.7%
	45-64	62.7%	5.0%	8.7%	16.1%	6.8%		.6%
	65+	48.1%		2.5%	12.7%	26.6%	1.3%	8.9%
Education	Not a HS grad	42.5%	2.5%	27.5%	10.0%	17.5%		
	HS grad	61.4%	4.5%	11.4%	10.2%	9.1%	2.3%	1.1%
	Some College	58.3%	5.5%	9.4%	17.3%	9.4%		
	College Grad	65.7%	4.4%	12.4%	10.2%	5.8%		1.5%
Ethnicity	White	59.2%	4.7%	11.8%	14.0%	9.3%	.3%	.6%
	Minority	62.7%	4.5%	17.9%	6.0%	4.5%	1.5%	3.0%

What is the highest grade or year of school you completed?

Sample Characteristics	Percent Responding:							
	Grades 1 through 8 (Elementary)	Grades 9 through 11 (Some high school)	Grade 12 or GED (High school graduate)	College 1 year to 3 years (Some college or technical sch)	College 4 years or more (College graduate)	Don't Know	Refused	
Total	3.5%	6.5%	22.0%	31.8%	34.3%	1.0%	1.0%	
Smoker	Nonsmoker	2.6%	4.5%	21.2%	31.1%	38.5%	1.3%	1.0%
	Smoker	5.8%	14.0%	24.4%	34.9%	19.8%		1.2%
Gender	Male	3.2%	6.3%	15.8%	33.5%	39.9%	1.3%	
	Female	3.7%	6.6%	26.0%	30.6%	30.6%	.8%	1.7%
Age	18-24		31.6%	47.4%	15.8%	5.3%		
	25-44	6.6%	5.8%	19.0%	37.2%	29.9%		1.5%
	45-64	1.2%	3.1%	20.5%	32.9%	41.6%		.6%
	65+	3.8%	7.6%	25.3%	25.3%	32.9%	5.1%	
Ethnicity	White	2.2%	5.0%	22.1%	34.3%	36.1%		.3%
	Minority	10.4%	14.9%	23.9%	22.4%	26.9%		1.5%