

The National Social Climate of Tobacco Control, 2000-2003

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ACKNOWLEDGMENTS

The National Social Climate Survey of Tobacco Control was supported by funds from the Rural Health, Safety and Security Institute of the Social Science Research Center at Mississippi State University through a grant from the Office of Rural Health Policy, U.S. Department of Health and Human Services (1DIARH0000501); the Mississippi Agricultural and Forestry Experiment Station; and the Center for Child Health Research of the American Academy of Pediatrics.

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 operationalize 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.

Finally, Jonathan Winickoff, Susanne Tanski, Jon Klein and Michael Weitzman of the Center for Child Health Research of the American Academy of Pediatrics (AAP) 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 – 2003

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 23.0 percent in 2002 (Centers for Disease Control and Prevention, 2004). 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, & Sfeekas, 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, 2002, and 2003.

Survey Development

The Social Climate Survey of Tobacco Control (SCS-TC) 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.

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 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.

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, 2002, and 2003. Samples from all 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 that 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) Government and Political Order, 4) Work, 5) Health and Medical Care, 6) Recreation, Leisure, and Sports, and 7) Mass Communication and Culture. 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.

Unique Features

The Social Climate Survey of Tobacco Control (SCS-TC) is not the only national survey to assess attitudes and practices regarding tobacco control. However, there are certain unique strengths of this survey.

- 1) Timely source of annual, cross-sectional data from a representative sample of national adults.
Brief time lag – less than 5 months - between data collection and data availability
- 2) Data from SCS-TC is similar to that from larger federally funded national surveys; e.g.,
Current Population Survey: Tobacco Use Supplement.
- 3) Comprehensive assessment of ETS practices and attitudes
- 4) Detailed information pertaining to physicians advice to parents concerning cessation and ETS

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.

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

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 ± 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.

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 ± 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.

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 ± 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.

2003 Sample Characteristics

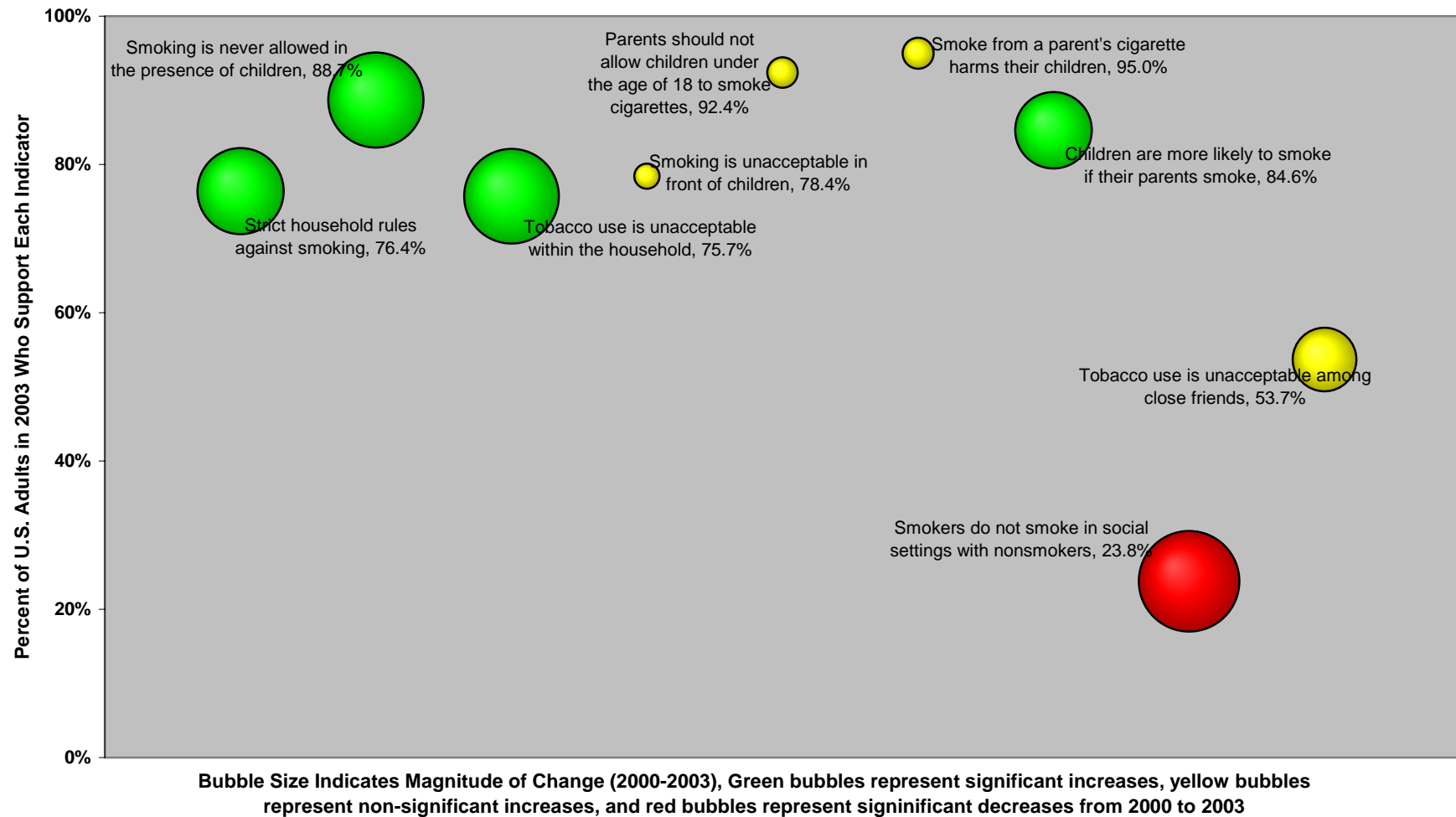
Of the eligible respondents contacted, 3,010 respondents completed the survey (75.4%) and 980 (24.6%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than ± 1.8 (95% confidence interval). Of the 3,010 respondents, 1,171 (38.9%) were male and 1,830 (60.8%) were female. The racial composition of the sample is as follows: white = 2,374 (78.9%), African American = 364 (12.1%), Asian or Pacific Islander = 48 (1.6%), American Indian or Alaskan Native = 35 (1.2%), other races = 142 (4.7%), and unknown (i.e., did not answer the question on race) = 47 (1.6%). The sample was weighted by race and gender within each census region, based upon 2002 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

Table 1.1 Comparison of Characteristics of the Original and Weighted Samples									
Sample Characteristics		2000		2001		2002		2003	
		Orig. Sample	Wtd. Sample	Orig. Sample	Wtd. Sample	Orig. Sample	Wtd. Sample	Orig. Sample	Wtd. Sample
Rural/Urban	Rural	30.6	29.7	25.1	23.7	28.2	27.8	26.0	25.6
	Urban	69.4	70.3	74.9	76.3	71.8	72.2	74.0	74.4
Smoking Status	Nonsmoker	76.1	75.9	78.3	78.2	79.8	79.6	81.7	81.1
	Smoker	23.9	24.1	21.7	21.8	20.2	20.4	18.3	18.9
Gender	Male	39.6	49.5	39.6	48.3	38.2	47.7	38.9	47.7
	Female	60.3	50.4	60.2	51.5	61.3	51.8	60.8	52.0
Race	White	80.4	76.5	82.4	80.4	79.0	76.9	78.9	77.0
	African-American	9.7	11.8	9.4	12.5	10.4	11.2	12.1	11.0
	Asian/Pacific Islander	1.7	2.7	1.2	0.8	1.4	2.0	1.6	3.4
	American Indian/Alaska Native	1.0	1.8	1.2	0.6	1.4	1.8	1.2	2.4
	Other Race	0.2	0.2	3.8	3.7	5.3	5.4	4.7	4.7
Age	18-24 years	11.6	12.0	14.8	14.9	16.1	16.7	11.7	12.0
	25-44 years	36.4	37.2	38.0	38.8	34.9	35.1	35.5	35.7
	45-64 years	34.1	33.8	31.9	31.5	33.2	33.1	35.9	36.3
	65 + years	17.9	17.0	15.3	14.8	15.7	15.0	16.9	16.0
Education	Not HS Grad	9.4	9.1	6.7	6.5	8.4	8.3	7.7	7.8
	HS Grad	31.7	30.6	30.3	29.7	31.9	31.7	28.9	28.5
	Some College	25.2	25.7	27.3	27.3	26.5	26.3	26.1	25.9
	College Grad	33.7	34.6	35.7	36.5	33.2	33.7	37.3	37.7
Region	Northeast	18.4	18.8	17.6	19.0	19.1	19.6	17.8	19.0
	Midwest	24.4	22.6	26.9	23.1	24.5	23.3	24.7	22.4
	South	39.6	35.4	39.2	36.2	37.8	35.9	39.8	35.8
	West	17.6	23.2	16.3	21.8	18.6	21.3	17.7	22.7

Table 1.2 Weighted Sample Size and Maximum Sampling Error									
		2000		2001		2002		2003	
Sample Characteristic		Weighted Sample Size	Maximum Sampling Error	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	770	3.1
Urban		1,055	3.0	2,344	2.0	2,129	2.1	2,240	1.8
Region									
	Northeast	282	5.8	584	4.1	578	4.1	573	3.2
	Midwest	339	5.3	709	3.7	687	3.7	675	3.1
	South	532	4.2	1,111	2.9	1,058	3.0	1,078	2.9
	West	348	5.3	669	3.8	628	3.9	684	3.1
Smoking Status									
	Non-Smoker	1,140	2.9	2,404	2.0	2,329	2.0	2,429	1.6
	Smoker	362	5.2	669	3.8	596	4.0	567	3.2
Gender									
	Male	743	3.6	1,484	2.5	1,407	2.6	1,437	2.6
	Female	757	3.6	1,582	2.5	1,529	2.5	1,564	2.5
Race									
	White	1,149	2.9	2,470	2.0	2,270	2.1	2,318	1.3
	African American	177	7.4	383	5.0	332	5.4	331	3.6
Age									
	18-24 years of age	181	7.3	458	4.6	493	4.4	404	3.3
	25-44 years of age	558	4.1	1,193	2.8	1,036	3.0	1,091	2.9
	45-64 years of age	508	4.3	967	3.2	978	3.1	1,063	2.9
	65 years of age +	255	6.1	455	4.6	444	4.7	453	3.3
Education									
	Not high school grad.	134	8.5	196	7.0	241	6.3	234	3.4
	High school grad.	449	4.6	899	3.3	920	3.2	852	3.0
	Some college	378	5.0	827	3.4	764	3.5	774	3.1
	College graduate	509	4.3	1,106	2.9	977	3.1	1,128	2.8

Family and Friendship Groups, 2000 to 2003



FAMILY AND FRIENDSHIP GROUPS

Universal Norms, Beliefs and Practices¹

- 102.4 million U.S. households² (97.1 percent) never allow children under the age of 18 years of ages to smoke cigarettes
- 198.9 million U.S. adults (95.0 percent) believe that smoke from parents' cigarettes harms their children
- 193.2 million U.S. adults (92.4 percent) believe that parents should not allow children under the age of 18 to smoke cigarettes
- 93.6 million U.S. households (88.7 percent) never allow smoking in the presence of children
- 92.3 million U.S. households (87.5 percent) never allow smoking in the family vehicle when children are present

Significant Improvements 2000 to 2003

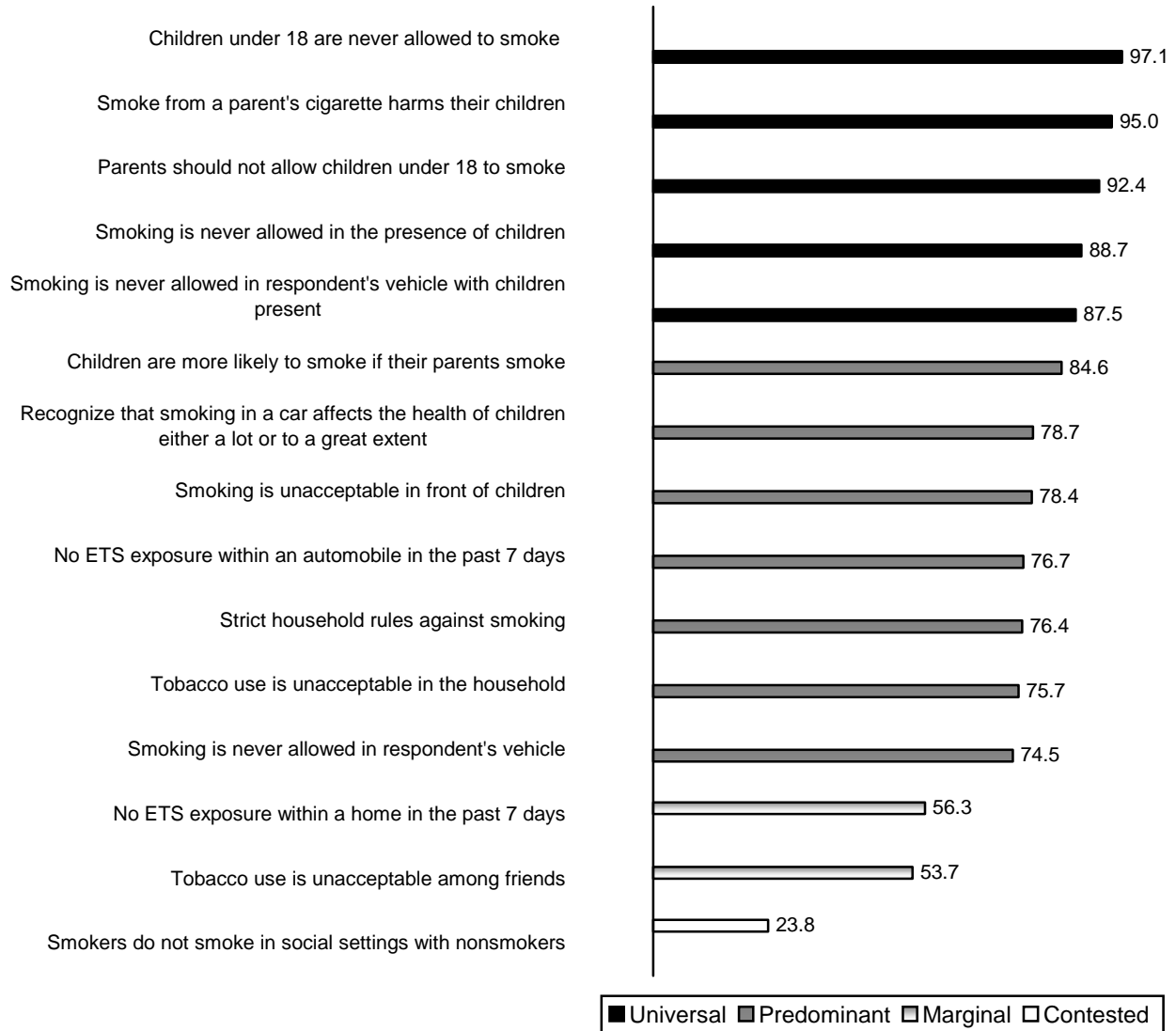
Family and Friendship Groups	2000	2001	2002	2003	p, 2000 to 2003	p, 2002 to 2003
Strict household rules against smoking	69.1	74.1	73.7	76.4	<.001	.015
Smoking is never allowed in the presence of children	78.6	87.9	87.8	88.7	<.001	ns
Tobacco use is unacceptable within the household	67.2	72.7	73.6	75.7	<.001	ns
Smoking is never allowed in the vehicle	n/a	n/a	n/a	74.5	n/a	n/a
Smoking is never allowed in the vehicle when children are present	n/a	79.6	78.5	87.5	n/a	n/a
Recognize that smoking in a car affects the health of children	n/a	76.9	80.9	78.7	n/a	.036
No ETS Exposure in the home	n/a	n/a	n/a	56.3	n/a	n/a
No ETS Exposure in a car or truck	n/a	n/a	n/a	76.7	n/a	n/a
Smoking is unacceptable in front of children	77.7	79.3	76.7	78.4	ns	ns
Children under 18 are never allowed to smoke	n/a	96.8	96.6	97.1	n/a	ns
Parents should not allow children under the age of 18 to smoke cigarettes	91.2	90.5	90.2	92.4	ns	.003
Smoke from a parent's cigarette harms their children	93.7	95.2	94.9	95.0	ns	ns
Children are more likely to smoke if their parents smoke	78.1	83.3	82.3	84.6	<.001	.018
Smokers do not smoke in social settings with nonsmokers ³	27.8	25.7	23.3	23.8	.008	ns
Tobacco use is unacceptable among close friends	50.8	49.4	50.4	53.7	ns	.012

¹ Indicators endorsed by at least 85% of U.S. adults

² Note that these numbers are based upon U.S. Census 2002 populations estimates for residents 18 years of age and older

³ This estimate does not include respondents who report that none of their friends smoke.

Families and Friendship Groups: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



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

Universal Supported by the overwhelming majority of society members: 85-100%

Predominant Supported by a predominance of society members: 65-84%

Contested Supported by approximately half of society members: 35-64%

Marginal Supported less than 35% of society members

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	<i>p</i>
Total	14.4	9.1	76.4	
Rural	18.2	9.5	72.3	
Urban	13.1	9.0	77.9	.002
Northeast	14.3	9.6	76.1	
Midwest	19.1	10.1	70.8	
South	15.1	9.4	75.5	
West	8.8	7.3	83.9	<.001
Nonsmoker	6.9	6.4	86.8	
Smoker	46.9	20.6	32.5	<.001
Male	15.8	9.0	75.2	
Female	13.1	9.3	77.6	ns
White	14.5	8.8	76.7	
African American	14.2	11.8	74.0	ns
18-24 years of age	12.7	10.0	77.3	
25-44 years of age	13.3	10.3	76.3	
45-64 years of age	16.7	8.6	74.7	
65 years of age and older	12.9	7.3	79.7	ns
Not a high school graduate	26.4	10.6	63.0	
High school graduate	20.1	9.3	70.6	
Some college	13.1	11.5	75.4	
College Graduate	8.2	7.4	84.5	<.001

Note: 0.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	4.7	6.5	88.7	
Rural	7.6	8.4	83.9	
Urban	3.7	5.9	90.4	<.001
Northeast	4.8	6.5	88.7	
Midwest	5.5	9.0	85.5	
South	5.1	6.0	88.9	
West	3.4	4.9	91.7	.024
Nonsmoker	2.6	3.3	94.1	
Smoker	14.2	20.5	65.3	<.001
Male	5.1	6.6	88.4	
Female	4.5	6.5	89.1	ns
White	5.0	6.8	88.2	
African American	4.0	6.1	90.0	ns
18-24 years of age	2.5	5.3	92.2	
25-44 years of age	5.5	7.6	86.8	
45-64 years of age	5.3	7.0	87.7	
65 years of age and older	3.2	4.0	92.8	.006
Not a high school graduate	10.3	9.4	80.3	
High school graduate	5.0	8.7	86.2	
Some college	5.0	7.7	87.4	
College Graduate	3.3	3.3	93.4	<.001

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

Table 2.3 Smoking in Vehicles

"Please tell me which best describes how cigarette smoking is handled in your car."

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

Sample Characteristic	No one is allowed to smoke in my car	Special guests are allowed to smoke in my car	Smoking is allowed in my car only if the windows are open	Smoking is allowed in my car at any time	p
Total	74.5	2.5	13.7	9.3	
Rural	69.4	2.9	15.6	12.1	
Urban	76.3	2.3	13.0	8.3	.002
Northeast	75.4	2.1	13.1	9.4	
Midwest	71.0	2.2	16.4	10.3	
South	72.4	3.4	14.2	9.9	
West	80.9	1.4	10.5	7.2	.003
Nonsmoker	86.7	2.7	7.0	3.7	
Smoker	21.2	1.7	43.1	34.0	<.001
Male	71.2	2.6	14.6	11.7	
Female	77.7	2.4	12.9	7.0	<.001
White	73.2	2.6	14.5	9.7	
African American	80.3	2.8	11.1	5.9	.047
18-24 years of age	70.9	3.8	16.1	9.2	
25-44 years of age	72.6	2.6	16.3	8.5	
45-64 years of age	72.5	2.5	13.6	11.4	
65 years of age and older	86.8	1.2	5.6	6.4	<.001
Not a high school graduate	65.6	0.5	18.8	15.1	
High school graduate	65.5	3.1	18.6	12.9	
Some college	73.9	2.1	14.5	9.5	
College Graduate	83.0	2.7	8.9	5.3	<.001

Note: 6.3 percent of respondents reported *Don't Know* or refused or did not own a car.
Percentages may not add to 100 due to rounding.

Table 2.4 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	Special guests are allowed to smoke in my car	Smoking is allowed in my car only if the windows are open	Smoking is allowed in my car at any time	p
Total	87.5	0.8	8.5	3.3	
Rural	82.5	1.5	11.8	4.2	
Urban	89.2	0.5	7.3	3.0	<.001
Northeast	88.2	0.4	8.4	2.9	
Midwest	83.2	0.8	11.6	4.4	
South	86.9	0.9	8.8	3.4	
West	92.0	0.8	4.8	2.3	.002
Nonsmoker	93.9	0.7	3.6	1.7	
Smoker	58.3	0.8	30.5	10.4	<.001
Male	85.7	0.9	9.2	4.2	
Female	89.3	0.6	7.8	2.3	.010
White	86.2	0.7	9.4	3.7	
African American	93.0	0.7	3.8	2.4	.010
18-24 years of age	91.7	0.3	5.1	2.9	
25-44 years of age	85.5	0.8	10.6	3.2	
45-64 years of age	85.8	0.8	9.8	3.6	
65 years of age and older	93.4	0.9	2.4	3.3	<.001
Not a high school graduate	80.2	1.1	12.8	5.9	
High school graduate	82.2	0.9	12.2	4.6	
Some college	87.5	0.7	8.5	3.3	
College Graduate	92.6	0.7	4.8	1.8	<.001

Note: 7.3 percent of respondents reported *Don't Know* or refused or did not own a car.
Percentages may not add to 100 due to rounding.

Table 2.5 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	4.3	5.6	11.4	30.2	48.5	
Rural	5.2	8.5	12.1	30.7	43.5	
Urban	4.0	4.7	11.2	30.0	50.1	<.001
Northeast	5.2	5.2	11.7	31.4	46.5	
Midwest	4.9	5.4	12.6	29.4	47.8	
South	3.9	5.8	11.5	31.6	47.3	
West	3.6	6.1	10.0	27.8	52.5	ns
Nonsmoker	3.2	4.4	9.3	30.6	52.4	
Smoker	9.2	10.9	21.0	28.1	30.9	<.001
Male	5.6	8.3	13.3	30.2	42.7	
Female	3.2	3.2	9.7	30.0	53.9	<.001
White	4.4	5.6	12.7	29.8	47.6	
African American	3.4	5.0	6.9	31.3	53.3	.032
18-24 years of age	2.8	4.6	10.0	33.9	48.7	
25-44 years of age	3.7	5.1	11.3	28.9	51.0	
45-64 years of age	4.5	6.2	13.2	28.9	47.3	
65 years of age and older	6.3	6.3	8.9	33.6	45.0	.041
Not a high school graduate	7.3	10.0	11.9	31.1	39.7	
High school graduate	5.2	6.7	13.0	30.3	44.8	
Some college	4.7	5.2	9.9	31.3	48.8	
College Graduate	2.8	4.3	11.3	28.6	53.0	<.001

Note: 3.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.6 Frequency of ETS Exposure in the Home

"During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?"

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

Sample Characteristic	0 Days	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days	p
Total	56.3	17.4	5.4	2.8	18.1	
Rural	52.0	16.8	5.7	3.7	21.8	
Urban	57.8	17.6	5.3	2.5	16.8	.005
Northeast	54.7	18.9	4.7	2.6	18.9	
Midwest	48.9	17.9	7.1	4.4	21.7	
South	53.6	18.9	5.5	3.0	19.0	
West	69.4	13.3	4.1	1.0	12.2	<.001
Nonsmoker	65.0	19.1	5.5	2.8	7.7	
Smoker	18.6	10.5	4.9	3.1	63.1	<.001
Male	51.7	17.7	6.8	3.7	20.1	
Female	60.7	17.1	4.1	2.0	16.1	<.001
White	56.4	17.7	5.1	2.4	18.3	
African American	51.2	19.9	7.4	3.1	18.4	ns
18-24 years of age	45.2	19.3	10.2	4.8	20.5	
25-44 years of age	49.0	21.3	6.1	2.7	20.9	
45-64 years of age	58.8	15.6	4.4	3.2	18.1	
65 years of age and older	75.5	11.4	2.5	0.8	9.7	<.001
Not a high school graduate	47.4	14.8	4.3	3.0	30.4	
High school graduate	51.2	15.9	6.0	3.1	23.7	
Some college	50.7	18.0	6.3	3.8	21.2	
College Graduate	65.7	18.7	4.5	2.0	9.2	<.001

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

Table 2.7 Frequency of ETS Exposure in an Automobile

"During the past 7 days, on how many days did you ride in a car or truck with someone who was smoking cigarettes?"

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

Sample Characteristic	0 Days	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days	p
Total	76.7	8.0	3.2	1.6	10.4	
Rural	74.0	7.7	3.8	1.7	12.8	ns
Urban	77.7	8.1	3.0	1.6	9.6	
Northeast	79.0	7.0	2.3	1.1	10.7	.001
Midwest	72.7	9.4	2.7	2.7	12.5	
South	74.5	9.0	4.0	1.9	10.7	
West	82.3	6.1	3.2	0.7	7.6	
Nonsmoker	86.9	7.4	2.2	1.0	2.5	<.001
Smoker	33.1	10.7	7.3	4.1	44.7	
Male	72.2	9.6	3.9	2.1	12.3	<.001
Female	81.1	6.6	2.6	1.1	8.6	
White	77.0	7.5	3.1	1.7	10.7	ns
African American	75.8	10.7	3.7	0.9	8.9	
18-24 years of age	64.9	13.5	6.5	1.7	13.5	<.001
25-44 years of age	71.5	9.9	3.2	2.1	13.3	
45-64 years of age	78.7	7.2	3.0	1.5	9.5	
65 years of age and older	92.6	1.5	1.5	0.8	3.6	
Not a high school graduate	66.5	6.2	7.0	1.3	18.9	<.001
High school graduate	68.9	10.8	4.0	2.2	14.0	
Some college	73.1	9.9	3.8	1.6	11.7	
College Graduate	87.2	5.2	1.5	1.2	4.9	

Note: 0.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.8 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	1.3	1.6	97.1	
Rural	1.6	1.6	96.8	ns
Urban	1.1	1.6	97.3	
Northeast	2.3	1.6	96.1	ns
Midwest	1.4	1.2	97.4	
South	1.1	2.0	96.9	
West	0.4	1.2	98.4	
Nonsmoker	0.7	1.0	98.3	<.001
Smoker	4.1	3.7	92.2	
Male	1.6	1.9	96.4	ns
Female	0.9	1.3	97.8	
White	1.3	1.8	96.9	ns
African American	1.5	1.5	97.0	
18-24 years of age	1.1	2.5	96.4	ns
25-44 years of age	0.8	1.5	97.7	
45-64 years of age	1.3	1.2	97.4	
65 years of age and older	2.4	1.7	95.9	
Not a high school graduate	4.0	1.8	94.2	.002
High school graduate	1.3	2.3	96.4	
Some college	1.5	1.5	97.1	
College Graduate	0.6	1.2	98.2	

Note: 2.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.9 Acceptability of Tobacco Use in the Household

"Within your household, how acceptable is tobacco use?"

(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	10.7	13.6	11.7	64.0	
Rural	14.7	14.3	12.7	58.3	
Urban	9.3	13.4	11.3	66.0	<.001
Northeast	10.7	12.4	12.6	64.3	
Midwest	11.7	16.0	13.6	58.7	
South	11.5	14.6	10.9	62.9	
West	8.6	10.6	10.3	70.5	.003
Nonsmoker	3.5	10.2	11.5	74.8	
Smoker	41.6	28.2	12.1	18.1	<.001
Male	12.8	14.5	12.1	60.6	
Female	8.8	12.8	11.3	67.2	<.001
White	11.3	13.5	12.4	62.9	
African American	8.5	13.7	7.9	69.8	.030
18-24 years of age	8.8	17.8	13.3	60.1	
25-44 years of age	10.6	14.6	11.6	63.2	
45-64 years of age	12.0	13.5	11.9	62.5	
65 years of age and older	9.3	8.4	9.9	72.4	.001
Not a high school graduate	16.5	17.3	10.4	55.8	
High school graduate	14.5	16.1	11.5	57.9	
Some college	11.2	14.9	11.9	62.0	
College Graduate	6.2	10.1	12.2	71.5	<.001

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

Table 2.10 Acceptability of Parents Smoking in Front of Children

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

(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	2.7	19.0	44.4	34.0	
Rural	3.3	27.6	42.6	26.6	
Urban	2.5	16.0	45.0	36.5	<.001
Northeast	2.3	19.3	43.8	34.6	
Midwest	3.0	20.4	44.8	31.8	
South	3.0	19.0	44.2	33.8	
West	2.3	17.1	44.8	35.8	ns
Nonsmoker	2.0	14.1	45.2	38.7	
Smoker	6.1	40.9	40.7	12.3	<.001
Male	3.2	22.8	44.7	29.3	
Female	2.2	15.5	43.9	38.4	<.001
White	2.8	20.8	44.1	32.2	
African American	1.3	11.4	51.7	35.6	<.001
18-24 years of age	3.4	17.9	44.7	33.9	
25-44 years of age	2.9	18.6	43.4	35.1	
45-64 years of age	2.5	22.3	41.8	33.4	
65 years of age and older	2.2	13.2	51.8	32.8	.004
Not a high school graduate	4.0	17.3	57.3	21.3	
High school graduate	3.6	22.2	44.9	29.3	
Some college	2.4	21.5	40.9	35.1	
College Graduate	2.0	15.0	43.9	39.0	<.001

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

Table 2.11 Should Parents Allow Children to Smoke Cigarettes

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

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	46.2	46.2	5.5	2.2	
Rural	39.6	51.3	6.6	2.5	
Urban	48.4	44.4	5.1	2.1	<.001
Northeast	45.7	45.7	5.5	3.2	
Midwest	46.9	46.2	5.5	1.3	
South	44.5	47.2	5.9	2.3	
West	48.5	45.0	4.7	1.8	ns
Nonsmoker	48.2	45.1	4.7	2.0	
Smoker	38.3	50.4	8.6	2.7	<.001
Male	45.2	47.4	5.3	2.0	
Female	47.2	45.0	5.5	2.3	ns
White	47.3	46.6	4.8	1.4	
African American	38.7	49.1	8.2	4.0	<.001
18-24 years of age	45.7	43.5	7.5	3.3	
25-44 years of age	51.4	42.7	4.1	1.9	
45-64 years of age	45.6	47.5	5.2	1.8	
65 years of age and older	36.2	53.5	7.5	2.8	<.001
Not a high school graduate	30.6	48.7	13.8	6.9	
High school graduate	40.9	50.0	5.9	3.2	
Some college	45.2	48.0	5.4	1.4	
College Graduate	54.2	41.3	3.6	0.9	<.001

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

Table 2.12 Beliefs about Health Effects of Parent's Cigarette Smoke on Children

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

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	46.9	48.2	4.0	1.0	
Rural	37.1	54.4	6.7	1.7	
Urban	50.2	46.0	3.0	0.7	<.001
Northeast	49.8	46.1	3.2	0.9	
Midwest	47.6	47.6	4.1	0.8	
South	44.2	50.1	4.3	1.3	
West	48.0	47.3	3.9	0.8	ns
Nonsmoker	49.6	46.7	3.0	0.7	
Smoker	35.4	54.5	8.1	2.1	<.001
Male	44.7	49.3	4.7	1.3	
Female	49.0	46.9	3.3	0.8	.028
White	46.9	48.3	3.9	0.8	
African American	42.2	55.1	2.2	0.6	ns
18-24 years of age	50.0	47.5	1.7	0.8	
25-44 years of age	53.3	43.2	2.9	0.6	
45-64 years of age	44.3	49.7	5.1	0.9	
65 years of age and older	36.0	56.7	5.2	1.0	<.001
Not a high school graduate	32.7	56.1	9.0	2.2	
High school graduate	40.3	53.8	4.6	1.3	
Some college	46.4	49.7	3.5	0.4	
College Graduate	47.0	48.1	4.0	1.0	<.001

Note: 2.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.13 Beliefs about Risk of Children Smoking if Parents are Smokers

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

(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	33.7	50.9	13.8	1.5	
Rural	25.5	55.6	17.0	1.9	
Urban	36.5	49.3	12.8	1.4	<.001
Northeast	34.1	49.5	15.0	1.5	
Midwest	32.5	51.1	14.9	1.4	
South	31.7	51.3	15.0	1.9	
West	37.7	51.1	13.9	1.1	ns
Nonsmoker	36.8	50.9	11.1	1.2	
Smoker	20.9	50.5	26.0	2.6	<.001
Male	33.8	51.6	13.2	1.4	
Female	33.8	50.0	14.5	1.7	ns
White	34.9	51.2	12.4	1.5	
African American	26.1	51.3	21.4	1.3	<.001
18-24 years of age	33.7	51.1	12.6	2.6	
25-44 years of age	38.1	47.1	13.4	1.5	
45-64 years of age	32.2	51.0	15.5	1.3	
65 years of age and older	27.7	58.9	12.1	1.3	.002
Not a high school graduate	23.3	53.4	19.7	3.6	
High school graduate	28.6	52.8	16.7	1.8	
Some college	29.8	52.2	16.5	1.5	
College Graduate	42.7	47.9	8.5	.8	<.001

Note: 5.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.14 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 tend to:"

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

Sample Characteristic	Always Refrain from smoking	Sometimes Refrain from smoking	Never Refrain from smoking	I have NO FRIENDS WHO SMOKE	<i>p</i>
Total	20.7	49.2	17.1	13.0	
Rural	20.9	50.3	19.8	9.0	
Urban	20.6	48.8	16.2	14.4	.001
Northeast	19.2	53.6	15.8	11.5	
Midwest	18.5	51.5	18.2	11.9	
South	21.0	48.1	18.1	12.8	
West	23.5	44.9	15.8	15.8	.032
Nonsmoker	21.8	46.8	15.6	15.8	
Smoker	16.1	59.7	23.3	0.9	<.001
Male	19.7	53.2	18.3	8.9	
Female	21.6	45.4	16.1	16.9	<.001
White	21.3	50.7	15.7	12.3	
African American	23.2	45.5	19.7	11.6	ns
18-24 years of age	14.8	47.4	24.7	13.1	
25-44 years of age	16.3	54.6	17.5	11.6	
45-64 years of age	23.7	51.4	15.3	9.6	
65 years of age and older	28.1	32.7	14.6	24.6	<.001
Not a high school graduate	17.3	42.3	30.0	10.5	
High school graduate	19.5	49.8	20.0	10.7	
Some college	20.6	47.7	17.8	14.0	
College Graduate	22.4	51.4	12.2	14.1	<.001

Note: 2.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.15 Acceptability of Tobacco Use among Friends

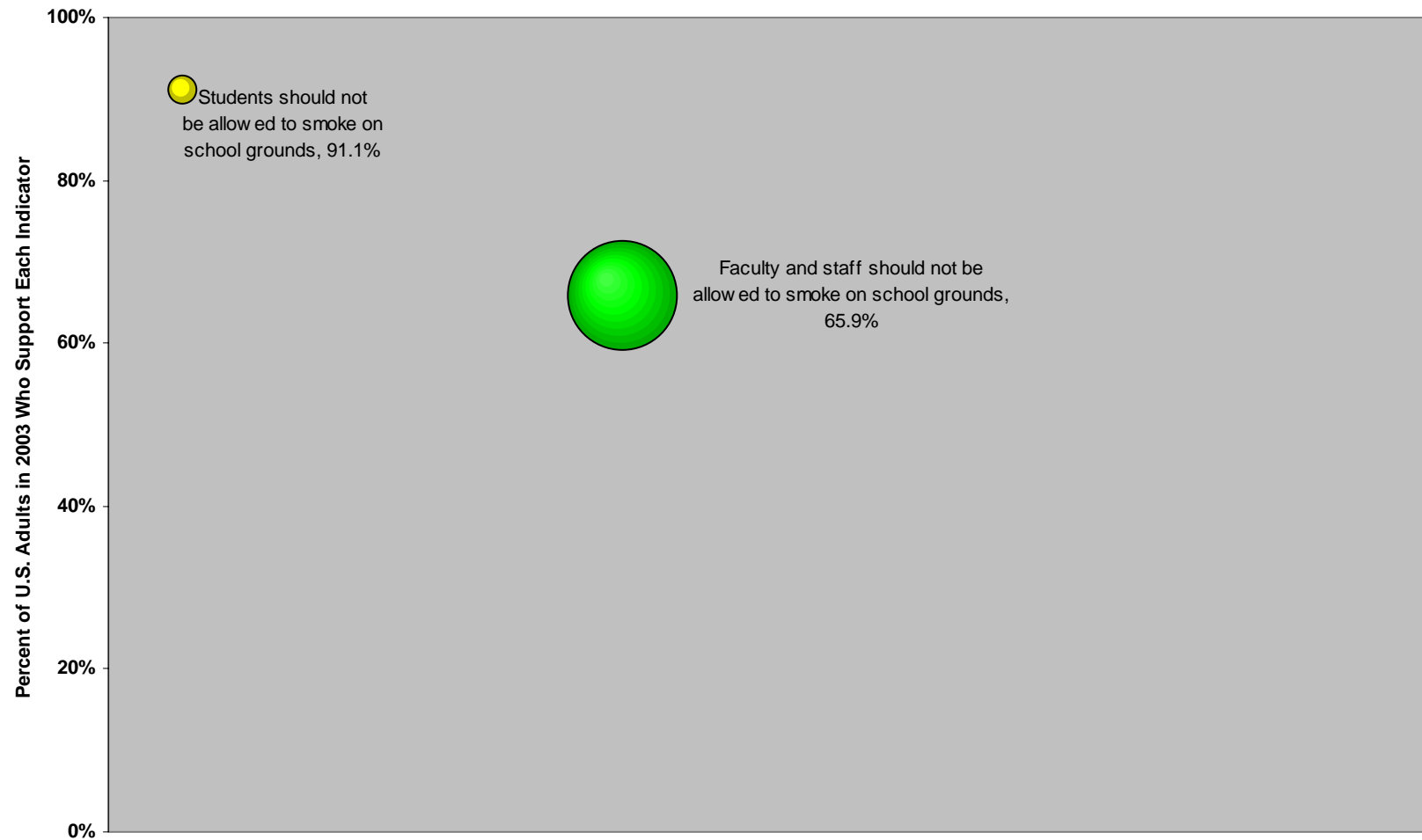
"Among your friends, would you say that tobacco use is:"

(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	14.0	32.3	22.3	31.4	
Rural	17.5	34.0	19.7	28.8	
Urban	12.8	31.7	23.2	32.3	.001
Northeast	13.1	33.3	20.9	32.7	
Midwest	15.0	33.4	23.0	28.6	
South	14.8	34.9	21.1	29.2	
West	12.7	26.3	24.3	36.7	.003
Nonsmoker	8.8	28.9	25.0	37.3	
Smoker	36.4	46.8	10.6	6.3	<.001
Male	17.0	36.3	21.7	25.0	
Female	11.3	28.7	22.7	37.4	<.001
White	13.8	32.7	23.1	30.4	
African American	13.7	33.0	18.1	35.2	ns
18-24 years of age	20.7	32.4	18.4	28.5	
25-44 years of age	16.6	35.3	23.5	24.6	
45-64 years of age	11.4	35.0	23.5	30.1	
65 years of age and older	9.2	19.4	19.6	51.8	<.001
Not a high school graduate	20.6	31.4	18.8	29.1	
High school graduate	17.8	37.4	16.7	28.0	
Some college	15.9	32.7	21.4	30.1	
College Graduate	8.3	28.7	28.0	34.9	<.001

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

Education, 2000 to 2003



Bubble Size Indicates Magnitude of Change (2000-2003), Green bubbles represent significant increases and yellow bubbles represent non-significant increases from 2000 to 2003.

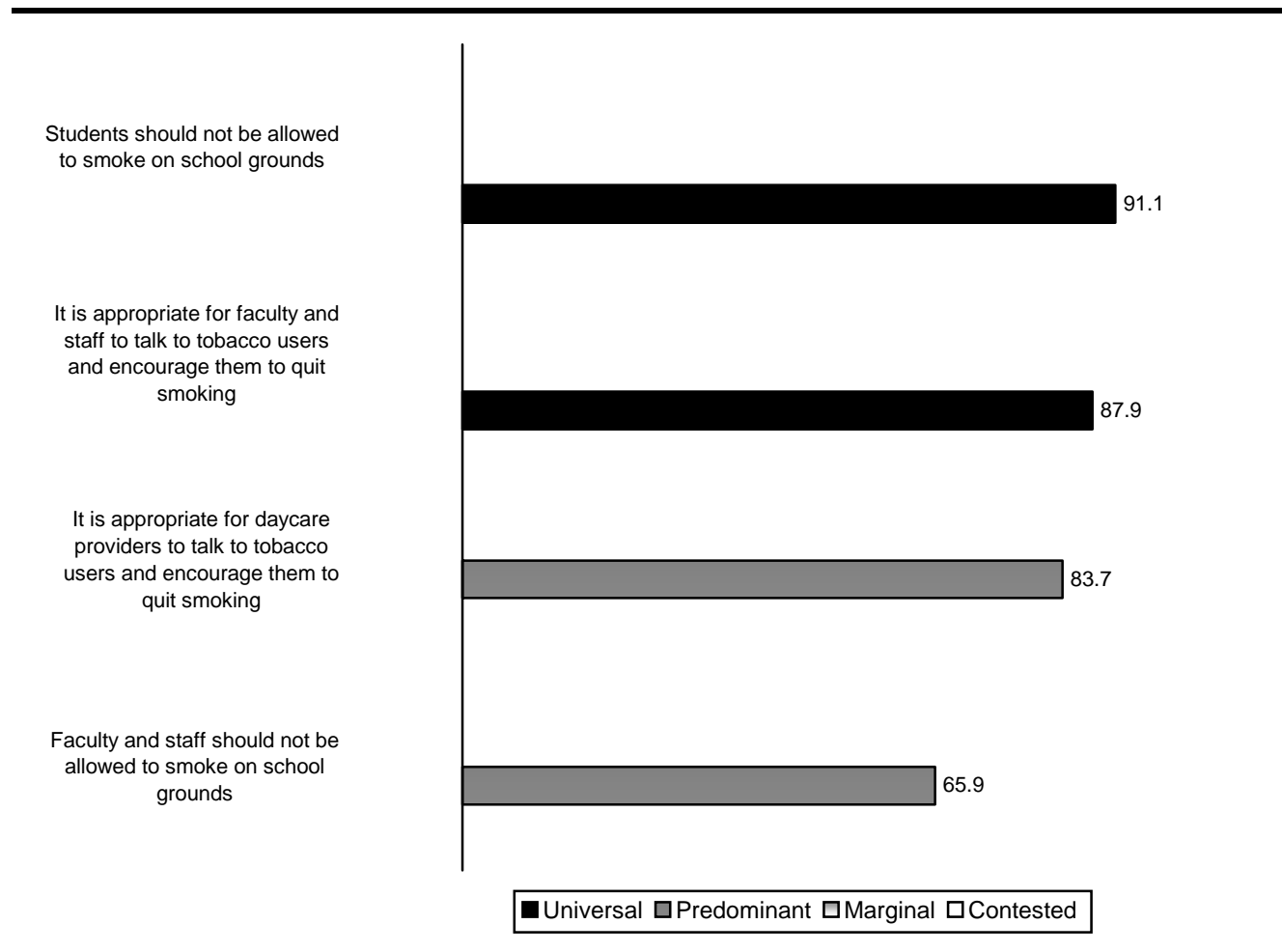
Universal Norms, Beliefs and Practices

- 190.5 million U.S adults (91.1 percent) believe that students should not be allowed to smoke on school grounds
- 183.8 million U.S adults (87.9 percent) believe that it is appropriate for faculty and staff to talk to tobacco users and encourage them to quit smoking

Significant Improvements 2000 to 2003

Education	2000	2001	2002	2003	p, 2000 to 2003	p, 2002 to 2003
It is appropriate for faculty and staff to talk to tobacco users and encourage them to quit smoking	n/a	n/a	n/a	87.9	n/a	n/a
It is appropriate for daycare providers to talk to tobacco users and encourage them to quit smoking	n/a	n/a	n/a	83.7	n/a	n/a
Students should not be allowed to smoke on school grounds	90.0	89.6	89.7	91.1	ns	ns
Faculty and staff should not be allowed to smoke on school grounds	56.8	56.5	66.6	65.9	<.001	ns

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



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

Universal Supported by the overwhelming majority of society members: 85-100%

Predominant Supported by a predominance of society members: 65-84%

Contested Supported by approximately half of society members: 35-64%

Marginal Supported less than 35% of society members

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	<i>p</i>
Total	0.3	8.6	91.1	
Rural	0.4	7.0	92.6	
Urban	0.3	9.1	90.6	ns
Northeast	0.0	8.8	91.2	
Midwest	0.3	6.8	92.9	
South	0.7	8.6	90.6	
West	0.0	10.0	90.0	.030
Nonsmoker	0.2	7.5	92.3	
Smoker	1.1	13.1	85.8	<.001
Male	0.5	11.0	88.5	
Female	0.2	6.2	93.6	<.001
White	0.3	8.6	91.1	
African American	0.0	7.1	92.9	ns
18-24 years of age	0.8	19.7	79.5	
25-44 years of age	0.2	8.6	91.2	
45-64 years of age	0.4	6.9	92.7	
65 years of age and older	0.2	4.0	95.8	<.001
Not a high school graduate	0.4	7.8	91.8	
High school graduate	0.5	9.0	90.5	
Some college	0.3	10.8	88.9	
College Graduate	0.1	7.0	92.9	ns

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	<i>p</i>
Total	0.5	33.7	65.9	
Rural	0.5	33.6	65.9	
Urban	0.4	33.7	65.9	ns
Northeast	0.2	34.8	65.0	
Midwest	0.4	30.1	69.5	
South	0.7	35.8	63.5	
West	0.4	33.0	66.5	ns
Nonsmoker	0.3	28.9	70.8	
Smoker	1.1	54.8	44.1	<.001
Male	0.5	39.2	60.3	
Female	0.4	28.5	71.1	<.001
White	0.3	34.2	65.5	
African American	0.0	34.8	65.2	ns
18-24 years of age	1.4	37.6	61.0	
25-44 years of age	0.4	37.0	62.6	
45-64 years of age	0.4	33.7	66.0	
65 years of age and older	0.4	23.2	76.4	<.001
Not a high school graduate	0.4	32.5	67.1	
High school graduate	0.5	33.3	66.2	
Some college	0.5	37.6	61.9	
College Graduate	0.3	31.9	67.8	ns

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

Table 3.3 Cessation Encouragement from Teachers

"It is appropriate for teachers to talk to tobacco users and encourage them to 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	28.6	59.3	10.2	1.9	
Rural	23.8	61.8	12.4	2.0	
Urban	30.2	58.4	9.4	2.0	.003
Northeast	31.3	57.0	9.2	2.5	
Midwest	29.0	59.2	10.1	1.7	
South	27.2	61.5	9.2	2.1	
West	28.3	57.8	12.4	1.5	ns
Nonsmoker	30.8	58.6	9.2	1.4	
Smoker	19.6	62.6	14.1	3.7	<.001
Male	28.7	57.7	11.5	2.2	
Female	28.8	60.6	8.9	1.7	ns
White	28.5	59.7	10.1	1.8	
African American	27.2	60.5	10.8	1.5	ns
18-24 years of age	28.2	57.0	11.1	3.7	
25-44 years of age	29.7	58.7	9.9	1.7	
45-64 years of age	28.6	59.1	10.6	1.7	
65 years of age or older	26.6	62.7	9.0	1.7	ns
Not a high school graduate	21.8	63.8	10.5	3.9	
High school graduate	27.0	60.1	11.2	1.7	
Some College	26.7	62.0	9.4	2.0	
College graduate	32.7	55.7	10.0	1.6	.006

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

Table 3.4 Cessation Encouragement from Child Care Providers

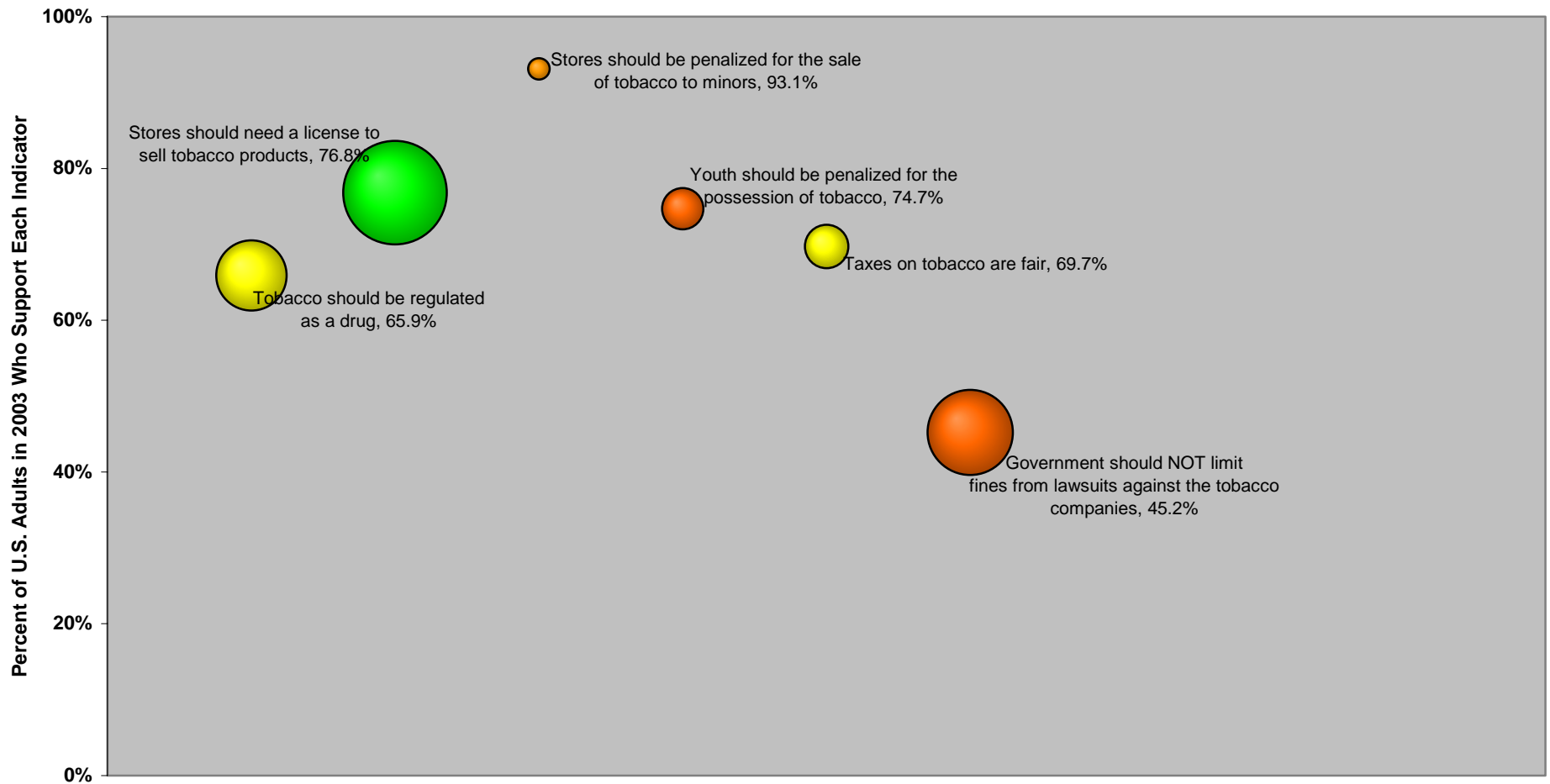
"It is appropriate for day care and child care providers to talk to tobacco users and encourage them to quit smoking. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly Disagree	p
Total	24.4	59.3	13.8	2.4	
Rural	19.6	61.8	15.9	2.7	
Urban	26.1	58.4	13.1	2.3	.003
Northeast	27.5	56.3	13.3	2.9	
Midwest	22.9	60.5	14.4	2.1	
South	23.8	60.8	13.0	2.4	
West	24.4	58.2	15.0	2.4	ns
Nonsmoker	26.6	59.3	12.4	1.7	
Smoker	15.8	59.2	19.9	5.0	<.001
Male	25.6	57.6	14.2	2.6	
Female	23.6	60.6	13.6	2.2	ns
White	24.2	59.3	14.3	2.2	
African American	25.1	61.9	11.1	1.9	ns
18-24 years of age	23.9	61.4	11.4	3.4	
25-44 years of age	25.0	58.6	13.5	2.9	
45-64 years of age	25.3	57.3	15.6	1.9	
65 years of age or older	21.8	53.9	12.4	1.9	ns
Not a high school graduate	17.3	62.8	15.2	4.8	
High school graduate	22.4	59.9	16.0	1.8	
Some College	21.4	63.3	13.0	2.4	
College graduate	29.6	55.3	12.6	2.4	<.001

Note: 2.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Government and Political Order, 2000 to 2003



Bubble size indicates magnitude of change (2000-2003), green bubbles represent significant increases, yellow bubbles represent non-significant increases, and orange bubbles represent non-significant decreases from 2000 to 2003.

GOVERNMENT AND POLITICAL ORDER

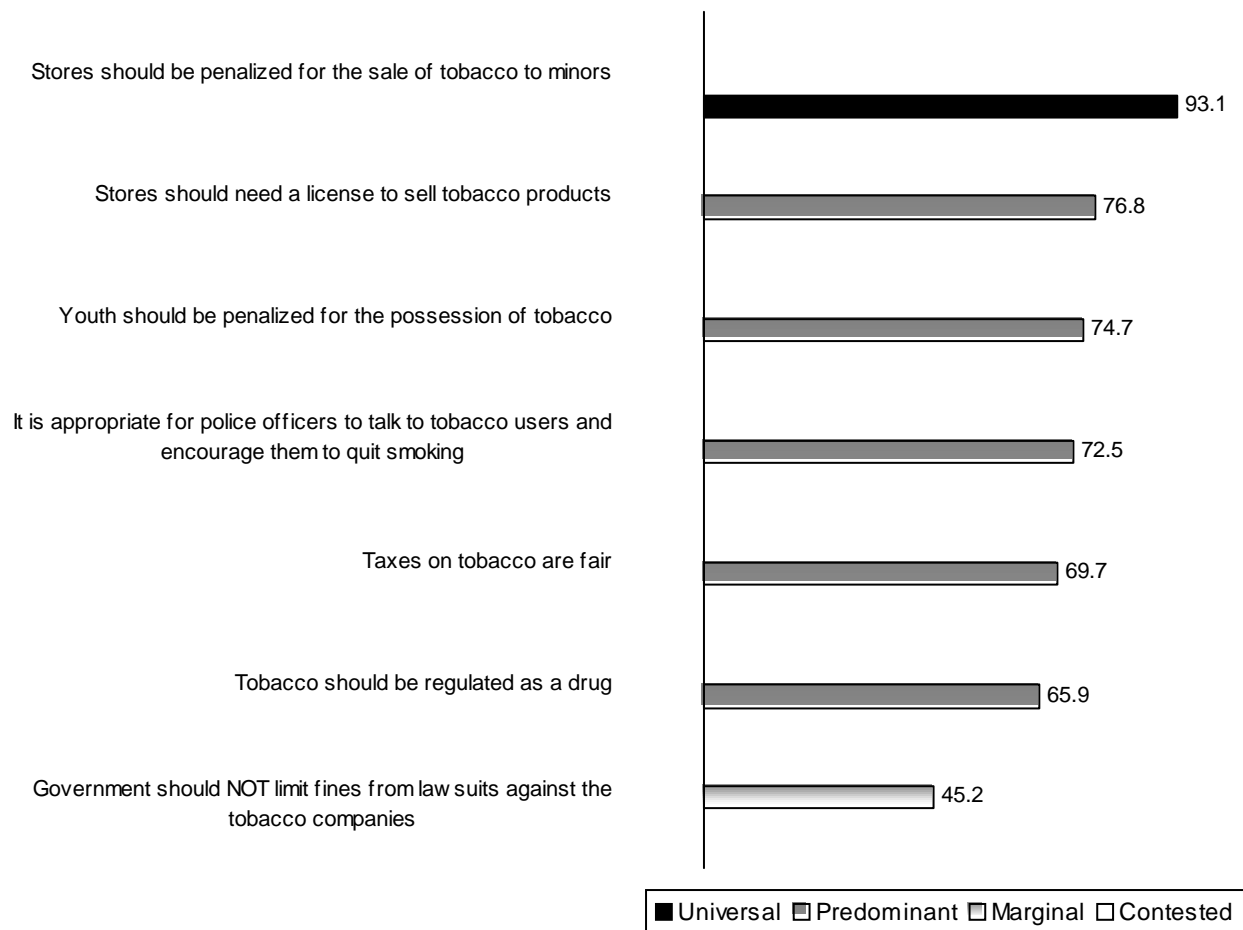
Universal Norms, Beliefs and Practices

- 194.7 million U.S adults (93.1 percent) believe that stores should be penalized for the sale of tobacco to minors

Significant Improvements 2000 to 2003

Government and Political Order	2000	2001	2002	2003	p, 2000 to 2003	p, 2002 to 2003
Tobacco should be regulated as a drug	63.7	66.0	66.0	65.9	ns	ns
Stores should need a license to sell tobacco products	71.5	74.6	78.2	76.8	<.001	ns
Stores should be penalized for the sale of tobacco to minors	93.4	94.0	94.0	93.1	ns	ns
Youth should be penalized for the possession of tobacco	75.6	76.0	76.3	74.7	ns	ns
Taxes on tobacco are fair	68.8	72.4	68.1	69.7	ns	ns
Government should NOT limit fines from lawsuits against the tobacco companies	47.6	50.0	48.6	45.2	ns	.01
It is appropriate for police officers to talk to tobacco users and encourage them to quit smoking	n/a	n/a	n/a	72.5	n/a	n/a

Government and Political Order: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



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

Universal Supported by the overwhelming majority of society members: 85-100%

Predominant Supported by a predominance of society members: 65-84%

Contested Supported by approximately half of society members: 35-64%

Marginal Supported less than 35% of society members

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	24.3	41.6	25.4	8.8	
Rural	19.1	44.6	27.6	8.8	
Urban	26.0	40.6	24.6	8.8	.002
Northeast	26.9	38.6	23.6	10.9	
Midwest	24.2	42.5	26.0	7.3	
South	23.4	42.8	25.3	8.5	
West	23.4	41.7	26.2	8.7	ns
Nonsmoker	27.0	43.6	22.6	6.7	
Smoker	12.7	32.7	36.9	17.8	<.001
Male	24.3	37.9	27.9	9.9	
Female	24.3	45.2	22.9	7.5	<.001
White	23.6	40.7	26.8	8.9	
African American	29.0	48.1	16.6	6.4	<.001
18-24 years of age	25.1	48.5	20.1	6.3	
25-44 years of age	27.5	41.7	22.7	8.2	
45-64 years of age	23.1	36.2	30.1	10.6	
65 years of age and older	18.8	49.5	24.2	7.5	<.001
Not a high school graduate	20.5	47.3	24.1	8.2	
High school graduate	22.4	43.0	27.2	7.5	
Some college	21.9	45.0	23.5	9.6	
College graduate	28.2	37.1	25.4	9.3	.003

Note: 6.5 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	<i>p</i>
Total	25.9	50.9	18.9	4.2	
Rural	21.4	50.5	23.7	4.4	
Urban	27.5	51.0	17.3	4.2	<.001
Northeast	28.1	46.8	20.9	4.2	
Midwest	27.5	50.9	17.4	2.2	
South	24.2	51.9	19.1	4.9	
West	25.3	52.8	16.9	5.1	.047
Nonsmoker	27.7	52.0	16.8	3.4	
Smoker	18.1	46.2	28.0	7.7	<.001
Male	24.2	49.4	21.4	4.9	
Female	27.6	52.4	16.5	3.6	.001
White	25.1	50.1	20.4	4.4	
African American	28.3	53.6	15.9	2.2	.046
18-24 years of age	30.8	50.4	15.7	3.1	
25-44 years of age	29.0	51.0	16.0	4.0	
45-64 years of age	23.5	48.3	22.5	5.7	
65 years of age or older	20.8	57.0	20.0	2.2	<.001
Not a high school graduate	24.3	50.9	22.1	2.7	
High school graduate	23.1	54.4	19.5	3.0	
Some college	23.1	52.5	19.1	5.3	
College graduate	30.3	47.2	17.7	4.8	.001

Note: 3.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 4.3 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	40.8	52.3	6.0	0.9	
Rural	36.0	55.1	8.4	0.5	
Urban	42.4	51.3	5.2	1.1	<.001
Northeast	41.3	52.2	6.2	0.4	
Midwest	40.3	52.2	6.4	1.0	
South	39.3	54.2	5.5	0.9	
West	43.2	49.3	6.2	1.3	ns
Nonsmoker	42.1	51.4	5.8	0.7	
Smoker	35.5	56.0	6.4	2.1	.001
Male	40.8	52.1	6.2	0.9	
Female	41.0	52.2	5.9	1.0	ns
White	41.2	52.0	5.9	0.9	
African American	36.8	58.4	4.3	0.6	ns
18-24 years of age	42.1	49.2	7.3	1.4	
25-44 years of age	47.4	47.9	4.0	0.7	
45-64 years of age	37.7	55.0	6.2	1.1	
65 years of age or older	31.8	58.1	9.3	0.8	<.001
Not a high school graduate	34.9	52.0	12.7	0.4	
High school graduate	35.8	56.7	7.0	0.5	
Some College	39.5	54.3	5.1	1.2	
College graduate	47.0	47.5	4.4	1.2	<.001

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

Table 4.4 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	23.6	51.1	22.6	2.7	
Rural	19.4	53.8	24.2	2.6	
Urban	25.0	50.1	22.1	2.7	.019
Northeast	23.5	46.2	27.9	2.4	
Midwest	25.5	51.6	20.4	2.5	
South	22.8	51.9	22.7	2.6	
West	23.0	53.3	20.2	3.5	ns
Nonsmoker	25.0	51.5	21.4	2.1	
Smoker	17.6	48.9	28.2	5.4	<.001
Male	23.8	48.8	24.5	2.9	
Female	23.5	53.1	20.9	2.5	ns
White	23.3	51.1	22.8	2.8	
African American	20.6	55.0	22.5	1.9	ns
18-24 years of age	28.0	48.0	19.7	4.3	
25-44 years of age	27.8	52.3	17.8	2.1	
45-64 years of age	20.9	50.2	26.0	2.9	
65 years of age or older	16.5	52.8	28.2	2.5	<.001
Not a high school graduate	17.9	57.8	21.5	2.7	
High school graduate	22.8	52.6	22.0	2.6	
Some college	21.9	54.2	21.6	2.3	
College graduate	26.5	46.4	24.0	3.1	.028

Note: 5.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 4.5 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	<i>p</i>
Total	7.4	22.9	53.0	16.7	
Rural	8.3	27.5	52.0	12.2	
Urban	7.0	21.4	53.3	18.3	<.001
Northeast	7.1	22.1	50.8	19.9	
Midwest	6.7	25.5	49.9	17.9	
South	7.9	21.2	56.5	14.4	
West	7.3	23.8	52.4	16.5	ns
Nonsmoker	4.3	18.6	57.3	19.7	
Smoker	20.4	51.5	33.5	4.6	<.001
Male	9.4	25.7	48.9	15.9	
Female	5.4	50.2	56.7	17.7	<.001
White	7.4	21.8	54.0	16.8	
African American	8.0	23.7	52.6	15.7	ns
18-24 years of age	9.3	21.4	51.5	17.8	
25-44 years of age	7.9	21.7	53.7	16.7	
45-64 years of age	7.4	24.6	50.9	17.1	
65 years of age or older	4.8	22.9	56.8	15.4	ns
Not a high school graduate	12.7	35.5	43.6	8.2	
High school graduate	9.3	29.2	50.1	11.3	
Some college	7.7	23.4	53.0	15.9	
College graduate	4.8	15.2	57.1	23.0	<.001

Note: 4.8 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

Table 4.6 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	11.6	43.3	34.6	10.6	
Rural	12.7	50.8	29.1	7.4	
Urban	11.2	40.7	36.5	11.7	<.001
Northeast	10.5	39.7	38.3	11.5	
Midwest	13.0	42.5	34.5	10.0	
South	12.4	46.4	32.0	9.1	
West	9.8	42.1	35.6	12.5	.048
Nonsmoker	10.7	40.7	36.6	12.0	
Smoker	15.3	54.5	25.4	4.7	<.001
Male	12.8	42.6	33.7	10.9	
Female	10.5	43.8	35.5	10.3	ns
White	12.4	44.6	62.6	10.5	
African American	6.7	36.9	46.2	10.2	<.001
18-24 years of age	10.8	38.3	42.2	8.7	
25-44 years of age	11.6	43.3	33.0	12.1	
45-64 years of age	11.8	43.8	33.8	10.6	
65 years of age or older	11.5	45.8	34.4	8.4	ns
Not a high school graduate	8.9	44.8	36.9	9.4	
High school graduate	13.5	45.9	33.7	6.9	
Some college	10.8	49.5	30.9	8.8	
College graduate	11.3	36.9	37.1	14.7	<.001

Note: 7.0 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

Table 4.7 Cessation Encouragement from Police Officers

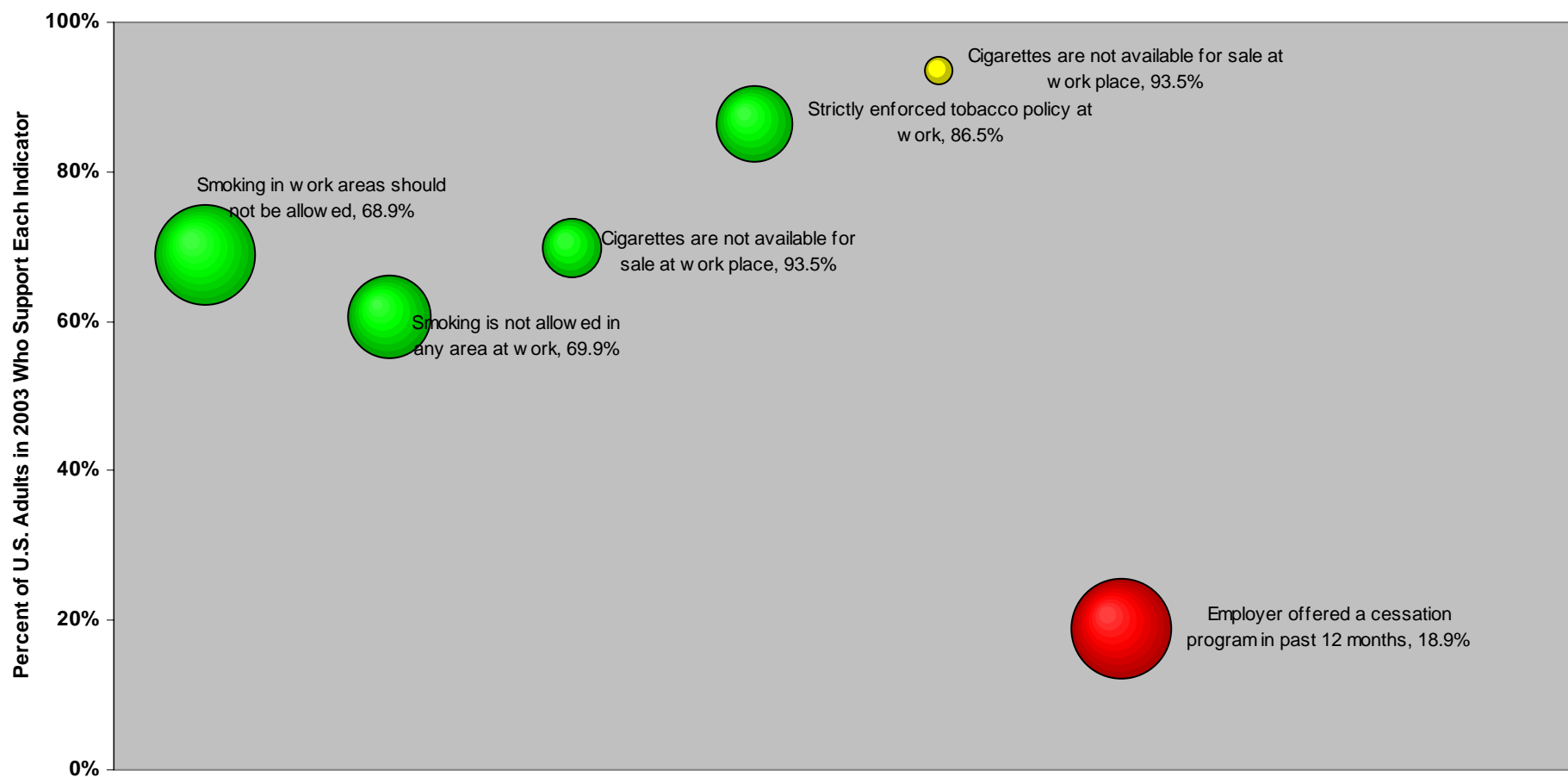
"It is appropriate for police officers to talk to tobacco users and encourage them to quit smoking. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	20.9	51.6	23.7	3.9	
Rural	17.3	52.9	26.4	3.4	
Urban	22.1	51.1	22.7	4.1	.015
Northeast	22.8	47.2	25.1	4.8	
Midwest	22.5	50.3	23.2	4.0	
South	19.9	55.8	20.9	3.4	
West	19.2	49.8	27.0	3.9	.031
Nonsmoker	23.0	52.8	21.3	2.9	
Smoker	12.2	45.8	34.4	7.6	<.001
Male	19.9	46.9	28.1	5.2	
Female	22.0	55.8	19.5	2.7	<.001
White	21.1	51.8	23.7	3.4	
African American	22.4	51.7	21.8	4.1	ns
18-24 years of age	22.0	54.3	18.3	5.4	
25-44 years of age	22.1	51.4	21.8	4.7	
45-64 years of age	20.1	48.2	28.4	3.3	
65 years of age or older	19.0	57.6	21.2	2.2	<.001
Not a high school graduate	19.0	56.6	19.0	5.3	
High school graduate	20.0	52.4	24.3	3.3	
Some college	17.5	56.3	22.8	3.3	
College graduate	24.1	46.5	24.8	4.6	.001

Note: 3.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Work, 2000 to 2003



Bubble size indicates magnitude of change (2000-2003), green bubbles represent significant increases, yellow bubbles represent non-significant increases, and red bubbles represent significant decreases from 2000 to 2003.

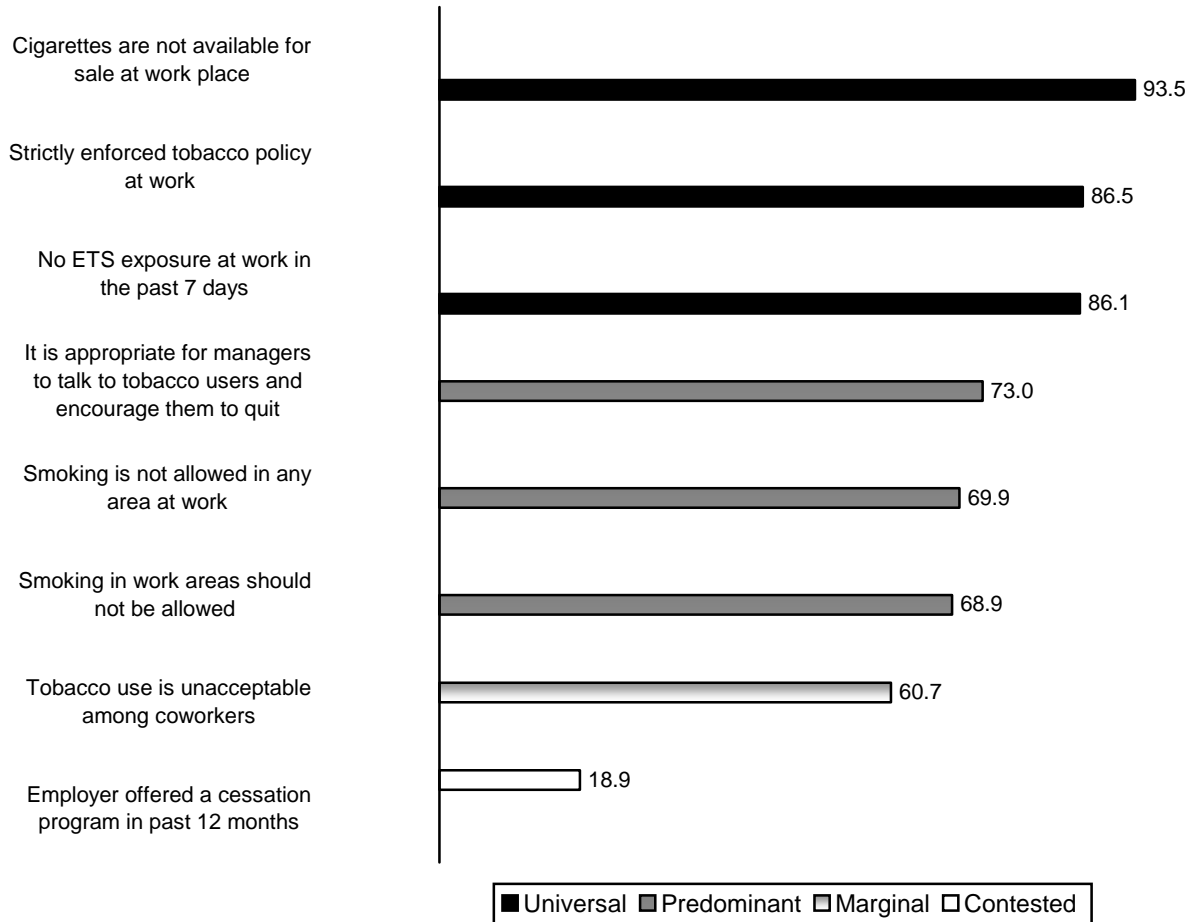
Universal Norms, Beliefs and Practices

- 93.5 percent of U.S. adult workers report that cigarettes are not available for sale at work place
- 86.5 percent of U.S. adult workers report that the tobacco policy at work is strictly enforced
- 86.1 percent of U.S. adult workers report no ETS exposure at work in the past seven days

Significant Improvements 2000 to 2003

Work	2000	2001	2002	2003	p, 2000 to 2003	p, 2002 to 2003
Smoking in work areas should not be allowed	57.8	61.8	66.4	68.9	<.001	.038
Tobacco use is unacceptable among coworkers	53.8	53.6	54.8	60.7	<.001	<.001
Smoking is not allowed in any area at work	65.7	68.5	65.0	69.9	.022	.001
Strictly enforced tobacco policy at work	78.0	79.5	80.7	86.5	<.001	<.001
Cigarettes are not available for sale at work place	91.9	91.9	93.4	93.5	ns	ns
Employer offered a cessation program in past 12 months	23.2	23.6	21.3	18.9	.012	ns
No ETS exposure at work in the past 7 days	n/a	n/a	n/a	86.1	n/a	n/a
It is appropriate for managers to talk to tobacco users and encourage them to quit	n/a	n/a	n/a	73.0	n/a	n/a

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



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

Universal Supported by the overwhelming majority of society members: 85-100%

Predominant Supported by a predominance of society members: 65-84%

Contested Supported by approximately half of society members: 35-64%

Marginal Supported less than 35% of society members

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	30.1	68.9	
Rural	1.3	36.7	62.0	
Urban	0.9	27.8	71.3	<.001
Northeast	0.7	32.5	66.8	
Midwest	1.0	32.4	66.6	
South	1.2	30.5	68.3	
West	0.9	25.4	73.7	ns
Nonsmoker	0.7	23.4	75.8	
Smoker	2.3	58.6	39.1	<.001
Male	1.1	36.4	62.5	
Female	0.9	24.3	74.8	<.001
White	0.8	30.6	68.7	
African American	1.5	26.4	72.0	ns
18-24 years of age	1.7	31.7	66.7	
25-44 years of age	0.8	32.0	67.2	
45-64 years of age	0.8	30.8	68.3	
65 years of age or older	1.3	22.9	75.8	.011
Not a high school graduate	3.1	38.9	58.1	
High school graduate	1.9	36.1	62.0	
Some college	0.3	31.4	68.3	
College graduate	0.4	23.0	76.6	<.001

Note: 0.9 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	12.8	26.5	15.0	45.8	
Rural	19.1	27.9	12.7	40.3	
Urban	10.9	26.0	15.7	47.4	<.001
Northeast	11.2	21.6	18.0	49.2	
Midwest	14.9	28.9	13.1	43.1	
South	14.5	28.6	14.6	42.3	
West	9.3	24.4	15.3	50.9	.007
Nonsmoker	9.0	24.2	15.4	51.5	
Smoker	27.7	35.1	13.4	23.8	<.001
Male	17.1	30.9	14.5	37.5	
Female	7.9	21.4	15.7	55.0	<.001
White	12.2	26.8	15.2	45.7	
African American	14.9	26.7	11.4	47.0	ns
18-24 years of age	17.4	32.6	16.5	33.5	
25-44 years of age	14.9	26.7	17.3	41.1	
45-64 years of age	8.9	25.7	12.5	52.8	
65 years of age or older	13.3	10.0	10.0	66.7	<.001
Not a high school graduate	36.6	30.5	9.8	23.2	
High school graduate	20.5	32.8	10.2	36.5	
Some college	11.5	29.8	13.6	45.1	
College graduate	6.4	20.6	19.0	54.1	<.001

Note: 37.8 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	<i>p</i>
Total	69.9	18.7	2.4	9.0	
Rural	60.0	26.9	3.7	9.5	
Urban	72.9	16.2	2.0	8.9	<.001
Northeast	72.6	15.8	1.4	10.2	
Midwest	67.1	21.2	2.8	8.9	
South	67.3	21.1	4.1	7.5	
West	74.4	15.2	0.0	10.4	<.001
Nonsmoker	73.7	17.4	1.4	7.5	
Smoker	55.7	23.7	6.3	14.2	<.001
Male	60.8	23.3	3.7	12.3	
Female	80.0	13.6	1.0	5.3	<.001
White	70.6	17.8	2.4	9.2	
African American	68.0	22.5	2.5	7.0	ns
18-24 years of age	55.5	27.5	3.7	13.3	
25-44 years of age	70.7	17.8	2.1	9.4	
45-64 years of age	72.9	17.8	2.4	6.9	
65 years of age or older	73.3	11.7	1.7	13.3	<.001
Not a high school graduate	42.5	25.0	5.0	27.5	
High school graduate	56.4	27.5	2.9	13.3	
Some college	70.7	20.3	2.9	6.1	
College graduate	80.2	12.0	1.4	6.4	<.001

Note: 38.0 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	<i>p</i>
Total	1.2	2.6	9.7	86.5	
Rural	2.4	4.3	12.1	81.2	
Urban	0.9	2.0	9.0	88.1	.001
Northeast	1.6	3.2	10.9	84.3	
Midwest	1.6	1.9	11.6	84.9	
South	1.0	3.0	9.9	86.1	
West	0.8	1.8	6.7	90.7	ns
Nonsmoker	1.2	2.5	8.5	87.8	
Smoker	1.7	2.3	15.3	80.7	.004
Male	1.5	3.6	12.0	82.9	
Female	1.0	1.5	7.4	90.1	<.001
White	1.4	2.3	9.4	86.9	
African American	0.6	4.4	4.8	87.2	ns
18-24 years of age	1.7	3.9	16.3	78.1	
25-44 years of age	0.7	2.2	9.1	88.1	
45-64 years of age	1.3	2.7	9.5	86.6	
65 years of age or older	5.8	1.9	0.0	92.3	.001
Not a high school graduate	7.3	5.5	21.8	65.5	
High school graduate	0.7	4.2	14.1	80.9	
Some college	2.1	2.5	8.1	87.3	
College graduate	0.5	1.5	7.3	90.7	<.001

Note: 45.3 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Table 5.5 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.)

Sample Characteristic	Yes	No	<i>p</i>
Total	6.5	93.5	
Rural	7.8	92.2	
Urban	6.1	93.9	ns
Northeast	4.5	95.5	
Midwest	7.3	92.7	
South	8.0	92.0	
West	4.9	95.1	ns
Nonsmoker	4.8	95.2	
Smoker	12.9	87.1	<.001
Male	7.0	93.0	
Female	5.9	94.1	ns
White	6.2	93.8	
African American	9.9	90.1	.048
18-24 years of age	9.7	90.3	
25-44 years of age	7.3	92.7	
45-64 years of age	4.5	95.5	
65 years of age or older	6.9	93.1	.025
Not a high school graduate	15.0	85.0	
High school graduate	8.2	91.8	
Some College	6.7	93.3	
College graduate	4.5	95.5	.001

Note: 37.9 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 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.)

Sample Characteristic	Yes	No	<i>p</i>
Total	19.0	81.0	
Rural	18.9	81.1	
Urban	19.0	81.0	ns
Northeast	15.7	84.3	
Midwest	20.9	79.1	
South	17.3	82.7	
West	22.1	77.9	ns
Nonsmoker	18.0	82.0	
Smoker	22.5	77.5	.048
Male	18.3	81.7	
Female	19.7	80.3	ns
White	19.8	80.2	
African American	15.5	84.5	ns
18-24 years of age	17.4	82.6	
25-44 years of age	17.6	82.4	
45-64 years of age	21.5	78.5	
65 years of age or older	12.3	87.7	ns
Not a high school graduate	18.2	81.8	
High school graduate	15.3	84.7	
Some college	18.0	82.0	
College graduate	21.9	78.1	.033

Note: 40.3 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Table 5.7 Frequency of ETS Exposure at Work

"During the past 7 days, on how many days were you in the same room at work with someone who was smoking cigarettes?"

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

Sample Characteristic	0 Days	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days	p
Total	86.1	4.9	2.2	2.3	4.6	
Rural	76.2	7.8	2.1	2.9	11.0	
Urban	89.0	4.1	2.2	2.0	2.7	<.001
Northeast	87.1	5.5	1.9	1.3	4.2	
Midwest	81.5	4.8	2.4	4.8	6.5	
South	82.8	5.9	3.0	2.6	5.7	
West	94.1	3.1	1.0	0.3	1.6	<.001
Nonsmoker	88.9	4.8	2.1	1.9	2.4	
Smoker	73.3	5.7	2.7	4.3	14.0	<.001
Male	81.6	6.3	2.4	3.4	6.2	
Female	90.5	3.5	1.9	1.1	2.9	<.001
White	86.6	5.0	1.8	2.1	4.5	
African American	84.5	4.4	3.9	3.9	3.3	ns
18-24 years of age	77.0	7.3	4.5	2.8	8.4	
25-44 years of age	85.8	5.8	2.2	2.3	3.9	
45-64 years of age	88.2	3.4	1.5	2.4	4.6	
65 years of age and older	92.3	3.8	3.8	0.0	0.0	.012
Not a high school graduate	57.4	20.4	7.4	5.6	9.3	
High school graduate	76.5	7.2	4.2	3.5	8.6	
Some college	85.4	5.6	2.3	2.3	4.4	
College Graduate	93.5	2.3	0.7	1.3	2.2	<.001

Note: 45.4 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Table 5.8 Cessation Encouragement from Managers and Human Resource Managers

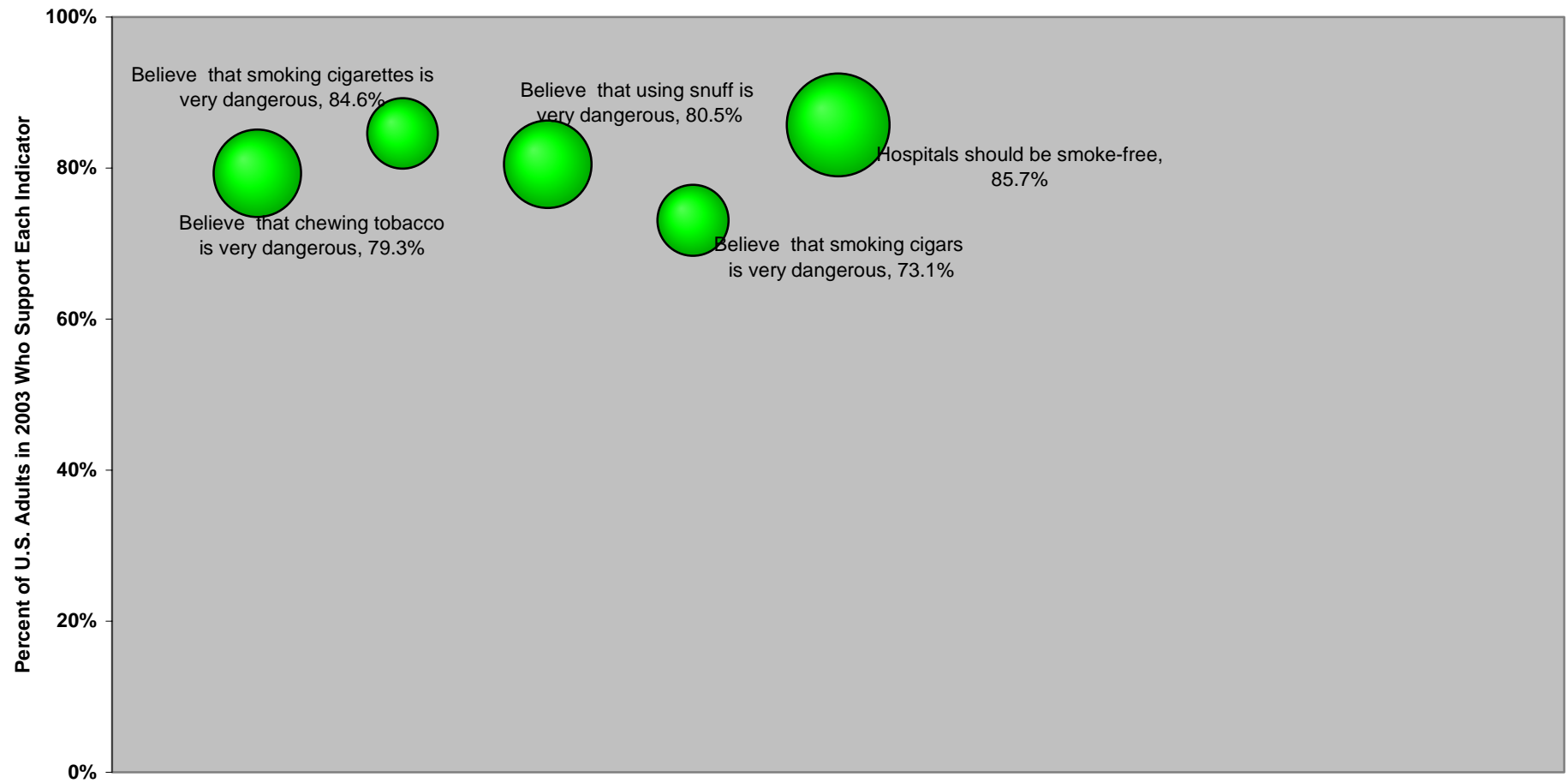
"It is appropriate for managers and human resource managers to talk to tobacco users and encourage them to quit smoking. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	19.0	53.9	24.1	2.9	
Rural	14.8	56.2	26.8	2.3	
Urban	20.5	53.2	23.2	3.1	.002
Northeast	18.2	52.2	25.9	3.8	
Midwest	19.5	53.0	25.2	2.3	
South	19.4	57.5	20.5	2.6	
West	18.9	50.7	27.3	3.2	.050
Nonsmoker	21.3	55.5	21.2	2.0	
Smoker	9.9	46.6	37.2	6.3	<.001
Male	19.7	51.2	25.8	3.3	
Female	18.5	56.3	22.6	2.6	.036
White	18.6	53.9	25.0	2.5	
African American	21.2	54.2	21.5	3.1	ns
18-24 years of age	17.4	56.7	20.8	5.1	
25-44 years of age	19.4	51.9	25.4	3.3	
45-64 years of age	18.8	51.2	27.8	2.2	
65 years of age or older	20.0	62.5	15.3	2.2	<.001
Not a high school graduate	15.9	57.5	20.8	5.8	
High school graduate	18.6	56.6	22.9	1.8	
Some college	16.6	56.0	24.6	2.8	
College graduate	21.6	49.8	25.4	3.2	.002

Note: 2.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Health and Medical Care, 2000 to 2003



Bubble size indicates magnitude of change (2000-2003), green bubbles represent significant increases from 2000 to 2003.

HEALTH AND MEDICAL CARE

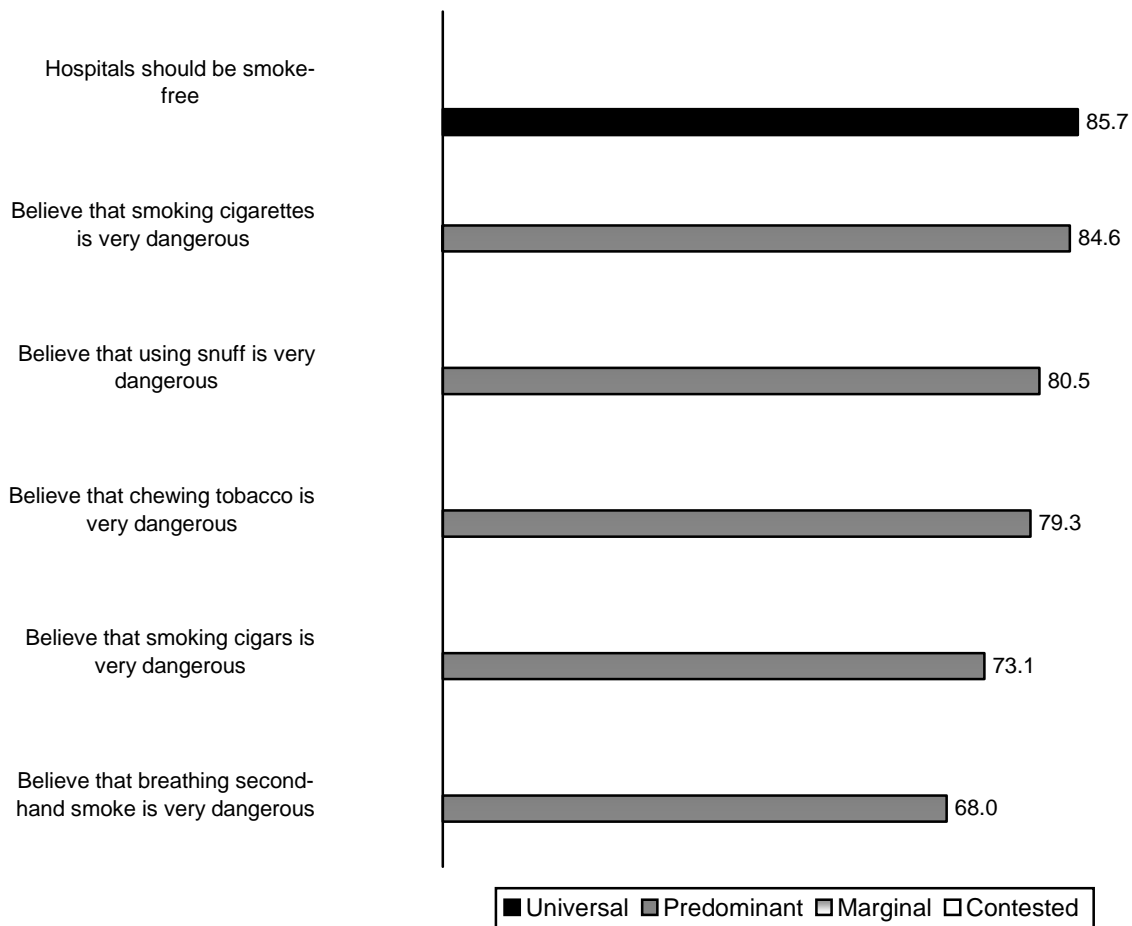
Universal Norms, Beliefs and Practices

- 179.1 million U.S. adults (85.7 percent) believe that smoking should not be allowed in hospitals

Significant Improvements 2000 to 2003

Health and Medical Care	2000	2001	2002	2003	<i>p</i> , 2000 to 2003	<i>p</i> , 2002 to 2003
Believe that breathing second-hand smoke is very dangerous	n/a	n/a	n/a	68.0	n/a	n/a
Believe that chewing tobacco is very dangerous	71.4	73.2	77.1	79.3	<.001	.043
Believe that smoking cigarettes is very dangerous	78.9	81.0	84.2	84.6	<.001	ns
Believe that using snuff is very dangerous	72.5	75.0	79.3	80.5	<.001	ns
Believe that smoking cigars is very dangerous	68.1	65.2	73.0	73.1	.001	ns
Hospitals should be smoke-free	74.3	83.9	84.8	85.7	<.001	ns

Health and Medical Care: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



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

Universal Supported by the overwhelming majority of society members: 85-100%

Predominant Supported by a predominance of society members: 65-84%

Contested Supported by approximately half of society members: 35-64%

Marginal Supported less than 35% of society members

Table 6.1 Danger of Second Hand Smoke

"Is breathing second hand smoke 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	68.0	25.4	6.6	
Rural	63.8	26.4	9.8	
Urban	69.4	25.1	5.5	<.001
Northeast	67.4	25.0	7.5	
Midwest	65.0	28.8	6.2	
South	58.9	23.6	7.5	
West	70.0	25.1	4.9	ns
Nonsmoker	73.7	21.8	4.5	
Smoker	43.3	41.3	15.4	<.001
Male	58.3	31.8	9.9	
Female	76.9	19.5	3.6	<.001
White	65.0	27.7	7.2	
African American	80.8	16.7	2.5	<.001
18-24 years of age	73.4	21.7	4.9	
25-44 years of age	69.5	26.0	4.5	
45-64 years of age	62.9	28.7	8.4	
65 years of age or older	72.2	19.2	8.6	<.001
Not a high school graduate	72.2	18.8	9.0	
High school graduate	67.4	25.6	7.0	
Some college	68.9	23.8	7.3	
College graduate	66.8	28.0	5.1	.022

Note: 2.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.2 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	79.3	17.3	3.4	
Rural	74.6	19.5	5.9	
Urban	81.0	16.6	2.5	<.001
Northeast	78.3	17.9	3.8	
Midwest	78.3	18.8	2.8	
South	77.7	17.9	4.3	
West	83.6	14.2	2.1	.036
Nonsmoker	82.8	15.0	2.2	
Smoker	63.6	28.2	8.2	<.001
Male	73.4	22.0	4.6	
Female	84.7	13.0	2.2	<.001
White	78.2	18.3	3.6	
African American	83.8	12.7	3.6	ns
18-24 years of age	83.4	14.2	2.4	
25-44 years of age	77.7	19.4	2.9	
45-64 years of age	78.0	19.1	2.9	
65 years of age or older	83.4	10.5	6.2	<.001
Not a high school graduate	75.7	17.6	6.7	
High school graduate	77.6	17.8	4.6	
Some college	81.1	15.6	3.3	
College graduate	80.0	18.3	1.7	.001

Note: 5.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.3 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	<i>p</i>
Total	84.6	12.7	2.7	
Rural	79.4	15.2	5.4	
Urban	86.4	11.9	1.8	<.001
Northeast	84.2	13.4	2.5	
Midwest	81.6	15.7	2.7	
South	85.0	12.0	3.0	
West	87.4	10.1	2.5	ns
Nonsmoker	89.7	8.7	1.6	
Smoker	63.0	30.1	6.9	<.001
Male	79.8	16.3	3.9	
Female	89.1	9.3	1.6	<.001
White	83.9	13.4	2.7	
African American	88.0	9.3	2.8	ns
18-24 years of age	83.5	13.7	2.8	
25-44 years of age	86.6	12.1	1.3	
45-64 years of age	83.2	13.9	2.9	
65 years of age or older	84.0	10.8	5.3	.001
Not a high school graduate	78.2	15.3	6.6	
High school graduate	81.7	15.3	3.0	
Some college	85.3	12.3	2.5	
College graduate	87.6	10.8	1.6	<.001

Note: 0.9 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

Table 6.4 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	<i>p</i>
Total	80.5	16.5	3.0	
Rural	75.7	18.1	6.2	
Urban	82.1	15.9	1.9	<.001
Northeast	79.9	16.8	3.3	
Midwest	79.7	18.0	2.3	
South	79.0	17.6	3.4	
West	84.0	13.2	2.8	ns
Nonsmoker	83.7	14.4	1.9	
Smoker	65.1	27.1	7.9	<.001
Male	74.2	21.8	4.0	
Female	86.2	11.7	2.1	<.001
White	79.2	17.8	3.0	
African American	85.8	10.8	3.4	.011
18-24 years of age	83.4	13.9	2.7	
25-44 years of age	81.1	16.6	2.3	
45-64 years of age	78.2	18.8	2.9	
65 years of age or older	81.9	13.0	5.1	.011
Not a high school graduate	73.7	18.7	7.6	
High school graduate	78.6	17.6	3.9	
Some college	83.0	13.6	3.3	
College graduate	81.4	17.6	1.0	<.001

Note: 11.0 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

Table 6.5 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	73.1	22.8	4.1	
Rural	70.4	22.1	7.5	
Urban	74.0	23.1	2.9	<.001
Northeast	70.9	25.2	4.0	
Midwest	70.8	25.2	4.1	
South	73.6	22.2	4.2	
West	76.4	19.6	4.0	ns
Nonsmoker	77.3	19.9	2.8	
Smoker	54.7	35.9	9.4	<.001
Male	65.7	28.9	5.4	
Female	79.9	17.3	2.8	<.001
White	71.1	24.6	4.3	
African American	82.6	15.0	2.5	<.001
18-24 years of age	74.1	21.7	4.2	
25-44 years of age	73.3	24.0	2.6	
45-64 years of age	70.9	24.8	4.2	
65 years of age or older	76.9	16.3	6.8	<.001
Not a high school graduate	68.3	21.3	10.4	
High school graduate	73.8	22.3	4.0	
Some college	75.0	21.2	3.7	
College graduate	72.3	24.6	3.1	<.001

Note: 2.5 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

Table 6.6 Should Smoking Be Allowed in Hospitals

"In hospitals, do you think that smoking should be allowed in all areas, is some areas, or not at all?"

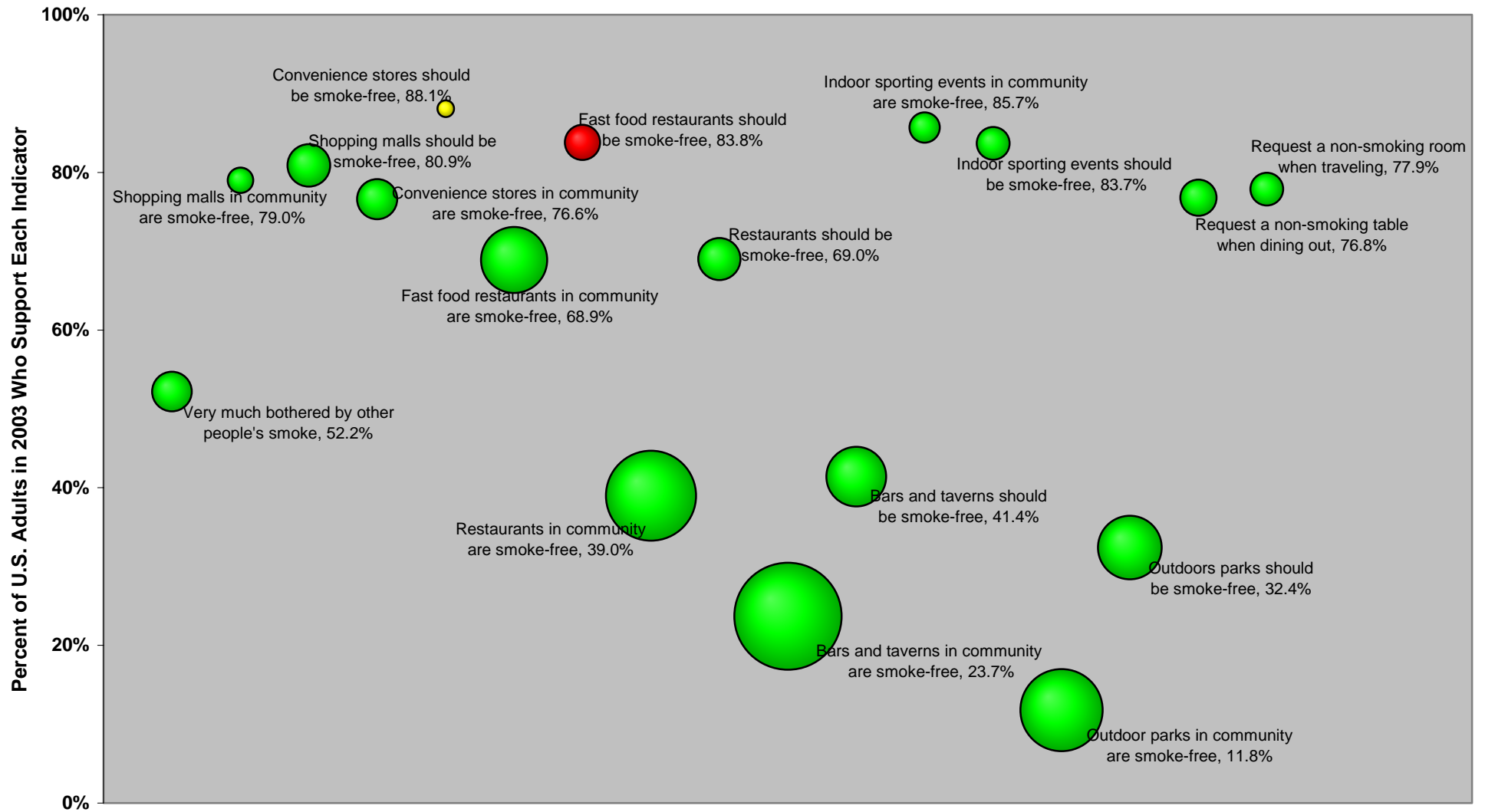
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	p
Total	0.5	13.8	85.7	
Rural	0.5	18.1	81.3	
Urban	0.5	12.3	87.2	<.001
Northeast	0.9	15.0	84.1	
Midwest	0.1	14.3	85.6	
South	0.8	15.5	83.6	
West	0.1	9.5	90.3	.001
Nonsmoker	0.3	10.1	89.6	
Smoker	1.8	30.1	68.1	<.001
Male	0.8	16.5	82.8	
Female	0.4	11.3	88.3	<.001
White	0.6	14.6	84.8	
African American	0.6	10.6	88.8	ns
18-24 years of age	0.3	10.6	89.1	
25-44 years of age	0.4	13.5	86.1	
45-64 years of age	0.5	16.6	82.9	
65 years of age or older	1.3	10.4	88.3	.003
Not a high school graduate	2.6	16.3	81.1	
High school graduate	0.9	14.5	84.6	
Some college	0.0	13.5	86.5	
College graduate	0.2	12.8	87.0	<.001

Note: 0.2 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

Recreation, Leisure and Sports, 2000 to 2003



Bubble size indicates magnitude of change (2000-2003), green bubbles represent significant increases, yellow bubbles represent non-significant increases, and red bubbles represent significant decreases from 2000 to 2003.

RECREATION, LEISURE, AND SPORTS

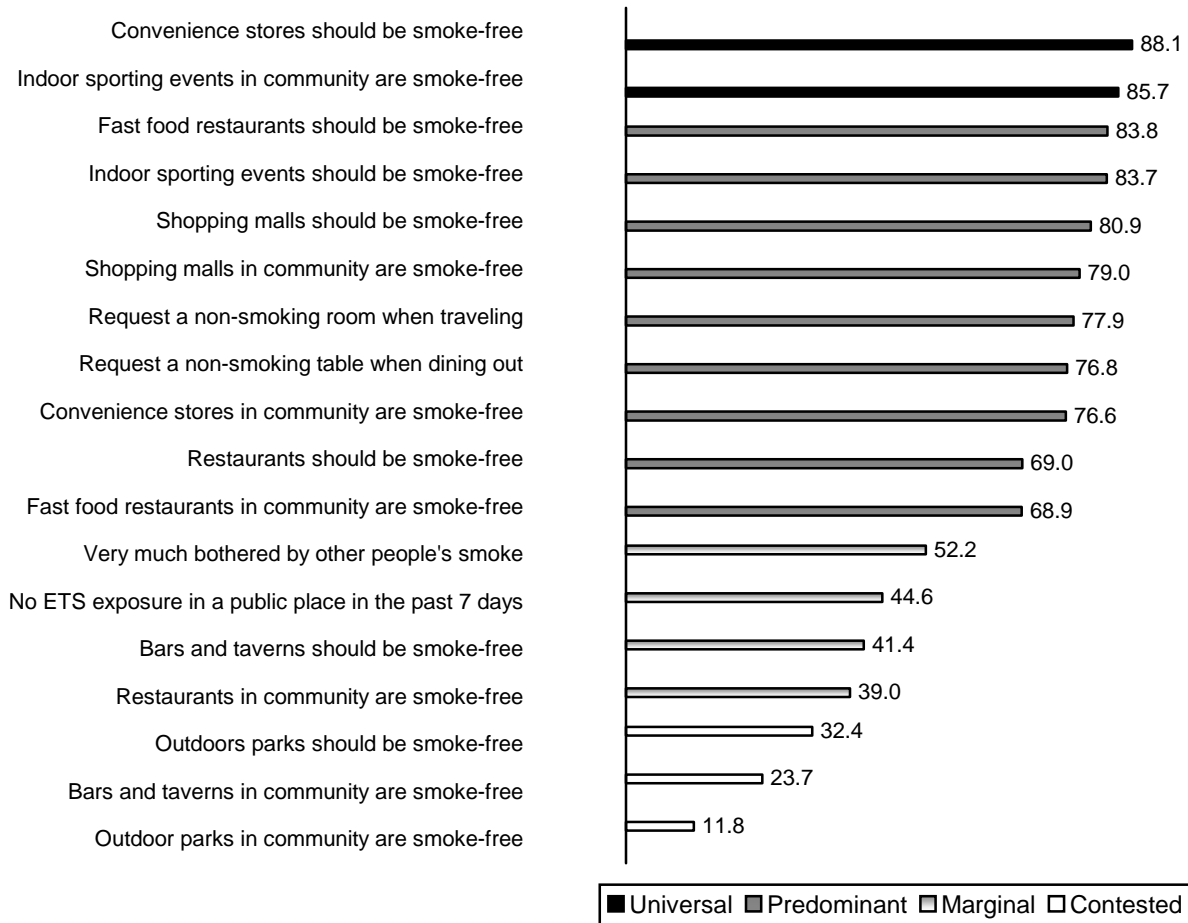
Universal Norms, Beliefs and Practices

- 184.2 million U.S. adults (88.1 percent) believe that smoking should not be allowed in convenience stores
- 179.2 million U.S. adults (85.7 percent) report that indoor sporting events in their community are smoke-free

Significant Improvements 2000 to 2003

Recreation, Leisure, and Sports	2000	2001	2002	2003	p, 2000 to 2003	p, 2002 to 2003
Very much bothered by other people's smoke	46.8	48.1	50.3	52.2	.001	ns
No ETS exposure in a public place in the past 7 days	n/a	n/a	n/a	44.6	n/a	n/a
Shopping malls in community are smoke-free	75.4	77.0	79.2	79.0	.011	ns
Shopping malls should be smoke-free	71.4	75.3	81.0	80.9	<.001	ns
Convenience stores in community are smoke-free	68.4	73.7	75.4	76.6	<.001	ns
Convenience stores should be smoke-free	86.3	86.9	87.6	88.1	ns	ns
Fast food restaurants in community are smoke-free	52.1	57.8	63.5	68.9	<.001	<.001
Fast food restaurants should be smoke-free	76.8	80.0	81.5	83.8	<.001	.018
Restaurants in community are smoke-free	24.5	28.1	26.5	39.0	<.001	<.001
Restaurants should be smoke-free	61.0	61.4	65.5	69.0	<.001	.004
Bars and taverns in community are smoke-free	12.9	12.4	13.3	23.7	<.001	<.001
Bars and taverns should be smoke-free	32.8	33.2	42.9	41.4	<.001	ns
Indoor sporting events in community are smoke-free	80.2	81.7	80.2	85.7	<.001	<.001
Indoor sporting events should be smoke-free	77.5	80.4	82.5	83.7	<.001	ns
Outdoor parks in community are smoke-free	7.9	7.9	11.3	11.8	<.001	ns
Outdoors parks should be smoke-free	25.0	25.2	37.6	32.4	<.001	<.001
Request a non-smoking table when dining out	70.1	72.8	75.5	76.8	<.001	ns
Request a non-smoking room when traveling	72.2	75.1	78.2	77.9	<.001	ns

Recreation, Leisure, and Sports: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



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

Universal Supported by the overwhelming majority of society members: 85-100%

Predominant Supported by a predominance of society members: 65-84%

Contested Supported by approximately half of society members: 35-64%

Marginal Supported less than 35% of society members

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	14.9	11.9	21.0	52.2	
Rural	20.1	13.5	17.7	48.7	
Urban	13.2	11.3	22.2	53.3	<.001
Northeast	15.8	10.0	21.9	52.3	
Midwest	15.8	14.7	23.3	46.2	
South	15.9	12.2	18.8	53.1	
West	11.9	10.2	21.4	56.5	.003
Nonsmoker	6.7	9.4	21.4	62.5	
Smoker	50.2	22.8	19.3	7.8	<.001
Male	17.6	13.2	24.9	44.3	
Female	12.5	10.5	17.6	59.4	<.001
White	15.4	11.7	22.0	50.9	
African American	13.7	12.2	16.8	57.3	ns
18-24 years of age	17.0	12.5	20.3	50.1	
25-44 years of age	14.8	11.2	21.5	52.4	
45-64 years of age	14.3	13.5	20.7	51.5	
65 years of age or older	15.5	9.0	20.9	54.6	ns
Not a high school graduate	25.5	14.7	15.2	44.6	
High school graduate	20.7	13.5	19.4	46.5	
Some college	14.3	12.9	20.2	52.6	
College graduate	8.4	9.5	24.5	57.6	<.001

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

Table 7.2 Frequency of ETS Exposure in a Public Place

"During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?"

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

Sample Characteristic	0 Days	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days	<i>p</i>
Total	44.6	29.7	10.3	4.0	11.3	
Rural	47.7	25.9	10.6	5.3	10.6	
Urban	43.5	31.1	10.3	3.6	11.6	.017
Northeast	45.8	28.3	9.1	4.7	12.1	
Midwest	39.5	32.6	12.5	4.2	11.2	
South	44.3	29.0	11.0	3.7	12.0	
West	49.1	29.1	8.3	3.7	9.8	ns
Nonsmoker	48.2	31.6	10.1	3.5	6.5	
Smoker	28.7	21.5	11.5	6.4	32.0	<.001
Male	37.2	31.5	11.7	5.2	14.3	
Female	51.3	28.1	9.1	2.9	8.5	<.001
White	45.4	30.7	9.2	4.0	10.6	
African American	42.3	27.9	13.2	2.5	14.1	.033
18-24 years of age	32.6	29.4	14.7	6.9	16.4	
25-44 years of age	36.8	32.9	11.5	4.3	14.5	
45-64 years of age	46.4	30.6	9.7	3.9	9.4	
65 years of age and older	66.8	21.2	5.8	1.5	4.7	<.001
Not a high school graduate	54.2	17.8	10.7	4.9	12.4	
High school graduate	43.9	26.1	10.4	4.6	14.9	
Some college	43.3	29.0	11.2	3.8	12.7	
College Graduate	43.9	35.6	9.6	3.5	7.4	<.001

Note: 2.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.3 Smoke-free Shopping Malls in Community

"Indoor shopping malls in your community, are they completely smoke-free, 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 smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	79.0	18.2	2.8	
Rural	75.8	21.4	2.9	
Urban	80.1	17.1	2.7	.046
Northeast	84.6	12.4	3.0	
Midwest	79.5	18.5	2.0	
South	74.3	22.7	3.0	
West	81.2	15.8	3.0	<.001
Nonsmoker	77.0	20.0	2.9	
Smoker	87.2	11.0	1.7	<.001
Male	78.3	18.8	2.9	
Female	79.8	17.6	2.6	ns
White	80.2	17.5	2.3	
African American	69.3	26.6	4.1	<.001
18-24 years of age	78.0	18.4	3.6	
25-44 years of age	82.0	16.3	1.7	
45-64 years of age	77.8	19.6	2.6	
65 years of age or older	75.3	19.5	5.3	.004
Not a high school graduate	74.6	21.5	3.9	
High school graduate	78.1	19.3	2.6	
Some college	81.7	15.7	2.6	
College graduate	78.7	18.5	2.8	ns

Note: 12.1 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.4 Should Shopping Malls be Smoke-free

"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	<i>p</i>
Total	0.9	18.2	80.9	
Rural	1.3	22.2	76.5	
Urban	0.8	16.8	82.4	.001
Northeast	1.1	19.6	79.3	
Midwest	0.4	19.4	80.1	
South	1.3	19.6	79.1	
West	0.6	13.4	86.0	.006
Nonsmoker	0.5	15.1	84.5	
Smoker	2.8	31.8	65.4	<.001
Male	1.4	22.0	76.6	
Female	0.5	14.7	84.8	<.001
White	1.0	18.8	80.2	
African American	0.6	17.5	81.9	ns
18-24 years of age	1.1	14.5	84.4	
25-44 years of age	0.9	17.8	81.3	
45-64 years of age	0.8	20.5	78.7	
65 years of age or older	0.8	16.2	82.9	ns
Not a high school graduate	3.9	18.5	77.6	
High school graduate	1.1	18.5	80.4	
Some college	0.5	18.2	81.3	
College graduate	0.4	17.8	81.8	<.001

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

Table 7.5 Smoke-free Convenience Stores in Community

"Convenience stores in your community, are they completely smoke-free, 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 smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	76.6	8.7	14.7	
Rural	67.8	11.8	20.3	
Urban	79.5	7.6	12.8	<.001
Northeast	86.0	6.0	8.0	
Midwest	76.2	6.7	17.1	
South	66.0	12.5	21.5	
West	84.8	7.1	8.1	<.001
Nonsmoker	74.8	9.2	16.0	
Smoker	83.4	6.6	10.0	<.001
Male	75.9	9.6	14.5	
Female	77.3	7.7	15.0	ns
White	77.1	8.1	14.9	
African American	71.1	13.4	15.5	.010
18-24 years of age	77.5	11.1	11.4	
25-44 years of age	78.6	7.2	14.3	
45-64 years of age	75.9	8.9	15.2	
65 years of age or older	72.0	9.9	18.1	ns
Not a high school graduate	74.9	12.1	13.1	
High school graduate	77.8	7.4	14.8	
Some college	77.2	9.5	13.2	
College graduate	75.5	8.2	16.3	ns

Note: 17.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.6 Should Convenience Stores be Smoke-free

"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	<i>p</i>
Total	2.7	9.1	88.1	
Rural	4.1	13.4	82.5	
Urban	2.3	7.7	90.0	<.001
Northeast	2.0	7.5	90.6	
Midwest	1.5	10.0	88.5	
South	4.9	11.2	83.9	
West	1.2	6.5	92.3	<.001
Nonsmoker	2.0	7.4	90.6	
Smoker	5.9	16.6	77.5	<.001
Male	3.7	11.8	84.5	
Female	1.8	6.7	91.5	<.001
White	2.8	9.5	87.7	
African American	2.8	6.7	90.5	ns
18-24 years of age	4.5	9.8	85.7	
25-44 years of age	2.5	9.0	88.6	
45-64 years of age	2.7	10.0	87.3	
65 years of age or older	2.4	7.3	90.3	ns
Not a high school graduate	5.3	8.3	86.4	
High school graduate	3.6	10.0	86.4	
Some college	2.2	9.4	88.3	
College graduate	2.1	8.4	89.6	ns

Note: 1.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.7 Smoke-free Fast Food Restaurants in Community

"Fast food restaurants in your community, are they completely smoke-free, 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 smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	68.9	28.5	2.6	
Rural	63.4	32.7	3.9	
Urban	70.7	27.1	2.2	<.001
Northeast	75.9	22.5	1.5	
Midwest	59.4	38.1	2.6	
South	59.7	36.8	3.5	
West	86.3	11.3	2.4	<.001
Nonsmoker	67.7	29.8	2.5	
Smoker	74.0	23.2	2.8	.011
Male	68.6	28.6	2.7	
Female	69.1	28.3	2.5	ns
White	70.1	27.4	2.5	
African American	57.9	39.5	2.6	<.001
18-24 years of age	71.6	24.3	4.1	
25-44 years of age	71.5	26.2	2.3	
45-64 years of age	66.5	31.4	2.2	
65 years of age or older	66.2	30.5	3.3	.022
Not a high school graduate	70.5	27.1	2.4	
High school graduate	66.1	30.6	3.2	
Some college	68.0	29.2	2.8	
College graduate	71.0	26.8	2.2	ns

Note: 8.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.8 Should Fast Food Restaurants be Smoke-free

"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	<i>p</i>
Total	1.1	15.1	83.8	
Rural	1.7	20.1	78.2	
Urban	0.9	13.3	85.8	<.001
Northeast	0.9	16.7	82.4	
Midwest	0.8	16.5	82.8	
South	1.9	18.1	80.0	
West	0.3	7.6	92.1	<.001
Nonsmoker	0.7	10.6	88.6	
Smoker	2.7	33.9	63.4	<.001
Male	1.5	18.7	79.9	
Female	0.8	11.7	87.5	<.001
White	1.0	15.5	83.5	
African American	1.2	15.3	83.4	ns
18-24 years of age	2.3	18.0	79.7	
25-44 years of age	0.8	14.8	84.4	
45-64 years of age	1.0	15.5	83.5	
65 years of age or older	1.1	12.3	86.7	ns
Not a high school graduate	4.4	16.6	79.0	
High school graduate	1.3	18.4	80.3	
Some college	0.7	15.9	83.5	
College graduate	0.6	11.3	87.8	<.001

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

Table 7.9 Restaurants in Community

"Restaurants in your community, are they completely smoke-free, 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 smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	39.0	59.8	1.2	
Rural	33.8	64.2	2.0	
Urban	40.7	58.4	0.9	<.001
Northeast	46.9	52.6	0.5	
Midwest	20.9	77.4	1.7	
South	30.5	68.5	1.0	
West	63.3	35.0	1.7	<.001
Nonsmoker	39.5	59.6	0.9	
Smoker	36.7	61.5	1.8	ns
Male	38.9	59.9	1.1	
Female	39.1	59.6	1.3	ns
White	38.6	60.2	1.1	
African American	32.4	66.0	1.6	ns
18-24 years of age	38.5	60.1	1.4	
25-44 years of age	37.3	61.3	1.3	
45-64 years of age	39.9	59.1	0.9	
65 years of age or older	40.6	57.8	1.6	ns
Not a high school graduate	36.4	61.3	2.3	
High school graduate	37.4	60.6	2.0	
Some college	40.8	58.3	0.9	
College graduate	39.0	60.2	0.7	ns

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

Table 7.10 Should Restaurants be Smoke-free

"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	<i>p</i>
Total	1.1	29.9	69.0	
Rural	2.0	35.4	62.7	
Urban	0.8	28.0	71.2	<.001
Northeast	1.1	31.9	67.1	
Midwest	0.9	36.4	62.7	
South	1.6	31.8	66.6	
West	0.6	18.9	80.5	<.001
Nonsmoker	0.6	22.2	77.2	
Smoker	3.4	62.9	33.7	<.001
Male	1.5	33.8	64.7	
Female	0.8	26.2	73.0	<.001
White	1.1	31.6	67.3	
African American	1.2	24.5	74.2	.037
18-24 years of age	1.7	30.9	67.4	
25-44 years of age	1.1	31.2	67.7	
45-64 years of age	1.0	31.3	67.6	
65 years of age or older	1.0	22.9	76.1	.022
Not a high school graduate	4.7	28.9	66.4	
High school graduate	0.9	32.3	66.8	
Some college	1.0	31.3	67.6	
College graduate	0.4	27.4	72.2	<.001

Note: 0.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.11 Smoke-free Bars and Taverns in Community

"Bars and taverns in your community, are they completely smoke-free, 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 smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	23.7	19.9	56.4	
Rural	20.3	17.5	62.2	
Urban	24.8	20.7	54.6	.008
Northeast	36.5	19.4	44.0	
Midwest	7.2	18.8	74.0	
South	13.7	24.5	61.8	
West	42.4	15.0	42.6	<.001
Nonsmoker	25.2	21.2	53.6	
Smoker	18.0	15.3	66.7	<.001
Male	23.5	18.9	57.7	
Female	24.0	21.1	54.9	ns
White	23.5	20.0	56.5	
African American	14.8	25.5	59.7	.005
18-24 years of age	19.4	16.1	64.5	
25-44 years of age	21.3	17.5	61.2	
45-64 years of age	24.5	23.7	51.8	
65 years of age or older	34.5	21.2	44.3	<.001
Not a high school graduate	21.9	11.9	66.2	
High school graduate	22.1	18.5	59.3	
Some college	22.7	19.8	57.5	
College graduate	25.3	22.1	52.6	.016

Note: 24.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.12 Should Bars and Taverns be Smoke-free

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	<i>p</i>
Total	27.0	31.6	41.4	
Rural	31.9	30.8	37.3	
Urban	25.4	31.9	42.6	.002
Northeast	21.8	34.1	44.1	
Midwest	32.7	32.7	34.6	
South	27.0	33.5	39.5	
West	26.0	25.6	48.4	<.001
Nonsmoker	19.9	31.8	48.3	
Smoker	56.6	30.8	12.6	<.001
Male	30.9	33.2	35.9	
Female	23.3	30.1	46.7	<.001
White	28.2	32.1	39.7	
African American	20.9	35.4	43.7	.027
18-24 years of age	29.0	31.3	39.7	
25-44 years of age	30.8	33.6	35.7	
45-64 years of age	26.4	32.6	41.0	
65 years of age or older	17.5	24.3	58.2	<.001
Not a high school graduate	32.5	23.9	43.5	
High school graduate	30.2	29.4	40.4	
Some college	29.4	30.9	39.6	
College graduate	22.0	35.1	42.8	<.001

Note: 6.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.13 Smoke-free Indoor Sporting Events in Community

"Indoor sporting events in your community, are they completely smoke-free, 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 smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	85.7	11.4	2.9	
Rural	85.6	11.8	2.6	
Urban	85.8	11.3	3.0	ns
Northeast	89.9	7.7	2.4	
Midwest	84.0	12.1	3.9	
South	83.2	13.5	3.3	
West	87.6	10.5	2.0	.015
Nonsmoker	84.4	12.2	3.4	
Smoker	91.5	7.6	0.8	<.001
Male	85.2	11.7	3.1	
Female	86.4	11.0	2.6	ns
White	86.4	10.8	2.8	
African American	83.8	12.0	4.1	ns
18-24 years of age	85.8	11.1	3.1	
25-44 years of age	84.0	12.8	3.1	
45-64 years of age	86.9	10.7	2.4	
65 years of age or older	86.9	9.8	3.4	ns
Not a high school graduate	88.7	10.1	1.3	
High school graduate	86.7	9.5	3.8	
Some college	86.1	11.6	2.4	
College graduate	84.1	12.9	2.9	ns

Note: 20.7 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.14 Should Indoor Sporting Events be Smoke-free

"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	<i>p</i>
Total	1.5	14.8	83.7	
Rural	2.3	15.6	82.1	
Urban	1.2	14.6	84.3	ns
Northeast	2.1	17.0	80.9	
Midwest	0.9	14.2	84.9	
South	1.9	15.8	82.3	
West	0.7	12.2	87.1	.024
Nonsmoker	1.0	12.0	87.0	
Smoker	3.3	27.2	69.5	<.001
Male	2.1	18.8	79.1	
Female	0.9	11.0	88.0	<.001
White	1.3	15.3	83.4	
African American	1.9	15.2	82.9	ns
18-24 years of age	2.0	14.8	83.2	
25-44 years of age	1.5	17.4	81.1	
45-64 years of age	1.5	14.7	83.8	
65 years of age or older	0.9	9.3	89.8	.004
Not a high school graduate	5.3	13.3	81.4	
High school graduate	1.8	14.1	84.1	
Some college	0.7	15.2	84.1	
College graduate	1.0	15.4	83.6	<.001

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

Table 7.15 Smoke-free Outdoor Parks in Community

"Outdoor parks in your community, are they completely smoke-free, 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 smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	11.8	11.7	76.4	
Rural	12.1	16.1	71.8	
Urban	11.7	10.3	78.0	<.001
Northeast	13.9	12.0	74.1	
Midwest	9.1	11.7	79.2	
South	11.4	12.7	75.9	
West	13.4	10.3	76.3	ns
Nonsmoker	12.3	11.8	75.8	
Smoker	9.4	11.2	79.4	ns
Male	11.2	11.9	76.9	
Female	12.4	11.5	76.1	ns
White	11.8	11.3	76.9	
African American	12.8	16.7	70.5	.021
18-24 years of age	11.1	12.0	76.9	
25-44 years of age	11.8	12.2	76.0	
45-64 years of age	11.2	11.6	77.2	
65 years of age or older	13.8	10.7	75.5	ns
Not a high school graduate	15.6	11.5	72.9	
High school graduate	10.7	11.5	77.8	
Some college	11.8	13.6	74.6	
College graduate	12.0	10.8	77.2	ns

Note: 14.5 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.16 Should Outdoor Parks be Smoke-free

"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	<i>p</i>
Total	38.4	29.2	32.4	
Rural	37.3	31.5	31.2	
Urban	38.8	28.4	32.9	ns
Northeast	36.1	30.8	33.1	
Midwest	41.7	26.1	32.1	
South	38.0	29.6	32.4	
West	37.5	30.3	32.2	ns
Nonsmoker	33.1	29.9	37.0	
Smoker	60.9	26.3	12.8	<.001
Male	44.5	27.6	27.9	
Female	32.6	30.7	36.7	<.001
White	40.6	29.2	30.2	
African American	26.5	31.8	41.7	<.001
18-24 years of age	36.3	25.9	37.7	
25-44 years of age	36.6	30.2	33.2	
45-64 years of age	42.1	29.6	28.3	
65 years of age or older	35.2	28.4	36.3	.004
Not a high school graduate	39.2	23.4	37.4	
High school graduate	40.8	28.6	30.6	
Some college	37.2	29.3	33.4	
College graduate	37.4	30.6	32.0	ns

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

Table 7.17 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	<i>p</i>
Total	76.8	10.4	12.7	
Rural	71.4	13.3	15.3	
Urban	78.7	9.4	11.8	<.001
Northeast	77.8	10.5	11.7	
Midwest	71.9	12.9	15.2	
South	77.2	10.7	12.0	
West	80.4	7.6	12.1	.010
Nonsmoker	88.3	2.6	9.1	
Smoker	27.8	44.0	28.2	<.001
Male	73.3	11.8	14.9	
Female	80.1	9.2	10.7	<.001
White	76.1	10.6	13.3	
African American	80.7	9.7	9.7	ns
18-24 years of age	72.7	8.2	19.0	
25-44 years of age	74.5	12.2	13.3	
45-64 years of age	77.0	11.0	12.0	
65 years of age or older	84.8	7.1	8.1	<.001
Not a high school graduate	63.8	23.9	12.4	
High school graduate	71.9	13.6	14.5	
Some college	74.5	11.0	14.5	
College graduate	84.9	4.9	10.2	<.001

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

Table 7.18 Hotel Preferences

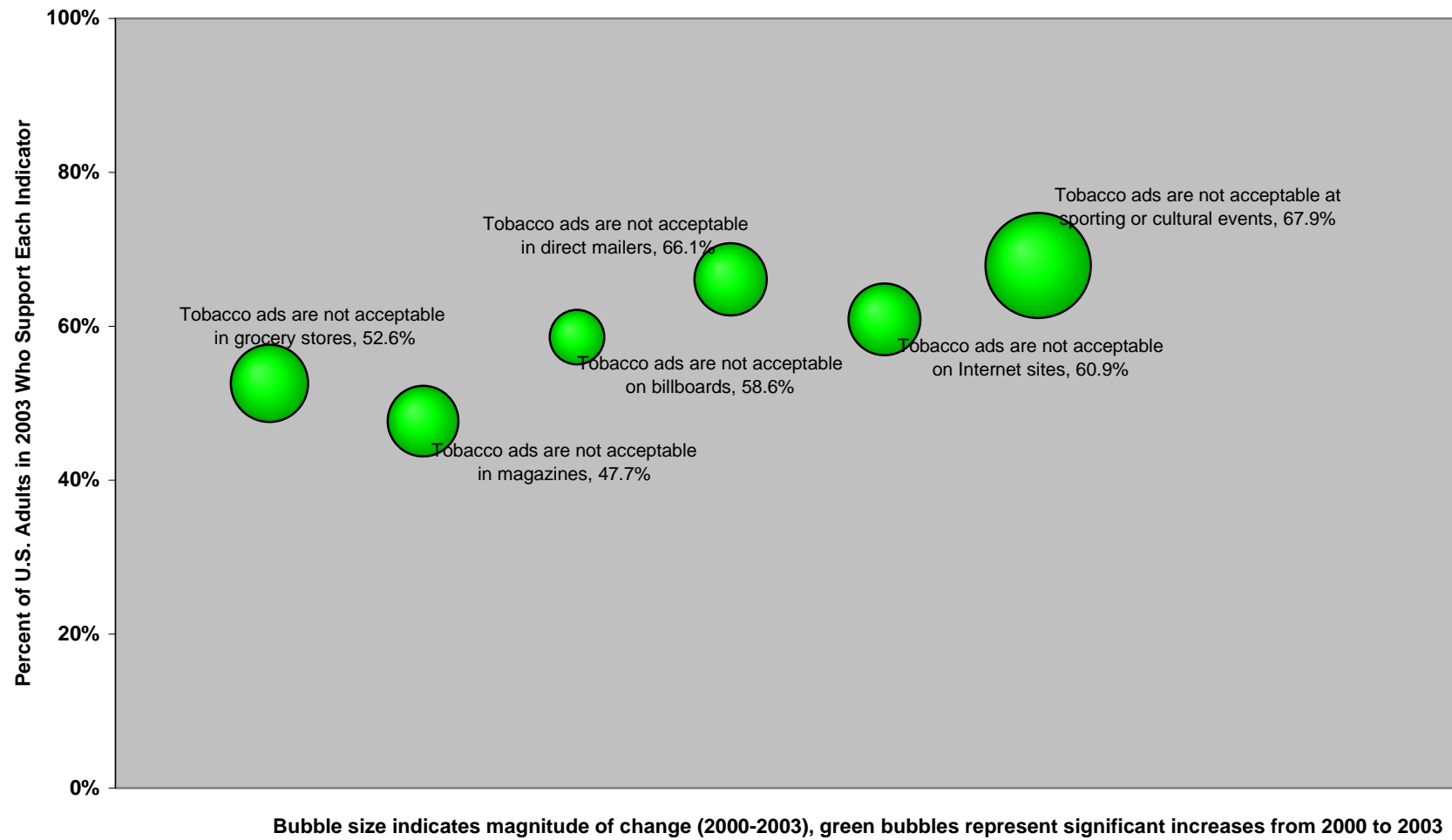
"If you travel and stay in a hotel or motel, do you usually request a non-smoking room?"

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

Sample Characteristic	Yes	No	<i>p</i>
Total	77.9	22.1	
Rural	73.0	27.0	
Urban	79.6	20.4	<.001
Northeast	77.5	22.5	
Midwest	74.7	25.3	
South	78.4	21.6	
West	80.6	19.4	ns
Nonsmoker	89.7	10.3	
Smoker	26.5	73.5	<.001
Male	75.2	24.8	
Female	80.4	19.6	.001
White	77.1	22.9	
African American	80.3	19.7	ns
18-24 years of age	76.6	23.4	
25-44 years of age	75.9	24.1	
45-64 years of age	77.7	22.3	
65 years of age or older	84.1	15.9	.005
Not a high school graduate	63.4	36.6	
High school graduate	71.3	28.7	
Some college	74.5	25.5	
College graduate	88.1	11.9	<.001

Note: 2.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Mass Communication and Culture, 2000 to 2003

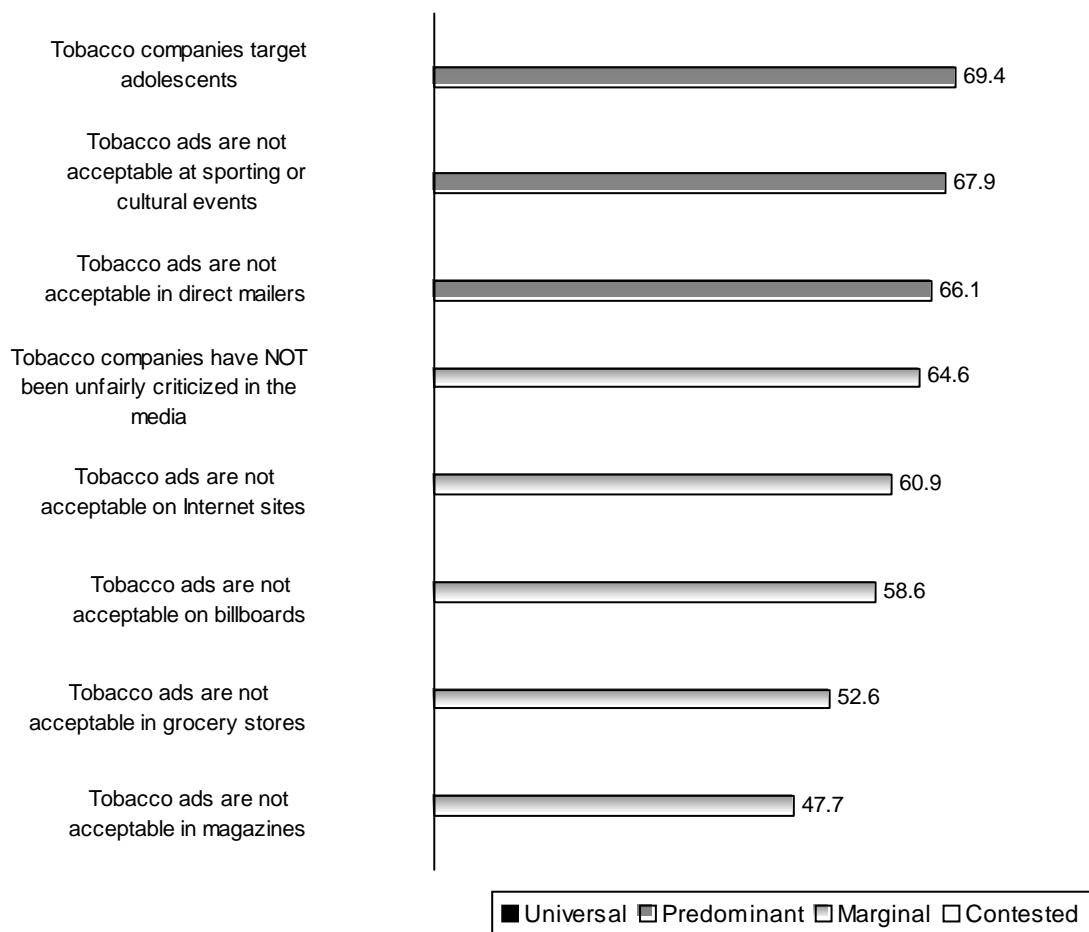


MASS COMMUNICATION AND CULTURE

Significant Improvements 2000 to 2003

Mass Communication and Culture	2000	2001	2002	2003	<i>p</i>, 2000 to 2003	<i>p</i>, 2002 to 2003
Tobacco ads are not acceptable in grocery stores	44.9	46.6	44.9	52.6	<.001	<.001
Tobacco ads are not acceptable in magazines	41.7	42.1	42.7	47.7	<.001	<.001
Tobacco ads are not acceptable on billboards	54.0	55.3	52.7	58.6	.003	<.001
Tobacco ads are not acceptable in direct mailers	57.5	59.5	58.4	66.1	<.001	<.001
Tobacco ads are not acceptable on Internet sites	53.1	53.5	52.4	60.9	<.001	<.001
Tobacco ads are not acceptable at sporting or cultural events	51.6	55.8	53.9	67.9	<.001	<.001
Tobacco companies have NOT been unfairly criticized in the media	n/a	n/a	71.1	64.6	n/a	<.001
Tobacco companies target adolescents	n/a	n/a	77.5	69.4	n/a	<.001

Mass Communication and Culture: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



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

Universal Supported by the overwhelming majority of society members: 85-100%

Predominant Supported by a predominance of society members: 65-84%

Contested Supported by approximately half of society members: 35-64%

Marginal Supported less than 35% of society members

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	5.3	42.1	37.1	15.4	
Rural	6.3	48.3	32.8	12.6	
Urban	5.0	40.0	38.6	16.5	<.001
Northeast	4.7	44.2	33.8	17.3	
Midwest	5.9	44.1	35.3	14.7	
South	5.8	42.5	37.4	14.3	
West	4.5	37.9	41.2	16.5	ns
Nonsmoker	4.4	38.5	39.5	17.6	
Smoker	9.2	57.8	26.5	6.5	<.001
Male	6.2	46.8	32.2	14.8	
Female	4.5	37.7	41.7	16.0	<.001
White	5.5	43.2	36.1	15.3	
African-American	3.7	43.0	36.4	16.8	ns
18-24 years of age	7.1	38.1	40.4	14.4	
25-44 years of age	5.1	44.3	36.4	14.3	
45-64 years of age	5.9	43.0	33.9	17.2	
65 years of age or older	3.3	38.1	43.6	15.0	.005
Not a high school graduate	7.7	32.0	47.3	13.1	
High school graduate	6.0	43.5	37.6	12.9	
Some college	3.9	43.2	37.0	15.9	
College graduate	5.3	42.7	34.6	17.5	.001

Note: 3.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	p
Total	4.9	47.4	34.9	12.8	
Rural	4.7	51.5	34.5	9.4	
Urban	4.9	46.0	35.0	14.0	.005
Northeast	3.6	49.1	33.1	14.2	
Midwest	4.8	46.0	35.7	13.5	
South	5.5	47.4	35.5	11.6	
West	5.0	47.4	34.6	13.0	ns
Nonsmoker	4.2	43.9	36.9	15.1	
Smoker	8.0	62.1	26.3	3.6	<.001
Male	5.9	43.3	29.0	11.7	
Female	4.0	41.8	40.4	13.8	<.001
White	5.2	47.7	34.4	12.7	
African-American	2.9	49.2	34.5	13.4	ns
18-24 years of age	6.3	46.8	34.2	12.6	
25-44 years of age	5.4	50.4	33.0	11.1	
45-64 years of age	4.8	46.4	35.0	13.9	
65 years of age or older	3.3	43.1	39.2	14.4	ns
Not a high school graduate	6.9	37.3	45.6	10.1	
High school graduate	5.4	49.9	33.8	10.9	
Some college	3.5	48.5	34.2	13.7	
College graduate	5.0	47.1	33.9	14.0	.004

Note: 3.9 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	3.9	37.5	42.8	15.8	
Rural	4.4	41.6	42.8	11.2	
Urban	3.8	36.1	42.8	17.4	<.001
Northeast	3.8	39.0	40.8	16.5	
Midwest	3.5	38.0	42.7	15.7	
South	4.5	37.4	43.2	14.9	
West	3.4	35.7	43.9	16.9	ns
Nonsmoker	3.2	34.2	44.7	17.9	
Smoker	7.1	51.2	34.7	7.1	<.001
Male	4.9	43.8	36.4	14.9	
Female	3.0	31.5	48.7	16.7	<.001
White	4.1	38.2	42.3	15.4	
African-American	3.1	40.1	42.3	14.4	ns
18-24 years of age	5.1	39.4	39.4	16.1	
25-44 years of age	4.0	38.5	43.5	14.0	
45-64 years of age	3.8	37.0	42.3	16.9	
65 years of age or older	3.0	34.8	45.1	17.1	ns
Not a high school graduate	6.3	28.7	53.4	11.7	
High school graduate	3.8	40.8	41.6	13.8	
Some college	3.0	38.3	42.4	16.2	
College graduate	4.2	36.2	41.8	17.7	.002

Note: 2.6 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	<i>p</i>
Total	3.6	30.3	49.0	17.1	
Rural	4.7	33.7	48.3	13.4	
Urban	3.3	29.1	49.2	18.4	.002
Northeast	3.1	30.6	50.5	15.8	
Midwest	4.0	32.7	47.0	16.3	
South	4.4	29.6	48.4	17.7	
West	2.5	28.9	50.4	18.2	ns
Nonsmoker	2.6	26.2	51.4	19.7	
Smoker	7.7	47.4	38.4	6.5	<.001
Male	4.4	34.2	45.0	16.4	
Female	2.8	26.6	52.7	17.9	<.001
White	3.9	31.8	47.5	16.7	
African-American	1.2	30.8	50.5	17.4	ns
18-24 years of age	4.2	26.0	51.1	18.6	
25-44 years of age	3.6	31.4	48.8	16.2	
45-64 years of age	4.0	32.5	46.4	17.1	
65 years of age or older	2.4	26.1	53.3	18.1	ns
Not a high school graduate	5.4	26.9	56.1	11.7	
High school graduate	3.6	33.3	47.5	15.7	
Some college	3.0	28.8	50.7	17.5	
College graduate	3.7	30.0	47.2	19.1	

Note: 2.8 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	3.8	35.2	46.0	14.9	
Rural	4.6	35.1	48.4	11.9	
Urban	3.6	35.3	45.2	16.0	.032
Northeast	3.5	35.8	45.0	15.8	
Midwest	4.5	34.6	46.2	14.7	
South	4.3	35.3	46.1	14.3	
West	2.8	35.3	46.5	15.3	ns
Nonsmoker	3.1	34.7	48.1	17.1	
Smoker	6.8	50.6	36.6	6.1	<.001
Male	5.3	41.5	40.0	13.2	
Female	2.5	29.3	51.6	16.6	<.001
White	4.1	35.9	45.5	14.5	
African-American	2.2	35.1	47.3	15.3	ns
18-24 years of age	6.0	38.9	41.4	13.7	
25-44 years of age	3.8	40.5	41.8	14.0	
45-64 years of age	3.6	32.1	49.3	15.0	
65 years of age or older	2.7	26.5	52.3	18.4	<.001
Not a high school graduate	4.9	30.7	51.2	13.2	
High school graduate	3.8	36.8	45.5	13.9	
Some college	3.0	33.6	48.1	15.2	
College graduate	4.3	36.4	43.7	15.7	ns

Note: 6.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.6 Acceptability of Tobacco Advertisements at Sporting or Cultural Events

"Tobacco advertising is acceptable at sporting or cultural events. 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	3.5	28.6	52.0	15.9	
Rural	3.9	31.6	52.1	12.5	
Urban	3.4	27.6	51.9	17.1	.013
Northeast	2.7	31.9	48.7	16.6	
Midwest	3.4	29.1	52.0	15.6	
South	4.1	27.5	52.7	15.6	
West	3.3	27.0	53.5	16.2	ns
Nonsmoker	3.1	25.8	53.0	18.1	
Smoker	5.3	40.1	47.5	6.9	<.001
Male	4.6	36.1	45.3	14.1	
Female	2.5	21.8	58.1	17.6	<.001
White	3.7	29.8	51.1	15.4	
African-American	2.2	25.9	55.6	16.3	ns
18-24 years of age	4.8	27.3	50.9	17.0	
25-44 years of age	3.6	30.8	51.1	14.4	
45-64 years of age	3.2	29.1	52.0	15.7	
65 years of age or older	2.6	23.5	54.7	19.1	ns
Not a high school graduate	3.6	25.8	58.8	11.8	
High school graduate	3.7	28.8	52.6	14.9	
Some college	2.4	29.2	52.3	16.1	
College graduate	4.0	28.8	49.9	17.4	ns

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

Table 8.7 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	<i>p</i>
Total	5.6	29.9	48.5	16.0	
Rural	6.9	35.9	45.9	11.3	
Urban	5.1	27.8	49.4	17.7	<.001
Northeast	6.0	26.6	50.2	17.2	
Midwest	6.1	31.5	46.0	16.4	
South	5.6	33.1	46.8	14.5	
West	4.6	26.0	52.4	17.1	.045
Nonsmoker	3.9	25.7	52.1	18.3	
Smoker	12.9	47.3	33.3	6.5	<.001
Male	6.8	32.1	45.3	15.8	
Female	4.6	27.6	51.4	16.5	.001
White	5.4	30.3	48.0	16.2	
African-American	5.3	30.2	50.6	13.8	ns
18-24 years of age	4.6	29.3	50.7	15.4	
25-44 years of age	5.4	28.3	50.5	15.8	
45-64 years of age	6.6	30.8	46.4	16.2	
65 years of age or older	4.5	31.9	46.8	16.7	ns
Not a high school graduate	8.1	34.1	46.9	10.9	
High school graduate	5.8	36.9	45.2	12.2	
Some college	6.2	30.1	48.0	15.8	
College graduate	4.6	23.7	51.7	20.0	<.001

Note: 5.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.8 Tobacco Companies Target Adolescents

"Tobacco companies target teens to replace smokers who die. 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	19.0	50.3	27.1	3.6	
Rural	14.3	49.3	32.3	4.0	
Urban	20.6	50.6	25.3	3.5	<.001
Northeast	20.9	47.3	27.9	3.9	
Midwest	20.9	49.5	26.9	2.7	
South	14.6	50.8	29.5	5.1	
West	22.4	52.8	22.7	2.1	<.001
Nonsmoker	21.3	53.0	22.9	2.9	
Smoker	9.6	38.9	44.8	6.7	<.001
Male	18.5	61.2	26.4	3.9	
Female	19.6	49.3	27.7	3.4	ns
White	19.1	50.4	27.2	3.3	
African-American	19.3	50.3	26.0	4.4	ns
18-24 years of age	17.6	55.4	21.7	5.4	
25-44 years of age	19.6	49.9	26.2	4.3	
45-64 years of age	18.3	49.9	29.0	2.7	
65 years of age or older	21.0	47.8	29.0	2.2	.036
Not a high school graduate	17.1	41.7	35.7	5.5	
High school graduate	15.7	45.8	34.0	4.6	
Some college	18.4	50.8	27.5	3.3	
College graduate	22.5	54.6	20.2	2.7	<.001

Note: 10.7 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

**THIS REPORT IS AVAILABLE AT
www.ssrc.msstate.edu/socialclimate**

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