

# The National Social Climate of Tobacco Control, 2000 - 2002

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This survey is an attempt to contribute to the understanding of tobacco control through the introduction of an institutional-based perspective that stresses not simply individual variations in behaviors and attitudes, but rather attempts to use cross-sectional survey data to monitor trends for societal norms, practices, and beliefs surrounding tobacco. This technique is primarily one of a shift in focus and interpretation rather than basic survey methodology.

The design of the survey instrument was based on an extensive review of extant instruments such as the Behavior Risk Factor Surveillance System, the Current Population Survey - Tobacco Supplement, and the California Adult Tobacco Survey, and supplemented by additional items needed to flesh out the social climate concept. The reliance on existing measurements was greatly enhanced by the review and excellent advice from the Office of Smoking and Health of the Centers for Disease Control and Prevention (CDC).

The origins of this study can be traced to research associated with the tobacco settlement in Mississippi. We developed the social climate approach to help the Mississippi Tobacco Control Foundation - The Partnership for a Healthy Mississippi and the Mississippi State Department of Health - monitor the degree to which their efforts were impacting the social fabric of Mississippi. Ellen Jones and Sheila Keller, formerly of the Mississippi State Department of Health, and Vivien Carver and Bonnie Reinert, at the Partnership for a Healthy Mississippi, worked closely with us in the development of a social climate survey. In the Social Science Research Center, our colleagues Liesel Ritchie, Angela Robertson, and Linda Southward have made numerous, valuable contributions.

Finally, Jonathan Winickoff, Eric Moolchan, Lori Pbert, and Michael Weitzman of the AAP Center for Child Health Research made significant contributions to the assessment of physician advice concerning cigarette smoking and exposure to environmental tobacco smoke.

**The National Social Climate Survey  
of Tobacco Control, 2000 - 2002**

In 1964, the U.S. Surgeon General formally announced the health risks of tobacco, thereby providing the impetus for one of the most intensive public health interventions in the history of the United States. Spanning several decades, the tobacco control movement has developed an increasingly effective series of social programs and policies designed to encourage nonsmoking and protect nonsmokers from environmental tobacco smoke. In the years following the initiation of the tobacco control movement, the percentage of current cigarette smokers in the American adult population has decreased dramatically from 42.4 percent in 1965 to 22.7 percent in 2001 (Centers for Disease Control and Prevention, 2002b). This decrease translates into about 40 million fewer adult smokers in the United States today than had the rate remained at 42.2 percent. Tobacco control has recently witnessed two other major accomplishments. First, the tobacco companies have been hit with massive compensatory and punitive fines resulting from lawsuits by former smokers, as well as massive settlement expenses with individual states to cover health expenses related to tobacco use. Second, national and state agencies have implemented promising multicomponent programs to prevent and reduce youth tobacco use. These programs have become increasingly comprehensive through a shift from focusing primarily on individual tobacco use to more population-based interventions with broad objectives such as social, environmental, and political change (United States Department of Health and Human Services, 2000).

In somewhat simplified terms these national and statewide programs target changes in the social climate. This approach is an attempt to denormalize tobacco use through changes in beliefs and knowledge that are incorporated into an individual's view of appropriate and acceptable behavior, to the rules and regulations that structure our organizations, and ultimately in the manner in which we see tobacco use as a part of the social environment. (Stillman et al., 1999). Recent research validates this strategy to target intermediate social and political policies to impact the social climate, and ultimately reduce tobacco use. To illustrate, programs that have successfully reduced perceptions that tobacco use is a normative behavior and/or increased the prevalence of smoke-free policies in public and private settings have been linked to increased cessation attempts by smokers, lower consumption by smokers, and decreased initiation by adolescents (Borland, Chapman, Owen, & Hill, 1990; Farkas, Gilpin, Distefan, & Pierce, 1999; Farrelly, Evans, & Sfekas, 1999)

Although comprehensive tobacco control programs have moved toward logic models that incorporate political and social intermediate objectives, planning and evaluation in this area has been hampered by the lack of timely, comprehensive data about tobacco control attitudes and practices of US adults. We developed the Social Climate Survey of Tobacco Control (SCS-TC) as a methodology to objectively measure and ultimately monitor the fundamental position of tobacco control in society, and thereby provide a data collection system to monitor program impacts. The survey includes items to measure progress towards intermediate objectives such as policy changes, changes in social norms, reductions in exposure of individuals to environmental tobacco smoke, and rejection of pro-tobacco influences. The results presented in this report are based on annual cross-sectional assessments of the social climate of tobacco control within the United States from 2000, 2001, and 2002.

### Survey Development

The Social Climate Survey of Tobacco Control is an attempt to contribute to the understanding of tobacco control through the introduction of an institutional-based perspective that stresses not simply individual variations in behaviors and attitudes, but rather attempts to use cross-sectional survey data for the measurement of societal norms, practices, and beliefs surrounding tobacco. Put broadly, we want to measure the social norms, practices, and beliefs surrounding a public health issue - in this case tobacco use. This technique is primarily one of a shift in focus and interpretation rather than basic survey methodology. By asking this series of questions to a random sample of American adults, we can measure the extent to which tobacco control and tobacco use are ingrained in the social institutions that influence decisions about tobacco.

The concept of social institutions, taken from the sociological literature, provides the framework for our methodology. As a fundamental component of a society, social institutions emerge as clusterings of beliefs, norms, and practices in order to meet the needs of society. To illustrate, the institution of family and friendship groups provides the nurturing necessary to produce and raise new members of a society; the education institution then shapes the individual into a potentially productive member of society. Seven social institutions are included in our approach -- each of which meets specific needs of society. These institutions are: 1) Family and Friendship Groups, 2) Education, 3) Government and Political Order, 4) Work, 5) Health and Medical Care, 6) Recreation, Leisure, and Sports, and 7) Mass Communication and Culture. Moreover, in each of these institutional areas, beliefs, norms, and practices about tobacco use and tobacco control have evolved. It is these institutional beliefs, norms, and practices that form the essence of the ingrained status of tobacco use in the social fabric of American society. The Social Climate Survey consists of a set of questions designed to measure the norms, practices, and knowledge concerning tobacco within each of these institutions.

### Applications

Until recently prevalence rates and per capita consumption measures have frequently been the yardsticks with which tobacco control programs were evaluated. While several states now have comprehensive data collection systems for planning and evaluation and there have been a substantial number of studies of attitudes toward the control of smoking in public settings (Ashley, Bull, & Pederson, 1995; Ashley & Cohen, 1998; Brooks & Mucci, 2001; Centers for Disease Control and Prevention, 2002c), no such descriptive studies published to date have been comprehensive or national in scope. To our knowledge, the present project is the most comprehensive survey of the extent to which tobacco control impacts the daily lives of Americans. The SCS-TC adds to existing national data sources by providing annual cross-sectional data on a comprehensive set of social and environmental indicators selected to monitor the fundamental position of tobacco control across a broad range of social settings. This emphasis on collecting data on the measurable characteristics of the social climate, as well as the brief time lag - 5 months - between data collection and data availability, increases the utility of the SCS-TC as a data collection system for planning specific interventions and evaluation of program impacts on the social climate. Researchers at the Social Science Research Center have partnered with State agencies in Mississippi and the AAP's Center for Child Health Research to apply findings from the survey to planning and evaluation. Several specific applications of the SCS-TC are described below.

## INTRODUCTION AND METHODS

- 1) A partnership with American Academy of Pediatric's Center for Child Health Research to increase pediatrician screening and counseling of parents who smoke in order to reduce youth exposure to ETS and the increase cessation.
- 2) Findings were applied by The Partnership for A Healthy Mississippi to support Mississippi's Smoke-Free Families Act (House Bill 1536) in 2002. This bill would have prohibited smoking in all enclosed public places in the State of Mississippi, with the exception of bars, casinos, and retail tobacco stores.
- 3) Findings were applied to supported House Bill 1673 in 2002. This bill would have raised the state tobacco tax on a pack of cigarettes by 25 cents.
- 4) Planning and evaluation by The Partnership for a Healthy Mississippi - the nonprofit agency responsible for the statewide comprehensive tobacco control programs in Mississippi.

### Methods

Respondents. The Social Climate Survey of Tobacco Control (SCS-TC) was administered to representative samples of U.S. adults who were interviewed by telephone between July and September of either 2000, 2001, or 2002. Samples from both years represent the civilian, non-institutionalized adult population over age 18 in the United States, including Alaska and Hawaii. Households were selected using random digit dialing procedures to include households with unlisted numbers. Once a household was contacted, the adult to be interviewed was selected by asking to speak with the person in the household who is 18 years of age or older and who will have the next birthday. Five attempts were made to contact those selected adults who were not home. The sample was weighted by race and gender within each census region, based on the most current U.S. Census estimates.

### Measures

The SCS-TC is an annual cross-sectional survey which contains items pertaining to normative beliefs, practices/policies, and knowledge regarding tobacco control across seven social institutions. These institutions include 1) family and friendship groups; 2) education; 3) workplace; 4) government and political order; 5) health and medical care; 6) recreation, leisure and sports; and 7) mass culture and communication. Although the SCS-TC includes items to measure smoking status and cessation, the survey emphasizes social and environmental indicators. These intermediate indicators were selected to provide a comprehensive assessment of the social climate in which people are exposed to and make decisions about tobacco control interventions. Survey items were developed and selected based on an extensive review of extant tobacco control surveys and then reviewed by an external panel of tobacco control researchers. The panel developed many of the items included in the survey, while others were selected from existing measurement instruments with established validity. Specifically, the SCS-TC included items from the Behavioral Risk Factor Surveillance System (BRFSS) (Centers for Disease Control and Prevention, 2002a) and the Tobacco Use Supplement- Current Population Survey (TUS-CPS) (Hartman, Willis, Lawrence, Marcus, & Gibson, 2002), as well as modified items from the California Adult Tobacco Surveys.

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<sup>1</sup> The survey instrument is presented in the Appendix

### Results

To facilitate the interpretation and application of the survey results, we have developed the following heuristic classification scheme for assessing the social penetration of tobacco control in American society. Some issues are fully ingrained into society, such as norms against smoking in day care centers, and are thus considered to be universally accepted. Other issues are strongly supported, but continue to be rejected by a small, but nontrivial segment of society. These issues are considered as predominant cultural norms, beliefs, and practices. Contested issues, on the other hand, are areas of tobacco control in which there remain substantial differences of opinion across society. The support and opposition for these controls are roughly matched across society. Finally, some tobacco control issues, such as norms against smoking in bars, are supported by only a small segment of society and are considered to be culturally marginal norms, practices, or beliefs.

By identifying universal, predominant, contested, and marginal aspects of the social climate, it becomes possible to develop more informed tobacco control efforts. To illustrate, it may not be necessary to target culturally universal norms, practices, and beliefs because these aspects of tobacco control are already deeply ingrained. Norms, practices, and beliefs that are predominantly ingrained in the social climate may serve as anchors for campaign efforts to target contested aspects of the social climate. Finally, this approach can identify those aspects of the social climate which are only marginally ingrained and likely to be very resistant to interventions.

The following classification scheme is used to categorize the degree to which these aspects of tobacco control impact the daily lives of Americans.

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#### **Heuristic Classification Scheme for Assessing the Social Penetration of Normative Beliefs, Health Beliefs, and Practices**

Universal	Universal normative beliefs, health beliefs, and practices Held by the overwhelming majority of society members: 85-100%
Predominant	Predominant normative beliefs, health beliefs, and practices Held by a predominance of society members: 65-84%
Contested	Contested normative beliefs, health beliefs, and practices Held by half of society members: 35-64%
Marginal	Marginal normative beliefs, health beliefs, and practices Held by 0-34% of society members

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### **2000 Sample Characteristics**

Of the eligible respondents contacted, 1,503 respondents completed the survey (74.9%) and 504 (25.1%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than  $\pm 2.5$  (95% confidence interval). Of the 1,503 respondents, 595 (39.6%) were male and 906 (60.3%) were female. The racial composition of the sample is as follows: white = 1,209 (80.4%), African American = 146 (9.7%), Asian or Pacific Islander = 25 (1.7%), American Indian or Alaskan Native = 15 (1.0%), other races = 3 (.2%), Hispanic (recoded from Other) = 69 (4.6%), and unknown (i.e., did not answer the question on race) = 36 (2.4%). The sample was weighted by race and gender within each census region, based upon 1998 U.S. Census estimates to ensure that it is representative of the U.S. population. Characteristics of the original sample are compared with the weighted sample in Table 1.1. The results presented in this report are based on the weighted sample; the maximum sampling error for each subpopulation is presented in Table 1.2.

### **2001 Sample Characteristics**

Of the eligible respondents contacted, 3,002 respondents completed the survey (84.2%) and 564 (15.8%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than  $\pm 1.8$  (95% confidence interval). Of the 3,002 respondents, 1,188 (39.6%) were male and 1,807 (60.2%) were female. The racial composition of the sample is as follows: white = 2,473 (82.4%), African American = 282 (9.4%), Asian or Pacific Islander = 35 (1.2%), American Indian or Alaskan Native = 36 (1.2%), other races = 115 (3.8%), and unknown (i.e., did not answer the question on race) = 61 (2.0%). The sample was weighted by race and gender within each census region, based upon 1999 U.S. Census estimates to ensure that it is representative of the U.S. population. Characteristics of the original sample are compared with the weighted sample in Table 1.1. The results presented in this report are based on the weighted sample; the maximum sampling error for each subpopulation is presented in Table 1.2.

### **2002 Sample Characteristics**

Of the eligible respondents contacted, 3,009 respondents completed the survey (85.5%) and 511 (14.5%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than  $\pm 1.8$  (95% confidence interval). Of the 3,009 respondents, 1,149 (38.2%) were male and 1,844 (61.3%) were female. The racial composition of the sample is as follows: white = 2,377 (79.0%), African American = 313 (10.4%), Asian or Pacific Islander = 42 (1.4%), American Indian or Alaskan Native = 42 (1.4%), other races = 159 (5.3%), and unknown (i.e., did not answer the question on race) = 75 (2.5%). The sample was weighted by race and gender within each census region, based upon 2000 U.S. Census estimates to ensure that it is representative of the U.S. population.

Characteristics of the original samples are compared with the weighted samples in Table 1.1. The results presented in this report are based on the weighted sample; the maximum sampling error for each subpopulation is presented in Table 1.2.

## INTRODUCTION AND METHODS

**Table 1.1 Comparison of Characteristics of the Original and Weighted Samples**

Sample Characteristic		2000		2001		2002	
		Original Sample	Weighted Sample	Original Sample	Weighted Sample	Original Sample	Weighted Sample
Rural/Urban	Rural	30.6	29.7	25.1	23.7	28.2	27.8
	Urban	69.4	70.3	74.9	76.3	71.8	72.2
Smoking Status	Non-Smoker	76.1	75.9	78.3	78.2	79.8	79.6
	Smoker	23.9	24.1	21.7	21.8	20.2	20.4
Gender	Male	39.6	49.5	39.6	48.3	38.2	47.7
	Female	60.3	50.4	60.2	51.5	61.3	51.8
Race	White	80.4	76.5	82.4	80.4	79.0	76.9
	African American	9.7	11.8	9.4	12.5	10.4	11.2
	Asian or Pacific Islander	1.7	2.7	1.2	0.8	1.4	2.0
	American Indian or Alaskan Native	1.0	1.8	1.2	0.6	1.4	1.8
	Other Race	0.2	0.2	3.8	3.7	5.3	5.4
Age	18-24 years of age	11.6	12.0	14.8	14.9	16.1	16.7
	25-44 years of age	36.4	37.2	38.0	38.8	34.9	35.1
	45-64 years of age	34.1	33.8	31.9	31.5	33.2	33.1
	65 years of age and older	17.9	17.0	15.3	14.8	15.7	15.0
Education	Not a high school graduate	9.4	9.1	6.7	6.5	8.4	8.3
	High school graduate	31.7	30.6	30.3	29.7	31.9	31.7
	Some college	25.2	25.7	27.3	27.3	26.5	26.3
	College graduate	33.7	34.6	35.7	36.5	33.2	33.7
Region	Northeast	18.4	9.1	17.6	19.0	19.1	19.6
	Midwest	24.4	30.6	26.9	23.1	24.5	23.3
	South	39.6	25.7	39.2	36.2	37.8	35.9
	West	17.6	34.6	16.3	21.8	18.6	21.3

**Table 1.2 Weighted Sample Size and Maximum Sampling Error**

Sample Characteristic		2000		2001		2002	
		Weighted Sample Size	Maximum Sampling Error	Weighted Sample Size	Maximum Sampling Error	Weighted Sample Size	Maximum Sampling Error
Rural/Urban	Rural	447	4.6	729	3.6	821	3.4
	Urban	1,055	3.0	2,344	2.0	2,129	2.1
Smoking Status	Non-Smoker	1,140	2.9	2,404	2.0	2,329	2.0
	Smoker	362	5.2	669	3.8	596	4.0
Gender	Male	743	3.6	1,484	2.5	1,407	2.6
	Female	757	3.6	1,582	2.5	1,529	2.5
Race	White	1,149	2.9	2,470	2.0	2,270	2.1
	African American	177	7.4	383	5.0	332	5.4
Age	18-24 years of age	181	7.3	458	4.6	493	4.4
	25-44 years of age	558	4.1	1,193	2.8	1,036	3.0
	45-64 years of age	508	4.3	967	3.2	978	3.1
	65 years of age and older	255	6.1	455	4.6	444	4.7
Education	Not a high school graduate	134	8.5	196	7.0	241	6.3
	High school graduate	449	4.6	899	3.3	920	3.2
	Some college	378	5.0	827	3.4	764	3.5
	College graduate	509	4.3	1,106	2.9	977	3.1
Region	Northeast	282	5.8	584	4.1	578	4.1
	Midwest	339	5.3	709	3.7	687	3.7
	South	532	4.2	1,111	2.9	1,058	3.0
	West	348	5.3	669	3.8	628	3.9



### **Universal Norms, Beliefs and Practices<sup>1</sup>**

- 202<sup>2</sup> million American adults (96.6 percent) never allow children under 18 years of age to smoke cigarettes.
- 198 million American adults (94.9 percent) believe that smoke from parents' cigarettes harms their children.
- 189 million American adults (90.2 percent) believe that parents should not allow children under the age of 18 to smoke cigarettes.
- 184 million American adults (87.8 percent) never allow smoking in the presence of children.

### **Significant Improvements<sup>3</sup>**

- The percentage of American households that banned smoking increased from 69.1 to 73.7 percent from 2000 to 2002.
- The percentage of American households that never allow smoking in the presence of children increased from 83.5 to 87.8 percent from 2000 to 2002.
- The percentage of American households in which tobacco use is unacceptable increased from 67.2 to 73.6 percent from 2000 to 2002.
- The percentage of American adults who believe that children are more likely to smoke if their parents are smokers increased from 78.1 to 82.3 percent from 2000 to 2002.
- The percentage of American adults reporting that smokers do not smoke in social settings with nonsmokers decreased from 27.8 to 23.3 percent, and decreased from 25.7 to 23.3 percent from 2001 to 2002.
- The percentage of American adults who recognize that smoking in a car affects the health of children either a lot or to a great extent increased from 76.9 to 80.9 percent from 2001 to 2002.
- The percentage of American adults who believe that smoking is unacceptable in front of children decreased from 79.3 to 76.7 percent. from 2001 to 2002.

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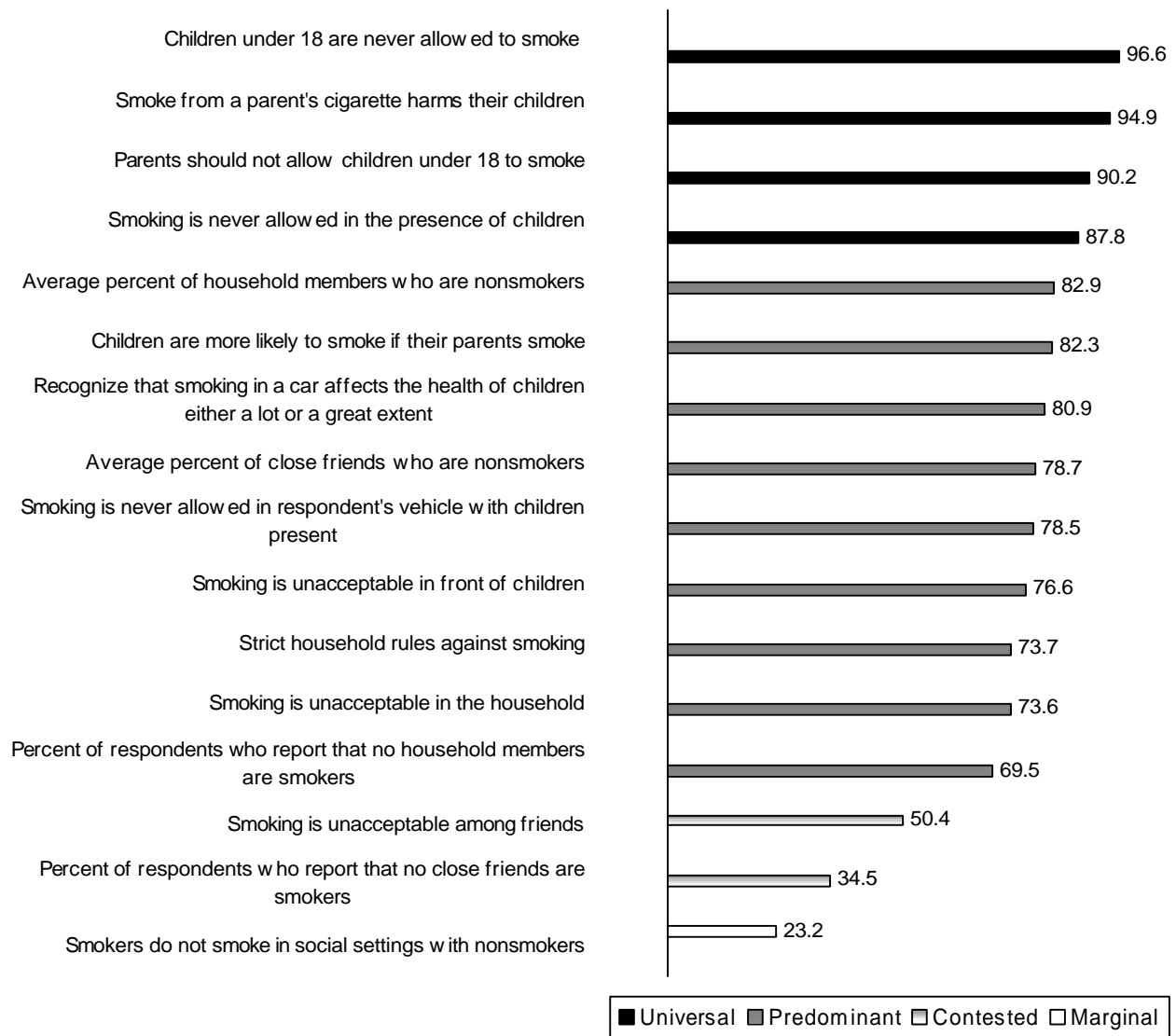
<sup>1</sup> Indicators endorsed by at least 85% of American adults

<sup>2</sup> Note that these numbers are based upon U.S. Census 2000 population estimates for residents 18 years of age and older. Numbers for households are based upon U.S. Census 2000 estimates of households.

<sup>3</sup> All improvements are statistically significant,  $\alpha < .05$

## FAMILY AND FRIENDSHIP GROUPS

### Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



## FAMILY AND FRIENDSHIP GROUPS

**Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**

Family and Friendship Groups	2000	2001	2002	% Point Difference	% Change
Strict household rules against smoking	69.1	74.1	73.7 *	4.6	6.7
Smoking is never allowed in the presence of children	83.5	87.9	87.8 *	4.3	5.1
Tobacco use is unacceptable within household	67.2	72.7	73.6 *	6.4	9.5
Smoking is never allowed in respondent's vehicle with children present	N/A	79.6	78.5	-1.1	-1.4
Recognize that smoking in a car affects the health of children either a lot or a great extent	N/A	76.9	80.9 **	4.0	5.2
Smoking is unacceptable in front of children	77.7	79.3	76.7 **	-1.0	-1.3
Children under 18 are never allowed to smoke	N/A	96.8	96.6	-0.2	-0.2
Parents should not allow children under the age of 18 to smoke cigarettes	91.2	90.5	90.2	-1.0	-1.1
Smoke from a parent's cigarette harms their children	93.7	95.2	94.9	1.2	1.3
Children are more likely to smoke if their parents smoke	78.1	83.3	82.3 *	4.2	5.4
Smokers do not smoke in social settings with nonsmokers	27.8	25.7	23.3 ***	-4.5	-16.2
Tobacco use is unacceptable among close friends	50.8	49.4	50.4	-0.4	-0.8

\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

Detailed Tables

- With the exception of smokers, the majority of Americans live in households that do not allow smoking in the home or the family vehicle when children are present.
- Although the majority of adults ban smoking in their homes and other private places, smoking bans are more common of residents of urban communities than those of rural communities, more common among nonsmokers than smokers, more common among respondents from the West Census region than those from other regions, more common among females than males, and more common among adults with college degrees than those without college degrees.
- American adults reported that the majority of their household and close friends do not smoke - again, smokers are the one exception.
- Although most American adults believe that youth should be restricted from smoking and protected from second-hand smoke in the home, these beliefs are stronger in non-smokers than smokers.

**Table 2.1 Household Rules About Smoking**

“Which of the following best describes your household’s rules about smoking?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	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	p
Total	15.4	10.9	73.7	
Rural/Urban				
Rural	18.4	12.0	69.6	
Urban	14.2	10.5	75.3	.005
Region				
Northeast	14.0	9.0	76.9	
Midwest	19.1	13.8	67.1	
South	16.8	10.9	72.3	
West	10.2	9.6	80.2	<.001
Smoking Status				
Nonsmoker	7.3	7.0	85.7	
Smoker	46.8	26.3	26.8	<.001
Gender				
Male	17.3	9.7	72.9	
Female	13.6	12.0	74.4	<.001
Race				
White	15.7	10.0	74.3	
African American	18.1	15.1	66.9	.006
Age				
18-24 years of age	15.8	12.4	71.8	
25-44 years of age	14.4	11.5	74.1	
45-64 years of age	17.2	11.1	71.8	
65 years of age and older	13.1	7.7	79.3	.050
Education				
Not a high school graduate	27.4	17.8	54.8	
High school graduate	18.9	13.0	68.0	
Some college	15.4	8.5	76.0	
College Graduate	8.8	9.3	81.9	<.001

Note: 0.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## FAMILY AND FRIENDSHIP GROUPS

**Table 2.2 Smoking in the Presence of Children**

“In your home, is smoking in the presence of children always allowed, sometimes allowed, or never allowed?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Always allowed	Sometimes allowed	Never allowed	<i>p</i>
Total	5.4	6.8	<b>87.8</b>	
Rural/Urban				
Rural	8.0	8.1	<b>83.9</b>	
Urban	4.4	6.2	<b>89.4</b>	<.001
Region				
Northeast	2.8	5.8	<b>91.4</b>	
Midwest	9.2	9.2	<b>81.7</b>	
South	5.8	7.9	<b>86.4</b>	
West	3.1	3.4	<b>93.6</b>	<.001
Smoking Status				
Nonsmoker	2.3	3.3	<b>94.4</b>	
Smoker	17.3	20.6	<b>62.1</b>	<.001
Gender				
Male	5.7	6.2	<b>88.1</b>	
Female	5.0	7.3	<b>87.7</b>	.368
Race				
White	5.8	6.8	<b>87.4</b>	
African American	5.8	7.9	<b>86.3</b>	.765
Age				
18-24 years of age	4.5	6.0	<b>89.5</b>	
25-44 years of age	5.9	8.7	<b>85.4</b>	
45-64 years of age	5.9	5.8	<b>88.3</b>	
65 years of age and older	3.9	5.3	<b>90.8</b>	.038
Education				
Not a high school graduate	10.3	11.5	<b>78.2</b>	
High school graduate	7.3	8.5	<b>84.3</b>	
Some college	5.3	6.9	<b>87.8</b>	
College Graduate	2.4	4.1	<b>93.5</b>	<.001

Note: 1.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.3 Smoking in Vehicles with Children Present**

“Please tell me which best describes how cigarette smoking is handled in your car when children are present?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	No one is allowed to smoke in my car	Only special guests are allowed to smoke in my car	People are allowed to smoke in my car only if the windows are open	People are allowed to smoke in my car at any time	<i>p</i>
Total	<b>78.5</b>	2.2	11.3	8.0	
Rural/Urban					
Rural	<b>74.5</b>	2.2	13.9	9.4	
Urban	<b>80.2</b>	2.1	10.3	7.4	.009
Region					
Northeast	<b>82.5</b>	1.4	10.5	5.7	
Midwest	<b>73.7</b>	2.4	13.9	10.1	
South	<b>75.9</b>	2.6	11.8	9.7	
West	<b>85.2</b>	1.7	8.4	4.8	<.001
Smoking Status					
Nonsmoker	<b>89.1</b>	2.0	6.2	2.8	
Smoker	<b>35.9</b>	2.3	32.5	29.3	<.001
Gender					
Male	<b>75.2</b>	2.7	12.4	9.7	
Female	<b>81.8</b>	1.6	10.2	6.4	<.001
Race					
White	<b>77.7</b>	2.0	12.1	8.1	
African American	<b>76.5</b>	1.8	11.2	10.5	.602
Age					
18-24 years of age	<b>72.9</b>	3.9	15.6	7.6	
25-44 years of age	<b>77.4</b>	2.5	12.8	7.4	
45-64 years of age	<b>79.7</b>	1.5	9.5	9.3	
65 years of age and older	<b>85.3</b>	0.8	7.1	6.8	<.001
Education					
Not a high school graduate	<b>66.7</b>	1.5	13.3	18.5	
High school graduate	<b>74.1</b>	2.3	13.6	10.1	
Some college	<b>77.8</b>	2.9	12.3	7.0	
College Graduate	<b>85.0</b>	1.7	8.4	4.9	<.001

Note: 7.7 percent of respondents reported *Don't Know* or refused or did not own a car.  
Percentages may not add to 100 due to rounding.

## FAMILY AND FRIENDSHIP GROUPS

**Table 2.4 How Much Does Smoking in a Car Affect the Health of Children**

“In your opinion, how much does smoking in a car affect the health of children?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Not at all	A little bit	Somewhat	A lot	A great extent	p
Total	3.8	4.7	10.6	32.4	48.5	
Rural/Urban						
Rural	4.4	5.7	11.1	31.8	47.0	
Urban	3.6	4.3	10.5	32.6	49.0	.389
Region						
Northeast	3.0	5.3	10.3	30.1	51.2	
Midwest	4.3	4.9	11.7	32.8	46.2	
South	4.3	4.8	11.9	32.0	47.0	
West	3.5	3.5	7.6	34.5	50.9	.159
Smoking Status						
Nonsmoker	2.9	3.3	9.2	31.7	52.9	
Smoker	7.9	10.2	15.9	34.9	31.1	<.001
Gender						
Male	4.7	6.6	14.0	32.1	42.7	
Female	3.1	3.0	7.7	32.5	53.7	<.001
Race						
White	3.7	5.2	11.7	31.8	47.6	
African American	3.8	2.5	6.0	32.7	54.9	.004
Age						
18-24 years of age	4.4	4.2	8.6	38.1	44.8	
25-44 years of age	3.4	4.9	11.0	32.6	48.1	
45-64 years of age	3.3	4.8	12.1	29.2	50.7	
65 years of age and older	5.8	4.6	8.7	32.0	48.8	.043
Education						
Not a high school graduate	7.6	7.6	8.9	30.4	45.5	
High school graduate	4.6	5.4	10.2	33.6	46.1	
Some college	3.4	4.3	10.7	33.4	48.1	
College Graduate	2.4	3.5	11.6	31.1	51.4	.003

Note: 4.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.5 Household Rules About Youth Smoking**

“In your home, are children under the age of 18 always allowed, sometimes allowed, or never allowed to smoke cigarettes?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Always allowed	Sometimes allowed	Never allowed	p
Total	1.4	2.0	96.6	
Rural/Urban				
Rural	1.9	3.0	95.2	
Urban	1.3	1.6	97.1	.037
Region				
Northeast	1.1	2.9	96.1	
Midwest	2.1	1.6	96.3	
South	1.6	1.8	96.5	
West	0.7	2.0	97.4	.226
Smoking Status				
Nonsmoker	0.9	1.2	97.9	
Smoker	3.5	5.4	91.2	<.001
Gender				
Male	1.5	2.7	95.8	
Female	1.3	1.5	97.2	.061
Race				
White	1.4	2.1	96.6	
African American	0.9	1.5	97.6	.646
Age				
18-24 years of age	1.9	2.9	95.2	
25-44 years of age	0.9	1.8	97.4	
45-64 years of age	1.9	1.7	96.5	
65 years of age and older	1.2	2.1	96.7	.288
Education				
Not a high school graduate	3.8	3.4	92.8	
High school graduate	1.2	2.2	96.6	
Some college	2.1	1.9	96.0	
College Graduate	0.6	1.6	97.8	.003

Note: 2.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## FAMILY AND FRIENDSHIP GROUPS

**Table 2.6 Acceptability of Tobacco Use in the Household**

“Within your household, would you say that tobacco use is very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Very acceptable	Somewhat acceptable	Somewhat unacceptable	Very unacceptable	<i>p</i>
<b>Total</b>	11.3	15.1	11.2	<b>62.4</b>	
Rural/Urban					
Rural	14.0	15.6	11.3	<b>59.2</b>	
Urban	10.3	14.9	11.1	<b>63.7</b>	.030
Region					
Northeast	10.5	13.1	10.9	<b>65.5</b>	
Midwest	13.3	17.0	11.1	<b>58.6</b>	
South	12.7	15.2	12.0	<b>60.1</b>	
West	7.7	14.5	67.6	<b>67.6</b>	.008
Smoking Status					
Nonsmoker	3.2	10.7	11.3	<b>74.8</b>	
Smoker	42.6	31.9	11.0	<b>14.5</b>	<.001
Gender					
Male	12.4	17.1	12.1	<b>58.3</b>	
Female	10.3	13.2	10.1	<b>66.4</b>	<.001
Race					
White	11.7	14.8	10.8	<b>62.7</b>	
African American	11.3	16.8	13.1	<b>58.7</b>	.389
Age					
18-24 years of age	12.7	20.0	12.7	<b>54.7</b>	
25-44 years of age	11.6	15.3	12.1	<b>60.9</b>	
45-64 years of age	12.1	15.1	10.4	<b>62.4</b>	
65 years of age and older	7.5	8.9	9.1	<b>74.5</b>	<.001
Education					
Not a high school graduate	23.8	15.1	9.2	<b>51.9</b>	
High school graduate	13.8	18.6	93.7	<b>57.8</b>	
Some college	10.7	14.6	13.4	<b>61.3</b>	
College Graduate	6.5	12.0	11.6	<b>70.0</b>	<.001

Note: 0.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.7 Acceptability of Parents Smoking in Front of Children**

“It is acceptable for parents to smoke in front of children.  
Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
<b>Total</b>	3.9	19.5	42.1	<b>34.5</b>	
Rural/Urban					
Rural	4.6	23.3	39.3	<b>32.8</b>	
Urban	3.6	18.0	43.3	<b>35.2</b>	.005
Region					
Northeast	4.3	17.5	43.1	<b>35.1</b>	
Midwest	4.8	22.4	40.0	<b>32.7</b>	
South	3.6	20.3	42.2	<b>33.8</b>	
West	2.8	16.9	43.3	<b>37.0</b>	.143
Smoking Status					
Nonsmoker	2.7	14.5	44.0	<b>38.9</b>	
Smoker	8.2	39.2	34.8	<b>17.9</b>	<.001
Gender					
Male	4.5	23.5	42.8	<b>29.3</b>	
Female	3.3	15.9	41.6	<b>39.2</b>	<.001
Race					
White	3.8	21.0	41.8	<b>33.3</b>	
African American	3.4	15.0	42.7	<b>38.9</b>	.049
Age					
18-24 years of age	3.6	18.5	42.5	<b>35.4</b>	
25-44 years of age	4.5	20.1	41.3	<b>34.1</b>	
45-64 years of age	3.5	21.8	38.9	<b>35.7</b>	
65 years of age and older	3.8	14.1	50.7	<b>31.5</b>	.007
Education					
Not a high school graduate	4.8	23.3	38.3	<b>33.5</b>	
High school graduate	3.8	20.6	43.2	<b>32.4</b>	
Some college	4.5	19.6	43.1	<b>32.8</b>	
College Graduate	3.2	18.0	40.8	<b>38.1</b>	.172

Note: 3.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## FAMILY AND FRIENDSHIP GROUPS

**Table 2.8 Should Parents Allow Children to Smoke Cigarettes?**

“Parents should not allow children under the age of eighteen to smoke cigarettes.  
Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	50.2	40.0	6.7	3.2	
Rural/Urban					
Rural	50.1	39.8	7.3	2.8	
Urban	50.3	40.0	6.4	3.3	.777
Region					
Northeast	48.5	40.9	6.7	3.9	
Midwest	50.3	40.8	6.7	2.2	
South	48.6	40.2	7.4	3.8	
West	54.6	37.8	5.2	2.4	.188
Smoking Status					
Nonsmoker	52.6	37.8	6.1	3.5	
Smoker	41.5	48.3	8.3	1.9	<.001
Gender					
Male	49.0	40.9	7.0	3.1	
Female	51.4	38.8	6.4	3.3	.566
Race					
White	50.5	40.8	6.3	2.4	
African American	50.5	36.1	8.0	5.5	.006
Age					
18-24 years of age	48.4	38.7	6.6	6.4	
25-44 years of age	56.6	35.1	5.4	2.9	
45-64 years of age	49.4	42.7	5.8	2.2	
65 years of age and older	39.2	46.1	11.6	2.5	<.001
Education					
Not a high school graduate	45.3	40.3	11.4	3.0	
High school graduate	43.5	46.1	6.9	3.5	
Some college	50.7	39.7	6.9	2.6	
College Graduate	57.6	34.7	4.9	2.8	<.001

Note: 1.2 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.9 Beliefs about Health Effects of Parents' Cigarette Smoke on Children**

“Inhaling smoke from a parent's cigarette harms the health of babies and children.  
Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	51.0	44.0	3.9	1.2	
Rural/Urban					
Rural	48.3	45.4	4.8	1.5	
Urban	52.0	43.4	3.6	1.0	.147
Region					
Northeast	49.6	45.2	3.5	1.8	
Midwest	50.9	44.2	4.2	0.6	
South	49.8	45.8	3.2	1.3	
West	54.4	39.4	5.0	1.1	.157
Smoking Status					
Nonsmoker	54.7	41.4	2.9	1.1	
Smoker	36.8	54.5	7.4	1.2	<.001
Gender					
Male	48.2	46.6	4.2	1.0	
Female	53.5	41.5	3.6	1.4	.017
Race					
White	51.3	44.1	3.7	0.9	
African American	51.2	44.4	3.7	0.6	.964
Age					
18-24 years of age	53.7	42.8	1.9	1.7	
25-44 years of age	54.2	41.0	4.0	0.9	
45-64 years of age	50.7	44.0	4.2	1.1	
65 years of age and older	40.9	52.2	5.5	1.4	<.001
Education					
Not a high school graduate	42.7	47.4	7.7	2.1	
High school graduate	47.1	47.9	4.0	1.0	
Some college	50.3	45.2	3.5	0.9	
College Graduate	57.0	38.9	3.0	1.1	<.001

Note: 2.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



## FAMILY AND FRIENDSHIP GROUPS

**Table 2.10 Beliefs about Risk of Children Smoking if Parents are Smokers**

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

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	<b>36.4</b>	45.9	15.5	2.2	
Rural/Urban					
Rural	<b>35.8</b>	45.4	17.4	1.4	
Urban	<b>36.6</b>	46.2	14.8	2.4	.133
Region					
Northeast	<b>37.3</b>	43.7	17.1	2.0	
Midwest	<b>35.3</b>	48.0	14.9	1.8	
South	<b>34.8</b>	46.0	16.4	2.9	
West	<b>39.5</b>	45.6	13.4	1.5	.241
Smoking Status					
Nonsmoker	<b>39.7</b>	46.3	12.5	1.6	
Smoker	<b>24.1</b>	44.2	27.1	4.5	<.001
Gender					
Male	<b>36.3</b>	47.4	14.8	1.5	
Female	<b>36.5</b>	44.3	16.3	2.9	.034
Race					
White	<b>37.4</b>	45.4	15.0	2.1	
African American	<b>29.0</b>	47.6	19.9	3.5	.008
Age					
18-24 years of age	<b>35.5</b>	45.2	16.6	2.8	
25-44 years of age	<b>39.8</b>	42.5	15.6	2.1	
45-64 years of age	<b>35.7</b>	45.9	16.1	2.2	
65 years of age and older	<b>30.8</b>	54.6	12.9	1.6	.017
Education					
Not a high school graduate	<b>29.1</b>	45.7	21.7	3.5	
High school graduate	<b>30.5</b>	48.4	18.7	2.4	
Some college	<b>36.3</b>	48.0	13.3	2.4	
College Graduate	<b>43.8</b>	42.0	12.8	1.5	<.001

Note: 3.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.11 Do Friends who are Smokers Smoke in Social Settings with Nonsmokers**

“In social settings where there are smokers and nonsmokers, do your friends who are smokers always refrain from smoking, sometimes refrain from smoking, or never refrain from smoking?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Always refrain	Sometimes refrain	Never refrain	p
Total	<b>23.2</b>	55.1	21.7	
Rural/Urban				
Rural	<b>14.9</b>	51.5	23.6	
Urban	<b>22.6</b>	56.5	20.9	.058
Region				
Northeast	<b>19.6</b>	57.7	22.7	
Midwest	<b>22.7</b>	55.6	21.7	
South	<b>23.7</b>	53.8	22.6	
West	<b>26.6</b>	54.4	19.0	.134
Smoking Status				
Nonsmoker	<b>25.6</b>	53.6	20.8	
Smoker	<b>14.1</b>	61.0	24.9	<.001
Gender				
Male	<b>20.0</b>	57.6	22.4	
Female	<b>26.5</b>	52.6	21.0	<.001
Race				
White	<b>23.4</b>	56.7	19.9	
African American	<b>21.6</b>	51.6	56.8	.020
Age				
18-24 years of age	<b>16.3</b>	57.9	25.8	
25-44 years of age	<b>16.9</b>	61.3	21.8	
45-64 years of age	<b>26.5</b>	54.0	19.5	
65 years of age and older	<b>39.9</b>	38.4	21.7	<.001
Education				
Not a high school graduate	<b>24.1</b>	41.5	34.4	
High school graduate	<b>21.5</b>	52.5	26.1	
Some college	<b>22.8</b>	58.0	19.1	
College Graduate	<b>24.6</b>	59.3	16.1	<.001

Note: 7.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## FAMILY AND FRIENDSHIP GROUPS

**Table 2.12 Acceptability of Tobacco Use Among Friends**

“Among your friends, would you say that tobacco use is very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Very Acceptable	Somewhat Acceptable	Somewhat Unacceptable	Very Unacceptable	<i>p</i>
Total	15.4	34.2	20.6	29.8	
Rural/Urban					
Rural	18.1	33.7	18.5	29.7	
Urban	14.3	34.4	21.5	29.8	.043
Region					
Northeast	13.6	34.3	21.2	30.8	
Midwest	18.2	35.2	18.2	28.3	
South	15.3	35.5	20.5	28.8	
West	14.1	30.8	22.9	32.1	.130
Smoking Status					
Nonsmoker	9.3	31.3	23.7	35.8	
Smoker	39.4	45.2	9.0	6.3	<.001
Gender					
Male	18.3	37.4	19.5	24.7	
Female	12.6	31.1	21.8	34.5	<.001
Race					
White	15.1	34.8	21.8	28.3	
African American	14.5	37.5	12.6	35.4	.001
Age					
18-24 years of age	24.2	34.6	17.1	24.2	
25-44 years of age	17.4	39.5	21.2	22.0	
45-64 years of age	12.5	32.9	22.5	32.1	
65 years of age and older	7.3	23.9	19.1	49.6	<.001
Education					
Not a high school graduate	19.7	33.6	13.1	33.6	
High school graduate	19.2	36.3	17.6	26.9	
Some college	17.4	35.6	19.1	27.8	
College Graduate	9.4	31.6	26.5	32.5	<.001

Note: 2.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

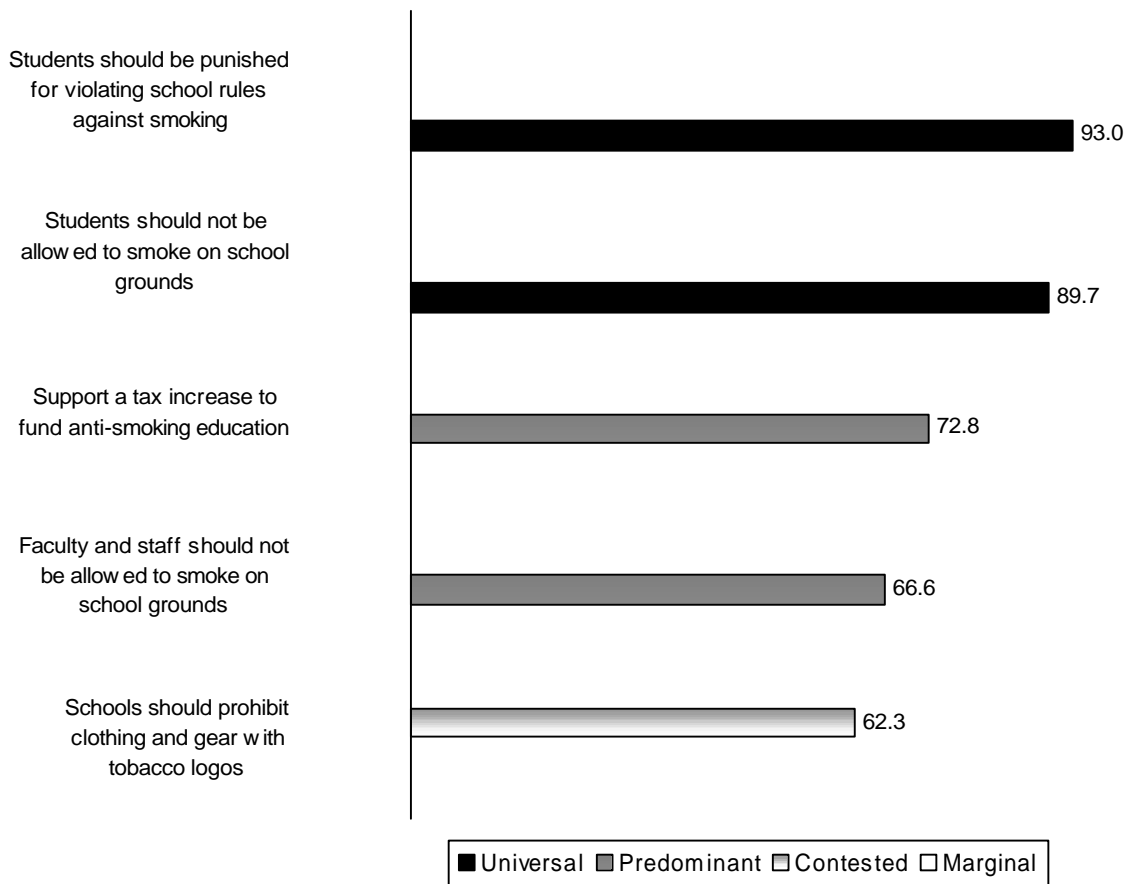
### **Universal Norms, Beliefs and Practices**

- 194 million American adults (93.0 percent) believe that students should be punished for violating school rules against smoking.
- 188 million American adults (89.7 percent) believe that students should not be allowed to smoke on school grounds.

### **Significant Improvements**

- The percentage of American adults who believe faculty and staff should not be allowed to smoke on school grounds increased from 56.8 to 66.6 percent from 2000 to 2002, and increased from 56.5 to 66.6 percent from 2001 to 2002.
- The percentage of American adults who support a tax increase to fund anti-smoking education increased from 68.9 to 72.8 percent from 2000 to 2002.
- The percentage of American adults who believe that schools should prohibit students from wearing clothing or gear with tobacco logos decreased from 65.4 to 62.3 percent from 2001 to 2002.

**Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**



## EDUCATION

### Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Education	2000	2001	2002	% Point Difference	% Change
Students should not be allowed to smoke on school grounds	90.0	89.6	89.7	-0.3	-0.3
Faculty and Staff should not be allowed to smoke on school grounds	56.8	56.5	66.6 ***	9.8	17.3
Schools should prohibit clothing or gear with tobacco logos	62.1	65.4	62.3 **	0.2	0.3
Support a tax increase to fund anti-smoking education	68.9	73.9	72.8 *	3.9	5.7
Students should be punished for violating school rules against smoking	91.8	93.8	93.0	1.2	1.3

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\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

Detailed Tables

- Almost all adults believe that students should not be allowed to smoke on school grounds; while about one-third of adults believe that faculty and staff should not be allowed to smoke on school grounds.
- Approximately three-quarters of adults support an increase in state tobacco taxes to fund education programs to prevent young people from smoking. However, support for an increase varies across several sociodemographic factors.
- In general, females are more supportive to many aspects of tobacco control in the educational setting than males, and nonsmokers are typically more supportive than smokers.

**Table 3.1 Student Smoking on School Grounds**

“In schools, do you think that students should be allowed to smoke?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	In all areas	Some, designated areas	Not allowed at all	p
Total	0.7	9.6	<b>89.7</b>	
Rural/Urban				
Rural	1.3	7.1	<b>91.5</b>	
Urban	0.5	10.5	<b>88.9</b>	.001
Region				
Northeast	1.0	10.4	<b>88.5</b>	
Midwest	1.5	8.8	<b>89.7</b>	
South	0.3	9.2	<b>90.5</b>	
West	0.5	10.2	<b>89.3</b>	.110
Smoking Status				
Nonsmoker	0.4	7.7	<b>91.8</b>	
Smoker	2.0	17.0	<b>81.0</b>	<.001
Gender				
Male	1.3	12.0	<b>86.7</b>	
Female	0.3	7.4	<b>92.4</b>	<.001
Race				
White	0.7	9.4	<b>89.9</b>	
African American	0.6	8.3	<b>91.1</b>	.774
Age				
18-24 years of age	1.4	14.7	<b>83.8</b>	
25-44 years of age	0.7	11.2	<b>88.1</b>	
45-64 years of age	0.3	7.0	<b>92.7</b>	
65 years of age and older	0.9	5.9	<b>93.2</b>	<.001
Education				
Not a high school graduate	3.3	5.0	<b>91.6</b>	
High school graduate	0.4	11.1	<b>88.5</b>	
Some college	0.8	9.9	<b>89.3</b>	
College Graduate	0.3	9.1	<b>90.5</b>	<.001

Note: 0.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 3.2 Faculty and Staff Smoking on School Grounds**

“In schools, do you think that faculty and staff should be allowed to smoke?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	In all areas	Some, designated areas	Not allowed at all	p
Total	0.8	32.7	66.6	
Rural/Urban				
Rural	1.1	30.0	68.9	
Urban	0.6	33.7	65.7	.072
Region				
Northeast	0.9	34.1	65.0	
Midwest	0.9	32.0	67.1	
South	0.5	33.4	66.1	
West	0.8	31.0	68.2	.806
Smoking Status				
Nonsmoker	0.5	27.4	72.2	
Smoker	1.7	53.6	44.7	<.001
Gender				
Male	1.1	37.5	61.3	
Female	0.4	28.2	71.4	<.001
Race				
White	0.7	34.4	64.9	
African American	0.6	28.3	71.1	.086
Age				
18-24 years of age	1.2	32.2	66.6	
25-44 years of age	0.6	38.3	61.1	
45-64 years of age	0.6	30.9	68.5	
65 years of age and older	0.9	24.0	75.1	<.001
Education				
Not a high school graduate	2.5	22.6	74.9	
High school graduate	0.3	30.9	68.8	
Some college	0.5	35.7	63.8	
College Graduate	0.8	35.3	63.9	<.001

Note: 0.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 3.3 Students Wearing Clothing with Tobacco Logos**

“Schools should prohibit students from wearing clothing or bringing gear with tobacco logos to school. Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	26.4	35.9	27.9	9.8	
Rural/Urban					
Rural	25.2	36.2	30.7	7.9	
Urban	26.9	35.8	26.8	10.5	.055
Region					
Northeast	22.8	35.4	28.6	13.1	
Midwest	27.5	37.6	24.7	10.2	
South	25.6	34.9	31.0	8.5	
West	29.9	36.1	25.5	8.5	.006
Smoking Status					
Nonsmoker	28.7	36.7	26.1	8.5	
Smoker	18.1	32.9	34.8	14.2	<.001
Gender					
Male	21.4	34.6	33.2	10.8	
Female	31.0	36.8	23.2	9.0	<.001
Race					
White	26.0	36.5	27.7	9.8	
African American	28.5	33.9	29.1	8.5	.600
Age					
18-24 years of age	20.7	36.0	32.2	11.1	
25-44 years of age	28.3	34.3	26.9	10.4	
45-64 years of age	28.1	36.1	27.6	8.2	
65 years of age and older	24.8	38.8	26.0	10.4	.037
Education					
Not a high school graduate	26.6	29.7	32.4	11.3	
High school graduate	23.6	38.9	28.8	8.7	
Some college	27.5	36.4	27.0	9.1	
College Graduate	28.6	34.4	26.4	10.6	.082

Note: 4.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 3.4 Increase Taxes to Fund Anti-Smoking Education**

“State tobacco taxes should be increased to fund education to prevent young people from starting to smoke. Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	30.5	42.3	20.4	6.8	
Rural/Urban					
Rural	29.5	42.3	22.2	6.0	
Urban	30.9	42.3	19.8	7.1	.402
Region					
Northeast	31.2	41.0	20.4	7.4	
Midwest	28.9	41.9	21.3	8.0	
South	28.7	44.8	20.9	5.6	
West	34.7	39.9	18.6	6.8	.181
Smoking Status					
Nonsmoker	33.9	44.7	16.5	4.9	
Smoker	17.5	32.5	36.0	14.0	<.001
Gender					
Male	27.0	40.9	24.4	7.8	
Female	33.6	43.5	16.9	6.0	<.001
Race					
White	29.6	41.5	21.8	7.0	
African American	32.3	49.5	11.3	6.9	<.001
Age					
18-24 years of age	32.8	44.8	15.8	6.6	
25-44 years of age	33.4	41.8	18.5	6.3	
45-64 years of age	29.2	39.9	23.2	7.7	
65 years of age and older	23.7	46.2	23.9	6.2	.001
Education					
Not a high school graduate	32.6	41.7	17.8	7.8	
High school graduate	26.8	45.7	20.7	6.8	
Some college	30.4	39.6	22.9	7.1	
College Graduate	33.5	41.0	19.1	6.4	.076

Note: 4.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 3.5 Students Should be Punished for Violating School Rules against Smoking**

“Students should be punished for violating school rules against smoking. Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	36.9	56.1	5.8	1.3	
Rural/Urban					
Rural	35.1	56.8	6.3	1.9	
Urban	37.6	55.9	5.5	1.0	.168
Region					
Northeast	37.7	55.2	5.5	1.6	
Midwest	36.9	55.9	6.3	0.9	
South	35.9	57.8	5.2	1.1	
West	37.8	54.3	6.3	1.6	.843
Smoking Status					
Nonsmoker	38.1	56.4	4.8	0.7	
Smoker	32.4	54.8	9.8	3.1	<.001
Gender					
Male	34.4	57.9	6.3	1.4	
Female	39.3	54.1	5.4	1.2	.050
Race					
White	37.1	56.4	5.4	1.0	
African American	37.3	54.0	6.5	2.2	.266
Age					
18-24 years of age	37.5	55.1	4.8	2.7	
25-44 years of age	41.2	53.2	4.7	0.9	
45-64 years of age	35.7	56.3	7.0	0.9	
65 years of age and older	28.2	63.8	6.6	1.4	<.001
Education					
Not a high school graduate	38.0	50.4	10.3	1.3	
High school graduate	33.8	59.4	6.1	0.7	
Some college	35.0	57.4	5.7	1.9	
College Graduate	40.8	53.5	4.4	1.3	.001

Note: 2.2 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



### **Universal Norms, Beliefs and Practices**

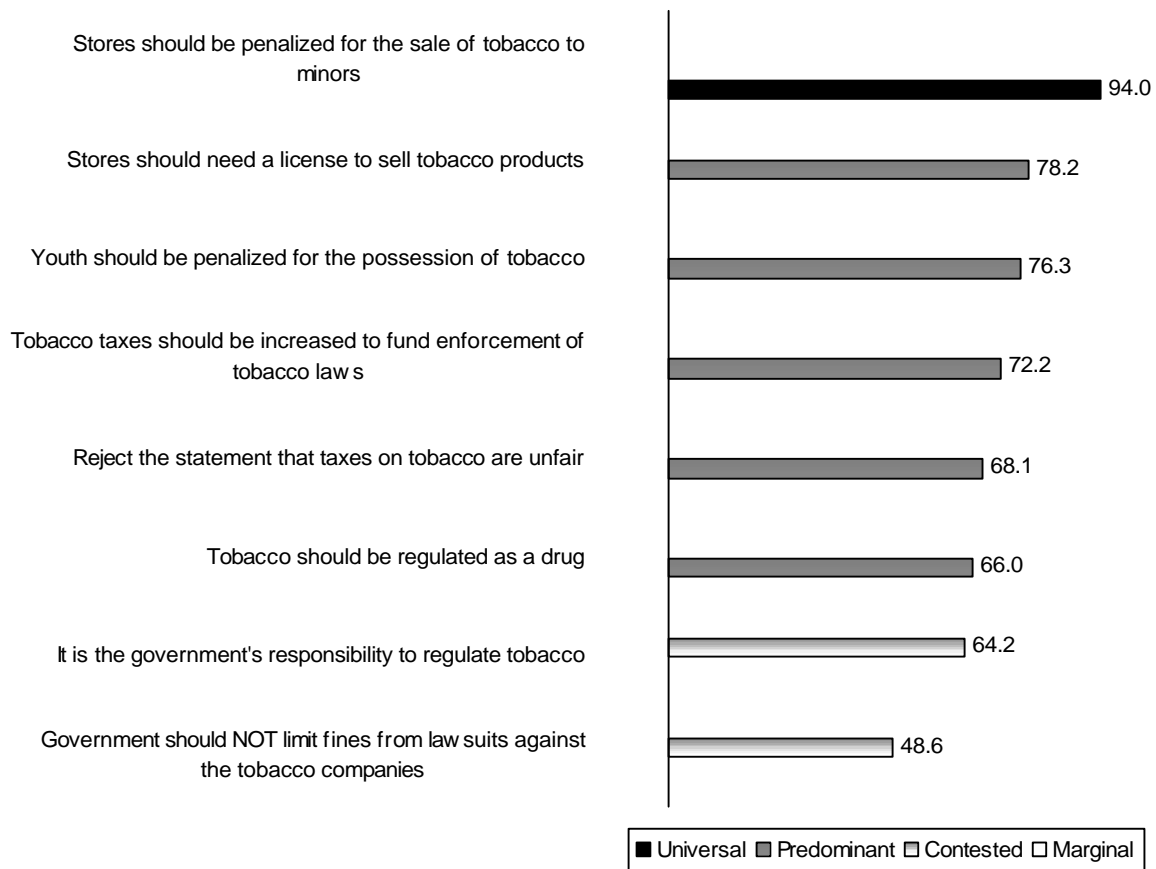
- 197 million American adults (94.0 percent) believe that stores should be penalized for the sale of tobacco to minors.

### **Significant Improvements**

- The percentage of American adults who believe that store owners should need a license to sell tobacco increased from 71.5 to 78.2 percent from 2000 to 2002, and increased from 74.6 to 78.2 percent from 2001 to 2002.
- The percentage of American adults who believe that state taxes should be increased to fund programs to enforce laws that prevent sales of tobacco products to minors increased from 64.7 to 72.2 percent from 2000 to 2002.
- The percentage of American adults who believe that taxes on tobacco are NOT unfair decreased from 72.4 to 64.2 percent from 2001 to 2002.

## GOVERNMENT AND POLITICAL ORDER

### Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



## GOVERNMENT AND POLITICAL ORDER

### Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Government	2000	2001	2002	% Point Difference	% Change
Tobacco should be regulated as a drug	63.7	66.0	66.0	2.3	3.6
Stores should need a license to sell tobacco products	71.5	74.6	78.2 ***	6.7	9.4
Tobacco taxes should be increased to fund enforcement of tobacco laws	64.7	71.3	72.2 *	7.5	11.6
Stores should be penalized for the sale of tobacco to minors	93.4	94.0	94.0	0.6	0.6
Youth should be penalized for the possession of tobacco	75.6	76.0	76.3	0.7	0.9
Reject the statement that taxes on tobacco are unfair.	68.8	72.4	68.1 **	-0.7	-1.0
It is the responsibility of government to regulate tobacco	63.7	66.0	64.2	0.5	0.8
Government should NOT limit fines from lawsuits against the tobacco companies	47.6	50.0	48.6	1.0	2.1

\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

# GOVERNMENT AND POLITICAL ORDER

## Detailed Tables

- A majority of American adults believe that tobacco products should be regulated as a drug.
- The majority of adults support both penalizing stores that sell tobacco to minors and penalizing minors caught possessing tobacco products. However, there is more support for penalizing stores.
- In general, nonsmokers are more supportive of government regulation and enforcement of tobacco laws than smokers; African Americans are more supportive than White respondents; and females are more supportive than males.

**Table 4.1 Tobacco Should Be Regulated as a Drug**

“Tobacco products should be regulated as a drug by a government agency such as the Food and Drug Administration. Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	<b>23.4</b>	42.6	25.1	9.0	
Rural/Urban					
Rural	<b>21.1</b>	40.9	29.5	8.5	
Urban	<b>24.3</b>	43.2	23.4	9.1	.009
Region					
Northeast	<b>23.8</b>	44.4	21.4	10.4	
Midwest	<b>22.6</b>	40.1	27.7	9.6	
South	<b>23.0</b>	42.9	26.1	8.0	
West	<b>24.7</b>	42.8	23.8	8.8	.333
Smoking Status					
Nonsmoker	<b>25.3</b>	44.7	22.7	7.3	
Smoker	<b>15.7</b>	34.0	34.7	15.6	<.001
Gender					
Male	<b>20.3</b>	41.9	28.1	9.7	
Female	<b>26.2</b>	43.3	22.2	8.4	<.001
Race					
White	<b>22.5</b>	40.7	27.1	9.7	
African American	<b>28.3</b>	48.9	17.8	5.1	<.001
Age					
18-24 years of age	<b>22.2</b>	49.3	19.8	8.6	
25-44 years of age	<b>26.0</b>	42.8	22.2	9.0	
45-64 years of age	<b>23.4</b>	37.3	29.9	9.4	
65 years of age and older	<b>18.4</b>	46.4	26.8	8.4	<.001
Education					
Not a high school graduate	<b>26.5</b>	42.9	23.3	7.3	
High school graduate	<b>22.0</b>	45.8	22.6	9.7	
Some college	<b>24.1</b>	41.0	27.5	7.5	
College Graduate	<b>23.4</b>	40.5	26.1	9.9	.137

Note: 6.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## GOVERNMENT AND POLITICAL ORDER

**Table 4.2 Tobacco Licensing**

“Store owners should need a license to sell tobacco, just like they do to sell alcohol. Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	<b>28.3</b>	49.9	17.5	4.3	
Rural/Urban					
Rural	<b>26.2</b>	49.2	20.3	4.3	
Urban	<b>29.2</b>	50.1	16.4	4.3	.084
Region					
Northeast	<b>30.5</b>	49.1	17.3	3.1	
Midwest	<b>29.6</b>	47.2	18.3	4.9	
South	<b>25.3</b>	52.0	18.1	4.5	
West	<b>30.1</b>	49.8	15.7	4.5	.260
Smoking Status					
Nonsmoker	<b>30.4</b>	50.3	16.0	3.3	
Smoker	<b>19.7</b>	48.4	23.9	7.9	<.001
Gender					
Male	<b>25.4</b>	50.1	20.0	4.5	
Female	<b>31.1</b>	49.6	15.3	4.1	.001
Race					
White	<b>26.8</b>	49.4	19.3	4.5	
African American	<b>33.4</b>	52.3	10.2	4.0	<.001
Age					
18-24 years of age	<b>27.0</b>	55.5	13.0	4.5	
25-44 years of age	<b>30.6</b>	48.9	16.1	4.3	
45-64 years of age	<b>28.1</b>	46.1	20.8	5.0	
65 years of age and older	<b>24.8</b>	54.2	18.4	2.6	.001
Education					
Not a high school graduate	<b>30.7</b>	49.6	14.9	4.8	
High school graduate	<b>26.3</b>	53.3	17.0	3.4	
Some college	<b>28.8</b>	48.7	18.7	3.8	
College Graduate	<b>28.9</b>	47.7	18.0	5.4	.240

Note: 4.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 4.3 Increased Taxes to Fund Enforcement of Tobacco Laws**

“State tobacco taxes should be increased to fund programs to enforce laws that prevent sales of tobacco to minors. Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	<b>27.5</b>	44.7	21.5	6.3	
Rural/Urban					
Rural	<b>27.1</b>	43.3	24.0	5.7	
Urban	<b>27.7</b>	45.2	20.6	6.5	.237
Region					
Northeast	<b>28.7</b>	43.5	19.6	8.2	
Midwest	<b>25.1</b>	43.6	24.0	7.3	
South	<b>27.5</b>	45.4	22.1	5.0	
West	<b>29.2</b>	45.8	19.6	5.5	.107
Smoking Status					
Nonsmoker	<b>30.4</b>	47.7	18.0	3.9	
Smoker	<b>16.3</b>	32.9	35.4	15.4	<.001
Gender					
Male	<b>24.8</b>	42.4	25.5	7.3	
Female	<b>30.1</b>	46.6	17.9	5.4	<.001
Race					
White	<b>26.3</b>	44.1	23.0	6.6	
African American	<b>33.4</b>	46.6	15.6	4.4	.002
Age					
18-24 years of age	<b>26.0</b>	51.3	16.2	6.5	
25-44 years of age	<b>31.4</b>	42.7	19.4	6.5	
45-64 years of age	<b>26.6</b>	41.9	24.8	6.7	
65 years of age and older	<b>22.1</b>	48.2	25.2	4.5	<.001
Education					
Not a high school graduate	<b>28.3</b>	38.9	23.5	9.3	
High school graduate	<b>24.7</b>	47.9	21.4	6.0	
Some college	<b>26.8</b>	44.0	23.7	5.4	
College Graduate	<b>30.4</b>	43.4	19.6	6.6	.038

Note: 4.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## GOVERNMENT AND POLITICAL ORDER

**Table 4.4 Stores Should Be Penalized for the Sale of Tobacco Products to Minors**

“Stores should be penalized for the sale of tobacco products to persons under the age of 18.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	41.7	52.2	5.1	1.0	
Rural/Urban					
Rural	38.4	54.8	5.8	1.0	
Urban	43.0	51.2	4.8	1.0	.139
Region					
Northeast	41.8	52.1	5.8	0.4	
Midwest	42.1	51.8	4.5	1.6	
South	40.5	53.2	5.6	0.8	
West	43.2	51.3	4.2	1.3	.367
Smoking Status					
Nonsmoker	42.8	52.1	4.4	0.7	
Smoker	37.6	53.4	7.5	1.5	.002
Gender					
Male	39.1	53.9	5.9	1.1	
Female	44.3	50.6	4.2	0.9	.015
Race					
White	41.7	52.3	5.2	0.8	
African American	42.7	51.2	4.6	1.5	.575
Age					
18-24 years of age	39.7	53.6	4.0	2.7	
25-44 years of age	46.8	48.1	4.6	0.6	
45-64 years of age	41.3	52.9	5.2	0.6	
65 years of age and older	33.0	59.0	7.3	0.7	<.001
Education					
Not a high school graduate	38.4	52.6	7.8	1.3	
High school graduate	38.1	55.4	6.3	0.2	
Some college	42.0	53.2	3.6	1.2	
College Graduate	46.0	48.4	4.4	1.1	.001

Note: 1.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 4.5 Possession of Tobacco by Minors**

“Persons under the age of 18 should be penalized for the possession of tobacco products.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	26.8	49.5	19.9	3.7	
Rural/Urban					
Rural	26.3	51.1	19.0	3.6	
Urban	27.0	48.9	20.3	3.8	.756
Region					
Northeast	25.4	45.9	23.5	5.2	
Midwest	29.2	49.5	18.6	2.7	
South	25.8	51.9	19.3	3.0	
West	27.2	48.9	19.2	4.7	.042
Smoking Status					
Nonsmoker	27.9	51.3	17.9	2.9	
Smoker	22.5	42.9	27.9	6.7	<.001
Gender					
Male	25.6	47.6	22.4	4.4	
Female	27.9	51.1	17.8	3.2	.005
Race					
White	27.0	49.1	20.1	3.7	
African American	25.9	49.2	21.5	3.5	.937
Age					
18-24 years of age	26.8	51.4	15.6	6.2	
25-44 years of age	29.7	50.3	17.1	2.9	
45-64 years of age	25.7	47.4	23.3	3.6	
65 years of age and older	22.1	50.6	24.1	3.3	<.001
Education					
Not a high school graduate	31.5	46.4	17.6	4.5	
High school graduate	25.0	51.9	20.3	2.8	
Some college	25.7	51.9	19.6	2.8	
College Graduate	28.2	46.3	20.6	4.9	.052

Note: 6.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## GOVERNMENT AND POLITICAL ORDER

**Table 4.6 Are Taxes on Tobacco Fair**

“Taxes on tobacco are unfair.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	10.2	21.7	47.9	20.2	
Rural/Urban					
Rural	10.2	25.1	47.8	16.9	
Urban	10.2	20.4	47.9	21.5	.008
Region					
Northeast	11.8	19.2	48.3	20.8	
Midwest	10.9	24.3	45.2	19.6	
South	9.9	22.8	48.7	18.6	
West	8.5	19.2	49.2	23.0	.103
Smoking Status					
Nonsmoker	6.2	16.4	53.7	23.7	
Smoker	25.2	41.8	25.9	7.1	<.001
Gender					
Male	10.3	24.5	47.0	18.1	
Female	10.1	18.8	48.6	22.4	.001
Race					
White	10.1	20.6	48.2	21.1	
African American	10.0	31.9	41.3	16.8	<.001
Age					
18-24 years of age	10.9	20.5	50.8	17.9	
25-44 years of age	9.8	22.3	44.8	23.1	
45-64 years of age	10.9	23.0	46.8	19.2	
65 years of age and older	8.4	18.7	54.4	18.5	.033
Education					
Not a high school graduate	14.5	29.1	37.0	19.4	
High school graduate	11.9	25.9	45.9	16.2	
Some college	10.5	21.0	49.9	18.7	
College Graduate	7.4	16.3	50.9	25.5	<.001

Note: 4.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 4.7 Government Responsibility**

“It is the responsibility of the government to regulate tobacco.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	16.3	47.9	27.6	8.3	
Rural/Urban					
Rural	12.6	46.1	33.1	8.2	
Urban	17.8	48.6	25.4	8.3	<.001
Region					
Northeast	15.4	46.8	28.1	9.7	
Midwest	15.8	47.1	27.7	9.4	
South	14.9	50.1	27.8	7.2	
West	19.9	46.0	26.5	7.6	.191
Smoking Status					
Nonsmoker	17.3	50.7	24.9	7.0	
Smoker	12.4	37.4	37.9	12.2	<.001
Gender					
Male	16.2	46.1	28.7	9.0	
Female	16.5	49.4	26.5	7.6	.227
Race					
White	14.7	46.6	29.8	8.9	
African American	22.5	51.8	19.6	6.1	<.001
Age					
18-24 years of age	19.7	52.1	21.3	6.9	
25-44 years of age	18.5	49.9	23.8	7.9	
45-64 years of age	13.8	44.6	32.3	9.2	
65 years of age and older	12.5	45.9	33.1	8.5	<.001
Education					
Not a high school graduate	19.9	44.2	27.9	8.0	
High school graduate	16.1	48.6	26.6	8.6	
Some college	15.4	47.3	30.3	7.0	
College Graduate	16.1	48.2	27.0	8.6	.661

Note: 6.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## GOVERNMENT AND POLITICAL ORDER

**Table 4.8 Lawsuit Limit Against Tobacco Companies**

“The government should limit fines from lawsuits against the tobacco companies.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	15.4	35.9	38.5	10.2	
Rural/Urban					
Rural	14.0	36.8	40.1	9.2	
Urban	16.0	35.6	37.9	10.5	.340
Region					
Northeast	16.8	35.1	39.3	8.8	
Midwest	16.2	37.8	34.7	11.3	
South	14.3	37.0	39.5	9.2	
West	15.4	32.6	40.0	12.0	.199
Smoking Status					
Nonsmoker	14.6	34.6	40.2	10.6	
Smoker	18.2	40.9	32.6	8.3	<.001
Gender					
Male	16.4	35.9	38.1	9.6	
Female	14.7	35.9	38.7	10.7	.550
Race					
White	15.5	36.9	37.1	10.5	
African American	14.8	31.2	43.7	10.3	.133
Age					
18-24 years of age	13.8	37.5	39.3	9.4	
25-44 years of age	16.2	37.2	35.9	10.7	
45-64 years of age	16.1	33.6	39.9	10.5	
65 years of age and older	13.9	36.5	40.7	8.9	.543
Education					
Not a high school graduate	18.9	36.8	34.4	9.9	
High school graduate	16.2	39.5	36.0	8.3	
Some college	13.7	36.4	39.9	10.0	.011
College Graduate	15.2	31.7	41.3	11.9	

Note: 7.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



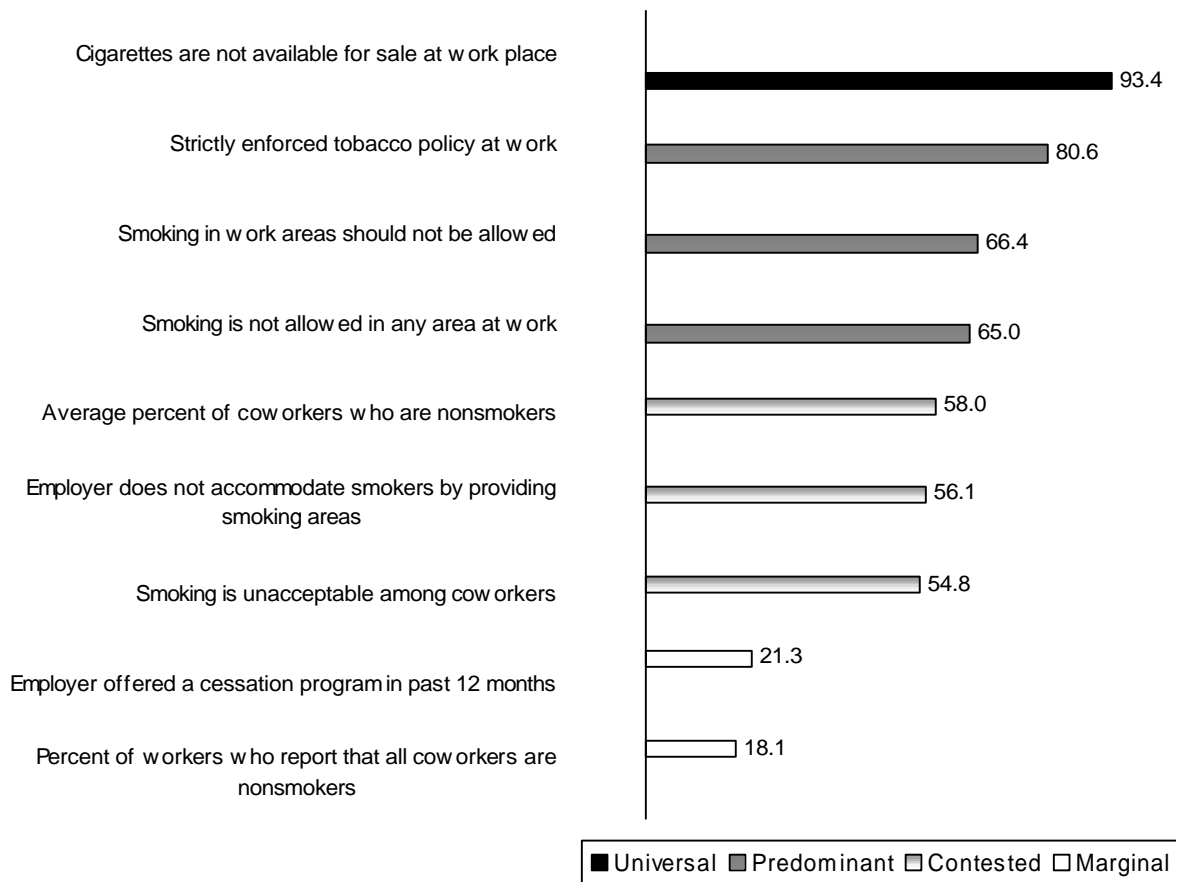
### **Universal Norms, Beliefs and Practices**

- 195 million American adults (93.4 percent) reported that cigarettes are not available for sale at the workplace.

### **Significant Improvements**

- The percentage of American adults who believe that smoking should not be allowed in indoor work areas increased from 57.8 to 66.4 percent from 2000 to 2002, and increased from 61.8 to 66.4 percent from 2001 to 2002.
- The percentage of American adults who reported that their employers do not accommodate smokers increased from 50.3 to 56.1 percent from 2001 to 2002.

**Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**



**Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**

Work	2000	2001	2002	% Point Difference	% Change
Smoking in work areas should not be allowed	57.8	61.8	66.4 ***	8.6	14.9
Tobacco use is unacceptable among co-workers	53.8	53.6	54.8	1.0	1.9
Smoking is not allowed in any area at work	65.7	68.5	65.0 **	-0.7	-1.1
Strictly enforced tobacco policy at work	78.0	79.5	80.7	2.7	3.5
Employer does not accommodate smokers	53.4	50.3	56.1 **	2.7	5.1
Cigarettes are not available for sale at work place	91.9	91.9	93.4	1.5	1.6
Employer offered cessation program in past 12 months	23.2	23.6	21.3	-1.9	-8.2

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\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

Detailed Tables

- Approximately two-thirds of American adults believe that smoking should be restricted in all indoor work areas; although support for a workplace ban varies across several sociodemographic factors.
- More than one-third of employed adults reported that smoking is very unacceptable among their co-workers.
- Approximately two-thirds of employed adults reported that their employers do not allow smoking in any indoor work area. Again, there is substantial variation across several sociodemographic factors.

**Table 5.1 Should Smoking Be Allowed in Work Areas**

“In indoor work areas, do you think smoking should be allowed in all areas, some areas, or not at all?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	In all areas	In some areas	Not allowed at all	p
Total	1.0	32.6	66.4	
Rural/Urban				
Rural	1.6	38.9	59.5	
Urban	0.8	30.2	69.0	<.001
Region				
Northeast	0.9	32.8	66.3	
Midwest	1.5	37.2	61.3	
South	1.2	34.4	64.4	
West	0.3	24.5	75.2	<.001
Smoking Status				
Nonsmoker	0.6	25.9	73.5	
Smoker	2.6	58.9	38.5	<.001
Gender				
Male	1.3	38.1	60.6	
Female	0.7	27.5	71.8	<.001
Race				
White	0.8	34.3	64.9	
African American	2.1	24.4	73.5	<.001
Age				
18-24 years of age	2.1	37.9	60.0	
25-44 years of age	0.6	35.0	64.5	
45-64 years of age	0.8	30.0	69.2	
65 years of age and older	1.2	27.3	71.6	<.001
Education				
Not a high school graduate	4.3	38.5	57.3	
High school graduate	0.9	38.7	60.5	
Some college	1.1	32.6	66.4	
College Graduate	0.3	26.0	73.7	<.001

Note: 1.2 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 5.2 Acceptability of Tobacco Use Among Coworkers**

“Among your coworkers, would you say that tobacco use is very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Very acceptable	Somewhat acceptable	Somewhat unacceptable	Very Unacceptable	p
Total	16.2	29.0	17.1	37.7	
Rural/Urban					
Rural	20.8	31.3	14.6	33.3	
Urban	14.5	28.2	18.0	39.3	.002
Region					
Northeast	12.5	27.4	19.5	40.5	
Midwest	16.5	30.7	16.7	36.0	
South	19.2	32.1	13.7	34.9	
West	13.9	23.2	21.1	41.8	.001
Smoking Status					
Nonsmoker	12.4	26.7	17.9	43.1	
Smoker	29.7	37.3	14.5	18.5	<.001
Gender					
Male	19.3	34.0	17.5	29.2	
Female	12.7	23.1	16.7	47.5	<.001
Race					
White	16.1	29.3	18.2	36.5	
African American	18.1	34.3	11.3	36.3	.077
Age					
18-24 years of age	27.2	29.9	12.8	30.2	
25-44 years of age	17.1	30.0	18.6	34.4	
45-64 years of age	10.2	28.7	17.9	43.3	
65 years of age and older	9.1	11.4	9.1	70.5	<.001
Education					
Not a high school graduate	32.1	37.0	4.9	25.9	
High school graduate	23.2	34.2	15.8	26.8	
Some college	18.6	28.3	16.4	36.8	
College Graduate	8.3	25.1	19.5	47.1	<.001

Note: 39.2 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 5.3 Employer Smoking Policy**

“Which of the following best describes your place of work’s official smoking policy for indoor work areas?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Smoking is not allowed in any area	It is allowed in some areas	It is allowed in all areas	There is no official policy	p
Total	65.0	21.2	2.7	10.1	
Rural/Urban					
Rural	58.1	25.8	4.9	11.2	
Urban	67.5	20.9	2.0	9.7	<.001
Region					
Northeast	72.9	17.2	1.7	8.2	
Midwest	64.7	22.0	3.0	10.2	
South	60.2	25.8	3.6	10.5	
West	66.5	21.0	1.6	10.9	.018
Smoking Status					
Nonsmoker	69.3	20.1	1.9	8.8	
Smoker	50.3	29.6	5.4	14.8	<.001
Gender					
Male	57.2	24.9	4.0	13.9	
Female	73.7	19.2	1.3	5.8	<.001
Race					
White	65.2	21.6	2.8	10.4	
African American	61.1	27.6	3.9	7.4	.130
Age					
18-24 years of age	59.5	25.4	2.3	12.7	
25-44 years of age	64.1	22.1	2.6	10.9	
45-64 years of age	68.0	21.1	2.8	8.0	
65 years of age and older	75.6	14.6	4.9	4.9	.153
Education					
Not a high school graduate	45.7	23.5	7.4	23.5	
High school graduate	51.0	31.7	5.0	12.4	
Some college	66.7	21.9	2.5	8.8	
College Graduate	76.3	15.5	0.7	7.5	<.001

Note: 39.3 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 5.4 Enforcement of Smoking Policy**

“Would you say that this smoking policy is not enforced at all, poorly enforced, somewhat enforced, or strictly enforced?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Not enforced at all	Poorly enforced	Somewhat enforced	Strictly enforced	p
Total	2.9	4.2	12.3	80.6	
Rural/Urban					
Rural	4.7	4.4	11.9	79.0	
Urban	2.3	4.1	12.4	81.1	.121
Region					
Northeast	2.3	2.6	12.4	82.7	
Midwest	3.8	4.0	11.8	80.4	
South	2.6	6.2	11.5	79.7	
West	2.5	2.5	14.2	80.9	.170
Smoking Status					
Nonsmoker	2.0	4.1	11.8	82.0	
Smoker	5.8	4.2	14.4	75.7	.002
Gender					
Male	3.7	5.2	15.6	75.5	
Female	2.0	3.3	9.1	85.7	<.001
Race					
White	2.6	3.7	11.8	81.9	
African American	2.8	5.0	13.9	78.3	.685
Age					
18-24 years of age	6.3	6.3	16.6	70.8	
25-44 years of age	1.9	3.6	13.1	81.5	
45-64 years of age	2.7	3.9	9.9	83.5	
65 years of age and older	0.0	2.8	2.8	94.4	<.001
Education					
Not a high school graduate	14.3	3.6	10.7	71.4	
High school graduate	4.4	6.8	14.3	74.5	
Some college	2.8	3.6	11.6	82.0	
College Graduate	0.9	2.7	11.1	85.3	<.001

Note: 47.4 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

**Table 5.5 Employer Accommodation of Smokers**

“Does your employer accommodate smokers by doing things like providing a covered area outside or an indoor smoke room?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Yes	No	p
Total	43.9	56.1	
Rural/Urban			
Rural	43.5	56.5	
Urban	44.1	55.9	.851
Region			
Northeast	42.8	57.2	
Midwest	43.5	56.5	
South	48.0	52.0	
West	38.8	61.2	.039
Smoking Status			
Nonsmoker	43.1	56.9	
Smoker	47.3	52.7	.143
Gender			
Male	45.0	55.0	
Female	42.9	57.1	.382
Race			
White	41.9	58.1	
African American	57.2	42.8	<.001
Age			
18-24 years of age	46.8	53.4	
25-44 years of age	44.1	55.9	
45-64 years of age	43.9	56.1	
65 years of age and older	20.9	79.1	.017
Education			
Not a high school graduate	43.2	56.8	
High school graduate	47.7	52.3	
Some college	46.0	54.0	
College Graduate	40.2	59.8	.049

Note: 40.4 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

**Table 5.6 Availability of Cigarettes for Sale at Work**

“Are cigarettes for sale at your work place?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

<b>Sample Characteristic</b>	<b>Yes</b>	<b>No</b>	<b>P</b>
Total	6.6	93.4	
Rural/Urban			
Rural	7.1	92.9	
Urban	6.5	93.5	.646
Region			
Northeast	6.9	93.1	
Midwest	6.5	93.5	
South	6.6	93.4	
West	6.6	93.4	.995
Smoking Status			
Nonsmoker	6.2	93.8	
Smoker	8.4	91.6	.125
Gender			
Male	6.3	93.7	
Female	6.9	93.1	.585
Race			
White	6.6	93.4	
African American	6.4	93.6	.896
Age			
18-24 years of age	7.3	92.7	
25-44 years of age	6.7	93.3	
45-64 years of age	6.0	94.0	
65 years of age and older	7.0	93.0	.891
Education			
Not a high school graduate	11.1	88.9	
High school graduate	9.1	90.9	
Some college	5.3	94.7	
College Graduate	5.2	94.8	.009

Note: 39.2 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

**Table 5.7 Employer Cessation Program**

“Within the past 12 months, has your employer offered any stop smoking programs or any other help to employees who want to quit smoking?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

<b>Sample Characteristic</b>	<b>Yes</b>	<b>No</b>	<b>p</b>
Total	21.3	78.7	
Rural/Urban			
Rural	19.0	81.0	
Urban	22.1	77.9	.180
Region			
Northeast	21.3	78.7	
Midwest	19.5	80.5	
South	21.9	78.1	
West	22.4	77.6	.754
Smoking Status			
Nonsmoker	22.0	78.0	
Smoker	19.3	80.7	.252
Gender			
Male	19.4	80.6	
Female	23.3	76.7	.052
Race			
White	21.6	78.4	
African American	16.5	83.5	.107
Age			
18-24 years of age	19.5	80.5	
25-44 years of age	20.3	79.7	
45-64 years of age	24.2	75.8	
65 years of age and older	9.3	90.7	.053
Education			
Not a high school graduate	11.5	88.5	
High school graduate	18.3	81.7	
Some college	22.3	77.7	
College Graduate	24.2	75.8	.013

Note: 42.8 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

### **Universal Norms, Beliefs and Practices**

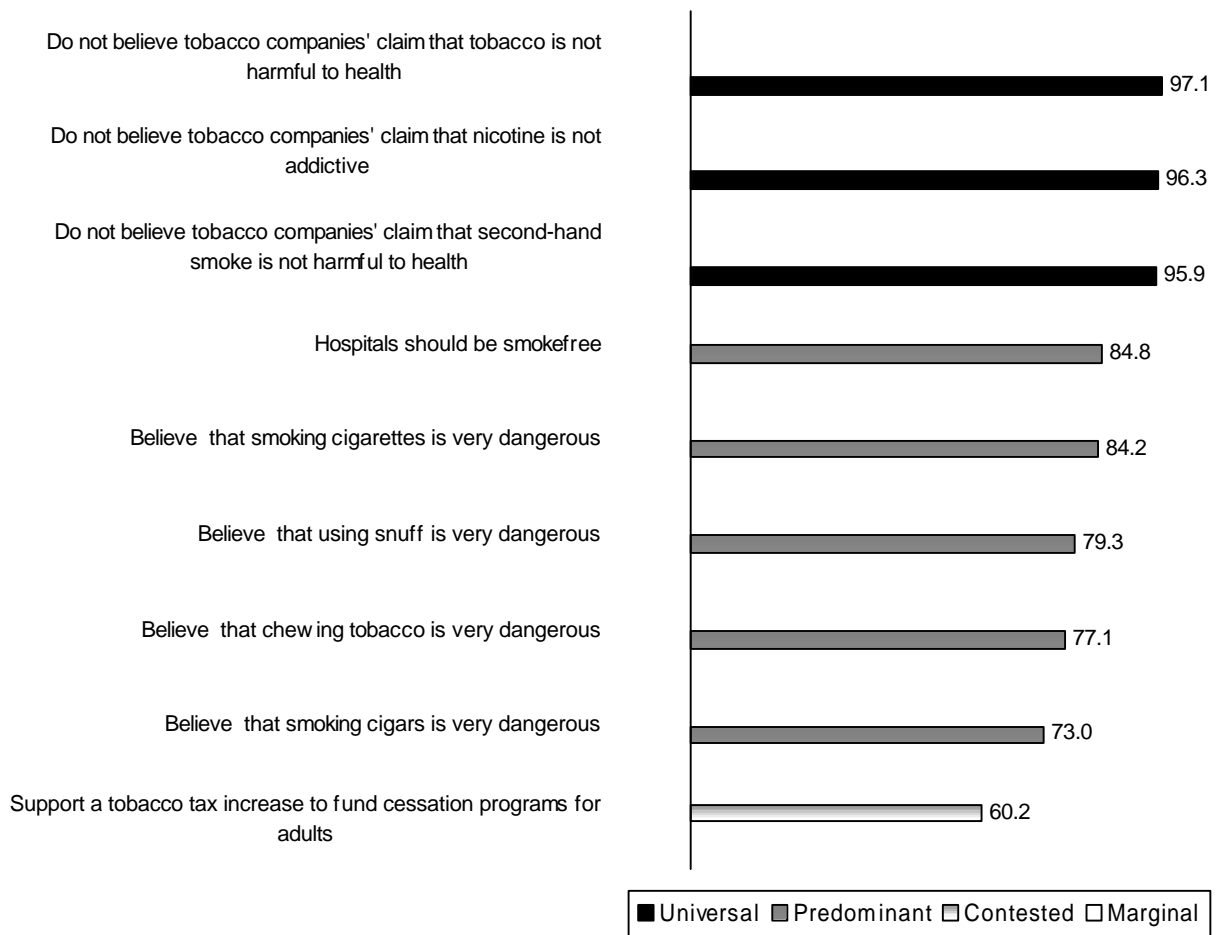
- 203 million American adults (97.1 percent) do not believe the tobacco companies' claim that tobacco is not harmful to health.
- 201 million American adults (96.3 percent) do not believe the tobacco companies' claim that nicotine is not addictive.
- 201 million American adults (95.9 percent) do not believe the tobacco companies' claim that second hand smoke is not harmful to health.

### **Significant Improvements**

- The percentage of American adults who believe that hospitals should be smokefree increased from 74.3 to 84.8 percent from 2000 to 2002.
- The percentage of American adults who believe that chewing tobacco is very dangerous increased from 71.4 to 77.1 percent from 2000 to 2002, and increased from 73.2 to 77.1 percent from 2001 to 2002.
- The percentage of American adults who believe smoking cigarettes is very dangerous increased from 78.9 to 84.2 percent from 2000 to 2002, and increased from 81.0 to 84.2 from 2001 to 2002.
- The percentage of American adults who believe that using snuff is very dangerous increased from 72.5 to 79.3 percent from 2000 to 2002, and increased from 75.0 to 79.3 from 2001 to 2002.
- The percentage of American adults who believe smoking cigars is very dangerous increased from 68.1 to 73.0 percent from 2000 to 2002, and increased from 65.2 to 73.0 from 2001 to 2002.



**Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**



## HEALTH AND MEDICAL CARE

### Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Health and Medical Care	2000	2001	2002	% Point Difference	% Change
Hospitals should be smokefree	74.3	83.9	84.8 *	10.5	14.1
Support a tobacco tax increase to fund cessation programs for adults	57.3	58.7	60.2	2.9	5.1
Do not believe tobacco companies' claim that nicotine is not addictive	96.4	96.0	96.3	-0.1	-0.1
Do not believe tobacco companies' claim that tobacco is not harmful to health	98.3	97.6	97.1 *	-1.2	-1.2
Do not believe tobacco companies' claim that ETS is not harmful to health	96.4	95.7	95.9	-0.5	-0.5
Believe that chewing tobacco is very dangerous	71.4	73.2	77.1 ***	5.7	8.0
Believe that smoking cigarettes is very dangerous	78.9	81.0	84.2 ***	5.3	6.7
Believe that using snuff is very dangerous	72.5	75.0	79.3 ***	6.8	9.4
Believe that smoking cigars is very dangerous	68.1	65.2	73.0 ***	4.9	7.2

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\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

## Detailed Tables

- Most American adults reported that smoking should not be allowed at all in hospitals.
- More than 60 percent of adults support an increase in state tobacco taxes to fund adult cessation programs.
- Approximately three-fourths of adults believe smoking cigarettes, smoking cigars, chewing tobacco, and using snuff to be very dangerous; while almost two-thirds of adults believe smoking cigars to be very dangerous. Note that there is considerable variation across demographic groups in the recognition of the health risks of tobacco.

**Table 6.1 Should Smoking Be Allowed in Hospitals**

"In hospitals, do you think that smoking should be allowed in all areas, in some areas, or not at all?"  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	0.4	14.8	<b>84.8</b>	
Rural/Urban				
Rural	0.4	15.4	<b>84.3</b>	
Urban	0.4	14.6	<b>85.0</b>	.849
Region				
Northeast	0.3	10.6	<b>89.0</b>	
Midwest	0.9	15.7	<b>83.4</b>	
South	0.2	16.7	<b>83.1</b>	
West	0.2	14.5	<b>85.3</b>	.006
Smoking Status				
Nonsmoker	0.3	11.4	<b>88.3</b>	
Smoker	0.7	28.1	<b>71.3</b>	<.001
Gender				
Male	0.7	16.2	<b>83.1</b>	
Female	0.1	13.5	<b>86.4</b>	.004
Race				
White	0.4	16.3	<b>83.4</b>	
African American	0.0	8.2	<b>91.8</b>	<.001
Age				
18-24 years of age	0.6	10.1	<b>89.3</b>	
25-44 years of age	0.3	16.7	<b>83.0</b>	
45-64 years of age	0.5	16.8	<b>82.7</b>	
65 years of age and older	0.2	11.3	<b>88.5</b>	.002
Education				
Not a high school graduate	1.3	18.8	<b>80.0</b>	
High school graduate	0.2	14.4	<b>85.4</b>	
Some college	0.3	15.6	<b>84.1</b>	
College Graduate	0.4	14.0	<b>85.6</b>	.133

Note: 0.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.2 Support for a Tax Increase to Fund Adult Cessation Programs**

“State tobacco taxes should be increased to fund programs to help adults quit smoking. Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	<b>20.8</b>	39.4	29.2	10.6	
Rural/Urban					
Rural	<b>20.1</b>	35.9	33.1	11.0	
Urban	<b>21.1</b>	40.8	27.7	10.5	.021
Region					
Northeast	<b>21.7</b>	40.4	26.6	11.3	
Midwest	<b>18.4</b>	37.5	30.5	13.6	
South	<b>20.5</b>	40.1	30.6	8.8	
West	<b>23.2</b>	39.6	27.7	9.6	.051
Smoking Status					
Nonsmoker	<b>23.0</b>	42.8	26.1	8.2	
Smoker	<b>12.7</b>	26.3	41.1	19.9	<.001
Gender					
Male	<b>20.4</b>	37.5	30.3	11.8	
Female	<b>21.2</b>	41.2	28.1	9.6	.066
Race					
White	<b>19.1</b>	38.0	31.3	11.6	
African American	<b>26.4</b>	16.2	20.7	6.7	<.001
Age					
18-24 years of age	<b>22.6</b>	47.2	21.9	8.3	
25-44 years of age	<b>21.5</b>	39.4	28.6	10.5	
45-64 years of age	<b>22.0</b>	34.6	31.3	12.1	
65 years of age and older	<b>14.3</b>	41.8	33.9	10.1	<.001
Education					
Not a high school graduate	<b>22.5</b>	37.4	27.9	12.2	
High school graduate	<b>20.7</b>	39.6	29.6	10.1	
Some college	<b>21.2</b>	37.3	30.1	11.4	
College Graduate	<b>20.0</b>	41.3	28.4	10.3	.885

Note: 4.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.3 Believe Tobacco Companies' Claim that Nicotine is Not Addictive**

“Tobacco companies are being truthful when they say that nicotine is not addictive. Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	1.2	2.5	46.1	<b>50.3</b>	
Rural/Urban					
Rural	1.5	2.6	48.3	<b>47.6</b>	
Urban	1.0	2.5	45.2	<b>51.3</b>	.255
Region					
Northeast	0.9	2.1	44.9	<b>52.0</b>	
Midwest	1.8	1.8	46.5	<b>49.8</b>	
South	1.0	3.2	47.9	<b>47.8</b>	
West	1.0	2.3	43.7	<b>53.1</b>	.246
Smoking Status					
Nonsmoker	1.0	2.4	46.0	<b>50.6</b>	
Smoker	1.8	3.0	46.5	<b>48.8</b>	.367
Gender					
Male	1.1	2.6	47.0	<b>49.3</b>	
Female	1.2	2.4	45.1	<b>51.3</b>	.718
Race					
White	1.1	2.4	44.6	<b>51.9</b>	
African American	0.6	2.2	52.6	<b>44.6</b>	.051
Age					
18-24 years of age	1.1	4.4	46.3	<b>48.2</b>	
25-44 years of age	1.4	2.5	43.3	<b>52.8</b>	
45-64 years of age	0.7	1.6	45.2	<b>52.5</b>	
65 years of age and older	1.6	2.6	54.4	<b>41.4</b>	<.001
Education					
Not a high school graduate	3.9	3.9	49.4	<b>42.9</b>	
High school graduate	1.1	3.0	49.6	<b>46.2</b>	
Some college	0.8	1.5	47.6	<b>50.1</b>	
College Graduate	0.7	2.0	40.9	<b>56.4</b>	<.001

Note: 3.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.4 Believe Tobacco Companies' Claim that Tobacco is Not Harmful to Health**

"Tobacco companies are being truthful when they say tobacco is not harmful to health.  
Do you strongly agree, agree, disagree, or strongly disagree?"  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	0.8	2.1	44.7	52.3	
Rural/Urban					
Rural	1.0	1.9	46.9	50.3	
Urban	0.8	2.2	43.9	53.1	.433
Region					
Northeast	0.4	1.6	43.9	54.2	
Midwest	0.7	2.2	44.4	52.6	
South	1.5	2.1	46.4	49.9	
West	0.2	2.4	43.0	54.4	.075
Smoking Status					
Nonsmoker	0.5	1.9	44.2	53.4	
Smoker	2.1	2.8	46.9	48.3	<.001
Gender					
Male	0.5	1.9	45.8	51.8	
Female	1.1	2.3	43.8	52.9	.211
Race					
White	0.8	1.7	43.6	54.0	
African American	0.9	2.5	49.8	46.7	.095
Age					
18-24 years of age	1.5	3.5	42.8	52.2	
25-44 years of age	0.7	1.4	42.5	55.5	
45-64 years of age	0.6	1.5	44.5	53.4	
65 years of age and older	1.1	3.7	52.4	42.8	<.001
Education					
Not a high school graduate	2.6	5.2	48.1	44.2	
High school graduate	0.9	2.3	49.4	47.4	
Some college	0.8	1.6	45.7	51.9	
College Graduate	0.3	1.5	38.5	59.8	<.001

Note: 2.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.5 Believe Tobacco Companies' Claim that Second Hand Smoke is Not Harmful to Health**

"Tobacco companies are being truthful when they say second-hand smoke is not harmful to health.  
Do you strongly agree, agree, disagree, or strongly disagree?"  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	0.8	3.3	44.6	51.3	
Rural/Urban					
Rural	0.5	3.9	46.4	49.1	
Urban	0.9	3.0	43.9	52.1	.210
Region					
Northeast	0.5	2.7	43.8	53.0	
Midwest	0.6	3.5	45.6	50.3	
South	1.6	2.5	46.7	49.2	
West	0.0	4.7	41.1	54.1	.004
Smoking Status					
Nonsmoker	0.5	2.7	43.9	52.8	
Smoker	2.0	5.4	47.8	44.9	<.001
Gender					
Male	0.7	4.0	45.3	50.0	
Female	0.9	2.6	43.9	52.6	.114
Race					
White	0.8	2.7	43.8	52.7	
African American	0.6	4.4	47.6	47.3	.162
Age					
18-24 years of age	1.1	2.3	43.3	53.4	
25-44 years of age	0.9	2.8	42.0	54.3	
45-64 years of age	0.6	3.8	44.4	51.1	
65 years of age and older	1.2	4.2	52.7	41.9	.006
Education					
Not a high school graduate	3.0	5.2	49.8	42.0	
High school graduate	0.9	3.4	49.5	46.2	
Some college	0.7	2.4	44.7	52.2	
College Graduate	0.4	3.3	38.1	58.2	<.001

Note: 3.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.6 Danger of Chewing Tobacco**

“Is chewing tobacco very dangerous, somewhat dangerous, or not very dangerous?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	p
Total	77.1	20.7	2.2	
Rural/Urban				
Rural	76.0	20.5	3.6	
Urban	77.5	20.8	1.7	.008
Region				
Northeast	77.6	20.4	2.0	
Midwest	81.1	17.3	1.7	
South	71.1	25.8	3.1	
West	82.6	16.2	1.1	<.001
Smoking Status				
Nonsmoker	79.3	18.7	2.0	
Smoker	68.2	28.8	3.0	<.001
Gender				
Male	69.5	27.1	3.4	
Female	84.0	15.0	1.0	<.001
Race				
White	76.1	22.0	1.9	
African American	79.2	16.8	4.0	.007
Age				
18-24 years of age	75.1	22.6	2.3	
25-44 years of age	75.5	22.6	1.9	
45-64 years of age	79.2	18.4	2.4	
65 years of age and older	78.6	19.0	2.4	.283
Education				
Not a high school graduate	73.7	18.3	8.0	
High school graduate	76.7	21.2	2.0	
Some college	77.7	20.5	1.7	
College Graduate	77.5	21.1	1.4	<.001

Note: 4.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.7 Danger of Smoking Cigarettes**

“Is smoking cigarettes very dangerous, somewhat dangerous, or not very dangerous?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	p
Total	84.2	14.2	1.6	
Rural/Urban				
Rural	83.6	14.0	2.5	
Urban	84.5	14.2	1.3	.093
Region				
Northeast	84.4	14.9	0.7	
Midwest	83.3	13.9	2.8	
South	83.2	15.3	1.5	
West	86.7	12.0	1.3	.037
Smoking Status				
Nonsmoker	88.1	11.0	0.9	
Smoker	68.4	26.9	4.6	<.001
Gender				
Male	79.7	18.3	1.9	
Female	88.2	10.4	1.4	<.001
Race				
White	83.5	14.9	1.6	
African American	87.6	10.6	1.8	.109
Age				
18-24 years of age	80.2	17.6	2.3	
25-44 years of age	83.9	14.9	1.2	
45-64 years of age	86.3	12.2	1.5	
65 years of age and older	84.6	13.2	2.3	.050
Education				
Not a high school graduate	76.2	15.5	8.4	
High school graduate	83.0	15.9	1.1	
Some college	85.4	13.3	1.3	
College Graduate	86.3	12.9	0.8	<.001

Note: 1.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.8 Danger of Using Snuff**

“Is using snuff very dangerous, somewhat dangerous, or not very dangerous?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	p
Total	<b>79.3</b>	18.8	1.9	
Rural/Urban				
Rural	<b>78.7</b>	18.7	2.5	
Urban	<b>79.5</b>	18.9	1.7	.325
Region				
Northeast	<b>80.1</b>	18.5	1.4	
Midwest	<b>81.5</b>	16.5	2.1	
South	<b>74.5</b>	22.8	2.7	
West	<b>84.3</b>	15.0	0.7	<.001
Smoking Status				
Nonsmoker	<b>81.3</b>	17.0	1.7	
Smoker	<b>71.2</b>	26.1	2.7	<.001
Gender				
Male	<b>71.6</b>	25.6	2.8	
Female	<b>86.1</b>	12.7	1.1	<.001
Race				
White	<b>78.3</b>	20.1	1.6	
African American	<b>82.1</b>	13.7	4.2	.001
Age				
18-24 years of age	<b>77.8</b>	20.0	2.2	
25-44 years of age	<b>77.2</b>	20.9	1.9	
45-64 years of age	<b>80.4</b>	17.8	1.8	
65 years of age and older	<b>83.5</b>	14.7	1.8	.210
Education				
Not a high school graduate	<b>80.2</b>	14.2	5.7	
High school graduate	<b>78.3</b>	19.8	1.9	
Some college	<b>80.1</b>	18.4	1.5	
College Graduate	<b>79.1</b>	19.5	1.4	.002

Note: 9.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.9 Danger of Smoking Cigars**

“Is smoking cigars very dangerous, somewhat dangerous, or not very dangerous?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	p
Total	<b>73.0</b>	23.8	3.2	
Rural/Urban				
Rural	<b>73.0</b>	22.3	4.7	
Urban	<b>73.0</b>	24.4	2.6	.012
Region				
Northeast	<b>72.9</b>	24.8	2.3	
Midwest	<b>73.6</b>	22.3	4.1	
South	<b>70.8</b>	25.4	3.8	
West	<b>76.1</b>	22.0	2.0	.073
Smoking Status				
Nonsmoker	<b>75.4</b>	22.1	2.5	
Smoker	<b>63.1</b>	30.9	6.0	<.001
Gender				
Male	<b>65.4</b>	30.0	4.6	
Female	<b>80.0</b>	18.0	2.0	<.001
Race				
White	<b>70.7</b>	25.7	3.6	
African American	<b>82.3</b>	15.3	2.4	<.001
Age				
18-24 years of age	<b>71.5</b>	25.4	3.1	
25-44 years of age	<b>72.1</b>	24.3	3.7	
45-64 years of age	<b>74.6</b>	22.5	2.9	
65 years of age and older	<b>73.5</b>	23.9	2.7	.771
Education				
Not a high school graduate	<b>73.8</b>	17.5	8.7	
High school graduate	<b>75.1</b>	21.7	3.2	
Some college	<b>72.8</b>	25.0	2.2	
College Graduate	<b>70.4</b>	26.8	2.7	<.001

Note: 3.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

### **Universal Norms, Beliefs and Practices**

- 183 million American adults (87.6 percent) believe that convenience stores should be smokefree.

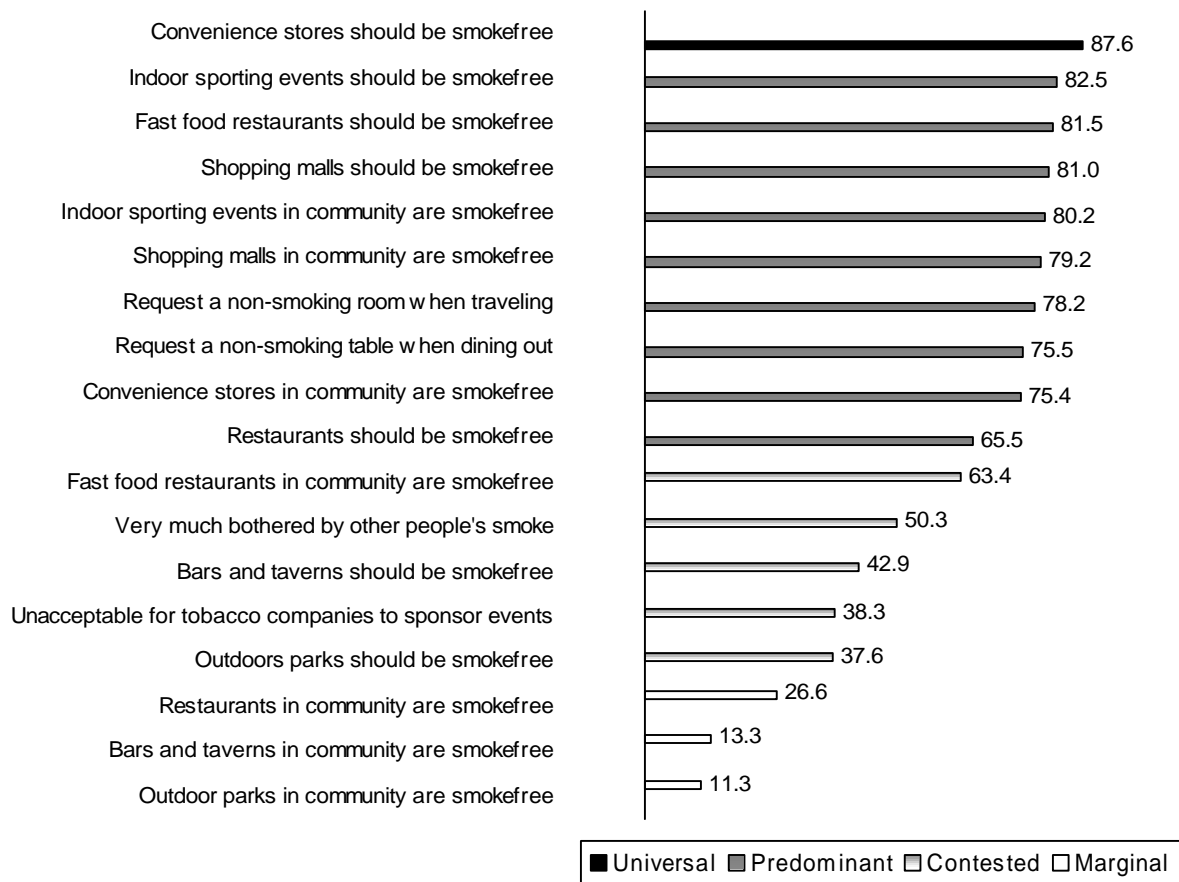
### **Significant Improvements**

- The percentage of American adults who reported that they are very much bothered by second hand smoke increased from 46.8 to 50.8 percent from 2000 to 2002.
- The percentage of American adults who reported that indoor shopping malls in their community are smokefree increased from 75.4 to 79.2 percent from 2000 to 2002, and increased from 77.0 to 79.2 percent from 2001 to 2002.
- The percentage of American adults who reported that convenience stores in their community are smokefree increased from 68.4 to 75.4 percent from 2000 to 2002.
- The percentage of American adults who reported that fast food restaurants in their community are smokefree increased from 52.1 to 63.5 percent from 2000 to 2002, and increased from 57.8 to 63.5 percent from 2001 to 2002.
- The percentage of American adults who reported that outdoor parks in their community are smokefree increased from 7.9 to 11.3 percent from 2000 to 2002, and increased from 7.9 to 11.3 percent from 2001 to 2002.
- The percentage of American adults who believe that indoor shopping malls should be smokefree increased from 71.4 to 81.0 percent from 2000 to 2002, and increased from 71.4 to 81.0 from 2001 to 2002.
- The percentage of American adults who believe that fast food restaurants should be smokefree increased from 76.8 to 81.5 percent from 2000 to 2002.
- The percentage of American adults who reported that restaurants should be smokefree increased from 61.0 to 65.5 percent from 2000 to 2002, and increased from 61.4 to 65.5 percent from 2001 to 2002.
- The percentage of American adults who believe that bars and taverns should be smokefree increased from 32.8 to 42.9 percent from 2000 to 2002, and increased from 33.2 to 42.9 percent from 2001 to 2002.
- The percentage of American adults who believe that indoor sporting events should be smokefree increased from 77.5 to 82.5 percent from 2000 to 2002, and increased from 80.4 to 82.5 percent from 2001 to 2002.
- The percentage of American adults who usually request a non-smoking table when dining out increased from 70.1 to 75.5 percent from 2000 to 2002, and increased from 72.8 to 75.5 percent from 2001 to 2002.
- The percentage of American adults who usually request a non-smoking room increased from 72.2 to 78.2 percent from 2000 to 2002, and increased from 75.1 to 78.2 percent from 2001 to 2002.
- The percentage of American adults who believe that it is NOT acceptable for tobacco companies to sponsor sporting or cultural events increased from 33.7 to 38.3 percent from 2000 to 2002.



## RECREATION, LEISURE, AND SPORTS

### Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



## RECREATION, LEISURE, AND SPORTS

### Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Recreation, Sports, and Leisure	2000	2001	2002	% Point Difference	% Change
Very much bothered by other people's smoke	46.8	48.1	50.3 *	3.5	7.5
Indoor shopping malls in community are smokefree	75.4	77.0	79.2 ***	3.8	5.0
Convenience stores in community are smokefree	68.4	73.7	75.4 *	7.0	10.2
Fast food restaurants in community are smokefree	52.1	57.8	63.5 ***	11.4	21.9
Restaurants in community are smokefree	24.5	28.1	26.5	2.0	8.2
Bars and taverns in community are smokefree	12.9	12.4	13.3	0.4	3.1
Indoor sporting events in community are smokefree	80.2	81.7	80.2	0.0	0.0
Outdoor parks in community are smokefree	7.9	7.9	11.3 ***	3.4	43.0
Indoor shopping malls should be smokefree	71.4	75.3	81.0 ***	9.6	13.4
Convenience stores should be smokefree	86.3	86.9	87.6	1.3	1.5
Fast food restaurants should be smokefree	76.8	80.0	81.5 *	4.7	6.1
Restaurants should be smokefree	61.0	61.4	65.5 ***	4.5	7.4
Bars and taverns should be smokefree	32.8	33.2	42.9 ***	10.1	30.8
Indoor sporting events should be smokefree	77.5	80.4	82.5 ***	5.0	6.5
Outdoor parks should be smokefree	25.0	25.2	37.6 ***	12.6	50.4
Request a non-smoking table when dining out	70.1	72.8	75.5 ***	5.4	7.7
Request a non-smoking room when traveling	72.2	75.1	78.2 ***	6.0	8.3
Unacceptable for tobacco companies to sponsor events	33.7	36.8	38.3 *	4.6	13.6

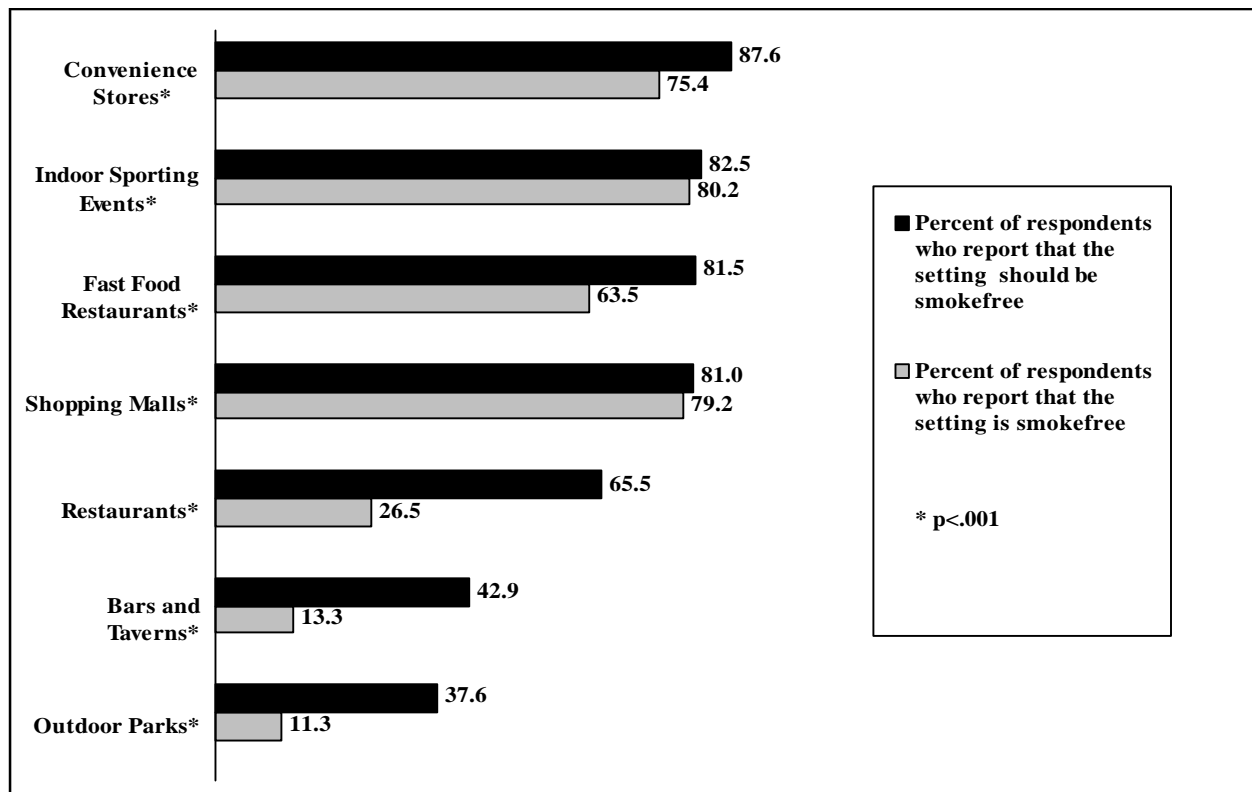
\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

## RECREATION, LEISURE, AND SPORTS

Percent of respondents who report that recreational settings in their community are smoke-free and the percent of respondents who report that these settings should be smokefree



## RECREATION, LEISURE, AND SPORTS

### Detailed Tables

- When asked about smoking restrictions in their community, respondents from the Western Census region were typically more likely to report that recreational settings were smoke-free.
- In general, females are more supportive of smoking restrictions in recreational settings than males, and nonsmokers are more supportive than smokers.
- In general, nonsmokers are more supportive of government regulation and enforcement of tobacco laws than smokers; African Americans are more supportive than White respondents; and females are more supportive than males.

**Table 7.1 Tolerance for Second-Hand Smoke**

“How much does it bother you when you are exposed to other people’s cigarette smoke? Would you say it bothers you not at all, a little, moderately, or very much?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Not at all	A little	Moderately	Very much	<i>p</i>
Total	17.5	13.0	19.2	50.3	
Rural/Urban					
Rural	21.4	12.8	17.2	48.5	
Urban	16.0	13.1	20.0	50.9	.005
Region					
Northeast	17.9	13.7	17.7	50.6	
Midwest	17.5	14.3	20.8	47.4	
South	18.1	13.7	18.9	49.3	
West	16.3	9.8	19.2	54.6	.191
Smoking Status					
Nonsmoker	8.2	10.8	20.1	60.9	
Smoker	53.9	20.7	15.8	9.6	<.001
Gender					
Male	21.7	15.3	21.5	41.5	
Female	13.7	11.0	17.0	58.3	<.001
Race					
White	18.2	13.1	20.3	48.3	
African American	15.5	14.0	15.2	55.2	.051
Age					
18-24 years of age	16.1	17.7	21.0	45.2	
25-44 years of age	17.6	13.1	21.3	48.0	
45-64 years of age	18.2	12.4	17.0	52.5	
65 years of age and older	17.4	8.9	17.0	56.7	<.001
Education					
Not a high school graduate	33.2	14.3	7.6	45.0	
High school graduate	20.5	14.0	19.0	46.5	
Some college	15.4	13.4	20.1	51.1	
College Graduate	12.6	11.2	21.6	54.6	<.001

Note: 0.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.2 Smokefree Shopping Malls in Community**

“Indoor shopping malls in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	<b>79.2</b>	18.7	2.1	
Rural/Urban				
Rural	<b>78.5</b>	18.6	2.9	
Urban	<b>79.5</b>	18.7	1.9	.236
Region				
Northeast	<b>79.7</b>	17.8	2.5	
Midwest	<b>77.3</b>	21.1	1.5	
South	<b>77.1</b>	20.3	2.6	
West	<b>83.9</b>	14.1	2.0	.026
Smoking Status				
Nonsmoker	<b>77.1</b>	20.5	2.4	
Smoker	<b>86.7</b>	12.3	1.1	<.001
Gender				
Male	<b>77.8</b>	20.4	1.8	
Female	<b>80.6</b>	17.1	2.4	.069
Race				
White	<b>81.4</b>	16.9	1.7	
African American	<b>65.2</b>	31.4	3.4	<.001
Age				
18-24 years of age	<b>77.9</b>	19.7	2.4	
25-44 years of age	<b>80.5</b>	17.9	1.6	
45-64 years of age	<b>79.4</b>	18.8	1.7	
65 years of age and older	<b>76.7</b>	19.0	4.3	.090
Education				
Not a high school graduate	<b>76.8</b>	19.9	3.3	
High school graduate	<b>77.7</b>	20.1	2.2	
Some college	<b>78.7</b>	19.1	2.2	
College Graduate	<b>81.3</b>	17.0	1.7	.514

Note: 11.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.3 Should Shopping Malls be Smokefree**

“In indoor shopping malls, do you think smoking should be allowed in all areas, some areas, or not at all?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	p
Total	0.9	18.1	<b>81.0</b>	
Rural/Urban				
Rural	0.9	19.2	<b>80.0</b>	
Urban	1.0	17.7	<b>81.4</b>	.625
Region				
Northeast	1.2	16.4	<b>82.3</b>	
Midwest	1.0	20.6	<b>78.4</b>	
South	1.0	19.8	<b>79.2</b>	
West	0.6	13.9	<b>85.5</b>	.022
Smoking Status				
Nonsmoker	0.7	14.6	<b>84.7</b>	
Smoker	1.7	31.6	<b>66.7</b>	<.001
Gender				
Male	1.1	20.3	<b>78.6</b>	
Female	0.7	16.1	<b>83.1</b>	.008
Race				
White	0.8	19.4	<b>79.8</b>	
African American	0.6	15.0	<b>84.4</b>	.159
Age				
18-24 years of age	1.0	16.2	<b>82.8</b>	
25-44 years of age	0.5	20.4	<b>79.1</b>	
45-64 years of age	1.1	18.6	<b>80.3</b>	
65 years of age and older	1.2	13.6	<b>85.2</b>	.036
Education				
Not a high school graduate	0.8	18.2	<b>80.9</b>	
High school graduate	0.8	20.5	<b>78.7</b>	
Some college	1.3	19.4	<b>79.3</b>	
College Graduate	0.7	15.4	<b>83.8</b>	.087

Note: 1.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.4 Smokefree Convenience Stores in Community**

“Convenience stores in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	<b>75.4</b>	11.1	13.5	
Rural/Urban				
Rural	<b>71.9</b>	11.7	16.3	
Urban	<b>76.8</b>	10.8	12.4	.021
Region				
Northeast	<b>82.0</b>	9.4	8.6	
Midwest	<b>76.0</b>	10.4	13.6	
South	<b>65.1</b>	14.0	20.9	
West	<b>85.6</b>	8.7	5.6	<.001
Smoking Status				
Nonsmoker	<b>73.9</b>	11.1	15.0	
Smoker	<b>80.3</b>	11.2	8.5	<.001
Gender				
Male	<b>74.0</b>	12.0	14.0	
Female	<b>76.9</b>	10.2	12.9	.227
Race				
White	<b>75.7</b>	9.8	14.4	
African American	<b>66.4</b>	19.7	13.9	<.001
Age				
18-24 years of age	<b>77.2</b>	14.8	8.0	
25-44 years of age	<b>74.3</b>	11.5	14.2	
45-64 years of age	<b>75.4</b>	9.7	15.0	
65 years of age and older	<b>76.4</b>	8.3	15.3	.001
Education				
Not a high school graduate	<b>72.3</b>	15.0	12.6	
High school graduate	<b>72.3</b>	13.3	14.4	
Some college	<b>75.9</b>	10.3	13.8	
College Graduate	<b>78.8</b>	8.7	12.5	.023

Note: 15.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.5 Should Convenience Stores be Smokefree**

“In convenience stores, do you think that smoking should be allowed in all areas, some areas, or not at all?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	p
Total	2.8	9.5	<b>87.6</b>	
Rural/Urban				
Rural	4.1	10.7	<b>85.2</b>	
Urban	2.3	9.1	<b>88.5</b>	.015
Region				
Northeast	1.9	6.9	<b>91.2</b>	
Midwest	3.9	9.4	<b>86.7</b>	
South	3.7	12.8	<b>83.4</b>	
West	1.0	6.6	<b>92.4</b>	<.001
Smoking Status				
Nonsmoker	2.4	8.0	<b>89.6</b>	
Smoker	4.3	15.5	<b>80.3</b>	<.001
Gender				
Male	4.0	11.3	<b>84.7</b>	
Female	1.9	7.9	<b>90.2</b>	<.001
Race				
White	3.2	9.7	<b>87.1</b>	
African American	1.2	10.1	<b>88.7</b>	.138
Age				
18-24 years of age	3.1	10.6	<b>86.3</b>	
25-44 years of age	2.5	10.3	<b>87.2</b>	
45-64 years of age	3.1	8.6	<b>88.3</b>	
65 years of age and older	2.8	8.8	<b>88.4</b>	.786
Education				
Not a high school graduate	4.2	11.0	<b>84.7</b>	
High school graduate	2.8	11.7	<b>85.6</b>	
Some college	3.2	9.2	<b>87.6</b>	
College Graduate	2.3	7.5	<b>90.2</b>	.039

Note: 1.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.6 Smokefree Fast Food Restaurants in Community**

“Fast food restaurants in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	63.4	34.1	2.5	
Rural/Urban				
Rural	55.8	41.4	2.8	
Urban	66.4	31.3	2.4	<.001
Region				
Northeast	69.5	29.2	1.3	
Midwest	58.5	39.9	1.6	
South	53.7	42.4	3.9	
West	79.4	18.6	2.0	<.001
Smoking Status				
Nonsmoker	62.4	34.8	2.8	
Smoker	67.1	31.1	1.2	.014
Gender				
Male	64.7	32.4	2.9	
Female	62.2	65.7	2.1	.097
Race				
White	64.1	33.6	2.3	
African American	56.5	39.9	3.5	.028
Age				
18-24 years of age	64.2	34.1	1.7	
25-44 years of age	63.2	34.4	2.5	
45-64 years of age	65.1	32.6	2.3	
65 years of age and older	59.3	36.9	3.8	.350
Education				
Not a high school graduate	56.5	40.7	2.8	
High school graduate	61.5	36.2	2.4	
Some college	63.4	33.5	3.1	
College Graduate	66.8	30.9	2.2	.071

Note: 8.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.7 Should Fast Food Restaurants be Smokefree**

“In fast food restaurants, do you think that smoking should be allowed in all areas, some areas, or not at all?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	p
Total	0.9	17.6	81.5	
Rural/Urban				
Rural	1.0	22.1	76.9	
Urban	0.9	15.8	83.3	<.001
Region				
Northeast	1.2	15.8	83.0	
Midwest	0.9	22.0	77.1	
South	0.9	20.4	78.7	
West	0.8	9.6	89.5	<.001
Smoking Status				
Nonsmoker	0.6	13.1	86.2	
Smoker	7.7	35.1	63.2	<.001
Gender				
Male	1.1	19.0	79.8	
Female	0.7	16.3	83.0	.053
Race				
White	0.8	18.9	80.3	
African American	1.2	13.1	85.7	.033
Age				
18-24 years of age	0.8	16.1	83.1	
25-44 years of age	0.7	21.6	77.7	
45-64 years of age	1.2	15.4	83.4	
65 years of age and older	0.7	14.6	84.7	.003
Education				
Not a high school graduate	1.7	22.3	76.1	
High school graduate	0.7	20.9	78.4	
Some college	1.2	16.8	82.0	
College Graduate	0.6	14.3	85.1	.001

Note: 1.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.8 Restaurants in Community**

“Restaurants in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	26.6	71.8	1.6	
Rural/Urban				
Rural	22.5	75.5	2.0	
Urban	28.1	70.4	1.5	.006
Region				
Northeast	27.7	71.5	0.7	
Midwest	14.9	73.6	1.5	
South	17.1	81.0	1.9	
West	54.3	43.7	2.0	<.001
Smoking Status				
Nonsmoker	26.5	71.7	1.7	
Smoker	26.8	72.0	1.2	.675
Gender				
Male	26.8	71.5	1.7	
Female	26.2	72.3	1.5	.850
Race				
White	25.7	72.7	1.5	
African American	20.4	78.0	1.6	.126
Age				
18-24 years of age	24.6	73.1	2.3	
25-44 years of age	24.8	74.2	1.1	
45-64 years of age	29.1	69.4	1.5	
65 years of age and older	27.4	70.2	2.4	.081
Education				
Not a high school graduate	26.3	71.4	2.2	
High school graduate	25.7	72.3	2.0	
Some college	26.4	72.4	1.2	
College Graduate	27.4	71.3	1.4	.786

Note: 3.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.9 Should Restaurants be Smokefree**

“In restaurants, do you think that smoking should be allowed in all areas, some areas, or not at all?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	p
Total	1.3	33.2	65.5	
Rural/Urban				
Rural	1.5	35.8	62.8	
Urban	1.2	32.2	66.6	.150
Region				
Northeast	1.4	31.4	67.2	
Midwest	1.3	39.4	59.3	
South	1.6	36.9	61.5	
West	0.6	22.0	77.3	<.001
Smoking Status				
Nonsmoker	0.9	25.9	73.2	
Smoker	2.7	61.0	36.3	<.001
Gender				
Male	1.5	37.4	61.1	
Female	1.1	29.4	69.6	<.001
Race				
White	1.2	35.3	63.4	
African American	1.5	27.6	70.9	.021
Age				
18-24 years of age	1.4	35.0	63.6	
25-44 years of age	1.4	37.3	61.3	
45-64 years of age	1.3	30.8	67.8	
65 years of age and older	0.7	27.1	72.2	.002
Education				
Not a high school graduate	2.5	35.1	62.3	
High school graduate	1.1	33.1	65.8	
Some college	1.8	34.0	64.2	
College Graduate	0.7	32.9	66.4	.212

Note: 0.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



## RECREATION, LEISURE, AND SPORTS

**Table 7.10 Smokefree Bars and Taverns in Community**

“Bars and taverns in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	13.3	25.9	60.8	
Rural/Urban				
Rural	10.7	23.7	65.6	
Urban	14.3	26.7	59.1	.010
Region				
Northeast	8.1	29.4	62.5	
Midwest	3.9	25.8	70.4	
South	7.2	28.0	64.8	
West	38.1	19.3	42.6	<.001
Smoking Status				
Nonsmoker	13.9	25.9	60.2	
Smoker	11.4	25.4	63.3	.275
Gender				
Male	13.5	24.1	62.4	
Female	13.1	27.9	59.0	.108
Race				
White	12.8	25.0	62.2	
African American	11.1	34.4	54.5	.006
Age				
18-24 years of age	13.1	24.5	62.5	
25-44 years of age	13.1	23.2	63.7	
45-64 years of age	13.1	28.9	58.0	
65 years of age and older	15.4	28.3	56.3	.105
Education				
Not a high school graduate	18.3	22.0	59.8	
High school graduate	11.7	24.4	63.9	
Some college	12.5	26.6	60.9	
College Graduate	14.2	27.3	58.6	.150

Note: 20.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.11 Should Bars and Taverns be Smokefree**

“In bars and taverns, do you think that smoking should be allowed in all areas, some areas, or not at all?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	p
Total	27.3	29.8	42.9	
Rural/Urban				
Rural	33.9	26.1	40.0	
Urban	24.8	31.2	44.0	<.001
Region				
Northeast	28.2	30.2	41.6	
Midwest	33.7	29.6	36.8	
South	27.8	31.1	41.1	
West	18.7	27.6	53.8	<.001
Smoking Status				
Nonsmoker	21.6	28.5	50.0	
Smoker	49.0	34.8	16.3	<.001
Gender				
Male	32.0	29.3	38.8	
Female	22.9	30.2	46.9	<.001
Race				
White	28.6	30.5	40.9	
African American	21.9	30.9	47.3	.029
Age				
18-24 years of age	31.6	30.1	38.2	
25-44 years of age	30.7	32.1	37.3	
45-64 years of age	25.6	29.2	45.2	
65 years of age and older	17.8	25.1	57.1	<.001
Education				
Not a high school graduate	33.2	22.4	44.4	
High school graduate	30.5	28.3	41.2	
Some college	27.6	29.7	42.6	
College Graduate	22.9	33.6	43.4	.001

Note: 5.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.12 Smokefree Indoor Sporting Events in Community**

“Indoor sporting events in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	<b>80.2</b>	16.3	3.5	
Rural/Urban				
Rural	<b>83.1</b>	12.6	4.3	
Urban	<b>79.1</b>	17.7	3.3	.007
Region				
Northeast	<b>84.6</b>	13.0	2.3	
Midwest	<b>78.1</b>	19.1	2.9	
South	<b>76.3</b>	19.2	4.5	
West	<b>84.5</b>	11.9	3.5	<.001
Smoking Status				
Nonsmoker	<b>79.4</b>	16.5	4.1	
Smoker	<b>82.9</b>	15.7	1.4	.009
Gender				
Male	<b>78.6</b>	17.0	4.4	
Female	<b>81.6</b>	15.8	2.7	.037
Race				
White	<b>81.9</b>	15.2	2.9	
African American	<b>71.6</b>	23.4	5.0	<.001
Age				
18-24 years of age	<b>78.8</b>	17.2	4.0	
25-44 years of age	<b>76.9</b>	19.1	4.0	
45-64 years of age	<b>82.4</b>	15.3	2.2	
65 years of age and older	<b>85.2</b>	10.0	4.8	.002
Education				
Not a high school graduate	<b>82.8</b>	14.8	2.4	
High school graduate	<b>79.4</b>	17.4	3.2	
Some college	<b>78.4</b>	16.6	5.0	
College Graduate	<b>81.9</b>	15.5	2.7	.208

Note: 18.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.13 Should Indoor Sporting Events be Smokefree**

“At indoor sporting events, do you think that smoking should be allowed in all areas, some areas, or not at all?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	p
Total	1.8	15.7	<b>82.5</b>	
Rural/Urban				
Rural	2.0	15.8	<b>82.2</b>	
Urban	1.7	15.7	<b>82.6</b>	.895
Region				
Northeast	2.1	14.2	<b>83.7</b>	
Midwest	2.7	18.4	<b>79.0</b>	
South	1.6	16.2	<b>82.1</b>	
West	0.8	13.4	<b>85.8</b>	.022
Smoking Status				
Nonsmoker	1.2	12.1	<b>86.7</b>	
Smoker	3.9	29.7	<b>66.4</b>	<.001
Gender				
Male	2.5	17.9	<b>79.6</b>	
Female	1.1	13.8	<b>85.1</b>	<.001
Race				
White	1.7	17.0	<b>81.3</b>	
African American	2.8	10.8	<b>86.4</b>	.008
Age				
18-24 years of age	2.1	13.5	<b>84.4</b>	
25-44 years of age	1.7	19.8	<b>78.5</b>	
45-64 years of age	1.7	14.9	<b>83.4</b>	
65 years of age and older	2.1	10.3	<b>87.6</b>	<.001
Education				
Not a high school graduate	3.9	19.0	<b>77.2</b>	
High school graduate	1.1	17.4	<b>81.5</b>	
Some college	2.4	14.9	<b>82.7</b>	
College Graduate	1.5	14.3	<b>84.3</b>	.012

Note: 2.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.14 Smokefree Outdoor Parks in Community**

“Outdoor parks in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	11.3	12.8	75.9	
Rural/Urban				
Rural	9.7	12.8	77.5	
Urban	12.0	12.7	75.3	.249
Region				
Northeast	9.7	12.7	77.6	
Midwest	6.8	10.5	82.7	
South	10.6	14.1	75.3	
West	18.9	13.1	68.0	<.001
Smoking Status				
Nonsmoker	11.9	12.4	75.7	
Smoker	9.1	14.1	76.8	.148
Gender				
Male	11.3	12.6	76.1	
Female	11.4	12.8	75.8	.982
Race				
White	11.7	11.3	77.1	
African American	7.7	18.1	74.2	.001
Age				
18-24 years of age	12.4	13.6	74.0	
25-44 years of age	10.1	14.4	75.4	
45-64 years of age	11.7	11.1	77.1	
65 years of age and older	12.3	11.1	76.6	.301
Education				
Not a high school graduate	11.1	10.6	78.4	
High school graduate	10.0	15.1	74.9	
Some college	11.2	13.4	75.4	
College Graduate	12.8	10.5	76.8	.083

Note: 18.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.15 Should Outdoor Parks Events be Smokefree**

“In outdoor parks, do you think that smoking should be allowed in all areas, some areas, or not at all?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	p
Total	36.3	26.1	37.6	
Rural/Urban				
Rural	37.8	27.1	35.1	
Urban	35.8	25.7	38.5	.234
Region				
Northeast	38.2	24.1	37.7	
Midwest	39.1	27.8	33.1	
South	37.0	26.0	36.9	
West	30.4	26.1	43.5	.004
Smoking Status				
Nonsmoker	31.2	26.0	42.8	
Smoker	56.5	26.7	16.8	<.001
Gender				
Male	42.6	24.6	32.8	
Female	30.6	27.2	42.2	<.001
Race				
White	37.6	27.0	35.4	
African American	33.1	23.9	42.9	.031
Age				
18-24 years of age	34.9	25.1	40.1	
25-44 years of age	37.2	29.1	33.8	
45-64 years of age	38.1	23.3	38.5	
65 years of age and older	31.9	26.3	41.7	.009
Education				
Not a high school graduate	41.2	21.0	37.8	
High school graduate	35.8	26.2	37.9	
Some college	36.5	26.0	37.5	
College Graduate	36.3	27.5	36.2	.538

Note: 1.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.16 Dining Preferences**

“When dining out, do you request a table in the non-smoking section, smoking section, or the first available?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Non-smoking section	Smoking section	First available	P
Total	75.5	10.5	14.0	
Rural/Urban				
Rural	71.7	13.5	14.8	
Urban	76.9	9.4	13.7	.003
Region				
Northeast	78.8	10.1	11.2	
Midwest	69.0	13.5	17.4	
South	73.0	11.8	15.2	
West	83.7	5.5	10.8	<.001
Smoking Status				
Nonsmoker	87.8	1.7	10.5	
Smoker	26.0	46.0	28.1	<.001
Gender				
Male	71.8	11.1	17.1	
Female	78.7	10.0	11.3	<.001
Race				
White	73.8	11.2	15.0	
African American	82.3	7.8	9.9	.004
Age				
18-24 years of age	72.2	11.5	16.3	
25-44 years of age	74.4	10.7	15.0	
45-64 years of age	74.8	12.2	12.9	
65 years of age and older	82.9	4.5	11.4	.001
Education				
Not a high school graduate	60.2	20.8	19.0	
High school graduate	72.2	13.3	14.6	
Some college	75.6	10.9	13.5	
College Graduate	82.3	5.1	12.6	<.001

Note: 2.2 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.17 Hotel Preferences**

“If you travel and stay in a hotel or motel, do you usually request a non-smoking room?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Yes	No	p
Total	78.2	21.8	
Rural/Urban			
Rural	75.3	24.7	
Urban	79.3	20.7	.021
Region			
Northeast	80.8	19.2	
Midwest	73.0	27.0	
South	76.8	23.2	
West	83.9	16.1	<.001
Smoking Status			
Nonsmoker	91.2	8.8	
Smoker	27.2	72.8	<.001
Gender			
Male	75.4	24.6	
Female	80.9	19.1	<.001
Race			
White	77.1	22.9	
African American	79.8	20.2	.278
Age			
18-24 years of age	78.1	21.9	
25-44 years of age	77.5	22.5	
45-64 years of age	76.9	23.1	
65 years of age and older	83.2	16.8	.071
Education			
Not a high school graduate	58.1	41.9	
High school graduate	74.8	25.2	
Some college	78.2	21.8	
College Graduate	85.6	14.4	<.001

Note: 4.6 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.18 Is It Acceptable for Tobacco Companies to Sponsor Sporting or Cultural Events**

“It is acceptable for tobacco companies to sponsor sporting or cultural events like the Winston Cup.  
Do you strongly agree, agree, disagree, or strongly disagree?”

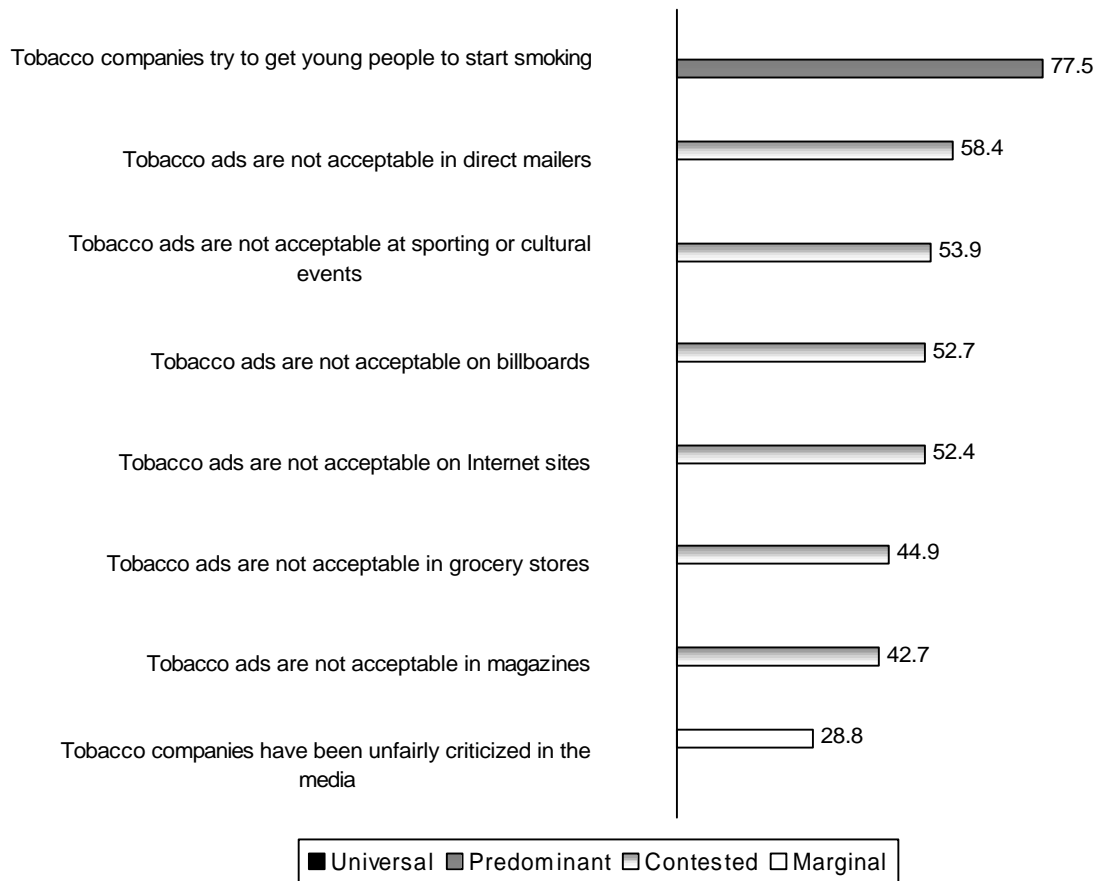
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	15.6	46.1	28.7	9.5	
Rural/Urban					
Rural	15.9	47.3	27.7	9.1	
Urban	15.5	45.6	29.1	9.7	.801
Region					
Northeast	16.5	42.4	32.0	9.1	
Midwest	16.2	47.1	27.4	9.3	
South	15.1	49.1	26.9	8.8	
West	15.0	43.2	30.2	11.6	.188
Smoking Status					
Nonsmoker	13.0	44.4	31.7	11.0	
Smoker	25.2	52.7	18.3	3.8	<.001
Gender					
Male	20.1	50.1	23.3	6.5	
Female	11.4	42.2	33.9	12.5	<.001
Race					
White	16.8	47.6	26.1	9.5	
African American	12.2	45.3	34.8	7.8	.008
Age					
18-24 years of age	17.7	46.5	29.8	6.0	
25-44 years of age	17.0	47.5	26.0	9.4	
45-64 years of age	15.9	46.3	28.0	9.9	
65 years of age and older	9.1	41.7	36.2	13.0	<.001
Education					
Not a high school graduate	17.1	42.2	31.3	9.5	
High school graduate	16.2	43.4	30.6	9.8	
Some college	14.6	45.0	32.4	8.0	
College Graduate	15.8	50.4	24.0	9.9	.015

Note: 8.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**There were no universal beliefs nor significant improvements from 2000 to 2002 nor 2001 to 2002.**

**Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**



## MASS CULTURE AND COMMUNICATION

### **Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**

<b>Mass Communication and Culture</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>% Point Difference</b>	<b>% Change</b>
Tobacco ads are not acceptable in grocery stores	44.9	46.6	44.9	0.0	0.0
Tobacco ads are not acceptable in magazines	41.7	42.1	42.7	1.0	2.4
Tobacco ads are not acceptable on billboards	54.0	55.3	52.7	-1.3	-2.4
Tobacco ads are not acceptable in direct mailers	57.5	59.5	58.4	0.9	1.6
Tobacco ads are not acceptable on internet sites	53.1	53.5	52.4	-0.7	-1.3
Tobacco ads are not acceptable at sporting or cultural events	51.6	55.8	53.9	2.3	4.5
Tobacco companies have been unfairly criticized in the media	N/A	N/A	28.8	N/A	N/A
Tobacco companies try to get young people to start smoking	N/A	N/A	77.5	N/A	N/A

# MASS CULTURE AND COMMUNICATION

## Detailed Tables

- Almost 90 percent of American adults believe that the tobacco companies try to get young people to start smoking.
- However, adults are more divided in their support for restrictions on tobacco advertising, and there is considerable variation across demographic groups.

**Table 8.1 Acceptability of Tobacco Advertisements in Grocery and Convenience Stores**

“Tobacco advertising is acceptable in grocery and convenience stores.  
Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	8.8	46.4	33.1	11.8	
Rural/Urban					
Rural	7.9	48.6	32.7	10.8	
Urban	9.1	45.5	33.3	12.2	.392
Region					
Northeast	8.9	43.8	35.8	11.6	
Midwest	8.7	47.9	32.5	10.9	
South	9.3	47.8	32.3	10.6	
West	7.9	44.5	32.6	14.9	.285
Smoking Status					
Nonsmoker	6.8	43.6	36.3	13.3	
Smoker	16.2	57.5	20.8	5.5	<.001
Gender					
Male	10.9	51.7	28.9	8.5	
Female	6.8	41.7	36.6	14.9	<.001
Race					
White	9.0	47.7	31.8	11.5	
African American	7.7	41.2	38.9	12.2	.063
Age					
18-24 years of age	9.8	47.1	35.1	8.0	
25-44 years of age	9.4	51.8	27.4	11.4	
45-64 years of age	8.8	46.3	32.8	12.1	
65 years of age and older	6.2	33.0	45.0	15.8	<.001
Education					
Not a high school graduate	7.8	41.8	33.6	16.8	
High school graduate	8.9	44.5	34.8	11.8	
Some college	8.7	44.8	36.1	10.4	
College Graduate	9.0	50.8	28.8	11.5	.014

Note: 4.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



# MASS CULTURE AND COMMUNICATION

**Table 8.2 Acceptability of Tobacco Advertisements in Magazines**

“Tobacco advertising is acceptable in magazines.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	8.1	49.2	32.1	10.6	
Rural/Urban					
Rural	7.7	50.2	32.1	10.0	
Urban	8.2	48.8	32.2	10.8	.864
Region					
Northeast	8.9	47.2	32.7	11.2	
Midwest	8.3	49.5	31.8	10.3	
South	8.4	49.9	32.7	8.9	
West	6.4	49.7	31.0	12.9	.389
Smoking Status					
Nonsmoker	6.1	46.8	35.2	11.9	
Smoker	15.3	59.3	20.2	5.2	<.001
Gender					
Male	10.0	55.1	27.7	7.2	
Female	6.4	44.1	35.7	13.8	<.001
Race					
White	8.2	51.2	30.4	10.2	
African American	8.0	42.8	37.4	11.8	.031
Age					
18-24 years of age	8.6	50.5	35.1	5.8	
25-44 years of age	9.3	51.7	28.0	11.0	
45-64 years of age	8.2	49.2	31.6	11.0	
65 years of age and older	4.0	41.9	40.0	14.0	<.001
Education					
Not a high school graduate	9.2	41.5	36.2	13.1	
High school graduate	8.1	47.8	33.4	10.8	
Some college	7.8	48.9	34.5	8.8	
College Graduate	8.0	53.3	27.7	11.0	.024

Note: 4.2 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.3 Acceptability of Tobacco Advertisements on Billboards**

“Tobacco advertising is acceptable on billboards.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>P</i>
Total	7.2	40.1	39.8	12.9	
Rural/Urban					
Rural	6.1	41.1	40.7	12.1	
Urban	7.6	39.7	39.4	13.3	.433
Region					
Northeast	8.2	39.4	39.0	13.4	
Midwest	7.0	42.1	37.7	13.1	
South	7.2	39.0	42.5	11.3	
West	6.4	40.5	38.2	14.9	.385
Smoking Status					
Nonsmoker	5.5	38.1	42.2	14.3	
Smoker	13.7	48.0	30.8	7.5	<.001
Gender					
Male	9.0	46.1	35.6	9.3	
Female	5.6	34.8	43.4	16.3	<.001
Race					
White	7.4	41.2	38.6	12.8	
African American	6.6	36.4	44.3	12.7	.252
Age					
18-24 years of age	8.5	41.5	41.5	8.5	
25-44 years of age	7.7	43.0	35.8	13.5	
45-64 years of age	7.4	39.7	39.5	13.3	
65 years of age and older	4.0	32.5	48.0	15.5	<.001
Education					
Not a high school graduate	8.2	31.2	45.0	15.6	
High school graduate	7.0	39.6	41.2	12.3	
Some college	6.8	39.0	42.6	11.5	
College Graduate	7.4	43.7	34.9	14.1	.010

Note: 3.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.4 Acceptability of Tobacco Advertisements in Direct Mailers**

“Tobacco advertising is acceptable in direct mailers.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	6.4	35.2	43.8	14.6	
Rural/Urban					
Rural	5.8	36.6	44.5	13.2	
Urban	6.6	34.7	43.6	15.1	.409
Region					
Northeast	6.8	34.1	44.1	15.0	
Midwest	6.9	37.8	41.4	13.9	
South	7.1	34.9	45.3	12.7	
West	4.3	33.9	43.7	18.0	.064
Smoking Status					
Nonsmoker	4.6	32.2	46.9	16.3	
Smoker	13.4	46.9	32.2	7.5	<.001
Gender					
Male	7.8	39.0	41.5	11.8	
Female	5.2	32.0	45.7	17.1	<.001
Race					
White	6.7	37.2	42.0	14.2	
African American	6.6	27.8	51.1	14.5	.007
Age					
18-24 years of age	6.6	32.8	48.7	11.9	
25-44 years of age	7.0	38.7	39.3	15.1	
45-64 years of age	6.6	35.9	43.1	14.4	
65 years of age and older	4.3	27.9	50.8	16.9	<.001
Education					
Not a high school graduate	8.3	31.1	43.9	16.7	
High school graduate	6.5	34.8	44.6	14.0	
Some college	6.2	34.5	46.4	12.9	
College Graduate	6.0	37.4	40.6	16.0	.251

Note: 3.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.5 Acceptability of Tobacco Advertisements on Internet Sites**

“Tobacco advertising is acceptable on Internet sites.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	7.3	40.4	39.5	12.9	
Rural/Urban					
Rural	5.8	41.4	39.7	13.1	
Urban	7.8	39.9	39.4	12.8	.315
Region					
Northeast	7.9	38.1	40.7	13.3	
Midwest	8.0	40.9	38.6	12.5	
South	7.5	41.5	40.3	10.7	
West	5.5	39.9	37.8	16.8	.065
Smoking Status					
Nonsmoker	5.4	38.3	42.0	14.3	
Smoker	14.5	48.8	29.8	7.0	<.001
Gender					
Male	8.7	45.1	36.1	10.0	
Female	5.9	36.1	42.4	15.6	<.001
Race					
White	7.3	42.3	38.0	12.5	
African American	7.8	30.4	46.6	15.2	.001
Age					
18-24 years of age	9.1	41.8	41.6	7.6	
25-44 years of age	8.1	45.3	33.6	12.9	
45-64 years of age	6.6	39.9	39.7	13.8	
65 years of age and older	4.3	26.7	52.0	17.1	<.001
Education					
Not a high school graduate	9.4	28.2	45.5	16.9	
High school graduate	6.9	38.0	42.4	12.6	
Some college	7.0	39.6	41.8	11.6	
College Graduate	7.3	46.5	33.0	13.2	<.001

Note: 6.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

# MASS CULTURE AND COMMUNICATION

**Table 8.6 Believe Tobacco Companies Have Been Unfairly Criticized in the Media**

“Tobacco companies have been unfairly criticized in the media.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly Disagree	p
Total	5.3	23.5	49.9	21.2	
Rural/Urban					
Rural	5.6	29.0	47.6	17.8	
Urban	5.3	21.4	50.8	22.5	<.001
Region					
Northeast	6.8	20.8	51.1	21.4	
Midwest	6.3	24.2	48.6	20.8	
South	5.3	25.9	49.9	18.9	
West	3.0	21.3	50.3	25.3	.007
Smoking Status					
Nonsmoker	3.7	19.6	53.2	23.5	
Smoker	12.1	38.3	37.4	12.2	<.001
Gender					
Male	6.3	26.9	47.4	19.4	
Female	4.5	20.5	52.0	23.0	<.001
Race					
White	5.3	23.1	50.0	21.5	
African American	5.2	25.8	48.7	20.3	.772
Age					
18-24 years of age	5.5	22.1	53.5	18.9	
25-44 years of age	5.7	24.1	47.2	23.0	
45-64 years of age	5.6	24.2	48.7	21.5	
65 years of age and older	3.7	22.4	55.1	18.8	.189
Education					
Not a high school graduate	10.5	32.4	42.9	14.2	
High school graduate	5.7	27.1	48.4	18.9	
Some college	4.8	21.6	52.5	21.2	
College Graduate	4.2	19.5	51.3	25.0	<.001

Note: 5.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.7 Believe Tobacco Companies Try to Get Young People to Start Smoking**

“Tobacco companies try to get young people to start smoking.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly Disagree	p
Total	30.5	47.0	18.8	3.6	
Rural/Urban					
Rural	26.9	47.6	21.1	4.3	
Urban	31.9	46.8	18.0	3.3	.028
Region					
Northeast	31.1	44.4	20.7	3.8	
Midwest	32.2	46.7	18.2	2.9	
South	26.9	47.2	20.8	5.0	
West	34.2	49.5	14.5	1.8	<.001
Smoking Status					
Nonsmoker	33.0	48.5	15.9	2.6	
Smoker	20.7	41.8	30.1	7.4	<.001
Gender					
Male	29.2	50.6	16.4	3.8	
Female	31.9	43.3	21.2	3.5	<.001
Race					
White	30.2	47.5	18.8	3.5	
African American	33.7	44.9	18.6	2.8	.575
Age					
18-24 years of age	31.0	46.8	18.3	3.9	
25-44 years of age	30.0	46.4	19.4	4.3	
45-64 years of age	31.9	46.6	18.0	3.5	
65 years of age and older	28.1	50.1	19.9	1.9	.504
Education					
Not a high school graduate	25.5	44.2	25.5	4.8	
High school graduate	28.3	45.5	22.1	4.1	
Some college	29.9	46.9	20.2	3.0	
College Graduate	34.1	49.7	12.9	3.3	<.001

Note: 4.2 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.