

# The National Social Climate of Tobacco Control, 2000-2005

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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.

Finally, Jonathan Winickoff, Susanne Tanski, Jon Klein and Michael Weitzman of the Center for Child Health Research of the American Academy of Pediatrics (AAP) made significant contributions to the assessment of physician advice concerning cigarette smoking and exposure to environmental tobacco smoke.

## **The National Social Climate Survey of Tobacco Control, 2000 – 2005**

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 20.9 percent in 2004 (Centers for Disease Control and Prevention, 2005). 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, 2004 and 2005.

## 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, 2004 and 2005. 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.

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

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

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### **2000 Sample Characteristics**

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

### **2001 Sample Characteristics**

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

### **2002 Sample Characteristics**

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

### **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  $\pm 1.8$  (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  $\pm 1.8$  (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.

**2005 Sample Characteristics**

Of the eligible respondents contacted, 1,510 respondents completed the survey (86.5%) and 234 (13.4 %) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than  $\pm 2.5$  (95% confidence interval). Of the 1510 respondents, 688 (46.9%) were male and 781 (53.1 %) were female. The racial composition of the sample is as follows: white = 1169 (79.4%), African American = 171 (11.6 %), Asian or Pacific Islander = 19 (1.3 %), American Indian or Alaskan Native = 19 (1.3%), and unknown (i.e., did not answer the question on race) = 28 (1.9%). 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.

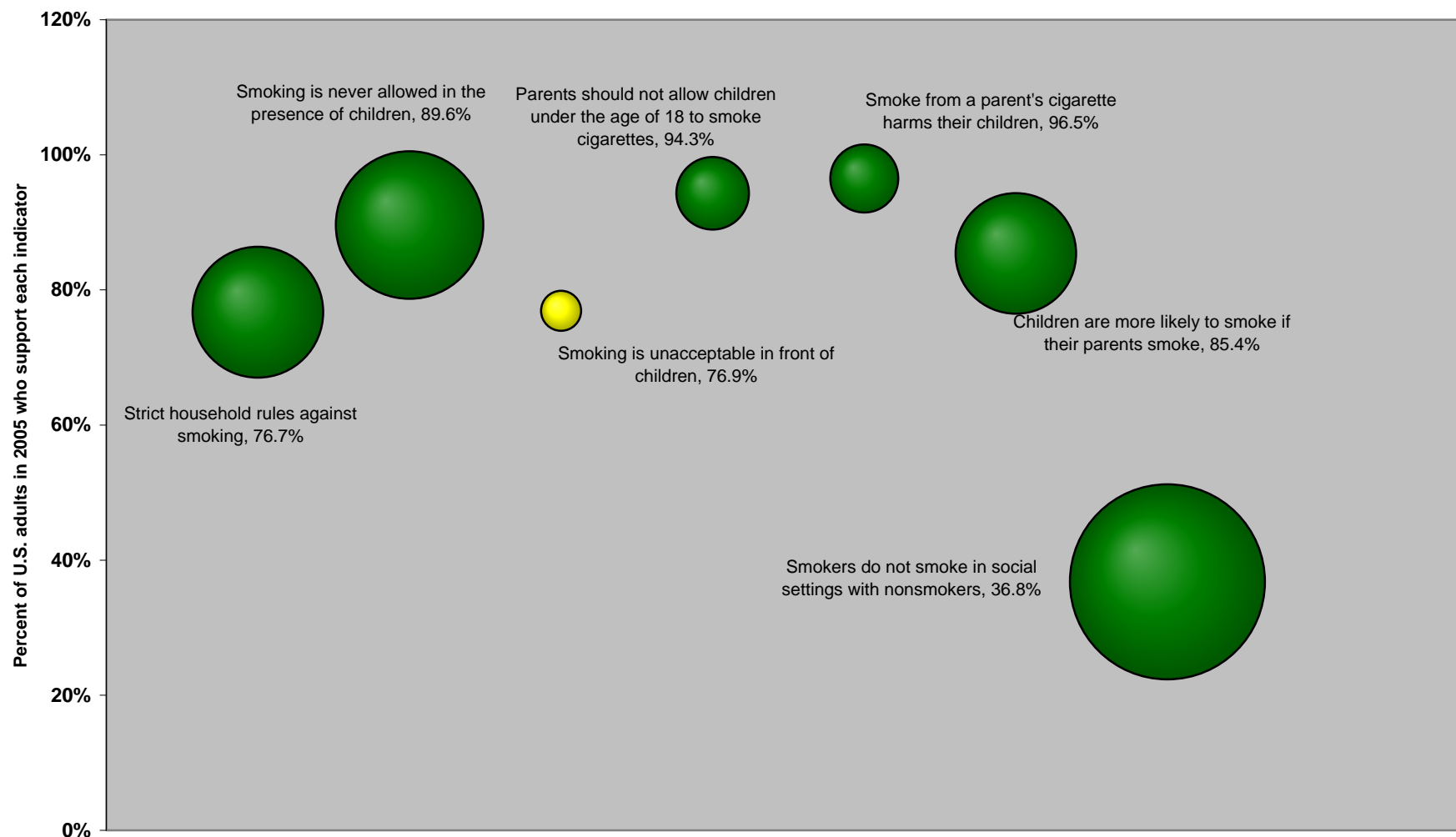
**Table 1.1**

Sample Characteristics		2000		2004		2005	
		Orig. Sample	Wtd. Sample	Orig. Sample	Wtd. Sample	Orig. Sample	Wtd. Sample
Rural/Urban	Rural	30.6	29.7	32.1	31.5	24.7	23.8
	Urban	69.4	70.3	67.9	68.5	75.3	76.2
Smoking Status	Nonsmoker	76.1	75.9	82.3	82.2	81.5	80.9
	Smoker	23.9	24.1	17.1	17.8	18.5	19.1
Gender	Male	36.6	49.5	37.2	47.5	36.2	46.9
	Female	60.3	50.4	62.3	52.3	63.8	53.1
Race	White	80.4	76.5	81.1	85.1	81.7	79.4
	African-American	9.7	11.8	10.8	12.4	10.5	11.6
	Asian/Pacific Islander	1.7	2.7	0.8	1.3	1.3	2.0
	American Indian/Alaska	1.1	1.8	0.9	1.2	1.3	1.5
	Other Race	0.2	0.2	6.5	6.7	3.5	3.6
Age	18-24 years	11.6	12.1	11.1	11.3	9.2	9.2
	25-44 years	36.4	37.2	32.7	33.1	27.7	28.6
	45-64 years	34.1	33.8	36.5	36.6	40.0	40.0
	65 + years	17.9	17.0	19.7	19.0	23.0	22.2
Education	Not HS Grad	9.4	9.1	8.8	8.6	6.7	6.5
	HS Grad	31.7	30.6	29.9	29.5	29.4	29.1
	Some College	25.2	25.7	25.6	25.6	26.1	26.1
	College Grad	33.7	34.6	35.7	36.3	37.8	38.3
Region	Northeast	18.4	18.8	16.9	19.4	16.4	19.6
	Midwest	24.4	22.6	23.6	23.2	27.2	23.3
	South	39.6	35.4	41.3	36.9	38.3	36.5
	West	17.6	23.2	18.2	20.5	18.1	20.6

Table 1.2 Weighted Sample Size and Maximum Confidence Interval							
		2000		2004		2005	
Sample Characteristic		Weighted Sample Size	Maximum Confidence Interval	Weighted Sample Size	Maximum Confidence Interval	Weighted Sample Size	Maximum Confidence Interval
Rural/Urban							
	Rural	447	4.6	920	3.2	349	4.5
	Urban	1,055	3.0	2,002	2.2	1,118	2.5
Region							
	Northeast	282	5.8	567	4.1	288	4.6
	Midwest	339	5.3	677	3.8	344	4.5
	South	532	4.2	1,079	3.0	536	4.1
	West	348	5.3	600	4.0	303	4.6
Smoking Status							
	Non-Smoker	1,140	2.9	2,387	2.0	1,183	2.2
	Smoker	362	5.2	519	4.3	279	4.6
Gender							
	Male	743	3.6	1,387	2.6	703	3.7
	Female	757	3.6	1,527	2.5	766	3.5
Race							
	White	1,149	2.9	2,320	2.0	1,168	2.3
	African American	177	7.4	339	5.3	170	4.8
Age							
	18-24 years of age	181	7.3	330	5.4	135	4.9
	25-44 years of age	558	4.1	966	3.2	420	4.3
	45-64 years of age	508	4.3	1,070	3.0	589	4.0
	65 years of age +	255	6.1	556	4.2	327	4.5
Education							
	Not high school grad.	134	8.5	248	6.2	94	5.0
	High school grad.	449	4.6	846	3.4	421	4.3
	Some college	378	5.0	734	3.6	379	4.4
	College graduate	509	4.3	1,044	3.0	556	4.0



## Family and Friendship Groups, 2000 to 2005



Bubble size indicates magnitude of change (2000-2005). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2005.

## Family and Friendship Groups, 2000 to 2005

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

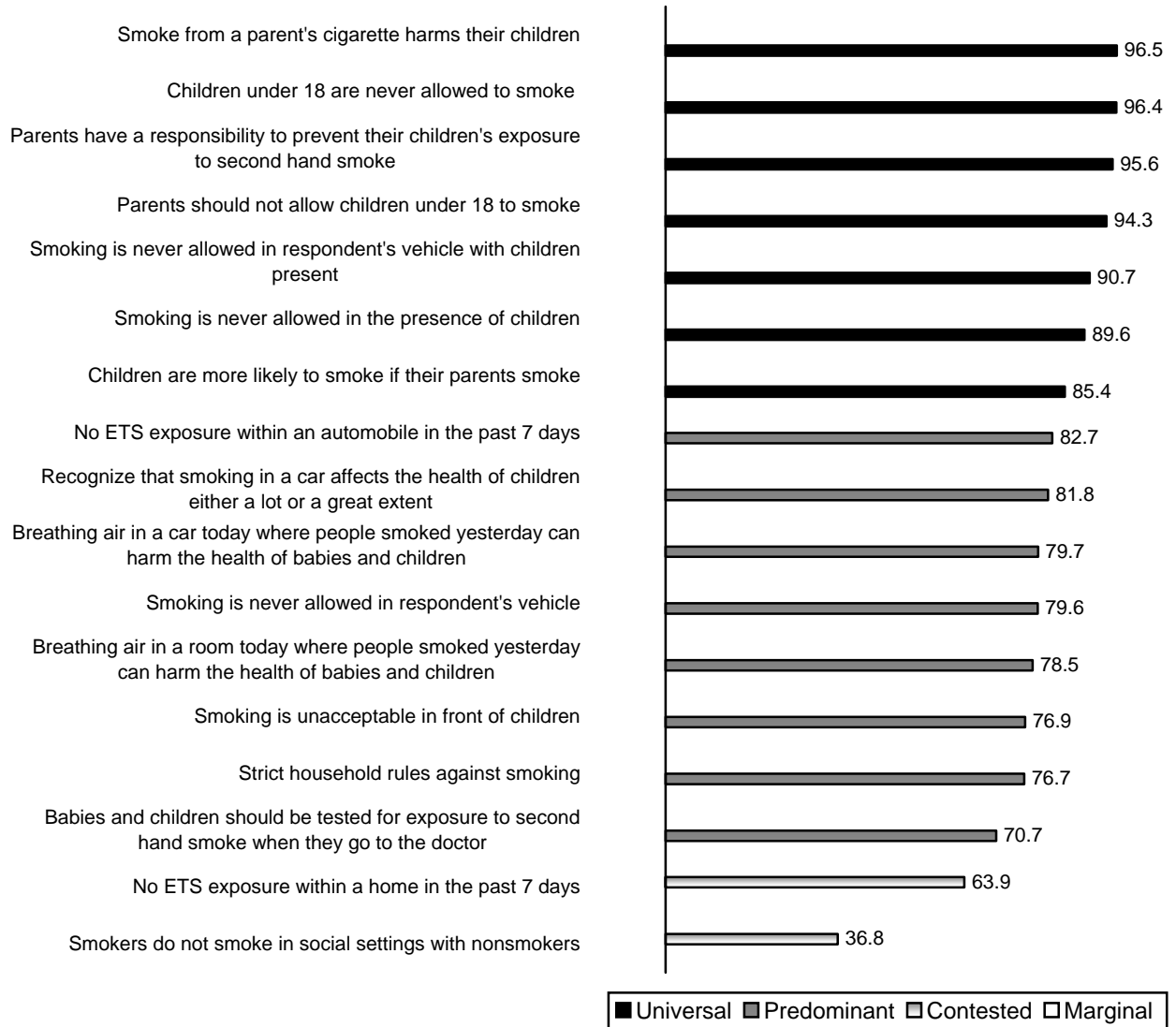
- 210.5 million American adults (96.5 percent) believe that smoke from a parent's cigarette harms their children
- 210.3 million American adults (96.4 percent) report that children under 18 are never allowed to smoke
- 205.7 million American adults (94.3 percent) believe that parents should not allow children under the age of 18 to smoke
- 197.9 million American adults (90.7 percent) never allow smoking in the vehicle when children are present
- 195.5 million American adults (89.6 percent) never allow smoking in the presence of children
- 186.3 million American adults (85.4 percent) believe that children are more likely to smoke if their parents smoke

<b>Family and Friendship Groups</b>	<b>2000</b>	<b>2004</b>	<b>2005</b>	<b>p, 2000 to 2005</b>	<b>p, 2004 to 2005</b>
Strict household rules against smoking	69.1	78.4	76.7	<.001	ns
Smoking is never allowed in the presence of children	78.6	91.1	89.6	<.001	ns
Smoking is never allowed in the vehicle	n/a	78.7	79.6	n/a	ns
Smoking is never allowed in the vehicle when children are present	n/a	91.5	90.7	n/a	ns
Recognize that smoking in a car affects the health of children	n/a	82.8	81.8	n/a	<.001
No ETS Exposure in the home	n/a	64.3	63.9	n/a	ns
No ETS Exposure in a car or truck	n/a	81.5	82.7	n/a	ns
Smoking is unacceptable in front of children	77.7	75.8	76.9	ns	ns
Children under 18 are never allowed to smoke	n/a	97.1	96.4	n/a	.042
Parents should not allow children under the age of 18 to smoke cigarettes	91.2	92.5	94.3	.001	.03
Smoke from a parent's cigarette harms their children	93.7	96.4	96.5	.001	ns
Children are more likely to smoke if their parents smoke	78.1	85.2	85.4	<.001	ns
Smokers do not smoke in social settings with nonsmokers <sup>2</sup>	27.8	26.0	36.8	<.001	<.001

<sup>1</sup> Indicators endorsed by at least 85% of U.S. adults

<sup>2</sup> 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	<i>p</i>
Total	15.9	7.4	<b>76.7</b>	
Rural	17.9	7.3	<b>74.8</b>	
Urban	15.2	7.5	<b>77.3</b>	ns
Northeast	14.1	11.7	<b>74.2</b>	
Midwest	16.4	5.9	<b>77.7</b>	
South	18.0	7.2	<b>74.9</b>	
West	13.5	5.4	<b>81.1</b>	.027
Nonsmoker	7.7	4.0	<b>88.4</b>	
Smoker	51.3	22.0	<b>26.7</b>	<.001
Male	18.3	8.4	<b>73.3</b>	
Female	13.4	6.7	<b>79.9</b>	.010
White	16.2	6.8	<b>77.0</b>	
African American	18.1	12.3	<b>69.6</b>	.026
18-24 years of age	10.8	8.6	<b>80.6</b>	
25-44 years of age	15.3	8.6	<b>76.0</b>	
45-64 years of age	17.7	7.1	<b>75.2</b>	
65 years of age and older	15.7	6.2	<b>78.2</b>	ns
Not a high school graduate	29.3	12.0	<b>58.7</b>	
High school graduate	19.3	10.4	<b>70.4</b>	
Some college	16.8	9.1	<b>74.1</b>	
College Graduate	10.2	3.4	<b>86.4</b>	<.001

Note: 0.0 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

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

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

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

Sample Characteristic	Always allowed	Sometimes allowed	Never allowed	<i>p</i>
Total	5.8	4.6	<b>89.6</b>	
Rural	6.3	4.9	<b>88.8</b>	
Urban	5.7	4.5	<b>89.8</b>	ns
Northeast	5.7	4.6	<b>89.7</b>	
Midwest	6.2	5.1	<b>88.7</b>	
South	6.8	4.4	<b>88.7</b>	
West	3.7	3.7	<b>92.6</b>	ns
Nonsmoker	3.1	2.1	<b>94.8</b>	
Smoker	17.5	15.3	<b>67.2</b>	<.001
Male	5.5	6.1	<b>88.3</b>	
Female	6.0	3.1	<b>90.9</b>	.019
White	6.4	4.0	<b>89.7</b>	
African American	5.3	9.4	<b>85.4</b>	.007
18-24 years of age	2.9	4.3	<b>92.8</b>	
25-44 years of age	4.6	6.5	<b>88.9</b>	
45-64 years of age	7.3	4.4	<b>88.3</b>	
65 years of age and older	5.9	2.2	<b>91.9</b>	.038
Not a high school graduate	9.9	7.7	<b>82.4</b>	
High school graduate	6.8	7.8	<b>85.4</b>	
Some college	6.7	4.0	<b>89.3</b>	
College Graduate	3.8	2.0	<b>94.3</b>	<.001

Note: 0.4 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

**Table 2.3 Smoking in Vehicles**

"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	79.6	1.6	9.1	9.7	
Rural	76.1	2.3	9.1	12.5	
Urban	80.7	1.4	9.2	8.7	ns
Northeast	83.1	0.8	7.8	8.2	
Midwest	80.2	0.8	9.5	9.5	
South	75.8	1.7	11.7	10.8	
West	82.0	2.8	5.9	9.3	ns
Nonsmoker	91.4	1.5	1.5	3.6	
Smoker	24.9	1.7	35.3	38.2	<.001
Male	75.3	2.7	9.5	12.5	
Female	83.1	0.7	8.9	7.4	<.001
White	78.7	1.7	8.5	11.1	
African American	82.9	0.7	11.8	4.6	.040
18-24 years of age	77.3	2.3	11.7	8.6	
25-44 years of age	77.9	2.0	10.5	9.5	
45-64 years of age	78.3	1.4	8.9	11.4	
65 years of age and older	85.1	1.0	6.6	7.3	ns
Not a high school graduate	69.0	0.0	16.9	14.1	
High school graduate	70.7	2.0	11.7	5.5	
Some college	78.1	2.0	9.1	10.8	
College Graduate	88.4	1.3	5.9	4.4	<.001

Note: 6.6 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 2.4 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	90.7	0.9	5.8	2.6	
Rural	89.8	0.3	7.3	2.6	
Urban	91.2	1.0	5.3	2.6	ns
Northeast	92.5	0.0	7.1	0.4	
Midwest	91.2	0.0	5.8	3.0	
South	88.0	1.1	6.8	4.2	
West	93.0	2.4	3.1	1.4	<.001
Nonsmoker	96.1	0.9	1.5	1.5	
Smoker	64.5	0.9	26.8	7.8	<.001
Male	88.9	0.9	6.6	3.5	
Female	92.4	0.7	5.1	1.8	ns
White	90.3	0.7	6.1	2.9	
African American	93.4	0.0	4.6	2.0	ns
18-24 years of age	89.7	0.8	8.7	0.8	
25-44 years of age	91.1	1.0	5.8	2.0	
45-64 years of age	90.3	1.1	5.6	3.1	
65 years of age and older	91.6	0.3	4.9	3.1	ns
Not a high school graduate	87.0	0.0	11.6	1.4	
High school graduate	85.3	1.0	9.5	4.1	
Some college	91.6	0.3	4.3	3.7	
College Graduate	94.8	1.3	3.0	0.9	<.001

Note: 7.5 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	<i>p</i>
Total	3.1	3.9	11.2	31.4	50.4	
Rural	2.6	3.8	11.0	31.4	51.2	
Urban	3.3	4.0	11.2	31.5	50.0	ns
Northeast	4.1	3.3	10.0	27.3	55.4	
Midwest	2.4	5.1	14.4	30.9	47.2	
South	3.6	4.5	10.6	32.1	49.3	
West	2.2	1.8	9.1	35.0	51.8	ns
Nonsmoker	2.3	2.3	8.3	32.4	54.8	
Smoker	6.5	11.4	24.9	28.2	29.0	<.001
Male	4.9	4.9	14.0	31.4	44.7	
Female	1.5	3.0	8.5	31.4	55.6	<.001
White	3.3	4.0	12.2	30.1	50.4	
African American	0.6	2.5	8.6	36.8	51.5	ns
18-24 years of age	3.8	3.1	9.2	33.1	50.8	
25-44 years of age	3.0	3.0	11.0	32.0	51.0	
45-64 years of age	3.5	4.0	12.0	27.8	52.6	
65 years of age and older	2.4	5.4	10.5	36.9	44.7	ns
Not a high school graduate	4.9	6.2	6.2	32.1	50.6	
High school graduate	4.7	4.0	13.2	34.2	43.9	
Some college	2.8	4.2	9.3	34.4	49.3	
College Graduate	1.7	3.4	11.3	27.6	56.1	.014

Note: 5.5 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	<i>p</i>
Total	63.9	14.5	3.8	2.7	5.1	
Rural	60.0	16.4	4.7	3.3	5.6	
Urban	65.2	13.9	3.5	2.5	5.0	ns
Northeast	69.9	9.7	3.6	2.2	14.7	
Midwest	60.2	18.8	4.1	3.3	13.6	
South	61.6	14.5	3.6	2.6	17.6	
West	66.9	13.3	3.8	2.4	13.7	ns
Nonsmoker	74.0	15.5	3.6	2.2	4.7	
Smoker	19.0	10.4	4.1	5.2	61.3	<.001
Male	56.9	17.4	4.3	4.0	17.4	
Female	70.2	12.0	3.2	1.6	13.0	<.001
White	62.9	15.3	3.6	2.5	15.8	
African American	65.9	11.8	6.5	4.1	11.8	ns
18-24 years of age	53.8	18.2	4.5	6.8	16.7	
25-44 years of age	57.6	18.1	5.8	2.4	16.1	
45-64 years of age	64.3	13.6	3.1	2.6	16.5	
65 years of age and older	75.2	10.2	2.2	1.6	10.9	<.001
Not a high school graduate	55.1	14.6	1.1	0.0	29.2	
High school graduate	57.7	13.5	5.3	4.1	19.5	
Some college	59.8	14.7	3.5	3.2	18.8	
College Graduate	72.7	14.9	3.4	1.6	7.4	<.001

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

**Table 2.7 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	<b>82.7</b>	5.8	2.8	1.0	7.6	
Rural	<b>80.7</b>	5.7	2.7	1.4	9.5	
Urban	<b>83.3</b>	5.9	2.9	0.8	7.0	ns
Northeast	<b>85.8</b>	4.3	2.8	1.1	6.0	
Midwest	<b>82.2</b>	5.9	3.1	0.8	8.0	
South	<b>81.1</b>	6.8	2.2	1.0	8.8	
West	<b>83.8</b>	5.4	3.4	0.7	6.8	ns
Nonsmoker	<b>92.6</b>	4.6	1.6	0.3	0.9	
Smoker	<b>39.3</b>	11.1	8.5	4.1	37.0	<.001
Male	<b>80.0</b>	6.7	3.2	1.0	9.1	
Female	<b>85.3</b>	5.0	2.4	0.9	6.3	ns
White	<b>82.5</b>	5.7	2.8	1.0	8.0	
African American	<b>82.0</b>	7.6	4.1	0.6	5.8	ns
18-24 years of age	<b>72.1</b>	9.6	6.6	2.2	9.6	
25-44 years of age	<b>80.7</b>	5.8	3.4	1.0	9.2	
45-64 years of age	<b>82.1</b>	6.4	2.7	0.8	8.0	
65 years of age and older	<b>91.6</b>	2.8	0.9	0.3	4.3	<.001
Not a high school graduate	<b>70.7</b>	6.5	3.3	3.3	16.3	
High school graduate	<b>73.5</b>	8.3	5.2	1.4	11.6	
Some college	<b>81.5</b>	7.0	2.9	1.1	7.5	
College Graduate	<b>92.6</b>	3.1	1.3	0.2	2.9	<.001

Note: 1.8 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	2.0	1.5	<b>96.4</b>	
Rural	1.6	2.2	<b>96.2</b>	
Urban	2.2	1.3	<b>96.5</b>	.006
Northeast	2.5	0.4	<b>97.1</b>	
Midwest	1.5	1.8	<b>96.6</b>	
South	1.6	1.8	<b>96.5</b>	
West	3.4	1.4	<b>95.2</b>	ns
Nonsmoker	1.8	1.0	<b>97.2</b>	
Smoker	2.6	3.7	<b>93.7</b>	<.001
Male	2.1	1.9	<b>96.0</b>	
Female	2.0	1.2	<b>96.9</b>	<.001
White	2.1	1.6	<b>96.3</b>	
African American	2.3	1.2	<b>96.5</b>	.033
18-24 years of age	2.2	1.5	<b>96.4</b>	
25-44 years of age	1.7	1.0	<b>97.3</b>	
45-64 years of age	2.1	1.7	<b>96.2</b>	
65 years of age and older	2.2	1.9	<b>95.8</b>	<.001
Not a high school graduate	4.3	0.0	<b>95.7</b>	
High school graduate	2.4	1.2	<b>96.4</b>	
Some college	1.4	2.5	<b>96.1</b>	
College Graduate	1.6	1.3	<b>97.1</b>	<.001

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

**Table 2.9 Parents should prevent their children's exposure to second hand smoke**

"Parents have a responsibility to prevent their children's exposure to second hand smoke."

(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	43.2	52.4	3.3	1.1	
Rural	35.9	58.6	4.7	0.8	
Urban	45.6	50.4	2.9	1.2	ns
Northeast	46.4	46.8	5.0	1.8	
Midwest	40.6	55.5	2.6	1.3	
South	41.3	53.8	4.3	0.6	
West	46.2	51.4	1.4	1.0	ns
Nonsmoker	47.4	48.9	2.9	0.8	
Smoker	24.5	67.0	5.7	2.7	.003
Male	37.7	56.0	4.6	1.6	
Female	48.1	49.0	2.2	0.7	ns
White	42.7	53.1	3.5	0.6	
African American	46.7	49.7	1.2	2.4	ns
18-24 years of age	37.2	58.4	2.9	1.5	
25-44 years of age	48.3	48.3	2.4	1.0	
45-64 years of age	47.9	47.3	3.8	1.0	
65 years of age and older	30.0	64.5	4.2	1.3	ns
Not a high school graduate	27.0	65.2	5.6	2.2	
High school graduate	34.3	59.7	4.8	1.2	
Some college	44.6	51.9	2.2	1.4	
College Graduate	52.0	44.5	2.9	0.5	ns

Note: 1.9 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

**Table 2.10 Acceptability of Parents Smoking in Front of Children**

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

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	1.9	21.3	53.8	23.0	
Rural	1.2	27.1	55.6	16.1	
Urban	2.1	19.3	53.3	25.3	<.001
Northeast	1.9	15.6	54.8	27.8	
Midwest	1.9	22.5	54.4	20.9	
South	1.5	20.7	56.0	21.8	
West	2.5	25.7	48.6	23.2	ns
Nonsmoker	1.7	15.2	56.5	26.6	
Smoker	2.8	48.2	41.5	7.5	<.001
Male	1.9	26.6	51.4	20.1	
Female	1.9	16.6	55.9	25.6	<.001
White	1.9	23.9	51.9	22.3	
African American	1.8	7.9	64.6	25.6	<.001
18-24 years of age	0.0	21.4	55.7	22.9	
25-44 years of age	1.3	24.3	48.1	26.3	
45-64 years of age	2.5	21.8	49.9	25.8	
65 years of age and older	2.3	16.0	68.0	13.7	<.001
Not a high school graduate	3.8	22.8	62.0	11.4	
High school graduate	1.2	24.9	59.0	14.8	
Some college	3.1	21.6	51.7	23.6	
College Graduate	1.5	18.0	49.8	30.7	<.001

Note: 5.3 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	38.7	55.6	4.5	1.2	
Rural	32.5	62.5	4.4	0.6	.013
Urban	40.8	53.3	4.5	1.5	
Northeast	44.2	50.0	4.0	1.8	ns
Midwest	38.7	55.6	4.7	1.0	
South	37.4	57.3	4.3	1.0	
West	35.4	58.2	5.1	1.3	
Nonsmoker	41.6	53.5	3.6	1.3	<.001
Smoker	27.1	63.7	8.1	1.1	
Male	36.3	56.6	5.6	1.5	ns
Female	40.8	54.5	3.5	1.2	
White	38.8	55.5	4.8	0.9	ns
African American	39.6	55.0	3.6	1.8	
18-24 years of age	30.1	61.0	6.6	2.2	<.001
25-44 years of age	46.2	47.8	3.8	2.2	
45-64 years of age	43.5	52.7	3.1	0.7	
65 years of age and older	23.3	69.1	6.9	0.6	
Not a high school graduate	23.9	65.2	10.9	0.0	<.001
High school graduate	30.1	62.1	6.2	1.7	
Some college	40.8	56.8	1.6	0.8	
College Graduate	46.6	47.7	4.2	1.6	

Note: 1.2 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	39.4	57.2	3.1	0.4	
Rural	32.6	62.9	4.0	0.6	.020
Urban	41.6	55.3	2.8	0.3	
Northeast	42.3	53.6	3.3	0.7	ns
Midwest	39.9	57.2	2.4	0.5	
South	37.3	58.6	3.9	0.2	
West	39.4	58.1	2.5	0.0	
Nonsmoker	43.4	54.3	2.1	0.3	<.001
Smoker	22.0	69.7	7.5	0.8	
Male	36.6	57.9	4.9	0.6	.001
Female	41.7	56.4	1.6	0.3	
White	39.3	57.3	3.0	0.4	ns
African American	39.2	58.4	2.4	0.0	
18-24 years of age	35.3	62.4	1.5	0.8	<.001
25-44 years of age	47.9	48.4	3.0	0.7	
45-64 years of age	41.8	54.4	3.6	0.2	
65 years of age and older	25.3	71.8	2.6	0.3	
Not a high school graduate	21.8	75.9	2.3	0.0	<.001
High school graduate	30.8	64.8	3.6	0.7	
Some college	42.7	55.1	2.2	0.0	
College Graduate	47.1	49.4	3.1	0.4	

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

**Table 2.13 Babies and children should be tested for exposure to second hand smoke**

"Babies and children should be tested for exposure to second hand smoke when they go to their doctor."

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	15.6	66.2	16.7	1.4	
Rural	15.3	65.0	18.2	1.6	
Urban	15.7	66.7	16.3	1.4	ns
Northeast	18.5	64.3	15.5	1.7	
Midwest	13.9	67.4	16.6	2.1	
South	15.7	68.8	14.6	0.9	
West	14.8	62.0	22.0	1.2	ns
Nonsmoker	16.8	67.1	15.0	1.1	
Smoker	11.2	63.5	22.8	2.5	.002
Male	15.5	64.6	18.0	1.9	
Female	15.9	67.4	15.7	1.0	ns
White	14.5	64.7	19.3	1.5	
African American	20.5	72.7	6.2	0.6	<.001
18-24 years of age	16.4	73.4	10.2	0.0	
25-44 years of age	14.7	63.3	20.9	1.1	
45-64 years of age	18.8	59.9	18.6	2.6	
65 years of age and older	10.4	78.9	10.4	0.4	<.001
Not a high school graduate	14.1	75.3	10.6	0.0	
High school graduate	11.5	73.3	14.7	0.5	
Some college	18.2	62.6	16.4	2.7	
College Graduate	17.4	60.9	20.2	1.5	.002

Note: 13.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.14 Breathing air in a room where people smoked yesterday can harm the health of babies and children.**

"Breathing air in a room where people smoked yesterday can harm the health of babies and children."

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	15.2	63.3	19.9	1.6	
Rural	12.2	63.3	22.7	1.7	
Urban	16.2	63.4	18.9	1.5	ns
Northeast	17.2	64.3	18.1	0.5	
Midwest	13.1	63.1	21.9	2.0	
South	15.2	65.6	17.7	1.5	
West	16.2	59.0	22.5	2.3	ns
Nonsmoker	17.2	67.0	14.9	1.0	
Smoker	7.4	48.1	39.8	4.6	<.001
Male	13.8	56.8	27.0	2.5	
Female	16.5	68.8	13.7	1.0	<.001
White	14.0	62.2	22.2	1.6	
African American	18.5	72.8	6.0	2.6	<.001
18-24 years of age	14.8	61.7	20.9	2.6	
25-44 years of age	15.7	54.0	28.4	1.9	
45-64 years of age	16.6	62.4	19.2	1.7	
65 years of age and older	11.5	78.2	9.5	0.8	<.001
Not a high school graduate	8.5	78.9	11.3	1.4	
High school graduate	14.1	65.9	18.6	1.5	
Some college	17.8	61.0	18.5	2.7	
College Graduate	16.2	60.3	22.5	0.9	ns

Note: 22.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.15 Breathing air in a car today where people smoked yesterday can harm the health of babies and children**

"Breathing air in a car today where people smoked yesterday can harm the health of babies and children."

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	15.5	64.1	18.8	1.5	
Rural	11.9	67.2	19.1	1.7	ns
Urban	16.8	63.2	18.6	1.4	
Northeast	17.9	67.0	14.7	0.4	ns
Midwest	14.5	63.2	20.3	1.9	
South	14.4	65.8	18.4	1.5	
West	16.5	59.8	21.4	2.2	
Nonsmoker	17.4	67.9	13.7	1.0	<.001
Smoker	8.3	48.6	39.0	4.1	
Male	15.0	57.5	25.1	2.4	<.001
Female	16.1	69.7	13.4	0.8	
White	14.7	63.3	20.4	1.6	.006
African American	18.2	71.4	8.4	1.9	
18-24 years of age	13.9	66.1	17.4	2.6	<.001
25-44 years of age	17.2	54.7	26.6	1.5	
45-64 years of age	16.7	62.8	18.8	1.7	
65 years of age and older	11.9	78.6	8.6	0.8	
Not a high school graduate	8.5	81.7	8.5	1.4	.019
High school graduate	14.4	65.5	18.6	1.5	
Some college	16.7	64.5	16.1	2.7	
College Graduate	17.4	60.4	21.5	0.7	

Note: 21.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.16 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	p
Total	23.9	61.5	13.6	1.0	
Rural	17.0	65.2	17.3	0.6	.001
Urban	26.2	60.2	12.5	1.1	
Northeast	26.1	61.2	12.7	0.0	ns
Midwest	23.4	63.4	11.6	1.6	
South	22.5	58.8	17.5	1.3	
West	25.0	63.7	10.6	0.7	
Nonsmoker	26.0	63.3	10.0	0.7	.001
Smoker	15.6	52.3	29.8	2.3	
Male	26.3	62.0	10.5	1.2	.007
Female	22.0	60.8	16.4	0.8	
White	24.7	61.5	12.8	1.1	ns
African American	20.9	61.3	17.2	0.6	
18-24 years of age	20.5	57.6	18.9	3.0	.002
25-44 years of age	28.0	56.5	14.8	0.8	
45-64 years of age	25.4	62.3	11.4	0.9	
65 years of age and older	17.5	68.2	13.9	0.3	
Not a high school graduate	16.9	62.9	19.1	1.1	<.001
High school graduate	15.8	65.5	17.5	1.2	
Some college	24.4	59.4	14.4	1.7	
College Graduate	31.3	59.3	9.2	0.2	

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

**Table 2.17 In social settings, where there are smokers and non-smokers, do your friends who are smokers smoke?**

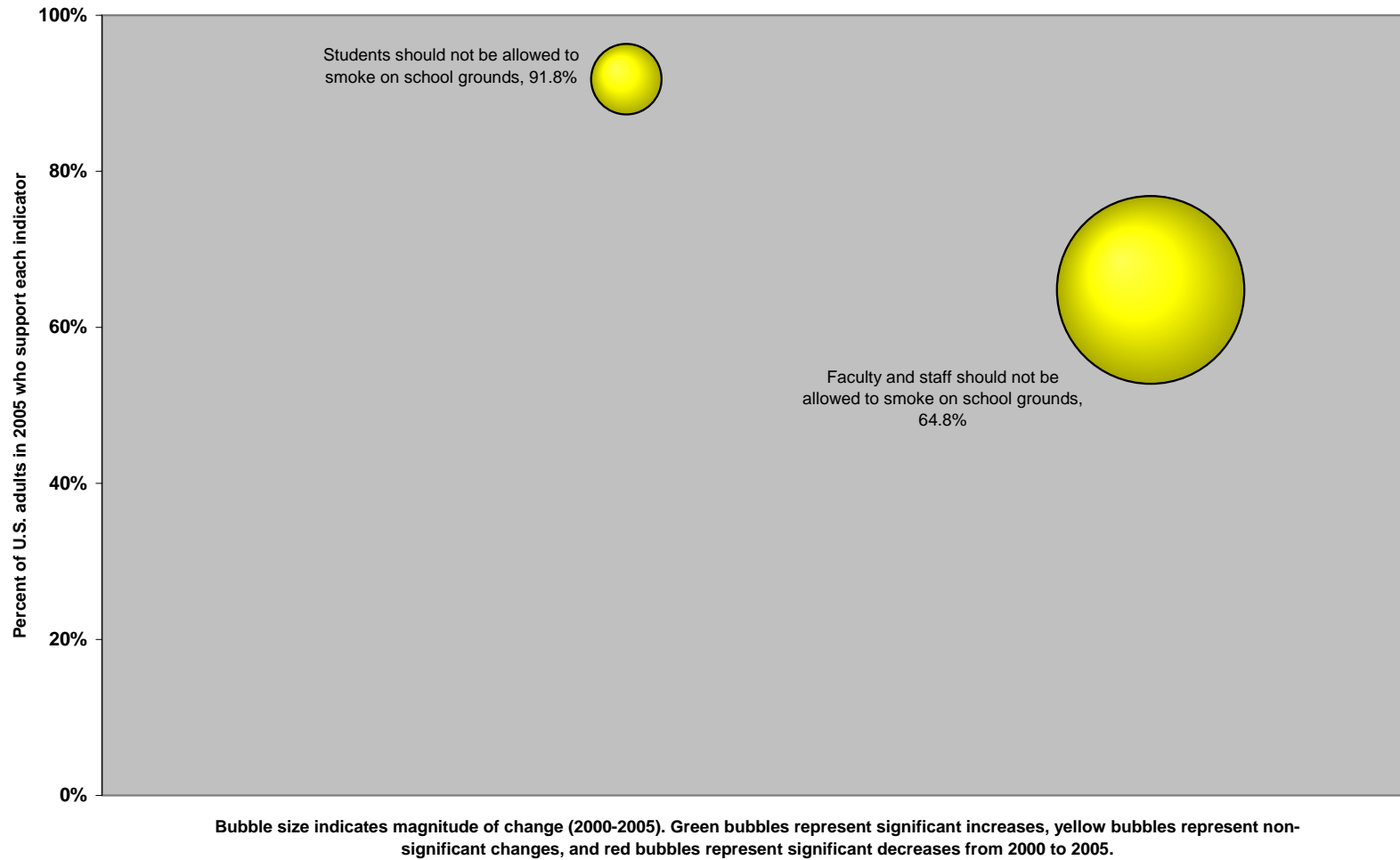
"In social settings, where there are smokers and non-smokers, do your friends who are smokers smoke?"

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

Sample Characteristic	Always Refrain from smoking	Sometimes Refrain from smoking	Never Refrain from smoking	p
Total	36.8	47.2	16.0	
Rural	40.5	42.3	17.3	
Urban	35.6	48.8	15.7	ns
Northeast	33.6	52.0	14.3	
Midwest	34.8	50.0	15.2	
South	36.8	44.8	18.4	
West	42.7	42.3	15.0	ns
Nonsmoker	41.3	44.7	14.0	
Smoker	19.8	57.1	23.0	<.001
Male	31.0	51.4	17.0	
Female	41.8	43.4	14.8	.002
White	37.4	47.0	15.6	
African American	28.7	49.3	22.1	ns
18-24 years of age	25.9	50.9	23.1	
25-44 years of age	30.7	50.1	19.2	
45-64 years of age	39.2	47.7	47.7	
65 years of age and older	46.2	39.8	39.8	<.001
Not a high school graduate	23.1	33.8	25.4	
High school graduate	19.2	34.3	18.7	
Some college	13.1	33.1	18.2	
College Graduate	14.0	41.7	10.9	.004

Note: 20.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## Education, 2000 to 2005





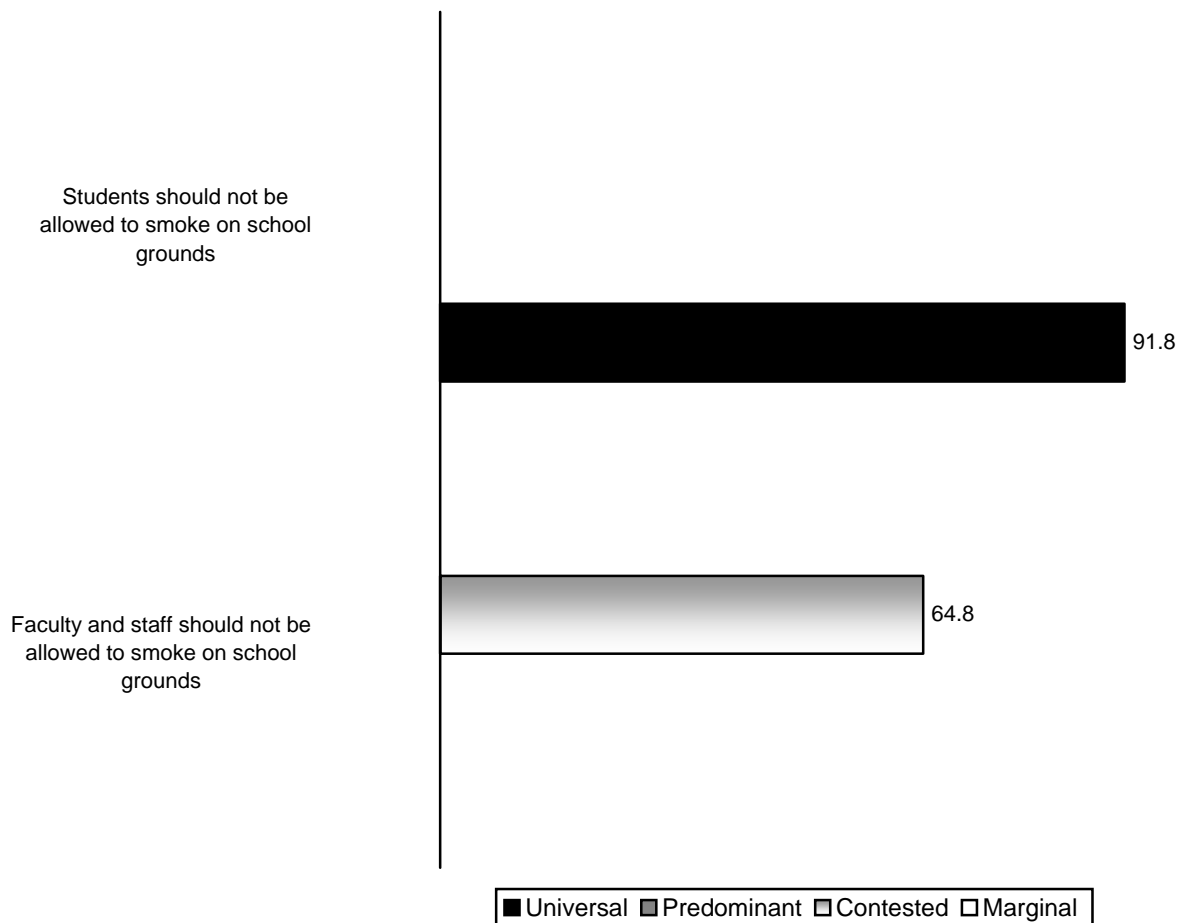
## Education, 2000 to 2005

### Universal Norms, Beliefs and Practices

- 200.3 million American adults (91.8 percent) believe that student should not be allowed to smoke on school grounds

Education	2000	2004	2005	<i>p</i> , 2000 to 2005	<i>p</i> , 2004 to 2005
Students should not be allowed to smoke on school grounds	90.0	89.7	91.8	ns	.032
Faculty and staff should not be allowed to smoke on school grounds	56.8	67.3	64.8	<.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	0.7	7.5	91.8	
Rural	1.1	5.7	93.2	
Urban	0.6	8.2	91.3	ns
Northeast	0.7	5.7	93.6	
Midwest	0.5	5.7	93.8	
South	0.8	7.9	91.3	
West	0.7	11.3	88.1	ns
Nonsmoker	0.7	5.7	93.6	
Smoker	0.7	15.6	83.7	<.001
Male	0.9	9.9	89.2	
Female	0.5	5.5	93.9	.005
White	0.9	7.5	91.7	
African American	0.0	5.3	94.7	ns
18-24 years of age	1.5	14.1	84.4	
25-44 years of age	1.0	9.6	89.4	
45-64 years of age	0.3	6.3	93.3	
65 years of age and older	0.6	4.3	95.0	.003
Not a high school graduate	0.0	9.8	90.2	
High school graduate	0.9	6.6	92.4	
Some college	1.1	8.2	90.8	
College Graduate	0.4	7.4	92.2	ns

Note: 1.1 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?"

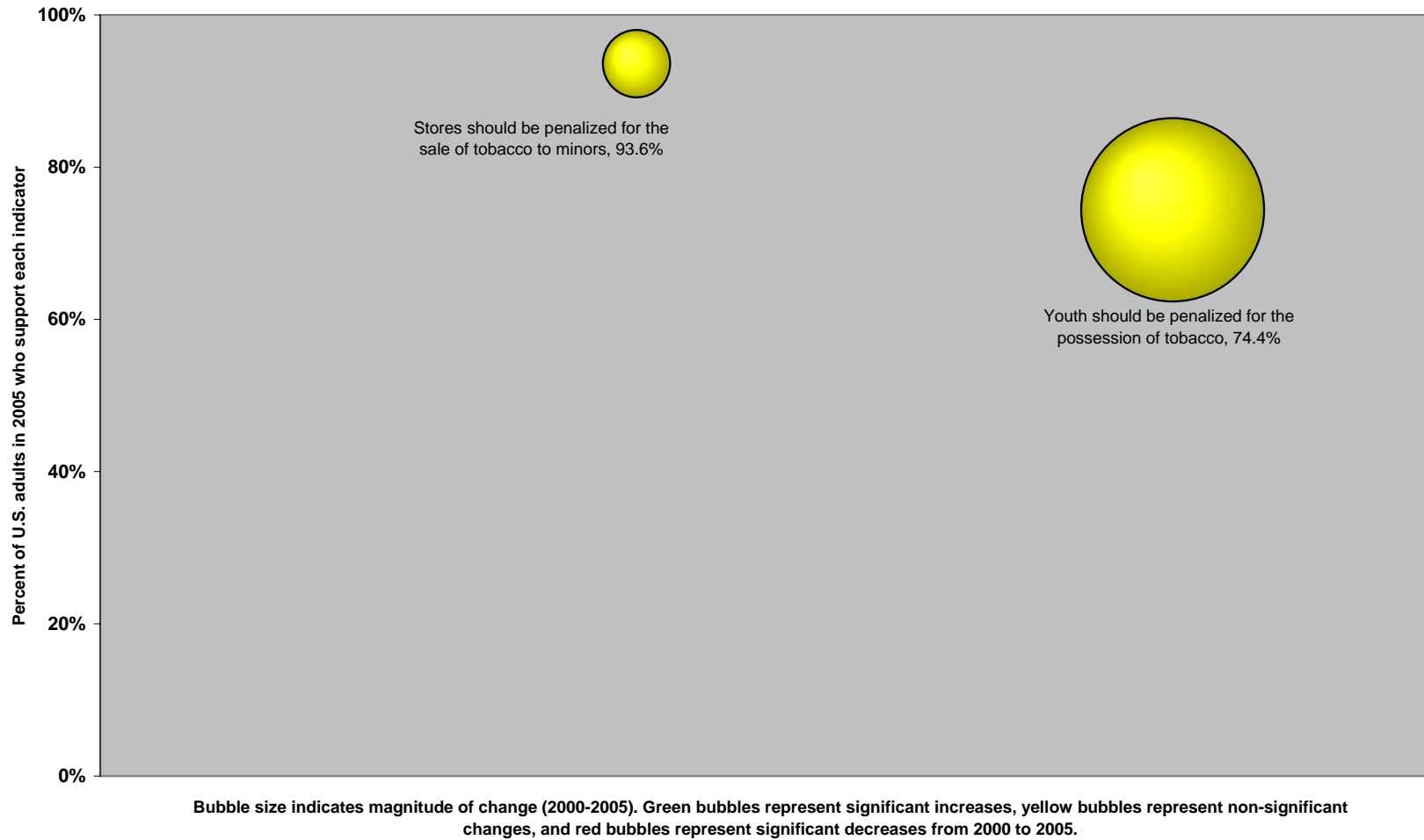
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	In all areas	Some, designated areas	Not allowed at all	<i>p</i>
Total	0.8	34.4	64.8	
Rural	1.1	28.1	70.8	
Urban	0.6	36.5	62.8	.011
Northeast	0.7	28.9	70.4	
Midwest	0.8	33.7	65.5	
South	0.4	35.6	64.0	
West	1.4	38.7	59.9	ns
Nonsmoker	0.7	29.5	69.8	
Smoker	1.1	55.9	43.0	<.001
Male	0.7	40.1	59.1	
Female	0.8	29.6	69.6	<.001
White	0.8	34.6	64.6	
African American	0.6	29.8	69.6	ns
18-24 years of age	0.7	37.8	61.5	
25-44 years of age	1.0	39.9	59.2	
45-64 years of age	0.5	34.3	65.2	
65 years of age and older	0.9	26.1	73.0	.010
Not a high school graduate	0.0	22.0	78.0	
High school graduate	1.2	31.0	67.8	
Some college	0.3	41.9	57.8	
College Graduate	0.9	34.1	64.8	.003

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



## Government and Political Order, 2000 to 2005



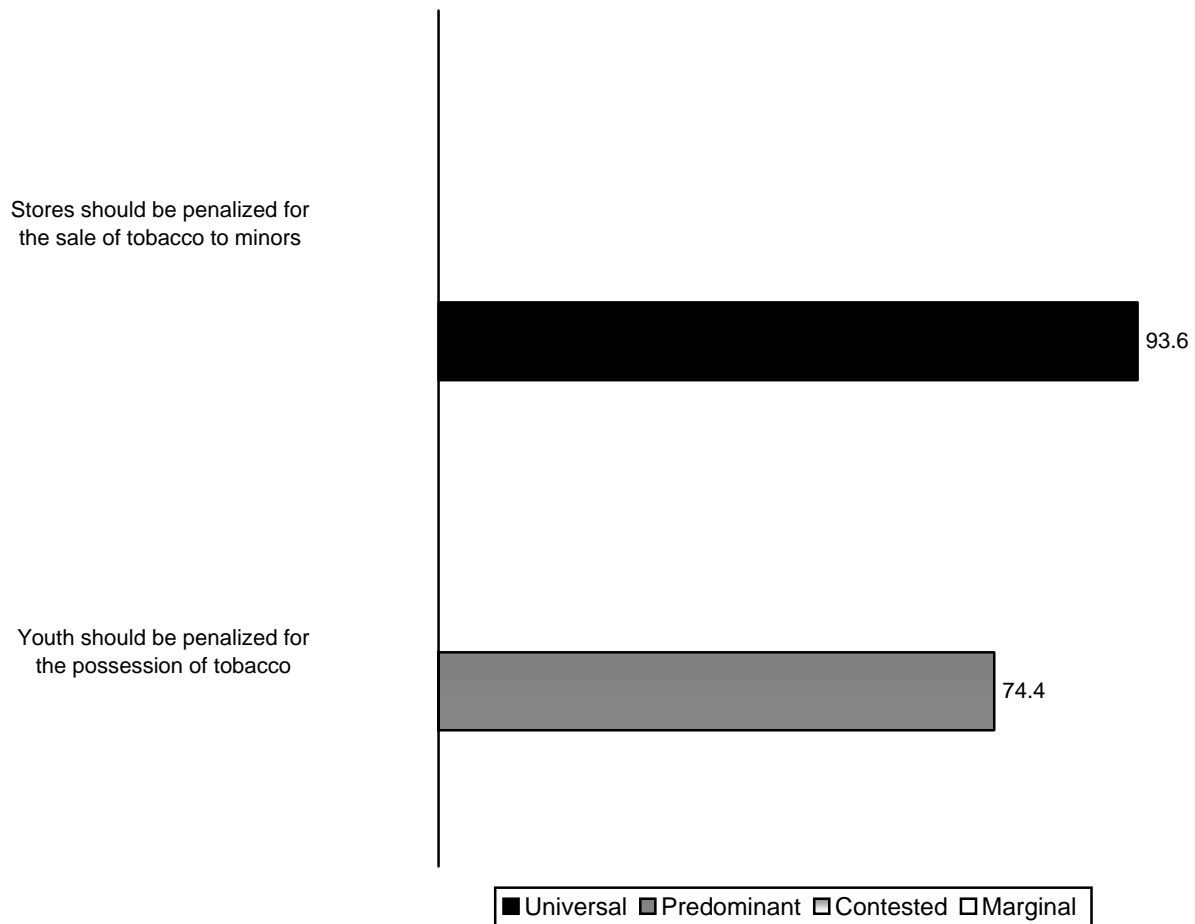
## Government and Political Order, 2000 to 2005

### Universal Norms, Beliefs and Practices

- 204.2 million American adults (93.6 percent) believe that stores should be penalized for the sale of tobacco to minors

<b>Government and Political Order</b>	<b>2000</b>	<b>2004</b>	<b>2005</b>	<b><i>p</i>, 2000 to 2005</b>	<b><i>p</i>, 2004 to 2005</b>
Stores should be penalized for the sale of tobacco to minors	93.4	95.1	93.6	ns	.046
Youth should be penalized for the possession of tobacco	75.6	74.0	74.4	ns	ns

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



**Table 4.1 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	37.2	56.4	5.7	0.7	
Rural	33.1	60.8	5.8	0.3	
Urban	38.6	54.9	5.6	0.8	ns
Northeast	37.4	55.4	5.8	1.4	
Midwest	37.1	58.0	4.4	0.5	
South	37.5	55.7	6.4	0.4	
West	36.6	56.6	6.1	0.7	ns
Nonsmoker	38.7	55.9	4.6	0.8	
Smoker	31.5	58.8	9.4	0.4	.005
Male	34.0	58.3	7.2	0.4	
Female	40.1	54.7	4.3	0.9	.012
White	37.6	56.2	5.6	0.6	
African American	35.5	58.0	5.9	0.6	ns
18-24 years of age	20.7	73.3	5.2	0.7	
25-44 years of age	40.1	53.0	6.3	0.5	
45-64 years of age	43.1	51.9	4.6	0.3	
65 years of age or older	29.5	62.2	7.0	1.3	<.001
Not a high school graduate	22.0	62.6	14.3	1.1	
High school graduate	31.0	61.7	6.8	0.5	
Some College	38.4	55.9	4.9	0.8	
College graduate	44.4	50.8	4.2	0.5	<.001

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

**Table 4.2 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?"

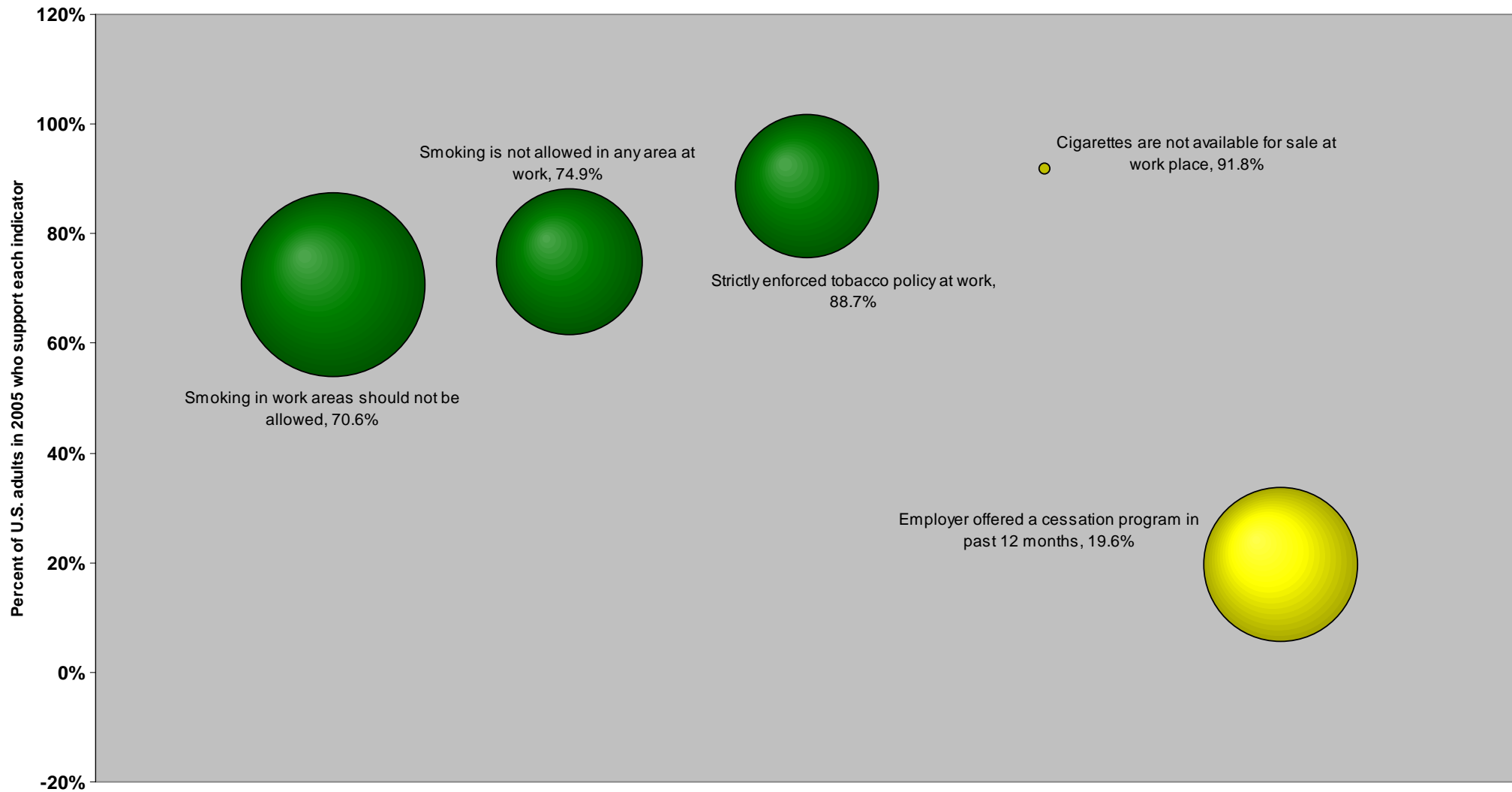
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	14.9	59.5	24.1	1.5	
Rural	11.0	62.3	25.5	1.2	
Urban	16.2	58.5	23.6	1.7	ns
Northeast	12.4	58.3	27.0	2.3	
Midwest	15.4	61.7	20.9	1.9	
South	15.2	57.9	25.6	1.3	
West	16.2	60.1	22.9	0.7	ns
Nonsmoker	16.3	61.3	21.4	1.0	
Smoker	9.9	52.5	34.2	3.4	<.001
Male	12.8	57.9	27.4	1.9	
Female	16.9	60.7	21.3	1.1	.012
White	14.7	59.6	24.1	1.7	
African American	17.2	63.2	19.6	0.0	ns
18-24 years of age	12.4	62.8	22.5	2.3	
25-44 years of age	18.2	61.6	19.7	0.5	
45-64 years of age	15.2	56.0	26.7	2.0	
65 years of age or older	11.0	61.5	26.1	1.4	.034
Not a high school graduate	10.2	64.8	23.9	1.1	
High school graduate	9.9	63.6	25.7	0.8	
Some college	18.3	58.0	21.2	2.6	
College graduate	17.7	55.8	24.9	1.6	.010

Note: 7.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



## Work, 2000 to 2005



Bubble size indicates magnitude of change (2000-2005). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2005.



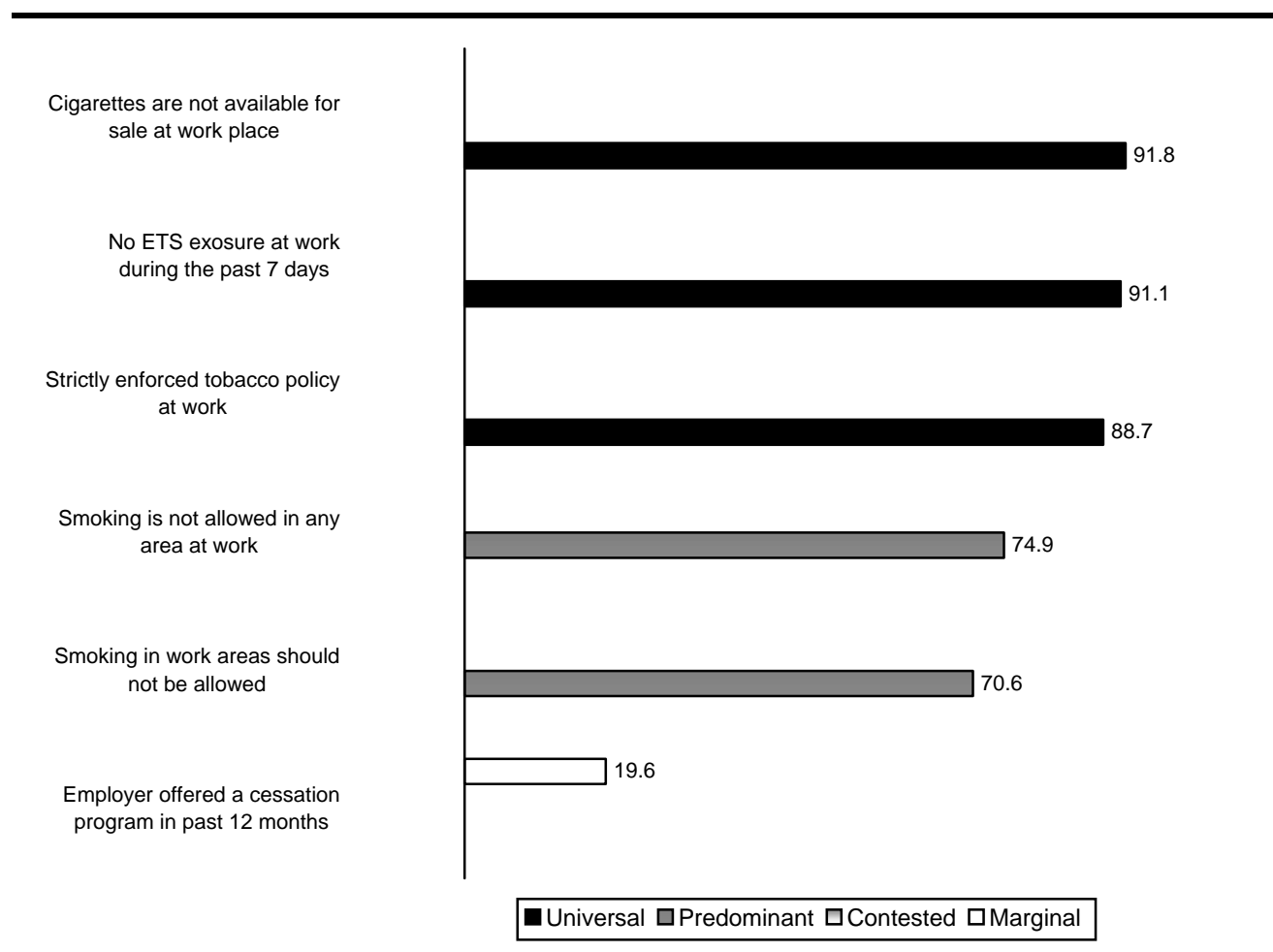
## Work, 2000 to 2005

### Universal Norms, Beliefs, and Practices

- 200.3 million American adults (91.8 percent) report that cigarettes are not available for sale at their work place
- 198.8 million American adults (91.1 percent) report no ETS exposure at work in the past 7 days
- 193.5 million American adults (88.7 percent) report a strictly enforced tobacco policy at work

Work	2000	2004	2005	p, 2000 to 2005	p, 2004 to 2005
Smoking in work areas should not be allowed	57.8	72.5	70.6	<.001	ns
Smoking is not allowed in any area at work	65.7	76.8	74.9	<.001	ns
Strictly enforced tobacco policy at work	78.0	88.3	88.7	<.001	ns
Cigarettes are not available for sale at work place	91.9	94.0	91.8	ns	.025
Employer offered a cessation program in past 12 months	23.2	19.0	19.6	ns	ns
No ETS exposure at work in the past 7 days	n/a	87.9	91.1	n/a	.019

### 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	<i>p</i>
Total	0.9	28.5	70.6	
Rural	1.4	34.4	64.2	
Urban	0.7	26.5	72.7	.007
Northeast	1.1	22.9	76.0	
Midwest	0.8	33.0	66.2	
South	0.6	28.8	70.6	
West	1.0	27.5	71.5	ns
Nonsmoker	0.6	21.3	78.1	
Smoker	2.2	60.0	37.8	<.001
Male	1.2	34.5	64.3	
Female	0.4	23.4	76.2	<.001
White	1.0	29.3	69.6	
African American	0.0	22.5	77.5	ns
18-24 years of age	2.9	32.4	64.7	
25-44 years of age	0.2	35.6	64.1	
45-64 years of age	0.9	26.3	72.8	
65 years of age or older	1.0	21.7	77.3	<.001
Not a high school graduate	1.1	32.2	66.7	
High school graduate	1.2	37.3	61.5	
Some college	1.4	31.1	67.5	
College graduate	0.2	19.7	80.1	<.001

Note: 2.0 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	<i>p</i>
Total	74.9	15.0	2.7	7.4	
Rural	71.4	17.1	2.4	9.0	
Urban	76.1	14.4	2.8	6.8	ns
Northeast	77.9	13.8	0.0	8.3	
Midwest	73.7	14.9	3.1	8.3	
South	72.6	18.8	4.5	4.2	
West	76.9	10.8	2.1	10.3	.011
Nonsmoker	78.5	13.1	2.1	6.4	
Smoker	59.4	23.5	5.3	11.8	<.001
Male	69.9	16.5	3.2	10.4	
Female	80.6	13.6	2.1	3.7	<.001
White	75.5	13.8	2.4	8.3	
African American	73.2	20.6	2.1	4.1	ns
18-24 years of age	69.0	18.4	2.3	10.3	
25-44 years of age	73.5	17.9	2.1	6.5	
45-64 years of age	78.3	11.7	3.1	6.9	
65 years of age or older	65.9	18.2	4.5	11.4	ns
Not a high school graduate	60.0	40.0	0.0	0.0	
High school graduate	61.5	24.3	3.2	11.0	
Some college	71.9	13.6	3.6	10.9	
College graduate	84.5	9.5	2.1	3.8	<.001

Note: 39.4 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 5.3 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	1.2	3.3	6.8	<b>88.7</b>	
Rural	1.1	4.3	6.0	<b>88.6</b>	
Urban	1.3	2.9	7.0	<b>88.8</b>	ns
Northeast	0.6	3.0	3.6	<b>92.7</b>	
Midwest	2.0	4.5	4.5	<b>89.0</b>	
South	1.1	3.1	9.2	<b>86.6</b>	
West	1.2	2.3	8.8	<b>87.7</b>	ns
Nonsmoker	1.2	3.3	6.8	<b>88.6</b>	
Smoker	1.5	2.9	6.6	<b>89.1</b>	ns
Male	1.3	4.6	7.1	<b>87.1</b>	
Female	1.0	2.0	6.7	<b>90.3</b>	ns
White	0.8	3.4	6.9	<b>89.0</b>	
African American	1.1	2.2	4.5	<b>92.1</b>	ns
18-24 years of age	1.3	1.3	8.0	<b>89.3</b>	
25-44 years of age	1.6	4.5	7.1	<b>86.8</b>	
45-64 years of age	0.8	2.4	6.9	<b>89.9</b>	
65 years of age or older	2.7	5.4	0.0	<b>91.9</b>	ns
Not a high school graduate	0.0	10.0	5.0	<b>85.0</b>	
High school graduate	1.1	4.8	10.2	<b>84.0</b>	
Some college	1.6	3.7	6.4	<b>88.3</b>	
College graduate	1.3	2.3	5.1	<b>91.4</b>	ns

Note: 45.8 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 5.4 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	<i>p</i>
Total	<b>91.1</b>	1.8	0.9	2.3	3.9	
Rural	<b>90.3</b>	1.6	2.7	2.7	2.7	
Urban	<b>91.4</b>	2.0	0.3	2.1	4.2	.035
Northeast	<b>94.5</b>	1.2	0.0	0.6	3.6	
Midwest	<b>88.1</b>	2.5	1.5	4.0	4.0	
South	<b>91.3</b>	1.1	1.1	2.3	4.2	
West	<b>91.1</b>	2.4	1.2	1.8	3.6	ns
Nonsmoker	<b>93.0</b>	2.3	0.9	1.4	2.4	
Smoker	<b>81.9</b>	0.0	0.7	6.5	10.9	<.001
Male	<b>88.9</b>	1.8	1.3	3.0	5.0	
Female	<b>93.3</b>	1.7	0.7	1.5	2.7	ns
White	<b>91.4</b>	1.4	1.1	2.2	3.8	
African American	<b>90.2</b>	2.2	0.0	1.1	6.5	ns
18-24 years of age	<b>85.7</b>	2.6	1.3	2.6	7.8	
25-44 years of age	<b>90.6</b>	1.9	0.3	3.2	3.9	
45-64 years of age	<b>92.5</b>	1.3	1.3	1.6	3.2	
65 years of age and older	<b>91.9</b>	2.7	2.7	0.0	2.7	ns
Not a high school graduate	<b>80.0</b>	0.0	0.0	5.0	15.0	
High school graduate	<b>83.0</b>	2.7	2.1	5.3	6.9	
Some college	<b>92.6</b>	2.1	1.6	0.5	3.2	
College Graduate	<b>95.4</b>	1.0	0.0	1.5	2.0	<.001

Note: 45.7 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 5.5 Availability of Cigarettes for Sale at Work**

"Are cigarettes for sale at your work place?"

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

<b>Sample Characteristic</b>	<b>Yes</b>	<b>No</b>	<b>p</b>
Total	8.2	91.8	
Rural	7.1	92.9	
Urban	8.5	91.5	ns
Northeast	10.4	89.6	
Midwest	7.0	93.0	
South	7.2	92.8	
West	8.8	91.2	ns
Nonsmoker	7.4	92.6	
Smoker	11.7	88.3	.048
Male	8.4	91.6	
Female	8.0	92.0	ns
White	7.5	92.5	
African American	9.0	91.0	ns
18-24 years of age	10.2	89.8	
25-44 years of age	7.3	92.7	
45-64 years of age	8.1	91.9	
65 years of age or older	11.1	88.9	ns
Not a high school graduate	10.0	90.0	
High school graduate	12.3	87.7	
Some College	6.3	93.7	
College graduate	6.9	93.1	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 5.6 Employer Cessation Program**

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

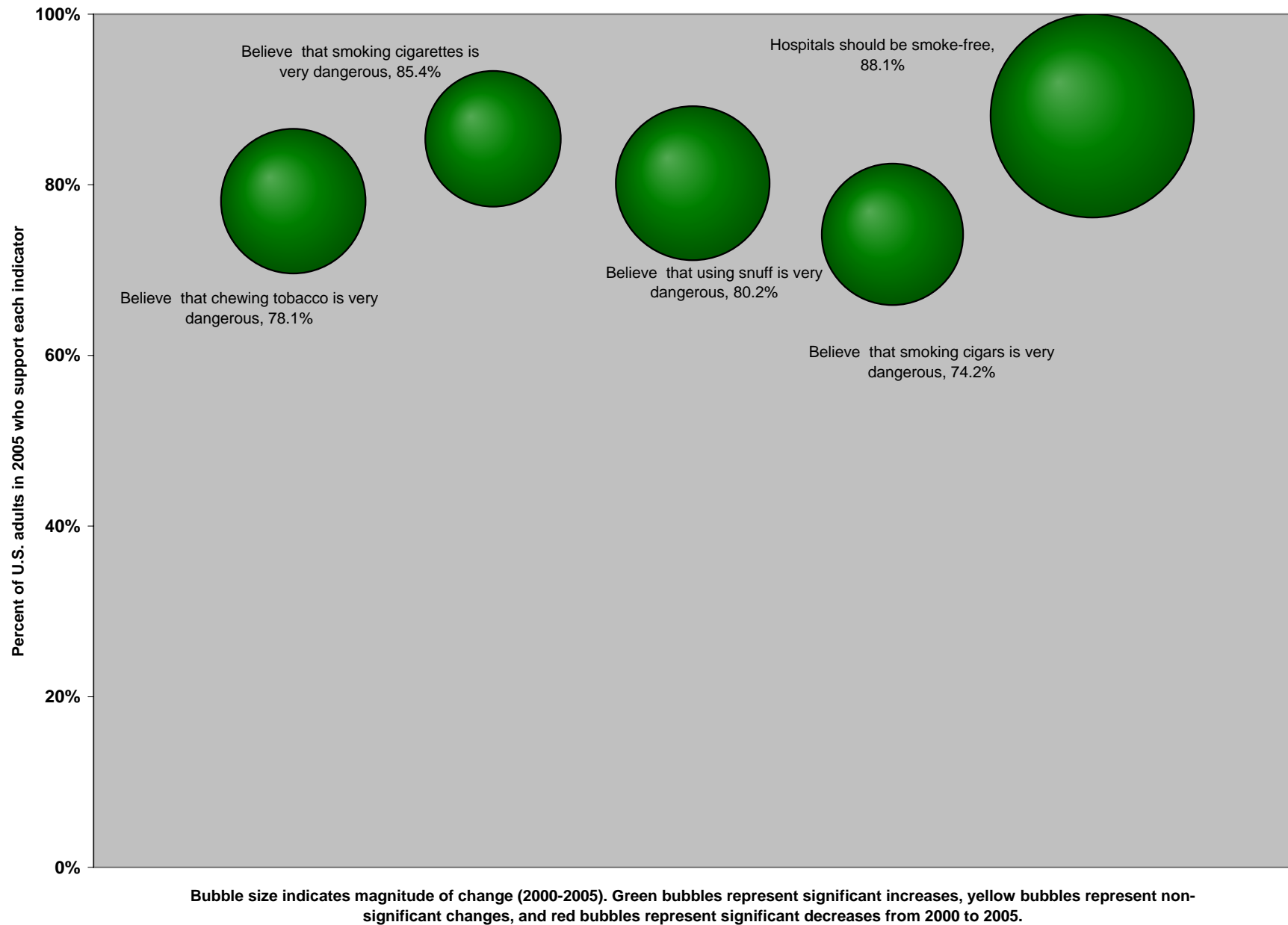
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

<b>Sample Characteristic</b>	<b>Yes</b>	<b>No</b>	<b>p</b>
Total	19.6	80.4	
Rural	19.4	80.6	
Urban	19.7	80.3	ns
Northeast	21.7	78.3	
Midwest	19.4	80.6	
South	19.1	80.9	
West	19.2	80.8	ns
Nonsmoker	20.3	79.7	
Smoker	16.8	83.2	ns
Male	20.3	79.7	
Female	18.7	81.3	ns
White	18.3	81.7	
African American	24.2	75.8	ns
21-24 years of age	15.4	84.6	
25-44 years of age	22.8	77.2	
45-64 years of age	18.1	81.9	
65 years of age or older	15.2	84.8	ns
Not a high school graduate	18.8	81.3	
High school graduate	13.9	86.1	
Some college	15.8	84.2	
College graduate	24.9	75.1	.006

Note: 45.7 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 2005



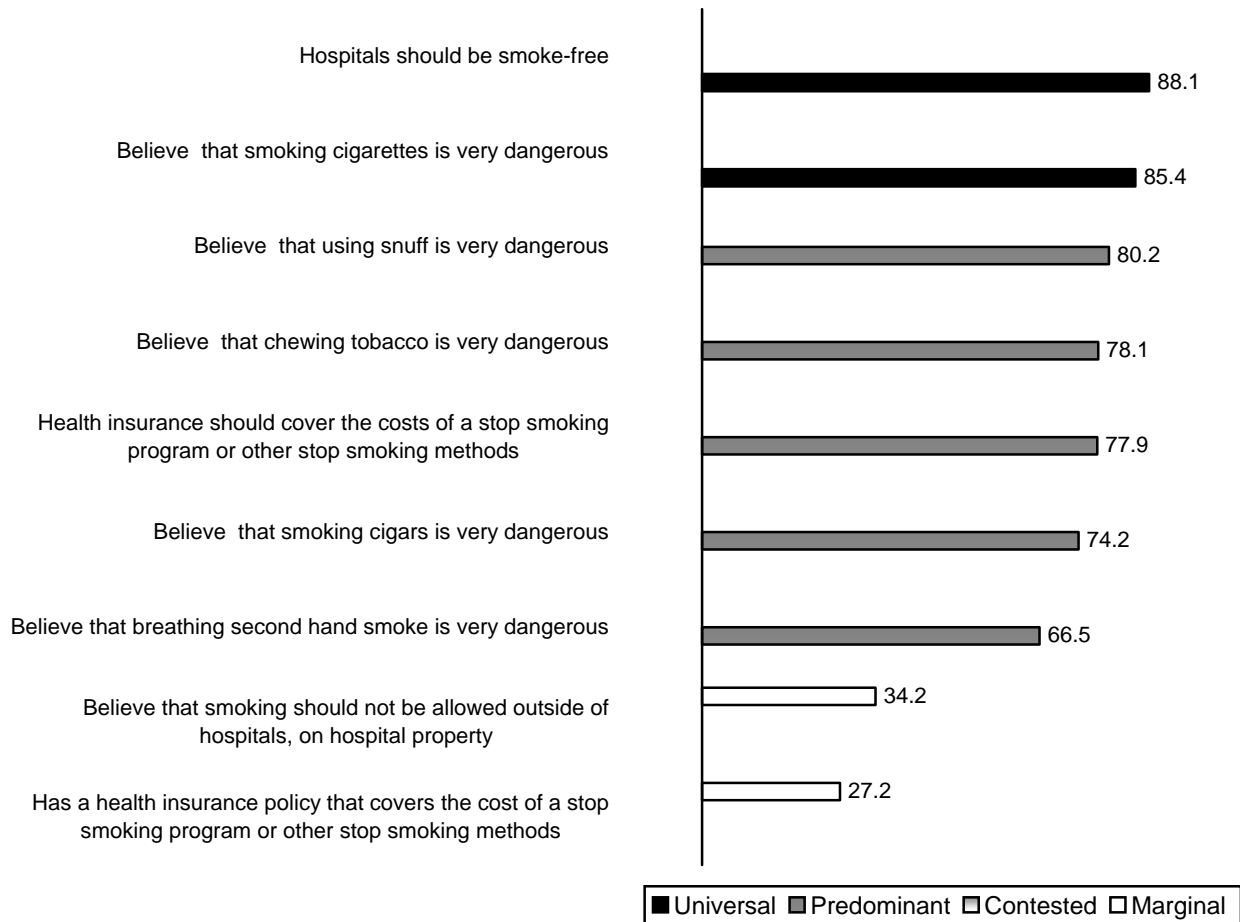
## Health and Medical Care, 2000 to 2005

### Universal Norms, Beliefs, and Practices

- 192.2 million American adults (88.1 percent) believe that hospitals should be smoke-free
- 186.3 million American adults (85.4 percent) believe that smoking cigarettes is very dangerous

<b>Health and Medical Care</b>	<b>2000</b>	<b>2004</b>	<b>2005</b>	<b>p, 2000 to 2005</b>	<b>p, 2004 to 2005</b>
Believe that chewing tobacco is very dangerous	71.4	77.3	78.1	<.001	ns
Believe that smoking cigarettes is very dangerous	78.9	85.6	85.4	<.001	ns
Believe that using snuff is very dangerous	72.5	78.2	80.2	<.001	ns
Believe that smoking cigars is very dangerous	68.1	74.7	74.2	<.001	ns
Hospitals should be smoke-free	74.3	88.3	88.1	<.001	ns
Believe that health insurance should cover the costs of a stop smoking program or other stop smoking methods	n/a	81.3	77.9	n/a	.01
Has a health insurance policy that covers the cost of a stop smoking program or other stop smoking methods	n/a	26.1	27.2	n/a	ns
Believe that breathing second hand smoke is very dangerous	n/a	69.0	66.5	n/a	ns

## 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	66.5	27.7	5.9	
Rural	68.2	25.6	6.2	
Urban	65.9	28.4	5.8	ns
Northeast	67.4	28.3	4.3	
Midwest	65.6	27.0	7.3	
South	65.5	28.9	5.6	
West	68.4	25.7	5.9	ns
Nonsmoker	71.8	24.0	4.2	
Smoker	41.8	44.6	13.5	<.001
Male	59.9	32.0	8.1	
Female	72.0	24.0	3.9	<.001
White	64.1	29.4	6.5	
African American	78.4	21.0	0.6	<.001
18-24 years of age	68.9	25.2	5.9	
25-44 years of age	64.5	30.8	4.7	
45-64 years of age	66.4	28.4	5.2	
65 years of age or older	68.1	23.3	8.6	ns
Not a high school graduate	74.4	19.8	5.8	
High school graduate	67.0	26.8	6.2	
Some college	67.0	26.6	6.4	
College graduate	64.4	30.3	5.2	ns

Note: 3.1 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	78.1	18.9	3.0	
Rural	77.9	19.2	2.9	
Urban	78.2	18.8	3.0	ns
Northeast	76.6	20.4	3.0	
Midwest	77.8	19.6	2.6	
South	77.7	18.7	3.6	
West	80.2	17.4	2.4	ns
Nonsmoker	81.8	16.5	1.7	
Smoker	60.9	29.8	9.3	ns
Male	72.1	23.5	4.4	
Female	83.7	14.5	1.8	<.001
White	77.8	19.1	3.0	
African American	79.0	19.1	1.9	<.001
18-24 years of age	82.0	14.8	3.1	
25-44 years of age	75.8	21.8	2.4	
45-64 years of age	77.7	19.3	3.0	
65 years of age or older	80.1	16.5	3.4	ns
Not a high school graduate	80.5	10.4	9.1	
High school graduate	75.4	21.8	2.7	
Some college	78.3	19.4	2.2	
College graduate	79.2	18.0	2.8	.013

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

Percentages may not add to 100 due to rounding.

**Table 6.3 Danger of Smoking Cigarettes**

"Is smoking cigarettes very dangerous, somewhat dangerous, or not very dangerous?"

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

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	<i>p</i>
Total	<b>85.4</b>	12.7	1.8	
Rural	<b>86.2</b>	13.0	0.8	
Urban	<b>85.2</b>	12.6	2.2	ns
Northeast	<b>84.0</b>	14.2	1.8	
Midwest	<b>88.1</b>	10.6	1.3	
South	<b>84.7</b>	13.7	1.6	
West	<b>84.5</b>	12.8	2.7	ns
Nonsmoker	<b>89.6</b>	9.9	0.5	
Smoker	<b>66.9</b>	25.6	7.5	<.001
Male	<b>82.9</b>	15.7	1.5	
Female	<b>87.6</b>	10.3	2.1	.008
White	<b>85.1</b>	12.9	2.0	
African American	<b>87.1</b>	12.4	0.6	ns
18-24 years of age	<b>81.6</b>	17.6	0.7	
25-44 years of age	<b>86.0</b>	12.3	1.7	
45-64 years of age	<b>87.1</b>	11.6	1.4	
65 years of age or older	<b>83.4</b>	13.5	3.1	ns
Not a high school graduate	<b>78.7</b>	14.6	6.7	
High school graduate	<b>83.5</b>	14.8	1.7	
Some college	<b>83.8</b>	14.3	1.9	
College graduate	<b>89.2</b>	9.5	1.3	.002

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	<b>80.2</b>	17.2	2.5	
Rural	<b>81.7</b>	15.3	3.0	
Urban	<b>79.8</b>	17.8	2.3	ns
Northeast	<b>79.7</b>	17.9	2.4	
Midwest	<b>80.1</b>	18.2	1.7	
South	<b>79.7</b>	17.2	3.1	
West	<b>81.9</b>	15.5	2.6	ns
Nonsmoker	<b>83.9</b>	15.1	1.0	
Smoker	<b>62.8</b>	27.8	9.4	<.001
Male	<b>75.2</b>	21.6	3.2	
Female	<b>84.6</b>	13.5	1.8	<.001
White	<b>79.8</b>	17.9	2.3	
African American	<b>83.3</b>	14.8	1.9	ns
18-24 years of age	<b>83.1</b>	12.9	4.0	
25-44 years of age	<b>78.3</b>	18.5	3.1	
45-64 years of age	<b>80.1</b>	17.9	2.0	
65 years of age or older	<b>81.9</b>	16.3	1.8	ns
Not a high school graduate	<b>78.2</b>	14.1	7.7	
High school graduate	<b>79.8</b>	17.6	2.6	
Some college	<b>78.9</b>	19.0	2.1	
College graduate	<b>81.8</b>	16.6	1.6	ns

Note: 10.3 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	<b>74.2</b>	22.1	3.7	
Rural	<b>76.4</b>	19.7	4.0	
Urban	<b>73.4</b>	22.9	3.6	ns
Northeast	<b>70.4</b>	25.4	4.4	
Midwest	<b>75.4</b>	21.0	3.4	
South	<b>76.4</b>	19.9	3.8	
West	<b>72.4</b>	24.2	3.4	ns
Nonsmoker	<b>77.2</b>	20.3	2.6	
Smoker	<b>60.5</b>	30.8	8.7	<.001
Male	<b>69.6</b>	25.1	5.4	
Female	<b>78.3</b>	19.6	2.1	<.001
White	<b>72.7</b>	23.5	3.8	
African American	<b>82.8</b>	13.6	3.6	.014
18-24 years of age	<b>72.7</b>	21.2	6.1	
25-44 years of age	<b>74.6</b>	22.2	3.2	
45-64 years of age	<b>72.6</b>	24.7	2.8	
65 years of age or older	<b>77.3</b>	17.3	5.3	ns
Not a high school graduate	<b>80.2</b>	11.1	8.6	
High school graduate	<b>76.0</b>	21.2	2.7	
Some college	<b>71.9</b>	24.3	3.8	
College graduate	<b>72.9</b>	23.3	3.8	.045

Note: 3.4 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	<b>14.3</b>	63.6	21.0	1.1	
Rural	<b>10.2</b>	64.2	24.7	0.9	
Urban	<b>15.6</b>	63.4	19.8	1.2	.037
Northeast	<b>17.2</b>	63.1	19.3	0.4	
Midwest	<b>13.1</b>	66.4	19.4	1.1	
South	<b>13.4</b>	60.2	24.7	1.7	
West	<b>14.6</b>	65.7	18.9	0.7	ns
Nonsmoker	<b>13.8</b>	62.5	22.3	1.4	
Smoker	<b>16.9</b>	68.5	14.6	0.0	.006
Male	<b>12.1</b>	62.0	24.7	1.2	
Female	<b>16.2</b>	65.1	17.7	1.0	.003
White	<b>14.6</b>	62.1	22.1	1.2	
African American	<b>13.8</b>	71.9	13.8	0.6	ns
18-24 years of age	<b>7.0</b>	70.3	22.7	0.0	
25-44 years of age	<b>17.0</b>	60.3	21.0	1.8	
45-64 years of age	<b>17.0</b>	66.7	15.2	1.1	
65 years of age or older	<b>8.3</b>	59.2	31.8	0.7	<.001
Not a high school graduate	<b>10.0</b>	66.3	23.8	0.0	
High school graduate	<b>11.1</b>	65.7	23.0	0.3	
Some college	<b>18.0</b>	60.0	20.3	1.7	
College graduate	<b>15.2</b>	63.7	19.7	1.5	ns

Note: 6.1 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	6.2	27.2	66.6	
Rural	6.7	20.6	72.7	
Urban	6.0	29.6	64.4	.043
Northeast	6.3	38.4	55.3	
Midwest	6.1	25.3	68.7	
South	5.8	20.6	73.6	
West	7.5	29.9	62.6	.005
Nonsmoker	5.1	28.6	66.3	
Smoker	9.5	22.8	67.7	.042
Male	6.3	28.7	65.0	
Female	6.3	25.8	68.0	ns
White	6.4	26.9	66.7	
African American	1.7	36.2	62.1	.029
18-24 years of age	8.0	21.3	70.7	
25-44 years of age	6.5	30.9	62.7	
45-64 years of age	4.7	34.6	60.7	
65 years of age or older	2.6	11.2	81.2	<.001
Not a high school graduate	3.6	9.1	87.3	
High school graduate	7.6	17.6	74.8	
Some college	6.1	27.6	66.4	
College graduate	4.4	39.8	55.8	<.001

Note: 47.0 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	1.4	10.5	88.1	
Rural	1.6	12.5	85.9	
Urban	1.3	9.9	88.9	ns
Northeast	0.7	7.5	91.8	
Midwest	2.1	9.3	88.7	
South	0.4	11.8	87.8	
West	2.7	12.5	84.8	.019
Nonsmoker	1.0	7.4	91.6	
Smoker	2.6	24.2	73.3	<.001
Male	1.3	12.5	86.5	
Female	1.5	8.9	89.6	ns
White	1.3	11.6	87.1	
African American	0.6	6.0	93.4	ns
18-24 years of age	0.7	10.9	88.3	
25-44 years of age	1.4	12.8	85.8	
45-64 years of age	1.7	11.0	87.3	
65 years of age or older	0.9	6.8	92.2	ns
Not a high school graduate	1.1	8.7	90.2	
High school graduate	1.4	11.8	86.7	
Some college	1.3	12.9	85.8	
College graduate	1.4	8.5	90.1	ns

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

**Table 6.9 Should Smoking Be Allowed Outside of Hospitals**

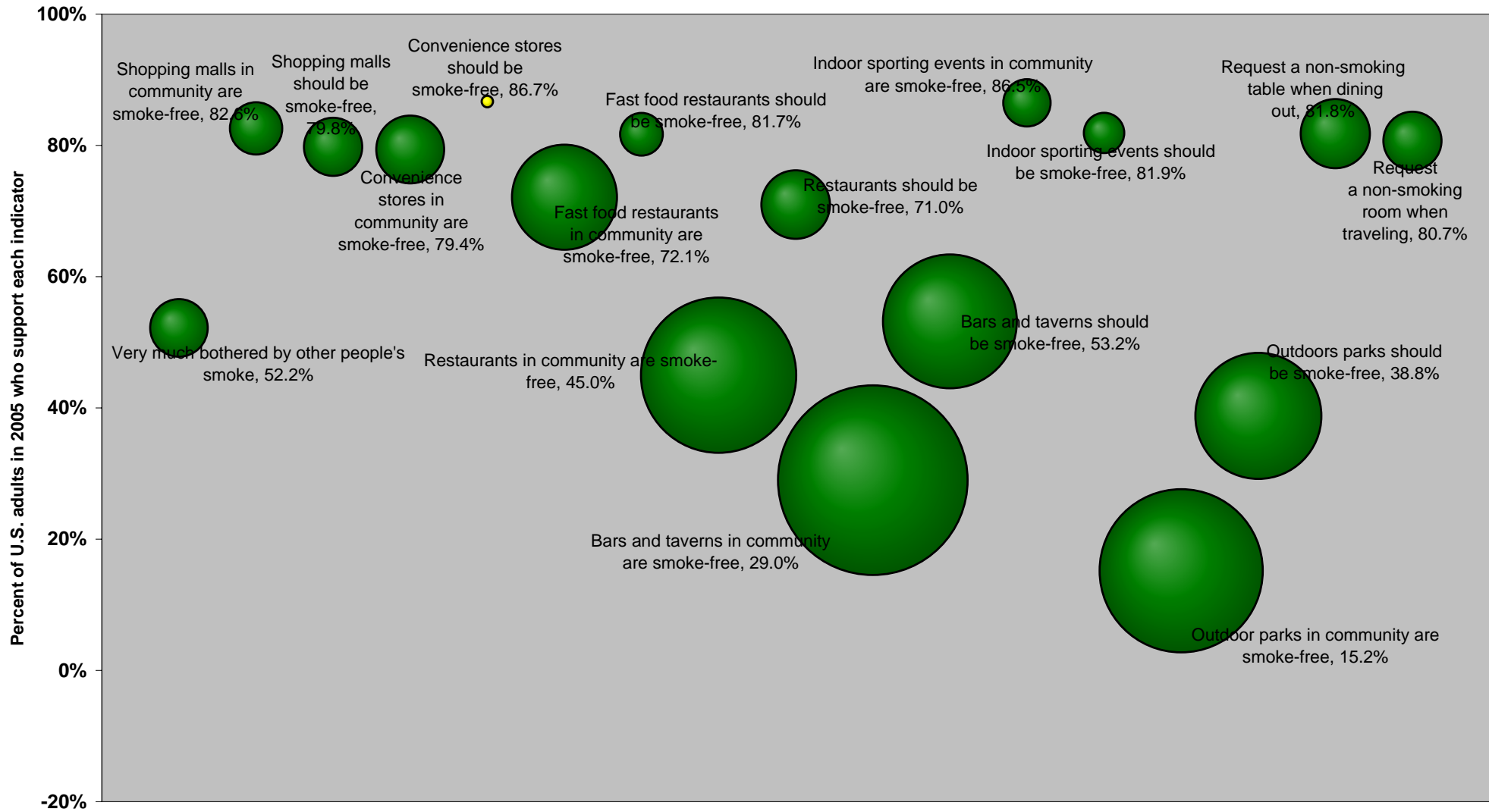
"Outside of hospitals, on hospital property, do you think that smoking should be allowed in all areas, in some areas, or not at all?"

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

<b>Sample Characteristic</b>	<b>All areas</b>	<b>Some areas</b>	<b>Not at all</b>	<b><i>p</i></b>
Total	10.0	55.8	<b>34.2</b>	
Rural	13.5	54.0	<b>32.5</b>	
Urban	8.9	56.4	<b>34.7</b>	.038
Northeast	7.8	56.2	<b>36.0</b>	
Midwest	11.6	55.2	<b>33.2</b>	
South	11.2	54.2	<b>34.7</b>	
West	8.2	59.2	<b>32.7</b>	ns
Nonsmoker	8.0	53.8	<b>38.2</b>	
Smoker	18.2	65.1	<b>16.7</b>	<.001
Male	11.2	57.0	<b>31.9</b>	
Female	9.1	54.7	<b>36.2</b>	ns
White	10.0	57.6	<b>32.3</b>	
African American	5.9	50.6	<b>43.5</b>	.009
18-24 years of age	12.4	53.3	<b>34.3</b>	
25-44 years of age	9.4	60.9	<b>29.7</b>	
45-64 years of age	11.4	53.2	<b>35.3</b>	
65 years of age or older	7.5	54.7	<b>37.8</b>	ns
Not a high school graduate	10.0	60.0	<b>30.0</b>	
High school graduate	10.7	56.4	<b>32.9</b>	
Some college	10.9	57.6	<b>31.5</b>	
College graduate	8.3	54.8	<b>37.0</b>	ns

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

## Recreation, Leisure, and Sports, 2000 to 2005



Bubble size indicates magnitude of change (2000-2005). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2005.

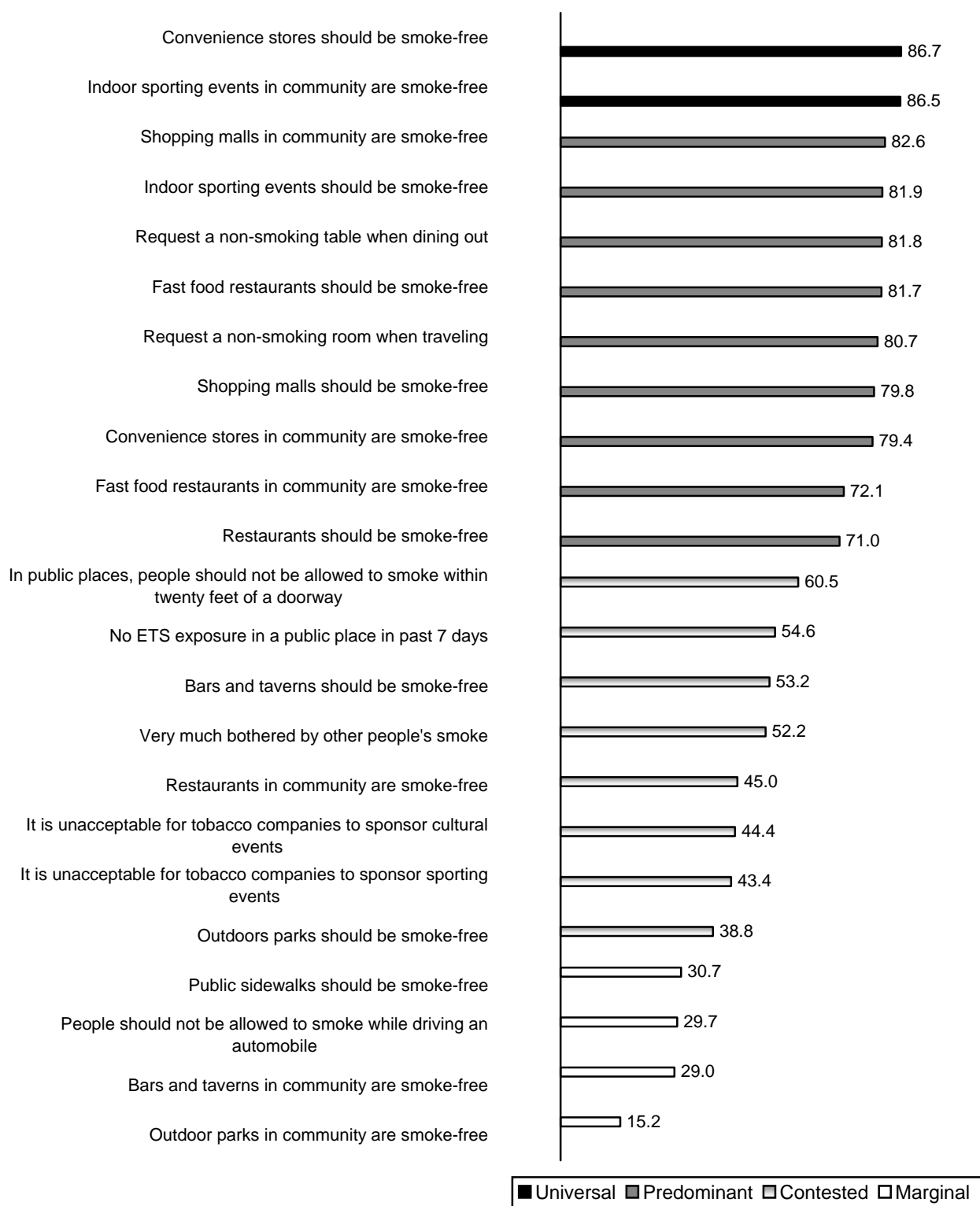
## Recreation, Leisure and Sports, 2000 to 2005

### Universal Norms, Beliefs, and Practices

- 189.2 million American adults (86.7 percent) believe that convenience stores should be smoke free
- 188.7 million American adults (86.5 percent) report that indoor sporting events in their community are smoke-free

<b>Recreation, Leisure, and Sports</b>	<b>2000</b>	<b>2004</b>	<b>2005</b>	<b>p, 2000 to 2005</b>	<b>p, 2004 to 2005</b>
Very much bothered by other people's smoke	46.8	50.6	52.2	.004	ns
No ETS exposure in a public place in the past 7 days	n/a	55.5	54.6	n/a	ns
Shopping malls in community are smoke-free	75.4	82.9	82.6	<.001	ns
Shopping malls should be smoke-free	71.4	84.2	79.8	<.001	<.001
Convenience stores in community are smoke-free	68.4	78.7	79.4	<.001	ns
Convenience stores should be smoke-free	86.3	90.2	86.7	ns	<.001
Fast food restaurants in community are smoke-free	52.1	71.2	72.1	<.001	ns
Fast food restaurants should be smoke-free	76.8	84.1	81.7	.001	ns
Restaurants in community are smoke-free	24.5	45.8	45.0	<.001	ns
Restaurants should be smoke-free	61.0	73.3	71.0	<.001	ns
Bars and taverns in community are smoke-free	12.9	31.3	29.0	<.001	ns
Bars and taverns should be smoke-free	32.8	48.1	53.2	<.001	.002
Indoor sporting events in community are smoke-free	80.2	87.2	86.5	<.001	ns
Indoor sporting events should be smoke-free	77.5	86.8	81.9	.003	<.001
Outdoor parks in community are smoke-free	7.9	18.0	15.2	<.001	.031
Outdoors parks should be smoke-free	25.0	35.0	38.8	<.001	.016
Request a non-smoking table when dining out	70.1	78.1	81.8	<.001	.005
Request a non-smoking room when traveling	72.2	80.4	80.7	<.001	ns
It is unacceptable for tobacco companies to sponsor cultural events	n/a	44.6	44.4	n/a	ns
It is unacceptable for tobacco companies to sponsor sporting events	n/a	43.6	43.4	n/a	ns

## 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	18.4	14.2	15.2	52.2	
Rural	22.0	14.6	12.9	50.5	
Urban	17.3	14.2	15.9	52.7	ns
Northeast	19.2	17.0	8.7	55.1	
Midwest	18.0	15.2	17.5	49.4	
South	19.6	13.9	16.6	49.9	
West	16.4	10.7	15.8	57.0	.034
Nonsmoker	9.0	12.7	16.1	62.2	
Smoker	59.1	20.8	10.9	9.1	<.001
Male	23.2	16.9	16.4	43.5	
Female	14.2	11.9	14.2	59.7	<.001
White	19.0	14.4	16.2	50.4	
African American	16.5	14.1	8.2	61.2	.018
18-24 years of age	21.9	15.3	19.7	43.1	
25-44 years of age	17.0	18.4	15.5	49.0	
45-64 years of age	18.0	12.7	14.4	54.8	
65 years of age or older	19.6	11.2	14.3	55.0	ns
Not a high school graduate	36.3	13.2	8.8	41.8	
High school graduate	22.7	16.9	15.3	45.1	
Some college	19.0	9.4	16.1	55.5	
College graduate	12.1	15.6	15.1	57.2	<.001

Note: 0.9 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	54.6	23.2	8.5	3.5	10.1	
Rural	52.7	23.2	9.0	3.3	11.7	
Urban	55.3	23.3	8.3	3.6	9.6	ns
Northeast	63.8	18.8	5.0	2.8	9.6	
Midwest	47.3	30.3	8.6	5.0	8.9	
South	53.3	20.9	9.8	3.7	12.4	
West	57.8	22.0	9.5	2.4	8.4	.001
Nonsmoker	58.9	25.0	7.6	2.6	6.0	
Smoker	35.8	15.9	12.5	7.7	28.0	<.001
Male	48.4	22.9	10.5	4.9	13.3	
Female	59.9	23.4	6.8	2.5	7.4	<.001
White	54.9	23.5	8.1	3.3	10.2	
African American	53.2	22.2	11.1	5.8	7.6	ns
18-24 years of age	40.7	21.5	12.6	1.5	23.7	
25-44 years of age	46.0	28.8	9.7	3.6	11.9	
45-64 years of age	54.1	24.3	8.7	4.8	8.2	
65 years of age and older	72.9	14.8	4.7	1.9	5.7	<.001
Not a high school graduate	63.6	10.2	6.8	2.3	17.0	
High school graduate	49.5	22.5	10.3	3.8	13.9	
Some college	52.4	24.3	9.2	3.5	10.5	
College Graduate	58.2	25.8	6.5	3.6	5.9	<.001

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

**Table 7.3 Smoke-free Shopping Malls in Community**

"Indoor shopping malls in your community, are they completely smoke-free, have designated smoking and nonsmoking, or permit smoking anywhere?"

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

Sample Characteristic	Completely smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	<b>82.6</b>	14.7	2.7	
Rural	<b>83.0</b>	14.1	2.9	
Urban	<b>82.4</b>	15.0	2.6	ns
Northeast	<b>87.9</b>	11.3	0.8	
Midwest	<b>76.5</b>	19.3	4.2	
South	<b>81.2</b>	15.3	3.5	
West	<b>87.7</b>	11.2	1.1	.001
Nonsmoker	<b>81.0</b>	16.3	2.7	
Smoker	<b>89.1</b>	8.1	2.7	.004
Male	<b>82.8</b>	13.6	3.6	
Female	<b>82.4</b>	15.7	1.9	ns
White	<b>85.0</b>	13.3	1.8	
African American	<b>68.8</b>	23.4	7.8	<.001
18-24 years of age	<b>83.1</b>	13.7	3.2	
25-44 years of age	<b>85.4</b>	12.0	2.6	
45-64 years of age	<b>83.1</b>	15.1	1.9	
65 years of age or older	<b>77.3</b>	18.6	4.0	ns
Not a high school graduate	<b>84.9</b>	15.1	0.0	
High school graduate	<b>78.89</b>	15.8	5.4	
Some college	<b>83.9</b>	13.9	2.1	
College graduate	<b>84.4</b>	14.4	1.2	.005

Note: 12.6 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	4.1	16.1	<b>79.8</b>	
Rural	6.1	16.3	<b>77.7</b>	
Urban	3.6	16.0	<b>80.5</b>	ns
Northeast	5.0	15.7	<b>79.4</b>	
Midwest	3.1	19.4	<b>77.5</b>	
South	3.3	16.1	<b>80.7</b>	
West	5.7	12.1	<b>82.2</b>	ns
Nonsmoker	3.8	13.2	<b>83.0</b>	
Smoker	5.5	28.7	<b>65.8</b>	<.001
Male	4.1	19.0	<b>76.9</b>	
Female	4.1	13.5	<b>82.3</b>	.018
White	4.2	16.9	<b>78.9</b>	
African American	5.3	15.2	<b>79.5</b>	ns
18-24 years of age	2.9	13.1	<b>83.9</b>	
25-44 years of age	3.6	15.8	<b>80.6</b>	
45-64 years of age	4.6	17.7	<b>77.7</b>	
65 years of age or older	4.8	14.6	<b>80.6</b>	ns
Not a high school graduate	7.7	17.6	<b>74.7</b>	
High school graduate	3.6	17.1	<b>79.3</b>	
Some college	4.9	20.3	<b>74.8</b>	
College graduate	3.8	12.4	<b>83.9</b>	.016

Note: 0.9 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	<b>79.4</b>	9.6	11.0	
Rural	<b>74.8</b>	11.8	13.4	
Urban	<b>81.0</b>	8.8	10.2	ns
Northeast	<b>87.2</b>	4.8	8.0	
Midwest	<b>80.1</b>	7.8	12.1	
South	<b>70.8</b>	12.4	16.8	
West	<b>84.9</b>	12.0	3.2	<.001
Nonsmoker	<b>78.3</b>	9.2	12.6	
Smoker	<b>84.2</b>	10.4	5.4	.005
Male	<b>79.7</b>	9.0	11.4	
Female	<b>79.2</b>	10.1	10.7	ns
White	<b>79.9</b>	8.8	11.3	
African American	<b>75.7</b>	13.5	10.8	ns
18-24 years of age	<b>85.2</b>	9.8	4.9	
25-44 years of age	<b>80.7</b>	9.5	9.8	
45-64 years of age	<b>79.3</b>	8.6	12.0	
65 years of age or older	<b>74.7</b>	11.4	14.0	ns
Not a high school graduate	<b>84.0</b>	11.1	4.9	
High school graduate	<b>75.5</b>	12.5	12.0	
Some college	<b>80.1</b>	8.2	11.8	
College graduate	<b>81.1</b>	7.9	11.0	ns

Note: 17.3 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	5.3	8.1	<b>86.7</b>	
Rural	6.4	7.8	<b>85.7</b>	
Urban	5.0	8.1	<b>87.0</b>	ns
Northeast	6.1	8.9	<b>85.0</b>	
Midwest	4.4	8.3	<b>87.2</b>	
South	4.1	8.3	<b>87.6</b>	
West	7.4	6.4	<b>86.2</b>	ns
Nonsmoker	4.8	6.4	<b>88.8</b>	
Smoker	7.4	15.1	<b>77.6</b>	<.001
Male	6.4	8.6	<b>85.0</b>	
Female	4.3	7.5	<b>88.2</b>	ns
White	5.5	7.7	<b>86.8</b>	
African American	4.1	11.2	<b>84.6</b>	ns
18-24 years of age	2.9	6.6	<b>90.4</b>	
25-44 years of age	5.3	7.5	<b>87.2</b>	
45-64 years of age	5.7	8.7	<b>85.6</b>	
65 years of age or older	5.4	8.3	<b>86.3</b>	ns
Not a high school graduate	7.8	11.1	<b>81.1</b>	
High school graduate	4.5	10.0	<b>85.5</b>	
Some college	5.8	9.3	<b>84.9</b>	
College graduate	5.3	5.3	<b>89.5</b>	.012

Note: 1.8 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	<b>72.1</b>	26.0	1.9	
Rural	<b>70.0</b>	27.2	2.8	
Urban	<b>72.8</b>	25.6	1.6	ns
Northeast	<b>80.9</b>	19.1	0.0	
Midwest	<b>61.7</b>	36.3	2.0	
South	<b>64.7</b>	31.5	3.8	
West	<b>88.7</b>	10.5	0.7	<.001
Nonsmoker	<b>70.7</b>	27.2	2.1	
Smoker	<b>78.1</b>	20.8	1.1	.049
Male	<b>72.4</b>	25.7	1.9	
Female	<b>71.9</b>	26.2	1.9	ns
White	<b>72.9</b>	25.4	1.7	
African American	<b>63.3</b>	33.5	3.2	.034
18-24 years of age	<b>71.8</b>	25.8	2.4	
25-44 years of age	<b>70.5</b>	26.7	2.8	
45-64 years of age	<b>74.4</b>	24.1	1.5	
65 years of age or older	<b>70.1</b>	28.8	1.1	ns
Not a high school graduate	<b>67.5</b>	32.5	0.0	
High school graduate	<b>65.3</b>	32.1	2.6	
Some college	<b>77.1</b>	21.4	1.5	
College graduate	<b>75.1</b>	23.1	1.8	.004

Note: 9.1 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	3.9	14.4	<b>81.7</b>	
Rural	5.0	15.0	<b>80.1</b>	
Urban	3.5	14.2	<b>82.3</b>	ns
Northeast	6.0	12.8	<b>81.2</b>	
Midwest	2.3	18.0	<b>79.6</b>	
South	2.6	15.7	<b>81.7</b>	
West	5.7	9.1	<b>85.1</b>	.002
Nonsmoker	3.5	11.1	<b>85.4</b>	
Smoker	5.1	28.9	<b>65.9</b>	<.001
Male	4.3	16.6	<b>79.1</b>	
Female	3.5	12.3	<b>84.2</b>	.042
White	3.9	14.4	<b>81.7</b>	
African American	5.3	18.8	<b>75.9</b>	ns
18-24 years of age	2.2	16.2	<b>81.6</b>	
25-44 years of age	3.1	14.0	<b>82.9</b>	
45-64 years of age	4.6	15.3	<b>80.1</b>	
65 years of age or older	3.8	12.4	<b>83.8</b>	.014
Not a high school graduate	8.9	20.0	<b>71.1</b>	
High school graduate	3.1	17.1	<b>79.8</b>	
Some college	4.1	14.9	<b>81.0</b>	
College graduate	3.8	11.4	<b>84.4</b>	ns

Note: 1.3 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	45.0	54.0	1.0	
Rural	43.1	55.8	1.1	
Urban	45.6	53.4	1.0	ns
Northeast	56.5	43.1	0.4	
Midwest	28.0	70.9	1.0	
South	39.0	59.3	1.7	
West	66.1	33.2	0.7	<.001
Nonsmoker	43.4	55.9	0.8	
Smoker	51.8	46.3	1.8	.008
Male	46.9	51.7	1.3	
Female	43.3	55.9	0.8	ns
White	45.2	54.0	0.8	
African American	39.0	58.5	2.4	ns
18-24 years of age	41.5	54.6	3.8	
25-44 years of age	43.4	55.3	1.2	
45-64 years of age	45.8	53.5	0.7	
65 years of age or older	47.1	52.6	0.3	.038
Not a high school graduate	42.9	57.1	0.0	
High school graduate	41.1	57.9	1.0	
Some college	47.3	51.4	1.4	
College graduate	47.6	51.8	0.6	ns

Note: 2.8 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	3.3	25.7	71.0	
Rural	4.7	26.5	68.8	
Urban	2.8	25.4	71.8	ns
Northeast	4.3	23.4	72.3	
Midwest	2.1	32.9	65.0	
South	2.6	25.8	71.6	
West	5.4	18.3	76.3	<.001
Nonsmoker	3.1	19.4	77.6	
Smoker	4.4	53.1	42.5	<.001
Male	3.8	28.2	67.9	
Female	2.8	23.3	73.9	.042
White	3.2	26.4	70.4	
African American	5.4	26.2	68.5	ns
18-24 years of age	2.2	28.9	68.7	
25-44 years of age	3.1	29.2	67.7	
45-64 years of age	4.1	24.5	71.4	
65 years of age or older	2.5	21.8	75.6	ns
Not a high school graduate	8.9	30.0	61.1	
High school graduate	2.9	29.3	67.9	
Some college	3.3	26.8	69.9	
College graduate	2.9	21.9	75.2	.006

Note: 1.2 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	29.0	22.6	48.3	
Rural	22.9	20.5	56.6	
Urban	30.8	23.3	46.0	.009
Northeast	50.6	17.4	32.0	
Midwest	11.3	19.9	68.7	
South	20.2	25.6	54.2	
West	41.0	26.8	32.2	<.001
Nonsmoker	29.7	21.3	49.0	
Smoker	26.4	26.4	47.3	ns
Male	28.3	22.1	49.6	
Female	29.6	23.3	47.1	ns
White	29.4	21.5	49.1	
African American	22.7	26.1	51.3	ns
18-24 years of age	21.6	24.3	54.1	
25-44 years of age	25.1	22.7	52.2	
45-64 years of age	30.3	24.0	45.7	
65 years of age or older	38.2	18.5	43.3	.023
Not a high school graduate	24.0	28.0	48.0	
High school graduate	23.9	21.9	54.2	
Some college	30.4	23.0	46.6	
College graduate	32.6	22.3	45.1	ns

Note: 25.0 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	20.2	26.7	53.2	
Rural	24.8	23.6	51.6	
Urban	18.7	27.6	53.7	.040
Northeast	18.8	21.7	59.4	
Midwest	21.9	32.2	45.9	
South	21.2	24.8	54.0	
West	17.6	27.5	54.9	.019
Nonsmoker	16.4	24.0	59.5	
Smoker	36.1	38.3	25.6	<.001
Male	24.3	27.4	48.3	
Female	16.4	26.1	57.5	<.001
White	20.2	27.2	52.6	
African American	16.3	28.9	54.8	ns
18-24 years of age	26.3	24.8	48.9	
25-44 years of age	22.3	31.3	46.4	
45-64 years of age	20.8	26.8	52.4	
65 years of age or older	13.1	21.0	66.0	<.001
Not a high school graduate	24.7	22.4	52.9	
High school graduate	24.4	27.0	48.6	
Some college	20.2	30.8	49.0	
College graduate	16.8	24.7	58.6	.010

Note: 5.4 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	<b>86.5</b>	11.3	2.2	
Rural	<b>90.2</b>	7.7	2.1	
Urban	<b>85.3</b>	12.4	2.3	ns
Northeast	<b>93.6</b>	6.0	0.4	
Midwest	<b>80.7</b>	15.8	3.4	
South	<b>85.3</b>	12.1	2.6	
West	<b>89.1</b>	9.4	1.6	.001
Nonsmoker	<b>86.2</b>	11.7	2.2	
Smoker	<b>87.8</b>	9.7	2.5	ns
Male	<b>86.4</b>	10.9	2.7	
Female	<b>86.5</b>	11.8	1.7	ns
White	<b>87.7</b>	10.2	2.1	
African American	<b>79.5</b>	17.8	2.7	.021
18-24 years of age	<b>83.5</b>	11.3	5.2	
25-44 years of age	<b>85.1</b>	13.0	1.9	
45-64 years of age	<b>87.6</b>	10.9	1.6	
65 years of age or older	<b>88.1</b>	9.3	2.7	ns
Not a high school graduate	<b>83.1</b>	13.6	3.4	
High school graduate	<b>86.7</b>	11.8	1.4	
Some college	<b>85.0</b>	10.9	4.1	
College graduate	<b>87.9</b>	11.1	1.0	ns

Note: 17.2 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	4.1	14.0	<b>81.9</b>	
Rural	5.8	11.1	<b>83.0</b>	
Urban	3.5	15.0	<b>81.6</b>	.037
Northeast	5.4	11.4	<b>83.2</b>	
Midwest	3.1	16.1	<b>80.7</b>	
South	3.1	15.1	<b>81.8</b>	
West	5.8	11.9	<b>82.4</b>	ns
Nonsmoker	3.5	11.0	<b>85.4</b>	
Smoker	6.6	27.1	<b>66.3</b>	ns
Male	4.7	15.7	<b>79.6</b>	
Female	3.5	12.6	<b>83.9</b>	ns
White	4.0	13.8	<b>82.2</b>	
African American	5.3	18.2	<b>76.5</b>	ns
18-24 years of age	5.9	15.6	<b>78.5</b>	
25-44 years of age	3.1	14.5	<b>82.4</b>	
45-64 years of age	4.6	15.0	<b>80.4</b>	
65 years of age or older	3.5	10.5	<b>85.9</b>	.001
Not a high school graduate	10.0	13.3	<b>76.7</b>	
High school graduate	4.1	14.2	<b>81.7</b>	
Some college	3.5	19.3	<b>77.2</b>	
College graduate	3.4	11.0	<b>85.6</b>	.009

Note: 1.5 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	<b>15.2</b>	15.8	69.1	
Rural	<b>13.6</b>	11.8	74.6	
Urban	<b>15.7</b>	17.1	67.1	.029
Northeast	<b>21.3</b>	17.8	60.9	
Midwest	<b>8.3</b>	12.4	79.4	
South	<b>13.6</b>	15.1	71.3	
West	<b>21.0</b>	19.1	59.9	<.001
Nonsmoker	<b>15.0</b>	15.4	69.6	
Smoker	<b>15.0</b>	16.9	68.1	ns
Male	<b>15.0</b>	16.8	68.2	
Female	<b>15.3</b>	14.9	69.8	ns
White	<b>15.4</b>	15.3	69.2	
African American	<b>16.1</b>	20.1	63.8	ns
18-24 years of age	<b>18.6</b>	17.7	63.7	
25-44 years of age	<b>13.6</b>	14.1	72.3	
45-64 years of age	<b>14.7</b>	15.6	69.7	
65 years of age or older	<b>16.9</b>	17.7	65.5	ns
Not a high school graduate	<b>11.6</b>	13.0	75.4	
High school graduate	<b>13.8</b>	15.2	71.0	
Some college	<b>15.0</b>	16.8	68.2	
College graduate	<b>16.8</b>	16.0	67.3	ns

Note: 14.3 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	28.1	33.1	<b>38.8</b>	
Rural	34.1	28.5	<b>37.4</b>	
Urban	26.1	34.7	<b>39.2</b>	.009
Northeast	29.2	27.4	<b>43.4</b>	
Midwest	30.6	35.9	<b>33.5</b>	
South	27.3	32.8	<b>39.9</b>	
West	25.3	35.7	<b>39.1</b>	ns
Nonsmoker	23.6	33.0	<b>43.4</b>	
Smoker	46.4	34.7	<b>19.0</b>	<.001
Male	32.1	29.9	<b>38.0</b>	
Female	24.5	35.9	<b>39.6</b>	.003
White	28.9	33.7	<b>37.4</b>	
African American	21.9	32.0	<b>46.2</b>	ns
18-24 years of age	27.4	28.9	<b>43.7</b>	
25-44 years of age	26.1	37.7	<b>36.2</b>	
45-64 years of age	33.3	29.1	<b>37.0</b>	
65 years of age or older	21.0	35.2	<b>43.9</b>	.001
Not a high school graduate	28.1	36.0	<b>36.0</b>	
High school graduate	27.9	35.8	<b>36.3</b>	
Some college	27.6	36.1	<b>36.3</b>	
College graduate	28.6	29.2	<b>42.2</b>	ns

Note: 1.7 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	81.8	7.3	11.0	
Rural	79.8	7.1	13.1	
Urban	82.5	7.3	10.2	ns
Northeast	83.3	5.7	11.0	
Midwest	80.4	9.1	10.4	
South	79.4	7.5	13.1	
West	86.3	5.8	7.8	ns
Nonsmoker	91.7	1.2	7.1	
Smoker	37.2	34.6	28.2	<.001
Male	79.2	7.2	13.6	
Female	84.2	7.1	8.7	.011
White	82.0	7.8	10.2	
African American	78.5	6.4	15.1	ns
18-24 years of age	79.4	8.1	12.5	
25-44 years of age	80.0	7.0	13.0	
45-64 years of age	81.9	8.0	10.1	
65 years of age or older	85.1	5.7	9.2	ns
Not a high school graduate	67.7	12.9	19.4	
High school graduate	75.4	10.8	13.9	
Some college	80.9	7.9	11.2	
College graduate	89.4	3.2	7.4	<.001

Note: 1.2 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	80.7	19.3	
Rural	77.6	22.4	
Urban	81.7	18.3	ns
Northeast	83.0	17.0	
Midwest	80.1	19.9	
South	76.6	23.4	
West	86.2	13.8	.008
Nonsmoker	92.9	7.1	
Smoker	27.4	72.6	<.001
Male	78.0	22.0	
Female	83.2	16.8	.012
White	80.5	19.5	
African American	77.7	22.3	ns
18-24 years of age	77.4	22.6	
25-44 years of age	80.7	19.3	
45-64 years of age	81.3	18.7	
65 years of age or older	81.1	18.9	ns
Not a high school graduate	66.7	33.3	
High school graduate	73.8	26.5	
Some college	77.0	23.0	
College graduate	90.4	9.6	<.001

Note: 3.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.19 Should Public Sidewalks Be Smoke-free**

"Should people be allowed to smoke on public sidewalks?"

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

Sample Characteristic	Yes	No	<i>p</i>
Total	69.3	30.7	
Rural	66.5	33.5	
Urban	70.2	29.8	ns
Northeast	68.4	31.6	
Midwest	70.5	29.5	
South	66.0	34.0	
West	74.2	25.8	ns
Nonsmoker	63.5	36.5	
Smoker	94.5	5.5	<.001
Male	75.1	24.9	
Female	64.1	35.9	<.001
White	71.2	28.8	
African American	56.9	43.1	<.001
18-24 years of age	74.2	25.8	
25-44 years of age	74.3	25.7	
45-64 years of age	69.3	30.7	
65 years of age or older	60.4	39.6	.001
Not a high school graduate	62.5	37.5	
High school graduate	70.6	29.4	
Some College	74.9	25.1	
College graduate	65.4	34.6	.011

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

**Table 7.20 Should Smoking Be Banned Within 20 Feet of a Doorway**

"In public places, should people be allowed to smoke within twenty feet of a doorway?"

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

Sample Characteristic	Yes	No	<i>p</i>
Total	39.5	60.5	
Rural	40.8	59.2	
Urban	39.1	60.9	ns
Northeast	44.7	55.3	
Midwest	38.1	61.9	
South	39.0	61.0	
West	37.0	63.0	ns
Nonsmoker	33.9	66.1	
Smoker	63.9	36.1	<.001
Male	47.2	52.8	
Female	32.6	67.4	<.001
White	41.9	58.1	
African American	30.7	69.3	.006
18-24 years of age	35.6	64.4	
25-44 years of age	41.5	58.5	
45-64 years of age	39.9	60.1	
65 years of age or older	37.3	62.7	ns
Not a high school graduate	38.1	61.9	
High school graduate	42.6	57.4	
Some College	39.9	60.1	
College graduate	37.8	62.2	ns

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

**Table 7.21 Should People Be Allowed To Smoke While Driving**

"Should people be allowed to smoke driving an automobile?"

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

Sample Characteristic	Yes	No	p
Total	70.3	29.7	
Rural	72.3	27.7	
Urban	69.7	30.3	ns
Northeast	70.7	29.3	
Midwest	68.1	31.9	
South	71.6	28.4	
West	70.8	29.2	ns
Nonsmoker	65.0	35.0	
Smoker	92.6	7.4	<.001
Male	77.4	22.6	
Female	64.1	35.9	<.001
White	72.5	27.5	
African American	60.4	39.6	.001
18-24 years of age	64.0	36.0	
25-44 years of age	77.0	23.0	
45-64 years of age	75.4	24.6	
65 years of age or older	55.0	45.0	<.001
Not a high school graduate	58.2	41.8	
High school graduate	70.3	29.7	
Some College	68.3	31.7	
College graduate	73.9	26.1	.016

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

**Table 7.22 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	p
Total	5.9	50.7	37.4	6.0	
Rural	5.6	49.4	40.0	5.0	
Urban	6.0	51.1	36.6	3.6	ns
Northeast	5.4	47.8	43.1	3.6	
Midwest	5.5	49.6	37.5	7.4	
South	7.0	49.5	98.1	5.5	
West	5.1	57.3	30.3	7.3	ns
Nonsmoker	4.6	46.5	42.0	6.9	
Smoker	11.9	68.8	16.9	2.3	<.001
Male	7.4	57.3	30.4	4.8	
Female	4.4	44.9	43.8	6.9	<.001
White	6.3	50.9	36.5	6.3	
African-American	5.0	49.1	40.9	5.0	ns
18-24 years of age	8.0	46.4	40.8	4.8	
25-44 years of age	6.5	58.8	28.8	6.0	
45-64 years of age	5.0	50.5	38.1	6.4	
65 years of age or older	6.0	42.1	46.2	5.7	.001
Not a high school graduate	6.0	53.0	37.3	3.6	
High school graduate	4.6	49.2	38.9	7.2	
Some college	8.9	48.3	35.5	7.3	
College graduate	4.8	53.6	37.2	4.3	ns

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

**Table 7.23 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?"

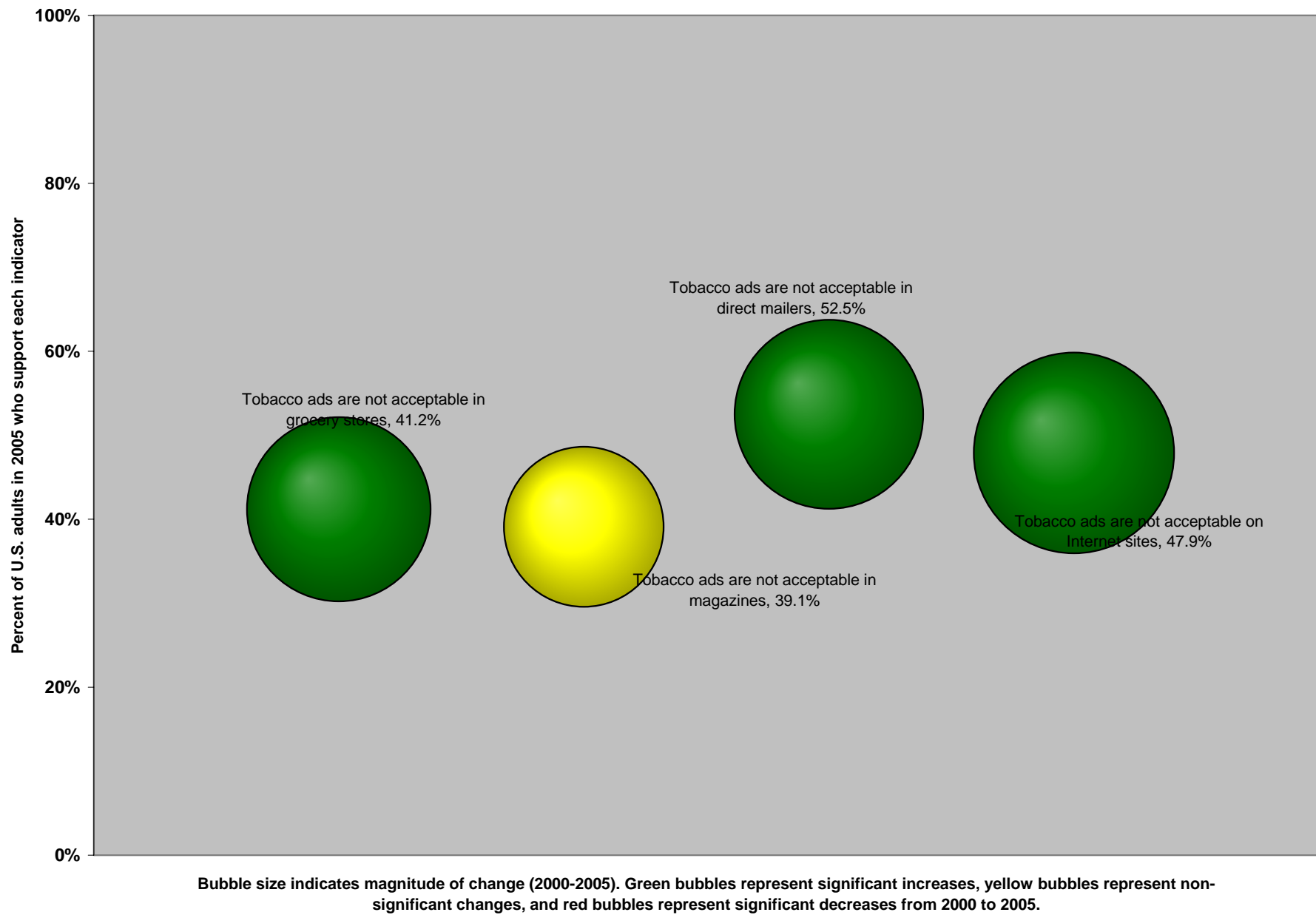
(Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	5.7	49.9	39.1	5.3	
Rural	5.0	49.7	41.5	4.1	
Urban	5.9	49.9	38.5	5.8	ns
Northeast	5.5	48.7	41.0	4.8	
Midwest	5.3	47.6	40.7	6.4	
South	6.2	49.3	40.3	4.3	
West	5.4	54.9	33.2	6.5	ns
Nonsmoker	4.2	45.5	44.0	6.3	
Smoker	12.1	69.5	17.2	1.2	<.001
Male	7.3	55.6	32.8	4.3	
Female	4.0	45.0	44.7	6.3	<.001
White	6.2	50.1	38.1	5.6	
African-American	4.4	50.0	41.1	4.4	ns
18-24 years of age	7.1	48.4	40.5	4.0	
25-44 years of age	7.3	53.4	35.1	4.3	
45-64 years of age	4.7	52.8	36.4	6.1	
65 years of age or older	4.7	40.7	48.8	5.7	.007
Not a high school graduate	2.5	54.4	40.5	2.5	
High school graduate	4.6	48.1	41.7	5.6	
Some college	8.4	47.4	38.2	6.1	
College graduate	5.1	52.4	37.6	4.9	ns

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



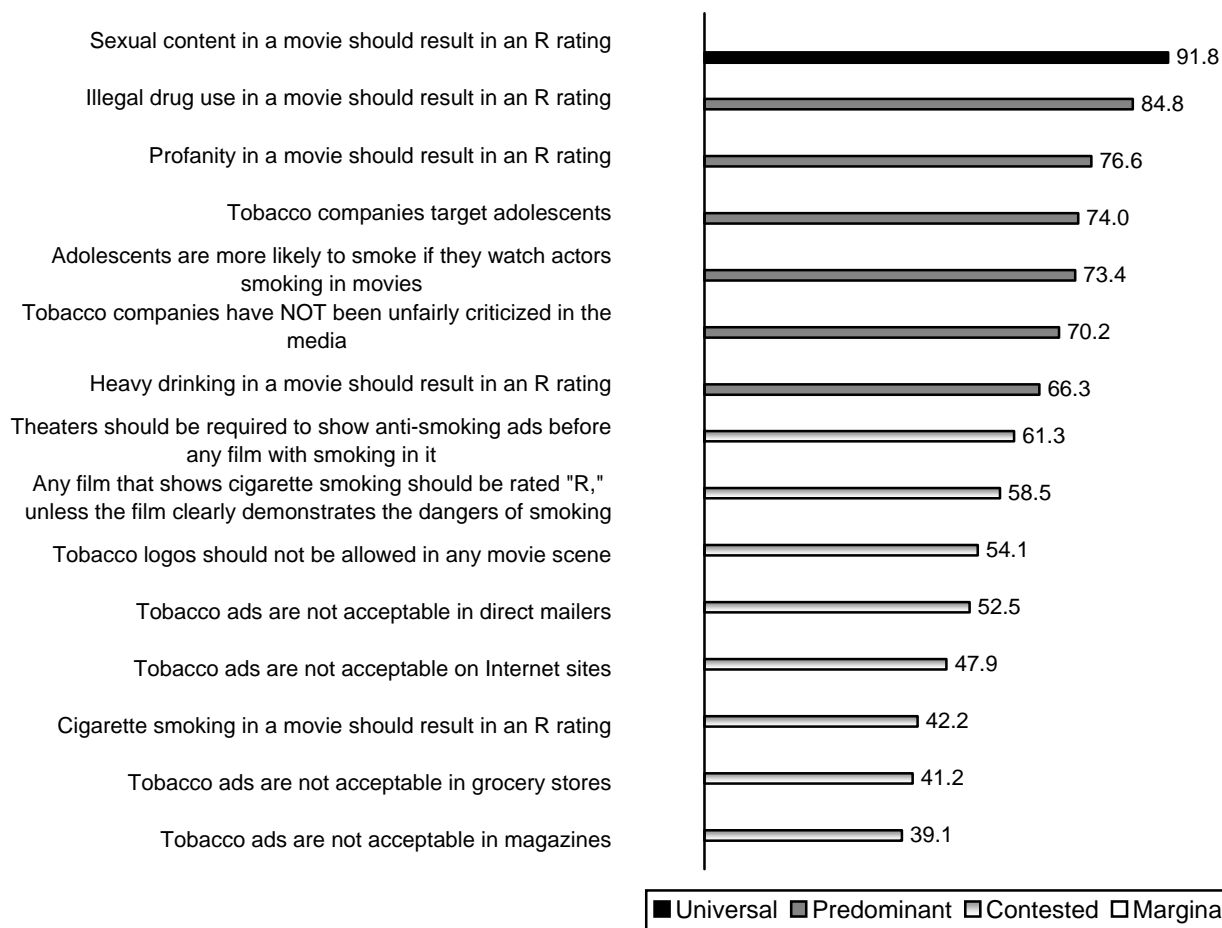
## Mass Communication and Culture, 2000 to 2005



## Mass Communication and Culture, 2000 to 2005

<b>Mass Communication and Culture</b>	<b>2000</b>	<b>2004</b>	<b>2005</b>	<b>p, 2000 to 2005</b>	<b>p, 2004 to 2005</b>
Tobacco ads are not acceptable in grocery stores	44.9	43.3	41.2	.045	ns
Tobacco ads are not acceptable in magazines	41.7	39.9	39.1	ns	ns
Tobacco ads are not acceptable in direct mailers	57.5	54.8	52.5	.008	ns
Tobacco ads are not acceptable on Internet sites	53.1	52.4	47.9	.007	.007
Tobacco companies have NOT been unfairly criticized in the media	n/a	62.2	70.2	n/a	<.001
Tobacco companies target adolescents	n/a	73.7	74.0	n/a	ns
Sexual content in a movie should result in an R rating	n/a	93.3	91.8	n/a	<.001
Illegal drug use in a movie should result in an R rating	n/a	87.7	84.8	n/a	<.001
Profanity in a movie should result in an R rating	n/a	81.0	76.6	n/a	<.001
Heavy drinking in a movie should result in an R rating	n/a	68.9	66.3	n/a	<.001
Cigarette smoking in a movie should result in an R rating	n/a	43.2	42.2	n/a	<.001
Tobacco logos should not be allowed in any movie scene	n/a	58.8	54.1	n/a	.006
Any film that shows cigarette smoking should be rated "r," unless the films clearly demonstrates the dangers of smoking	n/a	61.0	58.5	n/a	ns
Theaters should be required to show anti-smoking ads before any film with smoking in it	n/a	65.7	61.3	n/a	.005
Adolescents are more likely to smoke if they watch actors smoking in movies	n/a	74.6	73.4	n/a	ns

**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	3.9	55.0	36.7	4.4	
Rural	2.3	56.4	38.2	3.1	ns
Urban	4.4	54.5	36.3	4.8	
Northeast	3.2	53.8	40.1	2.9	ns
Midwest	4.0	54.5	36.2	5.3	
South	3.5	54.7	38.1	3.7	
West	4.8	57.4	31.8	5.9	
Nonsmoker	2.8	50.4	41.6	5.2	<.001
Smoker	8.8	74.0	16.1	1.1	
Male	5.2	60.9	30.0	3.8	<.001
Female	2.7	49.8	42.6	4.9	
White	4.2	55.7	36.0	4.1	ns
African American	2.4	50.6	41.6	5.4	
18-24 years of age	2.3	56.8	37.1	3.8	.001
25-44 years of age	4.8	63.2	28.1	3.9	
45-64 years of age	3.8	53.2	37.7	5.2	
65 years of age and older	3.5	46.5	46.2	3.8	
Not a high school graduate	2.3	56.8	38.6	2.3	ns
High school graduate	2.9	52.8	41.2	3.1	
Some college	6.0	52.9	65.5	5.2	
College Graduate	3.7	57.6	35.9	5.0	

Note: 2.8 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	3.9	57.0	35.0	4.1	
Rural	2.9	56.9	37.4	2.9	ns
Urban	4.3	57.0	34.1	4.6	
Northeast	4.0	57.8	35.7	2.5	ns
Midwest	3.2	56.6	35.1	5.1	
South	4.0	57.1	36.0	2.9	
West	4.9	56.4	32.4	6.3	
Nonsmoker	2.9	52.9	39.3	4.8	<.001
Smoker	8.5	73.8	16.6	1.1	
Male	4.9	62.2	29.1	3.7	<.001
Female	2.8	52.3	40.4	4.4	
White	4.2	57.4	34.5	3.9	ns
African American	2.4	53.0	40.4	4.2	
18-24 years of age	3.0	51.9	39.8	5.3	<.001
25-44 years of age	4.4	67.1	25.6	2.9	
45-64 years of age	3.7	55.3	35.9	5.1	
65 years of age and older	4.2	48.9	43.4	3.5	
Not a high school graduate	1.1	58.9	37.8	2.2	.012
High school graduate	2.7	52.2	41.8	3.2	
Some college	6.0	57.5	31.8	4.7	
College Graduate	3.9	60.4	31.2	4.5	

Note: 3.7 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	<i>p</i>
Total	3.3	44.2	47.1	5.4	
Rural	1.7	47.5	48.1	2.8	.011
Urban	3.9	43.1	46.9	6.2	
Northeast	2.9	41.9	52.0	3.2	ns
Midwest	3.4	42.3	48.3	6.0	
South	3.1	47.5	44.9	4.5	
West	4.1	43.1	44.5	8.3	
Nonsmoker	2.1	39.3	52.1	6.5	<.001
Smoker	9.1	64.7	25.1	1.1	
Male	4.0	48.2	42.5	5.3	.006
Female	2.6	40.7	51.2	5.4	
White	3.9	45.0	45.9	5.2	ns
African American	1.8	39.1	54.4	4.7	
18-24 years of age	1.5	35.8	57.5	5.2	.002
25-44 years of age	4.1	51.6	40.2	4.1	
45-64 years of age	2.8	44.3	46.2	6.7	
65 years of age and older	4.2	38.1	53.2	4.5	
Not a high school graduate	1.1	48.9	47.8	2.2	.017
High school graduate	1.7	42.0	52.7	3.6	
Some college	4.9	44.6	43.2	7.3	
College Graduate	4.0	45.0	45.2	5.9	

Note: 2.2 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	<i>p</i>
Total	3.4	48.7	43.0	5.0	
Rural	1.7	47.4	47.4	3.5	.046
Urban	3.9	49.1	41.5	5.5	
Northeast	3.3	49.1	44.3	3.3	ns
Midwest	2.4	46.9	44.2	6.4	
South	3.0	51.4	42.1	3.6	
West	4.9	46.3	42.0	6.7	
Nonsmoker	2.2	43.8	48.1	5.9	<.001
Smoker	8.3	69.5	21.1	1.1	
Male	4.7	53.8	36.8	4.7	<.001
Female	2.2	44.2	48.5	5.2	
White	3.7	48.5	42.9	4.9	ns
African American	3.0	45.7	46.3	4.9	
18-24 years of age	3.7	47.0	44.8	4.5	<.001
25-44 years of age	3.6	59.8	32.7	3.9	
45-64 years of age	3.2	45.7	45.3	5.8	
65 years of age and older	3.1	39.7	52.3	4.9	
Not a high school graduate	2.3	49.4	47.1	1.1	.001
High school graduate	1.5	43.2	51.3	4.0	
Some college	5.0	48.2	39.6	7.2	
College Graduate	3.9	53.1	38.4	4.6	

Note: 4.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.5 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	8.4	65.0	25.1	1.5	
Rural	5.8	64.8	28.8	0.6	
Urban	9.4	65.0	23.9	1.7	.030
Northeast	10.5	62.9	26.2	0.4	
Midwest	8.2	66.3	23.6	1.9	
South	7.5	63.3	27.5	1.7	
West	8.4	67.9	22.3	1.4	ns
Nonsmoker	9.4	68.8	20.9	1.0	
Smoker	4.6	48.1	43.8	3.5	<.001
Male	8.2	65.8	25.1	0.9	
Female	8.7	64.3	25.2	1.9	ns
White	8.2	65.0	25.5	1.3	
African American	8.5	63.6	26.1	1.8	ns
18-24 years of age	6.1	61.1	30.5	2.3	
25-44 years of age	5.9	60.8	31.6	1.8	
45-64 years of age	10.4	65.3	22.8	1.4	
65 years of age and older	9.0	71.4	18.9	0.7	.002
Not a high school graduate	3.7	60.5	35.8	0.0	
High school graduate	6.0	63.1	29.9	1.0	
Some college	8.3	62.3	26.0	3.4	
College Graduate	11.2	69.2	19.0	0.6	<.001

Note: 5.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.6 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	84.8	15.2	
Rural	85.9	14.1	
Urban	84.4	15.6	ns
Northeast	80.5	19.5	
Midwest	88.1	11.9	
South	86.8	13.2	
West	81.2	18.8	.010
Nonsmoker	84.4	15.6	
Smoker	86.8	13.2	<.001
Male	80.1	19.9	
Female	88.8	11.2	ns
White	84.5	15.5	
African American	85.2	14.8	ns
18-24 years of age	80.5	19.5	
25-44 years of age	84.8	15.2	
45-64 years of age	84.9	15.1	
65 years of age or older	86.8	13.2	ns
Not a high school graduate	79.5	20.5	
High school graduate	85.3	14.7	
Some College	86.8	13.2	
College graduate	84.2	15.8	ns

Note: 4.8 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 8.7 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	66.3	33.7	
Rural	66.0	34.0	
Urban	66.4	33.6	ns
Northeast	61.1	38.9	
Midwest	65.3	34.7	
South	71.5	28.5	
West	63.7	36.3	.019
Nonsmoker	68.1	31.9	
Smoker	60.0	40.0	.008
Male	59.1	40.9	
Female	72.9	27.4	<.001
White	64.7	35.3	
African American	72.1	27.9	.037
18-24 years of age	68.4	31.6	
25-44 years of age	58.4	41.6	
45-64 years of age	67.6	32.4	
65 years of age or older	73.5	26.5	<.001
Not a high school graduate	69.8	30.2	
High school graduate	68.9	31.1	
Some College	66.7	33.3	
College graduate	64.5	35.7	ns

Note: 4.8 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 8.8 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	76.6	23.4	
Rural	83.0	17.0	
Urban	74.4	25.6	.001
Northeast	72.9	27.1	
Midwest	77.9	22.1	
South	80.0	20.0	
West	72.5	27.5	.043
Nonsmoker	77.1	22.9	
Smoker	75.2	24.8	ns
Male	70.9	29.1	
Female	81.5	18.5	<.001
White	76.1	23.9	
African American	81.3	18.7	ns
18-24 years of age	77.9	22.1	
25-44 years of age	70.5	29.5	
45-64 years of age	77.7	22.3	
65 years of age or older	82.1	17.9	.003
Not a high school graduate	76.5	23.5	
High school graduate	79.0	21.0	
Some College	79.4	20.6	
College graduate	72.7	27.3	ns

Note: 5.0 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 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	91.8	8.2	
Rural	91.3	8.7	
Urban	92.0	8.0	ns
Northeast	87.8	12.2	
Midwest	94.5	5.5	
South	91.9	8.1	
West	91.9	8.1	.024
Nonsmoker	91.8	8.2	
Smoker	92.6	7.4	ns
Male	90.9	9.1	
Female	92.6	7.4	ns
White	92.2	7.8	
African American	88.6	11.4	ns
18-24 years of age	93.3	6.7	
25-44 years of age	93.1	6.9	
45-64 years of age	91.1	8.9	
65 years of age or older	90.6	9.4	ns
Not a high school graduate	87.2	12.8	
High school graduate	91.3	8.7	
Some College	93.4	6.6	
College graduate	91.8	8.2	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 8.10 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	42.2	57.8	
Rural	48.0	52.0	
Urban	40.2	59.8	.006
Northeast	40.0	60.0	
Midwest	40.6	59.4	
South	46.5	53.5	
West	39.3	60.7	ns
Nonsmoker	45.7	54.3	
Smoker	26.9	73.1	<.001
Male	37.2	62.8	
Female	46.4	53.6	<.001
White	40.2	59.8	
African American	54.6	45.4	<.001
18-24 years of age	40.6	59.4	
25-44 years of age	28.1	71.9	
45-64 years of age	43.1	56.9	
65 years of age or older	59.5	40.5	<.001
Not a high school graduate	54.0	46.0	
High school graduate	46.4	53.6	
Some College	41.8	58.2	
College graduate	37.5	62.5	.005

Note: 5.4 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 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	p
Total	8.0	50.5	38.0	3.5	
Rural	6.8	54.5	34.9	3.7	
Urban	8.3	49.1	39.1	3.4	ns
Northeast	7.0	47.8	41.2	4.0	
Midwest	6.1	51.6	39.8	2.4	
South	9.5	52.4	33.9	4.2	
West	8.7	48.6	39.5	3.1	ns
Nonsmoker	8.7	53.4	35.5	2.5	
Smoker	5.3	38.0	48.9	7.9	<.001
Male	8.4	43.9	43.8	4.0	
Female	7.5	56.4	33.0	3.1	<.001
White	7.3	49.1	39.9	3.8	
African American	11.6	60.4	26.2	1.8	<.001
18-24 years of age	6.1	56.1	34.1	3.8	
25-44 years of age	6.4	43.5	46.7	3.5	
45-64 years of age	8.2	51.2	36.8	3.7	
65 years of age and older	10.6	56.4	30.2	3.0	.003
Not a high school graduate	7.3	53.7	36.6	2.4	
High school graduate	8.2	55.0	34.4	2.5	
Some college	10.7	49.0	35.8	4.4	
College Graduate	6.3	47.2	42.6	3.9	ns

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

**Table 8.12 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	p
Total	6.9	54.4	35.2	3.5	
Rural	4.9	55.2	37.8	2.0	
Urban	7.5	54.1	34.4	4.0	ns
Northeast	7.1	57.9	33.1	1.9	
Midwest	5.2	57.1	35.3	2.4	
South	7.2	54.9	34.3	3.6	
West	8.4	8.45	38.7	6.3	.039
Nonsmoker	7.4	56.6	33.0	3.0	
Smoker	4.9	45.2	44.1	5.7	<.001
Male	5.1	48.5	41.5	5.0	
Female	8.4	59.7	29.8	2.2	<.001
White	6.5	52.2	37.6	3.7	
African American	9.2	65.0	22.1	3.7	.001
18-24 years of age	4.5	60.2	33.1	2.3	
25-44 years of age	7.6	50.2	38.4	3.4	
45-64 years of age	6.7	53.4	35.8	4.1	
65 years of age and older	7.6	58.8	30.6	3.1	ns
Not a high school graduate	5.1	63.3	29.1	2.5	
High school graduate	5.0	60.7	31.6	2.7	
Some college	10.0	52.9	33.4	3.6	
College Graduate	6.9	48.8	40.0	4.3	.007

Note: 5.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.13 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	p
Total	5.7	48.3	42.8	3.2	
Rural	3.8	50.4	43.7	2.1	ns
Urban	6.4	47.6	42.4	3.5	
Northeast	4.8	48.7	43.5	3.0	ns
Midwest	5.2	50.1	42.7	1.9	
South	6.6	48.0	41.8	3.6	
West	5.9	46.2	43.7	4.2	
Nonsmoker	6.3	51.8	39.2	2.7	<.001
Smoker	3.1	33.2	58.3	5.4	
Male	5.0	41.1	49.8	4.1	<.001
Female	6.3	54.7	36.6	2.3	
White	5.5	47.1	44.0	3.4	ns
African American	7.9	55.2	33.9	3.0	
18-24 years of age	4.6	53.4	38.6	3.1	<.001
25-44 years of age	5.5	38.3	53.0	3.3	
45-64 years of age	5.4	47.6	44.0	3.0	
65 years of age and older	7.1	60.8	28.7	3.4	
Not a high school graduate	5.9	55.3	34.1	4.7	ns
High school graduate	5.3	50.9	41.5	2.3	
Some college	8.1	47.1	41.5	3.4	
College Graduate	4.7	45.8	46.0	3.6	

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

**Table 8.14 Tobacco Companies Have Been Unfairly Criticized in the Media**

"Tobacco companies have been unfairly criticized in the media. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	2.6	27.2	60.5	9.7	
Rural	2.6	33.5	58.5	5.4	.001
Urban	2.6	25.1	61.2	11.1	
Northeast	4.1	24.9	60.6	10.4	ns
Midwest	2.4	28.4	60.1	9.1	
South	2.4	29.7	59.2	8.8	
West	1.8	23.9	63.0	11.3	
Nonsmoker	1.6	23.4	64.1	10.9	<.001
Smoker	6.9	44.8	44.1	4.2	
Male	3.2	28.8	58.5	9.5	ns
Female	1.9	25.7	62.4	9.9	
White	2.4	27.2	61.0	9.5	ns
African American	3.0	23.6	63.0	10.3	
18-24 years of age	1.6	34.1	53.5	10.9	ns
25-44 years of age	1.5	29.8	60.3	8.4	
45-64 years of age	3.2	23.9	63.1	9.8	
65 years of age and older	3.3	27.4	58.7	10.6	
Not a high school graduate	6.0	40.5	45.2	8.3	<.001
High school graduate	3.0	33.5	56.7	6.9	
Some college	2.5	25.4	60.8	11.3	
College Graduate	1.9	21.5	66.1	10.5	

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

**Table 8.15 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	9.9	64.1	24.2	1.8	
Rural	8.5	64.0	25.6	1.8	
Urban	10.3	64.2	23.8	1.8	ns
Northeast	9.6	65.0	24.2	1.2	
Midwest	10.3	63.6	24.2	1.9	
South	8.2	60.9	28.4	2.5	
West	12.2	68.8	17.9	1.1	ns
Nonsmoker	11.0	67.9	20.1	0.9	
Smoker	5.2	47.6	42.1	5.2	<.001
Male	9.6	66.4	22.9	1.1	
Female	10.1	62.3	25.2	2.4	ns
White	9.6	64.0	24.3	2.1	
African American	10.2	68.2	21.0	0.6	ns
18-24 years of age	6.3	69.8	23.0	0.8	
25-44 years of age	7.5	62.9	28.1	1.5	
45-64 years of age	11.9	64.2	21.7	2.2	
65 years of age and older	11.1	63.1	24.4	1.4	ns
Not a high school graduate	6.3	62.5	30.0	1.3	
High school graduate	6.8	60.7	30.2	2.3	
Some college	13.2	61.8	22.4	2.6	
College Graduate	10.9	67.8	20.3	1.0	.002

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





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