

The National Social Climate of Tobacco Control, 2000-2004

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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.

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The National Social Climate Survey of Tobacco Control, 2000 – 2004

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, 2003, and 2004.

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, 2003, and 2004. 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.

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.

2004 Sample Characteristics

Of the eligible respondents contacted, 3,011 respondents completed the survey (83.3%) and 604 (16.7%) 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 3,011 respondents, 1,119 (37.2%) were male and 1,876 (62.3%) were female. The racial composition of the sample is as follows: white = 2,438 (81.0%), African American = 326 (10.8%), Asian or Pacific Islander = 23 (0.8%), American Indian or Alaskan Native = 28 (0.9%), and unknown (i.e., did not answer the question on race) = 196 (6.5%). The sample was weighted by race and gender within each census region, based upon 2003 U.S. Census estimates to ensure that it is representative of the U.S. population.

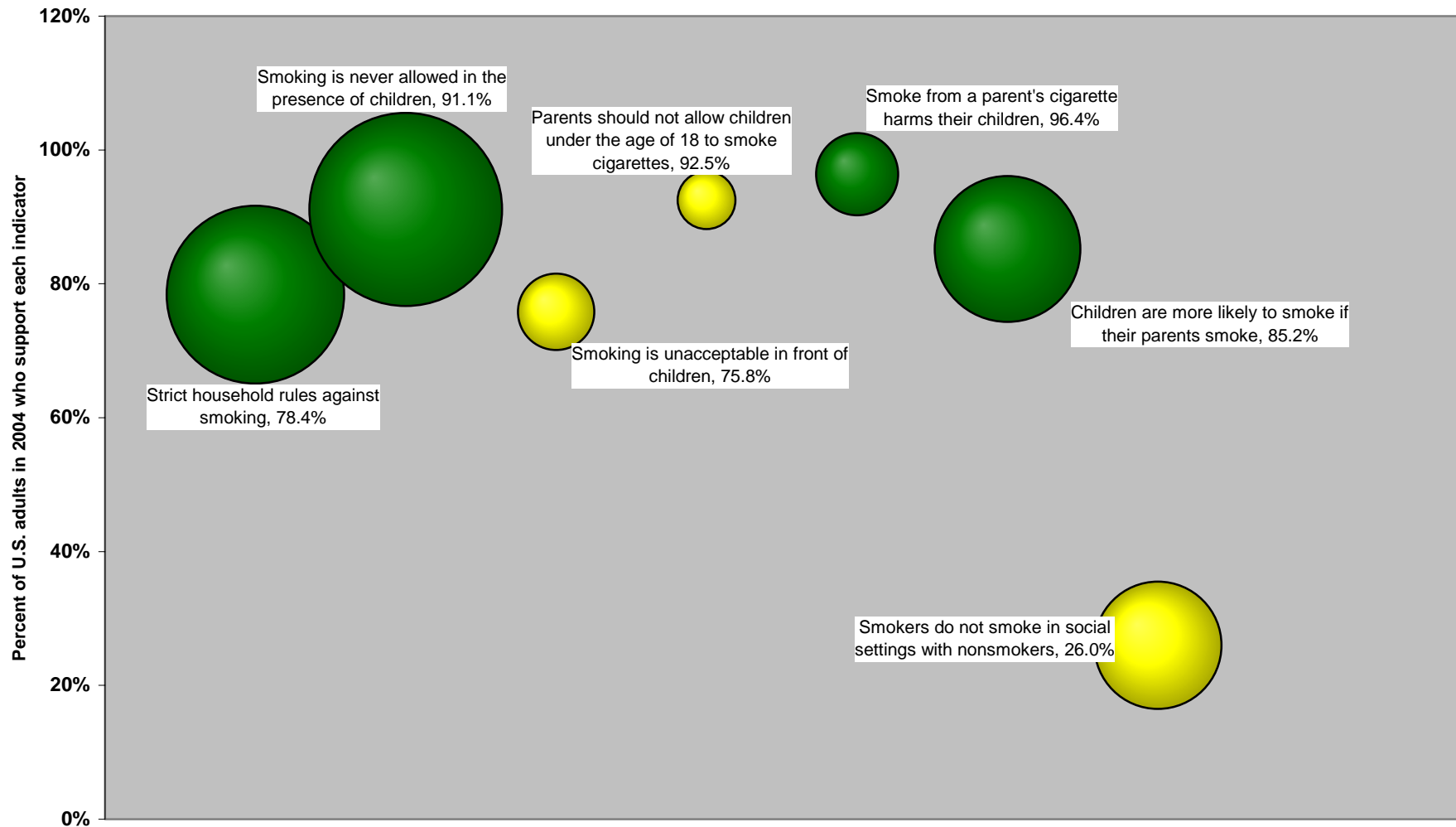
Characteristics of the original samples are compared with the weighted samples in Table 1.1. The results presented in this report are based on the weighted sample; the maximum sampling error for each subpopulation is presented in Table 1.2.

Sample Characteristics		2000		2001		2002		2003		2004	
		Orig. Sample	Wtd. Sample	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	32.1	31.5
	Urban	69.4	70.3	74.9	76.3	71.8	72.2	74.0	74.4	67.9	68.5
Smoking Status	Nonsmoker	76.1	75.9	78.3	78.2	79.8	79.6	81.7	81.1	82.3	82.2
	Smoker	23.9	24.1	21.7	21.8	20.2	20.4	18.3	18.9	17.1	17.8
Gender	Male	39.6	49.5	39.6	48.3	38.2	47.7	38.9	47.7	37.2	47.5
	Female	60.3	50.4	60.2	51.5	61.3	51.8	60.8	52.0	62.3	52.3
Race	White	80.4	76.5	82.4	80.4	79.0	76.9	78.9	77.0	81.0	85.1
	African-American	9.7	11.8	9.4	12.5	10.4	11.2	12.1	11.0	10.8	12.4
	Asian/Pacific Islander	1.7	2.7	1.2	0.8	1.4	2.0	1.6	3.4	0.8	1.3
	American Indian/Alaska Native	1.0	1.8	1.2	0.6	1.4	1.8	1.2	2.4	0.9	1.2
	Other Race	0.2	0.2	3.8	3.7	5.3	5.4	4.7	4.7	6.5	6.7
Age	18-24 years	11.6	12.0	14.8	14.9	16.1	16.7	11.7	12.0	11.1	11.3
	25-44 years	36.4	37.2	38.0	38.8	34.9	35.1	35.5	35.7	32.7	33.1
	45-64 years	34.1	33.8	31.9	31.5	33.2	33.1	35.9	36.3	36.5	36.6
	65 + years	17.9	17.0	15.3	14.8	15.7	15.0	16.9	16.0	19.7	19.0
Education	Not HS Grad	9.4	9.1	6.7	6.5	8.4	8.3	7.7	7.8	8.8	8.6
	HS Grad	31.7	30.6	30.3	29.7	31.9	31.7	28.9	28.5	29.9	29.5
	Some College	25.2	25.7	27.3	27.3	26.5	26.3	26.1	25.9	25.6	25.6
	College Grad	33.7	34.6	35.7	36.5	33.2	33.7	37.3	37.7	35.7	36.3
Region	Northeast	18.4	18.8	17.6	19.0	19.1	19.6	17.8	19.0	16.9	19.4
	Midwest	24.4	22.6	26.9	23.1	24.5	23.3	24.7	22.4	23.6	23.2
	South	39.6	35.4	39.2	36.2	37.8	35.9	39.8	35.8	41.3	36.9
	West	17.6	23.2	16.3	21.8	18.6	21.3	17.7	22.7	18.2	20.5

Table 1.2 Weighted Sample Size and Maximum Confidence Interval

		2000		2001		2002		2003		2004	
Sample Characteristic		Weighted Sample Size	Maximum Confidence Interval	Weighted Sample Size	Maximum Confidence Interval	Weighted Sample Size	Maximum Confidence Interval	Weighted Sample Size	Maximum Confidence Interval	Weighted Sample Size	Maximum Confidence Interval
Rural/Urban											
	Rural	447	4.6	729	3.6	821	3.4	770	3.5	920	3.2
	Urban	1,055	3.0	2,344	2.0	2,129	2.1	2,240	2.1	2,002	2.2
Region											
	Northeast	282	5.8	584	4.1	578	4.1	573	4.1	567	4.1
	Midwest	339	5.3	709	3.7	687	3.7	675	3.8	677	3.8
	South	532	4.2	1,111	2.9	1,058	3.0	1,078	3.0	1,079	3.0
	West	348	5.3	669	3.8	628	3.9	684	3.7	600	4.0
Smoking Status											
	Non-Smoker	1,140	2.9	2,404	2.0	2,329	2.0	2,429	2.0	2,387	2.0
	Smoker	362	5.2	669	3.8	596	4.0	567	4.1	519	4.3
Gender											
	Male	743	3.6	1,484	2.5	1,407	2.6	1,437	2.6	1,387	2.6
	Female	757	3.6	1,582	2.5	1,529	2.5	1,564	2.5	1,527	2.5
Race											
	White	1,149	2.9	2,470	2.0	2,270	2.1	2,318	2.0	2,320	2.0
	African American	177	7.4	383	5.0	332	5.4	331	5.4	339	5.3
Age											
	18-24 years of age	181	7.3	458	4.6	493	4.4	404	4.9	330	5.4
	25-44 years of age	558	4.1	1,193	2.8	1,036	3.0	1,091	3.0	966	3.2
	45-64 years of age	508	4.3	967	3.2	978	3.1	1,063	3.0	1,070	3.0
	65 years of age +	255	6.1	455	4.6	444	4.7	453	4.6	556	4.2
Education											
	Not high school grad.	134	8.5	196	7.0	241	6.3	234	6.4	248	6.2
	High school grad.	449	4.6	899	3.3	920	3.2	852	3.4	846	3.4
	Some college	378	5.0	827	3.4	764	3.5	774	3.5	734	3.6
	College graduate	509	4.3	1,106	2.9	977	3.1	1,128	2.9	1,044	3.0

Family and Friendship Groups, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

Family and Friendship Groups, 2000 to 2004

Universal Norms, Beliefs and Practices¹

- 209.8 million American adults (97.1 percent) report that children under 18 are never allowed to smoke
- 208.3 million American adults (96.4 percent) believe that smoke from a parent's cigarette harms their children
- 199.8 million American adults (92.5 percent) believe that parents should not allow children under the age of 18 to smoke
- 197.7 million American adults (91.5 percent) never allow smoking in the vehicle when children are present
- 196.8 million American adults (91.1 percent) never allow smoking in the presence of children
- 184.0 million American adults (85.2 percent) believe that children are more likely to smoke if their parents smoke

Family and Friendship Groups	2000	2001	2002	2003	2004	p, 2000 to 2004	p, 2003 to 2004
Strict household rules against smoking	69.1	74.1	73.7	76.4	78.4	<.001	ns
Smoking is never allowed in the presence of children	78.6	87.9	87.8	88.7	91.1	<.001	.003
Smoking is never allowed in the vehicle	n/a	n/a	n/a	74.5	78.7	n/a	<.001
Smoking is never allowed in the vehicle when children are present	n/a	79.6	78.5	87.5	91.5	n/a	<.001
Recognize that smoking in a car affects the health of children	n/a	76.9	80.9	78.7	82.8	n/a	.036
No ETS Exposure in the home	n/a	n/a	n/a	56.3	64.3	n/a	<.001
No ETS Exposure in a car or truck	n/a	n/a	n/a	76.7	81.5	n/a	<.001
Smoking is unacceptable in front of children	77.7	79.3	76.7	78.4	75.8	ns	.021
Children under 18 are never allowed to smoke	n/a	96.8	96.6	97.1	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	92.5	ns	ns
Smoke from a parent's cigarette harms their children	93.7	95.2	94.9	95.0	96.4	<.001	.013
Children are more likely to smoke if their parents smoke	78.1	83.3	82.3	84.6	85.2	<.001	ns
Smokers do not smoke in social settings with nonsmokers ²	27.8	25.7	23.3	23.8	26.0	ns	ns

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

² 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

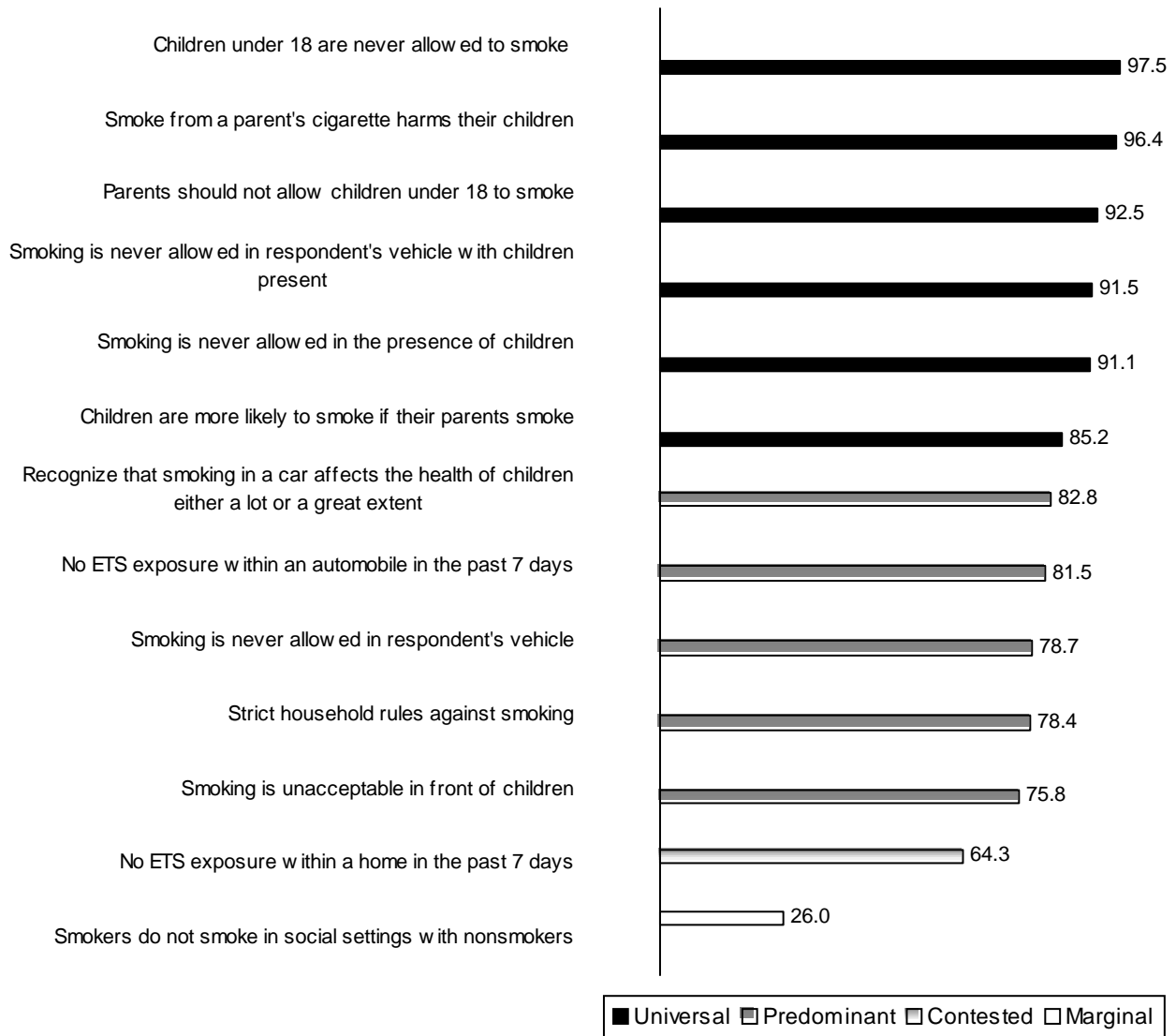


Table 2.1 Household Rules About Smoking

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

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

Sample Characteristic	Smoking is allowed in all parts of the home	Smoking is allowed in some parts of the home	Smoking is not allowed in any part of the home	p
Total	12.5	9.1	78.4	
Rural	15.2	8.5	76.3	
Urban	11.2	9.3	79.4	.009
Northeast	11.5	12.0	76.5	
Midwest	15.3	10.8	73.9	
South	13.8	7.5	78.6	
West	7.9	7.2	84.9	<.001
Nonsmoker	6.2	6.1	87.7	
Smoker	41.0	22.9	36.0	<.001
Male	13.4	9.3	77.3	
Female	11.6	8.9	79.5	ns
White	12.7	8.1	79.2	
African American	12.1	16.2	71.7	<.001
18-24 years of age	13.4	10.0	76.6	
25-44 years of age	10.6	8.4	81.1	
45-64 years of age	13.3	10.4	76.2	
65 years of age and older	13.6	7.1	79.4	ns
Not a high school graduate	27.4	15.7	56.9	
High school graduate	16.2	9.7	74.1	
Some college	11.3	10.7	78.0	
College Graduate	6.6	6.0	87.4	<.001

Note: 0.3 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	p
Total	4.2	4.8	91.1	
Rural	5.1	5.3	89.6	
Urban	3.8	4.5	91.7	ns
Northeast	4.6	3.8	91.6	
Midwest	5.0	7.3	87.7	
South	4.8	4.4	90.8	
West	1.5	3.5	94.9	<.001
Nonsmoker	2.1	2.1	95.8	
Smoker	13.9	17.5	68.6	<.001
Male	4.9	4.4	90.7	
Female	3.5	5.1	91.4	ns
White	4.5	4.9	90.6	
African American	2.4	6.3	91.3	ns
18-24 years of age	3.0	4.6	92.4	
25-44 years of age	3.8	5.2	91.0	
45-64 years of age	4.5	5.8	89.7	
65 years of age and older	5.0	2.2	92.8	.040
Not a high school graduate	9.5	9.1	81.3	
High school graduate	4.9	6.9	88.2	
Some college	4.0	4.3	91.7	
College Graduate	2.3	2.6	95.0	<.001

Note: 1.7 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	78.7	1.6	12.4	7.3	
Rural	78.1	1.5	13.6	6.7	
Urban	79.0	1.7	11.7	7.5	ns
Northeast	81.3	1.6	11.9	5.2	
Midwest	73.8	2.2	14.7	9.3	
South	79.1	1.0	12.5	7.4	
West	81.3	2.2	9.8	6.7	.015
Nonsmoker	89.6	1.5	6.1	2.8	
Smoker	26.7	2.4	42.5	28.4	<.001
Male	75.0	1.8	13.6	9.7	
Female	82.2	1.5	11.3	5.1	<.001
White	77.7	1.7	12.6	8.0	
African American	81.7	1.8	11.0	5.5	ns
18-24 years of age	72.0	2.4	16.6	9.1	
25-44 years of age	78.4	1.2	14.7	5.7	
45-64 years of age	78.8	1.9	11.0	8.3	
65 years of age and older	83.4	1.7	7.9	7.0	<.001
Not a high school graduate	61.1	2.0	22.2	14.8	
High school graduate	73.0	2.4	15.9	8.8	
Some college	77.3	1.5	14.3	7.0	
College Graduate	87.2	1.3	6.5	5.0	<.001

Note: 8.2 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	91.5	0.5	6.1	2.0	
Rural	90.0	0.7	6.9	2.4	
Urban	92.2	0.3	5.7	1.8	ns
Northeast	92.2	1.0	5.0	1.8	
Midwest	89.1	0.5	7.6	2.8	
South	90.4	0.3	7.3	2.0	
West	95.2	0.2	3.3	1.3	.009
Nonsmoker	96.0	0.5	2.5	1.0	
Smoker	68.6	0.2	23.9	7.2	<.001
Male	89.9	0.4	7.0	2.6	
Female	92.8	0.5	5.3	1.4	.031
White	90.7	0.6	6.5	2.2	
African American	93.3	0.0	5.6	1.1	ns
18-24 years of age	90.8	0.7	7.9	0.7	
25-44 years of age	91.1	0.6	7.8	0.8	
45-64 years of age	90.8	0.3	5.9	3.0	
65 years of age and older	93.8	0.6	2.6	3.0	<.001
Not a high school graduate	78.8	0.0	15.2	6.1	
High school graduate	87.6	0.8	9.5	2.1	
Some college	92.1	0.4	5.8	1.6	
College Graduate	96.0	0.3	2.3	1.4	<.001

Note: 9.6 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	3.4	4.4	9.4	32.8	50.0	
Rural	4.6	4.0	9.0	31.3	51.5	ns
Urban	2.8	4.5	9.6	33.6	49.5	
Northeast	3.1	4.2	10.8	33.7	48.2	ns
Midwest	3.7	5.5	9.4	35.1	46.2	
South	3.6	4.3	8.9	32.8	50.4	
West	2.8	3.4	9.2	29.5	55.1	
Nonsmoker	2.7	2.7	7.2	33.5	53.8	<.001
Smoker	6.4	12.4	20.7	29.9	30.6	
Male	4.5	5.8	12.2	32.3	45.1	<.001
Female	2.4	3.1	6.8	33.3	54.4	
White	3.5	4.3	9.9	32.6	49.7	ns
African American	2.5	3.7	8.3	36.9	48.6	
18-24 years of age	4.1	5.4	10.7	34.7	45.1	.010
25-44 years of age	2.0	4.4	8.8	31.8	53.0	
45-64 years of age	3.8	4.4	9.2	30.7	51.9	
65 years of age and older	4.5	3.4	10.3	38.3	43.6	
Not a high school graduate	5.8	7.1	10.7	38.8	37.5	<.001
High school graduate	3.3	5.4	10.3	36.3	44.9	
Some college	3.4	3.0	9.3	29.1	55.2	
College Graduate	2.8	4.1	8.8	31.0	53.4	

Note: 4.9 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	64.3	14.4	5.0	2.1	14.2	
Rural	64.6	11.6	5.4	2.3	16.0	.029
Urban	64.2	15.6	4.8	2.0	13.3	
Northeast	62.1	17.1	5.5	1.8	13.5	<.001
Midwest	57.9	15.0	6.4	2.4	18.3	
South	65.0	12.9	4.9	2.4	14.8	
West	72.3	13.8	3.2	1.7	9.1	
Nonsmoker	72.4	16.0	4.4	1.8	5.4	<.001
Smoker	26.8	6.7	8.1	3.4	55.0	
Male	59.0	15.5	5.9	2.9	16.8	<.001
Female	69.1	13.4	4.2	1.4	11.9	
White	64.4	14.1	4.6	2.1	14.8	ns
African American	63.4	13.7	8.3	1.8	12.8	
18-24 years of age	53.3	17.6	8.2	1.8	19.1	<.001
25-44 years of age	60.1	16.6	4.7	2.8	15.8	
45-64 years of age	63.6	13.9	5.4	2.3	14.9	
65 years of age and older	80.0	9.5	2.9	0.7	6.8	
Not a high school graduate	48.5	12.7	9.3	2.1	27.4	<.001
High school graduate	61.4	11.1	5.1	2.4	20.1	
Some college	62.6	13.6	6.0	3.4	14.4	
College Graduate	71.8	17.7	3.3	14.4	6.2	

Note: 1.0 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	81.5	6.2	2.5	1.1	8.7	
Rural	79.8	6.3	3.3	1.3	9.3	
Urban	82.2	6.2	2.2	1.0	8.4	ns
Northeast	82.3	5.8	2.3	1.1	8.5	
Midwest	78.2	7.3	2.8	1.0	10.7	
South	81.1	6.0	2.6	1.2	9.1	
West	85.1	5.8	2.2	1.0	5.8	ns
Nonsmoker	90.8	4.9	1.7	0.5	2.1	
Smoker	37.8	12.5	6.5	4.1	39.1	<.001
Male	78.0	6.2	2.5	1.4	11.8	
Female	84.5	6.2	2.6	0.8	5.9	<.001
White	80.9	6.4	2.2	1.1	9.4	
African American	84.2	4.8	4.2	1.2	5.7	.029
18-24 years of age	69.6	8.6	5.2	1.2	15.3	
25-44 years of age	78.7	6.7	2.9	1.1	10.6	
45-64 years of age	82.8	6.9	1.7	1.3	7.2	
65 years of age and older	90.6	2.7	1.8	0.7	4.2	<.001
Not a high school graduate	66.9	10.2	4.5	1.6	16.7	
High school graduate	77.3	6.3	3.6	1.1	11.8	
Some college	79.3	7.4	2.7	1.4	9.2	
College Graduate	89.9	4.2	1.2	0.9	3.8	<.001

Note: 0.5 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	1.2	1.3	97.1	
Rural	1.7	2.1	96.2	
Urban	1.0	0.9	98.1	.009
Northeast	1.1	1.1	97.8	
Midwest	1.9	1.1	97.0	
South	1.3	1.3	97.5	
West	0.4	1.6	98.1	ns
Nonsmoker	0.7	1.0	98.3	
Smoker	3.5	2.5	94.0	<.001
Male	1.4	1.1	97.6	
Female	1.1	1.5	97.4	ns
White	1.3	1.3	97.4	
African American	0.6	1.2	98.1	ns
18-24 years of age	1.9	1.6	96.5	
25-44 years of age	0.4	1.2	98.4	
45-64 years of age	1.3	0.8	97.9	
65 years of age and older	2.1	2.1	95.7	.020
Not a high school graduate	3.1	3.1	93.9	
High school graduate	1.1	1.6	97.2	
Some college	1.1	0.6	98.3	
College Graduate	0.9	1.1	98.0	.009

Note: 5.4 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	3.3	21.0	47.0	28.8	
Rural	3.4	23.8	51.1	21.7	<.001
Urban	3.2	19.7	45.1	32.0	
Northeast	2.9	18.7	49.6	28.7	ns
Midwest	3.4	22.1	46.2	28.3	
South	3.1	21.0	46.9	29.0	
West	4.0	21.8	45.5	28.6	
Nonsmoker	2.5	16.4	48.8	32.2	<.001
Smoker	6.8	42.9	38.1	12.2	
Male	2.6	24.8	47.0	25.5	<.001
Female	3.8	17.6	46.9	31.8	
White	3.1	22.2	47.4	27.4	.005
African American	4.4	15.4	45.6	34.6	
18-24 years of age	2.5	21.3	46.2	29.9	<.001
25-44 years of age	3.6	22.4	48.5	25.5	
45-64 years of age	3.5	23.1	42.8	30.6	
65 years of age and older	2.7	14.1	53.0	30.3	
Not a high school graduate	6.4	25.6	53.0	15.0	<.001
High school graduate	3.7	21.4	49.2	25.7	
Some college	2.7	22.0	44.8	30.4	
College Graduate	2.8	19.1	45.0	33.1	

Note: 4.7 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.11 Parents Should Not 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	<i>p</i>
Total	42.5	50.0	5.6	1.9	
Rural	34.3	58.0	6.1	1.7	<.001
Urban	46.3	46.4	5.3	2.0	
Northeast	40.5	52.7	5.0	1.8	ns
Midwest	41.0	52.4	5.1	1.5	
South	45.0	47.0	6.2	1.8	
West	41.8	50.0	5.6	2.6	
Nonsmoker	43.9	48.9	5.2	2.0	.005
Smoker	36.3	55.0	7.3	1.4	
Male	41.4	49.5	6.9	2.2	.016
Female	43.7	50.2	4.4	1.6	
White	42.0	51.1	5.3	1.7	ns
African American	42.2	48.8	6.6	2.4	
18-24 years of age	37.2	48.9	11.7	2.2	<.001
25-44 years of age	47.5	47.5	3.7	1.3	
45-64 years of age	43.3	49.4	5.0	2.2	
65 years of age and older	35.3	56.3	6.1	2.4	
Not a high school graduate	29.2	61.7	7.5	1.7	<.001
High school graduate	38.7	51.8	7.0	2.5	
Some college	42.1	51.0	4.7	2.2	
College Graduate	49.6	44.6	4.6	1.3	

Note: 1.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.12 Parent's Cigarette Smoke Is Harmful to 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	<i>p</i>
Total	45.1	51.3	2.9	0.7	
Rural	36.2	59.6	3.7	0.6	<.001
Urban	49.2	47.4	2.6	0.8	
Northeast	44.7	51.5	2.7	1.1	ns
Midwest	43.1	54.0	2.1	0.8	
South	46.1	49.7	3.5	0.7	
West	46.0	50.6	2.9	0.5	
Nonsmoker	47.6	49.5	2.3	0.6	<.001
Smoker	33.0	59.6	5.9	1.4	
Male	43.3	52.8	3.2	0.7	ns
Female	46.9	49.8	2.6	0.7	
White	44.0	52.2	3.2	0.6	ns
African American	47.0	50.3	1.8	0.9	
18-24 years of age	39.9	56.4	2.8	0.9	.001
25-44 years of age	47.5	50.4	1.5	0.6	
45-64 years of age	46.9	49.2	3.1	0.9	
65 years of age and older	40.6	53.5	5.3	0.6	
Not a high school graduate	32.9	58.3	7.1	1.7	<.001
High school graduate	39.7	56.9	2.9	0.5	
Some college	45.8	51.5	2.5	0.1	
College Graduate	52.2	44.5	2.3	1.1	

Note: 2.7 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

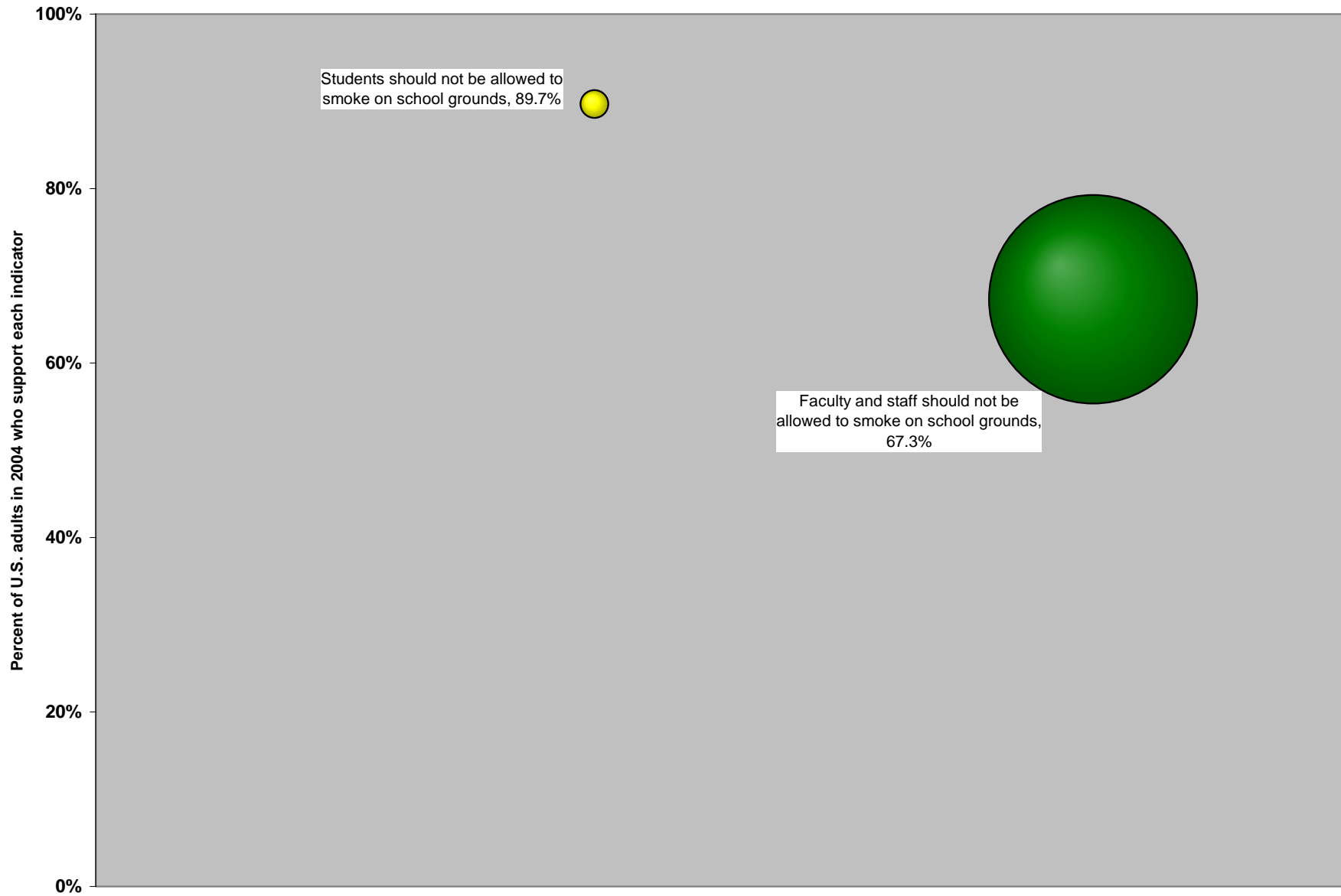
"Children are more likely to smoke if parents are smokers."

(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	30.9	54.3	13.0	1.9	
Rural	26.9	59.5	12.1	1.5	.002
Urban	32.7	51.8	13.4	2.1	
Northeast	30.0	54.6	13.7	1.6	ns
Midwest	31.0	53.8	13.7	1.5	
South	31.4	54.2	12.4	2.1	
West	30.7	54.6	12.4	2.2	
Nonsmoker	32.4	56.2	10.2	1.2	<.001
Smoker	23.6	45.4	25.7	5.3	
Male	32.3	55.3	11.0	1.4	.003
Female	29.5	53.3	14.8	2.3	
White	30.5	55.3	12.2	1.9	ns
African American	29.0	51.5	17.7	1.8	
18-24 years of age	24.1	61.3	13.3	1.3	<.001
25-44 years of age	34.3	51.8	11.4	2.6	
45-64 years of age	31.9	51.1	15.2	1.8	
65 years of age and older	27.0	60.7	11.1	1.1	
Not a high school graduate	18.8	62.8	16.7	1.7	<.001
High school graduate	26.8	56.5	14.1	2.6	
Some college	32.9	52.2	12.8	2.1	
College Graduate	35.9	51.1	11.7	1.3	

Note: 4.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Education, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

Education, 2000 to 2004

Universal Norms, Beliefs and Practices

- 193.8 million American adults (89.7 percent) believe that student should not be allowed to smoke on school grounds

Education	2000	2001	2002	2003	2004	p, 2000 to 2004	p, 2003 to 2004
Students should not be allowed to smoke on school grounds	90.0	89.6	89.7	91.1	89.7	ns	ns
Faculty and staff should not be allowed to smoke on school grounds	56.8	56.5	66.6	65.9	67.3	<.001	ns

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

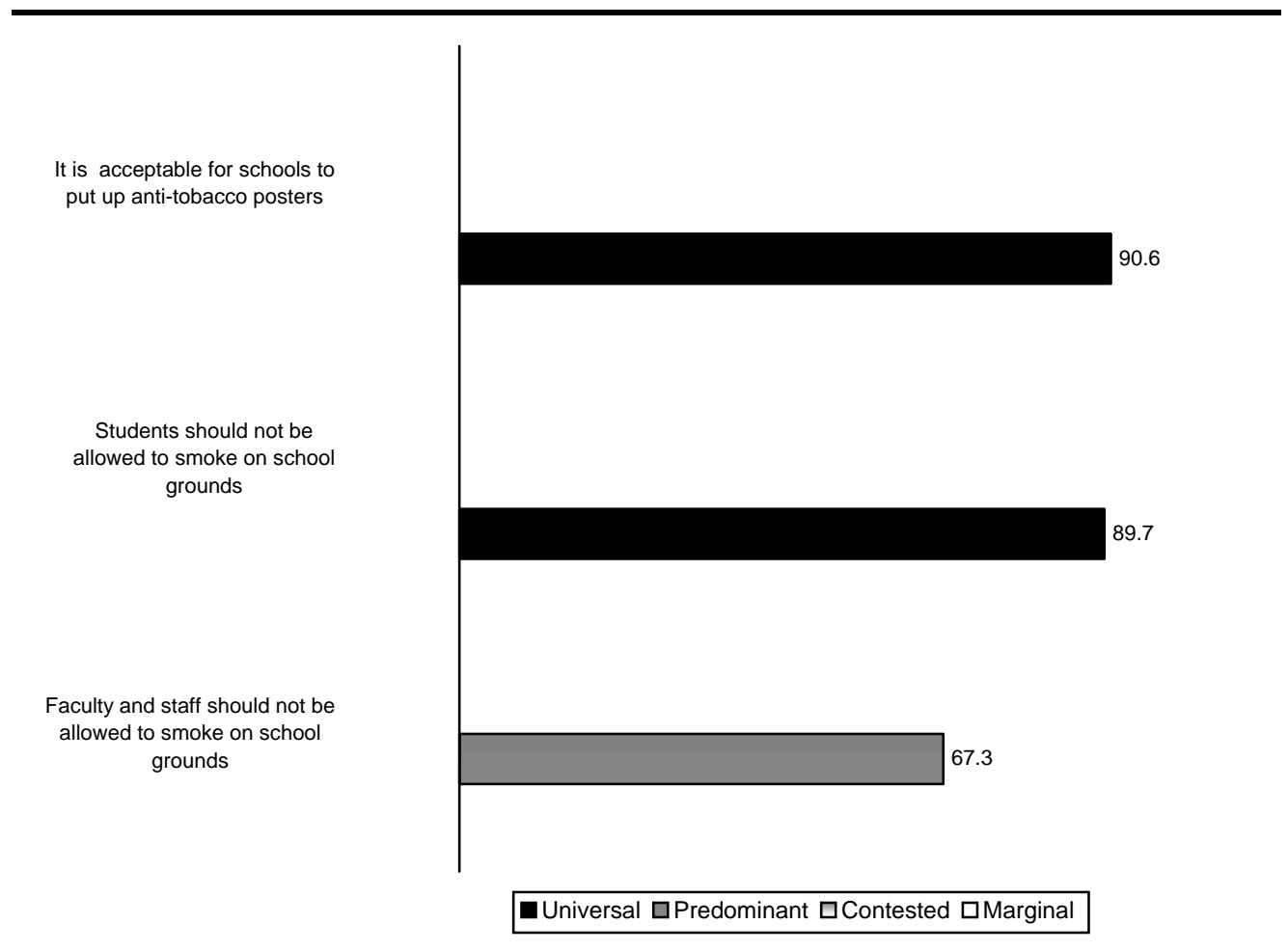


Table 3.1 Student Smoking on School Grounds

"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	0.4	9.9	89.7	
Rural	0.8	9.1	90.2	
Urban	0.3	10.2	89.5	ns
Northeast	0.4	9.7	89.9	
Midwest	0.4	8.7	90.9	
South	0.4	10.3	89.4	
West	0.5	10.8	88.7	ns
Nonsmoker	0.4	7.4	92.2	
Smoker	0.6	21.4	78.0	<.001
Male	0.4	12.8	86.8	
Female	0.5	7.2	92.3	<.001
White	0.4	9.9	89.7	
African American	0.3	9.5	90.2	ns
18-24 years of age	0.3	20.4	79.3	
25-44 years of age	0.3	10.3	89.4	
45-64 years of age	0.5	8.3	91.2	
65 years of age and older	0.7	5.8	93.5	<.001
Not a high school graduate	1.6	9.7	88.7	
High school graduate	0.4	10.0	89.6	
Some college	0.0	9.5	90.5	
College Graduate	0.4	10.3	89.3	.044

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	0.6	32.1	67.3	
Rural	1.0	28.9	70.2	
Urban	0.4	33.6	66.0	.005
Northeast	0.4	30.7	68.9	
Midwest	0.7	32.7	66.5	
South	0.6	31.6	67.8	
West	0.5	33.6	65.9	ns
Nonsmoker	0.5	26.4	73.1	
Smoker	0.8	58.4	40.9	<.001
Male	0.5	38.4	61.0	
Female	0.6	26.4	73.0	<.001
White	0.7	32.3	67.0	
African American	0.3	33.0	66.7	ns
18-24 years of age	0.3	33.7	66.0	
25-44 years of age	0.8	36.0	63.2	
45-64 years of age	0.6	32.0	67.5	
65 years of age and older	0.2	24.6	75.2	<.001
Not a high school graduate	0.8	32.1	67.1	
High school graduate	0.4	30.9	68.8	
Some college	0.4	34.1	65.5	
College Graduate	0.9	31.9	67.2	ns

Note: 0.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 3.3 Anti-Tobacco Posters in Schools

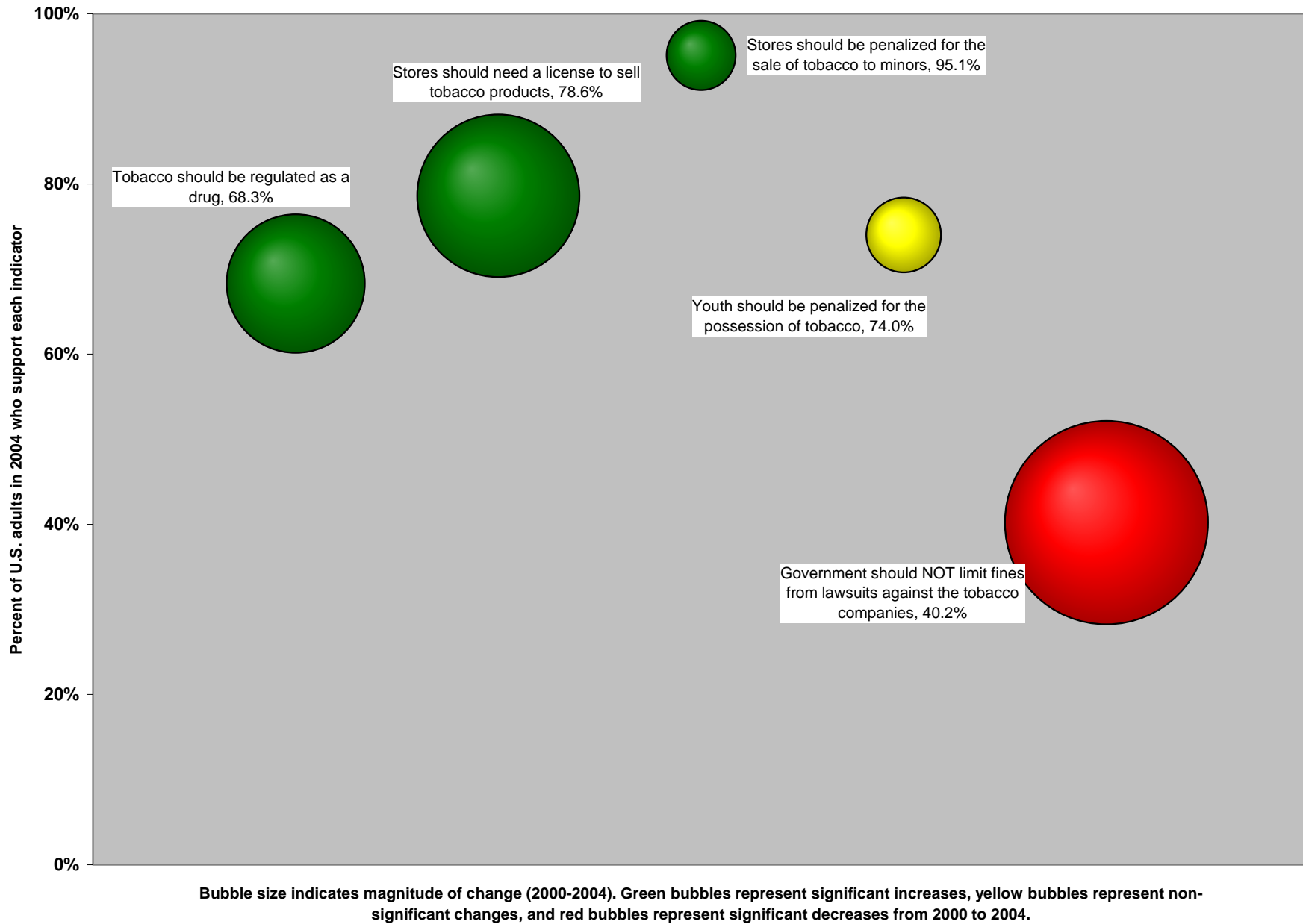
"How acceptable is it for schools to put up anti-tobacco posters?. Would you say very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?"

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

Sample Characteristic	Very acceptable	Acceptable	Unacceptable	Very Unacceptable	<i>p</i>
Total	77.8	12.7	3.7	5.7	
Rural	78.4	10.9	5.4	5.3	
Urban	77.6	13.5	3.0	5.9	.004
Northeast	76.6	15.0	2.0	6.4	
Midwest	77.2	13.4	4.1	5.3	
South	79.2	11.7	3.4	5.7	
West	77.4	11.5	5.7	5.4	ns
Nonsmoker	79.6	11.4	3.7	5.2	
Smoker	69.2	18.9	3.9	7.9	<.001
Male	75.1	15.0	4.2	5.7	
Female	80.4	10.5	3.4	5.7	.002
White	78.7	12.6	3.5	5.2	
African American	74.9	13.1	4.3	7.6	ns
18-24 years of age	73.5	18.7	3.4	4.4	
25-44 years of age	80.5	12.8	3.2	3.5	
45-64 years of age	79.1	10.9	3.4	6.6	
65 years of age or older	73.6	12.5	5.6	8.4	<.001
Not a high school graduate	71.7	15.6	4.2	8.4	
High school graduate	75.1	14.5	4.5	5.9	
Some College	76.0	12.3	4.2	7.5	
College graduate	82.7	10.9	3.0	3.4	<.001

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

Government and Political Order, 2000 to 2004



Government and Political Order, 2000 to 2004

Universal Norms, Beliefs and Practices

- 205.5 million American adults (95.1 percent) believe that stores should be penalized for the sale of tobacco to minors

Government and Political Order	2000	2001	2002	2003	2004	p, 2000 to 2004	p, 2003 to 2004
Tobacco should be regulated as a drug	63.7	66.0	66.0	65.9	68.3	.003	ns
Stores should need a license to sell tobacco products	71.5	74.6	78.2	76.8	78.6	<.001	ns
Stores should be penalized for the sale of tobacco to minors	93.4	94.0	94.0	93.1	95.1	.016	.001
Youth should be penalized for the possession of tobacco	75.6	76.0	76.3	74.7	74.0	ns	ns
Government should NOT limit fines from lawsuits against the tobacco companies	47.6	50.0	48.6	45.2	40.2	<.001	<.001

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

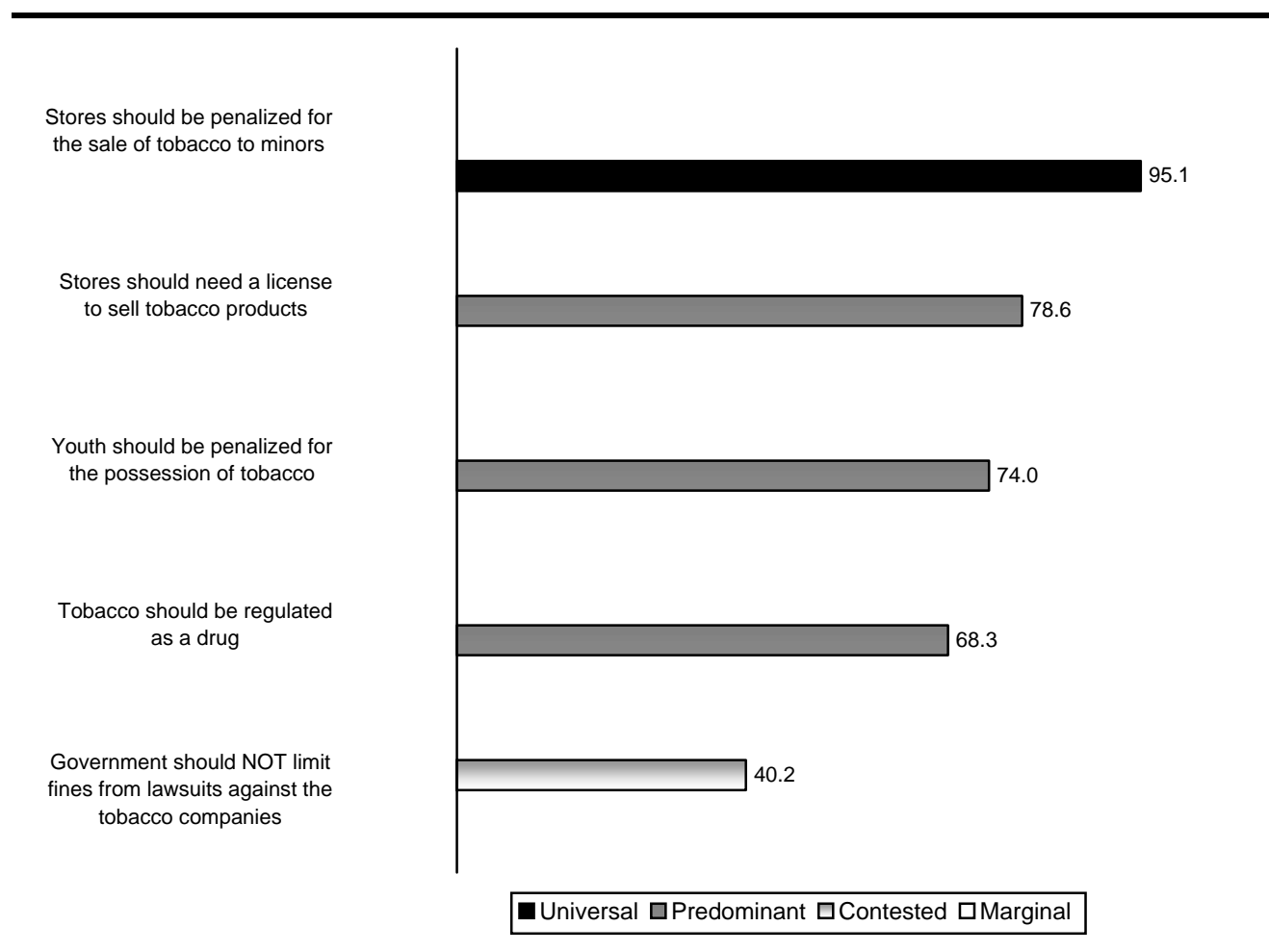


Table 4.1 Tobacco Should Be Regulated as a Drug

"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	22.0	46.3	22.6	9.1	
Rural	17.7	49.5	24.9	7.9	
Urban	24.0	44.8	21.5	9.6	<.001
Northeast	21.7	46.4	22.5	9.4	
Midwest	20.7	46.1	23.8	9.4	
South	22.8	45.3	23.3	8.6	
West	22.4	48.0	20.3	9.3	ns
Nonsmoker	23.7	49.3	19.9	7.0	
Smoker	14.0	32.7	35.2	18.0	<.001
Male	19.5	43.2	26.3	11.0	
Female	24.4	49.2	19.1	7.3	<.001
White	19.9	46.6	23.9	9.5	
African American	28.1	48.6	16.1	7.3	<.001
18-24 years of age	21.4	49.4	20.5	8.8	
25-44 years of age	23.3	49.5	20.2	7.0	
45-64 years of age	22.3	41.9	25.1	10.7	
65 years of age and older	19.5	47.6	23.3	9.6	.008
Not a high school graduate	19.9	49.6	23.0	7.5	
High school graduate	21.6	49.4	21.2	7.9	
Some college	21.9	46.1	21.9	10.2	
College graduate	22.9	43.3	24.5	9.3	ns

Note: 6.8 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	22.2	56.3	17.4	4.0	
Rural	17.7	61.5	17.2	3.6	
Urban	24.3	53.9	17.5	4.2	<.001
Northeast	25.3	50.6	21.0	3.1	
Midwest	20.2	58.4	16.7	4.7	
South	22.4	57.1	16.1	4.4	
West	21.4	57.9	17.1	3.6	ns
Nonsmoker	24.0	57.9	15.3	2.7	
Smoker	14.3	48.9	27.0	9.7	<.001
Male	20.4	55.2	19.1	5.3	
Female	24.0	57.3	15.9	2.8	<.001
White	20.4	56.6	18.7	4.4	
African American	27.9	59.4	9.7	3.0	<.001
18-24 years of age	22.0	61.0	13.0	4.0	
25-44 years of age	23.1	58.6	15.3	3.1	
45-64 years of age	22.2	52.8	20.1	4.9	
65 years of age or older	21.1	56.4	18.6	3.8	.019
Not a high school graduate	17.6	63.9	14.7	3.8	
High school graduate	20.3	57.7	18.7	3.3	
Some college	23.4	56.7	15.0	5.0	
College graduate	23.9	53.1	18.9	4.1	.036

Note: 3.6 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	38.2	56.9	4.2	0.8	
Rural	30.1	63.6	5.5	0.8	
Urban	42.0	53.8	3.6	0.7	<.001
Northeast	38.4	55.9	4.4	1.2	
Midwest	37.1	57.0	5.2	0.7	
South	39.2	56.0	4.0	0.8	
West	37.5	59.3	2.9	0.3	ns
Nonsmoker	39.1	56.2	4.2	0.5	
Smoker	33.7	60.3	3.9	2.2	<.001
Male	38.1	56.6	4.7	0.6	
Female	38.3	57.0	3.8	0.9	ns
White	37.3	57.6	4.4	0.7	
African American	40.7	53.6	4.5	1.2	ns
18-24 years of age	33.4	59.5	6.7	0.3	
25-44 years of age	40.6	55.8	3.0	0.6	
45-64 years of age	39.2	56.0	3.8	1.0	
65 years of age or older	35.1	59.0	5.4	0.6	.022
Not a high school graduate	26.3	65.8	6.7	1.3	
High school graduate	35.4	59.5	4.7	0.4	
Some College	39.1	56.0	4.1	0.8	
College graduate	42.7	53.1	3.3	1.0	<.001

Note: 1.1 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	18.7	55.2	22.5	3.6	
Rural	14.7	60.9	21.7	2.6	
Urban	20.6	52.6	22.8	4.0	<.001
Northeast	17.8	52.8	24.7	4.7	
Midwest	17.3	56.4	22.4	3.9	
South	20.2	55.2	21.2	3.4	
West	18.7	56.1	22.7	2.5	ns
Nonsmoker	19.4	56.2	21.5	2.9	
Smoker	15.2	51.6	27.0	6.1	<.001
Male	16.6	54.4	24.8	4.2	
Female	20.5	56.1	20.3	3.1	.003
White	17.1	56.2	23.0	3.7	
African American	24.4	49.0	24.0	2.6	.008
18-24 years of age	17.1	51.9	26.3	4.7	
25-44 years of age	20.7	61.9	15.0	2.4	
45-64 years of age	18.5	52.8	24.4	4.2	
65 years of age or older	16.4	49.9	30.1	3.6	<.001
Not a high school graduate	14.4	61.9	20.8	3.0	
High school graduate	18.7	54.8	23.5	2.9	
Some college	18.6	56.4	21.2	3.8	
College graduate	19.8	53.5	22.8	3.9	ns

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

Table 4.5 Lawsuit Limit Against Tobacco Companies

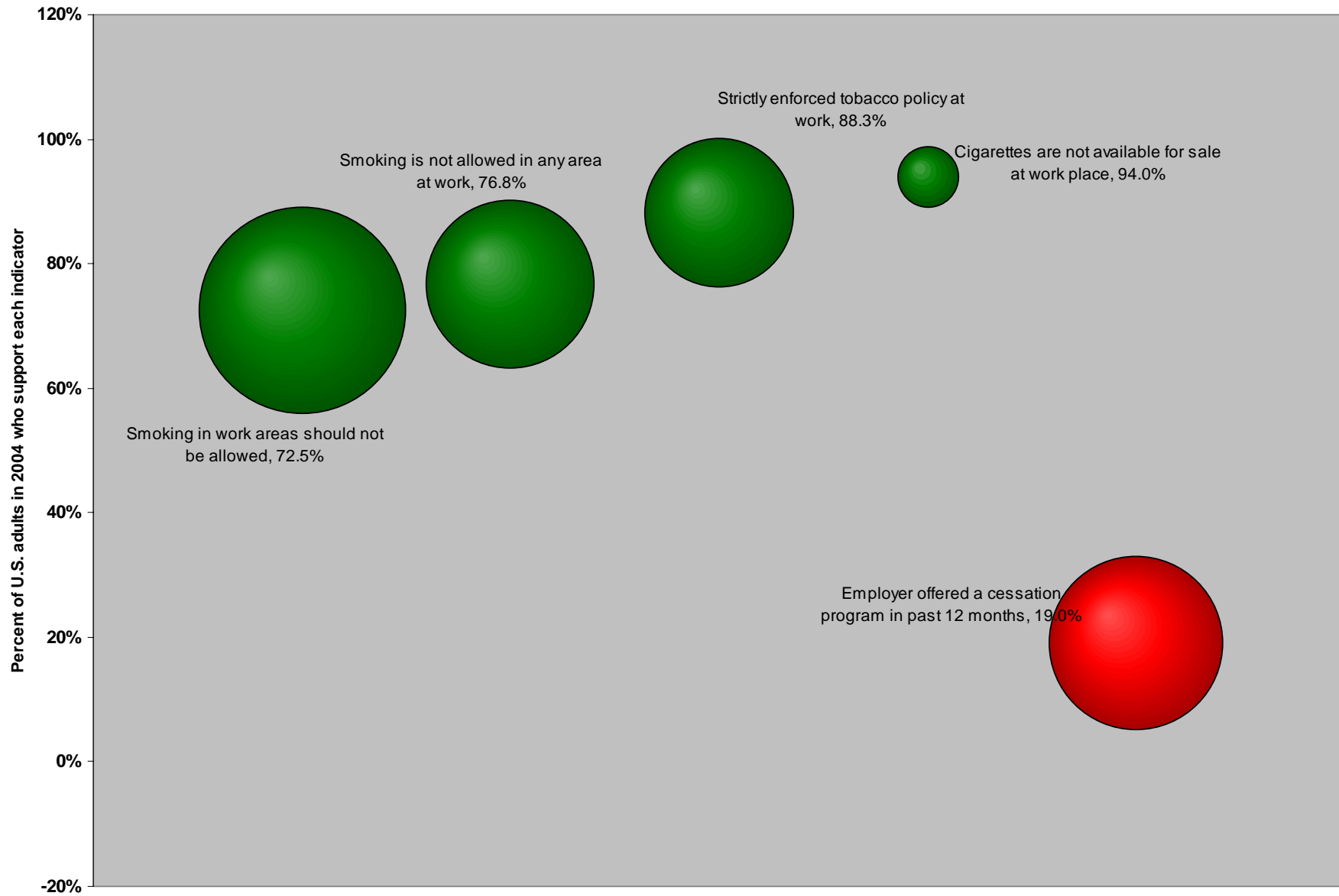
"The government should limit fines from lawsuits against the tobacco companies. Do you strongly agree, agree, disagree, or strongly disagree?"

(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	12.5	47.3	31.0	9.2	
Rural	10.3	53.8	29.7	6.2	
Urban	13.5	44.3	31.6	10.6	<.001
Northeast	14.5	49.7	27.6	8.2	
Midwest	10.2	48.8	30.7	10.2	
South	13.2	47.2	31.2	8.4	
West	11.8	43.6	34.2	10.5	ns
Nonsmoker	11.7	47.2	31.8	9.3	
Smoker	16.2	48.2	27.3	8.3	.025
Male	12.8	49.8	28.4	9.0	
Female	12.2	45.0	33.5	9.4	.029
White	12.3	48.5	30.8	8.4	
African American	12.6	40.4	34.1	12.9	.012
18-24 years of age	9.7	52.3	28.2	9.7	
25-44 years of age	13.6	47.3	30.9	8.2	
45-64 years of age	11.8	46.0	31.5	10.6	
65 years of age or older	13.5	47.0	31.6	7.9	ns
Not a high school graduate	12.2	52.5	30.3	5.0	
High school graduate	12.7	47.3	32.4	7.5	
Some college	12.5	49.1	28.4	10.1	
College graduate	12.3	45.3	31.5	10.9	ns

Note: 9.1 percent of respondents reported *Don't know* or refused.
Percentages may not add to 100 due to rounding.

Work, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

Work, 2000 to 2004

Universal Norms, Beliefs, and Practices

- 203.1 million American adults (94.0 percent) report that cigarettes are not available for sale at their work place
- 190.8 million American adults (88.3 percent) report a strictly enforced tobacco policy at work
- 190.0 million American adults (87.9 percent) report no ETS exposure at work in the past 7 days

Work	2000	2001	2002	2003	2004	p, 2000 to 2004	p, 2003 to 2004
Smoking in work areas should not be allowed	57.8	61.8	66.4	68.9	72.5	<.001	.002
Smoking is not allowed in any area at work	65.7	68.5	65.0	69.9	76.8	<.001	<.001
Strictly enforced tobacco policy at work	78.0	79.5	80.7	86.5	88.3	<.001	ns
Cigarettes are not available for sale at work place	91.9	91.9	93.4	93.5	94.0	.035	ns
Employer offered a cessation program in past 12 months	23.2	23.6	21.3	18.9	19.0	.014	ns
No ETS exposure at work in the past 7 days	n/a	n/a	n/a	86.1	87.9	n/a	ns

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

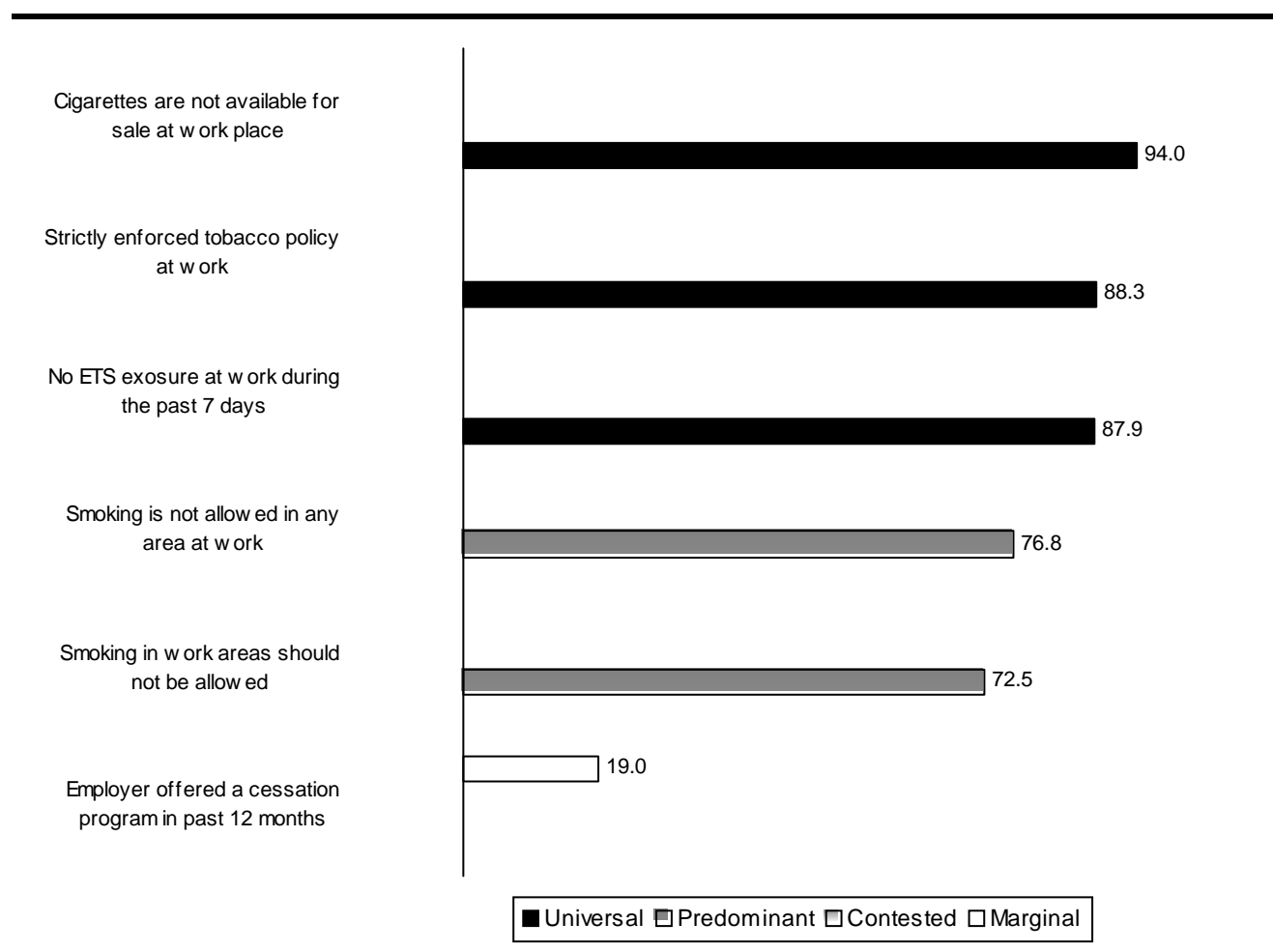


Table 5.1 Should Smoking Be Allowed in Work Areas

"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	1.1	26.4	72.5	
Rural	2.2	27.5	70.3	
Urban	0.6	25.8	73.6	<.001
Northeast	1.3	24.0	74.8	
Midwest	1.3	31.0	67.7	
South	1.1	28.7	70.2	
West	0.5	19.4	80.1	<.001
Nonsmoker	0.6	19.8	79.7	
Smoker	3.7	56.9	39.4	<.001
Male	1.5	30.8	67.7	
Female	0.7	22.3	76.9	<.001
White	1.2	26.6	72.2	
African American	1.2	27.4	71.4	ns
18-24 years of age	1.5	29.8	68.7	
25-44 years of age	1.0	27.7	71.3	
45-64 years of age	1.2	25.7	73.1	
65 years of age or older	0.9	23.2	75.9	ns
Not a high school graduate	3.7	35.8	60.5	
High school graduate	1.8	32.2	66.0	
Some college	0.7	27.1	72.2	
College graduate	0.3	19.2	80.5	<.001

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

Table 5.2 Employer Smoking Policy

"Which of the following best describes your place of work's official smoking policy for indoor work areas?"

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

Sample Characteristic	Smoking is not allowed in any area	It is allowed in some areas	It is allowed in all areas	There is no official policy	p
Total	76.8	14.6	3.0	5.3	
Rural	75.0	16.1	4.0	4.9	
Urban	77.4	14.5	2.7	5.4	ns
Northeast	80.5	12.4	3.0	4.1	
Midwest	76.5	15.0	2.4	6.1	
South	72.2	18.9	3.5	5.4	
West	81.0	10.3	3.1	5.6	.024
Nonsmoker	81.2	13.3	1.5	4.0	
Smoker	57.1	22.1	10.1	10.7	<.001
Male	70.5	17.4	4.5	7.7	
Female	83.6	12.3	1.4	2.6	<.001
White	76.9	14.2	3.6	5.4	
African American	72.5	20.7	0.0	6.7	.005
18-24 years of age	68.4	18.9	4.6	8.2	
25-44 years of age	75.9	15.7	2.6	5.9	
45-64 years of age	80.1	13.2	2.9	3.8	
65 years of age or older	76.8	13.0	4.3	5.8	ns
Not a high school graduate	43.8	29.2	10.1	16.9	
High school graduate	69.8	19.3	5.2	5.7	
Some college	74.3	16.9	1.8	7.0	
College graduate	86.4	9.3	1.6	2.7	<.001

Note: 39.5 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 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	1.3	2.7	7.8	88.3	
Rural	1.3	3.2	9.3	86.3	
Urban	1.3	2.5	7.2	89.0	ns
Northeast	1.2	2.9	9.0	86.9	
Midwest	1.3	2.9	5.1	90.7	
South	1.2	2.8	8.3	87.6	
West	1.9	1.9	8.6	87.7	ns
Nonsmoker	1.3	2.7	7.0	89.1	
Smoker	1.2	3.1	11.7	84.0	ns
Male	1.6	3.4	8.1	86.9	
Female	1.0	2.0	7.4	89.7	ns
White	1.0	2.5	7.3	89.1	
African American	0.6	3.9	9.5	86.0	ns
18-24 years of age	1.8	7.2	13.3	77.7	
25-44 years of age	1.7	1.5	8.3	88.5	
45-64 years of age	0.8	2.3	6.3	90.7	
65 years of age or older	1.7	8.3	3.3	86.7	<.001
Not a high school graduate	3.2	4.8	17.5	74.6	
High school graduate	2.2	5.9	11.3	80.5	
Some college	1.0	1.9	6.6	90.5	
College graduate	0.7	1.0	5.6	92.7	<.001

Note: 45.1 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 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	6.0	94.0	
Rural	5.1	94.9	
Urban	6.3	93.7	ns
Northeast	6.8	93.2	
Midwest	5.1	94.9	
South	6.2	93.8	
West	5.8	94.2	ns
Nonsmoker	5.7	94.3	
Smoker	7.3	92.7	ns
Male	6.0	94.0	
Female	6.0	94.0	ns
White	6.0	94.0	
African American	5.7	94.3	ns
18-24 years of age	7.6	92.4	
25-44 years of age	6.4	93.6	
45-64 years of age	5.2	94.8	
65 years of age or older	4.5	95.5	ns
Not a high school graduate	9.9	90.1	
High school graduate	9.4	90.6	
Some College	6.1	93.9	
College graduate	3.3	96.7	ns

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

Table 5.5 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	p
Total	19.0	81.0	
Rural	17.8	82.2	
Urban	19.6	80.4	ns
Northeast	22.1	77.9	
Midwest	21.3	78.7	
South	16.4	83.6	
West	17.6	82.4	ns
Nonsmoker	20.6	79.4	
Smoker	12.8	87.2	.001
Male	18.6	81.4	
Female	19.5	80.5	ns
White	19.3	80.7	
African American	21.3	78.7	ns
21-24 years of age	10.6	89.4	
25-44 years of age	19.7	80.3	
45-64 years of age	21.0	79.0	
65 years of age or older	14.9	85.1	.009
Not a high school graduate	12.5	87.5	
High school graduate	14.1	85.9	
Some college	17.6	82.4	
College graduate	23.7	76.3	<.001

Note: 43.0 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Table 5.6 Frequency of ETS Exposure at Work

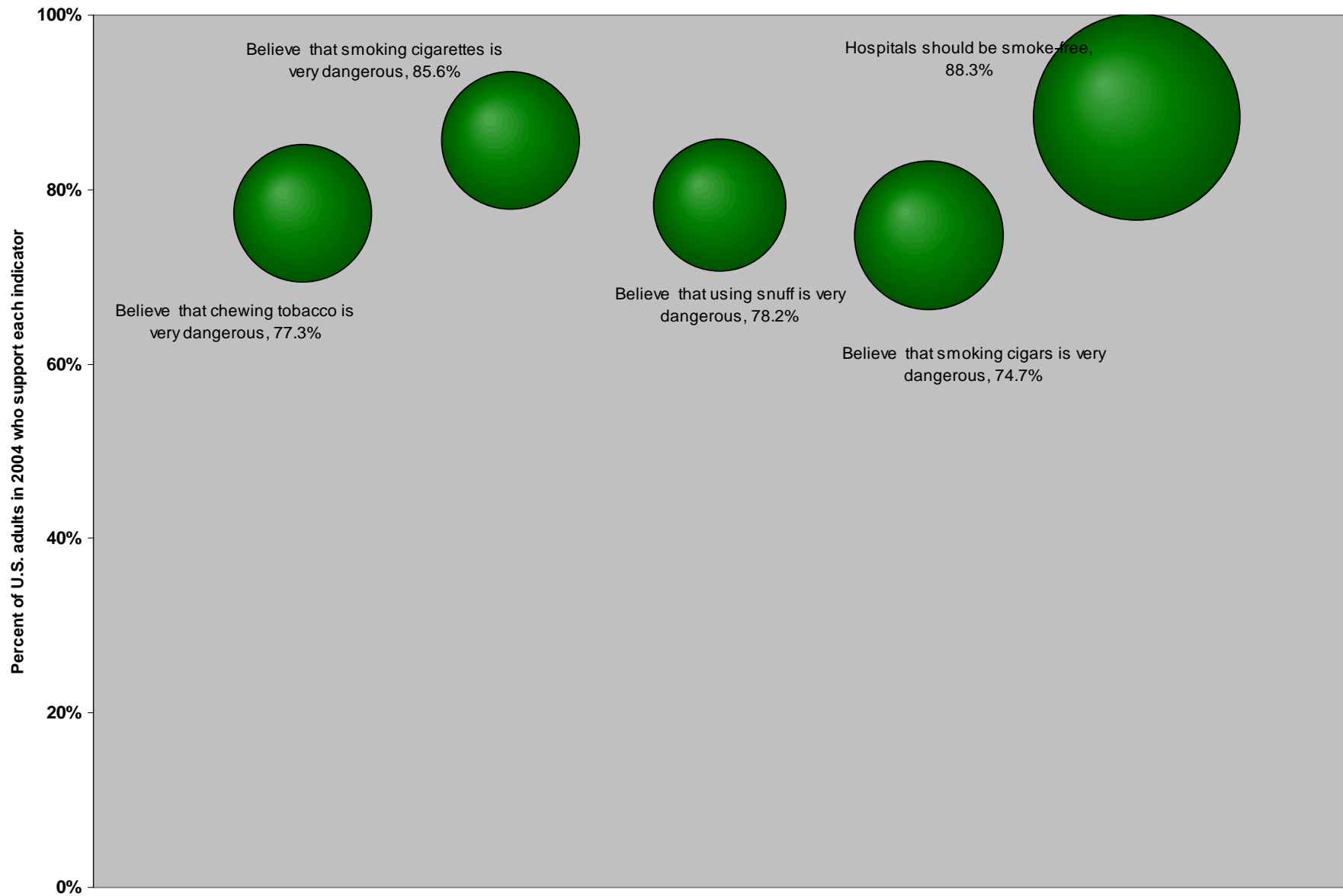
"During the past 7 days, on how many days were you in the same room at work with someone who was smoking cigarettes?"

(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	87.9	3.9	2.3	2.1	3.8	
Rural	85.4	4.2	1.7	3.5	5.2	
Urban	88.9	3.7	2.6	1.6	3.3	.026
Northeast	88.3	4.4	2.3	2.3	2.6	
Midwest	85.2	3.4	2.6	2.9	5.8	
South	86.0	4.6	3.0	2.3	4.2	
West	93.6	2.8	0.6	0.9	2.1	ns
Nonsmoker	90.9	3.5	1.8	1.7	2.0	
Smoker	72.0	5.4	4.3	4.7	13.6	<.001
Male	85.7	4.3	2.5	3.2	4.2	
Female	90.2	3.4	2.0	1.0	3.5	.015
White	88.7	3.6	2.0	2.1	3.7	
African American	83.6	5.1	2.3	4.0	5.1	ns
18-24 years of age	79.0	6.6	4.8	3.6	6.0	
25-44 years of age	88.3	2.8	2.0	2.1	4.9	
45-64 years of age	90.0	4.3	1.9	1.8	1.9	
65 years of age and older	85.7	3.2	1.6	4.8	4.8	.006
Not a high school graduate	66.7	7.9	6.3	4.8	14.3	
High school graduate	81.1	5.6	2.7	4.2	6.4	
Some college	88.2	2.6	3.4	2.2	3.6	
College Graduate	93.5	3.2	1.0	0.8	1.4	<.001

Note: 44.7 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Health and Medical Care, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

Health and Medical Care, 2000 to 2004

Universal Norms, Beliefs, and Practices

- 190.7 million American adults (88.3 percent) believe that hospitals should be smoke-free
- 187.9 million American adults (85.6 percent) believe that smoking cigarettes is very dangerous

Health and Medical Care	2000	2001	2002	2003	2004	p, 2000 to 2004	p, 2003 to 2004
Believe that chewing tobacco is very dangerous	71.4	73.2	77.1	79.3	77.3	<.001	ns
Believe that smoking cigarettes is very dangerous	78.9	81.0	84.2	84.6	85.6	<.001	ns
Believe that using snuff is very dangerous	72.5	75.0	79.3	80.5	78.2	<.001	.039
Believe that smoking cigars is very dangerous	68.1	65.2	73.0	73.1	74.7	.001	ns
Hospitals should be smoke-free	74.3	83.9	84.8	85.7	88.3	<.001	.003

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

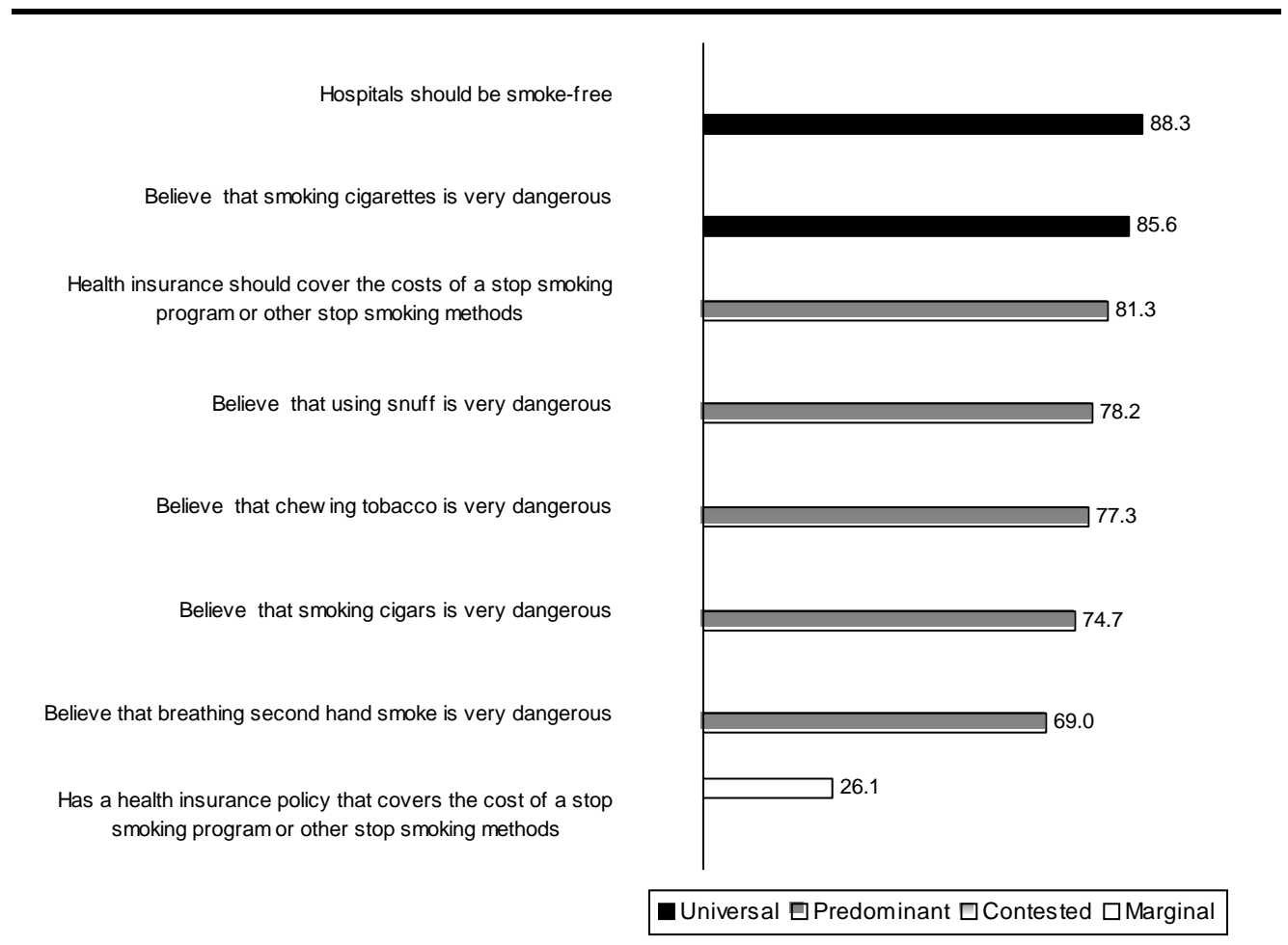


Table 6.1 Danger of Second Hand Smoke

"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	<i>p</i>
Total	69.0	25.6	5.4	
Rural	69.8	24.8	5.4	
Urban	68.7	26.0	5.3	ns
Northeast	68.1	26.5	5.4	
Midwest	66.5	28.1	5.4	
South	70.2	23.7	6.1	
West	70.4	25.6	4.0	ns
Nonsmoker	74.2	22.5	3.2	
Smoker	43.5	41.0	15.5	<.001
Male	59.9	32.3	7.7	
Female	77.2	19.6	3.3	<.001
White	66.4	27.9	5.7	
African American	76.3	19.3	4.5	.001
18-24 years of age	72.0	21.5	6.5	
25-44 years of age	69.8	26.3	3.9	
45-64 years of age	65.1	29.1	5.8	
65 years of age or older	73.3	20.2	6.6	.001
Not a high school graduate	68.6	22.6	8.8	
High school graduate	69.6	25.3	5.0	
Some college	68.1	26.3	5.6	
College graduate	68.9	26.5	4.7	ns

Note: 2.6 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	<i>p</i>
Total	77.3	19.5	3.3	
Rural	77.4	18.2	4.4	
Urban	77.2	20.0	2.7	.047
Northeast	79.0	19.0	1.9	
Midwest	75.5	21.4	3.1	
South	74.4	21.5	4.1	
West	82.8	14.1	3.1	.022
Nonsmoker	80.7	16.9	2.4	
Smoker	60.0	32.1	7.9	<.001
Male	70.6	25.4	4.0	
Female	83.5	13.9	2.6	<.001
White	76.1	20.7	3.3	
African American	79.0	16.9	4.4	ns
18-24 years of age	79.1	16.5	4.4	
25-44 years of age	77.5	20.8	1.7	
45-64 years of age	76.2	20.4	3.5	
65 years of age or older	78.0	17.0	5.0	.007
Not a high school graduate	71.8	21.4	6.8	
High school graduate	76.1	20.5	3.4	
Some college	78.9	17.0	4.2	
College graduate	77.9	20.4	1.7	.001

Note: 5.5 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	85.6	12.6	1.8	
Rural	85.3	12.3	2.4	
Urban	85.8	12.7	1.5	ns
Northeast	85.6	13.0	1.4	
Midwest	84.2	13.9	1.9	
South	84.4	13.2	2.4	
West	89.4	9.8	0.8	ns
Nonsmoker	90.1	8.8	1.1	
Smoker	64.4	30.4	5.2	<.001
Male	81.7	16.0	2.3	
Female	89.3	9.5	1.3	<.001
White	85.1	13.0	1.9	
African American	86.2	12.3	1.5	ns
18-24 years of age	82.1	15.8	2.1	
25-44 years of age	86.7	12.5	0.7	
45-64 years of age	85.7	12.2	2.2	
65 years of age or older	85.6	11.8	2.6	.046
Not a high school graduate	79.7	17.0	3.3	
High school graduate	82.9	15.1	2.1	
Some college	85.7	12.3	2.1	
College graduate	89.1	10.1	0.8	<.001

Note: 1.2 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	78.2	19.1	2.7	
Rural	78.6	18.9	2.5	
Urban	78.0	19.2	2.8	ns
Northeast	78.6	19.6	1.8	
Midwest	77.2	20.0	2.8	
South	76.1	20.9	3.0	
West	82.6	14.6	2.8	ns
Nonsmoker	81.4	16.9	1.7	
Smoker	61.0	30.7	8.3	<.001
Male	70.6	25.8	3.7	
Female	85.2	12.9	1.9	<.001
White	77.0	20.3	2.8	
African American	78.8	17.7	3.5	ns
18-24 years of age	81.3	14.2	4.5	
25-44 years of age	79.0	19.4	1.6	
45-64 years of age	75.8	21.4	2.8	
65 years of age or older	79.2	17.2	3.6	.006
Not a high school graduate	74.2	22.0	3.8	
High school graduate	75.7	20.7	3.5	
Some college	78.6	17.8	3.6	
College graduate	80.3	18.6	1.2	.007

Note: 9.8 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	<i>p</i>
Total	74.7	21.2	4.0	
Rural	78.9	17.6	3.5	
Urban	72.9	22.9	4.2	.003
Northeast	72.4	21.5	6.2	
Midwest	73.7	22.7	3.7	
South	74.7	21.5	3.9	
West	78.2	19.0	2.8	ns
Nonsmoker	78.4	18.8	2.8	
Smoker	56.2	33.9	9.9	<.001
Male	68.2	26.5	5.3	
Female	80.8	16.4	2.9	<.001
White	72.7	23.0	4.4	
African American	81.7	14.6	3.7	.002
18-24 years of age	77.6	17.1	5.3	
25-44 years of age	74.2	23.4	2.4	
45-64 years of age	73.7	21.8	4.5	
65 years of age or older	75.9	18.9	5.2	.013
Not a high school graduate	73.6	19.0	7.4	
High school graduate	74.9	20.5	4.6	
Some college	76.4	19.8	3.8	
College graduate	72.9	24.1	3.0	.014

Note: 3.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.6 Should Health Insurance Cover Stop Smoking Programs

"Health insurance should cover the costs of a stop smoking program or other stop smoking methods. 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	23.9	57.4	16.2	2.6	
Rural	19.3	61.0	17.1	2.7	
Urban	26.0	55.8	15.8	2.5	.002
Northeast	29.1	55.8	12.1	3.0	
Midwest	21.9	58.9	17.1	2.2	
South	22.5	55.6	19.0	2.9	
West	23.6	60.5	13.9	2.0	.003
Nonsmoker	22.5	57.9	16.8	2.8	
Smoker	29.7	55.8	13.1	1.4	.001
Male	22.1	57.4	18.2	2.3	
Female	25.5	57.5	14.2	2.7	.015
White	22.6	58.8	16.0	2.6	
African American	28.4	52.4	17.9	1.3	.035
18-24 years of age	19.5	60.7	16.8	3.0	
25-44 years of age	26.0	62.0	10.6	1.4	
45-64 years of age	26.7	56.3	14.8	2.2	
65 years of age or older	16.5	49.1	29.3	5.2	<.001
Not a high school graduate	20.4	55.1	19.6	4.9	
High school graduate	24.2	55.6	17.8	2.4	
Some college	23.9	58.5	14.9	2.7	
College graduate	24.4	58.6	15.0	2.0	ns

Note: 6.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.7 Does Health Insurance Cover Stop Smoking Programs

"Does your health insurance cover the costs of a stop smoking program or other stop smoking methods?"

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

Sample Characteristic	Do not have insurance	Yes	No	<i>p</i>
Total	7.7	26.1	66.2	
Rural	9.6	25.8	64.6	
Urban	6.7	26.2	67.0	ns
Northeast	4.8	32.5	62.7	
Midwest	8.5	26.8	64.8	
South	8.1	19.0	72.9	
West	9.0	32.4	58.6	<.001
Nonsmoker	5.8	27.7	66.5	
Smoker	14.2	21.0	64.8	<.001
Male	8.2	23.5	68.3	
Female	7.4	28.6	64.0	ns
White	8.1	26.6	65.4	
African American	4.3	23.7	71.9	.049
18-24 years of age	10.1	24.5	65.4	
25-44 years of age	7.9	26.5	65.6	
45-64 years of age	8.4	30.6	60.9	
65 years of age or older	5.1	17.3	77.7	<.001
Not a high school graduate	19.9	17.7	62.4	
High school graduate	7.4	20.3	72.3	
Some college	6.9	28.9	64.1	
College graduate	4.8	32.0	63.1	<.001

Note: 40.1 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.8 Should Smoking Be Allowed in Hospitals

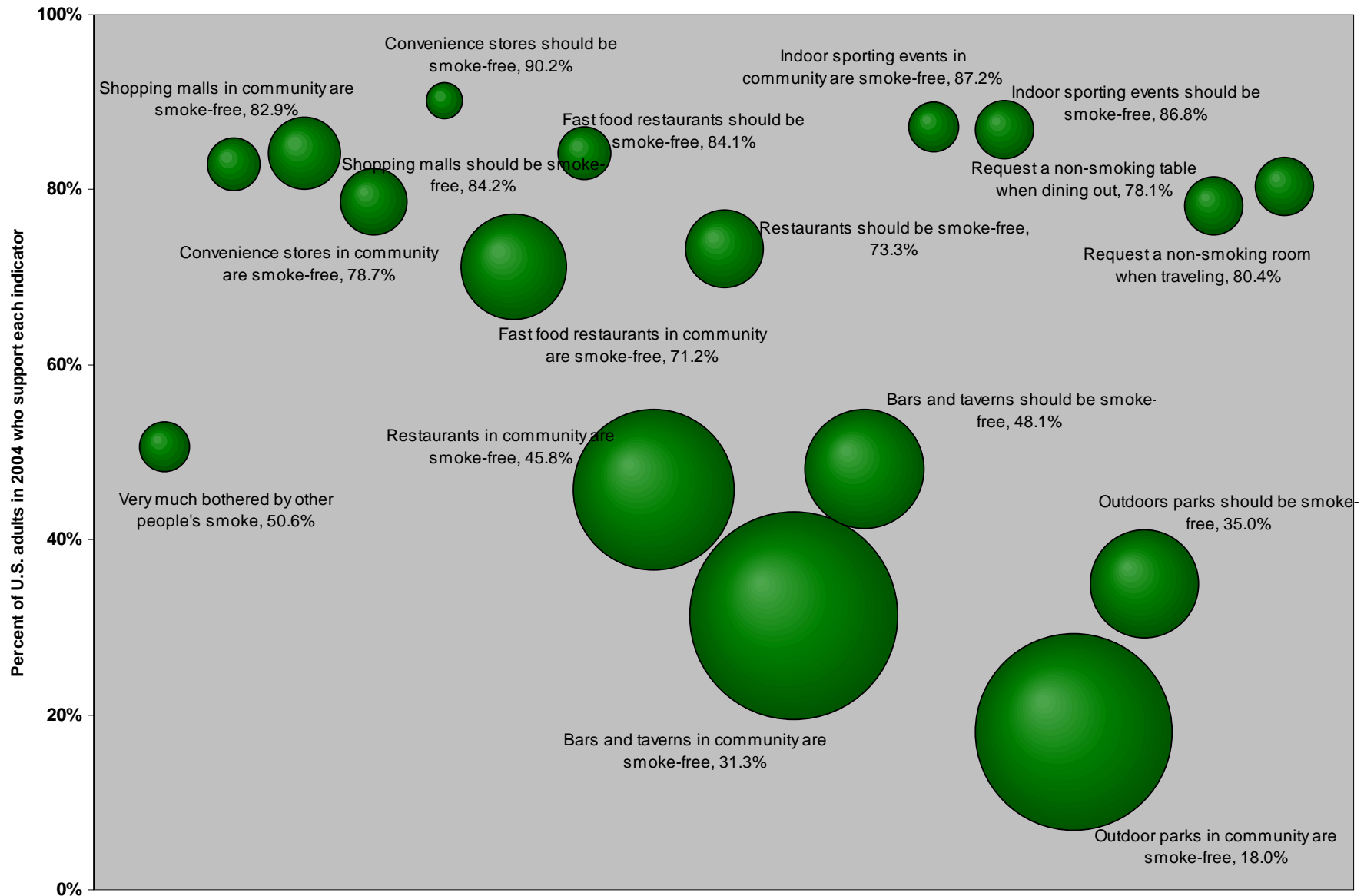
"In hospitals, do you think that smoking should be allowed in all areas, is some areas, or not at all?"

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	0.2	11.5	88.3	
Rural	0.2	11.4	88.4	
Urban	0.3	11.6	88.2	ns
Northeast	0.0	9.0	91.0	
Midwest	0.6	11.4	88.0	
South	0.3	12.7	87.0	
West	0.0	11.7	88.3	ns
Nonsmoker	0.3	8.2	91.5	
Smoker	0.2	26.8	73.0	<.001
Male	0.2	13.3	86.5	
Female	0.3	10.0	89.8	.020
White	0.1	12.5	87.4	
African American	1.2	7.1	91.7	<.001
18-24 years of age	0.0	12.8	87.2	
25-44 years of age	0.0	12.7	87.3	
45-64 years of age	0.5	11.2	88.4	
65 years of age or older	0.4	9.5	90.1	ns
Not a high school graduate	0.4	16.3	83.3	
High school graduate	0.1	11.8	88.0	
Some college	0.4	11.6	88.0	
College graduate	0.2	10.3	89.5	ns

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

Recreation, Leisure, and Sports, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

Recreation, Leisure and Sports, 2000 to 2004

Universal Norms, Beliefs, and Practices

- 194.9 million American adults (90.2 percent) believe that convenience stores should be smoke free
- 188.4 million American adults (87.2 percent) report that indoor sporting events in their community are smoke-free
- 187.5 million American adults (86.8 percent) believe that indoor sporting events should be smoke-free

Recreation, Leisure, and Sports	2000	2001	2002	2003	2004	p, 2000 to 2004	p, 2003 to 2004
Very much bothered by other people's smoke	46.8	48.1	50.3	52.2	50.6	.017	ns
No ETS exposure in a public place in the past 7 days	n/a	n/a	n/a	44.6	55.5	n/a	<.001
Shopping malls in community are smoke-free	75.4	77.0	79.2	79.0	82.9	<.001	<.001
Shopping malls should be smoke-free	71.4	75.3	81.0	80.9	84.2	<.001	<.001
Convenience stores in community are smoke-free	68.4	73.7	75.4	76.6	78.7	<.001	ns
Convenience stores should be smoke-free	86.3	86.9	87.6	88.1	90.2	<.001	.010
Fast food restaurants in community are smoke-free	52.1	57.8	63.5	68.9	71.2	<.001	ns
Fast food restaurants should be smoke-free	76.8	80.0	81.5	83.8	84.1	<.001	ns
Restaurants in community are smoke-free	24.5	28.1	26.5	39.0	45.8	<.001	<.001
Restaurants should be smoke-free	61.0	61.4	65.5	69.0	73.3	<.001	.004
Bars and taverns in community are smoke-free	12.9	12.4	13.3	23.7	31.3	<.001	<.001
Bars and taverns should be smoke-free	32.8	33.2	42.9	41.4	48.1	<.001	<.001
Indoor sporting events in community are smoke-free	80.2	81.7	80.2	85.7	87.2	<.001	ns
Indoor sporting events should be smoke-free	77.5	80.4	82.5	83.7	86.8	<.001	<.001
Outdoor parks in community are smoke-free	7.9	7.9	11.3	11.8	18.0	<.001	ns
Outdoors parks should be smoke-free	25.0	25.2	37.6	32.4	35.0	<.001	.037
Request a non-smoking table when dining out	70.1	72.8	75.5	76.8	78.1	<.001	ns
Request a non-smoking room when traveling	72.2	75.1	78.2	77.9	80.4	<.001	.021

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

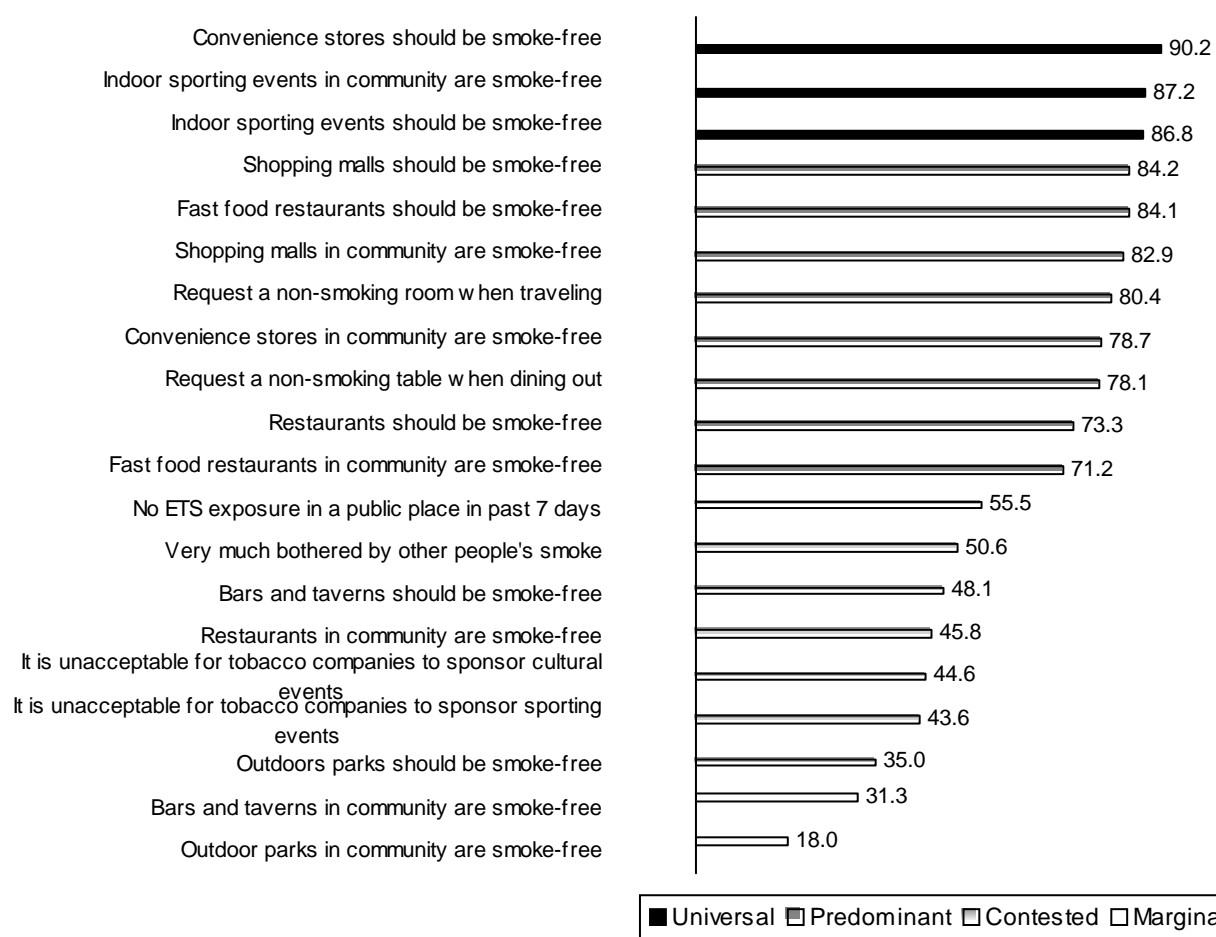


Table 7.1 Tolerance for Second-Hand Smoke

"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	16.5	14.6	18.3	50.6	
Rural	17.8	13.9	16.6	51.6	
Urban	15.9	14.9	19.1	50.1	ns
Northeast	14.6	15.5	18.3	51.5	
Midwest	17.0	16.9	18.7	47.5	
South	16.8	14.6	16.9	51.7	
West	17.1	11.1	20.3	51.4	ns
Nonsmoker	8.5	12.8	19.0	59.7	
Smoker	53.4	23.5	15.1	8.0	<.001
Male	21.4	18.1	20.6	39.9	
Female	12.2	11.5	16.1	60.3	<.001
White	17.3	14.5	19.2	48.9	
African American	13.6	14.5	15.7	56.1	ns
18-24 years of age	23.0	14.4	16.9	45.7	
25-44 years of age	15.0	15.0	21.7	48.4	
45-64 years of age	16.4	14.8	17.7	51.1	
65 years of age or older	15.6	13.7	14.5	56.2	.001
Not a high school graduate	30.2	16.5	13.3	39.9	
High school graduate	20.7	16.2	17.3	45.8	
Some college	17.3	13.7	20.5	48.5	
College graduate	9.5	13.6	19.1	57.8	<.001

Note: 0.6 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	55.5	24.5	8.5	2.9	8.5	
Rural	59.6	21.1	7.8	3.5	8.0	
Urban	53.6	26.1	8.9	2.6	8.7	.009
Northeast	56.9	25.3	6.6	2.5	8.7	
Midwest	49.8	25.9	11.2	3.3	9.7	
South	56.7	24.4	7.5	3.0	8.4	
West	58.9	22.3	8.9	2.9	7.0	ns
Nonsmoker	60.1	25.8	7.4	2.4	4.3	
Smoker	34.4	18.1	13.6	5.7	28.1	<.001
Male	50.5	24.6	9.9	3.1	12.0	
Female	60.2	24.5	7.2	2.8	5.4	<.001
White	54.8	25.1	8.5	2.8	8.8	
African American	61.6	18.0	9.3	2.4	8.7	ns
18-24 years of age	45.4	22.7	9.8	6.4	15.6	
25-44 years of age	47.8	28.5	10.3	2.6	10.8	
45-64 years of age	56.1	25.4	9.1	2.5	6.9	
65 years of age and older	74.0	17.3	3.5	2.2	3.3	<.001
Not a high school graduate	55.3	13.4	8.5	6.1	16.7	
High school graduate	58.1	19.4	8.6	3.1	10.8	
Some college	53.9	25.9	8.3	3.7	8.3	
College Graduate	54.3	30.1	8.8	1.6	5.1	<.001

Note: 1.1 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	82.9	15.3	1.7	
Rural	82.6	15.8	1.6	
Urban	83.1	15.1	1.8	ns
Northeast	88.7	9.3	2.0	
Midwest	79.4	18.5	2.1	
South	78.9	19.2	1.9	
West	88.1	11.0	0.9	<.001
Nonsmoker	81.9	16.0	2.1	
Smoker	87.6	12.2	0.2	.001
Male	81.6	16.7	1.6	
Female	84.1	14.1	1.8	ns
White	84.3	14.1	1.6	
African American	73.6	24.4	2.0	<.001
18-24 years of age	83.0	15.9	1.0	
25-44 years of age	85.9	12.3	1.8	
45-64 years of age	82.5	16.8	0.6	
65 years of age or older	77.8	17.9	4.4	<.001
Not a high school graduate	82.7	15.4	1.9	
High school graduate	81.2	16.9	1.9	
Some college	84.3	14.6	1.1	
College graduate	83.2	14.7	2.1	ns

Note: 13.0 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	0.3	15.5	84.2	
Rural	0.4	15.1	84.4	
Urban	0.2	15.7	84.1	ns
Northeast	.05	14.0	85.5	
Midwest	0.4	18.5	81.0	
South	0.1	17.1	82.8	
West	0.2	10.6	89.2	.001
Nonsmoker	0.2	11.7	88.1	
Smoker	0.8	33.0	66.2	<.001
Male	0.4	19.0	80.6	
Female	0.1	12.2	87.7	<.001
White	0.3	16.2	83.6	
African American	0.3	14.0	85.7	ns
18-24 years of age	0.0	15.5	84.5	
25-44 years of age	0.2	16.7	83.1	
45-64 years of age	0.5	15.2	84.4	
65 years of age or older	0.0	14.0	86.0	ns
Not a high school graduate	0.8	19.8	79.4	
High school graduate	0.5	16.7	82.8	
Some college	0.1	16.1	83.8	
College graduate	0.1	13.0	86.9	.018

Note: 0.8 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	78.7	7.0	14.2	
Rural	76.4	8.1	15.5	
Urban	79.8	6.5	13.7	ns
Northeast	86.1	4.0	9.9	
Midwest	79.3	6.3	14.4	
South	68.3	10.5	21.2	
West	88.6	4.9	6.4	<.001
Nonsmoker	77.2	7.1	15.7	
Smoker	85.5	6.6	7.9	<.001
Male	79.1	6.5	14.5	
Female	78.5	7.5	14.0	ns
White	78.7	6.6	14.7	
African American	78.8	8.7	12.5	ns
18-24 years of age	79.6	9.9	10.5	
25-44 years of age	80.8	7.3	11.9	
45-64 years of age	76.3	6.9	16.8	
65 years of age or older	79.3	4.8	16.0	.004
Not a high school graduate	76.8	8.5	14.7	
High school graduate	79.9	8.3	11.8	
Some college	79.9	7.3	12.8	
College graduate	77.5	5.4	17.1	.017

Note: 14.9 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	1.9	7.9	90.2	
Rural	2.0	8.4	89.6	
Urban	1.9	7.6	90.5	ns
Northeast	2.0	5.9	92.1	
Midwest	2.4	7.9	89.7	
South	2.4	10.5	87.1	
West	0.5	5.1	94.4	<.001
Nonsmoker	1.6	6.4	92.0	
Smoker	3.6	15.0	81.4	<.001
Male	3.0	10.3	86.7	
Female	1.1	5.6	93.3	<.001
White	1.9	8.2	89.9	
African American	2.1	7.5	90.4	ns
18-24 years of age	2.2	9.9	88.0	
25-44 years of age	1.7	8.4	90.0	
45-64 years of age	2.5	7.0	90.5	
65 years of age or older	1.3	7.4	91.3	ns
Not a high school graduate	2.0	13.5	84.5	
High school graduate	2.2	6.9	90.9	
Some college	2.4	8.6	89.0	
College graduate	1.3	7.1	91.6	.012

Note: 2.3 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	71.2	27.1	1.6	
Rural	67.4	31.3	1.3	
Urban	73.1	25.1	1.8	.003
Northeast	81.9	16.6	1.5	
Midwest	62.7	34.9	2.5	
South	62.6	35.6	1.8	
West	86.1	13.4	0.5	<.001
Nonsmoker	70.3	28.1	1.6	
Smoker	75.6	22.8	1.6	ns
Male	72.4	26.0	1.6	
Female	70.1	28.2	1.7	ns
White	72.4	25.7	1.9	
African American	60.9	38.2	0.9	<.001
18-24 years of age	68.9	29.5	1.7	
25-44 years of age	74.0	24.6	1.3	
45-64 years of age	71.1	27.1	1.8	
65 years of age or older	67.5	30.5	1.9	ns
Not a high school graduate	66.5	32.6	0.9	
High school graduate	68.1	30.2	1.7	
Some college	73.6	24.5	1.9	
College graduate	73.6	25.0	1.8	ns

Note: 8.8 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	0.6	15.3	84.1	
Rural	0.8	15.2	84.0	
Urban	0.5	15.4	84.2	ns
Northeast	0.5	12.8	86.6	
Midwest	0.9	19.3	79.8	
South	0.7	17.7	81.7	
West	0.0	9.1	90.9	<.001
Nonsmoker	0.2	11.6	88.2	
Smoker	2.1	32.6	65.3	<.001
Male	0.8	17.8	81.4	
Female	0.3	13.1	86.6	<.001
White	0.4	15.0	84.6	
African American	1.2	17.7	81.1	ns
18-24 years of age	1.5	17.6	80.5	
25-44 years of age	0.6	14.7	84.6	
45-64 years of age	0.6	15.0	84.4	
65 years of age or older	0.0	15.5	84.5	ns
Not a high school graduate	1.2	21.1	77.7	
High school graduate	0.7	16.5	82.8	
Some college	0.6	15.7	83.7	
College graduate	0.3	12.6	87.1	.009

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	45.8	53.3	0.9	
Rural	44.7	54.4	0.9	
Urban	46.3	52.8	0.9	ns
Northeast	56.3	43.7	0.0	
Midwest	26.7	70.8	2.4	
South	38.1	61.2	0.8	
West	71.1	28.6	0.3	<.001
Nonsmoker	45.4	53.7	1.0	
Smoker	47.5	51.7	0.8	ns
Male	46.6	52.4	1.0	
Female	44.9	54.2	0.9	ns
White	45.3	53.6	1.1	
African American	40.8	58.9	0.3	ns
18-24 years of age	40.6	57.8	1.6	
25-44 years of age	42.8	56.0	1.2	
45-64 years of age	48.0	51.3	0.7	
65 years of age or older	49.7	49.7	0.6	.024
Not a high school graduate	52.8	46.8	0.4	
High school graduate	45.6	53.6	0.7	
Some college	43.9	54.7	1.4	
College graduate	45.1	53.9	1.0	ns

Note: 3.2 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	0.4	26.3	73.3	
Rural	0.8	25.4	73.8	
Urban	0.2	26.8	73.0	ns
Northeast	0.4	23.2	76.5	
Midwest	0.6	32.8	66.6	
South	0.5	28.7	70.9	
West	0.0	17.8	82.2	<.001
Nonsmoker	0.0	19.8	80.1	
Smoker	1.9	56.4	41.7	<.001
Male	0.7	30.3	69.0	
Female	0.1	22.7	77.2	<.001
White	0.3	27.3	72.5	
African American	1.2	23.8	75.0	.016
18-24 years of age	0.9	29.9	69.2	
25-44 years of age	0.5	27.5	72.0	
45-64 years of age	0.4	26.1	73.5	
65 years of age or older	0.0	22.5	77.5	ns
Not a high school graduate	1.6	31.9	66.5	
High school graduate	0.6	28.6	70.8	
Some college	0.1	27.0	72.9	
College graduate	0.1	23.0	76.9	<.001

Note: 0.7 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	31.3	23.1	45.6	
Rural	30.5	20.6	48.9	
Urban	31.6	24.1	44.3	ns
Northeast	46.6	20.1	33.3	
Midwest	14.9	21.1	64.0	
South	22.0	28.5	49.5	
West	48.1	20.0	31.9	<.001
Nonsmoker	31.7	23.8	44.5	
Smoker	29.3	20.2	50.6	ns
Male	29.9	23.8	46.4	
Female	32.7	22.3	45.0	ns
White	30.6	21.4	48.0	
African American	29.1	33.8	37.2	<.001
18-24 years of age	28.4	24.0	47.6	
25-44 years of age	28.2	20.1	51.7	
45-64 years of age	32.0	25.2	42.9	
65 years of age or older	39.4	25.0	35.6	<.001
Not a high school graduate	42.8	20.5	36.7	
High school graduate	31.3	23.9	44.8	
Some college	29.6	19.1	51.3	
College graduate	29.7	25.4	44.9	.001

Note: 23.0 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	21.6	30.4	48.1	
Rural	21.5	27.9	50.6	
Urban	21.6	31.5	46.9	ns
Northeast	16.4	30.3	53.3	
Midwest	27.4	32.3	40.2	
South	22.3	30.5	47.2	
West	19.0	27.8	53.2	<.001
Nonsmoker	17.5	28.2	54.2	
Smoker	39.8	40.2	20.0	<.001
Male	24.5	32.4	43.1	
Female	18.9	28.4	52.7	<.001
White	22.3	31.0	46.6	
African American	19.1	27.6	53.3	ns
18-24 years of age	26.1	33.1	40.8	
25-44 years of age	26.4	33.6	39.9	
45-64 years of age	19.4	29.1	51.4	
65 years of age or older	14.1	25.1	60.8	<.001
Not a high school graduate	23.0	22.6	54.3	
High school graduate	23.0	30.1	46.9	
Some college	25.8	28.8	45.3	
College graduate	17.4	33.5	49.1	<.001

Note: 5.5 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	87.2	10.8	2.1	
Rural	87.2	10.7	2.0	
Urban	87.1	10.8	2.1	ns
Northeast	91.0	7.5	1.5	
Midwest	86.9	10.5	2.6	
South	82.8	14.9	2.3	
West	91.1	7.1	1.7	<.001
Nonsmoker	86.9	11.0	2.2	
Smoker	88.9	9.8	1.4	ns
Male	86.3	11.3	2.4	
Female	88.0	10.2	1.8	ns
White	87.6	10.3	2.2	
African American	82.1	15.7	2.1	.025
18-24 years of age	85.6	12.0	2.5	
25-44 years of age	86.1	12.0	1.9	
45-64 years of age	88.0	10.3	1.7	
65 years of age or older	88.8	8.3	2.9	ns
Not a high school graduate	84.8	13.6	1.6	
High school graduate	84.8	13.4	1.8	
Some college	89.5	8.2	2.3	
College graduate	87.7	10.2	2.1	ns

Note: 18.1 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	11.7	86.8	
Rural	1.5	10.1	88.4	
Urban	1.5	12.5	86.1	ns
Northeast	0.9	9.9	89.2	
Midwest	2.1	11.4	86.5	
South	1.4	12.9	85.7	
West	1.3	11.6	87.0	ns
Nonsmoker	0.9	8.6	90.5	
Smoker	4.1	26.0	69.9	<.001
Male	2.2	14.4	83.4	
Female	0.9	9.2	90.0	<.001
White	1.5	12.4	86.1	
African American	1.2	8.7	90.1	ns
18-24 years of age	1.2	13.5	85.3	
25-44 years of age	1.4	14.1	84.6	
45-64 years of age	1.8	10.9	87.3	
65 years of age or older	1.3	8.1	90.6	.023
Not a high school graduate	2.5	15.7	81.8	
High school graduate	1.4	11.4	87.1	
Some college	1.7	12.7	85.7	
College graduate	1.3	10.5	88.3	ns

Note: 1.6 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	18.0	14.0	68.0	
Rural	20.7	16.6	62.7	
Urban	16.7	12.7	70.6	<.001
Northeast	20.1	17.0	62.9	
Midwest	12.6	11.7	75.7	
South	16.0	14.6	69.4	
West	25.7	12.5	61.8	<.001
Nonsmoker	19.5	14.5	66.0	
Smoker	11.2	11.6	77.2	<.001
Male	15.9	13.2	70.9	
Female	20.2	14.7	65.1	.005
White	17.2	13.7	69.1	
African American	18.2	16.2	65.5	ns
18-24 years of age	17.9	16.8	65.3	
25-44 years of age	17.2	16.5	66.3	
45-64 years of age	17.9	11.8	70.3	
65 years of age or older	19.8	11.8	68.4	.047
Not a high school graduate	22.3	13.6	64.1	
High school graduate	16.6	13.6	69.8	
Some college	19.0	15.6	65.5	
College graduate	16.8	13.5	69.6	ns

Note: 13.9 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	36.3	28.6	35.0	
Rural	34.6	27.1	38.3	
Urban	37.1	29.3	33.6	.049
Northeast	36.2	26.2	37.6	
Midwest	44.1	26.4	29.5	
South	33.9	30.7	35.4	
West	32.1	29.7	38.1	<.001
Nonsmoker	31.9	28.6	39.5	
Smoker	56.0	29.0	15.0	<.001
Male	41.3	28.4	30.2	
Female	31.8	28.6	39.6	<.001
White	37.4	29.0	33.6	
African American	30.3	26.4	43.2	ns
18-24 years of age	36.2	27.6	36.2	
25-44 years of age	34.7	31.8	33.5	
45-64 years of age	36.9	28.7	34.4	
65 years of age or older	38.2	23.6	38.2	ns
Not a high school graduate	34.0	28.6	37.3	
High school graduate	38.0	27.9	34.1	
Some college	37.9	27.1	35.0	
College graduate	34.5	30.5	35.1	<.001

Note: 2.0 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	78.1	9.0	12.9	
Rural	75.9	10.7	13.4	
Urban	79.2	8.3	12.6	ns
Northeast	81.0	6.9	12.1	
Midwest	73.7	12.5	13.8	
South	77.2	10.3	12.6	
West	82.1	4.8	13.1	<.001
Nonsmoker	87.9	2.2	9.9	
Smoker	32.9	40.8	26.6	<.001
Male	73.4	10.5	16.1	
Female	82.4	7.6	10.0	<.001
White	77.5	9.0	13.4	
African American	80.2	9.1	10.7	ns
18-24 years of age	70.1	11.8	18.1	
25-44 years of age	78.0	9.4	12.5	
45-64 years of age	77.3	9.9	12.8	
65 years of age or older	84.7	4.9	10.4	<.001
Not a high school graduate	59.8	21.8	18.4	
High school graduate	73.4	11.8	14.78	
Some college	77.8	9.2	13.0	
College graduate	85.7	4.0	10.3	<.001

Note: 2.4 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	80.4	19.6	
Rural	80.1	19.9	
Urban	80.5	19.5	ns
Northeast	79.8	20.2	
Midwest	76.4	23.6	
South	79.8	20.2	
West	86.4	13.6	<.001
Nonsmoker	91.1	8.9	
Smoker	31.3	68.7	<.001
Male	76.7	23.3	
Female	83.8	16.2	<.001
White	80.6	19.4	
African American	76.9	23.1	ns
18-24 years of age	74.3	25.7	
25-44 years of age	80.2	19.8	
45-64 years of age	80.3	19.7	
65 years of age or older	84.6	15.4	.004
Not a high school graduate	60.6	39.4	
High school graduate	75.1	24.4	
Some college	78.9	21.1	
College graduate	89.8	10.2	<.001

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

Table 7.19 Acceptability of Tobacco Companies Sponsoring Sporting Events

"It is acceptable for tobacco companies to sponsor sporting 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	<i>p</i>
Total	8.3	48.1	34.4	9.2	
Rural	7.6	49.5	35.6	7.3	
Urban	8.6	47.5	33.9	10.1	ns
Northeast	8.4	47.0	36.1	8.6	
Midwest	8.1	47.9	33.8	10.2	
South	8.7	49.1	32.9	9.3	
West	7.8	47.6	36.2	8.5	ns
Nonsmoker	6.8	45.8	37.7	9.7	
Smoker	14.8	59.1	19.9	6.1	<.001
Male	11.6	53.0	28.0	7.5	
Female	5.2	43.4	40.7	10.7	<.001
White	7.6	49.5	35.6	7.3	
African-American	8.6	47.5	33.9	10.1	ns
18-24 years of age	8.4	47.0	36.1	8.6	
25-44 years of age	8.1	47.9	33.8	10.2	
45-64 years of age	8.7	49.1	32.9	9.3	
65 years of age or older	7.6	47.6	36.2	8.5	.003
Not a high school graduate	10.8	46.0	36.6	6.6	
High school graduate	8.1	46.7	35.7	9.5	
Some college	8.5	49.1	33.5	8.9	
College graduate	8.2	49.8	32.6	9.4	ns

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

Table 7.20 Acceptability of Tobacco Companies Sponsoring Cultural Events

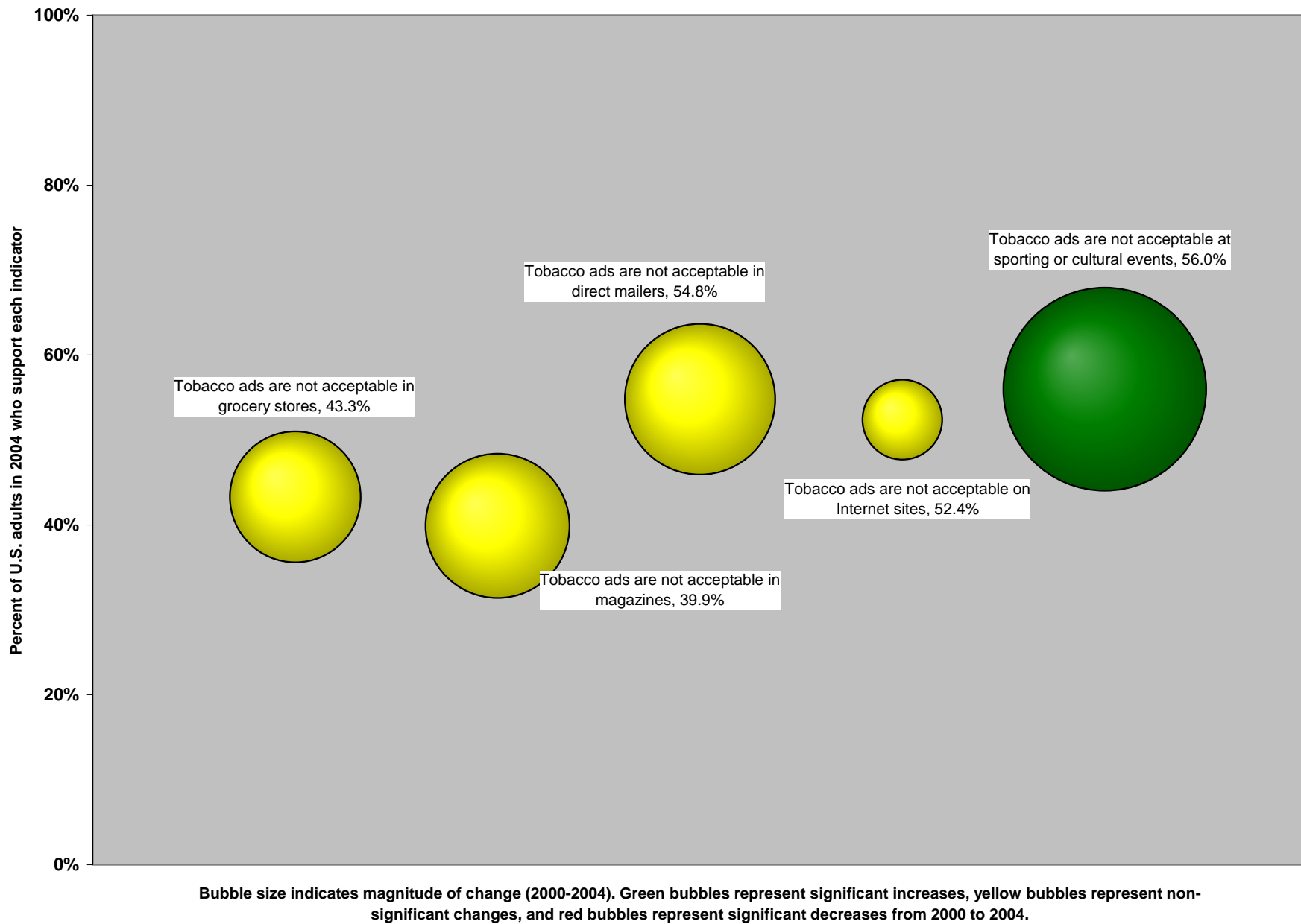
"It is acceptable for tobacco companies to sponsor cultural events, such as concerts or fairs. Do you strongly agree, agree, disagree, or strongly disagree?"

(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	7.9	47.5	35.9	8.7	
Rural	7.2	49.0	37.3	6.6	
Urban	8.2	46.9	35.2	9.7	.037
Northeast	8.5	46.7	36.5	8.3	
Midwest	6.6	50.0	34.8	8.7	
South	8.6	48.1	34.4	8.9	
West	7.3	44.7	39.4	8.7	ns
Nonsmoker	6.2	44.9	39.5	9.5	
Smoker	15.4	60.0	20.0	4.6	<.001
Male	10.7	52.4	29.9	7.1	
Female	5.2	42.8	41.9	10.2	<.001
White	7.7	48.9	35.5	7.9	
African-American	8.2	42.7	38.9	10.1	ns
18-24 years of age	9.4	46.3	36.6	7.8	
25-44 years of age	7.2	53.0	32.7	7.1	
45-64 years of age	8.3	47.2	34.8	9.7	
65 years of age or older	7.1	39.1	43.9	9.9	<.001
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	ns

Note: 7.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Mass Communication and Culture, 2000 to 2004



Mass Communication and Culture, 2000 to 2004

Mass Communication and Culture	2000	2001	2002	2003	2004	p, 2000 to 2004	p, 2003 to 2004
Tobacco ads are not acceptable in grocery stores	44.9	46.6	44.9	52.6	43.3	ns	<.001
Tobacco ads are not acceptable in magazines	41.7	42.1	42.7	47.7	39.9	ns	<.001
Tobacco ads are not acceptable in direct mailers	57.5	59.5	58.4	66.1	54.8	ns	<.001
Tobacco ads are not acceptable on Internet sites	53.1	53.5	52.4	60.9	52.4	ns	<.001
Tobacco ads are not acceptable at sporting or cultural events	51.6	55.8	53.9	67.9	56.0	.007	<.001
Tobacco companies have NOT been unfairly criticized in the media	n/a	n/a	71.1	64.6	62.2	n/a	ns
Tobacco companies target adolescents	n/a	n/a	77.5	69.4	73.7	n/a	.001

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

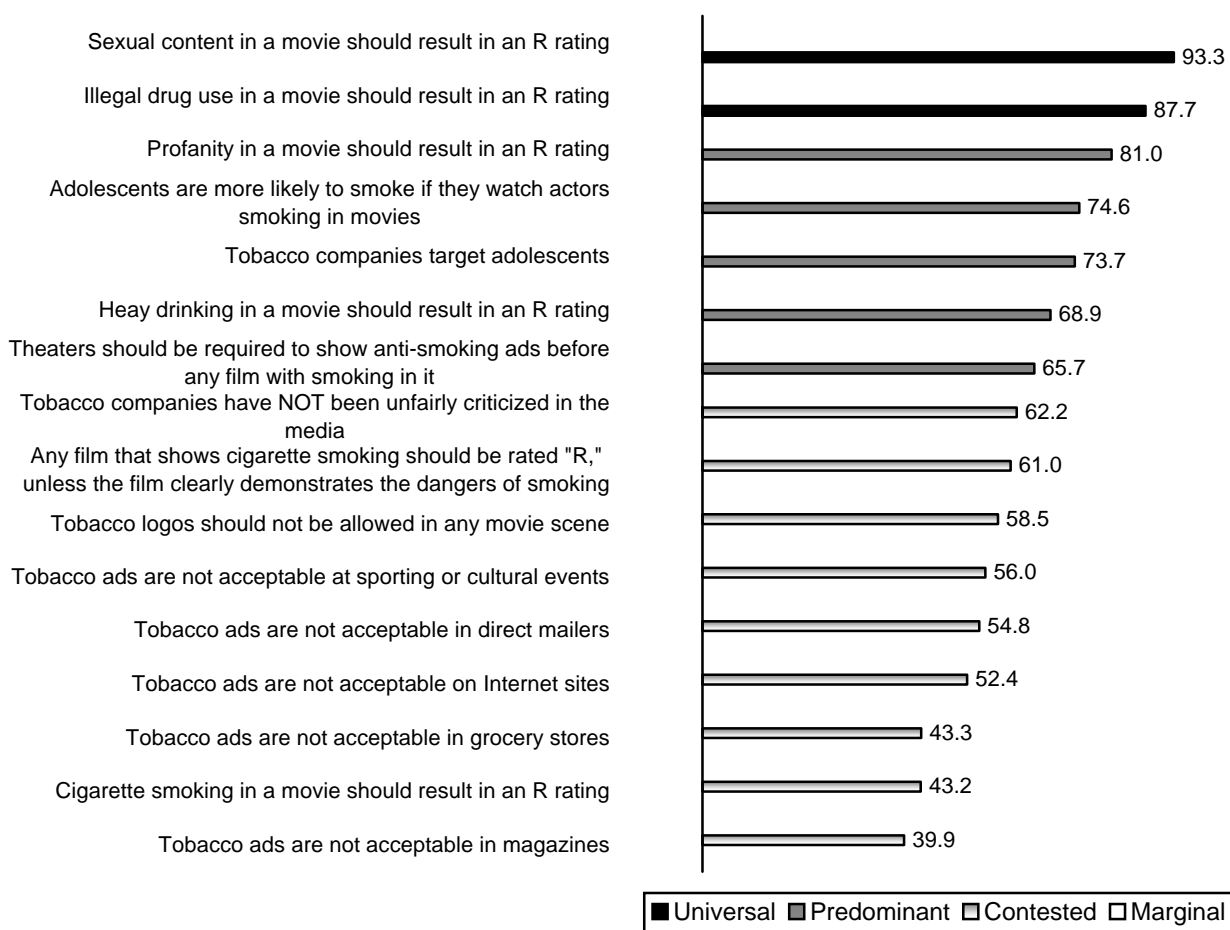


Table 8.1 Acceptability of Tobacco Advertisements in Grocery and Convenient Stores

"Tobacco advertising is acceptable in grocery and convenient 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	<i>p</i>
Total	6.5	50.2	35.9	7.4	
Rural	6.1	51.3	37.8	4.8	<.001
Urban	6.7	49.7	35.0	8.6	
Northeast	7.2	51.4	34.6	6.8	ns
Midwest	6.7	50.7	36.0	6.6	
South	6.2	50.6	35.3	7.9	
West	6.1	47.7	38.0	8.2	
Nonsmoker	5.1	47.5	39.1	8.3	<.001
Smoker	12.7	62.7	21.6	2.9	
Male	8.0	55.8	29.9	6.4	<.001
Female	5.2	45.0	41.5	8.3	
White	6.1	52.3	34.9	6.7	.005
African American	8.0	42.3	40.7	9.0	
18-24 years of age	9.5	43.8	40.4	6.3	<.001
25-44 years of age	6.1	55.6	32.0	6.3	
45-64 years of age	6.8	50.7	33.9	8.7	
65 years of age and older	5.1	43.2	44.0	7.7	
Not a high school graduate	8.2	43.8	42.1	6.0	<.001
High school graduate	6.6	48.8	37.8	6.7	
Some college	5.9	51.8	35.5	6.8	
College Graduate	6.7	52.5	32.6	8.2	

Note: 3.3 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	<i>p</i>
Total	6.3	53.7	33.4	6.6	
Rural	5.8	52.5	37.0	4.7	<.001
Urban	6.6	54.3	31.6	7.5	
Northeast	5.5	54.8	32.4	7.3	ns
Midwest	6.6	54.1	33.1	6.3	
South	6.7	54.1	32.6	6.7	
West	6.2	51.6	35.9	6.2	
Nonsmoker	4.8	51.5	36.4	7.3	.005
Smoker	13.1	64.1	19.8	2.9	
Male	7.7	60.5	27.0	4.8	.016
Female	5.1	47.4	39.3	8.2	
White	6.2	55.2	32.9	5.8	ns
African American	7.1	47.5	36.5	8.9	
18-24 years of age	11.0	47.6	36.0	5.4	<.001
25-44 years of age	6.4	58.3	30.9	4.5	
45-64 years of age	5.3	55.2	31.2	8.2	
65 years of age and older	5.5	46.1	40.4	8.0	
Not a high school graduate	7.7	47.9	38.0	6.4	<.001
High school graduate	6.1	51.1	36.6	6.1	
Some college	6.5	54.6	32.4	6.5	
College Graduate	6.4	57.3	29.5	6.7	

Note: 3.6 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 in Direct Mailers

"Tobacco advertising is acceptable in direct mailers. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	4.6	40.6	44.5	10.3	
Rural	4.7	41.5	47.1	6.6	<.001
Urban	4.6	40.2	43.3	12.0	
Northeast	3.6	44.8	40.7	10.8	ns
Midwest	5.2	42.3	43.1	9.4	
South	5.0	40.2	44.0	10.8	
West	4.5	35.3	50.4	9.8	
Nonsmoker	3.3	37.2	48.3	11.2	<.001
Smoker	10.7	56.5	27.3	5.5	
Male	5.6	45.4	39.9	9.2	<.001
Female	3.7	36.1	48.9	11.2	
White	4.9	42.5	43.1	9.5	.005
African American	3.1	32.8	51.4	12.7	
18-24 years of age	6.0	35.3	48.3	10.4	<.001
25-44 years of age	4.2	44.0	43.2	8.5	
45-64 years of age	5.0	42.5	41.3	11.2	
65 years of age and older	4.0	33.8	50.8	11.5	
Not a high school graduate	6.5	39.2	46.1	8.2	<.001
High school graduate	4.4	37.0	48.8	9.8	
Some college	4.1	41.1	44.5	10.3	
College Graduate	4.9	44.0	40.3	10.8	

Note: 3.2 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 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	4.5	43.1	42.6	9.8	
Rural	4.4	42.6	46.2	6.7	<.001
Urban	4.6	43.3	40.9	11.3	
Northeast	5.0	45.1	39.9	10.1	ns
Midwest	4.6	45.8	41.3	8.3	
South	4.7	43.1	42.2	9.9	
West	3.7	38.2	47.1	11.0	
Nonsmoker	3.3	40.0	46.2	10.4	.005
Smoker	10.2	57.7	25.5	6.6	
Male	5.9	49.5	36.1	8.4	.016
Female	3.3	36.9	48.7	11.2	
White	4.6	44.7	41.9	8.9	ns
African American	4.1	41.9	44.2	13.5	
18-24 years of age	8.7	40.2	44.4	6.8	<.001
25-44 years of age	4.4	49.0	38.4	8.2	
45-64 years of age	4.2	43.7	40.9	11.1	
65 years of age and older	2.8	32.0	53.2	12.0	
Not a high school graduate	5.7	39.3	46.9	8.1	<.001
High school graduate	4.1	39.3	47.0	9.6	
Some college	4.7	43.2	42.6	9.5	
College Graduate	4.7	47.2	37.8	10.2	

Note: 6.7 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.5 Acceptability of Tobacco Advertisements 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	<i>p</i>
Total	4.5	39.5	45.2	10.8	
Rural	4.5	40.4	48.4	6.7	<.001
Urban	4.6	39.0	43.7	12.7	
Northeast	4.7	40.6	43.7	10.9	ns
Midwest	4.0	39.7	44.2	12.2	
South	4.5	39.6	45.2	10.6	
West	5.2	37.9	47.6	9.3	
Nonsmoker	3.5	36.9	47.8	11.8	<.001
Smoker	9.2	51.6	33.7	5.6	
Male	5.9	46.7	38.4	9.1	<.001
Female	3.4	32.7	51.6	12.3	
White	4.5	41.7	43.9	9.9	.005
African American	4.0	29.0	54.5	12.5	
18-24 years of age	5.7	37.3	46.2	10.8	<.001
25-44 years of age	4.6	44.0	42.9	8.4	
45-64 years of age	4.6	40.9	42.6	11.9	
65 years of age and older	3.8	29.7	53.7	12.8	
Not a high school graduate	5.3	38.5	47.3	8.8	<.001
High school graduate	4.6	36.4	48.8	10.2	
Some college	4.9	39.7	43.8	11.5	
College Graduate	4.3	42.4	42.6	10.7	

Note: 3.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.6 Influence of the Media on Adolescent Tobacco Use

"Adolescents are more likely to smoke if they watch actors smoking in movies. 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	14.4	60.2	22.5	2.9	
Rural	11.5	62.7	23.2	2.6	<.001
Urban	15.7	59.1	22.2	2.0	
Northeast	17.2	56.8	22.6	3.4	ns
Midwest	12.6	59.6	24.1	3.7	
South	13.8	60.1	23.0	3.1	
West	14.6	64.2	19.6	1.6	
Nonsmoker	15.9	63.2	18.8	2.2	<.001
Smoker	7.1	46.5	39.8	6.7	
Male	13.6	59.8	23.5	3.1	<.001
Female	15.0	60.5	21.6	2.8	
White	13.9	61.0	22.2	2.9	.005
African American	14.0	57.8	25.2	3.1	
18-24 years of age	10.7	56.0	28.5	4.9	<.001
25-44 years of age	12.6	59.2	25.2	3.0	
45-64 years of age	14.8	60.8	21.1	3.4	
65 years of age and older	19.1	63.5	16.5	0.8	
Not a high school graduate	15.0	52.3	29.1	3.6	<.001
High school graduate	13.1	56.8	26.2	3.9	
Some college	14.6	60.7	22.4	2.3	
College Graduate	14.8	64.7	17.8	2.6	

Note: 6.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.7 Rating Movies Showing Illegal Drug Use

"Illegal drug use in a movie should result in an R rating."

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

Sample Characteristic	Yes	No	<i>p</i>
Total	87.7	12.3	
Rural	89.3	10.7	
Urban	86.9	13.1	ns
Northeast	86.7	13.3	
Midwest	86.4	13.6	
South	88.5	11.5	
West	88.4	11.6	ns
Nonsmoker	88.7	11.3	
Smoker	83.0	17.0	ns
Male	84.2	15.8	
Female	90.7	9.3	ns
White	87.3	12.7	
African American	90.5	9.5	ns
18-24 years of age	87.6	12.4	
25-44 years of age	86.5	13.5	
45-64 years of age	87.5	12.5	
65 years of age or older	90.1	9.9	ns
Not a high school graduate	84.9	15.1	
High school graduate	88.1	11.9	
Some College	89.9	10.1	
College graduate	86.2	13.8	ns

Note: 3.9 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Table 8.8 Rating Movies Showing Alcohol Abuse

"Heavy drinking in a movie should result in an R rating."

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

Sample Characteristic	Yes	No	<i>p</i>
Total	68.9	19.0	
Rural	73.9	26.1	
Urban	66.6	33.4	ns
Northeast	66.2	33.8	
Midwest	67.1	32.9	
South	71.9	28.1	
West	68.4	31.6	ns
Nonsmoker	71.5	28.5	
Smoker	57.5	42.5	ns
Male	60.1	39.9	
Female	76.8	23.2	ns
White	68.4	31.6	
African American	75.2	24.8	ns
18-24 years of age	64.5	35.5	
25-44 years of age	63.1	36.9	
45-64 years of age	70.0	30.0	
65 years of age or older	80.0	20.0	ns
Not a high school graduate	74.5	25.5	
High school graduate	71.3	28.7	
Some College	70.7	29.3	
College graduate	64.3	35.7	ns

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

Table 8.9 Rating Movies With Profanity

"Profanity in a movie should result in an R rating."

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

Sample Characteristic	Yes	No	<i>p</i>
Total	81.0	19.0	
Rural	85.2	14.8	
Urban	79.0	21.0	ns
Northeast	77.7	22.3	
Midwest	81.1	18.9	
South	83.1	16.9	
West	79.9	20.1	ns
Nonsmoker	82.4	17.6	
Smoker	74.1	25.9	ns
Male	77.2	22.8	
Female	84.4	15.6	ns
White	80.6	19.4	
African American	86.0	14.0	ns
18-24 years of age	74.4	25.6	
25-44 years of age	79.5	20.5	
45-64 years of age	81.4	18.6	
65 years of age or older	86.8	13.2	ns
Not a high school graduate	81.4	18.6	
High school graduate	82.4	17.6	
Some College	84.1	15.9	
College graduate	77.0	23.0	ns

Note: 5.7 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Table 8.10 Rating Movies With Sexual Content

"Sexual content in a movie should result in an R rating."

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

Sample Characteristic	Yes	No	<i>p</i>
Total	93.3	6.7	
Rural	93.6	6.4	
Urban	93.2	6.8	ns
Northeast	91.6	8.4	
Midwest	94.5	5.5	
South	93.3	6.7	
West	93.8	6.2	ns
Nonsmoker	94.0	6.0	
Smoker	90.2	9.8	ns
Male	91.7	8.3	
Female	94.8	5.2	ns
White	93.6	6.4	
African American	93.9	6.1	ns
18-24 years of age	94.6	5.4	
25-44 years of age	93.6	6.4	
45-64 years of age	93.2	6.8	
65 years of age or older	92.3	7.7	ns
Not a high school graduate	88.5	11.5	
High school graduate	93.4	6.6	
Some College	94.6	5.4	
College graduate	93.5	6.5	ns

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

Table 8.11 Rating Movies With Cigarette Smoking

"Cigarette smoking in a movie should result in an R rating."

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

Sample Characteristic	Yes	No	<i>p</i>
Total	43.2	56.8	
Rural	47.5	52.5	
Urban	41.2	58.8	ns
Northeast	41.7	58.3	
Midwest	41.5	58.5	
South	43.0	57.0	
West	46.8	53.2	ns
Nonsmoker	46.3	53.7	
Smoker	29.1	70.9	ns
Male	36.7	63.3	
Female	49.2	50.8	ns
White	41.5	58.5	
African American	53.9	46.1	ns
18-24 years of age	38.5	61.5	
25-44 years of age	34.2	65.8	
45-64 years of age	43.0	57.0	
65 years of age or older	62.7	37.3	ns
Not a high school graduate	50.0	50.0	
High school graduate	47.9	52.1	
Some College	47.0	53.0	
College graduate	34.6	65.4	ns

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

Table 8.12 Support For R Rating on Movies With Cigarette Smoking

"Any film that shows cigarette smoking should be rated "R," unless the film clearly demonstrates the dangers of 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	10.5	50.5	33.1	5.9	
Rural	11.7	55.1	28.4	4.8	
Urban	10.0	48.3	35.4	6.4	<.001
Northeast	9.4	53.6	31.6	5.4	
Midwest	9.9	49.6	34.1	6.4	
South	11.1	50.4	32.2	6.2	
West	11.3	48.7	35.1	5.0	ns
Nonsmoker	11.6	52.5	31.4	4.5	
Smoker	5.8	41.2	41.0	12.0	<.001
Male	8.3	44.8	38.8	8.2	
Female	12.6	55.8	27.9	3.7	<.001
White	9.3	50.2	34.5	6.0	
African American	15.2	55.9	24.8	4.1	.005
18-24 years of age	9.5	53.0	31.8	5.7	
25-44 years of age	7.5	46.8	39.0	6.7	
45-64 years of age	12.3	47.7	33.4	6.6	
65 years of age and older	13.2	61.3	22.6	2.9	<.001
Not a high school graduate	14.4	55.6	23.1	6.9	
High school graduate	11.6	55.0	28.9	4.5	
Some college	9.7	52.5	31.9	5.9	
College Graduate	9.1	44.2	39.8	6.9	<.001

Note: 8.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.13 Support for Anti-Smoking Ads Before Movies With Smoking

"Theaters should be required to show anti-smoking ads before any film with smoking in it. 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	10.3	55.4	29.1	5.2	
Rural	9.8	58.5	27.4	4.3	
Urban	10.5	54.0	29.8	5.6	<.001
Northeast	9.4	56.0	30.1	4.6	
Midwest	8.6	55.0	29.6	6.9	
South	11.2	55.9	27.5	5.4	
West	11.4	54.5	30.5	3.7	ns
Nonsmoker	11.1	57.3	27.2	4.4	
Smoker	6.7	46.6	37.7	8.9	<.001
Male	8.7	49.6	35.2	6.4	
Female	11.8	60.6	23.4	4.2	<.001
White	9.1	54.1	31.2	5.6	
African American	13.7	62.2	21.0	3.0	.005
18-24 years of age	9.6	62.1	23.5	4.8	
25-44 years of age	9.9	54.1	30.8	5.3	
45-64 years of age	10.9	51.7	32.5	5.0	
65 years of age and older	10.2	61.7	22.2	6.0	<.001
Not a high school graduate	15.3	62.0	18.8	3.9	
High school graduate	11.4	57.9	26.1	4.6	
Some college	8.5	57.6	28.1	5.8	
College Graduate	9.6	50.1	34.6	5.7	<.001

Note: 4.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.14 Support for Tobacco Logos in Movies

"Tobacco logos should not be allowed in any movie. 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	9.0	49.5	36.3	5.2	
Rural	7.4	53.4	34.9	4.3	
Urban	9.8	47.7	36.9	5.6	<.001
Northeast	9.1	47.2	40.4	3.4	
Midwest	6.9	49.8	36.1	7.1	
South	10.3	48.6	36.2	4.9	
West	9.1	52.9	32.5	5.5	ns
Nonsmoker	9.8	53.0	32.9	4.3	
Smoker	5.7	33.5	51.5	9.2	<.001
Male	8.0	44.1	41.7	6.1	
Female	10.0	31.1	31.1	4.3	<.001
White	8.2	48.6	37.8	5.3	
African American	11.2	55.0	29.5	4.3	.005
18-24 years of age	6.2	53.1	32.1	8.5	
25-44 years of age	7.9	44.0	43.2	4.9	
45-64 years of age	9.7	48.3	37.1	5.0	
65 years of age and older	11.7	59.6	24.3	4.4	<.001
Not a high school graduate	12.4	54.2	27.1	6.2	
High school graduate	8.7	54.2	31.9	5.1	
Some college	9.0	50.1	35.3	5.6	
College Graduate	8.5	43.8	43.0	4.7	<.001

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

Table 8.15 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	5.9	31.9	50.2	12.0	
Rural	5.8	38.3	47.7	8.2	<.001
Urban	6.0	28.9	51.4	13.8	
Northeast	6.2	34.8	47.3	11.8	ns
Midwest	5.2	32.1	50.6	12.1	
South	6.9	32.3	49.3	11.5	
West	4.5	28.4	54.2	12.9	
Nonsmoker	4.6	29.3	52.9	13.2	<.001
Smoker	11.9	43.8	37.8	6.5	
Male	7.5	35.6	46.7	10.2	<.001
Female	4.5	28.6	53.4	13.6	
White	5.8	31.9	50.8	11.5	.005
African American	7.0	31.3	50.0	11.7	
18-24 years of age	7.4	36.4	47.8	8.4	<.001
25-44 years of age	5.5	30.3	53.7	10.4	
45-64 years of age	6.1	32.3	47.7	13.9	
65 years of age and older	5.4	31.0	50.2	13.3	
Not a high school graduate	8.4	42.7	40.9	8.0	<.001
High school graduate	5.7	36.2	46.7	11.4	
Some college	6.8	30.6	50.4	12.1	
College Graduate	4.7	27.2	54.7	13.3	

Note: 7.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.16 Tobacco Companies Target Adolescents

"Tobacco companies target teens to replace smokers as they 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	13.4	60.3	22.7	3.7	
Rural	9.9	63.0	23.9	3.3	<.001
Urban	15.1	59.0	22.1	3.9	
Northeast	14.6	59.9	21.7	3.8	ns
Midwest	13.5	59.2	24.3	3.0	
South	13.0	58.0	24.2	4.7	
West	12.7	65.8	19.0	2.5	
Nonsmoker	14.3	63.7	18.8	3.1	<.001
Smoker	8.8	44.2	40.4	6.6	
Male	13.5	59.4	23.8	3.3	<.001
Female	13.3	60.9	21.7	4.1	
White	12.5	60.3	23.5	3.7	.005
African American	14.9	59.7	21.4	4.1	
18-24 years of age	9.0	65.6	21.2	4.2	<.001
25-44 years of age	12.6	59.1	24.8	3.5	
45-64 years of age	14.8	60.3	21.0	3.9	
65 years of age and older	14.9	58.9	23.0	3.2	
Not a high school graduate	11.3	55.9	27.2	5.6	<.001
High school graduate	12.1	58.9	24.3	4.6	
Some college	15.0	59.9	22.5	2.6	
College Graduate	13.9	62.5	20.4	3.1	

Note: 12.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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