The National Social Climate of Tobacco Control, 2008





The National Social Climate Survey of Tobacco Control, 2008

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 19.2 percent in 2007 (Centers for Disease Control and Prevention, 2007). This decrease translates into about 40 million fewer adult smokers in the United States today than had the rate remained at 42.2 percent. Tobacco control has recently witnessed two other major accomplishments. First, the tobacco companies have been hit with massive compensatory and punitive fines resulting from lawsuits by former smokers, as well as massive settlement expenses with individual states to cover health expenses related to tobacco use. Second, national and state agencies have implemented promising multicomponent programs to prevent and reduce youth tobacco use. These programs have become increasingly comprehensive through a shift from focusing primarily on individual tobacco use to more population-based interventions with broad objectives such as social, environmental, and political change (United States Department of Health and Human Services, 2000).

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

Although comprehensive tobacco control programs have moved toward logic models that incorporate political and social intermediate objectives, planning and evaluation in this area has been hampered by the lack of timely, comprehensive data about tobacco control attitudes and practices of U.S. 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.

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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 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 that form the essence of the ingrained status of tobacco use in the social fabric of 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. The SCS-TC provides 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.

Methods

The Social Climate Survey of Tobacco Control (SCS-TC) was administered to a representative sample of U.S. adults who were interviewed by telephone between October and December 2008. The sample represents the civilian, non-institutionalized adult population over age 18 in the United States. 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, gender and age, based on the 2007 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. 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 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 people's daily lives.

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		

2008 Sample Characteristics

Of the eligible respondents contacted, 1532 respondents completed the survey. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than ± 1.3 (95% confidence interval). Of the 1532 respondents, 499(32.7%) were male and 1028 (67.3%) were female. The racial composition of the sample is as follows: white = 1291 (85.4%), African American = 153 (10.1%), Asian or Pacific Islander = 19 (1.3%), American Indian or Alaskan Native = 11 (0.7%), and unknown (i.e., did not answer the question on race) = 38 (2.5%). The sample was weighted by race, gender and age within each census region, based upon 2007 U.S. Census estimates to ensure that it is representative of the United States population.

Table 1.1 Sample Characteristics

		2008			
Sample (Characteristics	Original Sample	Weighted Sample	Weighted Sample Size	Maximum 95% Confidence Interval
Rural/Urban	Rural	29,3	26.3	392	4.9
	Urban	70.7	73.7	1098	3.0
Smoking Status	Nonsmoker Smoker	83.9 16.1	80.6 19.4	1195 288	2.8 5.8
Gender	Male	32.7	48.3	717	3.7
	Female	67.3	51.7	768	3.5
Race	White	85.4	84.7	1245	2.8
Д	frican-American	10.1	10.7	157	7.8
Asian	/Pacific Islander	1.3	1.2	17	23.8
	American	0.7	0.6	9	32.7
	Other Race	2.5	2.8	41	15.3
Age	18-24 years	4.5	12.5	186	7.2
	25-44 years	25.2	36.6	545	4.2
	45-64 years	45.0	34.0	506	4.4
	65 + years	25.3	16.9	252	6.2
Education	Not HS Grad	6.5	5.9	87	10.5
	HS Grad	25.5	25.4	376	5.1
	Some College	27.0	26.8	398	4.9
	College Grad	41.0	41.9	621	3.9
Parental Status	Nonparent	71.8	64.1	955	3.2
	Parent	28.2	35.9	535	4.2
Region	Northeast	15.3	17.8	265	6.0
	Midwest	24.0	21.8	325	5.4
	South	42.3	37.7	562	4.1
	West	18.3	22.7	338	5.3

Family and Friendship Groups, 2008

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



Table 2.1 Over the past 3 months, has anyone smoked anywhere in your home, even a puff?

Sample Characteristic	Yes	Νο	p
Total	24.6	75.3	
Rural	28.1	71.9	NC
Urban	23.4	76.6	113
Nonsmoker	12.1	87.9	~ 001
Smoker	76.4	23.6	<.001
Male	27.7	72.3	.008
Female	21.7	78.3	
White	23.8	76.2	.047
African American	31.0	69.0	
18-24 years of age	38.5	61.5	
25-44 years of age	22.2	77.8	< 001
45-64 years of age	25.0	75.0	<.001
65 years of age or older	19.0	81.0	
Not a high school graduate	41.4	58.6	
High school graduate	37.0	63.0	<.001
Some College	30.2	69.8	
College graduate	11.6	88.4	

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

Table 2.2 Smoking is prohibited inside the home

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

Sample Characteristic	Νο	Some places/times	Yes	р
Total	10.7	13.3	74.8	
Rural	13.6	16.1	70.3	015
Urban	9.8	12.6	77.6	.015
Nonsmoker	4.3	9.5	86.2	- 004
Smoker	36.5	30.2	33.3	<.001
Male	12.9	15.3	71.8	002
Female	8.9	11.8	79.3	.003
White	10.4	13.2	76.5	NO
African American	14.2	17.6	68.2	113
18-24 years of age	20.2	12.4	67.4	
25-44 years of age	8.3	12.2	79.5	001
45-64 years of age	10.6	15.3	73.9	.001
65 years of age or older	10.0	12.9	77.1	
Not a high school graduate	26.9	16.7	56.4	
High school graduate	18.1	18.9	63.0	~ 001
Some College	12.7	14.9	72.4	<.001
College graduate	3.3	9.0	87.8	
Note: 1.2 percent of respondents repo	rted Don't Know or refused			

Table 2.3 In the past 3 months, has anyone smoked in your car, even a puff?

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

Sample Characteristic	Yes	Νο	р
Total	23.6	70.8	
Rural	28.5	71.5	
Urban	23.6	76.4	NO
Nonsmoker	12.1	87.9	- 001
Smoker	81.4	18.6	<.001
Male	29.9	70.1	< 001
Female	20.6	79.4	<.001
White	25.5	74.5	NO
African American	23.7	76.3	N9
18-24 years of age	38.6	61.4	
25-44 years of age	27.5	72.5	< 001
45-64 years of age	22.3	77.7	<.001
65 years of age or older	15.3	84.7	
Not a high school graduate	35.7	64.3	
High school graduate	36.8	63.2	< 001
Some College	31.6	68.4	<.001
College graduate	12.7	87.3	

Note: 5.6 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 Which best describes how you handle cigarette smoking in your car?

(Percent responding by rural/urban, 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	It is allowed if the car window is open	Allowed to smoke in my car at any time.	р
Total	69.7	3.0	12.9	7.4	
Rural	70.9	2.4	15.3	11.4	014
Urban	76.5	3.6	13.2	6.7	.014
Nonsmoker	87.7	2.7	6.4	3.2	
Smoker	19.1	5.9	46.9	28.1	<.001
Male	69.1	4.2	15.6	11.1	~ 001
Female	80.3	2.4	12.2	5.2	<.001
White	74.8	3.3	13.8	8.1	NO
African American	73.9	3.6	15.2	7.2	NO
18-24 years of age	63.7	0.6	20.2	15.5	
25-44 years of age	74.2	4.9	14.0	7.0	~ 001
45-64 years of age	76.5	2.3	13.6	7.6	<.001
65 years of age and older	81.8	3.5	9.5	5.2	
Not a high school graduate	67.6	1.4	15.5	15.5	
High school graduate	61.8	4.2	21.2	12.7	~ 001
Some college	72.2	3.2	15.7	8.9	<.001
College Graduate	85.2	3.1	8.0	3.8	

Note: 6.9 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 In the past 7 days, have you been exposed to secondhand smoke in your home?

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

Sample	Yes	No	
Characteristic			р
Total	13.4	85.9	
Rural	17.1	82.9	014
Urban	12.1	87.9	.014
Nonsmoker	5.0	95.0	~ 001
Smoker	48.1	51.9	<.001
Male	16.5	83.5	001
Female	10.4	89.6	.001
White	13.8	86.2	NO
African American	12.7	87.9	NS
18-24 years of age	25.5	74.5	
25-44 years of age	12.7	87.3	< 001
45-64 years of age	11.8	88.2	<.001
65 years of age or older	9.7	90.3	
Not a high school graduate	20.7	79.3	
High school graduate	22.5	77.5	< 001
Some College	15.7	84.3	<.001
College graduate	5.6	94.4	
Noto: 0.8 parcent of respondents rope	rtod Don't Know or rofusod		

Table 2.6 In the past 7 days, were you exposed to secondhand smoke in your car?

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

Sample	Yes	No	
Characteristic			р
Total	12.2	87.1	
Rural	16.0	84.0	000
Urban	10.9	89.1	.000
Nonsmoker	4.6	95.4	- 001
Smoker	43.8	56.2	<.001
Male	16.1	83.9	~ 001
Female	8.6	91.4	<.001
White	12.7	87.3	NO
African American	10.3	89.7	NS
18-24 years of age	23.4	76.6	
25-44 years of age	12.1	87.9	< 001
45-64 years of age	10.2	89.8	<.001
65 years of age or older	8.5	91.5	
Not a high school graduate	19.8	80.2	
High school graduate	20.1	79.9	< 001
Some College	13.3	86.7	<.001
College graduate	5.8	94.2	
Note: 0.8 parcent of respondents rope	rtad Dan't Know or refused		

Table 2.7 In the past 7 days, have you been exposed to secondhand smoke in someone else's car?

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

Sample	Yes	No	
Characteristic			р
Total	9.9	90.1	
Rural	9.6	90.4	NO
Urban	10.0	90.0	N9
Nonsmoker	4.5	95.5	< 001
Smoker	31.4	68.6	<.001
Male	11.2	88.8	NO
Female	8.6	91.4	113
White	9.7	90.3	NO
African American	11.5	88.5	NS
18-24 years of age	21.2	78.8	
25-44 years of age	11.4	88.6	< 001
45-64 years of age	4.7	92.6	<.001
65 years of age or older	3.2	96.8	
Not a high school graduate	18.4	87.7	
High school graduate	12.3	87.7	< 001
Some College	131.	86.9	<.001
College graduate	5.2	94.8	

Table 2.8 In the past 7 days, have you been exposed to secondhand smoke at work?

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

Sample	Yes	No	
Characteristic			р
Total	14.7	85.3	
Rural	12.7	87.3	NO
Urban	15.5	84.5	N2
Nonsmoker	10.4	89.6	~ 001
Smoker	33.0	67.0	<.001
Male	18.6	81.4	~ 001
Female	10.8	89.2	<.001
White	13.9	86.1	NO
African American	22.3	77.7	NS
18-24 years of age	17.9	82.1	
25-44 years of age	18.8	81.2	< 001
45-64 years of age	13.3	86.7	<.001
65 years of age or older	6.5	93.5	
Not a high school graduate	14.0	86.6	
High school graduate	26.3	73.7	< 001
Some College	10.8	89.2	<.001
College graduate	10.6	89.4	
Note: 0.8 percent of respondents repo	rted Don't Know or refused		

Table 2.9 In the past 7 days, were you exposed to secondhand smoke in an indoor public place?

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

Sample	Yes	No	
Characteristic			р
Total	17.4	82.6	
Rural	15.5	84.5	
Urban	18.1	81.9	NS
Nonsmoker	15.6	84.4	~ 001
Smoker	24.5	75.5	<.001
Male	20.3	79.7	.005
Female	14.7	85.3	
White	16.6	83.4	010
African American	24.2	75.8	.018
18-24 years of age	23.9	76.1	
25-44 years of age	15.8	84.2	NC
45-64 years of age	17.5	82.5	NO NO
65 years of age or older	16.1	83.9	
Not a high school graduate	14.9	85.1	
High school graduate	21.4	78.6	NC
Some College	16.4	83.6	NO NO
College graduate	16.0	84.0	
Note: 0.8 percent of respondents repo	rted Don't Know or refused.		
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Table 2.10 In the past 7 days, were you exposed to secondhand smoke in some other indoor place?

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

Sample	Yes	No	
Characteristic			р
Total	17.4	82.6	
Rural	15.5	84.5	NO
Urban	18.1	81.9	N9
Nonsmoker	15.6	84.4	~ 001
Smoker	24.5	75.5	<.001
Male	20.3	79.7	.005
Female	14.7	85.3	
White	16.6	83.4	010
African American	24.2	75.8	.018
18-24 years of age	23.9	76.1	
25-44 years of age	15.8	84.2	NG
45-64 years of age	17.5	82.5	113
65 years of age or older	16.1	93.9	
Not a high school graduate	14.9	85.1	
High school graduate	21.4	78.6	NC
Some College	16.4	83.6	INS
College graduate	16.0	84.0	
Note: 0.8 percent of respondents report	ed Don't Know or refused.		

Table 2.11 In past 7 days, were you exposed to secondhand smoke on a public sidewalk?

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

Sample	Yes	No	
Characteristic			р
Total	27.0	73.0	
Rural	25.8	74.2	NC
Urban	27.5	72.5	113
Nonsmoker	24.8	75.2	< 001
Smoker	35.7	64.3	<.001
Male	26.9	73.1	NC
Female	27.3	72.7	INO.
White	27.7	72.3	NC
African American	25.5	74.5	113
18-24 years of age	41.6	58.4	
25-44 years of age	28.1	71.9	~ 001
45-64 years of age	25.3	74.7	<.001
65 years of age or older	17.4	82.6	
Not a high school graduate	29.9	70.1	
High school graduate	25.9	74.1	NC
Some College	26.9	73.1	110
College graduate	27.1	72.9	
Note: 0.8 percent of respondents repo	rted Don't Know or refused.		
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Table 2.12 In past 7 days, were you exposed to secondhand smoke outside the doorway of a building?

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

Sample	Yes	No	
Characteristic			р
Total	34.4	65.6	
Rural	32.3	67.7	NO
Urban	35.2	64.8	NO.
Nonsmoker	32.2	67.8	001
Smoker	43.1	56.9	.001
Male	35.2	64.8	NO
Female	33.6	66.4	NO
White	35.4	64.6	021
African American	26.8	73.2	.031
18-24 years of age	40.2	59.8	
25-44 years of age	39.9	30.1	< 001
45-64 years of age	32.3	67.7	<.001
65 years of age or older	22.2	77.8	
Not a high school graduate	27.9	72.1	
High school graduate	34.0	66.0	NG
Some College	36.2	63.8	N5
College graduate	34.8	65.2	
Note: 0.8 percent of respondents reported	ed Don't Know or refused.		

Table 2.13 In past 7 days, have your children been exposed to secondhand smoke in your home?

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

Sample	Yes	No	
Characteristic			р
Total	8.6	91.4	
Rural	10.2	89.8	NO
Urban	8.2	91.8	N9
Nonsmoker	4.3	95.7	~ 001
Smoker	27.3	72.7	<.001
Male	10.7	89.3	NO
Female	6.8	93.2	NO.
White	7.3	92.7	062
African American	14.3	85.7	.002
18-24 years of age	12.2	87.8	
25-44 years of age	9.2	90.8	NC
45-64 years of age	5.3	94.7	113
65 years of age or older *	0.0	100.0	
Not a high school graduate	32.1	67.9	
High school graduate	15.9	84.1	< 001
Some College	7.5	92.9	<.001
College graduate	2.5	97.5	

Note: 65.3 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 2.14	In past 7 da	ays, have your childrer	been exposed to s	econdhand smoke in your car?
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Sample Characteristic	Yes	Νο	p
Total	4.8	95.2	
Rural	6.3	93.7	NC
Urban	4.4	95.6	110
Nonsmoker	1.0	99.0	~ 001
Smoker	21.2	78.8	<.001
Male	4.3	95.7	NO
Female	4.6	95.4	NO.
White	3.6	96.4	020
African American	9.5	90.5	.030
18-24 years of age	1.4	98.6	
25-44 years of age	6.9	93.1	NC
45-64 years of age	2.3	97.7	110
65 years of age or older *	0.0	100.0	
Not a high school graduate	13.8	86.2	
High school graduate	7.1	92.9	003
Some College	5.9	94.1	.003
College graduate	1.3	98.7	

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

Note: 65.3 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 2.15 In past 7 days, have your children been exposed to secondhand smoke in someone else's car?

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

Sample	Yes	No	
Characteristic			p
Total	3.4	96.6	
Rural	5.6	94.4	NO
Urban	2.6	97.4	113
Nonsmoker	2.9	97.1	NO
Smoker	5.1	94.9	IN S
Male	4.3	95.7	NO
Female	2.7	97.3	IN S
White	4.0	96.0	NO
African American	0.0	100.0	113
18-24 years of age	0.0	100.0	
25-44 years of age	4.6	95.4	NC
45-64 years of age	1.5	98.5	113
65 years of age or older *	11.1	88.9	
Not a high school graduate	0.0	100.0	
High school graduate	4.8	95.2	NC
Some College	2.5	97.5	113
College graduate	3.3	96.7	

Note: 65.3 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 2.16 In past 7 days, have your children been exposed to secondhand smoke in an indoor public place?

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

Sample	Yes	No	
Characteristic			р
Total	8.1	91.9	
Rural	7.9	92.1	NO
Urban	8.2	91.8	N9
Nonsmoker	7.7	92.3	NO
Smoker	10.1	89.9	N9
Male	9.1	90.9	NO
Female	7.2	92.8	N9
White	8.1	91.9	NO
African American	6.3	93.7	113
18-24 years of age	8.1	91.9	
25-44 years of age	7.2	92.8	NC
45-64 years of age	9.9	90.1	113
65 years of age or older *	0.0	100.0	
Not a high school graduate	20.7	79.3	
High school graduate	6.3	93.7	NC
Some College	8.3	91.7	N9
College graduate	7.5	92.5	

Note: 65.3 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 2.17 In past 7 days, have your children been exposed to secondhand smoke at a relative's house?

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

Sample	Yes	No	
Characteristic			р
Total	10.2	89.8	
Rural	11.0	89.0	NO
Urban	10.0	90.0	N9
Nonsmoker	9.3	90.7	NO
Smoker	14.1	85.9	N9
Male	10.3	89.7	NO
Female	10.3	89.7	N9
White	10.2	89.8	NO
African American	11.1	98.9	113
18-24 years of age	8.1	91.9	
25-44 years of age	11.9	88.1	NC
45-64 years of age	7.6	92.4	113
65 years of age or older *	11.1	88.9	
Not a high school graduate	24.1	75.9	
High school graduate	15.7	84.3	002
Some College	6.7	93.3	.003
College graduate	7.5	92.5	

Note: 65.3 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 2.18 In past 7 days, have your children been exposed to secondhand smoke at a friend's house?

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

Sample	Yes	Νο	
Characteristic			p
Total	4.6	95.4	
Rural	3.9	96.1	NO
Urban	4.9	95.1	IN S
Nonsmoker	3.4	96.6	010
Smoker	9.2	90.8	.012
Male	4.0	96.0	NC
Female	4.9	95.1	N9
White	4.5	95.5	NC
African American	1.6	98.4	113
18-24 years of age	0.0	100.0	
25-44 years of age	6.2	93.8	NC
45-64 years of age	3.1	96.9	113
65 years of age or older *	11.1	88.9	
Not a high school graduate	7.1	92.9	
High school graduate	7.1	92.9	NC
Some College	5.8	94.2	IN S
College graduate	2.5	97.5	

Note: 65.3 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 2.19 In past 7 days, have your children been exposed to secondhand smoke in some other place?

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

Sample	Yes	No	
Characteristic			р
Total	13.0	87.0	
Rural	15.7	84.3	NO
Urban	12.3	87.7	N9
Nonsmoker	12.2	87.8	NO
Smoker	16.3	83.7	N9
Male	9.1	90.9	010
Female	16.7	83.3	.010
White	13.3	86.7	NO
African American	11.1	88.9	113
18-24 years of age	8.0	92.0	
25-44 years of age	10.6	89.4	000
45-64 years of age	21.4	78.6	.000
65 years of age or older *	22.2	77.8	
Not a high school graduate	3.4	96.6	
High school graduate	7.1	92.9	~ 001
Some College	23.5	76.5	<.00T
College graduate	11.8	88.2	

Note: 65.3 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 2.20 Parents have the responsibility to prevent their children's exposure to secondhand smoke

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	38.9	57.1	3.5	0.5	
Rural	36.8	58.9	3.9	0.5	NO
Urban	39.7	56.5	3.4	0.5	INS
Nonsmoker	42.6	54.4	2.5	0.5	- 004
Smoker	23.8	68.2	7.7	0.3	<.001
Male	29.4	65.3	5.1	0.3	- 004
Female	47.4	49.7	2.1	08	<.001
White	38.2	57.9	3.4	0.5	NO
African American	39.2	56.3	3.8	0.6	INS
18-24 years of age	36.6	59.0	4.4	0.0	
25-44 years of age	41.1	55.7	2.6	0.6	001
45-64 years of age	43.2	52.2	4.4	0.2	.001
65 years of age or older	26.5	68.7	3.6	1.2	
Not a high school graduate	15.1	75.6	9.3	0.0	
High school graduate	30.5	64.4	4.0	1.1	1 001
Some College	38.3	58.1	3.3	0.3	<.001
College graduate	47.8	49.3	2.8	0.2	

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

Table 2.21 Should parents allow their children under the age of eighteen to smoke cigarettes?

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

Sample	Yes	No	
Characteristic			р
Total	3.4	96.6	
Rural	5.3	94.7	010
Urban	2.7	97.3	.018
Nonsmoker	2.1	97.9	~ 001
Smoker	9.3	90.7	<.001
Male	4.1	95.9	NO
Female	2.8	97.2	110
White	3.8	96.2	040
African American	0.6	99.4	.042
18-24 years of age	10.4	89.6	
25-44 years of age	1.3	98.7	< 001
45-64 years of age	3.6	96.4	<.001
65 years of age or older *	2.5	97.5	
Not a high school graduate	4.6	95.4	
High school graduate	3.0	97.0	004
Some College	6.1	93.9	.004
College graduate	1.8	98.2	
Noto: 3.1 parcent of respondents rope	rtod Don't Know or rofusod		

Table 2.22 Individuals should protect other household members from any harm related to smoking. Do you:

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	36.6	58.7	4.2	0.5	
Rural	35.6	58.2	5.5	0.8	
Urban	37.1	58.9	3.6	0.4	IN O
Nonsmoker	40.0	56.5	3.0	0.5	
Smoker	21.9	68.3	9.4	0.4	<.001
Male	30.0	64.3	5.6	0.1	~ 001
Female	42.8	53.6	2.8	0.8	<.001
White	35.5	59.5	4.5	0.5	NO
African American	43.5	54.5	1.3	0.6	N9
18-24 years of age	33.2	64.1	2.7	0.0	
25-44 years of age	36.3	58.3	4.9	0.6	NS
45-64 years of age	41.6	53.8	4.0	0.6	
65 years of age and older	30.2	64.9	4.1	0.8	
Not a high school graduate	24.7	67.1	8.2	0.0	
High school graduate Some college	29.4	65.4	4.2	1.1	001
	39.5	55.9	4.3	0.3	.001
College Graduate	41.2	55.0	3.4	0.3	
Note: 1.9 percent of respondents	reported Don't Know or refu	used.			

Table 2.23 If children are not present but will be later, it is OK to smoke inside the home. Do you:

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	2.2	17.6	57.3	22.9	
Rural	1.8	20.9	56.4	20.9	NC
Urban	2.4	16.4	57.5	23.7	NO.
Nonsmoker	2.2	12.7	59.7	25.4	
Smoker	2.2	37.3	47.8	12.7	<.001
Male	1.7	22.2	58.4	17.6	< 001
Female	2.7	13.4	56.3	27.6	<.001
White	2.2	17.6	57.5	22.7	NS
African American	1.9	18.1	55.5	24.5	
18-24 years of age	3.4	22.0	59.3	15.3	
25-44 years of age	2.1	16.5	52.3	29.1	< 001
45-64 years of age	2.0	18.4	55.6	24.0	<.001
65 years of age and older	2.4	14.9	69.8	12.9	
Not a high school graduate	2.4	18.3	73.2	6.1	
High school graduate	1.1	20.9	62.0	16.0	~ 001
Some college	3.1	21.0	50.6	25.2	<.001
College Graduate	2.3	13.4	56.2	28.0	
Note: 2.6 percent of respondents	reported Don't Know or refu	leed			

Table 2.24 People should not smoke in indoor places if non-smokers are present. Do you:

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic		-	-		p
Total	27.4	63.0	8.6	1.0	
Rural	25.7	63.2	9.8	1.3	NO
Urban	28.0	62.9	8.2	0.8	NS
Nonsmoker	31.3	61.4	6.8	0.5	
Smoker	11.3	69.5	16.4	2.9	<.001
Male	19.5	68.8	11.1	0.6	~ 001
Female	34.5	57.7	6.3	1.5	<.001
White	27.3	62.2	9.5	1.0	NS
African American	26.9	69.2	3.2	0.6	
18-24 years of age	19.2	70.3	9.3	1.1	
25-44 years of age	31.7	58.5	8.8	1.0	007
45-64 years of age	29.7	60.6	8.7	1.0	.007
65 years of age and older	19.1	72.2	7.5	1.2	
Not a high school graduate	8.4	85.5	6.0	0.0	
High school graduate	19.3	66.8	12.3	1.7	<.001
Some college	27.8	63.6	7.0	1.6	
College Graduate	34.8	57.0	7.9	0.3	
Note: 3.5 percent of respondents	reported Don't Know or refu	ised			

Table 2.25 People should not smoke in indoor places if pregnant women are present. Do you:

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	43.9	53.8	1.7	0.6	
Rural	36.4	61.0	2.1	0.5	007
Urban	46.5	51.3	1.6	0.6	.007
Nonsmoker	47.4	50.9	1.1	0.6	
Smoker	29.4	65.9	3.9	0.7	<.001
Male	36.1	61.7	1.4	0.7	< 001
Female	51.2	46.4	1.8	0.5	<.001
White	44.2	53.4	1.7	0.6	NS
African American	39.1	59.6	0.6	0.6	
18-24 years of age	42.9	55.4	1.6	0.0	
25-44 years of age	51.0	47.5	0.7	0.7	<.001
45-64 years of age	44.5	52.5	2.4	0.6	
65 years of age and older	27.8	69.0	5.4	0.8	
Not a high school graduate	16.5	80.0	2.4	1.2	
High school graduate Some college	34.4	62.1	3.2	0.3	< 0001
	42.9	54.3	1.5	1.3	<.0001
College Graduate	54.0	44.8	0.8	0.3	
Note: 0.9 percent of respondents	reported Don't Know or refu	ised.		· · · ·	

Work, 2008

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



Table 3.1 In indoor work areas, do you think that smoking should be allowed?

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

Sample	In all areas	In some areas	Not allowed at all	
Characteristic				р
Total	.8	26.3	72.9	
Rural	.8	32.9	66.3	000
Urban	.8	23.9	75.3	.002
Nonsmoker	.5	19.3	80.2	- 001
Smoker	2.1	55.7	42.2	<.001
Male	1.1	32.8	66.1	- 001
Female	4	20.2	79.4	<.001
White	.9	27.4	71.7	040
African American	.0	19.6	80.4	.049
18-24 years of age	1.6	34.2	64.2	
25-44 years of age	.4	28.0	71.6	< 001
45-64 years of age	1.0	25.0	74.0	<.001
65 years of age or older	.8	18.8	80.4	
Not a high school graduate	4.6	26.4	69.0	
High school graduate	.3	39.0	60.7	< 001
Some College	1.3	26.3	72.4	<.001
College graduate	.3	18.7	81.0	
Notes 4 5 mercent of research doubt and	norted Den't Know on refused			

Table 3.2 Which of the following best describes your place of work's official smoking policy for indoor areas?

Sample Characteristic	Not allowed in any area	Allowed in some areas	Allowed in all areas	No official policy	p
Total	76.8	16.9	2.0	4.3	
Rural	75.0	15.1	2.4	7.5	047
Urban	77.4	17.5	2.0	3.1	.047
Nonsmoker	81.1	14.1	1.8	3.1	
Smoker	58.7	28.7	3.0	9.6	<.001
Male	68.3	22.3	3.2	6.2	< 001
Female	86.0	11.0	1.0	2.0	<.001
White	76.4	17.4	1.5	4.7	040
African American	75.3	16.5	5.9	2.4	.040
18-24 years of age	59.1	35.5	4.5	.9	
25-44 years of age	79.6	14.2	1.5	4.7	<.001
45-64 years of age	80.8	13.6	1.0	4.6	
65 years of age and older	65.7	17.7	8.6	8.6	
Not a high school graduate	47.8	30.4	21.7	.0	
High school graduate	60.8	28.2	1.4	9.6	~ 001
Some college	76.4	20.7	.5	2.4	<.001
College Graduate	87.0	8.4	2.0	2.7	

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

Table 3.3 At work, would you say that this smoking policy is not enforced at all, poorly enforced, somewhat enforced or strictly enforced?

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

Sample Characteristic	Not enforced at all	Poorly enforced	Somewhat enforced	Strictly enforced	p
Total	2.1	2.1	9.8	85.9	
Rural	1.6	1.1	10.1	87.3	NO
Urban	2.3	2.3	9.8	85.5	NS
Nonsmoker	2.2	1.6	10.9	85.4	
Smoker	2.1	4.8	5.5	87.6	.025
Male	3.3	3.6	13.3	79.8	~ 001
Female	.8	.8	6.1	92.4	<.001
White	2.1	2.1	8.9	86.9	NO
African American	1.3	2.7	8.0	88.0	112
18-24 years of age	2.9	.0	8.6	88.6	
25-44 years of age	2.7	2.9	9.7	84.7	NS
45-64 years of age	1.4	1.8	10.6	86.2	
65 years of age and older	.0	.0	10.7	89.3	
Not a high school graduate	17.6	.0	11.8	70.6	
High school graduate	4.9	3.3	12.1	79.7	< 001
Some college	1.5	1.5	9.4	87.6	~.001
College Graduate	.5	2.1	8.5	88.9	

Note: 51.2 percent of respondents reported *Don't Know* or refused or did not work or did not have a smoking policy. Percentages may not add to 100 due to rounding.
Table 3.4Within the past 12 months, has your employer offered stop smoking programs or other help to employees who
want to quit?

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

Sample Characteristic	Yes	Νο	p
Total	33.0	67.0	
Rural	35.0	65.0	
Urban	32.2	67.8	NS
Nonsmoker	35.2	64.8	007
Smoker	24.1	75.9	.007
Male	33.4	66.6	NG
Female	32.8	67.2	N9
White	33.3	66.7	NC
African American	30.5	69.5	N9
18-24 years of age	24.8	75.2	
25-44 years of age	30.4	69.6	022
45-64 years of age	38.7	61.3	.032
65 years of age or older	38.2	61.8	
Not a high school graduate	18.2	81.8	
High school graduate	27.1	72.9	
Some College	34.7	65.3	NS
College graduate	36.5	63.5	

Note: 49.5 percent of respondents reported *Don't Know* or refused, or did not work. Percentages may not add to 100 due to rounding.

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Health and Medical Care, 2008

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



Table 4.1 Breathing air in a room today where people smoked yesterday can harm the health of babies and children.

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	n
Total	19.7	61.3	17 7	13	P
Rural	14.7	64.6	20.7	0.0	~~~
Urban	21.4	60.1	16.7	1.8	.002
Nonsmoker	21.8	63.6	14.0	0.7	
Smoker	11.2	51.8	32.9	4.0	<.001
Male	13.6	56.5	28.5	1.5	< 001
Female	25.2	65.5	8.0	1.3	<.001
White	19.3	60.1	19.5	1.0	007
African American	23.2	64.8	9.2	2.8	.007
18-24 years of age	24.4	56.4	19.2	0.0	
25-44 years of age	18.9	59.9	20.6	0.6	004
45-64 years of age	21.1	60.0	16.7	2.3	.004
65 years of age and older	14.6	71.2	12.3	1.8	
Not a high school graduate	7.8	87.0	3.9	1.3	
High school graduate	13.8	66.1	18.3	1.8	< 001
Some college	18.4	58.9	21.8	0.8	<.001
College Graduate	25.1	56.8	16.7	1.3	

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

Note: 15.4 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 4.2 Breathing air in a car today where people smoked yesterday can harm the health of babies and children.

1	(Percent responding b	v rural/urban. smoking	i status, gender, race, a	age. and education.)
		, , J	, , . , , .	J., ,

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	19.2	63.4	16.4	1.0	
Rural	16.2	65.1	18.2	0.6	
Urban	20.4	62.7	15.7	1.3	NO
Nonsmoker	21.6	65.0	12.7	0.7	
Smoker	9.6	57.0	30.7	2.8	<.001
Male	11.5	60.4	26.8	1.3	~ 001
Female	26.2	65.9	7.1	16.3	<.001
White	18.7	62.8	17.8	0.9	010
African American	25.5	64.5	8.5	1.4	.019
18-24 years of age	25.3	53.4	21.3	0.0	
25-44 years of age	16.8	66.1	17.1	0.0	< 001
45-64 years of age	21.1	60.8	16.0	2.1	<.001
65 years of age and older	16.1	70.5	11.6	1.8	
Not a high school graduate	9.8	79.3	9.8	1.2	
High school graduate	13.7	65.5	18.9	1.8	001
Some college	18.0	63.2	18.3	0.6	.001
College Graduate	24.0	60.5	14.6	0.9	
Note: 12.9 percent of respondent	ts reported Don't Know or re	fused			

Note: 12.9 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 4.3 Is there a safe level of exposure to secondhand smoke?

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

Sample	Yes	No	
Characteristic			р
Total	18.3	81.7	
Rural	19.1	80.9	NO
Urban	18.0	82.0	113
Nonsmoker	15.7	84.3	~ 001
Smoker	29.9	70.1	<.001
Male	21.5	78.5	005
Female	15.5	84.5	.005
White	17.6	82.4	NO
African American	20.7	79.3	NS
18-24 years of age	13.7	86.3	
25-44 years of age	21.9	78.1	010
45-64 years of age	18.4	81.6	.019
65 years of age or older *	13.6	86.4	
Not a high school graduate	15.6	84.4	
High school graduate	19.5	80.5	
Some College	15.0	85.0	113
College graduate	19.9	80.1	

Note: 10.8 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 4.4 Is there a safe level of exposure to secondhand smoke for pregnant women?

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

Sample	Yes	No	
Characteristic			р
Total	14.0	86.0	
Rural	12.9	87.1	NO
Urban	14.4	85.6	IN S
Nonsmoker	12.1	87.9	< 001
Smoker	23.2	76.8	<.001
Male	15.6	84.4	NO
Female	12.6	87.4	IN O
White	13.3	86.7	NO
African American	17.8	82.2	NS
18-24 years of age	9.8	90.2	
25-44 years of age	17.4	82.6	0.00
45-64 years of age	13.6	86.4	.020
65 years of age or older *	10.9	89.1	
Not a high school graduate	12.5	87.5	
High school graduate	14.8	85.2	NO
Some College	13.3	86.7	IN O
College graduate	14.5	85.5	

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

Table 4.5If a test were available from a doctor that would show if a child has been exposed toSHS, would you get the child tested?

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

Sample	Yes	No	
Characteristic			р
Total	56.1	43.9	
Rural	63.4	36.6	NO
Urban	53.5	46.5	NO
Nonsmoker	54.8	45.2	NO
Smoker	61.4	38.6	NO
Male	52.8	47.2	NO
Female	59.2	40.8	NO
White	51.3	48.7	< 001
African American	76.1	23.9	<.001
18-24 years of age	78.9	21.1	
25-44 years of age	50.5	49.5	~ 001
45-64 years of age	55.6	44.4	<.001
65 years of age or older *	55.6	44.4	
Not a high school graduate	82.8	17.2	
High school graduate	61.9	38.1	< 001
Some College	61.0	39.0	<.001
College graduate	45.8	54.2	

Note: 66.9 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

 Table 4.6
 If this were a blood test, would you get the child tested, or only test if the child was already getting blood drawn for another reason?

Sample Characteristic	Or Would get the child tested drav	nly test if blood was vn for another reason	p
Total	36.9	63.1	
Rural	35.6	64.4	NO
Urban	37.4	62.6	NS
Nonsmoker	36.9	63.1	NO
Smoker	36.8	63.2	115
Male	34.1	65.9	NO
Female	39.4	60.6	115
White	34.4	65.6	005
African American	52.1	47.9	.025
18-24 years of age	44.4	55.6	
25-44 years of age	28.1	71.9	025
45-64 years of age	46.9	53.1	.035
65 years of age or older *	50.0	50.0	
Not a high school graduate	42.9	57.1	
High school graduate	32.9	67.1	020
Some College	51.6	48.4	.029
College graduate	29.0	71.0	

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

Note: 83.1 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 4.7 Where in hospitals do you think smoking should be allowed?

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

Sample	In all areas	In some areas	Not allowed at all	
Characteristic				p
Total	0.6	7.6	91.8	
Rural	1.5	8.9	89.5	005
Urban	0.4	7.1	92.5	.025
Nonsmoker	0.5	6.5	93.0	000
Smoker	1.0	12.5	86.5	.002
Male	0.7	10.8	88.5	4 004
Female	0.5	4.7	94.8	<.001
White	0.6	7.7	91.6	NO
African American	0.0	8.3	91.7	113
18-24 years of age	1.1	3.8	95.2	
25-44 years of age	0.7	8.1	91.2	NO
45-64 years of age	0.4	8.7	90.9	N9
65 years of age or older	0.4	7.1	92.5	
Not a high school graduate	1.1	8.0	90.9	
High school graduate	0.0	12.3	87.7	004
Some College	1.0	5.5	93.5	.004
College graduate	0.8	6.1	93.1	
Note: 0.1 percent of respondents rep	ported Don't Know or refused.			

Note: 0.1 percent of respondents reported *Don't Know* or Percentages may not add to 100 due to rounding.

Table 4.8 Where outside of hospitals, on hospital property, do you think that smoking should be allowed?

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

Sample	In all areas	In some areas	Not allowed at all	
Characteristic				р
Total	4.8	53.2	42.0	
Rural	5.6	54.2	40.2	NO
Urban	4.5	52.8	42.7	NS
Nonsmoker	3.8	49.7	46.6	4 004
Smoker	8.7	68.6	22.6	<.001
Male	6.3	57.6	36.1	4 004
Female	3.3	49.2	47.6	<.001
White	5.2	54.9	39.9	005
African American	2.6	44.2	53.2	.005
18-24 years of age	5.9	46.0	48.1	
25-44 years of age	3.7	60.8	35.5	< 001
45-64 years of age	6.1	50.8	43.1	<.001
65 years of age or older	3.6	47.0	49.4	
Not a high school graduate	5.8	45.3	48.8	
High school graduate	7.4	54.3	38.3	NO
Some College	3.8	51.4	44.8	113
College graduate	3.7	54.5	41.7	
Note: 0.4 percent of respondents re	ported Don't Know or refused.			

Recreation, Leisure, and Sports, 2008

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



■ Universal ■ Predominant ■ Contested □ Marginal

98.0

92.3

92.0

90.5

90.5

90.4

88.4

88.0

86.7 84.7

Table 5.1 Are indoor shopping malls in your community:

1	Percent responding by	/ rural/urban. smoking	a status, gender, rad	ce. age. and education.)
			, , , , ,	· · , · · · · · · · · · · · · · · · · · · ·

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	р
Total	90.5	5 8.6	1.0	
Rural	90.8	8 8.6	0.6	
Urban	90.3	3 8.6	1.1	113
Nonsmoker	90.2	1 8.8	1.1	
Smoker	92.2	2 7.5	0.4	NS
Male	92.2	2 6.5	1.2	000
Female	88.9	9 10.4	0.7	.028
White	92.0	0 7.4	0.6	001
African American	82.4	4 16.9	0.7	.001
18-24 years of age	90.9	9 9.1	0.0	
25-44 years of age	91.4	4 8.1	0.6	NC
45-64 years of age	90.0	0 8.6	1.4	N9
65 years of age or older	89.3	3 8.8	2.0	
Not a high school graduate	90.9	9 9.1	0.0	
High school graduate	86.7	1 13.0	0.9	017
Some College	90.5	5 8.4	1.1	.017
College graduate	93.4	4 5.7	0.9	
Note: 23.8 percent of respondent	ts reported <i>Don't Know</i> or refused	d		

Table 5.2 Are convenient stores in your community:

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	p
Total	84.	7 8.4	6.9	
Rural	82.3	2 7.2	10.6	005
Urban	85.	5 8.9	5.6	.005
Nonsmoker	82.0	6 9.1	8.3	~ 001
Smoker	92.5	5 5.3	2.1	<.001
Male	83.0	9.7	7.3	NO
Female	86.	5 7.0	6.5	NS
White	85.9	9 7.0	7.1	- 001
African American	73.9	9 20.3	5.8	<.001
18-24 years of age	78.0	6 17.9	3.5	
25-44 years of age	87.4	4 8.2	4.4	4 001
45-64 years of age	84.4	4 6.1	9.5	<.001
65 years of age or older	83.0	6.6	9.9	
Not a high school graduate	73.8	8 20.0	6.2	
High school graduate	84.8	8 9.3	5.8	002
Some College	88.0	0 5.5	6.6	.002
College graduate	83.8	8 8.0	8.2	
Note: 9.5 percent of respondents	reported Don't Know or refused			

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

Table 5.3 Are fast food restaurants in your community:

1	(Percent responding by	rural/urban. smoking	a status, gender, rad	ce. age. and education.)
		, ,	j , j , , .	· · , · J · , · · · · · · · · ,

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	р
Total	87.6	6 10.9	1.4	
Rural	85.1	1 13.8	1.1	
Urban	88.5	5 9.9	1.5	NS
Nonsmoker	87.5	5 11.0	1.6	NO
Smoker	88.6	6 10.7	0.7	N9
Male	87.3	3 11.2	1.5	NO
Female	88.2	2 10.4	1.4	N9
White	89.2	2 9.6	1.2	001
African American	78.6	6 20.0	1.4	.001
18-24 years of age	85.0	0 14.4	0.6	
25-44 years of age	90.3	3 8.6	1.1	NC
45-64 years of age	86.9	9 11.8	1.3	N9
65 years of age or older	84.7	7 12.2	3.2	
Not a high school graduate	85.2	2 13.6	1.2	
High school graduate	84.6	6 13.4	2.0	NO
Some College	88.6	6 10.3	1.1	NO
College graduate	89.1	1 9.3	1.6	
Note: 5.9 percent of respondents	reported Don't Know or refused.			

Table 5.4 Are restaurants in your community:

1	(Percent responding by	/ rural/urban. smoking	a status, gender.	race, age, and education.)
			j , j ,	···· ··· · · · · · · · · · · · · · · ·

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	р
Total	76.8	3 22.8	0.4	
Rural	75.5	5 23.9	0.5	NO
Urban	77.3	3 22.3	0.4	NS
Nonsmoker	75.0	5 23.9	0.4	NO
Smoker	82.2	2 17.4	0.4	NS
Male	76.0	5 23.3	0.1	NO
Female	77.1	1 22.2	0.7	NS
White	78.3	3 21.3	0.4	004
African American	64.4	4 34.9	0.7	.001
18-24 years of age	67.8	3 32.2	0.0	
25-44 years of age	78.2	2 21.8	0.0	007
45-64 years of age	78.4	4 21.0	0.6	.007
65 years of age or older	77.1	1 21.6	1.3	
Not a high school graduate	60.2	2 38.6	1.2	
High school graduate	74.6	6 24.6	0.8	001
Some College	82.0) 17.5	0.5	.001
College graduate	77.0	22.8	0.2	
Note: 3.5 percent of respondents	reported Don't Know or refused.			

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

Table 5.5 Are bars and taverns in your community:

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	p
Total	55.2	2 22.4	22.4	
Rural	55.2	2 19.7	25.2	
Urban	55.2	2 23.4	21.5	NS
Nonsmoker	54.4	4 21.9	23.7	NO
Smoker	58.6	5 23.4	18.0	NS
Male	50.8	3 24.3	24.9	007
Female	59.9	20.3	19.8	.007
White	56.2	1 22.1	21.8	
African American	50.5	5 25.2	24.3	NS
18-24 years of age	36.0	37.3	26.7	
25-44 years of age	55.5	5 22.2	22.2	4 004
45-64 years of age	58.5	5 19.8	21.8	<.001
65 years of age or older	64.6	6 15.6	20.0	
Not a high school graduate	48.9	23.4	27.7	
High school graduate	52.3	3 19.0	28.7	
Some College	57.4	4 23.4	19.1	NS
College graduate	56.0	23.5	20.5	
Note: 20 5 percent of respondent	s reported Den't Know or refused	4		

Note: 20.5 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 5.6 Are indoor sporting events in your community:

1	Percent responding by	/ rural/urban. smoking	status, gender.	race, age, ar	nd education.)
			, , , ,		

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	р
Total	92.3	3 6.3	1.3	
Rural	91.3	3 6.6	2.1	
Urban	92.6	6 6.3	1.1	NS
Nonsmoker	91.5	5 6.9	1.6	NO
Smoker	95.2	2 4.4	0.4	N9
Male	92.1	1 6.7	1.2	NO
Female	92.7	7 5.9	1.4	N9
White	93.2	2 5.5	1.3	000
African American	85.9	9 12.5	1.6	.000
18-24 years of age	86.	7 11.4	1.8	
25-44 years of age	92.5	5 6.9	0.6	000
45-64 years of age	93.8	8 4.4	1.8	.023
65 years of age or older	93.9	9 4.6	1.5	
Not a high school graduate	81.0	0 17.5	1.6	
High school graduate	90.9	9 7.0	2.1	001
Some College	93.3	3 5.5	1.2	.001
College graduate	93.7	7 5.0	1.3	
Note: 13.4 percent of respondent	ts reported <i>Don't Know</i> or refuse	d		

Table 5.7 Are outdoor parks in your community:

(Percent responding	by rural/urban. sm	lokina status, o	ender. race.	age, and education.)	1
	·) · · · · · , ·			· J · , · · · · · · · · · · · · · · · · ·	

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	р
Total	24.2	2 19.2	56.6	
Rural	22.*	1 19.6	58.4	
Urban	25.0	0 19.0	55.9	NS
Nonsmoker	23.9	9 19.3	56.8	
Smoker	26.2	2 19.4	54.4	NS
Male	21.8	8 18.4	59.8	
Female	26.7	7 20.0	53.3	NS
White	24.2	2 19.0	56.9	
African American	23.7	7 22.9	53.4	NS
18-24 years of age	22.0	28.0	50.0	
25-44 years of age	23.0	16.6	60.4	
45-64 years of age	23.5	5 17.1	59.4	113
65 years of age or older	31.1	1 22.6	46.3	
Not a high school graduate	19.0	0 11.1	69.8	
High school graduate	26.6	6 18.4	55.0	001
Some College	26.0	0 25.1	48.9	.001
College graduate	22.2	2 16.0	61.8	
Note: 18.2 percent of respondent	ts reported Don't Know or refuse	Ч		

Note: 18.2 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 5.8 Where in indoor shopping malls do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				р
Total	0.9	11.2	88.0	
Rural	1.3	11.4	87.3	
Urban	0.6	11.1	88.3	NS
Nonsmoker	0.6	9.8	89.6	- 001
Smoker	2.1	17.1	80.0	<.001
Male	0.6	14.5	84.9	- 001
Female	1.0	8.1	90.8	<.001
White	0.9	11.4	87.7	
African American	1.3	9.7	89.0	NS
18-24 years of age	0.0	3.8	96.2	
25-44 years of age	1.3	12.4	86.3	012
45-64 years of age	0.6	12.9	86.5	.013
65 years of age or older	1.2	10.9	87.9	
Not a high school graduate	1.2	8.2	90.6	
High school graduate	1.3	15.0	83.6	
Some College	1.0	9.1	89.9	N9
College graduate	0.3	10.7	88.9	
Note: 0.9 percent of respondents rep	orted Don't Know or refused.			

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

Table 5.9 Where in convenience stores do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				р
Total	1.5	6.5	92.0	
Rural	2.3	7.7	89.9	
Urban	1.3	6.0	92.7	NS
Nonsmoker	1.3	6.0	92.7	
Smoker	2.1	8.4	89.5	NS
Male	1.8	8.6	89.6	000
Female	1.3	4.3	94.4	.003
White	1.7	6.0	92.3	
African American	0.6	7.6	91.7	NS
18-24 years of age	0.6	2.7	95.7	
25-44 years of age	0.9	8.1	91.0	NO
45-64 years of age	1.6	6.4	92.0	NS
65 years of age or older	2.4	5.6	91.9	
Not a high school graduate	2.3	6.9	90.8	
High school graduate	1.3	7.5	91.2	
Some College	1.8	5.3	92.9	N9
College graduate	1.3	6.3	92.4	
Note: 0.7 percent of respondents rep	orted Don't Know or refused.			

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

Table 5.10 Where in fast food restaurants do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				р
Total	0.5	9.0	90.4	
Rural	1.0	11.0	87.9	
Urban	0.4	8.3	91.3	N9
Nonsmoker	0.5	7.0	92.5	- 001
Smoker	0.7	17.8	81.5	<.001
Male	0.4	12.6	87.0	- 001
Female	0.7	5.6	93.7	<.001
White	0.6	9.0	90.4	
African American	0.6	7.1	92.3	N9
18-24 years of age	0.0	8.7	91.3	
25-44 years of age	0.4	9.9	89.7	
45-64 years of age	0.4	8.3	91.3	N9
65 years of age or older	1.6	8.4	90.0	
Not a high school graduate	1.1	10.2	88.6	
High school graduate	0.3	12.3	87.5	045
Some College	1.5	8.1	90.4	.015
College graduate	0.2	7.5	92.4	
Note: 0.4 percent of respondents rep	oorted Don't Know or refused.			

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

Table 5.11 Where in restaurants do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				р
Total	0.4	16.0	83.6	
Rural	0.5	21.1	78.4	005
Urban	0.4	14.2	85.5	.005
Nonsmoker	0.3	12.4	87.3	- 001
Smoker	0.7	31.6	67.7	<.001
Male	0.3	20.7	79.0	~ 001
Female	0.5	11.6	87.8	<.001
White	0.5	16.7	82.8	NO
African American	0.0	11.0	89.0	N9
18-24 years of age	0.0	19.5	80.5	
25-44 years of age	0.4	18.0	81.6	
45-64 years of age	0.2	15.2	84.6	N9
65 years of age or older	0.8	10.8	88.4	
Not a high school graduate	1.1	10.3	88.5	
High school graduate	0.3	23.2	76.5	< 001
Some College	1.3	15.3	83.4	<.001
College graduate	0.0	13.0	87.0	
Note: 0.5 percent of respondents rep	orted Don't Know or refused			

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

Table 5.12 Where in bars and taverns do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				р
Total	12.6	31.5	55.9	
Rural	15.0	33.8	51.2	
Urban	11.8	30.7	57.5	N9
Nonsmoker	10.0	27.6	62.4	- 001
Smoker	23.8	46.9	29.2	<.001
Male	16.8	36.0	47.2	- 001
Female	8.6	27.2	64.2	<.001
White	13.0	32.3	54.7	
African American	9.3	26.0	64.7	N9
18-24 years of age	12.5	40.3	47.2	
25-44 years of age	15.2	36.2	48.6	1 001
45-64 years of age	11.6	28.0	60.5	<.001
65 years of age or older	8.4	21.3	70.2	
Not a high school graduate	13.7	23.3	63.0	
High school graduate	16.4	33.7	49.9	
Some College	11.0	33.2	55.9	N9
College graduate	11.2	30.4	58.4	
Noto: 4.0 percent of respondents rep	orted Den't Know or refused			

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

Table 5.13 Where at indoor sporting events do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				р
Total	0.8	12.5	86.7	
Rural	1.3	14.2	84.5	
Urban	0.6	11.8	87.6	NS
Nonsmoker	0.8	9.6	89.6	< 001
Smoker	1.1	24.6	74.3	<.001
Male	0.7	17.4	81.9	< 001
Female	0.9	7.9	91.2	<.001
White	0.9	12.9	86.2	NO
African American	0.6	8.4	90.9	IN O
18-24 years of age	0.5	12.8	86.6	
25-44 years of age	0.9	13.9	85.1	NO
45-64 years of age	0.6	11.9	87.5	IN O
65 years of age or older	1.2	9.8	89.0	
Not a high school graduate	1.2	7.1	91.7	
High school graduate	0.8	15.7	83.5	NO
Some College	1.3	13.7	85.0	IN O
College graduate	0.5	10.5	89.0	
Note: 1.1 percent of respondents rep	oorted Don't Know or refused.			

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

Table 5.14 Where in outdoor parks do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				р
Total	19.8	41.6	38.6	
Rural	21.7	42.9	35.4	NO
Urban	19.2	41.1	39.7	NS
Nonsmoker	15.4	41.6	43.0	- 001
Smoker	38.3	40.8	20.9	<.001
Male	24.2	42.9	32.9	- 001
Female	15.9	40.0	44.0	<.001
White	21.2	42.4	36.4	- 001
African American	11.6	36.1	52.3	<.001
18-24 years of age	22.2	32.4	45.4	
25-44 years of age	20.0	45.6	34.3	004
45-64 years of age	21.6	41.1	37.3	.004
65 years of age or older	14.2	40.2	45.5	
Not a high school graduate	24.7	27.1	48.2	
High school graduate	24.6	37.4	38.0	000
Some College	18.4	43.5	38.1	.006
College graduate	17.3	45.4	37.3	
Note: 1.6 percent of respondents rep	orted Don't Know or refused			

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

Table 5.15 Where on beaches do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				p
Total	20.7	37.9	41.4	
Rural	22.8	36.9	40.3	
Urban	19.9	38.3	41.8	NS
Nonsmoker	17.0	36.7	46.4	- 001
Smoker	36.6	42.2	21.0	<.001
Male	25.5	40.6	33.8	- 004
Female	16.2	35.4	48.4	<.001
White	22.0	38.2	39.8	000
African American	11.1	41.2	47.7	.006
18-24 years of age	19.6	42.5	38.0	
25-44 years of age	21.1	39.8	39.1	NO
45-64 years of age	22.2	36.0	41.9	NS
65 years of age or older	17.6	34.5	47.9	
Not a high school graduate	22.7	38.7	38.7	
High school graduate	24.7	38.6	36.7	NO
Some College	17.8	39.9	42.3	NO
College graduate	19.9	36.6	43.5	
Note: 3.6 percent of respondents rep	orted Don't Know or refused.			

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

Table 5.16 Where in casinos do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				р
Total	13.8	37.1	49.1	
Rural	17.7	37.6	44.7	004
Urban	12.4	36.9	50.7	.024
Nonsmoker	9.9	35.1	55.0	- 001
Smoker	30.1	45.3	24.6	<.001
Male	18.6	41.3	40.0	- 001
Female	9.3	32.8	57.9	<.001
White	14.4	39.0	46.6	- 001
African American	8.1	27.5	64.4	<.001
18-24 years of age	14.3	41.7	44.0	
25-44 years of age	17.2	40.8	42.0	1 001
45-64 years of age	11.6	34.7	53.6	<.001
65 years of age or older	10.2	29.8	60.0	
Not a high school graduate	12.0	24.1	63.9	
High school graduate	19.5	37.3	43.2	004
Some College	13.7	38.0	48.4	.001
College graduate	10.9	38.4	50.7	
Note: 5.7 percent of respondents rep	orted Don't Know or refused			

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

Table 5.17 Where in daycare centers do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				p
Total	0.3	1.6	98.0	
Rural	0.8	1.3	98.0	
Urban	0.2	1.7	98.1	NS
Nonsmoker	0.3	1.6	98.2	NO
Smoker	0.7	1.7	97.6	NS
Male	0.4	2.7	96.9	017
Female	0.3	0.8	99.0	.017
White	0.3	1.7	98.0	NO
African American	0.0	1.3	98.7	113
18-24 years of age	0.0	1.6	98.4	
25-44 years of age	0.4	1.5	98.2	
45-64 years of age	0.4	2.0	97.6	113
65 years of age or older	0.4	1.6	98.0	
Not a high school graduate	1.2	0.0	98.8	
High school graduate	0.0	3.5	96.5	000
Some College	0.8	0.5	98.7	.000
College graduate	0.2	1.5	98.4	
Note: 0.3 percent of respondents rep	oorted Don't Know or refused.			

Note: 0.3 percent of respondents reported *Don't Know* or refu Percentages may not add to 100 due to rounding.

Table 5.18 Where in government funded public housing do you think smoking should be allowed:

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

Sample	All areas	Some areas	Not at all	
Characteristic				р
Total	7.4	29.0	63.6	
Rural	10.2	29.4	60.4	000
Urban	6.3	28.9	64.8	.036
Nonsmoker	5.4	26.4	68.1	- 004
Smoker	15.7	39.1	45.3	<.001
Male	9.1	33.3	57.6	- 004
Female	5.7	24.9	69.4	<.001
White	7.4	29.6	63.0	
African American	6.5	26.1	67.3	N9
18-24 years of age	3.3	31.3	65.4	
25-44 years of age	10.2	32.6	57.2	1 001
45-64 years of age	6.9	28.0	65.1	<.001
65 years of age or older	4.8	21.1	74.0	
Not a high school graduate	3.7	22.2	74.1	
High school graduate	9.2	29.0	61.8	
Some College	6.0	26.3	67.8	N9
College graduate	7.7	31.6	60.7	
Noto: E 9 parcent of reapendente ren	arted Dan't Know or refused			

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

Table 5.19 In public places, should people be allowed to smoke on public sidewalks?

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

Sample Characteristic	Yes	Νο	p
Total	66.2	33.8	
Rural	66.8	33.2	NO
Urban	66.0	34.0	INO
Nonsmoker	60.9	39.1	< 001
Smoker	86.9	13.1	<.001
Male	73.2	26.8	< 001
Female	59.7	40.3	<.001
White	68.5	31.5	~ 001
African American	52.4	47.6	<.001
18-24 years of age	63.9	36.1	
25-44 years of age	70.5	29.5	001
45-64 years of age	67.8	32.2	.001
65 years of age or older	55.5	44.5	
Not a high school graduate	48.1	51.9	
High school graduate	69.0	31.0	000
Some College	64.3	35.7	.003
College graduate	67.8	32.2	
Note: 5.4 percent of respondents reporte	d Don't Know or refused		

Table 5.20 In public places, should people be allowed to smoke within twenty feet of a doorway?

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

Sample Characteristic	Yes	Νο	р
Total	34.9	65.1	
Rural	36.3	63.7	NG
Urban	34.4	65.6	110
Nonsmoker	29.4	70.6	- 001
Smoker	57.5	42.5	<.001
Male	42.7	57.3	< 001
Female	27.6	72.4	<.001
White	37.1	62.9	~ 001
African American	15.9	84.1	<.001
18-24 years of age	45.4	54.6	
25-44 years of age	33.0	67.0	017
45-64 years of age	33.9	66.1	.017
65 years of age or older	33.2	66.8	
Not a high school graduate	27.2	72.8	
High school graduate	39.9	60.1	
Some College	35.1	64.9	IN S
College graduate	32.9	67.1	
Note: 3.9 percent of respondents reporte	d <i>Don't Know</i> or refused		

Table 5.21 Should people be allowed to smoke while driving an automobile when children are present?

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

Sample Characteristic	Yes	Νο	p
Total	11.6	88.4	
Rural	13.2	86.8	Ne
Urban	11.1	88.9	N9
Nonsmoker	8.4	91.6	- 001
Smoker	25.7	74.3	<.001
Male	15.3	84.7	- 001
Female	8.4	91.6	<.001
White	12.6	87.4	0.00
African American	6.5	93.5	.020
18-24 years of age	13.6	86.4	
25-44 years of age	12.2	87.8	NC
45-64 years of age	12.7	87.3	NO NO
65 years of age or older	6.6	93.4	
Not a high school graduate	3.6	96.4	
High school graduate	15.3	84.7	000
Some College	12.5	87.5	.000
College graduate	10.0	90.0	
Note: 3.3 percent of respondents reporte	d Don't Know or refused.		

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

Table 5.22 How much does it bother you when you are exposed to other people's cigarette smoke? Would you say it bothers you:

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

Sample	Not at all	A little	Moderately	Very much	
Characteristic					р
Total	17.8	13.7	19.0	49.5	
Rural	22.0	14.1	17.4	46.5	NO
Urban	16.3	13.5	19.7	50.5	IN O
Nonsmoker	8.1	12.4	21.3	58.3	
Smoker	58.5	18.5	10.5	12.5	<.001
Male	22.7	17.8	20.2	39.3	< 001
Female	13.3	9.6	18.0	59.1	<.001
White	17.9	14.1	20.6	47.4	000
African American	14.0	10.8	13.4	61.8	.000
18-24 years of age	27.3	8.0	9.6	55.1	
25-44 years of age	14.4	17.9	25.3	42.4	~ 001
45-64 years of age	17.3	11.5	19.0	52.2	<.001
65 years of age and older	19.0	13.1	12.7	55.2	
Not a high school graduate	25.6	18.6	8.1	47.7	
High school graduate	27.3	14.4	20.6	37.7	~ 001
Some college	21.5	12.6	17.4	48.5	<.001
College Graduate	8.7	13.2	20.9	57.2	

Note: 0.3 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 5.23 When dining out, how important is it to you to choose a completely smoke-free restaurant?

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

Sample	Not at all	A little	Moderately	Very much	
Characteristic					р
Total	18.7	8.1	16.5	56.7	
Rural	23.9	5.5	18.7	51.9	001
Urban	16.8	9.0	15.7	58.4	.001
Nonsmoker	10.6	7.0	18.3	64.1	
Smoker	52.8	52.8 12.1	8.9	26.2	<.001
Male	23.9	8.9	17.1	50.1	~ 001
Female	13.9	7.4	15.9	62.8	<.001
White	19.5	8.1	17.6	54.8	021
African American	13.5	9.6	11.5	65.4	.031
18-24 years of age	25.3	11.5	12.6	50.5	
25-44 years of age	19.7	7.8	21.0	51.5	001
45-64 years of age	17.3	7.0	13.7	62.0	.001
65 years of age and older	14.5	8.4	15.3	61.8	
Not a high school graduate	26.2	11.9	7.1	54.8	
High school graduate	25.9	9.6	17.9	46.7	< 001
Some college	19.9	9.5	17.6	52.9	<.001
College Graduate	12.5	5.4	16.4	65.7	
Noto: 1.5 porcont of respondents r	oported Dan't Know or ref	usod	· · · · ·		

Note: 1.5 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 5.24 Have you ever complained about someone smoking near you in a restaurant or bar?

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

Sample Characteristic	Yes	Νο	p
Total	38.3	61.7	
Rural	36.3	63.7	NO
Urban	39.0	61.0	113
Nonsmoker	38.8	61.2	NO
Smoker	34.2	65.8	NO
Male	34.2	65.8	007
Female	41.8	58.2	.007
White	38.6	61.4	NO
African American	32.3	67.7	113
18-24 years of age	47.4	52.6	
25-44 years of age	34.1	65.9	< 001
45-64 years of age	45.7	54.3	<.001
65 years of age or older	27.0	73.0	
Not a high school graduate	23.4	76.6	
High school graduate	33.7	66.3	010
Some College	38.8	61.2	.010
College graduate	41.7	58.3	
Noto: 19 1 parcent of reapendents report	ad Dan't Know ar rafusad		

Note: 18.1 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 5.25 On school grounds where children are present, do you think that faculty and staff should be allowed to smoke:

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

Sample	All areas	Some areas	Not at all	
Characteristic				p
Total	0.9	21.5	77.6	
Rural	1.0	23.8	75.1	NS
Urban	0.8	20.6	78.6	
Nonsmoker	0.7	17.5	81.8	<.001
Smoker	1.7	38.2	60.1	
Male	1.1	27.3	71.6	- 001
Female	0.7	16.2	83.1	<.001
White	1.1	22.1	76.8	NO
African American	0.6	14.2	85.2	N2
18-24 years of age	1.6	32.6	65.8	
25-44 years of age	0.4	24.9	74.7	< 001
45-64 years of age	1.2	18.6	80.2	<.001
65 years of age or older	1.2	11.6	87.2	
Not a high school graduate	4.6	17.2	78.2	
High school graduate	0.3	27.3	72.4	1 001
Some College	15	20.5	78.0	<.001
College graduate	0.5	19.2	80.3	
Note: 0.9 percent of respondents rep	ported Don't Know or refused.			

Note: 0.9 percent of respondents reported *Don't Know* or re Percentages may not add to 100 due to rounding.
Table 5.26
 In the past 3 months, have you noticed people smoking in indoor places in which smoking is not allowed by law?

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

Sample	Yes	No		
Characteristic			р	
Total	15.4	84.6		
Rural	15.5	84.5	NO	
Urban	15.3	84.7	NO	
Nonsmoker	14.2	85.8	000	
Smoker	19.7	80.3	.020	
Male	19.3	80.7	< 001	
Female	11.8	88.2	<.001	
White	14.1	85.9	001	
African American	24.7	75.3	.001	
18-24 years of age	37.0	63.0		
25-44 years of age	12.1	87.9	~ 001	
45-64 years of age	13.8	86.2	<.001	
65 years of age or older *	9.9	90.1		
Not a high school graduate	22.4	77.6		
High school graduate	16.8	83.2		
Some College	14.9	85.1	NS	
College graduate	13.9	86.1		

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

Mass Communications and Culture, 2008

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



Table 6.1 It is acceptable for tobacco companies to sponsor sporting events. Do you:

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	3.8	46.1	40.6	9.4	
Rural	3.5	51.1	38.6	6.9	
Urban	3.5	46.6	41.2	8.6	113
Nonsmoker	2.7	46.5	41.6	9.2	
Smoker	6.5	52.7	36.2	4.7	<.001
Male	5.0	54.9	34.2	5.9	- 001
Female	2.1	40.8	46.7	10.4	<.001
White	3.9	48.7	39.2	8.2	NO
African American	1.4	46.9	45.5	6.2	NS
18-24 years of age	1.6	42.3	51.1	4.9	
25-44 years of age	4.4	53.1	35.3	7.3	000
45-64 years of age	3.8	47.0	39.0	10.2	.002
65 years of age and older	2.6	41.9	47.0	8.5	
Not a high school graduate	1.3	28.2	66.7	3.8	
High school graduate	3.1	45.5	43.8	7.6	001
Some college	3.4	50.0	37.4	9.2	.001
College Graduate	4.0	49.7	37.6	8.7	
Noto: E 4 paraget of respondents	reported Dan't Know or refu	land			

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

Table 6.2 It is acceptable for tobacco companies to sponsor cultural events, such as concerts or fairs?

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	3.3	47.8	40.5	8.2	
Rural	5.4	46.7	39.1	8.7	NO
Urban	3.3	46.0	41.2	9.6	.113
Nonsmoker	2.8	45.2	41.8	10.1	
Smoker	7.9	49.5	36.1	6.5	<.001
Male	5.7	53.7	33.6	6.9	~ 001
Female	2.0	38.6	47.5	11.9	<.001
White	4.1	46.8	39.7	9.4	
African American	2.0	42.9	44.9	10.2	NS
18-24 years of age	1.7	42.0	48.1	8.3	
25-44 years of age	4.6	48.7	38.7	7.9	NC
45-64 years of age	4.0	47.7	37.0	11.3	NO NO
65 years of age and older	3.5	40.3	46.8	9.5	
Not a high school graduate	0.0	23.7	68.4	7.9	
High school graduate	3.9	44.8	42.8	8.5	< 001
Some college	3.5	46.0	39.6	11.0	<.001
College Graduate	4.4	49.3	37.0	9.3	

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

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

Table 6.3 Cigarette advertising increases the chance that a child starts smoking?

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	16.3	60.2	21.6	1.9	
Rural	16.3	56.0	25.9	1.8	
Urban	16.2	61.9	20.1	1.9	113
Nonsmoker	17.0	62.0	19.8	1.2	
Smoker	12.8	53.4	29.2	4.6	<.001
Male	11.7	65.5	20.9	1.9	~ 001
Female	20.6	55.3	22.2	1.9	<.001
White	15.1	61.0	22.2	1.7	NS
African American	22.9	57.3	19.1	0.6	
18-24 years of age	13.8	79.6	6.1	0.6	
25-44 years of age	15.4	55.6	26.4	2.6	~ 001
45-64 years of age	18.9	56.1	23.0	2.0	<.001
65 years of age and older	14.7	64.1	20.0	1.2	
Not a high school graduate	10.3	67.8	20.7	1.1	
High school graduate	13.2	58.1	25.7	3.0	NC
Some college	17.9	59.2	20.8	2.1	113
College Graduate	18.2	60.8	19.8	1.2	
Noto: 2.9 paraant of reapandanta	reported Dan't Know or refu	lood			

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

Table 6.4 Exposure to cigarette smoking in television programs increases the chance that a child will start smoking?

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	14.4	66.1	18.3	1.3	
Rural	16.2	62.7	20.4	0.8	NO
Urban	13.8	67.3	17.5	1.4	113
Nonsmoker	15.5	70.0	14.0	0.5	
Smoker	9.3	50.2	36.2	4.3	<.001
Male	10.3	69.5	19.0	1.3	~ 001
Female	18.2	62.8	17.8	1.2	<.001
White	14.0	67.2	17.8	1.0	NO
African American	18.9	58.1	22.3	0.7	NS
18-24 years of age	15.2	70.8	12.9	1.1	
25-44 years of age	12.1	66.2	20.0	1.7	NC
45-64 years of age	17.3	61.7	19.8	1.2	113
65 years of age and older	12.8	71.2	15.2	0.8	
Not a high school graduate	11.7	67.5	20.8	0.0	
High school graduate	9.8	64.0	23.4	2.7	001
Some college	15.7	64.9	18.6	0.8	.001
College Graduate	16.9	67.5	14.8	0.8	
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Note: 2.8 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 6.5 Adolescents are more likely to smoke if they watch actors smoking in movies.

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	13.2	64.2	21.7	0.9	
Rural	14.5	58.9	26.6	0.0	004
Urban	12.8	66.1	19.9	1.2	.004
Nonsmoker	14.5	68.3	17.0	0.2	
Smoker	7.5	47.5	41.1	3.9	<.001
Male	9.1	64.6	24.9	1.4	~ 001
Female	17.1	63.7	18.8	0.4	<.001
White	12.6	65.3	21.6	0.6	025
African American	17.2	53.6	27.8	1.3	.035
18-24 years of age	14.1	58.2	27.7	0.0	
25-44 years of age	10.9	63.6	24.0	1.5	001
45-64 years of age	16.7	61.9	20.6	0.8	.001
65 years of age and older	10.3	74.8	14.0	0.8	
Not a high school graduate	7.1	63.1	29.8	0.0	
High school graduate	9.2	63.1	25.5	2.2	~ 001
Some college	14.3	59.1	26.6	0.0	<.001
College Graduate	16.0	67.7	15.3	1.0	

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

Table 6.6 Any film that shows cigarette smoking should be rated "R," unless the film clearly demonstrates the dangers of smoking, or it is necessary to represent smoking of a real historical figure.

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	6.9	45.3	41.7	6.0	
Rural	9.2	43.3	41.6	5.9	
Urban	6.1	46.0	41.8	6.1	NS
Nonsmoker	7.1	48.8	39.6	4.5	
Smoker	6.7	30.0	50.7	12.6	<.001
Male	5.0	39.3	48.2	7.4	~ 001
Female	8.7	51.1	35.5	4.8	<.001
White	6.4	44.6	42.6	6.4	NC
African American	10.1	48.3	38.3	3.4	113
18-24 years of age	5.7	41.4	48.3	4.6	
25-44 years of age	6.1	39.8	15.6	8.4	~ 001
45-64 years of age	8.9	46.7	39.5	4.9	<.001
65 years of age and older	5.8	58.0	32.1	4.0	
Not a high school graduate	2.6	59.0	38.5	0.0	
High school graduate	7.2	46.9	40.3	5.6	NC
Some college	6.1	46.4	42.2	5.3	113
College Graduate	7.0	42.5	42.9	7.5	

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

Table 6.7 Theaters should be required to show anti-smoking ads before any film with smoking in it.

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic	· · · · ·			· · · · ·	μ
Total	6.2	56.2	34.5	3.1	
Rural	8.3	53.4	35.4	2.9	NG
Urban	5.4	57.3	34.2	3.2	NO
Nonsmoker	6.9	58.2	32.9	2.1	
Smoker	3.5	47.3	41.7	7.4	<.001
Male	3.4	52.5	40.9	3.1	~ 001
Female	8.9	59.7	28.3	3.1	<.001
White	6.0	54.5	36.3	3.1	002
African American	7.4	68.9	23.0	0.7	.002
18-24 years of age	4.3	61.3	32.3	2.2	
25-44 years of age	6.7	57.3	32.8	3.2	NG
45-64 years of age	8.2	53.0	35.6	3.3	N9
65 years of age and older	3.0	56.6	37.4	3.0	
Not a high school graduate	2.4	67.1	28.0	2.4	
High school graduate	6.5	60.2	30.5	2.7	022
Some college	6.5	58.8	32.9	1.8	.022
College Graduate	6.7	50.5	38.7	4.2	

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

Table 6.8 Tobacco logos should not be allowed in any movie scene.

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic		<u>.</u>			р
Total	6.4	44.9	46.0	2.6	
Rural	6.8	45.1	45.4	2.7	NC
Urban	6.2	44.9	46.3	2.6	113
Nonsmoker	7.1	47.3	43.9	1.8	
Smoker	3.4	34.1	55.8	6.7	<.001
Male	4.8	37.6	54.1	3.5	~ 001
Female	7.9	52.0	38.2	1.8	<.001
White	6.2	43.4	47.6	2.8	001
African American	6.0	60.0	33.3	0.7	.001
18-24 years of age	5.9	46.8	47.3	0.0	
25-44 years of age	7.3	38.0	51.3	3.5	~ 001
45-64 years of age	7.2	45.5	44.6	2.7	<.001
65 years of age and older	3.0	57.9	36.6	2.6	
Not a high school graduate	2.4	67.5	30.1	0.0	
High school graduate	5.4	46.5	44.8	3.4	~ 001
Some college	4.7	43.5	50.7	1.1	<.001
College Graduate	8.3	41.7	46.5	3.4	
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Note: 5.2 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 6.9 Tobacco companies have been unfairly criticized in the media.

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	2.4	23.0	64.2	10.4	
Rural	4.4	29.6	57.8	8.2	< 001
Urban	1.7	20.7	66.4	11.2	<.001
Nonsmoker	2.0	19.5	66.5	12.0	
Smoker	4.1	38.4	53.7	3.7	<.001
Male	2.2	26.6	62.6	8.5	.006
Female	2.6	19.8	65.4	12.2	
White	2.1	23.4	64.3	10.2	NS
African American	2.0	17.3	68.7	12.0	
18-24 years of age	1.1	18.3	71.7	8.9	
25-44 years of age	2.3	23.4	64.8	9.4	NC
45-64 years of age	2.9	24.2	59.7	13.2	NO
65 years of age and older	2.1	23.4	66.4	8.1	
Not a high school graduate	2.5	26.2	66.2	5.0	
High school graduate	3.2	30.8	61.7	4.3	< 001
Some college	1.6	23.5	66.2	8.7	<.001
College Graduate	2.5	17.8	63.8	15.9	
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Note: 5.8 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 6.10 Tobacco companies try to get young people to start smoking.

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	13.1	63.3	22.0	1.5	
Rural	13.6	57.9	26.7	1.9	049
Urban	12.9	65.3	20.3	1.4	.040
Nonsmoker	13.7	66.5	18.7	1.1	
Smoker	10.8	50.7	35.6	2.9	<.001
Male	10.0	68.6	20.4	1.0	~ 001
Female	16.1	58.2	23.8	1.9	<.001
White	13.6	62.9	22.2	1.3	NS
African American	10.8	64.2	23.0	2.0	
18-24 years of age	10.5	75.7	13.3	0.6	
25-44 years of age	14.8	60.0	23.9	1.3	003
45-64 years of age	14.0	60.0	23.5	2.5	.005
65 years of age and older	10.0	67.8	21.8	0.4	
Not a high school graduate	3.7	70.4	23.5	2.5	
High school graduate	6.4	62.0	29.6	2.0	< 001
Some college	13.5	63.6	22.4	0.5	<.001
College Graduate	18.4	62.7	17.0	1.9	
Note: 4.8 percent of respondents	reported Don't Know or refu	, eed			

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

Table 6.11Tobacco companies are sincere in their efforts to improve the health of their customers by providing themwith information to help them quit

(Percent responding by rural/urban	, smoking status, g	gender, race, a	age, and education.)
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Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	1.5	32.0	54.0	12.4	
Rural	1.6	34.7	53.6	10.1	~ 001
Urban	1.5	31.0	54.2	13.3	<.001
Nonsmoker	1.4	28.2	56.7	13.7	
Smoker	2.2	47.8	42.6	7.4	<.001
Male	0.9	36.0	53.8	9.3	NS
Female	2.1	28.3	54.1	15.5	
White	1.6	32.4	54.2	11.8	NO
African American	2.2	32.6	50.7	14.5	NO
18-24 years of age	0.6	27.3	55.2	17.0	
25-44 years of age	2.0	33.9	51.8	12.4	NG
45-64 years of age	1.7	30.8	54.9	12.6	NO
65 years of age and older	0.9	33.6	56.5	9.1	
Not a high school graduate	1.4	47.9	47.9	2.8	
High school graduate	2.9	41.4	46.6	9.1	~ 001
Some college	1.3	32.8	55.5	10.4	<.001
College Graduate	0.9	24.1	58.1	16.9	

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

Table 6.12 Have you ever heard of the "smoke free movies" project?

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

Sample Characteristic	Yes	Νο	p
Total	6.8	93.	2
Rural	6.7	93.	3
Urban	6.9	93.	1
Nonsmoker	6.8	93.	2
Smoker	6.7	93.	3 115
Male	6.8	93.	2
Female	6.8	93.	2 NS
White	7.0	93.	0
African American	7.4	92.	6
18-24 years of age	5.7	94.	3
25-44 years of age	7.5	92.	5
45-64 years of age	6.5	93.	5
65 years of age or older	6.4	93.	6
Not a high school graduate	8.9	91.	1
High school graduate	5.9	94.	1
Some College	6.1	93.	9 105
College graduate	7.7	92.	3
Note: 0.9 percent of respondents reporte	d <i>Don't Know</i> or refused.		

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

Table 6.13 Have you ever heard of the of an anti-tobacco campaign called "The Truth"

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

Sample Characteristic	Yes	No	p
Total	41.5	58.5	
Rural	34.9	65.1	002
Urban	43.9	56.1	.002
Nonsmoker	38.9	61.1	< 001
Smoker	53.2	46.8	<.001
Male	46.4	53.6	- 001
Female	37.1	62.9	<.001
White	40.7	59.3	000
African American	50.3	49.7	.023
18-24 years of age	60.9	39.1	
25-44 years of age	60.7	39.3	~ 001
45-64 years of age	29.9	70.1	<.001
65 years of age or older	8.1	91.9	
Not a high school graduate	19.8	80.2	
High school graduate	37.0	63.0	< 001
Some College	42.8	57.2	<.001
College graduate	46.8	53.2	
Note: 1.3 percent of respondents reporte	d <i>Don't Know</i> or refused.		

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

Table 6.14 Have you ever seen or heard the slogan "Become an EX" or "ReLearn" in an advertisement?

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

Sample Characteristic	Yes	Νο	р
Total	11.2	88.8	
Rural	12.1	87.9	NO
Urban	10.9	89.1	NO
Nonsmoker	10.0	90.0	002
Smoker	16.2	83.8	.003
Male	11.3	88.7	NO
Female	11.2	88.8	NS
White	10.5	89.5	061
African American	15.5	84.5	.001
18-24 years of age	6.1	93.9	
25-44 years of age	17.8	82.2	~ 001
45-64 years of age	8.8	91.2	<.001
65 years of age or older	5.2	94.8	
Not a high school graduate	6.0	94.0	
High school graduate	11.1	88.9	
Some College	12.3	87.7	IN S
College graduate	11.3	88.7	
Note: 1.2 percent of respondents reporte	d Don't Know or refused.		

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

Cigarette Smoking, 2008

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



Table 7.1 Current smoker

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

Sample Characteristic	Yes	Νο	p
Total	19.4	80.6	
Rural	23.0	77.0	020
Urban	18.1	81.9	.039
Male	23.1	76.9	001
Female	16.1	83.9	.001
White	19.5	80.5	NO
African American	18.5	81.5	NS
18-24 years of age	29.3	70.7	
25-44 years of age	21.5	78.5	~ 001
45-64 years of age	18.4	81.6	<.001
65 years of age or older	9.6	90.4	
Not a high school graduate	39.5	39.5	
High school graduate	26.9	26.9	~ 001
Some College	25.6	25.6	<.001
College graduate	8.5	8.5	

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

Table 7.2 Have you made quit attempts?

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

Sample Characteristic	Yes	No	p
Total	58.7	41.3	
Rural	58.9	41.1	NO
Urban	58.6	41.4	113
Male	60.6	39.4	NO
Female	56.1	43.9	NS
White	57.3	42.7	000
African American	86.7	13.3	.002
18-24 years of age	87.0	13.0	
25-44 years of age	56.4	43.6	
45-64 years of age	47.3	52.7	<.001
65 years of age or older	52.0	48.0	
Not a high school graduate	61.8	38.2	
High school graduate	59.4	40.6	NC
Some College	64.4	35.6	113
College graduate	45.3	54.7	

Note: 80.7 percent of respondents reported *Don't Know* or refused, or were not smokers. Percentages may not add to 100 due to rounding.

Table 7.3 Former smoker

1	(Percent responding b	v rural/urban. s	smoking status.	gender, race, age,	and education.)
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Sample Characteristic	Yes	Νο	p
Total	26.5	73.5	
Rural	29.9	70.1	
Urban	25.2	74.8	NS
Male	29.2	70.8	~~
Female	23.8	76.2	.02
White	28.8	71.2	- 001
African American	13.9	86.1	<.001
18-24 years of age	14.1	85.9	
25-44 years of age	18.2	81.8	< 001
45-64 years of age	30.5	69.5	<.001
65 years of age or older	45.6	54.4	
Not a high school graduate	26.7	73.3	
High school graduate	28.9	71.1	NC
Some College	25.6	74.4	113
College graduate	25.0	75.0	
Note: 0.5 percent of respondents reporte	d Don't Know or refused.		

Percentages may not add to 100 due to rounding.

Smoking Cessation, 2008

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



Table 8.1 Most tobacco users are able to quit on their own without any assistance from medication or counseling.

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	2.1	25.0	62.9	10.1	
Rural	2.2	27.4	59.5	10.9	
Urban	2.0	24.1	64.1	9.7	N9
Nonsmoker	2.1	23.2	64.4	10.3	
Smoker	2.3	32.3	56.4	9.0	.022
Male	2.3	30.9	60.6	6.2	~ 001
Female	1.8	19.7	65.0	13.5	<.001
White	2.2	24.9	63.0	9.9	NG
African American	2.1	28.2	60.6	9.2	NS
18-24 years of age	1.8	41.8	52.4	4.1	
25-44 years of age	2.9	23.4	64.6	9.0	< 001
45-64 years of age	1.3	17.5	67.1	14.1	<.001
65 years of age and older	2.2	31.2	58.0	8.7	
Not a high school graduate	1.5	43.3	49.3	6.0	
High school graduate	2.8	29.9	58.1	9.1	~ 001
Some college	2.1	27.1	61.1	9.7	<.001
College Graduate	1.9	18.7	68.1	11.3	
Note: 6.9 percent of respondents	reported Don't Know or refu	hear			

Note: 6.9 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 8.2 Tobacco users who want to quit should seek counseling from a helpline or quit smoking program.

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	6.8	85.2	7.6	0.4	
Rural	5.1	86.5	7.8	3 0.5	NO
Urban	7.3	84.7	7.6	0.3	N9
Nonsmoker	7.2	85.0	7.4	0.4	
Smoker	5.6	85.6	8.5	0.4	NS
Male	4.5	87.1	8.2	2 0.1	005
Female	9.0	83.4	7.1	0.5	.005
White	6.3	85.3	8.1	0.3	NC
African American	8.4	86.4	5.2	0.0	NS
18-24 years of age	3.6	88.6	7.2	2 0.6	
25-44 years of age	7.1	84.5	8.4	0.0	NG
45-64 years of age	7.9	84.5	6.7	0.8	110
65 years of age and older	6.4	85.6	8.1	0.0	
Not a high school graduate	2.7	90.5	6.8	3 0.0	
High school graduate	6.4	84.7	8.9	0.0	NC
Some college	5.8	85.4	8.5	0.3	INO.
College Graduate	8.4	84.8	6.1	0.7	
Note: 5.7 percent of respondents	reported Don't Know or refu	ised			

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

Table 8.3 Tobacco users who want to quit should try medication such as the nicotine patch or Zyban.

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

Sample	Strongly agree	Agree	Disagree	Strongly disagree	
Characteristic					р
Total	5.1	79.5	14.5	0.8	
Rural	3.9	78.3	16.7	1.1	
Urban	5.6	80.0	13.8	0.6	NO.
Nonsmoker	5.3	82.0	11.8	0.9	
Smoker	4.1	70.3	25.7	0.0	<.001
Male	3.7	78.1	18.1	0.2	~ 001
Female	6.6	80.7	11.2	1.5	<.001
White	4.9	79.9	14.6	0.5	NC
African American	3.4	81.6	15.0	0.0	NS
18-24 years of age	1.2	82.1	14.9	1.8	
25-44 years of age	6.1	75.3	18.3	0.4	006
45-64 years of age	6.1	82.4	10.4	1.1	.000
65 years of age and older	4.0	81.3	14.2	0.4	
Not a high school graduate	2.5	82.5	15.0	0.0	
High school graduate	3.2	79.8	16.7	0.3	NG
Some college	5.1	80.2	14.1	0.5	NG
College Graduate	6.8	78.3	13.6	1.3	
Note: 9.6 percent of respondents	reported Don't Know or refu	leed			

Note: 9.6 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 8.4 Have you ever tried to help someone stop smoking?

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

Sample Characteristic	Yes	No	p
Total	53.5	46.5	
Rural	55.1	44.9	NO
Urban	52.9	47.1	113
Nonsmoker	56.5	43.5	< 001
Smoker	40.8	59.2	<.001
Male	51.9	48.1	NO
Female	54.8	45.2	N9
White	53.1	46.9	NO
African American	58.2	41.8	N9
18-24 years of age	52.7	47.3	
25-44 years of age	49.3	50.7	021
45-64 years of age	58.4	41.6	.031
65 years of age or older	53.4	46.6	
Not a high school graduate	56.3	43.7	
High school graduate	51.1	48.9	
Some College	58.6	41.4	N9
College graduate	52.0	48.0	
Note: 0.2 percent of respondents reporte	d Don't Know or refused		

Percentages may not add to 100 due to rounding.

About the American Academy of Pediatrics Julius B. Richmond Center

(www.AAP.org/RichmondCenter)

The American Academy of Pediatrics (AAP) is an organization of 60,000 pediatricians dedicated to the health, safety, and well being of infants, children, adolescents, and young adults. The AAP Richmond Center is dedicated to the elimination of children's exposure to tobacco and secondhand smoke. Our vision is that all child healthcare clinicians will be active participants in the elimination of tobacco and secondhand smoke exposure of children, and that child health clinicians will be provided with the education, training, and tools needed to effectively intervene to protect children from the harmful effects of tobacco and secondhand smoke. Founded in 2006, the AAP Richmond Center is supported by a generous center of excellence grant from the Flight Attendant Medical Research Institute (FAMRI). The Richmond Center is named in honor of Julius B. Richmond, MD (1916-2008), founding Chair of the FAMRI Medical Advisory Board, and former Surgeon General of the United States. Dr. Richmond, a pediatrician and founding director of the Head Start Program, was a tireless advocate for tobacco control, and was also known for developing and implementing quantitative goals for public health, first published in 1970 as Healthy People: The Surgeon General's Report on Health Promotion and Disease Prevention.

About the Social Science Research Center

(socialiclimate.org)

The Social Science Research Center at Mississippi State University was established in 1950 to promote, enhance, and facilitate social science research and related scholarly activities. The mission of the SSRC is to conduct rigorous, objective and unbiased research on social, economic, political, human resource, and social-environmental problems facing the state, nation, and world. The SSRC is a university-level, interdisciplinary research center whose annual research portfolio normally ranges between \$10-15 million. With the exception of the southern loading dock, smoking is prohibited in all indoor and outdoor areas of the SSRC. The SSRC has a extensive experience with both surveillance and evaluation research, and directed the Overall Component of the evaluation of the Mississippi Tobacco Pilot Program.

THIS REPORT IS AVAILABLE AT www.socialclimate.org

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