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The National Social Climate of Tobacco Control, 2000-2001

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

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

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

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TABLE OF CONTENTS

ACKNOWLEDGMENT	2
TABLE OF CONTENTS.....	3
EXECUTIVE SUMMARY.....	4
CHAPTER 1	28
Introduction and Methods	
CHAPTER 2	35
Family and Friendship Groups	
CHAPTER 3	50
Education	
CHAPTER 4	56
Government and Political Order	
CHAPTER 5	64
Work	
CHAPTER 6	73
Health and Medical Care	
CHAPTER 7	81
Recreation, Leisure, and Sports	
CHAPTER 8	95
Mass Culture and Communication	
CHAPTER 9	103
Conclusion	
CHAPTER 10	105
References	
ABOUT THE AUTHORS	106

EXECUTIVE SUMMARY

THE NATIONAL SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL, 2000-2001

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 42.2 percent in 1965 to 22.7 percent in 1999. This decrease translates into about 40 million fewer adult smokers in the United States today than had the rate remained at 42.2 percent. As the Office of Smoking and Health of the CDC notes, "This achievement has few parallels in the history of public health. It was accomplished despite the addictive nature of tobacco and the powerful economic forces promoting its use."

It has been almost 40 years since the Surgeon General warned of the health risks of tobacco use. In the years following the 1964 warning, an impressive body of health research has defined the health impacts of tobacco use, such as heart disease, cancer, lung disease, and birth complications. Whereas the tobacco companies were once able to claim that there was no conclusive evidence of the health risks of tobacco, today these findings reveal a clear message that the use of tobacco products causes major negative health impacts. Moreover, this research demonstrates that the vast majority of American adults recognize these dangers despite tobacco companies' claims to the contrary. 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 are funded in large part from settlement fines against the tobacco companies.

Tobacco control programs are becoming increasingly comprehensive, and targeting broader objectives such as social and political change. Prevalence rates and per capita consumption measures are frequently the yardsticks with which tobacco control programs are evaluated. However, comprehensive tobacco control programs have moved toward logic models that incorporate intermediate desirable outcomes that focus on attitude and behavior change. To enhance the evaluation of progress toward these goals, we designed the Social Climate Survey to measure and ultimately monitor the fundamental position of tobacco control in society. The results presented in this report are based on annual cross-sectional assessments of the social climate of tobacco control within the United States. 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 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. The Social Climate Survey consists of a set of questions designed to measure the norms, practices, and beliefs concerning tobacco within each of the following institutions; 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.

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. Although we survey from an adult population, the Social Climate Survey is not intended as an adult tobacco survey of an individual. Each individual respondent serves as a proxy for each social institution impacting his/her life by providing information about the norms, practices, and beliefs within these institutions. To our knowledge, the present project is the most comprehensive survey of the extent to which tobacco control impacts the daily lives of Americans.

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

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

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

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

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

EXECUTIVE SUMMARY FAMILY AND FRIENDSHIP GROUPS

The overarching finding of this survey is that the success of the tobacco control movement varies drastically among the institutional arenas of American society. The greatest success, for example, has been the incorporation of the strong intolerance of youth tobacco use into the fabric of society. Practically all American adults support norms restricting youth access to tobacco products and recognize the negative health effects of second-hand smoke on youth. Moreover, the percentage of U.S. households that ban smoking increased from 2000 to 2001.

Universal Norms, Beliefs and Practices¹

- 206 million American adults² (98.6 percent) believe that smoking should not be allowed in daycare centers
- 203 million American adults (97.1 percent) believe that it is important for parents who smoke to keep their cigarettes out of reach of children
- 202 million American adults (96.8 percent) never allow children under 18 to smoke in their homes
- 199 million American adults (95.2 percent) believe that smoke from a parent's cigarette harms children
- 189 million American adults (90.5 percent) believe that parents should not allow children under 18 to smoke
- 184 million American adults (87.9 percent) believe that children are more likely to smoke if their parents smoke

Significant Improvements from 2000 to 2001³

- The percentage of American households that banned smoking increased from 69.1 to 74.1 percent – this increase translates into more than 23 million Americans who are no longer exposed to ETS in their homes
- The percentage of American households that never allow smoking in the presence of children increased from 83.5 to 87.9 percent
- The percentage of American households in which tobacco use is unacceptable increased from 67.2 to 72.7 percent
- The percentage of American adults who believe that smoking should not be allowed in daycare centers increased from 97.6 to 98.6 percent
- The percentage of American adults who believe that children are more likely to smoke if their parents are smokers increased from 78.1 to 83.3 percent

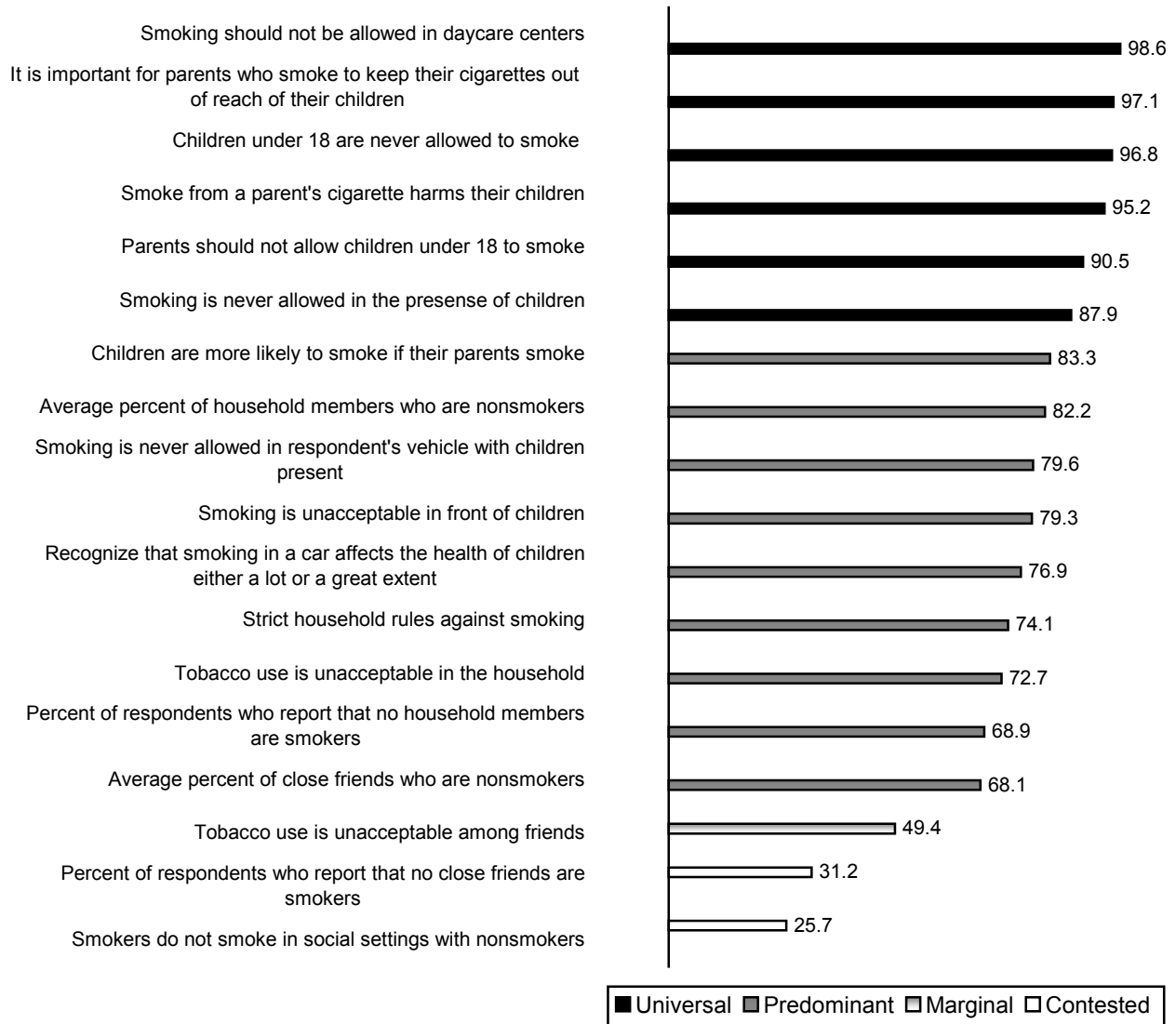
¹ Indicators endorsed by at least 85% of U.S. adults

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

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

EXECUTIVE SUMMARY
FAMILY AND FRIENDSHIP GROUPS

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



EXECUTIVE SUMMARY
FAMILY AND FRIENDSHIP GROUPS

Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Family and Friendship Groups	Year	Percentage	<i>p</i>
Strict household rules against smoking	2001	74.1	
	2000	69.1	0.001
Smoking is never allowed in the presence of children	2001	87.9	
	2000	83.5	0.000
Tobacco use is unacceptable within household	2001	72.7	
	2000	67.2	0.000
Smoking should not be allowed in day care centers	2001	98.6	
	2000	97.6	0.024
Smoking is unacceptable in front of children	2001	79.3	
	2000	77.7	0.240
Parents should not allow children under the age of 18 to smoke cigarettes	2001	90.5	
	2000	91.2	0.443
Smoke from a parent's cigarette harms their children	2001	95.2	
	2000	93.7	0.058
Children are more likely to smoke if their parents smoke	2001	83.3	
	2000	78.1	0.000
It is important for parents to keep their cigarettes out of reach of their children	2001	97.1	
	2000	96.7	0.468
Smokers do not smoke in social settings with nonsmokers	2001	25.7	
	2000	27.8	0.175
Tobacco use is unacceptable among close friends	2001	49.4	
	2000	50.8	0.391

People appear to make an unfortunate distinction between youth smoking behavior and youth exposure to tobacco. While typically 90 percent of Americans support issues related to restricting youth access, there is substantially less support for restricting youth exposure to adult smokers. Aside from the obvious health risks of environmental tobacco smoke, parents who smoke increase the likelihood that their children will also smoke cigarettes. This distinction between youth use and youth exposure to tobacco is also present in the educational institution. While 90 percent of adults believe that students should not be allowed to smoke on school grounds, there is substantially less support for restricting youth exposure to tobacco logos and adult cigarette smoking on school grounds.

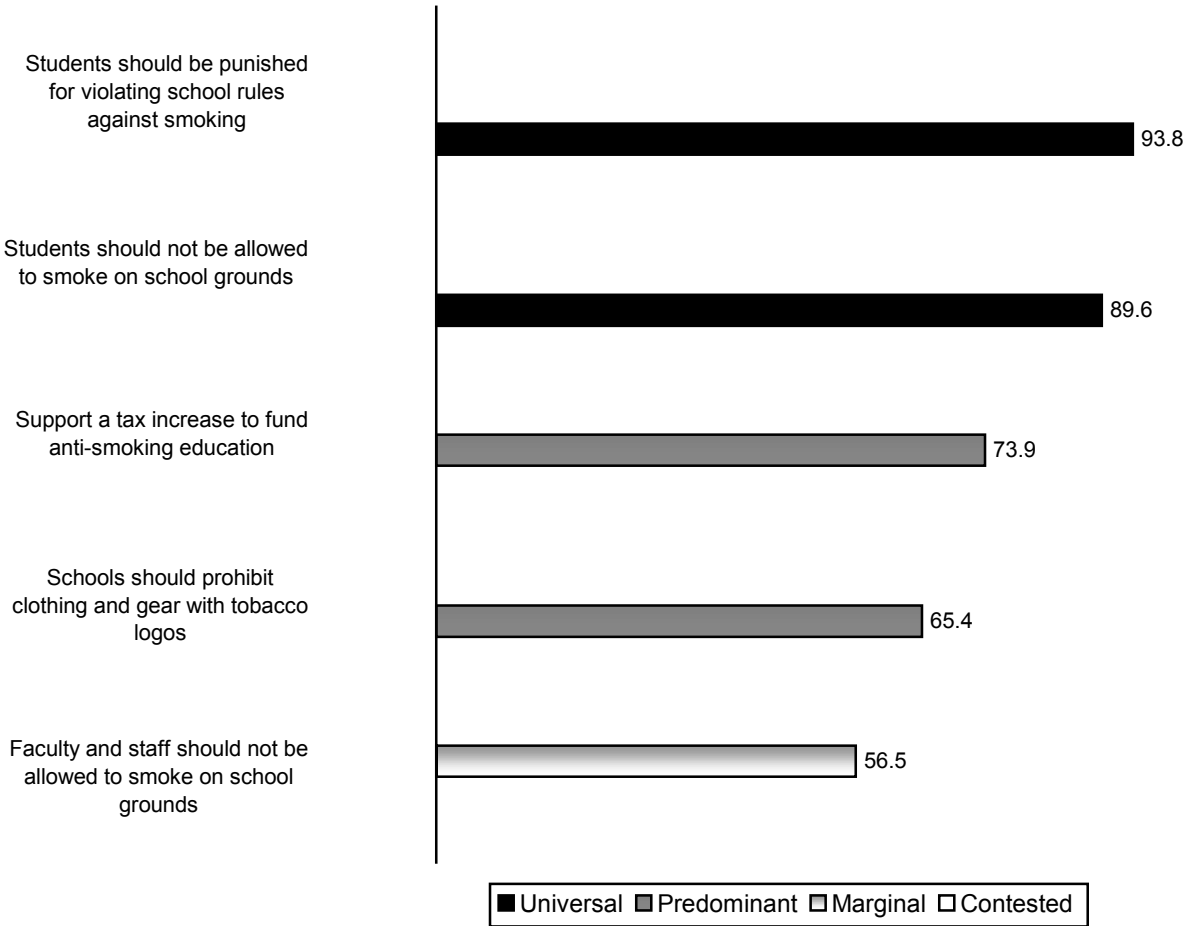
Universal Norms, Beliefs and Practices

- 196 million American adults (93.8 percent) believe that students should be punished for violating school rules against smoking
- 187 million American adults (89.6 percent) believe that students should not be allowed to smoke on school grounds

Significant Improvements from 2000 to 2001

- The percentage of American adults who believe that schools should prohibit students from wearing clothing or bringing gear with tobacco logos to school increased from 68.9 to 73.9 percent
- The percentage of American adults who believe that state taxes should be increased to fund education programs to prevent young people from starting to smoke increased from 68.9 to 73.9 percent
- The percentage of American adults who believe that students should be punished for violating school rules against smoking increased from 91.8 to 93.8 percent

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



EXECUTIVE SUMMARY
EDUCATION

Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Education	Year	Percentage	<i>p</i>
Students should not be allowed to smoke on school grounds	2001	89.6	0.626
	2000	90.0	
Faculty and Staff should not be allowed to smoke on school grounds	2001	56.5	0.851
	2000	56.8	
Schools should prohibit clothing or gear with tobacco logos	2001	65.4	0.036
	2000	62.1	
Support a tax increase to fund anti-smoking education	2001	73.9	0.001
	2000	68.9	
Students should be punished for violating school rules against smoking	2001	93.8	0.018
	2000	91.8	

EXECUTIVE SUMMARY GOVERNMENT AND POLITICAL ORDER

Youth access restrictions to tobacco products are also endorsed within the government and political institution -- 94 percent of American adults agree that stores should be penalized for the sale of tobacco products to minors. However, fewer respondents -- 76.0 percent -- agree that minors should be penalized for the possession of tobacco products. Apparently, Americans are less willing to hold minors accountable for violating tobacco laws. Although most adults support government restrictions on youth access, there is substantially less support for government regulation of tobacco. Roughly 34 percent of American adults do not believe that the government should have a role in regulating tobacco.

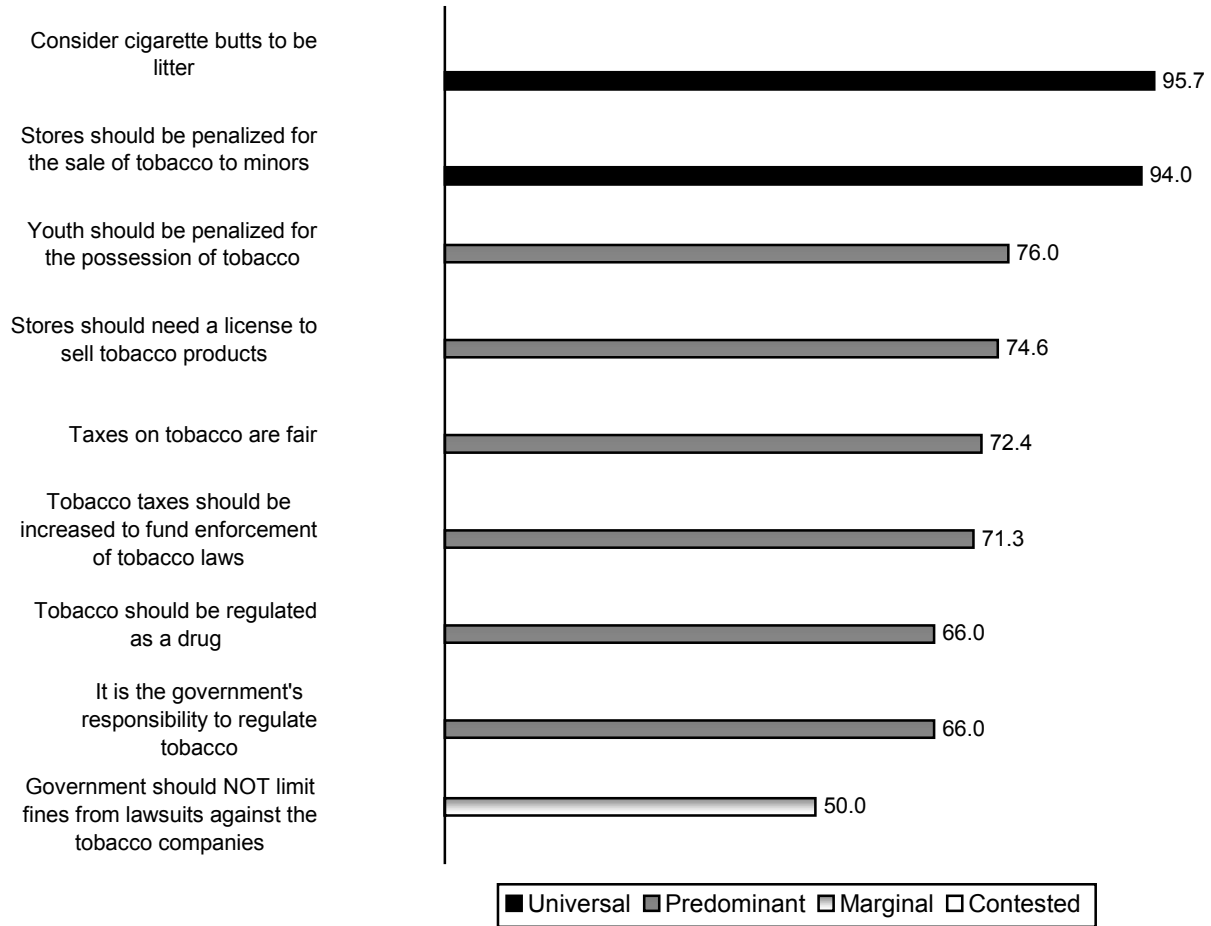
Universal Norms, Beliefs and Practices

- 200 million American adults (95.7 percent) consider cigarette butts to be litter
- 197 million American adults (94.0 percent) believe that stores should be penalized for the sale of tobacco to minors

Significant Improvements from 2000 to 2001

- The percentage of American adults who believe that store owners should need a license to sell tobacco increased from 71.5 to 74.6 percent
- The percentage of American adults who believe that state taxes should be increased to fund programs to enforce laws that prevent sales of tobacco products to minors increased from 64.7 to 71.3 percent
- The percentage of American adults who believe that taxes on tobacco are NOT unfair increased from 68.8 to 72.4 percent

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



EXECUTIVE SUMMARY
GOVERNMENT AND POLITICAL ORDER

Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Government and Political Order	Year	Percentage	<i>p</i>
Tobacco should be regulated as a drug	2001	66.0	0.149
	2000	63.7	
Stores should need a license to sell tobacco products	2001	74.6	0.028
	2000	71.5	
Tobacco taxes should be increased to fund enforcement of tobacco laws	2001	71.3	0.000
	2000	64.7	
Stores should be penalized for the sale of tobacco to minors	2001	94.0	0.388
	2000	93.4	
Youth should be penalized for the possession of tobacco	2001	76.0	0.804
	2000	75.6	
Taxes on tobacco are fair.	2001	72.4	0.015
	2000	68.8	
It is the responsibility of government to regulate tobacco	2001	66.0	0.150
	2000	63.7	
Government should NOT limit fines from lawsuits against the tobacco companies	2001	50.0	0.141
	2000	47.6	
Consider cigarette butts to be litter	2001	95.7	0.916
	2000	95.8	

Although the tobacco control movement has had success in the work site, slightly less than one-third of American adults report that they do not work in a smokefree work site. That is, approximately 43 million adults are potentially exposed to second-hand smoke at their place of employment. Slightly more than half of respondents report that tobacco use is acceptable among their co-workers. Moreover, American adults report that, on average, 41.3 percent of their co-workers are smokers; yet only 23.6 percent report that their employer offers a smoking cessation program.

Universal Norms, Beliefs and Practices

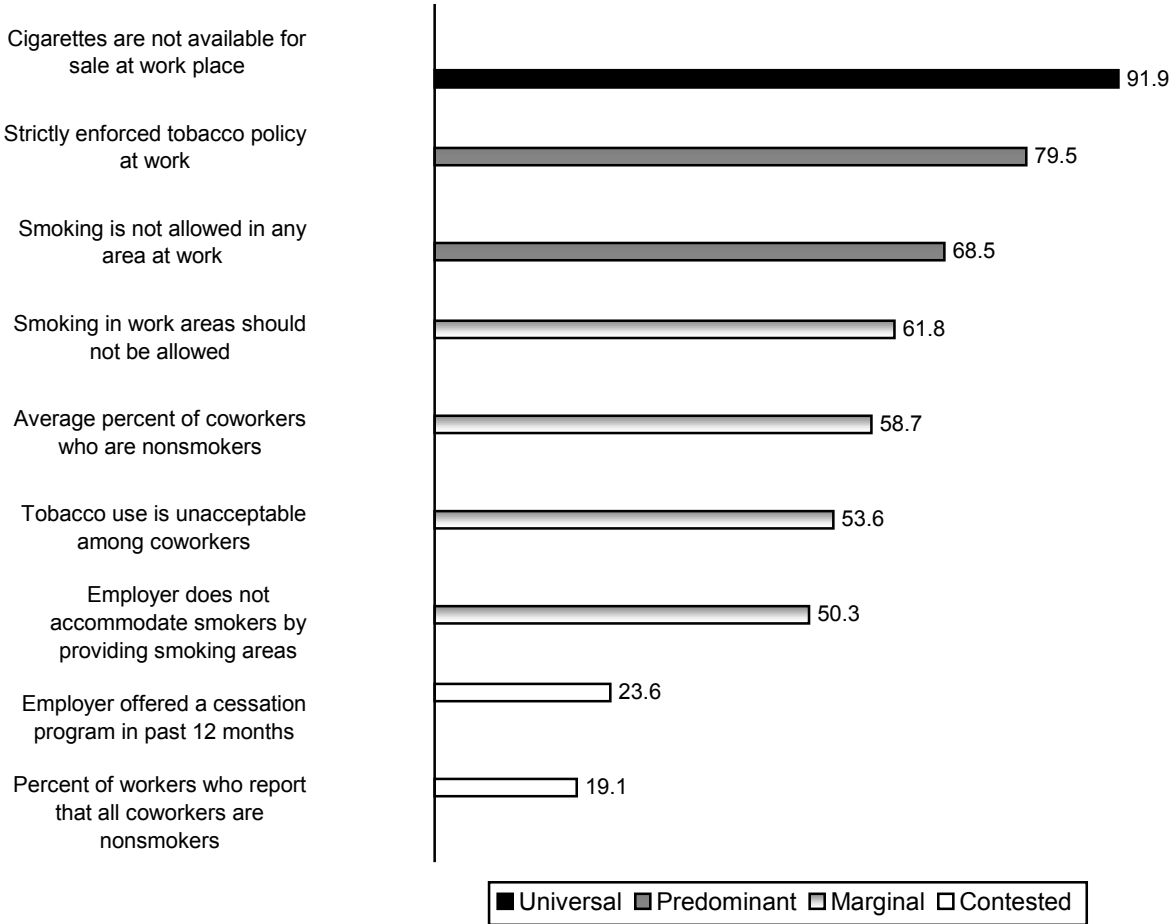
- 127 million American adult workers⁴ (91.9 percent) report that cigarettes are not available for sale at work place

Significant Improvements from 2000 to 2001

- The percentage of American adults who believe that smoking should not be allowed in indoor work areas increased from 57.8 to 61.8 percent

⁴ These numbers are based upon the Bureau of Labor Statistics 1998 estimates of the civilian labor force for people 16 years and older. Because these estimates include people 16 and 17 years of age these numbers may be slightly inflated.

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



Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Work	Year	Percentage	<i>p</i>
Smoking in work areas should not be allowed	2001	61.8	<i>0.010</i>
	2000	57.8	
Tobacco use is unacceptable at work place	2001	53.6	0.946
	2000	53.8	
Smoking is not allowed in any area at work	2001	68.5	0.137
	2000	65.7	
Strictly enforced tobacco policy at work	2001	79.5	0.408
	2000	78.0	
Employer does not accommodate smokers	2001	50.3	0.130
	2000	53.4	
Cigarettes are not available for sale at work place	2001	91.9	0.989
	2000	91.9	
Employer offered cessation program in past 12 months	2001	23.6	0.790
	2000	23.2	

EXECUTIVE SUMMARY

HEALTH AND MEDICAL CARE

Tobacco use has been identified as the number one cause of death in the United States, accounting for as much as 20 percent of American deaths. Most Americans have apparently identified smoking as being dangerous to their health. More than 98 percent reported that cigarette smoking was either very dangerous or somewhat dangerous. The softness in this otherwise encouraging finding is that about 18 percent qualified their response by indicating that Americans number one cause of death was “somewhat dangerous.” Also, there was a tendency to view chewing tobacco, cigars, and snuff as having lower health risks. However, relatively few Americans tended to believe tobacco companies in their claims that tobacco is not harmful to health, that nicotine is not addictive, and that second-hand smoke is not harmful to health.

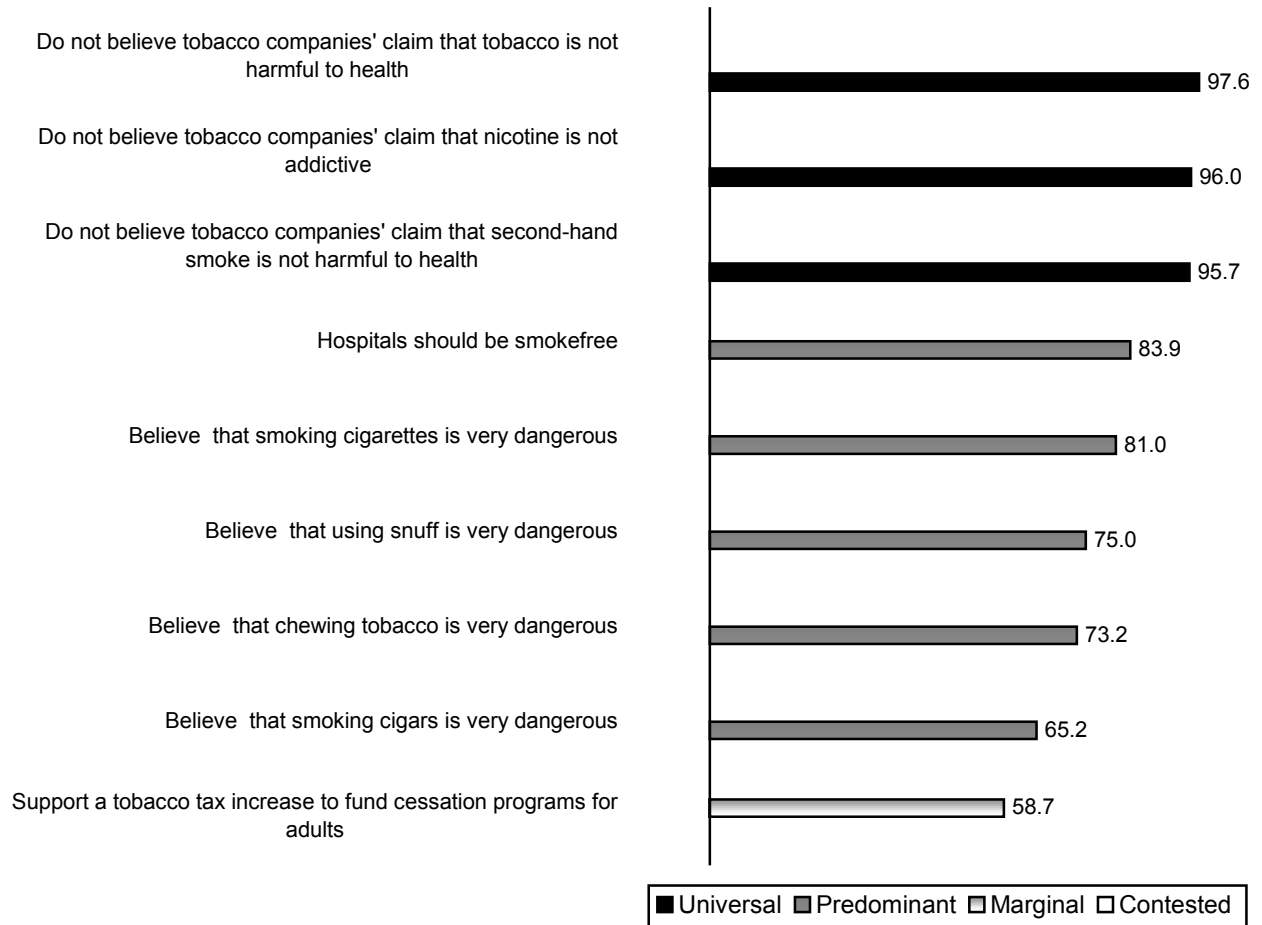
Universal Norms, Beliefs and Practices

- 204 million American adults (97.6 percent) do NOT believe the tobacco companies’ claim that tobacco is not harmful to health
- 201 million American adults (96.0 percent) do NOT believe the tobacco companies’ claim that nicotine is not addictive
- 200 million American adults (95.7 percent) do NOT believe the tobacco companies’ claim that second hand smoke is not harmful to health

Significant Improvements from 2000 to 2001

- The percentage of American adults who believe that hospitals should be smokefree increased from 74.3 to 83.9 percent

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



EXECUTIVE SUMMARY
HEALTH AND MEDICAL CARE

Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Health and Medical Care	Year	Percentage	p
Hospitals should be smokefree	2001	83.9	0.000
	2000	74.3	
Support a tobacco tax increase to fund cessation programs for adults	2001	58.7	0.380
	2000	57.3	
Do not believe tobacco companies' claim that nicotine is not addictive	2001	96.0	0.605
	2000	96.4	
Do not believe tobacco companies' claim that tobacco is not harmful to health	2001	97.6	0.097
	2000	98.3	
Do not believe tobacco companies' claim that ETS is not harmful to health	2001	95.7	0.279
	2000	96.4	
Believe that chewing tobacco is very dangerous	2001	73.2	0.212
	2000	71.4	
Believe that smoking cigarettes is very dangerous	2001	81.0	0.102
	2000	79.0	
Believe that using snuff is very dangerous	2001	75.0	0.092
	2000	72.5	
Believe that smoking cigars is very dangerous	2001	65.2	0.049
	2000	68.1	

EXECUTIVE SUMMARY RECREATION, SPORTS, AND LEISURE

Recreation, sports, and leisure areas have been less impacted by the tobacco control movement than other institutional areas. However, smokefree practices and norms improved for several settings within this institution from 2000 to 2001. A majority of American adults support smoking restrictions in shopping malls, convenience stores, restaurants, and indoor sporting events. However, bars and taverns are clearly seen as culturally appropriate places to smoke, as is the case with outdoor parks.

Universal Norms, Beliefs and Practices

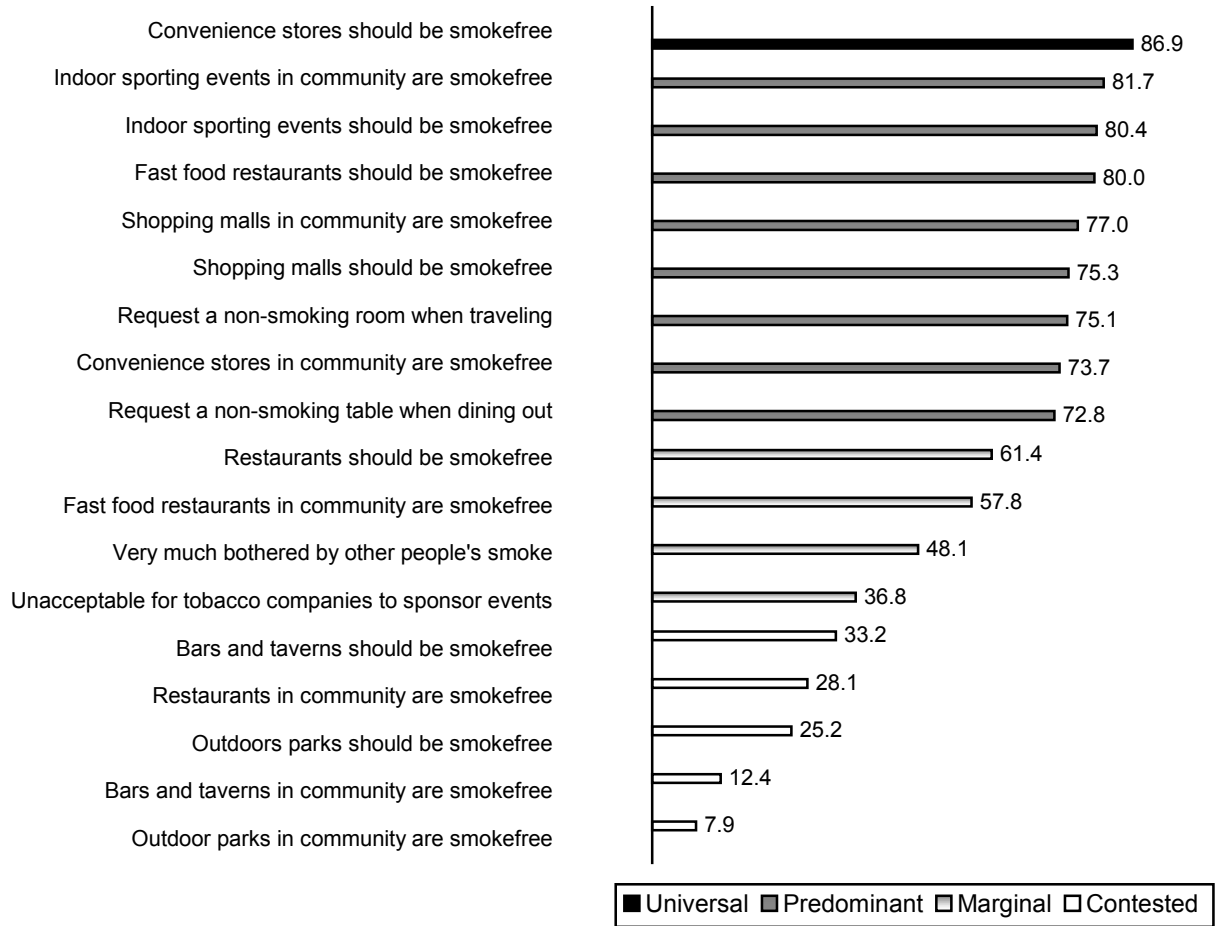
- 182 million American adults (86.9 percent) believe that convenience stores should be smokefree

Significant Improvements from 2000 to 2001

- The percentage of American adults who reported that convenience stores in their community are smokefree increased from 68.4 to 73.7 percent
- The percentage of American adults who reported that fast food restaurants in their community are smokefree increased from 52.7 to 57.8 percent
- The percentage of American adults who reported that restaurants in their community are smokefree increased from 24.5 to 28.1 percent
- The percentage of American adults who believe that indoor shopping malls should be smokefree increased from 71.4 to 75.3 percent
- The percentage of American adults who believe that fast food restaurants should be smokefree increased from 76.8 to 80.0 percent
- The percentage of American adults who believe that indoor sporting events should be smokefree increased from 77.5 to 80.4 percent
- The percentage of American adults who usually request a non-smoking room increased from 72.2 to 75.1 percent
- The percentage of American adults who believe that it is NOT acceptable for tobacco companies to sponsor sporting or cultural events increased from 33.7 to 36.8 percent

EXECUTIVE SUMMARY
RECREATION, SPORTS, AND LEISURE

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



EXECUTIVE SUMMARY
RECREATION, SPORTS, AND LEISURE

Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Recreation, Leisure, and Sports	Year	Percentage	p
Very much bothered by other people's smoke	2001	48.1	0.425
	2000	46.8	
Indoor shopping malls in community are smokefree	2001	77.0	0.294
	2000	75.4	
Convenience stores in community are smokefree	2001	73.7	0.001
	2000	68.4	
Fast food restaurants in community are smokefree	2001	57.8	0.000
	2000	52.1	
Restaurants in community are smokefree	2001	28.1	0.010
	2000	24.5	
Bars and taverns in community are smokefree	2001	12.4	0.677
	2000	12.9	
Indoor sporting events in community are smokefree	2001	81.7	0.282
	2000	80.2	
Outdoor parks in community are smokefree	2001	7.9	0.994
	2000	7.9	
Indoor shopping malls should be smokefree	2001	75.3	0.007
	2000	71.4	
Convenient stores should be smokefree	2001	86.9	0.605
	2000	86.3	
Fast food restaurants should be smokefree	2001	80.0	0.018
	2000	76.8	
Restaurants should be smokefree	2001	61.4	0.809
	2000	61.0	
Bars and taverns should be smokefree	2001	33.2	0.813
	2000	32.8	
Indoor sporting events should be smokefree	2001	80.4	0.025
	2000	77.5	
Outdoor parks should be smokefree	2001	25.2	0.920
	2000	25.0	
Request a non-smoking table when dining out	2001	72.8	0.058
	2000	70.1	
Request a non-smoking room when traveling	2001	75.1	0.047
	2000	72.2	
Unacceptable for tobacco companies to sponsor events	2001	36.8	0.049
	2000	33.7	

EXECUTIVE SUMMARY
MASS CULTURE AND COMMUNICATION

The tobacco industry has been vilified in the eyes of most American adults. More than 80 percent of adults reject the tobacco companies' claims that they do not target youth with their ads. There is widespread disbelief of the claim that tobacco ads do not encourage kids to smoke and the claim that ads only target adult smokers. Most American adults – 93.5 percent – also reject the claim that tobacco companies do not manipulate the level of nicotine in cigarettes. However, despite this widespread distrust of tobacco companies and suspicion towards their marketing strategies, American adults are reluctant to support restrictions that would limit the ability of tobacco companies to advertise to the youth market. Only slightly more than half of respondents support a ban on tobacco advertisements through direct mailers, billboards, Internet sites, and at sporting and cultural events. Furthermore, less than half support a ban on tobacco advertisements in stores or in magazines.

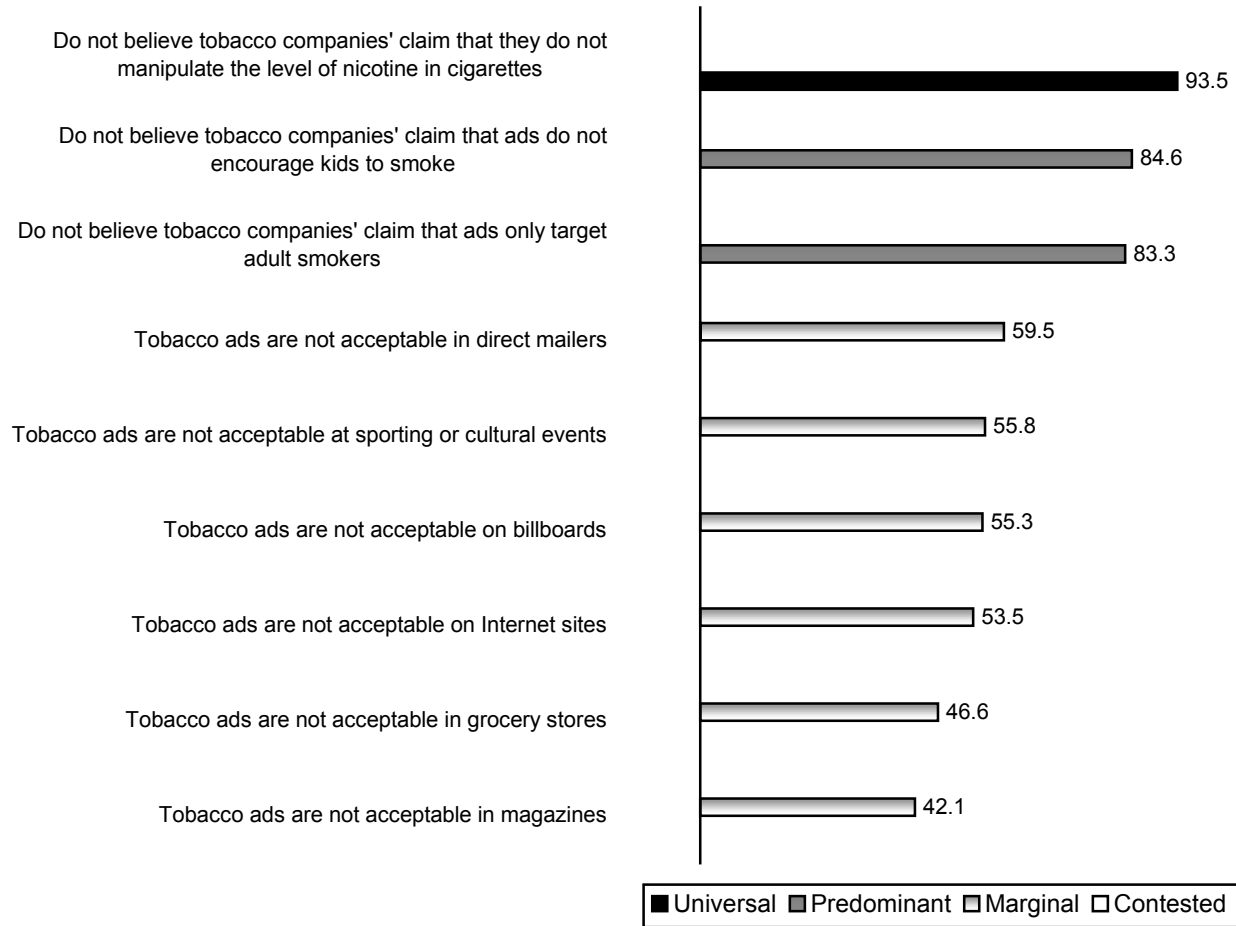
Universal Norms, Beliefs and Practices

- 196 million American adults (93.5 percent) do NOT believe the tobacco companies' claim that they do not manipulate the level of nicotine in cigarettes

Significant Improvements from 2000 to 2001

- The percentage of American adults who believe that tobacco advertising is not acceptable at sporting or cultural events increased from 51.6 to 55.8 percent

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



EXECUTIVE SUMMARY
MASS CULTURE AND COMMUNICATION

Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Mass Communication and Culture	Year	Percentage	p
Tobacco ads are not acceptable in grocery stores	2001	46.6	0.278
	2000	44.9	
Tobacco ads are not acceptable in magazines	2001	42.1	0.781
	2000	41.7	
Tobacco ads are not acceptable on billboards	2001	55.3	0.412
	2000	54.0	
Tobacco ads are not acceptable in direct mailers	2001	59.5	0.202
	2000	57.5	
Tobacco ads are not acceptable on internet sites	2001	53.5	0.800
	2000	53.1	
Tobacco ads are not acceptable at sporting or cultural events	2001	55.8	0.009
	2000	51.6	
Do not believe tobacco companies' claim that they do not manipulate nicotine levels	2001	93.5	0.367
	2000	92.7	
Do not believe tobacco companies' claim that they do not target kids	2001	84.6	0.866
	2000	84.4	
Do not believe tobacco companies' claim that ads only target adult smokers	2001	83.3	0.920
	2000	83.2	

INTRODUCTION

What We Know About Tobacco Use

Beginning in 1964, a series of reports from the Office of the U.S. Surgeon General have synthesized researched-based knowledge about the health consequences of smoking and other forms of tobacco use. Efforts to highlight the negative effects of tobacco products commenced, beginning immediately with the Federal Cigarette Labeling and Advertising Act of 1965 followed by the Public Health Smoking Act of 1969. These activities initiated one of the most successful campaigns in the history of public health. Over the last several decades, an impressive body of health research has defined the health impacts of tobacco use on the American population. Few topics have been as carefully and thoroughly researched, and even fewer research findings have converged on such a consistent set of results.

These findings bring with them a clear message that use of tobacco products bring major negative health impacts. Cancer, cardiovascular diseases, and a number of other health problems have been linked to tobacco use (U.S. Department of Health & Human Services, 1982, 1983, 1984, 1985, 1990). The life span and quality of life of individuals throughout the country who use tobacco products – as well as nonsmokers in environments of second-hand smoke – have been substantially decreased (CDC, 1993; Thun, Day-Lally, Calle, Flanders, & Heath, 1995; U.S. Department of Health & Human Services, 1986). Perhaps most importantly, tobacco has been recognized as the primary cause of preventable death in the United States (U.S. Department of Health & Human Services, 1989).

And yet, there remains a substantial subculture that has remained untouched by these advances. Although there are some differences with respect to race/ethnicity, gender, and region, the magnitude of tobacco use in these subpopulations is sufficiently large that practically no sector of the U.S. population escapes the impact of the problem.

The Social Climate Approach

No single factor is likely to emerge as the “magic bullet” that will lead to the near or total prevention of tobacco use among youths. Rather, the literature taken collectively argues for a broad-based strategy that incorporates approaches at the individual, organizational, and societal levels. In somewhat simplified terms the prevention strategy would involve a change in the social climate -- a strategy that involves 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. The impetus for our social climate approach was derived, in part, from recent reports outlining these promising public health strategies to reduce and prevent the use of tobacco products (U.S. Department of Health & Human Services, 1989).

One suggested prevention strategy involves changes in the knowledge, normative beliefs, behaviors, and institutional practices that impact a person’s decisions about tobacco. The ultimate goals of these strategies are to denormalize tobacco use and to improve

the social climate of tobacco control through social and political changes.

Prevalence rates and per capita consumption measures are frequently the yardsticks with which tobacco control programs are evaluated. However, comprehensive tobacco control programs have moved toward logic models that incorporate intermediate desirable outcomes that focus on attitude and behavior change. To enhance the evaluation of progress toward these goals, we designed the Social Climate Survey to measure, and ultimately monitor the fundamental position of tobacco control in society.

The Social Climate Survey provides a method to monitor changes in social and environmental objectives, as well as an institutional framework to organize and interpret these results. This approach operationalizes the concept of social climate into a set of quantifiable social and environmental indicators – organized within an institutional framework. Social scientists typically conceptualize societal changes as occurring through changes in social institutions, such as the family, school, work place, and government. As a fundamental component of a society, these social institutions emerge as clusterings of beliefs, norms, and practices. Moreover, beliefs, norms, and practices about tobacco use and tobacco control have evolved in each of these institutional areas which then shape the 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 beliefs concerning tobacco within each of the following institutions; 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.

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. Although we survey from an adult population, the Social Climate Survey is not intended as an adult tobacco survey of an individual. Each individual respondent serves as a proxy for each social institution impacting his/her life by providing information about the norms, practices, and beliefs within these institutions. To our knowledge, the present project is the most comprehensive survey of the extent to which tobacco control impacts the daily lives of Americans.

Tobacco control and tobacco use is not carried out in a vacuum. Youth and adults make choices about tobacco use in the social context of institutional beliefs, norms, and practices. The Social Climate Survey provides an annual cross-sectional assessment of these institutional indicators in order to:

1. Categorize indicators by level of acceptance in order to identify potentially modifiable social climate factors
2. Identify disparities in health risk factors, knowledge of health risks, and support for smokefree environments
3. Identify successful tobacco control program impacts, and approaches to make these comprehensive programs better
4. Use of continuous response options allows more sophisticated analyses to detect relationships among social climate variables and contextual factors
5. Assesses the impact that health care providers have upon active and passive smoking.¹

¹ These assessments will appear in a later report.

METHODS

Survey Design

The Social Climate Survey measures social and environmental indicators within an institutional framework. Specifically, the survey assesses normative beliefs, health knowledge, and practices/policies within each of the following social institutions: family and friendship groups; education; work-place; government and political order; health and medical care; recreation, leisure and sports; and mass culture and communication.

Researchers at the SSRC worked closely with the Mississippi State Department of Health and The Partnership for a Healthy Mississippi (the two organizations responsible for statewide tobacco control programs in Mississippi) in the development of the Social Climate Survey. The design of the survey instrument was based on an extensive review of extant instruments such as the Behavior Risk Factor Surveillance System, the Current Population Survey - Tobacco Supplement, and the California Adult Tobacco Survey, and supplemented by additional items needed to flesh out the social climate concept. The reliance on existing measurements was greatly enhanced by the review and excellent advice from the Office of Smoking and Health of the Centers for Disease Control and Prevention (CDC). Scientists at the SSRC developed many of the items included in the survey. Others were selected from existing measurement instruments with established validity. Specifically, the Social Climate Survey includes items from the Behavioral Risk Factor Surveillance System, the Current Population Survey, and California Adult Tobacco Surveys.

Sample Design

Data were collected for the National Social Climate Survey of Tobacco Control via telephone interviews with a simple random sample of adults. The data were collected in July and August by the Survey Research Unit in the Social Science Research Center at Mississippi State University. Households were selected using random digit dialing procedures. (This includes households with unlisted numbers.) Within a household 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. The national sample was weighted by race and gender within each census region, based on the most current U.S. Census estimates.

2000 Sample Characteristics

Of the eligible respondents contacted, 1,503 respondents completed the survey (74.9%) and 504 (25.1%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than ± 2.5 (95% confidence interval). Of the 1,503 respondents, 595 (39.6 percent) were male and 906 (60.3 percent) were female. The racial composition of the sample is as follows: white = 1,209 (80.4 percent), African American = 146 (9.7 percent), Asian or Pacific Islander = 25 (1.7 percent), American Indian or Alaskan Native = 15 (1.0 percent), other races = 3 (.2 percent), Hispanic (recoded from Other) = 69 (4.6 percent), and unknown (i.e., did not answer the question on race) = 36 (2.4 percent).

The sample was weighted by race and gender within each census region, based upon 1998 U.S. Census estimates to ensure that it is representative of the U.S. population. Characteristics of the original sample are compared with the weighted sample in Table 1.1. The results presented in this report are based on the weighted sample; the maximum sampling error for each subpopulation is presented in Table 1.2.

2001 Sample Characteristics

Of the eligible respondents contacted, 3,002 respondents completed the survey (84.2%) and 564 (15.8%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than ± 1.8 (95% confidence interval). Of the 3,002 respondents, 1,188 (39.6 percent) were male and 1,807 (60.2 percent) were female. The racial composition of the sample is as follows: white = 2,473 (82.4 percent), African American = 282 (9.4 percent), Asian or Pacific Islander = 35 (1.2 percent), American Indian or Alaskan Native = 36 (1.2 percent), other races = 115 (3.8 percent), and unknown (i.e., did not answer the question on race) = 61 (2.0 percent).

The sample was weighted by race and gender within each census region, based upon 1999 U.S. Census estimates to ensure that it is representative of the U.S. population. Characteristics of the original sample are compared with the weighted sample in Table 1.1. The results presented in this report are based on the weighted sample; the maximum sampling error for each subpopulation is presented in Table 1.2.

Table 1.1 Comparison of Characteristics of the Original and Weighted Samples

Sample Characteristic		2000		2001	
		Original Sample	Weighted Sample	Original Sample	Weighted Sample
Rural/Urban	Rural	30.6	29.7	25.1	23.7
	Urban	69.4	70.3	74.9	76.3
Region	Northeast	18.4	18.8	17.6	19.0
	Midwest	24.4	22.6	26.9	23.1
	South	39.6	35.4	39.2	36.2
	West	17.6	23.2	16.3	21.8
Smoking Status	Non-Smoker	76.1	75.9	78.3	78.2
	Smoker	23.9	24.1	21.7	21.8
Gender	Male	39.6	49.5	39.6	48.3
	Female	60.3	50.4	60.2	51.5
Race	White	80.4	76.5	82.4	80.4
	African American	9.7	11.8	9.4	12.5
	Asian or Pacific Islander	1.7	2.7	1.2	0.8
	American Indian or Alaskan Native	1.0	1.8	1.2	0.6
	Other Race	.2	.2	3.8	3.7
Age	18-24 years of age	11.6	12.0	14.8	14.9
	25-44 years of age	36.4	37.2	38.0	38.8
	45-64 years of age	34.1	33.8	31.9	31.5
	65 years of age and older	17.9	17.0	15.3	14.8
Education	Not a high school graduate	9.4	9.1	6.7	6.5
	High school graduate	31.7	30.6	30.3	29.7
	Some college	25.2	25.7	27.3	27.3
	College graduate	33.7	34.6	35.7	36.5

Table 1.2 Weighted Sample Size and Maximum Sampling Error

Sample Characteristic		2000		2001	
		Weighted Sample Size	Maximum Sampling Error	Weighted Sample Size	Maximum Sampling Error
Rural/Urban	Rural	447	4.6	729	3.6
	Urban	1,055	3.0	2,344	2.0
Region	Northeast	282	5.8	584	4.1
	Midwest	339	5.3	709	3.7
	South	532	4.2	1,111	2.9
	West	348	5.3	669	3.8
Smoking Status	Non-Smoker	1,140	2.9	2,404	2.0
	Smoker	362	5.2	669	3.8
Gender	Male	743	3.6	1,484	2.5
	Female	757	3.6	1,582	2.5
Race	White	1,149	2.9	2,470	2.0
	African American	177	7.4	383	5.0
Age	18-24 years of age	181	7.3	458	4.6
	25-44 years of age	558	4.1	1,193	2.8
	45-64 years of age	508	4.3	967	3.2
	65 years of age and older	255	6.1	455	4.6
Education	Not a high school graduate	134	8.5	196	7.0
	High school graduate	449	4.6	899	3.3
	Some college	378	5.0	827	3.4
	College graduate	509	4.3	1,106	2.9

Presentation

This report provides a substantial array of descriptive information that can be used to depict many important social and cultural dimensions of tobacco control. Each chapter provides summary information on one social institution and a series of detailed tables for each indicator in that particular social institution. Estimated percentages are provided for the total sample population, and by rural/urban status, regional status, smoking status, sex, race, age, and education. Note that estimates exclude respondents who chose not to answer the question or responded, "Don't know." Chi-Square tests were performed to detect sociodemographic differences.

Respondents who described their place of residence as a) a farm, b) rural, but not on a farm, c) a town under 2,500 population were classified as rural. Respondents who described their place of residence as a town or a city larger than 2,500 were classified as urban. FIPS codes were used to determine the state in which a respondent resided. States were categorized into the four census regions: northeast, midwest, south, and west. Smoking status was determined by the protocol used by the Behavioral Risk Factor Surveillance System (BRFSS) and the National Health Interview Survey (NHIS). Respondents who reported smoking at least 100 cigarettes in their entire lifetime and currently smoked everyday or some days were classified as current smokers. Finally, age and education categories mirror those used by the BRFSS.

Heuristic Classification Scheme

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

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

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

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

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

The overarching finding of this survey is that the success of the tobacco control movement varies drastically among the institutional arenas of American society. The greatest success, for example, has been the incorporation of the strong intolerance of youth tobacco use into the fabric of society. Practically all American adults support norms restricting youth access to tobacco products and recognize the negative health effects of second-hand smoke on youth. Moreover, the percentage of U.S. households that ban smoking increased from 2000 to 2001.

Universal Norms, Beliefs and Practices¹

- 206 million American adults² (98.6 percent) believe that smoking should not be allowed in daycare centers
- 203 million American adults (97.1 percent) believe that it is important for parents who smoke to keep their cigarettes out of reach of children
- 202 million American adults (96.8 percent) never allow children under 18 to smoke in their homes
- 199 million American adults (95.2 percent) believe that smoke from a parent's cigarette harms children
- 189 million American adults (90.5 percent) believe that parents should not allow children under 18 to smoke
- 184 million American adults (87.9 percent) believe that children are more likely to smoke if their parents smoke

Significant Improvements from 2000 to 2001³

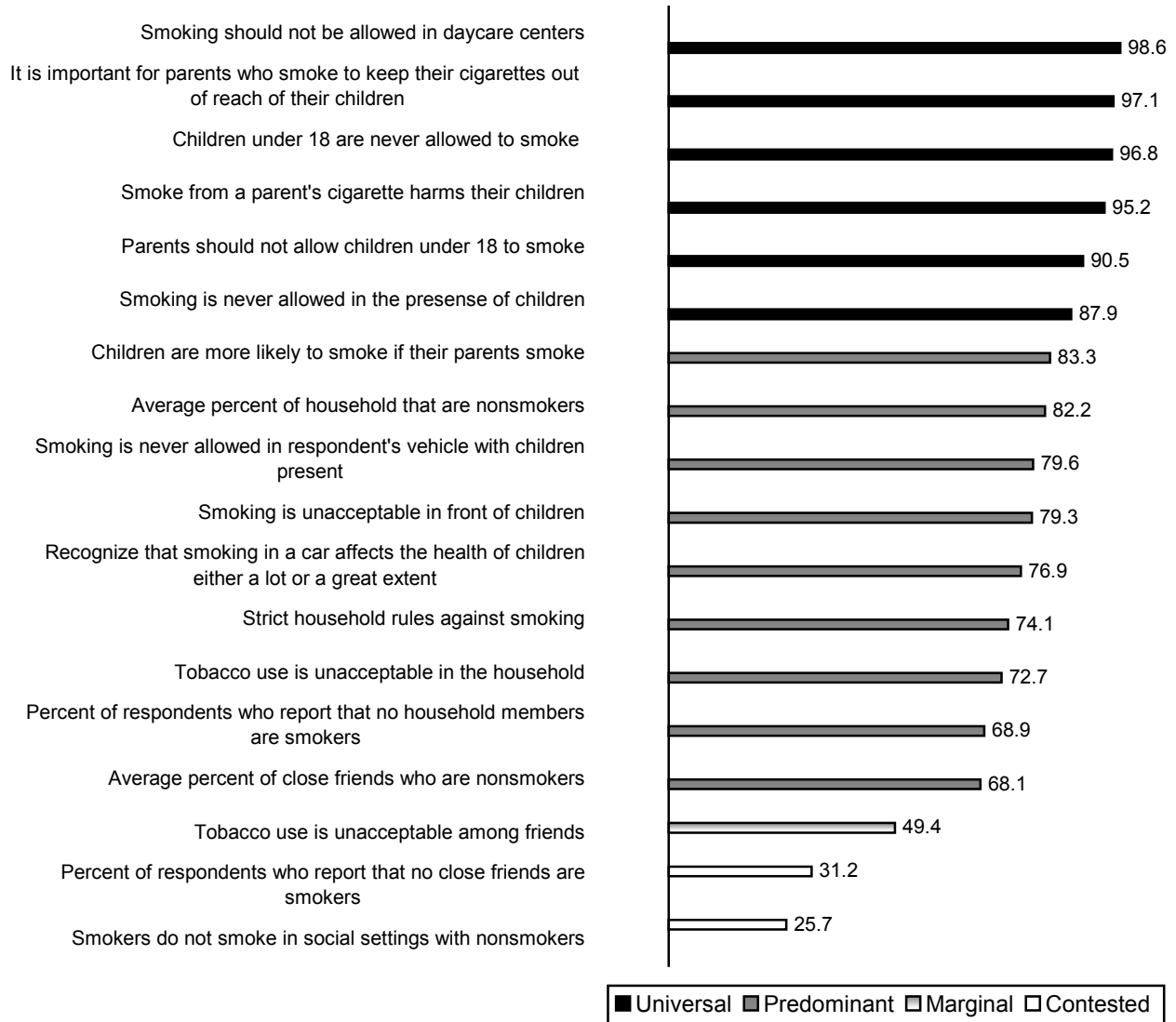
- The percentage of American households that banned smoking increased from 69.1 to 74.1 percent – this increase translates into more than 23 million Americans who are no longer exposed to ETS in their homes
- The percentage of American households that never allow smoking in the presence of children increased from 83.5 to 87.9 percent
- The percentage of American households in which tobacco use is unacceptable increased from 67.2 to 72.7 percent
- The percentage of American adults who believe that smoking should not be allowed in daycare centers increased from 97.6 to 98.6 percent
- The percentage of American adults who believe that children are more likely to smoke if their parents are smokers increased from 78.1 to 83.3 percent

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

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

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

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



Families and Friendship Groups: Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Family and Friendship Groups	Year	Percentage	<i>p</i>
Strict household rules against smoking	2001	74.1	
	2000	69.1	0.001
Smoking is never allowed in the presence of children	2001	87.9	
	2000	83.5	0.000
Tobacco use is unacceptable within household	2001	72.7	
	2000	67.2	0.000
Smoking should not be allowed in day care centers	2001	98.6	
	2000	97.6	0.024
Smoking is unacceptable in front of children	2001	79.3	
	2000	77.7	0.240
Parents should not allow children under the age of 18 to smoke cigarettes	2001	90.5	
	2000	91.2	0.443
Smoke from a parent's cigarette harms their children	2001	95.2	
	2000	93.7	0.058
Children are more likely to smoke if their parents smoke	2001	83.3	
	2000	78.1	0.000
It is important for parents to keep their cigarettes out of reach of their children	2001	97.1	
	2000	96.7	0.468
Smokers do not smoke in social settings with nonsmokers	2001	25.7	
	2000	27.8	0.175
Tobacco use is unacceptable among close friends	2001	49.4	
	2000	50.8	0.391

Detailed Tables

- With the exception of smokers, the majority of Americans live in households that do not allow smoking in the home or the family vehicle when children are present.
- American adults reported that the majority of their household and close friends do not smoke – again, smokers are the one exception.
- Although most American adults believe that youth should be restricted from smoking and protected from second-hand smoke in the home, these beliefs are stronger in nonsmokers than smokers.

Table 2.1 Household Rules About Smoking

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

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

Sample Characteristic	Smoking is allowed in all parts of the home	Smoking is allowed in some parts of the home	Smoking is not allowed in any part of the home	<i>p</i>
Total	16.2	9.8	74.1	
Rural	20.1	10.7	69.2	
Urban	14.9	9.5	75.6	.002
Northeast	15.1	11.3	73.6	
Midwest	19.7	11.3	69.0	
South	17.3	10.2	72.4	
West	11.4	6.0	82.6	.000
Nonsmoker	6.7	7.0	86.3	
Smoker	49.9	19.9	30.2	.000
Male	18.4	8.6	73.0	
Female	13.9	10.9	75.2	.001
White	16.7	9.1	74.2	
African American	17.3	15.7	66.9	.000
18-24 years of age	15.6	12.5	71.9	
25-44 years of age	14.2	8.8	77.0	
45-64 years of age	19.0	9.8	71.7	
65 years of age and older	15.7	9.5	74.8	.018
Not a high school graduate	28.7	12.3	59.0	
High school graduate	21.4	11.8	66.8	
Some college	16.8	10.1	73.1	
College Graduate	9.1	7.7	83.2	.000

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

Table 2.2 Smoking in the Presence of Children

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

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

Sample Characteristic	Always allowed	Sometimes allowed	Never allowed	p
Total	5.3	6.8	87.9	
Rural	8.5	8.8	82.7	
Urban	4.3	6.2	89.5	.000
Northeast	5.2	7.1	87.6	
Midwest	6.9	8.7	84.4	
South	6.0	6.8	87.1	
West	2.4	4.4	93.2	.000
Nonsmoker	2.3	2.9	94.8	
Smoker	16.5	21.4	62.2	.000
Male	5.6	6.0	88.3	
Female	4.9	7.6	87.5	.192
White	5.5	6.4	88.1	
African American	4.7	11.0	84.3	.004
18-24 years of age	3.8	6.4	89.8	
25-44 years of age	5.0	8.2	86.8	
45-64 years of age	6.5	6.8	86.7	
65 years of age and older	5.0	3.4	91.7	.007
Not a high school graduate	11.2	10.2	78.6	
High school graduate	7.9	9.4	82.8	
Some college	4.9	7.2	87.9	
College Graduate	2.6	4.1	93.3	.000

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

Table 2.3 Smoking in Vehicles with Children Present

"Please tell me which best describes how cigarette smoking is handled in your car when children are present?"

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

Sample Characteristic	No one is allowed to smoke in my car	Only special guests are allowed to smoke in my car	People are allowed to smoke in my car only if the windows are open	People are allowed to smoke in my car at any time	p
Total	79.6	2.3	13.0	5.2	
Rural	74.4	2.5	17.5	5.6	
Urban	81.2	2.2	11.5	5.1	.092
Northeast	81.9	1.6	13.2	3.4	
Midwest	75.5	2.3	15.4	6.8	
South	76.6	3.4	14.1	5.8	
West	86.7	1.0	8.1	4.2	.000
Nonsmoker	88.2	2.3	7.1	2.5	
Smoker	46.7	2.4	35.3	15.6	.009
Male	77.0	3.2	12.4	7.4	
Female	82.0	1.4	13.4	3.1	.000
White	79.0	2.3	13.5	5.2	
African American	79.0	2.9	11.4	6.7	.000
18-24 years of age	75.1	2.2	17.4	5.3	
25-44 years of age	78.3	2.1	14.2	5.4	
45-64 years of age	79.6	2.6	12.9	5.0	
65 years of age and older	88.1	2.1	4.6	5.2	.000
Not a high school graduate	63.7	2.5	21.7	12.1	
High school graduate	74.6	2.0	17.6	5.9	
Some college	77.2	2.1	14.8	5.9	
College Graduate	87.2	2.6	7.0	3.2	.000

Note: 8.2 percent of respondents reported *Don't Know* or refused or did not own a car.
Percentages may not add to 100 due to rounding.

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

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

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

Sample Characteristic	Not at all	A little bit	Somewhat	A lot	A great extent	p
Total	3.9	5.8	13.3	30.6	46.3	
Rural	4.5	4.8	15.2	31.8	43.7	
Urban	3.8	6.1	12.7	30.2	47.2	.160
Northeast	4.3	5.6	11.7	30.0	48.5	
Midwest	3.5	6.3	14.8	30.8	44.6	
South	5.5	5.7	15.0	30.6	43.1	
West	1.4	5.6	10.4	30.7	51.9	.001
Nonsmoker	2.3	4.5	10.7	30.9	51.7	
Smoker	10.4	10.9	23.7	29.5	25.5	.000
Male	5.1	8.5	16.8	30.2	39.5	
Female	2.8	3.4	10.2	31.0	52.6	.000
White	3.7	6.2	14.4	30.1	45.6	
African American	5.6	4.2	10.1	32.4	47.7	.039
18-24 years of age	2.0	5.4	14.1	30.9	47.5	
25-44 years of age	3.5	5.5	13.1	31.9	46.1	
45-64 years of age	5.0	6.3	14.0	29.4	45.4	
65 years of age and older	5.2	6.4	11.4	28.9	48.1	.327
Not a high school graduate	7.5	6.9	10.3	35.6	39.7	
High school graduate	4.7	5.8	15.7	32.8	41.0	
Some college	3.6	6.0	11.4	30.0	49.0	
College Graduate	3.1	5.5	13.6	28.4	49.4	.002

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

Table 2.5 Household Rules About Youth Smoking

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

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

Sample Characteristic	Always allowed	Sometimes allowed	Never allowed	p
Total	1.6	1.6	96.8	
Rural	1.5	1.5	97.0	
Urban	1.6	1.6	96.7	.927
Northeast	2.5	1.8	95.6	
Midwest	2.2	2.5	95.3	
South	1.4	1.4	97.1	
West	0.5	0.8	98.7	.014
Nonsmoker	0.9	1.1	98.0	
Smoker	4.1	3.5	92.4	.000
Male	2.4	2.1	95.5	
Female	0.8	1.1	98.1	.000
White	1.5	1.7	96.8	
African American	2.8	1.4	95.8	.192
18-24 years of age	2.1	3.5	94.4	
25-44 years of age	1.3	0.9	97.8	
45-64 years of age	1.1	1.6	97.3	
65 years of age and older	2.9	1.7	95.4	.002
Not a high school graduate	2.3	1.7	96.0	
High school graduate	2.4	2.0	95.6	
Some college	1.6	1.7	96.8	
College Graduate	1.0	1.2	97.9	.181

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

Table 2.6 Acceptability of Tobacco Use in the Household

"Within your household, would you say that tobacco use is very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?"

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

Sample Characteristic	Very acceptable	Somewhat acceptable	Somewhat unacceptable	Very unacceptable	p
Total	10.7	16.6	15.5	57.3	
Rural	13.1	18.6	15.7	52.6	
Urban	9.9	15.9	15.4	58.7	.011
Northeast	10.5	12.5	15.6	61.3	
Midwest	11.2	19.5	15.5	53.8	
South	11.9	18.3	14.2	55.6	
West	8.4	14.2	17.4	60.0	.002
Nonsmoker	3.1	11.9	15.5	69.4	
Smoker	38.0	33.2	15.3	13.5	.000
Male	12.3	18.0	17.2	52.5	
Female	9.2	15.2	13.8	61.7	.000
White	11.5	16.7	15.8	55.9	
African American	9.1	17.8	13.6	59.5	.296
18-24 years of age	11.6	20.8	18.2	49.5	
25-44 years of age	10.3	16.2	17.2	56.4	
45-64 years of age	12.1	15.9	14.1	57.9	
65 years of age and older	8.2	14.6	11.1	66.2	.000
Not a high school graduate	18.5	19.0	13.3	49.2	
High school graduate	13.3	22.4	13.0	51.2	
Some college	12.0	16.6	16.9	54.5	
College Graduate	6.5	11.3	17.1	65.2	.000

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

Table 2.7 Smoking in Daycare Centers

"Smoking should be allowed in daycare centers. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	0.5	0.9	22.9	75.8	
Rural	0.7	1.4	25.8	72.1	
Urban	0.4	0.7	22.0	76.9	.030
Northeast	0.7	0.5	22.1	76.7	
Midwest	0.3	1.6	22.0	76.1	
South	0.7	0.6	24.1	74.5	
West	0.0	0.9	22.4	76.7	.171
Nonsmoker	0.4	0.7	19.9	78.9	
Smoker	0.6	1.5	33.6	64.3	.000
Male	0.5	1.4	27.6	70.5	
Female	0.5	0.4	18.6	80.5	.000
White	0.5	0.9	21.7	76.8	
African American	0.3	0.8	29.4	69.6	.011
18-24 years of age	0.4	0.7	22.9	76.0	
25-44 years of age	0.6	0.8	19.0	79.6	
45-64 years of age	0.3	1.1	24.2	74.3	
65 years of age and older	0.7	0.9	30.3	68.2	.001
Not a high school graduate	0.5	1.0	32.6	65.8	
High school graduate	0.6	1.2	27.6	70.6	
Some college	0.6	0.8	21.9	76.6	
College Graduate	0.3	0.7	18.1	80.9	.000

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

Table 2.8 Acceptability of Parents Smoking in Front of Children

"It is acceptable for parents to smoke in front of children. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	1.4	19.3	43.0	36.3	
Rural	1.5	20.9	45.2	32.5	
Urban	1.4	18.9	42.3	37.4	.126
Northeast	1.1	18.2	40.3	40.5	
Midwest	1.4	23.1	44.6	30.9	
South	1.6	19.3	42.7	36.4	
West	1.1	16.6	44.4	37.9	.027
Nonsmoker	0.9	13.0	44.5	41.6	
Smoker	3.3	43.1	37.5	16.1	.000
Male	2.1	22.8	46.7	28.4	
Female	0.7	16.1	39.7	43.5	.000
White	1.6	21.5	42.0	34.8	
African American	0.0	11.9	49.3	38.8	.000
18-24 years of age	0.9	18.2	43.2	37.7	
25-44 years of age	1.1	21.1	41.8	35.9	
45-64 years of age	1.6	18.8	41.8	37.9	
65 years of age and older	2.1	16.8	48.6	32.5	.163
Not a high school graduate	4.4	20.0	44.4	31.1	
High school graduate	1.3	24.3	44.5	30.0	
Some college	1.3	18.1	43.6	37.1	
College Graduate	1.1	16.4	41.0	41.5	.000

Note: 5.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.9 Should Parents Allow Children to Smoke Cigarettes?

"Parents should not allow children under the age of eighteen to smoke cigarettes. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	49.1	41.4	6.5	3.1	
Rural	44.9	46.6	5.3	3.2	
Urban	50.4	39.7	6.8	3.0	.009
Northeast	48.3	40.1	7.3	4.4	
Midwest	46.7	45.0	5.6	2.7	
South	49.8	40.7	6.8	2.6	
West	51.1	39.8	6.1	3.0	.329
Nonsmoker	51.1	40.3	5.1	3.5	
Smoker	41.9	45.3	11.2	1.5	.000
Male	43.6	45.6	7.8	3.0	
Female	54.0	37.5	5.2	3.2	.000
White	49.7	41.5	6.0	2.8	
African American	44.1	42.0	10.0	4.0	.009
18-24 years of age	46.1	41.4	9.6	2.9	
25-44 years of age	55.5	36.5	4.7	3.2	
45-64 years of age	48.2	42.8	5.9	3.2	
65 years of age and older	36.9	51.3	9.1	2.7	.163
Not a high school graduate	36.6	47.1	11.5	4.7	
High school graduate	45.1	43.3	8.8	2.7	
Some college	47.5	43.0	5.9	3.7	
College Graduate	55.4	37.7	4.3	2.6	.000

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

Table 2.10 Beliefs about Health Effects of Parent's Cigarette Smoke on Children

"Inhaling smoke from a parent's cigarette harms the health of babies and children. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	51.2	43.9	3.3	1.6	
Rural	46.8	48.6	3.3	1.3	
Urban	52.5	42.5	3.3	1.7	.041
Northeast	53.8	40.1	4.3	1.8	
Midwest	49.1	46.5	2.8	1.6	
South	49.5	45.7	3.3	1.6	
West	54.0	41.6	3.1	1.4	.348
Nonsmoker	55.2	41.5	1.8	1.5	
Smoker	36.4	53.1	8.6	1.9	.000
Male	45.7	48.3	3.9	2.0	
Female	56.2	40.0	2.6	1.1	.000
White	52.0	43.3	3.4	1.3	
African American	47.4	48.7	2.9	1.1	.271
18-24 years of age	55.9	40.1	2.2	1.8	
25-44 years of age	54.3	41.4	3.1	1.2	
45-64 years of age	51.2	43.9	3.1	1.7	
65 years of age and older	38.0	54.9	5.3	1.9	.000
Not a high school graduate	38.3	57.2	3.3	1.1	
High school graduate	46.9	47.2	4.1	1.7	
Some college	51.2	44.7	3.2	0.9	
College Graduate	57.2	38.3	2.6	1.9	.000

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

Table 2.11 Beliefs about Risk of Children Smoking if Parents are Smokers

"Children are more likely to smoke if parents are smokers. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	33.2	50.2	14.5	2.1	
Rural	27.6	53.1	17.3	2.0	
Urban	34.8	49.4	13.7	2.2	.002
Northeast	33.3	47.7	16.2	2.7	
Midwest	32.6	50.4	14.9	2.1	
South	29.8	51.7	15.7	2.7	
West	38.9	49.7	10.8	0.6	.001
Nonsmoker	36.7	50.0	11.6	1.7	
Smoker	19.8	51.1	25.2	3.9	.000
Male	31.6	51.6	15.0	1.8	
Female	34.5	48.9	14.1	2.4	.231
White	35.2	48.9	14.1	1.8	
African American	21.6	53.9	20.3	4.3	.000
18-24 years of age	31.7	52.4	12.4	3.4	
25-44 years of age	35.4	47.4	14.7	2.4	
45-64 years of age	34.9	48.3	15.2	1.6	
65 years of age and older	23.7	60.2	15.1	1.0	.000
Not a high school graduate	22.0	52.7	21.4	3.8	
High school graduate	28.6	50.5	18.6	2.4	
Some college	32.2	51.2	14.0	2.5	
College Graduate	39.4	48.6	10.7	1.3	.000

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

Table 2.12 Importance of Keeping Cigarettes out of Children's Reach

"It is important for parents who smoke to keep their cigarettes out of reach of their children. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	51.2	46.0	2.2	0.7	
Rural	45.2	50.3	2.9	1.5	
Urban	53.0	44.6	2.0	0.4	.000
Northeast	50.1	46.3	2.9	0.7	
Midwest	50.8	46.8	1.7	0.7	
South	49.6	47.0	2.4	0.9	
West	55.0	43.2	1.6	0.1	.256
Nonsmoker	53.6	44.5	1.4	0.5	
Smoker	42.5	51.3	5.0	1.2	.000
Male	46.1	50.1	3.3	0.6	
Female	55.9	42.2	1.2	0.8	.000
White	52.8	44.6	2.0	0.5	
African American	42.9	51.3	4.5	1.3	.000
18-24 years of age	52.7	44.2	1.1	2.0	
25-44 years of age	57.2	39.8	2.4	0.7	
45-64 years of age	50.1	46.9	2.6	0.4	
65 years of age and older	35.7	62.1	2.0	0.2	.000
Not a high school graduate	37.4	57.9	3.6	1.0	
High school graduate	45.6	50.0	3.2	1.1	
Some college	51.6	46.2	1.7	0.5	
College Graduate	58.0	39.9	1.6	0.5	.000

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

Table 2.13 Do Friends who are Smokers Smoke in Social Settings with Nonsmokers

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

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

Sample Characteristic	Always refrain	Sometimes refrain	Never refrain	p
Total	25.7	58.2	16.1	
Rural	29.4	52.7	18.0	
Urban	24.6	59.9	15.5	.004
Northeast	25.3	57.0	17.7	
Midwest	23.5	61.5	15.0	
South	24.2	57.4	18.4	
West	31.0	57.0	12.1	.001
Nonsmoker	26.9	58.3	14.9	
Smoker	21.6	57.9	20.5	.001
Male	22.8	59.0	18.1	
Female	28.5	57.5	14.0	.000
White	25.0	60.0	15.1	
African American	28.1	51.3	20.6	.004
18-24 years of age	18.9	58.0	23.2	
25-44 years of age	19.0	62.9	18.1	
45-64 years of age	30.0	59.4	10.6	
65 years of age and older	43.3	42.0	14.8	.000
Not a high school graduate	35.3	36.5	28.2	
High school graduate	23.7	57.5	18.9	
Some college	24.8	56.7	18.4	
College Graduate	26.3	63.7	9.9	.000

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

Table 2.14 Acceptability of Tobacco Use among Friends

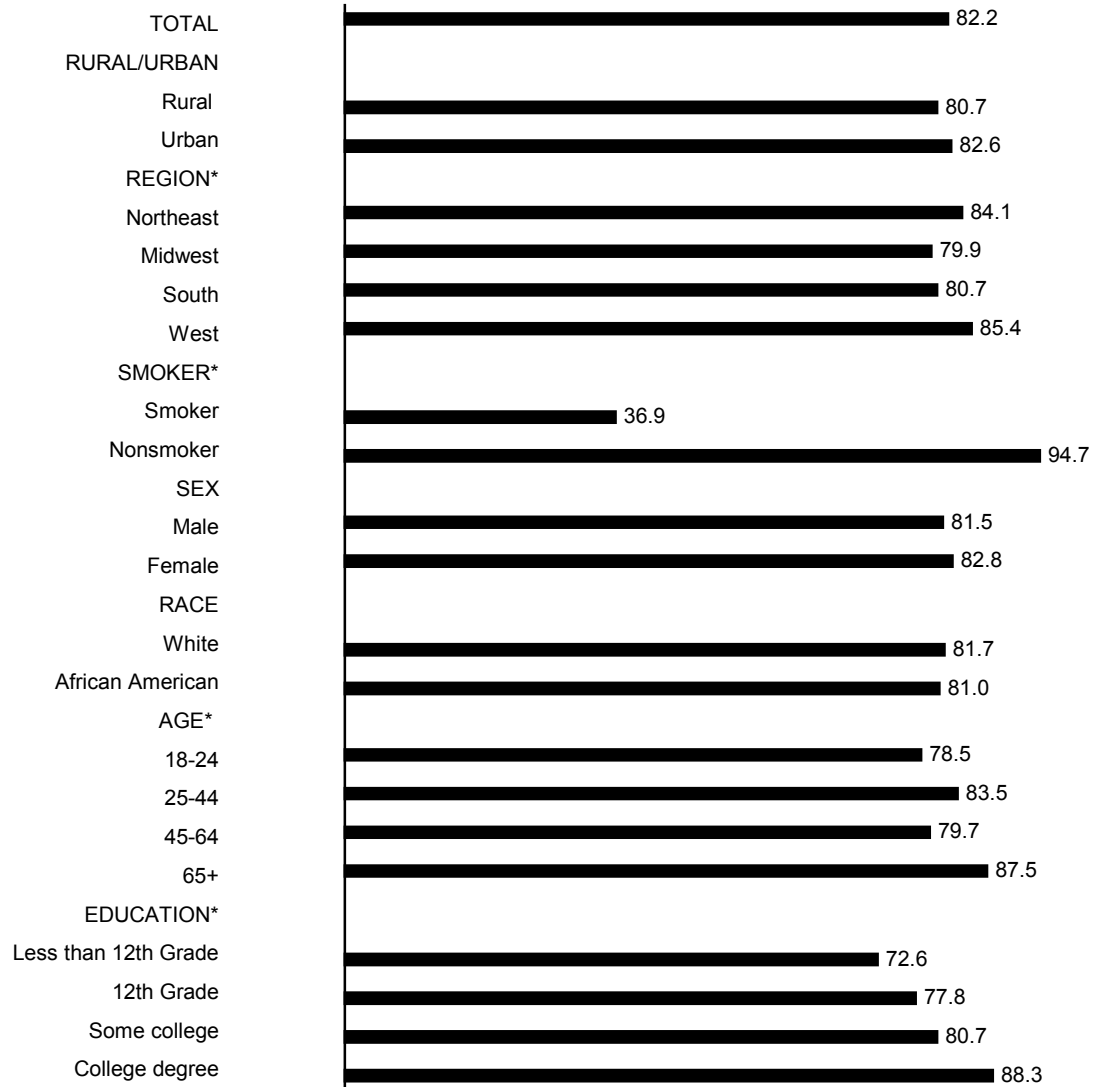
"Among your friends, would you say that tobacco use is very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?"

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

Sample Characteristic	Very acceptable	Somewhat acceptable	Somewhat unacceptable	Very unacceptable	p
Total	14.2	36.4	25.4	24.0	
Rural	17.1	37.0	22.7	23.3	
Urban	13.3	36.2	26.3	24.2	.038
Northeast	10.9	35.2	27.6	26.2	
Midwest	15.5	39.7	23.5	21.4	
South	15.2	37.6	22.1	25.0	
West	13.9	32.1	31.0	23.1	.000
Nonsmoker	8.7	33.2	29.1	29.1	
Smoker	34.3	48.0	12.3	5.4	.000
Male	16.5	40.9	24.7	18.0	
Female	11.9	32.1	26.2	29.7	.000
White	14.4	36.0	26.9	22.7	
African American	14.4	37.7	16.0	32.0	.000
18-24 years of age	24.0	40.0	18.7	17.4	
25-44 years of age	16.1	41.0	26.6	16.3	
45-64 years of age	10.0	33.0	28.5	28.5	
65 years of age and older	7.7	27.3	22.9	42.1	.000
Not a high school graduate	20.8	30.6	23.5	25.1	
High school graduate	18.4	42.8	18.0	20.9	
Some college	16.9	35.9	23.3	23.9	
College Graduate	8.1	32.7	33.2	25.9	.000

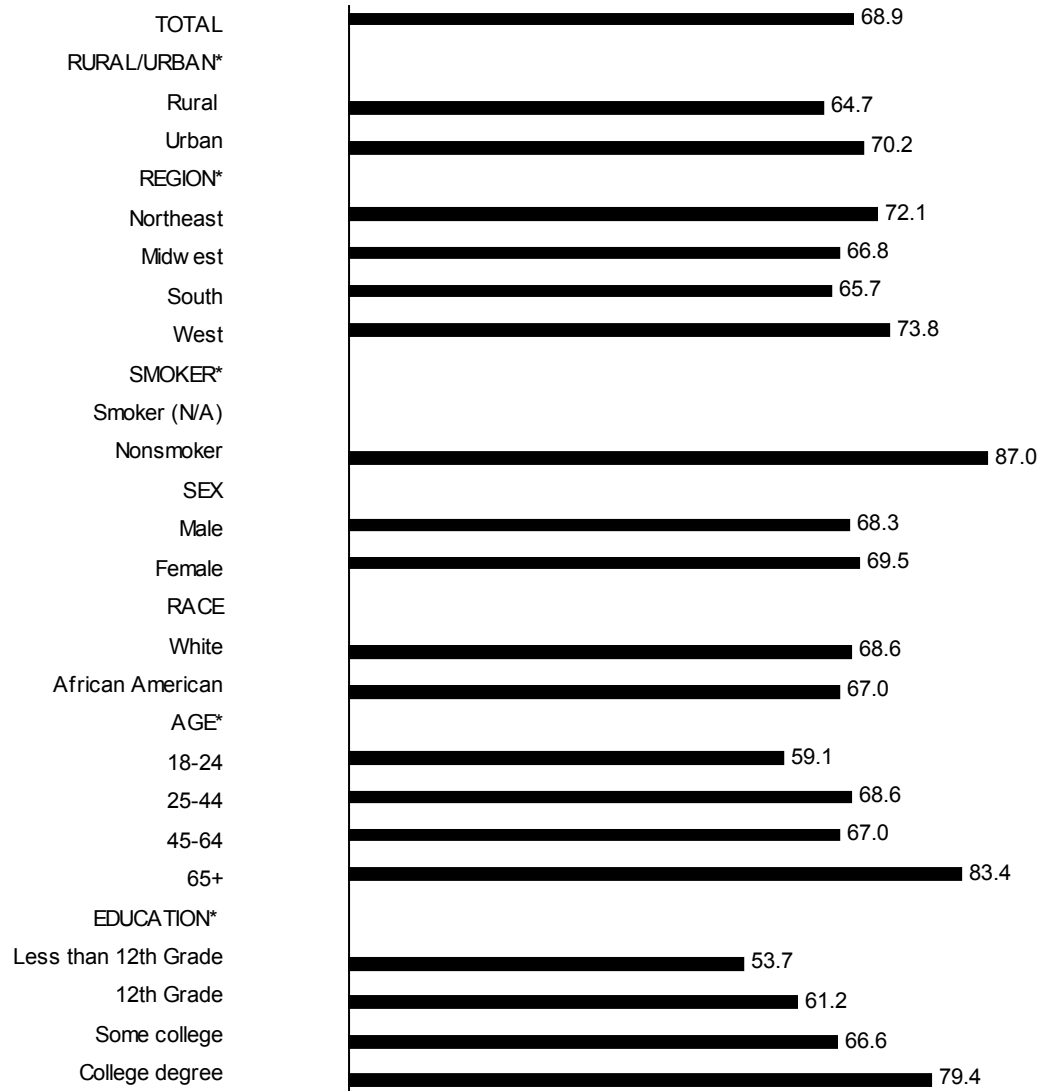
Note: 2.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Figure 2.1 Average Percent of Household Members Who are Nonsmokers



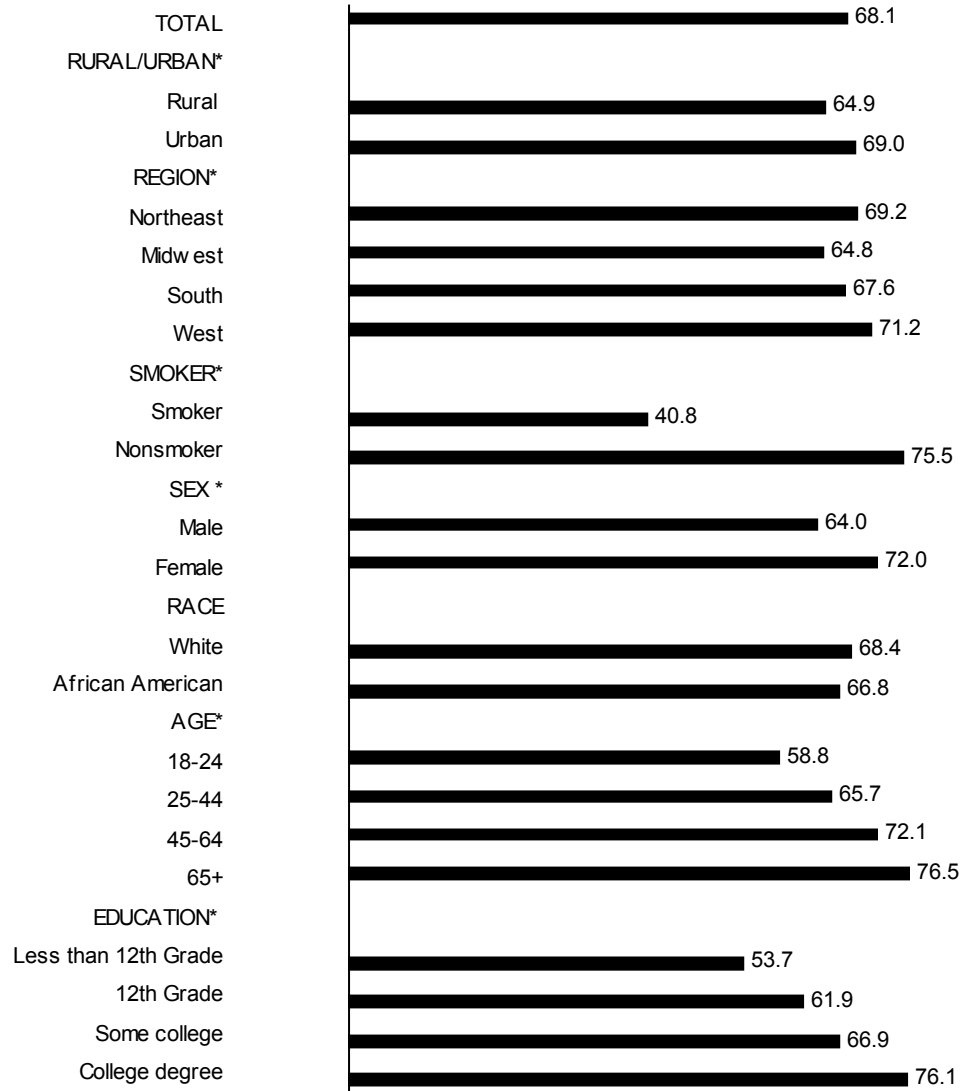
* p < .01

Figure 2.2 Percent of Respondents Who Report That No Household Members are Smokers



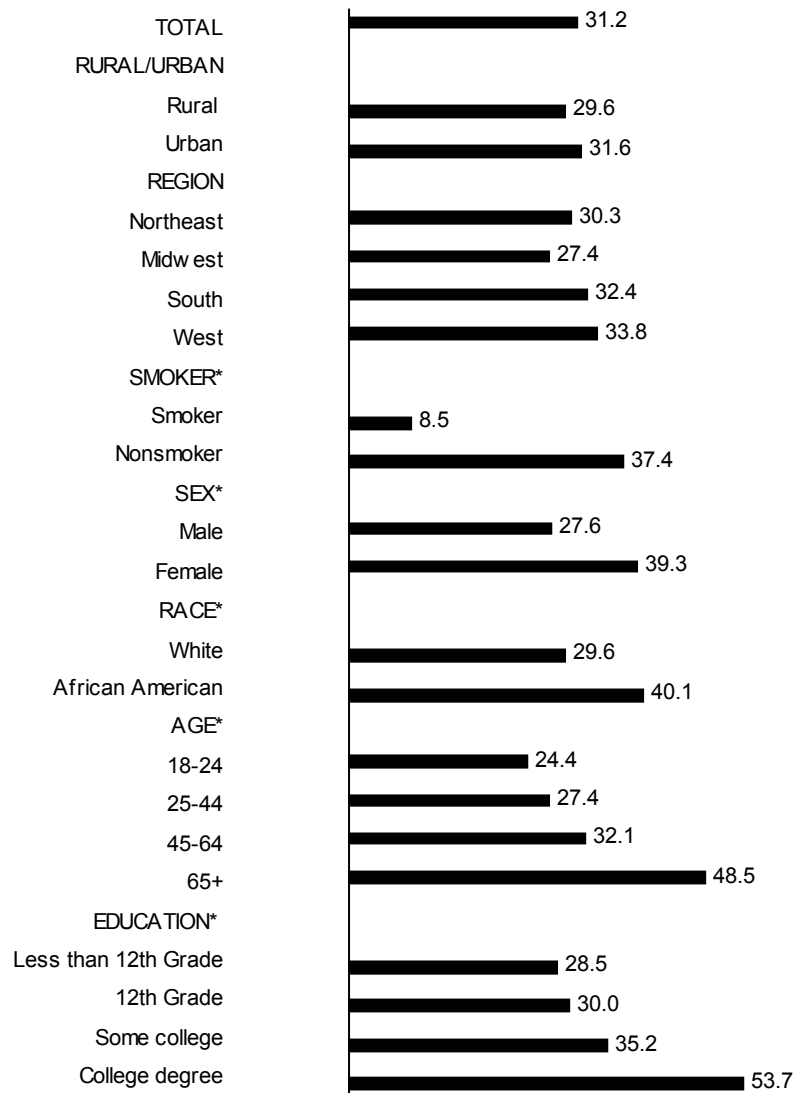
* p < .01

Figure 2.3 Average Percent of Close Friends Who are Nonsmokers



* p < .01

Figure 2.4 Percent of Respondents who Report That No Close Friends are Smokers



* p < .01

People appear to make an unfortunate distinction between youth smoking behavior and youth exposure to tobacco. While typically 90 percent of Americans support issues related to restricting youth access, there is substantially less support for restricting youth exposure to adult smokers. Aside from the obvious health risks of environmental tobacco smoke, parents who smoke increase the likelihood that their children will also smoke cigarettes. This distinction between youth use and youth exposure to tobacco is also present in the educational institution. While 90 percent of adults believe that students should not be allowed to smoke on school grounds, there is substantially less support for restricting youth exposure to tobacco logos and adult cigarette smoking on school grounds.

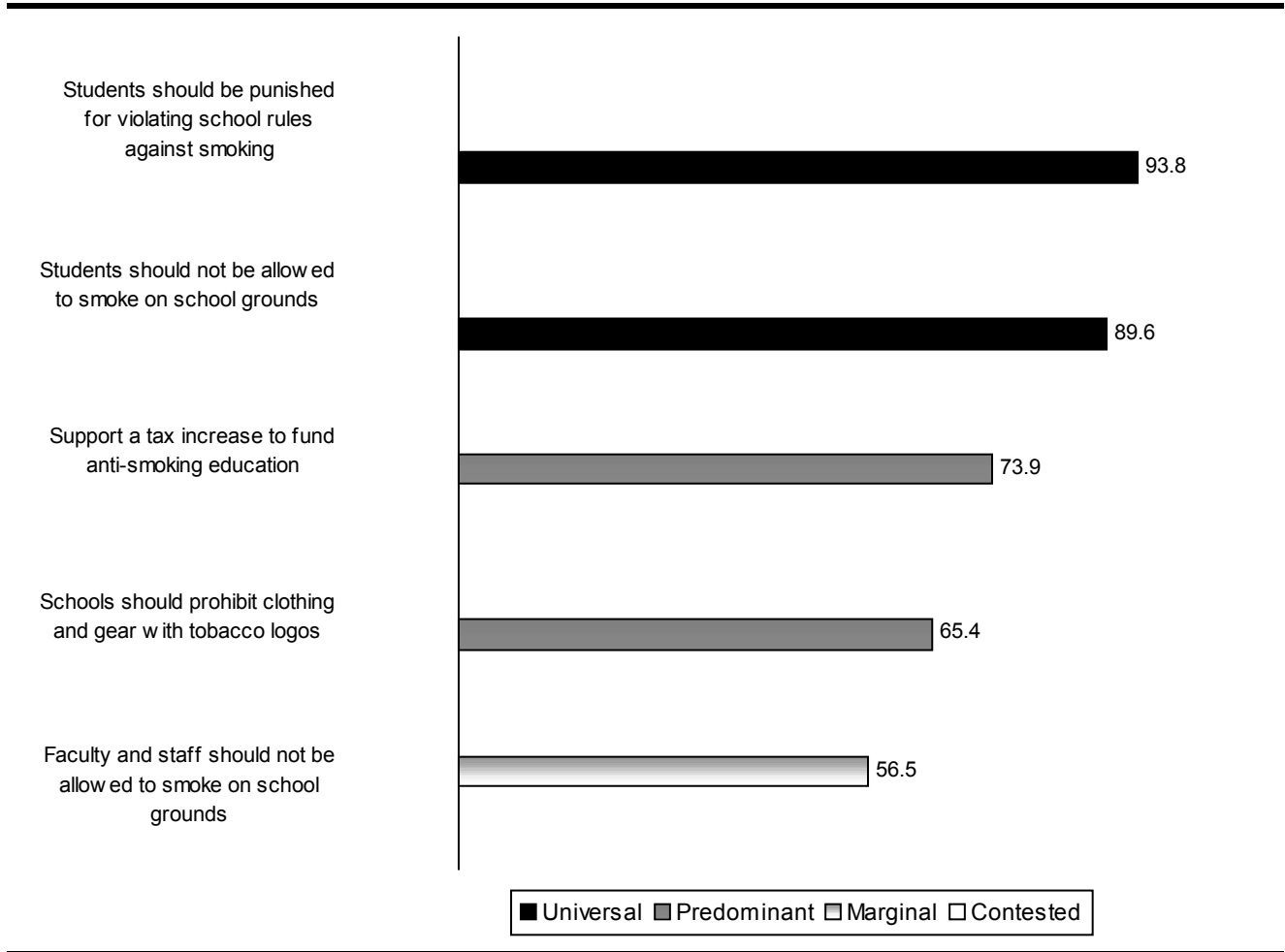
Universal Norms, Beliefs and Practices

- 196 million American adults (93.8 percent) believe that students should be punished for violating school rules against smoking
- 187 million American adults (89.6 percent) believe that students should not be allowed to smoke on school grounds

Significant Improvements from 2000 to 2001

- The percentage of American adults who believe that schools should prohibit students from wearing clothing or bringing gear with tobacco logos to school increased from 68.9 to 73.9 percent
- The percentage of American adults who believe that state taxes should be increased to fund education programs to prevent young people from starting to smoke increased from 68.9 to 73.9 percent
- The percentage of American adults who believe that students should be punished for violating school rules against smoking increased from 91.8 to 93.8 percent

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



Education: Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Education	Year	Percentage	<i>p</i>
Students should not be allowed to smoke on school grounds	2001	89.6	0.626
	2000	90.0	
Faculty and Staff should not be allowed to smoke on school grounds	2001	56.5	0.851
	2000	56.8	
Schools should prohibit clothing or gear with tobacco logos	2001	65.4	0.036
	2000	62.1	
Support a tax increase to fund anti-smoking education	2001	73.9	0.001
	2000	68.9	
Students should be punished for violating school rules against smoking	2001	93.8	0.018
	2000	91.8	

Detailed Tables

- Almost all adults believe that students should not be allowed to smoke on school grounds; however, only a slim majority believe that faculty and staff should not be allowed to smoke on school grounds.
- Most adults believe that schools should prohibit students from wearing and bringing gear with tobacco logos to school.
- In general females are more supportive to many aspects of tobacco control in the educational setting than males, and nonsmokers are typically more supportive than smokers.

Table 3.1 Student Smoking on School Grounds

"In schools, do you think that students should be allowed to smoke?"

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

Sample Characteristic	In all areas	Some, designated areas	Not allowed at all	<i>p</i>
Total	0.3	10.2	89.6	
Rural	0.3	9.2	90.5	
Urban	0.3	10.5	89.3	.594
Northeast	0.2	11.5	88.4	
Midwest	0.1	7.4	92.5	
South	0.4	10.9	88.8	
West	0.3	11.0	88.7	.167
Nonsmoker	0.2	8.4	91.4	
Smoker	0.6	16.6	82.8	.000
Male	0.3	13.5	86.1	
Female	0.1	7.0	92.9	.000
White	0.2	9.7	90.1	
African American	0.0	11.8	88.2	.278
18-24 years of age	1.1	18.4	80.5	
25-44 years of age	0.2	10.6	89.2	
45-64 years of age	0.1	8.5	91.4	
65 years of age and older	0.0	4.2	95.8	.000
Not a high school graduate	0.0	5.7	94.3	
High school graduate	0.3	10.1	89.5	
Some college	0.4	11.7	88.0	
College Graduate	0.1	9.7	90.2	.174

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

Table 3.2 Faculty and Staff Smoking on School Grounds

"In schools, do you think that faculty and staff should be allowed to smoke?"

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

Sample Characteristic	In all areas	Some, designated areas	Not allowed at all	p
Total	0.3	43.1	56.5	
Rural	0.3	39.3	60.4	.057
Urban	0.3	44.3	55.3	
Northeast	0.3	39.9	59.8	.169
Midwest	0.4	41.4	58.2	
South	0.4	43.3	56.3	
West	0.2	47.4	52.4	
Nonsmoker	0.2	37.7	62.1	.000
Smoker	0.9	62.7	36.4	
Male	0.6	49.0	50.4	.000
Female	0.1	37.6	62.3	
White	0.3	43.7	55.9	.409
African American	0.0	41.9	58.1	
18-24 years of age	0.7	44.0	55.4	.000
25-44 years of age	0.3	49.9	49.7	
45-64 years of age	0.1	41.4	58.5	
65 years of age and older	0.4	28.4	71.2	
Not a high school graduate	1.0	27.8	71.1	.000
High school graduate	0.4	41.1	58.4	
Some college	0.1	45.9	54.0	
College Graduate	0.2	45.5	56.5	

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

Table 3.3 Students Wearing Clothing with Tobacco Logos

"Schools should prohibit students from wearing clothing or bringing gear with tobacco logos to school. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	29.1	36.4	27.0	7.6	
Rural	26.3	37.5	27.3	8.9	.174
Urban	29.9	36.0	26.9	7.2	
Northeast	23.8	37.7	29.6	8.8	.068
Midwest	27.9	37.1	28.4	6.6	
South	30.4	35.9	25.4	8.2	
West	32.5	35.1	25.7	6.6	
Nonsmoker	31.0	37.3	24.7	7.0	.000
Smoker	22.1	32.9	35.4	9.7	
Male	22.7	35.8	32.3	9.2	.000
Female	35.0	36.9	22.1	6.0	
White	29.0	36.8	26.6	7.5	.770
African American	29.5	35.0	28.7	6.8	
18-24 years of age	22.6	34.8	31.1	11.5	.000
25-44 years of age	30.1	36.6	24.8	8.5	
45-64 years of age	32.7	35.3	27.2	4.8	
65 years of age and older	25.0	39.7	28.1	7.2	
Not a high school graduate	22.6	28.0	37.1	12.4	.000
High school graduate	26.3	34.3	29.6	9.8	
Some college	28.5	40.3	24.6	6.6	
College Graduate	33.0	36.8	24.6	5.7	

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

Table 3.4 Increase Taxes to Fund Anti-Smoking Education

"State tobacco taxes should be increased to fund education to prevent young people from starting to smoke. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	29.3	44.5	19.3	6.9	
Rural	25.9	47.7	19.4	7.0	
Urban	30.5	43.5	19.2	6.8	.113
Northeast	32.4	42.8	17.2	7.6	
Midwest	27.0	45.3	20.2	7.5	
South	27.7	46.3	19.9	6.2	
West	31.8	42.2	19.4	6.7	.286
Nonsmoker	33.1	47.0	15.2	4.7	
Smoker	16.1	35.7	33.8	14.4	.000
Male	25.1	43.4	23.1	8.4	
Female	33.3	45.6	15.6	5.4	.000
White	28.7	43.0	20.4	7.9	
African American	30.2	53.7	13.9	2.2	.000
18-24 years of age	31.7	46.6	16.3	5.4	
25-44 years of age	30.6	45.1	17.0	7.4	
45-64 years of age	29.9	41.3	22.5	6.4	
65 years of age and older	22.5	48.1	21.5	7.9	.002
Not a high school graduate	21.4	50.5	23.6	4.4	
High school graduate	27.0	46.4	19.2	7.4	
Some college	27.2	44.7	20.6	7.5	
College Graduate	34.4	41.5	17.7	6.4	.001

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

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

"Students should be punished for violating school rules against smoking. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	33.3	60.5	5.4	0.7	
Rural	31.0	63.7	4.8	0.6	
Urban	34.1	59.5	5.7	0.8	.223
Northeast	32.3	60.7	6.1	0.9	
Midwest	32.4	62.4	4.8	0.4	
South	33.3	60.5	5.2	1.0	
West	35.4	58.3	5.9	0.5	.709
Nonsmoker	35.6	59.2	4.6	0.6	
Smoker	25.3	65.1	8.5	1.1	.000
Male	31.2	62.6	5.2	0.9	
Female	35.4	58.5	5.6	0.6	.069
White	33.7	60.7	4.9	0.7	
African American	31.5	62.0	5.7	0.8	.781
18-24 years of age	33.3	58.1	6.5	2.0	
25-44 years of age	37.8	57.8	3.9	0.4	
45-64 years of age	31.5	62.4	5.8	0.3	
65 years of age and older	25.2	66.0	7.7	1.2	.000
Not a high school graduate	27.5	65.1	6.9	0.5	
High school graduate	33.0	60.0	6.3	0.7	
Some college	30.2	63.5	5.6	0.7	
College Graduate	37.2	57.7	4.2	0.9	.033

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

CHAPTER 4

GOVERNMENT AND POLITICAL ORDER

Youth access restrictions to tobacco products are also endorsed within the government and political institution -- 94 percent of American adults agree that stores should be penalized for the sale of tobacco products to minors. However, fewer respondents -- 76.0 percent -- agree that minors should be penalized for the possession of tobacco products. Apparently, Americans are less willing to hold minors accountable for violating tobacco laws. Although most adults support government restrictions on youth access, there is substantially less support for government regulation of tobacco. Roughly 34 percent of American adults do not believe that the government should have a role in regulating tobacco.

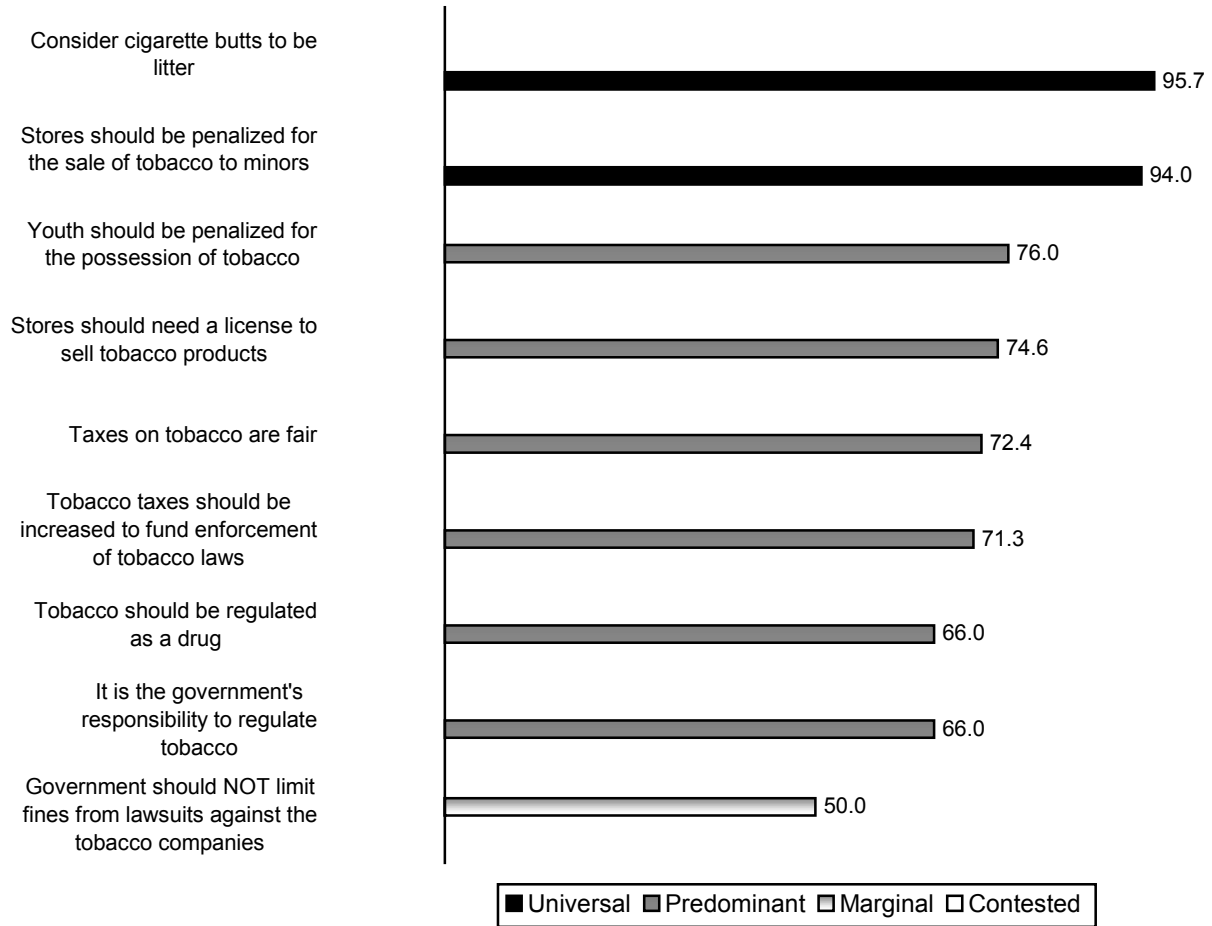
Universal Norms, Beliefs and Practices

- 200 million American adults (95.7 percent) consider cigarette butts to be litter
- 197 million American adults (94.0 percent) believe that stores should be penalized for the sale of tobacco to minors

Significant Improvements from 2000 to 2001

- The percentage of American adults who believe that store owners should need a license to sell tobacco increased from 71.5 to 74.6 percent
- The percentage of American adults who believe that state taxes should be increased to fund programs to enforce laws that prevent sales of tobacco products to minors increased from 64.7 to 71.3 percent
- The percentage of American adults who believe that taxes on tobacco are NOT unfair increased from 68.8 to 72.4 percent

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



Government and Political Order: Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Government and Political Order	Year	Percentage	<i>p</i>
Tobacco should be regulated as a drug	2001	66.0	0.149
	2000	63.7	
Stores should need a license to sell tobacco products	2001	74.6	0.028
	2000	71.5	
Tobacco taxes should be increased to fund enforcement of tobacco laws	2001	71.3	0.000
	2000	64.7	
Stores should be penalized for the sale of tobacco to minors	2001	94.0	0.388
	2000	93.4	
Youth should be penalized for the possession of tobacco	2001	76.0	0.804
	2000	75.6	
Taxes on tobacco are fair.	2001	72.4	0.015
	2000	68.8	
It is the responsibility of government to regulate tobacco	2001	66.0	0.150
	2000	63.7	
Government should NOT limit fines from lawsuits against the tobacco companies	2001	50.0	0.141
	2000	47.6	
Consider cigarette butts to be litter	2001	95.7	0.916
	2000	95.8	

Detailed Tables

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

Table 4.1 Tobacco Should Be Regulated as a Drug

"Tobacco products should be regulated as a drug by a government agency such as the Food and Drug Administration. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	22.7	43.2	24.7	9.3	
Rural	19.1	43.5	27.3	10.1	
Urban	23.9	43.1	23.9	9.1	.044
Northeast	24.0	43.3	22.0	10.7	
Midwest	19.5	47.4	23.8	9.3	
South	22.4	43.6	25.7	8.4	
West	25.6	38.3	26.7	9.5	.043
Nonsmoker	25.6	45.5	22.3	6.5	
Smoker	12.5	35.1	33.3	19.1	.000
Male	19.7	41.2	28.5	10.6	
Female	25.6	44.9	21.3	8.1	.000
White	21.7	41.6	26.0	10.7	
African American	27.3	51.7	18.2	2.8	.000
18-24 years of age	22.2	49.3	20.1	8.3	
25-44 years of age	23.8	44.2	23.2	8.7	
45-64 years of age	23.9	37.3	28.2	10.6	
65 years of age and older	17.6	47.1	26.1	9.2	.000
Not a high school graduate	16.0	53.3	23.1	7.7	
High school graduate	21.8	44.4	24.7	9.1	
Some college	21.6	44.3	25.2	8.9	
College Graduate	24.9	39.7	25.1	10.2	.078

Note: 7.1 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 4.2 Tobacco Licensing

"Store owners should need a license to sell tobacco, just like they do to sell alcohol. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	24.8	49.8	20.9	4.5	
Rural	21.9	52.1	21.2	4.7	.244
Urban	25.7	49.1	20.8	4.5	
Northeast	24.1	47.3	23.4	5.3	.350
Midwest	23.6	52.0	19.6	4.8	
South	25.3	51.0	20.2	3.5	
West	26.0	47.7	21.1	5.2	
Nonsmoker	27.3	50.8	18.2	3.7	.000
Smoker	16.0	46.1	30.4	7.5	
Male	20.8	49.8	23.8	5.7	.000
Female	28.6	49.7	18.2	3.5	
White	24.0	48.5	22.5	5.0	.000
African American	27.4	56.7	13.4	2.4	
18-24 years of age	26.2	54.4	15.7	3.8	.001
25-44 years of age	26.5	49.4	19.5	4.6	
45-64 years of age	23.7	46.3	24.8	5.2	
65 years of age and older	21.1	54.0	21.6	3.3	
Not a high school graduate	19.0	62.0	16.8	2.2	.014
High school graduate	26.3	49.8	20.0	3.8	
Some college	22.7	50.7	22.1	4.6	
College Graduate	25.7	46.8	22.0	5.5	

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

Table 4.3 Increased Taxes to Fund Enforcement of Tobacco Laws

"State tobacco taxes should be increased to fund programs to enforce laws that prevent sales of tobacco to minors. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	23.5	47.8	21.7	7.0	
Rural	19.2	50.3	22.9	7.5	.025
Urban	24.8	47.1	21.2	6.9	
Northeast	24.6	49.6	18.6	7.2	.374
Midwest	21.0	48.0	23.2	7.9	
South	24.2	48.0	21.8	5.9	
West	24.2	45.8	22.3	7.7	
Nonsmoker	26.7	51.3	17.5	4.5	.000
Smoker	12.1	35.3	36.7	16.0	
Male	19.2	45.6	26.4	8.8	.000
Female	27.5	49.9	17.2	5.4	
White	22.7	46.2	23.3	7.8	.000
African American	26.6	54.2	14.6	4.3	
18-24 years of age	23.4	53.4	18.7	4.5	.000
25-44 years of age	26.4	47.8	19.3	6.5	
45-64 years of age	23.3	43.8	25.1	7.7	
65 years of age and older	16.3	51.2	23.3	9.3	
Not a high school graduate	21.1	49.2	24.3	5.4	.094
High school graduate	22.6	47.7	22.8	7.0	
Some college	20.5	50.9	21.3	7.3	
College Graduate	26.9	45.0	20.9	7.2	

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

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

"Stores should be penalized for the sale of tobacco products to persons under the age of 18. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	39.8	54.3	4.8	1.2	
Rural	34.2	59.0	5.0	1.8	
Urban	41.5	52.8	4.7	1.0	.003
Northeast	38.9	54.7	3.6	2.8	
Midwest	38.4	55.6	4.7	1.3	
South	40.8	54.0	4.6	0.6	
West	40.5	52.9	5.9	0.8	.017
Nonsmoker	42.0	53.0	4.0	1.0	
Smoker	31.7	58.9	7.6	1.8	.000
Male	36.1	56.5	5.6	1.7	
Female	43.2	52.1	4.0	0.8	.000
White	40.0	54.2	4.7	1.2	
African American	40.2	53.8	5.5	0.5	.610
18-24 years of age	41.7	53.2	3.5	1.5	
25-44 years of age	42.7	52.3	4.0	1.0	
45-64 years of age	40.5	53.4	5.0	1.0	
65 years of age and older	28.1	62.6	7.5	1.8	.000
Not a high school graduate	36.5	54.7	7.3	1.6	
High school graduate	36.1	56.1	6.3	1.5	
Some college	39.3	55.5	4.5	0.7	
College Graduate	43.3	51.9	3.4	1.4	.007

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

Table 4.5 Possession of Tobacco by Minors

"Persons under the age of 18 should be penalized for the possession of tobacco products. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	20.9	55.1	21.3	2.7	
Rural	19.9	58.2	19.2	2.7	
Urban	21.1	54.2	22.0	2.7	.295
Northeast	17.4	51.2	26.6	4.9	
Midwest	20.6	60.4	16.8	2.2	
South	22.3	53.8	21.6	2.3	
West	21.9	55.1	21.1	1.9	.000
Nonsmoker	22.7	56.0	19.2	2.0	
Smoker	14.2	51.9	28.8	5.1	.000
Male	17.9	55.8	23.5	2.8	
Female	23.7	54.4	19.2	2.7	.000
White	20.0	55.8	21.5	2.7	
African American	26.1	51.3	21.5	1.1	.025
18-24 years of age	24.2	52.2	20.6	3.0	
25-44 years of age	22.6	58.1	16.9	2.4	
45-64 years of age	19.5	50.8	26.8	2.9	
65 years of age and older	15.5	59.5	22.1	2.9	.000
Not a high school graduate	22.6	55.9	18.6	2.8	
High school graduate	20.4	56.2	20.7	2.7	
Some college	19.5	57.6	20.8	2.1	
College Graduate	22.1	52.1	22.6	3.2	.503

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

Table 4.6 Are Taxes on Tobacco Fair

"Taxes on tobacco are unfair. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	7.1	20.5	51.3	21.1	
Rural	8.0	23.6	51.1	17.4	.012
Urban	6.8	19.6	51.3	22.3	
Northeast	7.7	18.1	53.3	20.8	.281
Midwest	6.8	19.7	53.9	19.7	
South	7.3	23.0	48.5	21.2	
West	6.2	19.4	51.4	22.9	
Nonsmoker	3.7	14.8	55.9	25.5	.000
Smoker	18.8	40.8	34.9	5.5	
Male	7.7	24.0	49.0	19.2	.000
Female	6.4	17.1	53.5	23.0	
White	7.6	19.8	51.0	21.7	.002
African American	4.3	26.7	52.3	16.7	
18-24 years of age	6.0	23.4	49.4	21.1	.023
25-44 years of age	7.4	19.5	49.8	23.4	
45-64 years of age	7.3	21.2	50.3	21.1	
65 years of age and older	6.9	18.7	59.0	15.4	
Not a high school graduate	10.1	33.7	42.7	13.5	.000
High school graduate	8.9	25.3	47.0	18.8	
Some college	7.6	19.8	56.7	15.9	
College Graduate	4.6	15.3	52.1	28.1	

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

Table 4.7 Government Responsibility

"It is the responsibility of the government to regulate tobacco. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	13.5	52.5	25.8	8.2	
Rural	10.5	52.6	28.3	8.7	.046
Urban	14.4	52.4	25.1	8.0	
Northeast	14.1	53.0	24.1	8.8	.196
Midwest	10.3	53.6	26.5	9.6	
South	13.8	52.5	26.5	7.2	
West	15.8	50.7	25.8	7.7	
Nonsmoker	15.1	55.9	22.9	6.1	.000
Smoker	7.8	40.4	36.1	15.7	
Male	12.6	51.9	26.5	9.0	.254
Female	14.3	53.0	25.3	7.4	
White	12.7	51.3	26.8	9.2	.000
African American	15.9	59.1	21.7	3.3	
18-24 years of age	14.2	60.7	19.1	6.0	.000
25-44 years of age	14.2	54.6	23.6	7.6	
45-64 years of age	13.4	47.0	29.7	9.8	
65 years of age and older	10.8	49.9	31.0	8.4	
Not a high school graduate	7.9	59.3	23.7	9.0	.005
High school graduate	13.3	49.1	29.2	8.4	
Some college	11.4	52.6	27.6	8.5	
College Graduate	15.9	53.5	22.6	8.0	

Note: 8.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 4.8 Lawsuit Limit Against Tobacco Companies

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

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	10.7	39.3	36.6	13.4	
Rural	11.4	40.0	38.3	10.3	.056
Urban	10.5	39.1	36.0	14.4	
Northeast	10.4	35.9	39.9	13.8	.290
Midwest	11.6	39.2	37.7	11.5	
South	10.5	41.4	35.2	13.0	
West	10.2	39.0	35.0	15.8	
Nonsmoker	10.0	37.8	37.8	14.3	.000
Smoker	12.9	44.9	31.9	10.3	
Male	10.5	40.1	35.6	13.8	.703
Female	10.9	38.6	37.5	13.1	
White	11.4	39.4	36.1	13.1	.118
African American	7.3	40.4	36.8	15.5	
18-24 years of age	10.1	39.1	37.9	12.9	.212
25-44 years of age	11.0	40.8	35.4	12.7	
45-64 years of age	11.7	37.5	35.4	15.4	
65 years of age and older	8.1	39.7	40.8	11.4	
Not a high school graduate	8.4	41.3	40.1	10.2	.000
High school graduate	12.8	45.4	30.9	11.0	
Some college	11.2	37.9	38.5	12.4	
College Graduate	8.9	35.1	39.4	16.7	

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

Table 4.9 Cigarettes Butts as Litter

"I consider cigarette butts to be litter. 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	42.3	53.5	3.9	0.4	
Rural	39.9	56.3	3.7	0.1	.206
Urban	43.0	52.6	3.9	0.5	
Northeast	41.0	55.2	3.3	0.5	.372
Midwest	39.8	55.3	4.4	0.6	
South	42.0	53.7	4.0	0.4	
West	46.5	49.7	3.6	0.2	
Nonsmoker	46.5	50.8	2.5	0.3	.000
Smoker	27.1	63.2	8.9	0.9	
Male	37.5	56.7	5.3	0.5	.000
Female	46.7	50.4	2.5	0.4	
White	43.4	52.6	3.6	0.4	.012
African American	35.8	58.9	5.3	0.0	
18-24 years of age	37.2	54.3	8.1	0.4	.000
25-44 years of age	43.0	53.0	3.5	0.6	
45-64 years of age	44.7	52.5	2.5	0.3	
65 years of age and older	40.3	55.8	3.8	0.2	
Not a high school graduate	38.7	52.1	7.7	1.5	.000
High school graduate	38.8	56.0	4.8	0.4	
Some college	40.1	55.7	3.6	0.6	
College Graduate	47.3	49.8	2.8	0.1	

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

Although the tobacco control movement has had success in the work site, slightly less than one-third of American adults report that they do not work in a smokefree work site. That is, approximately 43 million adults are potentially exposed to second-hand smoke at their place of employment. Slightly more than half of respondents report that tobacco use is acceptable among their co-workers. Moreover, American adults report that, on average, 41.3 percent of their co-workers are smokers; yet only 23.6 percent report that their employer offers a smoking cessation program.

Universal Norms, Beliefs and Practices

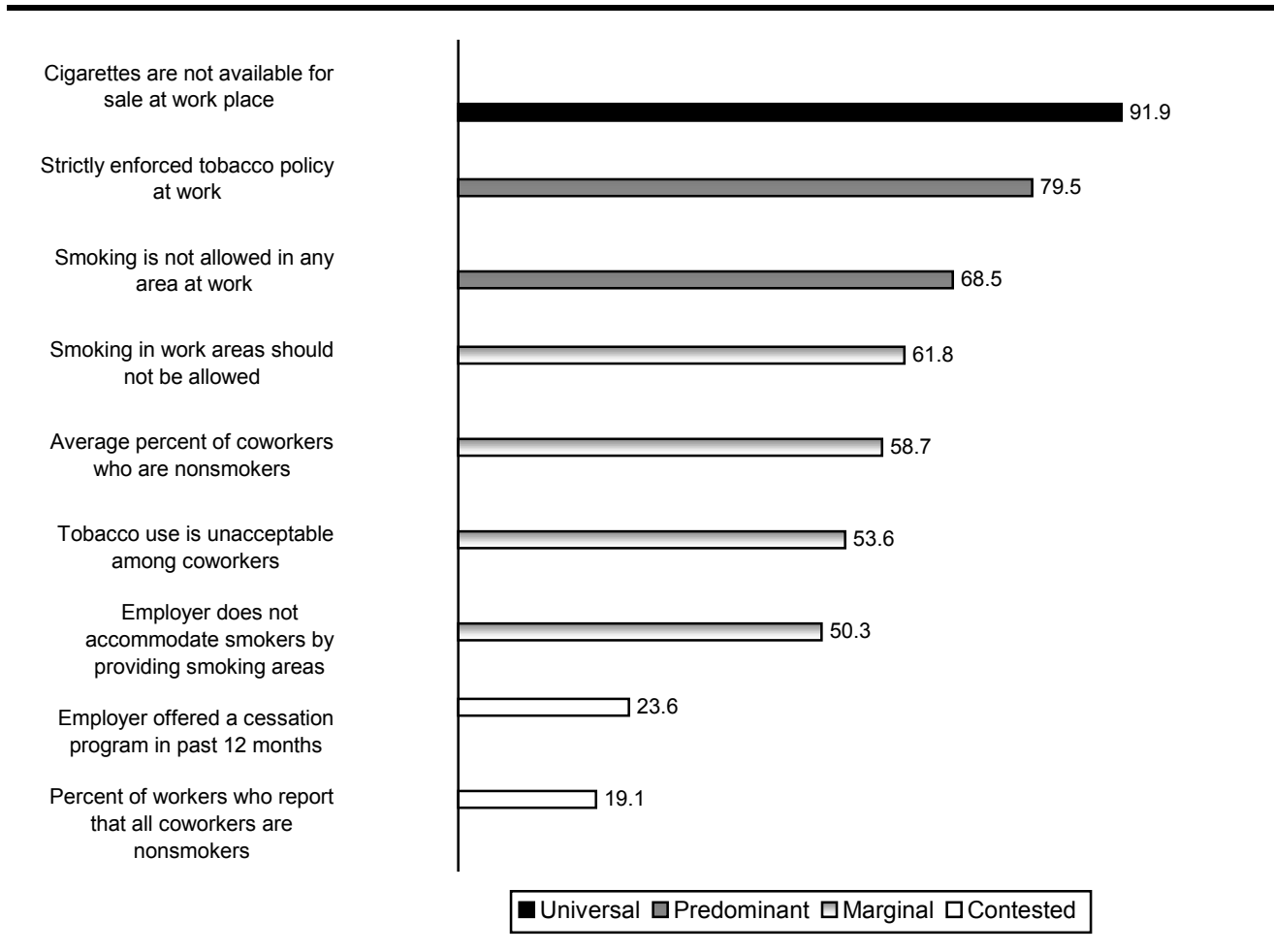
- 127 million American adult workers¹ (91.9 percent) report that cigarettes are not available for sale at work place

Significant Improvements from 2000 to 2001

- The percentage of American adults who believe that smoking should not be allowed in indoor work areas increased from 57.8 to 61.8 percent

¹ These numbers are based upon the Bureau of Labor Statistics 1998 estimates of the civilian labor force for people 16 years and older. Because these estimates include people 16 and 17 years of age these numbers may be slightly inflated.

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



Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Work	Year	Percentage	<i>p</i>
Smoking in work areas should not be allowed	2001	61.8	<i>0.010</i>
	2000	57.8	
Tobacco use is unacceptable at work place	2001	53.6	0.946
	2000	53.8	
Smoking is not allowed in any area at work	2001	68.5	0.137
	2000	65.7	
Strictly enforced tobacco policy at work	2001	79.5	0.408
	2000	78.0	
Employer does not accommodate smokers	2001	50.3	0.130
	2000	53.4	
Cigarettes are not available for sale at work place	2001	91.9	0.989
	2000	91.9	
Employer offered cessation program in past 12 months	2001	23.6	0.790
	2000	23.2	

Detailed Tables

- Almost two-thirds of American adults believe that smoking should be restricted in all indoor work areas; although smokers are less supportive of restrictions than nonsmokers and males are less supportive than females.
- Less than a third of employed adults reported that smoking is very unacceptable among their coworkers. However, there is substantial variation across populations on this issue.
- More than two-thirds of employed adults reported that their employer does not allow smoking in any indoor work area. Again, there is substantial variation across populations.

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	0.4	37.7	61.8	
Rural	0.3	41.1	58.6	.081
Urban	0.5	36.7	62.8	
Northeast	0.7	35.3	64.0	.000
Midwest	0.1	43.9	55.9	
South	0.7	40.0	59.3	
West	0.2	29.4	70.4	
Nonsmoker	0.2	29.2	70.6	.000
Smoker	1.3	68.0	30.6	
Male	0.8	43.0	56.2	.000
Female	0.1	32.7	67.2	
White	0.4	38.3	61.3	.388
African American	0.0	37.3	62.7	
18-24 years of age	1.1	41.0	57.9	.004
25-44 years of age	0.3	40.4	59.3	
45-64 years of age	0.2	34.6	65.2	
65 years of age and older	0.4	34.0	65.6	
Not a high school graduate	0.5	41.5	58.0	.000
High school graduate	0.8	44.7	54.5	
Some college	0.4	39.4	60.3	
College Graduate	0.3	29.7	70.0	

Note: 0.6 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

Table 5.2 Acceptability of Tobacco Use Among Coworkers

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

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

Sample Characteristic	Very acceptable	Somewhat acceptable	Somewhat unacceptable	Very unacceptable	p
Total	13.4	33.0	23.8	29.8	
Rural	15.7	37.5	18.3	28.5	
Urban	12.7	31.7	25.4	30.2	.005
Northeast	12.7	27.8	27.3	32.2	
Midwest	14.8	35.6	23.3	26.3	
South	14.5	37.4	21.8	26.3	
West	11.2	27.5	24.7	36.6	.000
Nonsmoker	10.1	30.0	25.7	34.2	
Smoker	24.5	43.1	17.4	14.9	.000
Male	14.8	38.3	24.8	22.2	
Female	11.8	26.9	22.8	38.5	.000
White	13.6	31.7	25.2	29.6	
African American	13.8	44.0	15.1	27.2	.000
18-24 years of age	23.8	40.5	16.3	19.4	
25-44 years of age	14.5	34.6	25.2	25.7	
45-64 years of age	7.8	27.8	25.2	39.2	
65 years of age and older	14.0	34.9	14.0	37.2	.000
Not a high school graduate	18.2	39.0	20.8	22.1	
High school graduate	19.9	38.6	16.7	24.9	
Some college	14.6	38.1	22.1	25.1	
College Graduate	7.9	26.5	29.2	36.4	.000

Note: 37.2 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

Table 5.3 Employer Smoking Policy

“Which of the following best describes your place of work’s official smoking policy for indoor work areas?”

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

Sample Characteristic	Smoking is not allowed in any area	It is allowed in some areas	It is allowed in all areas	There is no official policy	p
Total	68.5	20.8	2.0	8.8	
Rural	60.9	23.9	3.0	12.2	
Urban	40.6	19.9	1.6	7.8	.001
Northeast	70.2	21.5	1.3	7.1	
Midwest	63.3	25.3	2.3	9.0	
South	65.1	22.6	3.2	9.1	
West	77.6	12.8	0.2	9.4	.000
Nonsmoker	72.6	17.6	1.4	8.4	
Smoker	54.2	31.8	3.9	10.1	.000
Male	62.8	23.6	2.3	11.2	
Female	74.8	17.7	1.5	6.0	.000
White	69.0	19.8	2.2	9.1	
African American	63.3	29.5	0.8	6.3	.003
18-24 years of age	60.5	24.9	3.2	11.5	
25-44 years of age	68.3	20.4	1.7	9.6	
45-64 years of age	72.7	19.3	1.5	6.5	
65 years of age and older	54.5	29.5	6.8	9.1	.003
Not a high school graduate	44.9	32.1	9.0	14.1	
High school graduate	55.8	28.1	3.4	12.7	
Some college	68.0	20.0	1.6	10.4	
College Graduate	79.1	15.6	0.6	4.7	.000

Note: 36.7 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

Table 5.4 Enforcement of Smoking Policy

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

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

Sample Characteristic	Not enforced at all	Poorly enforced	Somewhat enforced	Strictly enforced	p
Total	1.8	3.1	15.5	79.0	
Rural	2.5	3.6	14.6	78.5	
Urban	1.7	3.0	15.7	79.1	.716
Northeast	3.4	2.6	13.1	80.3	
Midwest	2.1	4.2	18.6	74.6	
South	1.0	2.8	15.9	79.6	
West	1.3	2.8	14.4	81.0	.206
Nonsmoker	1.5	2.6	15.1	80.2	
Smoker	2.7	4.8	17.0	74.7	.071
Male	2.6	3.8	18.2	74.8	
Female	1.0	2.3	12.8	83.5	.000
White	1.9	3.2	15.5	78.8	
African American	0.9	3.6	16.7	78.7	.597
18-24 years of age	0.9	3.7	21.2	74.2	
25-44 years of age	2.3	3.2	16.2	77.6	
45-64 years of age	1.3	2.9	12.2	82.6	
65 years of age and older	5.3	0.0	21.1	71.1	.025
Not a high school graduate	1.7	3.3	10.0	81.7	
High school graduate	2.6	4.3	17.3	75.3	
Some college	1.6	4.0	17.6	76.1	
College Graduate	1.3	2.0	14.0	82.3	.019

Note: 43.5 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

Table 5.5 Employer Accommodation of Smokers

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

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

Sample Characteristic	Yes	No	p
Total	49.7	50.3	
Rural	51.8	48.2	
Urban	49.1	50.9	.324
Northeast	48.7	51.3	
Midwest	51.3	48.7	
South	53.9	46.1	
West	42.4	57.6	.002
Nonsmoker	48.8	51.2	
Smoker	52.5	47.5	.173
Male	52.2	47.8	
Female	46.8	53.2	.017
White	48.3	51.7	
African American	57.6	42.4	.008
18-24 years of age	52.6	47.4	
25-44 years of age	48.5	51.5	
45-64 years of age	51.5	48.5	
65 years of age and older	30.2	69.8	.032
Not a high school graduate	48.1	51.9	
High school graduate	51.6	48.4	
Some college	49.1	50.9	
College Graduate	48.6	51.4	.741

Note: 37.4 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

Table 5.6 Availability of Cigarettes for Sale at Work

“Are cigarettes for sale at your work place?”

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

Sample Characteristic	Yes	No	p
Total	8.1	91.9	
Rural	7.4	92.6	
Urban	8.3	91.7	.515
Northeast	9.8	90.2	
Midwest	8.3	91.7	
South	8.8	91.2	
West	5.1	94.9	.064
Nonsmoker	6.7	93.3	
Smoker	12.9	87.1	.000
Male	8.7	91.3	
Female	7.5	92.5	.360
White	7.0	93.0	
African American	15.2	84.8	.000
18-24 years of age	11.4	88.6	
25-44 years of age	7.3	92.7	
45-64 years of age	7.8	92.2	
65 years of age and older	9.3	90.7	.197
Not a high school graduate	10.3	89.7	
High school graduate	10.5	89.5	
Some college	8.7	91.3	
College Graduate	5.3	94.7	.005

Note: 37.2 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Table 5.7 Employer Cessation Program

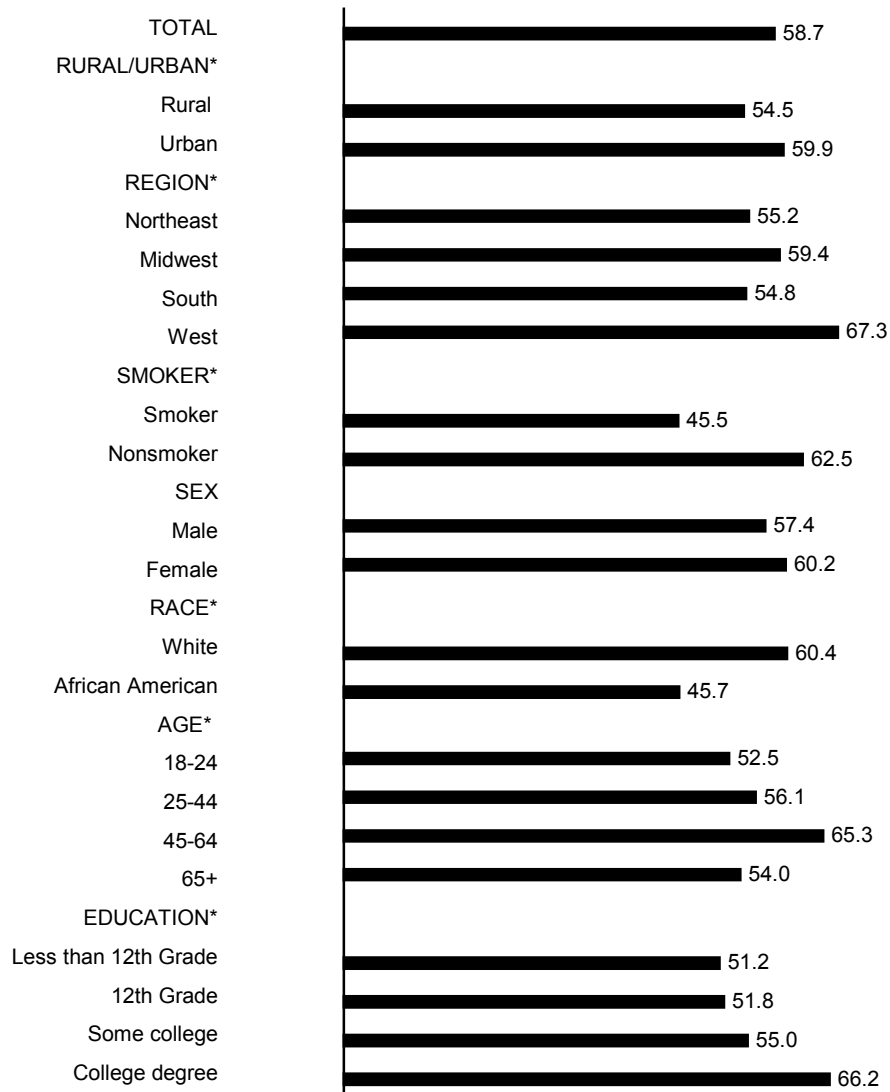
“Within the past 12 months, has your employer offered any stop smoking programs or any other help to employees who want to quit smoking?”

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

Sample Characteristic	Yes	No	p
Total	23.6	76.4	
Rural	18.3	81.7	
Urban	25.1	74.9	.005
Northeast	28.3	71.7	
Midwest	23.6	76.4	
South	21.2	78.8	
West	23.6	76.4	.089
Nonsmoker	24.2	75.8	
Smoker	21.9	78.1	.326
Male	24.5	75.5	
Female	22.6	77.4	.344
White	22.9	77.1	
African American	25.8	74.2	.344
18-24 years of age	18.4	81.6	
25-44 years of age	24.6	75.4	
45-64 years of age	25.8	74.2	
65 years of age and older	4.5	95.5	.002
Not a high school graduate	8.3	91.7	
High school graduate	23.0	77.0	
Some college	22.8	77.2	
College Graduate	25.9	74.1	.008

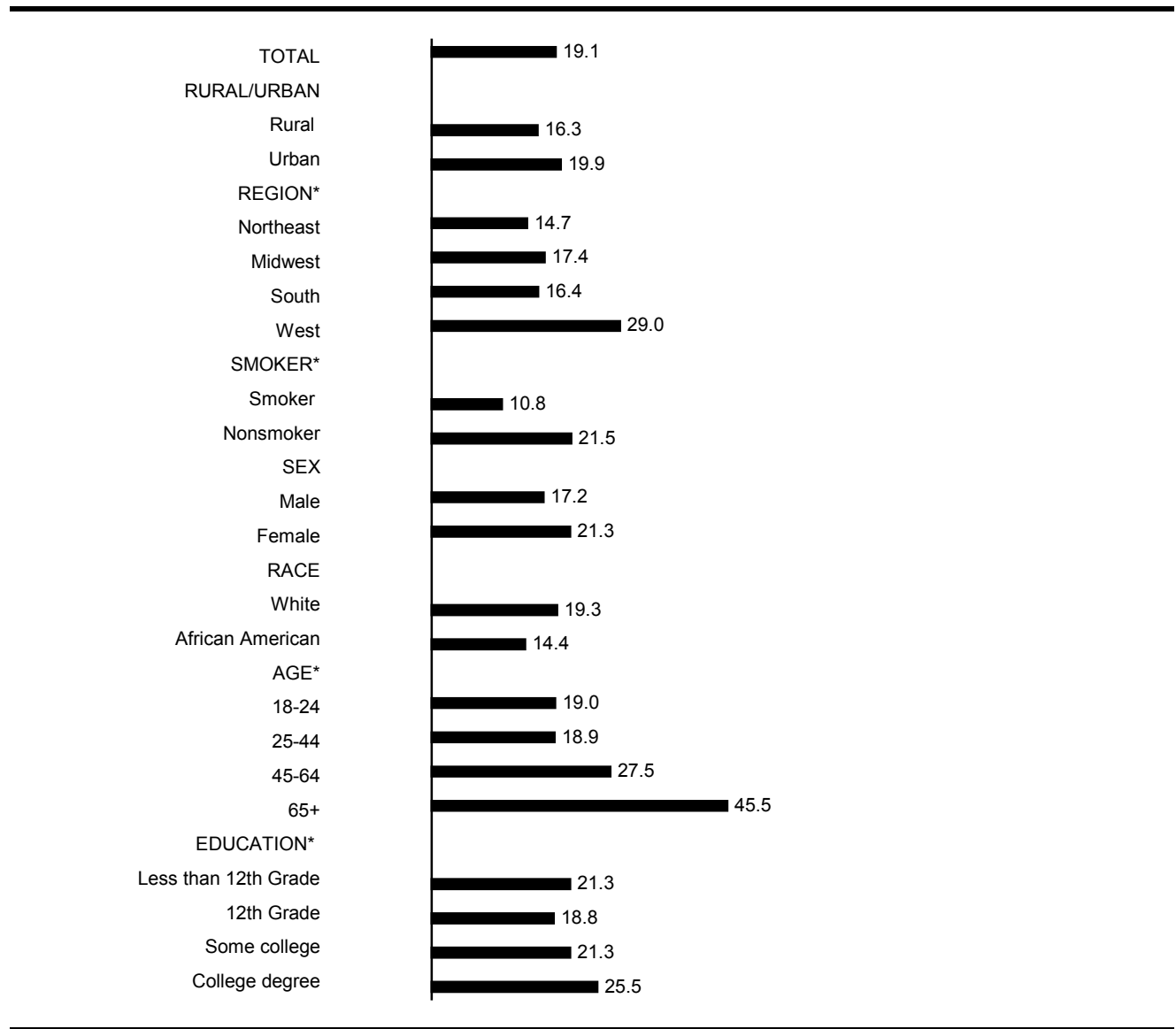
Note: 40.9 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Figure 5.1 Average Percent of Coworkers Who are Nonsmokers



p < .01

Figure 5.2 Percent of Respondents who Report That No Coworkers are Smokers



p < .01

Tobacco use has been identified as the number one cause of death in the United States, accounting for as much as 20 percent of American deaths. Most Americans have apparently identified smoking as being dangerous to their health. More than 98 percent reported that cigarette smoking was either very dangerous or somewhat dangerous. The softness in this otherwise encouraging finding is that about 18 percent qualified their response by indicating that Americans number one cause of death was “somewhat dangerous.” Also, there was a tendency to view chewing tobacco, cigars, and snuff as having lower health risks. However, relatively few Americans tended to believe tobacco companies in their claims that tobacco is not harmful to health, that nicotine is not addictive, and that second-hand smoke is not harmful to health.

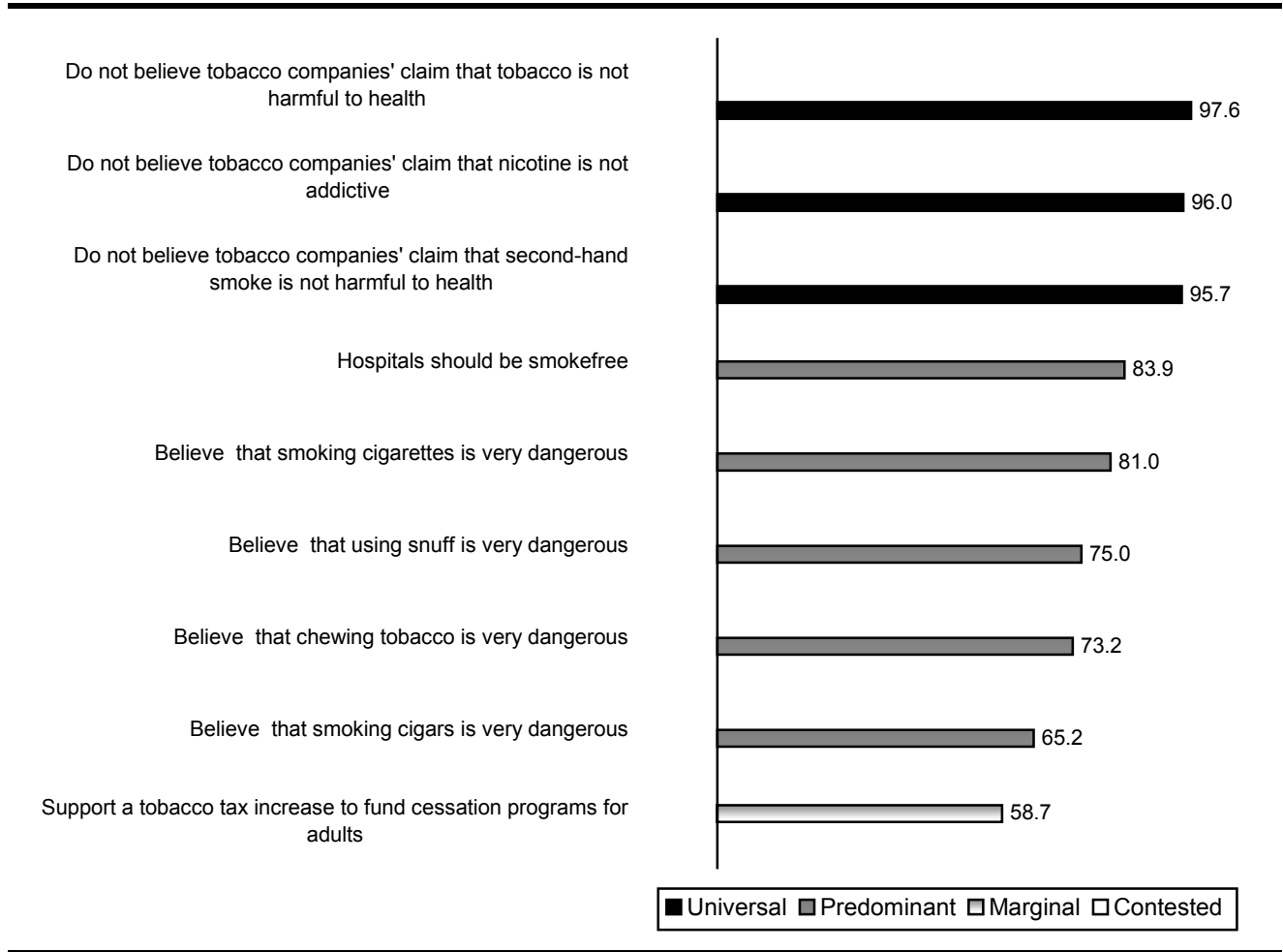
Universal Norms, Beliefs and Practices

- 204 million American adults (97.6 percent) do NOT believe the tobacco companies’ claim that tobacco is not harmful to health
- 201 million American adults (96.0 percent) do NOT believe the tobacco companies’ claim that nicotine is not addictive
- 200 million American adults (95.7 percent) do NOT believe the tobacco companies’ claim that second hand smoke is not harmful to health

Significant Improvements from 2000 to 2001

- The percentage of American adults who believe that hospitals should be smokefree increased from 74.3 to 83.9 percent

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



Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Health and Medical Care	Year	Percentage	p
Hospitals should be smokefree	2001	83.9	0.000
	2000	74.3	
Support a tobacco tax increase to fund cessation programs for adults	2001	58.7	0.380
	2000	57.3	
Do not believe tobacco companies' claim that nicotine is not addictive	2001	96.0	0.605
	2000	96.4	
Do not believe tobacco companies' claim that tobacco is not harmful to health	2001	97.6	0.097
	2000	98.3	
Do not believe tobacco companies' claim that ETS is not harmful to health	2001	95.7	0.279
	2000	96.4	
Believe that chewing tobacco is very dangerous	2001	73.2	0.212
	2000	71.4	
Believe that smoking cigarettes is very dangerous	2001	81.0	0.102
	2000	79.0	
Believe that using snuff is very dangerous	2001	75.0	0.092
	2000	72.5	
Believe that smoking cigars is very dangerous	2001	65.2	0.049
	2000	68.1	

Detailed Tables

- More than 80 percent of American adults reported that smoking should not be at all in hospitals. Smokers, however, are less supportive of restrictions than nonsmokers.
- Almost 60 percent of adults support an increase in state tobacco taxes to fund adult cessation programs. However, support is stronger in females than males, nonsmokers than smokers, and African Americans than white respondents.
- Approximately three-fourths of adults believe smoking cigarettes, chewing tobacco, and using snuff to be very dangerous; while almost two-thirds of adults believe smoking cigars to be very dangerous. Note that there is considerable variation across demographic groups in the recognition of the health risks of tobacco.

Table 6.1 Should Smoking Be Allowed in Hospitals

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

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	0.2	15.8	83.9	
Rural	0.0	18.7	81.3	
Urban	0.3	15.0	84.7	.020
Northeast	0.2	12.2	87.6	
Midwest	0.3	17.4	82.3	
South	0.4	17.1	82.6	
West	0.0	15.2	84.8	.085
Nonsmoker	0.1	11.6	88.3	
Smoker	0.6	31.3	68.1	.000
Male	0.4	17.6	82.0	
Female	0.1	14.3	85.6	.013
White	0.2	15.8	83.9	
African American	0.3	18.0	81.7	.552
18-24 years of age	0.0	13.9	86.1	
25-44 years of age	0.3	16.3	83.3	
45-64 years of age	0.1	18.4	81.5	
65 years of age and older	0.4	10.9	88.7	.007
Not a high school graduate	0.5	16.5	83.0	
High school graduate	0.2	17.8	81.9	
Some college	0.1	16.6	83.3	
College Graduate	0.3	13.9	85.8	.288

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

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

"State tobacco taxes should be increased to fund programs to help adults quit smoking. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly Disagree	p
Total	20.0	38.7	30.5	10.8	
Rural	17.4	40.6	29.6	12.4	
Urban	20.8	38.2	30.8	10.2	.084
Northeast	23.0	40.4	25.8	10.9	
Midwest	16.8	39.7	31.9	11.7	
South	19.4	37.3	33.1	10.1	
West	21.7	38.7	28.9	10.8	.056
Nonsmoker	22.5	42.4	27.2	7.9	
Smoker	11.0	26.0	42.2	20.9	.000
Male	17.1	35.6	33.8	13.4	
Female	22.7	41.6	27.4	8.3	.000
White	19.2	37.4	31.4	12.0	
African American	20.7	46.9	26.8	5.6	.000
18-24 years of age	21.0	44.0	24.8	10.2	
25-44 years of age	20.1	40.9	29.2	9.8	
45-64 years of age	20.8	33.5	34.1	11.6	
65 years of age and older	16.6	39.2	31.9	12.4	.002
Not a high school graduate	18.9	42.7	30.3	8.1	
High school graduate	20.4	40.3	27.8	11.5	
Some college	15.8	39.1	34.1	11.0	
College Graduate	22.7	36.3	30.5	10.4	.010

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

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

"Tobacco companies are being truthful when they say that nicotine is not addictive. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	0.8	3.2	46.1	49.9	
Rural	0.3	4.0	47.9	47.8	
Urban	1.0	2.9	45.5	50.6	.090
Northeast	0.9	3.3	47.4	48.4	
Midwest	0.4	3.9	48.3	47.3	
South	1.1	3.7	46.9	48.3	
West	0.5	1.4	41.4	56.8	.004
Nonsmoker	0.7	2.6	45.7	51.1	
Smoker	1.2	5.3	47.7	45.8	.001
Male	0.8	3.7	47.5	48.0	
Female	0.8	2.6	44.8	51.8	.095
White	0.6	2.9	44.9	51.5	
African American	0.8	4.5	52.0	42.7	.009
18-24 years of age	0.9	4.2	45.1	49.8	
25-44 years of age	0.6	2.7	43.3	53.5	
45-64 years of age	0.5	3.0	46.0	50.5	
65 years of age and older	1.9	4.0	55.2	39.0	.000
Not a high school graduate	0.0	6.5	56.8	36.8	
High school graduate	1.3	3.9	49.6	45.2	
Some college	0.5	2.8	48.2	48.5	
College Graduate	0.8	2.1	40.0	57.1	.000

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

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

"Tobacco companies are being truthful when they say tobacco is not harmful to health. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	0.3	2.2	47.1	50.5	
Rural	0.1	2.2	50.1	47.5	.246
Urban	0.3	2.1	46.1	51.4	
Northeast	0.2	3.0	46.6	50.3	.022
Midwest	0.0	1.4	49.4	49.1	
South	0.5	2.5	48.9	48.1	
West	0.3	1.7	41.8	56.2	
Nonsmoker	0.1	1.5	46.1	52.2	
Smoker	0.8	4.5	50.5	44.1	.000
Male	0.1	2.0	49.2	48.7	.094
Female	0.4	2.2	45.2	52.3	
White	0.2	2.0	45.8	52.0	.010
African American	0.3	1.8	55.0	42.9	
18-24 years of age	0.4	2.9	44.8	51.9	.000
25-44 years of age	0.3	1.9	43.4	54.4	
45-64 years of age	0.2	2.3	47.4	50.1	
65 years of age and older	0.0	2.1	58.5	39.4	
Not a high school graduate	0.5	4.8	58.7	36.0	.000
High school graduate	0.3	2.9	51.1	45.7	
Some college	0.2	1.6	50.0	48.2	
College Graduate	0.2	1.4	39.9	58.5	

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

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

"Tobacco companies are being truthful when they say second-hand smoke is not harmful to health. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	0.6	3.7	47.2	48.6	
Rural	0.7	4.0	50.1	45.2	.226
Urban	0.5	3.6	46.2	49.6	
Northeast	0.7	3.7	46.9	48.7	.097
Midwest	0.4	2.8	49.9	46.9	
South	0.8	4.5	48.0	46.6	
West	0.3	3.1	42.9	53.7	
Nonsmoker	0.3	2.8	46.0	50.9	
Smoker	1.6	7.0	51.6	39.8	.000
Male	0.6	4.2	49.4	45.9	.029
Female	0.7	3.2	45.0	51.1	
White	0.6	3.7	46.2	49.5	.094
African American	0.3	3.2	53.0	43.5	
18-24 years of age	0.7	2.2	48.9	48.2	.000
25-44 years of age	0.4	2.9	43.4	53.2	
45-64 years of age	0.7	4.3	46.3	48.7	
65 years of age and older	0.7	5.6	57.4	36.3	
Not a high school graduate	0.5	7.9	56.8	34.7	.000
High school graduate	0.5	4.2	50.8	44.6	
Some college	0.6	3.9	50.1	45.4	
College Graduate	0.8	2.5	40.3	56.4	

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

Table 6.6 Danger of Chewing Tobacco

"Is chewing tobacco very dangerous, somewhat dangerous, or not very dangerous?"

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

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	p
Total	73.2	24.7	2.1	
Rural	68.4	29.1	2.6	
Urban	74.7	23.4	1.9	.004
Northeast	70.8	27.1	2.1	
Midwest	73.7	24.7	1.6	
South	71.7	25.6	2.7	
West	77.2	21.4	1.4	.093
Nonsmoker	75.8	22.8	1.4	
Smoker	62.9	32.2	4.9	.000
Male	66.7	30.5	2.8	
Female	79.2	19.4	1.4	.000
White	71.9	26.0	2.1	
African American	79.4	19.0	1.6	.010
18-24 years of age	70.9	27.0	2.0	
25-44 years of age	69.6	28.6	1.8	
45-64 years of age	75.5	22.1	2.5	
65 years of age and older	80.1	17.8	2.1	.000
Not a high school graduate	70.9	24.2	4.9	
High school graduate	72.9	23.9	3.1	
Some college	73.8	24.5	1.6	
College Graduate	73.1	25.7	1.2	.009

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

Table 6.7 Danger of Smoking Cigarettes

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

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

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	p
Total	81.0	17.7	1.3	
Rural	79.1	19.3	1.5	
Urban	81.6	17.2	1.2	.312
Northeast	82.1	16.5	1.4	
Midwest	79.3	19.3	1.4	
South	79.6	19.1	1.3	
West	84.2	14.8	1.1	.245
Nonsmoker	85.9	13.7	0.4	
Smoker	63.2	32.2	4.6	.000
Male	76.3	21.9	1.8	
Female	85.4	13.7	0.8	.000
White	80.7	18.0	1.3	
African American	83.9	15.0	1.1	.339
18-24 years of age	78.0	20.8	1.1	
25-44 years of age	80.3	18.7	1.0	
45-64 years of age	82.0	16.4	1.6	
65 years of age and older	83.6	14.5	1.8	.127
Not a high school graduate	74.3	23.0	2.6	
High school graduate	79.2	18.5	2.3	
Some college	82.3	17.1	0.6	
College Graduate	82.7	16.5	0.8	.003

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

Table 6.8 Danger of Using Snuff

"Is using snuff very dangerous, somewhat dangerous, or not very dangerous?"

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

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	p
Total	75.0	23.0	1.7	
Rural	71.9	26.3	1.8	
Urban	76.0	22.4	1.6	.096
Northeast	73.5	24.8	1.8	
Midwest	75.3	23.1	1.6	
South	73.3	24.7	2.1	
West	79.1	19.9	1.0	.193
Nonsmoker	77.6	21.4	1.0	
Smoker	64.6	31.1	4.3	.000
Male	67.6	30.2	2.2	
Female	82.0	17.0	1.1	.000
White	74.0	24.1	1.8	
African American	79.8	19.6	0.6	.339
18-24 years of age	73.1	26.1	0.7	
25-44 years of age	72.0	26.3	1.7	
45-64 years of age	76.3	21.7	2.1	
65 years of age and older	82.4	15.8	1.8	.001
Not a high school graduate	73.8	21.9	4.4	
High school graduate	74.5	23.0	2.5	
Some college	76.3	22.3	1.3	
College Graduate	74.5	24.6	0.9	.016

Note: 10.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.9 Danger of Smoking Cigars

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

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

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	p
Total	65.2	30.7	4.2	
Rural	62.9	33.4	3.7	
Urban	65.9	29.8	4.3	.182
Northeast	63.1	32.6	4.3	
Midwest	65.3	29.5	5.2	
South	66.4	29.8	3.8	
West	64.8	31.8	3.4	.525
Nonsmoker	68.9	28.4	2.7	
Smoker	51.1	39.4	9.5	.000
Male	57.0	36.9	6.1	
Female	72.9	24.8	2.3	.000
White	62.9	32.9	4.3	
African American	76.8	18.9	4.3	.000
18-24 years of age	59.8	36.1	4.1	
25-44 years of age	63.0	33.1	3.9	
45-64 years of age	66.2	30.0	3.8	
65 years of age and older	74.4	20.0	5.6	.000
Not a high school graduate	71.3	21.9	6.7	
High school graduate	67.4	27.2	5.4	
Some college	65.7	30.7	3.7	
College Graduate	61.6	35.1	3.2	.000

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

Recreation, sports, and leisure areas have been less impacted by the tobacco control movement than other institutional areas. However, smokefree practices and norms improved for several settings within this institution from 2000 to 2001. A majority of American adults support smoking restrictions in shopping malls, convenience stores, restaurants, and indoor sporting events. However, bars and taverns are clearly seen as culturally appropriate places to smoke, as is the case with outdoor parks.

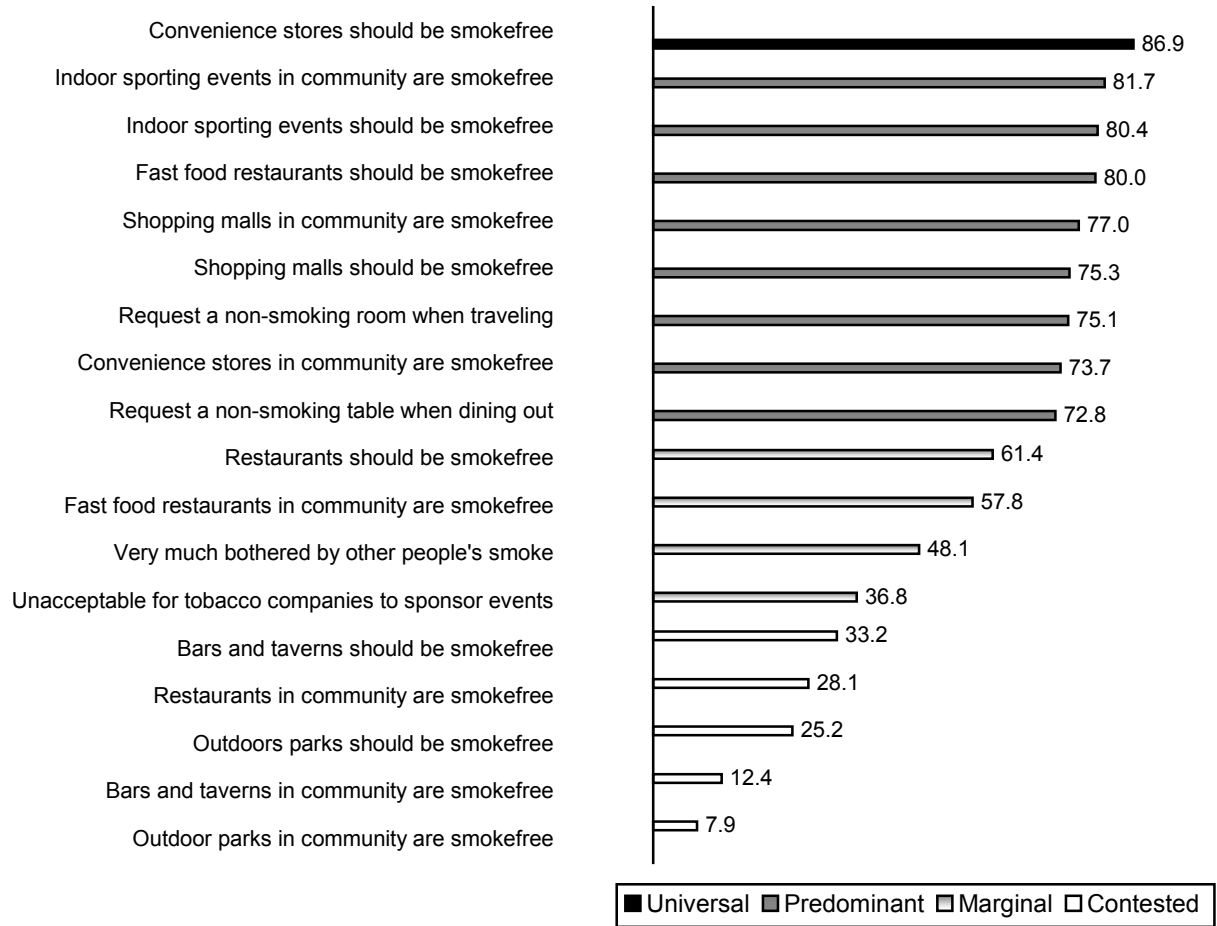
Universal Norms, Beliefs and Practices

- 182 million American adults (86.9 percent) believe that convenience stores should be smokefree

Significant Improvements from 2000 to 2001

- The percentage of American adults who reported that convenience stores in their community are smokefree increased from 68.4 to 73.7 percent
- The percentage of American adults who reported that fast food restaurants in their community are smokefree increased from 52.7 to 57.8 percent
- The percentage of American adults who reported that restaurants in their community are smokefree increased from 24.5 to 28.1 percent
- The percentage of American adults who believe that indoor shopping malls should be smokefree increased from 71.4 to 75.3 percent
- The percentage of American adults who believe that fast food restaurants should be smokefree increased from 76.8 to 80.0 percent
- The percentage of American adults who believe that indoor sporting events should be smokefree increased from 77.5 to 80.4 percent
- The percentage of American adults who usually request a non-smoking room increased from 72.2 to 75.1 percent
- The percentage of American adults who believe that it is NOT acceptable for tobacco companies to sponsor sporting or cultural events increased from 33.7 to 36.8 percent

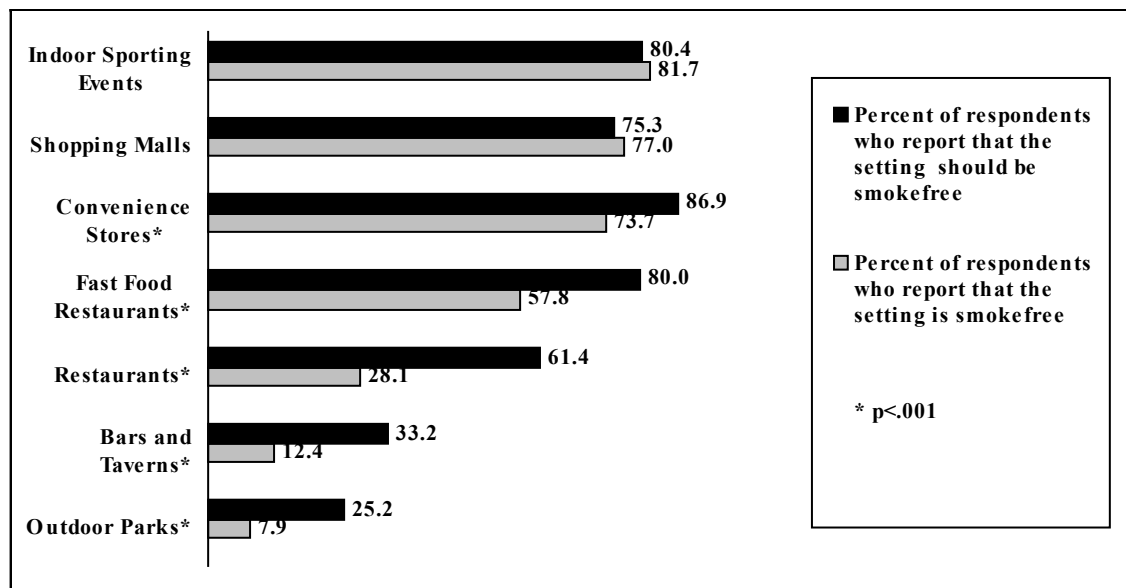
Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Recreation, Leisure, and Sports	Year	Percentage	p
Very much bothered by other people's smoke	2001	48.1	0.425
	2000	46.8	
Indoor shopping malls in community are smokefree	2001	77.0	0.294
	2000	75.4	
Convenience stores in community are smokefree	2001	73.7	0.001
	2000	68.4	
Fast food restaurants in community are smokefree	2001	57.8	0.000
	2000	52.1	
Restaurants in community are smokefree	2001	28.1	0.010
	2000	24.5	
Bars and taverns in community are smokefree	2001	12.4	0.677
	2000	12.9	
Indoor sporting events in community are smokefree	2001	81.7	0.282
	2000	80.2	
Outdoor parks in community are smokefree	2001	7.9	0.994
	2000	7.9	
Indoor shopping malls should be smokefree	2001	75.3	0.007
	2000	71.4	
Convenient stores should be smokefree	2001	86.9	0.605
	2000	86.3	
Fast food restaurants should be smokefree	2001	80.0	0.018
	2000	76.8	
Restaurants should be smokefree	2001	61.4	0.809
	2000	61.0	
Bars and taverns should be smokefree	2001	33.2	0.813
	2000	32.8	
Indoor sporting events should be smokefree	2001	80.4	0.025
	2000	77.5	
Outdoor parks should be smokefree	2001	25.2	0.920
	2000	25.0	
Request a non-smoking table when dining out	2001	72.8	0.058
	2000	70.1	
Request a non-smoking room when traveling	2001	75.1	0.047
	2000	72.2	
Unacceptable for tobacco companies to sponsor events	2001	36.8	0.049
	2000	33.7	

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



Detailed Tables

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

Table 7.1 Tolerance for Second-Hand Smoke

"How much does it bother you when you are exposed to other people's cigarette smoke? Would you say it bothers you not at all, a little, moderately, or very much?"

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

Sample Characteristic	Not at all	A little	Moderately	Very much	p
Total	15.4	14.5	22.0	48.1	
Rural	17.9	15.4	22.0	44.7	
Urban	14.7	14.2	22.0	49.1	.090
Northeast	15.5	12.9	23.7	47.9	
Midwest	15.5	17.4	23.2	43.9	
South	16.5	14.1	20.1	49.3	
West	13.6	13.3	22.6	50.4	.095
Nonsmoker	6.8	11.6	22.5	59.0	
Smoker	46.3	24.7	20.2	8.8	.000
Male	18.9	18.3	24.3	38.5	
Female	12.2	11.0	19.9	56.9	.000
White	15.7	14.7	23.1	46.5	
African American	15.2	14.7	16.5	53.7	.018
18-24 years of age	15.4	19.8	22.6	42.2	
25-44 years of age	14.7	14.7	25.1	45.5	
45-64 years of age	15.4	14.1	20.1	50.4	
65 years of age and older	17.4	9.3	17.4	55.9	.000
Not a high school graduate	28.2	14.4	15.4	42.1	
High school graduate	18.7	15.7	21.3	44.3	
Some college	15.1	15.2	24.5	45.1	
College Graduate	11.0	12.9	21.8	54.3	.000

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

Table 7.2 Smokefree Shopping Malls in Community

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

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

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	77.0	20.2	2.9	
Rural	79.8	18.4	1.8	
Urban	76.1	21.7	3.2	.087
Northeast	79.2	17.5	3.3	
Midwest	74.0	23.8	2.2	
South	73.4	23.4	3.2	
West	83.7	13.6	2.7	.000
Nonsmoker	74.5	22.1	3.4	
Smoker	85.1	13.6	1.3	.000
Male	75.2	21.2	3.6	
Female	78.5	19.2	2.3	.048
White	80.2	17.5	2.4	
African American	59.8	35.0	5.2	.000
18-24 years of age	75.4	21.3	3.3	
25-44 years of age	78.7	19.0	2.3	
45-64 years of age	77.3	19.8	2.9	
65 years of age and older	72.5	23.6	3.9	.291
Not a high school graduate	75.8	17.2	7.0	
High school graduate	77.0	20.7	2.3	
Some college	76.4	20.4	3.3	
College Graduate	77.6	20.0	2.4	.058

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

Table 7.3 Should Shopping Malls be Smokefree

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

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	0.5	24.2	75.3	
Rural	0.1	25.2	74.7	
Urban	0.6	23.9	75.4	.212
Northeast	0.2	22.8	77.0	
Midwest	0.3	27.2	72.5	
South	0.8	25.6	73.5	
West	0.5	19.8	79.8	.010
Nonsmoker	0.3	20.1	79.5	
Smoker	1.2	38.9	59.9	.000
Male	0.9	26.6	72.5	
Female	0.2	22.0	77.8	.000
White	0.6	24.4	75.0	
African American	0.0	24.9	75.1	.330
18-24 years of age	1.1	22.4	76.5	
25-44 years of age	0.1	24.9	75.0	
45-64 years of age	0.5	24.9	74.5	
65 years of age and older	1.1	22.5	76.4	.058
Not a high school graduate	1.6	23.6	74.9	
High school graduate	0.4	26.4	73.1	
Some college	0.4	23.5	76.1	
College Graduate	0.5	23.0	76.6	.219

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

Table 7.4 Smokefree Convenience Stores in Community

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

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

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	73.7	9.3	17.0	
Rural	67.8	11.5	20.7	
Urban	75.4	8.6	15.9	.001
Northeast	82.6	6.3	11.1	
Midwest	71.1	9.5	19.4	
South	63.6	12.3	24.3	
West	84.9	6.7	8.3	.000
Nonsmoker	71.2	9.5	19.3	
Smoker	81.2	8.7	10.1	.000
Male	73.7	9.6	16.7	
Female	73.7	8.9	17.4	.779
White	73.6	8.9	17.5	
African American	69.1	13.0	17.8	.041
18-24 years of age	74.4	10.2	15.4	
25-44 years of age	74.7	10.2	15.1	
45-64 years of age	73.5	8.6	18.0	
65 years of age and older	69.6	7.0	23.3	.021
Not a high school graduate	74.7	8.6	16.7	
High school graduate	71.6	9.9	18.5	
Some college	74.3	9.1	16.6	
College Graduate	74.5	9.1	16.4	.890

Note: 16.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.5 Should Convenience Stores be Smokefree

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

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	3.1	10.0	86.9	
Rural	4.7	10.9	84.5	
Urban	2.6	9.8	87.6	.013
Northeast	2.1	8.0	89.9	
Midwest	2.5	10.1	87.4	
South	4.6	12.8	82.6	
West	2.0	7.2	90.8	.000
Nonsmoker	2.6	8.7	88.7	
Smoker	5.0	14.7	80.3	.000
Male	4.2	9.9	85.9	
Female	2.0	10.1	87.9	.003
White	3.3	9.5	87.2	
African American	1.6	14.0	84.4	.007
18-24 years of age	5.2	8.5	86.3	
25-44 years of age	2.7	9.5	87.8	
45-64 years of age	2.7	10.5	86.8	
65 years of age and older	3.3	12.0	84.7	.093
Not a high school graduate	3.2	10.8	85.9	
High school graduate	3.1	11.8	85.1	
Some college	3.1	9.8	87.1	
College Graduate	3.1	8.6	88.4	.460

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

Table 7.6 Smokefree Fast Food Restaurants in Community

"Fast food restaurants in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?"

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

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	57.8	39.1	3.1	
Rural	51.4	45.7	2.9	
Urban	59.7	37.1	3.1	.000
Northeast	62.5	34.7	2.8	
Midwest	49.9	46.8	3.3	
South	45.3	49.9	4.7	
West	81.2	18.3	0.5	.000
Nonsmoker	56.5	40.0	3.5	
Smoker	62.3	36.3	1.4	.002
Male	58.4	38.0	3.6	
Female	57.2	40.2	2.6	.184
White	59.6	37.7	2.7	
African American	44.4	49.9	5.8	.000
18-24 years of age	57.4	39.4	3.2	
25-44 years of age	59.4	38.0	2.6	
45-64 years of age	58.5	38.7	2.7	
65 years of age and older	51.6	43.6	4.8	.116
Not a high school graduate	45.8	47.0	7.1	
High school graduate	53.0	44.2	2.8	
Some college	58.9	38.6	2.4	
College Graduate	62.8	33.9	3.3	.000

Note: 8.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.7 Should Fast Food Restaurants be Smokefree

"In fast food restaurants, do you think that smoking should be allowed in all areas, some areas, or not at all?"

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	0.5	19.5	80.0	
Rural	0.0	23.1	76.9	
Urban	0.7	18.4	80.9	.002
Northeast	0.2	14.9	84.9	
Midwest	0.3	26.2	73.5	
South	0.8	23.0	76.5	
West	0.8	10.6	88.6	.000
Nonsmoker	0.2	14.6	85.2	
Smoker	1.8	37.2	61.0	.000
Male	0.9	20.1	79.0	
Female	0.2	19.0	80.9	.020
White	0.4	19.9	79.7	
African American	1.1	20.4	78.5	.237
18-24 years of age	1.1	20.0	78.9	
25-44 years of age	0.3	19.3	80.4	
45-64 years of age	0.4	20.2	79.4	
65 years of age and older	0.7	18.0	81.4	.526
Not a high school graduate	0.5	20.5	78.9	
High school graduate	0.4	23.1	76.5	
Some college	1.0	19.3	79.7	
College Graduate	0.4	16.5	83.1	.010

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

Table 7.8 Restaurants in Community

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

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

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	28.1	70.9	1.0	
Rural	24.4	73.8	1.9	
Urban	29.3	70.0	0.8	.002
Northeast	32.3	66.8	0.9	
Midwest	12.9	85.8	1.3	
South	16.2	82.5	1.3	
West	60.2	39.5	0.3	.000
Nonsmoker	28.4	70.6	1.0	
Smoker	27.1	71.8	1.1	.801
Male	29.3	69.7	1.0	
Female	27.0	72.0	1.0	.371
White	27.8	71.2	1.0	
African American	25.6	73.3	1.1	.665
18-24 years of age	23.7	75.4	0.9	
25-44 years of age	28.0	71.1	0.9	
45-64 years of age	29.2	69.5	1.3	
65 years of age and older	30.6	68.4	1.0	.303
Not a high school graduate	25.3	71.2	3.5	
High school graduate	24.9	74.0	1.2	
Some college	29.1	70.0	0.9	
College Graduate	30.4	68.9	0.7	.003

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

Table 7.9 Should Restaurants be Smokefree

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

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	0.6	38.0	61.4	
Rural	0.1	38.0	61.9	
Urban	0.7	38.1	61.3	.219
Northeast	0.2	38.0	61.8	
Midwest	0.1	45.8	54.1	
South	1.0	40.2	58.8	
West	0.6	26.2	73.2	.000
Nonsmoker	0.3	30.2	69.5	
Smoker	1.7	66.2	32.2	.000
Male	1.0	40.2	58.7	
Female	0.1	36.0	63.8	.000
White	0.5	39.1	60.4	
African American	0.8	34.8	64.4	.229
18-24 years of age	1.5	41.6	56.9	
25-44 years of age	0.3	40.1	59.6	
45-64 years of age	0.3	36.3	63.4	
65 years of age and older	0.7	32.7	66.7	.001
Not a high school graduate	0.5	33.3	66.1	
High school graduate	0.4	40.2	59.3	
Some college	0.7	38.9	60.4	
College Graduate	0.5	36.9	62.6	.539

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

Table 7.10 Smokefree Bars and Taverns in Community

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

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

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	12.4	19.7	67.9	
Rural	7.5	15.5	77.0	
Urban	13.8	20.8	65.4	.000
Northeast	5.4	26.6	68.0	
Midwest	4.8	14.5	80.7	
South	3.4	20.6	76.0	
West	38.7	18.0	43.3	.000
Nonsmoker	13.1	20.8	66.1	
Smoker	10.2	16.3	73.5	.004
Male	13.8	19.2	67.0	
Female	10.9	20.3	68.8	.092
White	12.3	18.8	68.9	
African American	8.4	25.5	66.1	.011
18-24 years of age	8.3	16.9	74.8	
25-44 years of age	11.7	18.4	69.9	
45-64 years of age	13.0	22.3	64.7	
65 years of age and older	19.9	22.0	58.1	.000
Not a high school graduate	14.0	18.2	67.8	
High school graduate	9.7	15.8	74.5	
Some college	12.1	18.6	69.3	
College Graduate	13.9	23.7	62.4	.000

Note: 23.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.11 Should Bars and Taverns be Smokefree

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

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	32.6	34.3	33.2	
Rural	34.9	31.2	33.9	
Urban	31.8	35.2	32.9	.131
Northeast	31.2	38.0	30.8	
Midwest	38.6	33.4	28.0	
South	34.1	32.2	33.8	
West	25.1	35.3	39.6	.000
Nonsmoker	26.0	34.3	39.7	
Smoker	55.1	34.2	10.8	.000
Male	38.5	33.9	27.6	
Female	26.8	34.8	38.4	.000
White	32.7	35.1	32.2	
African American	31.6	30.8	37.6	.107
18-24 years of age	40.1	37.2	22.7	
25-44 years of age	35.5	34.0	30.5	
45-64 years of age	29.2	36.6	34.2	
65 years of age and older	23.0	26.6	50.4	.000
Not a high school graduate	38.9	18.5	42.6	
High school graduate	36.2	31.3	32.4	
Some college	36.2	33.2	30.7	
College Graduate	26.4	40.0	33.6	.000

Note: 7.1 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.12 Smokefree Indoor Sporting Events in Community

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

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

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	81.7	15.0	3.3	
Rural	83.8	13.1	3.1	
Urban	81.1	15.5	3.4	.340
Northeast	84.5	14.0	1.5	
Midwest	78.8	18.8	2.5	
South	78.6	16.2	5.2	
West	87.2	10.1	2.8	.000
Nonsmoker	79.9	16.1	4.0	
Smoker	87.9	11.0	1.1	.000
Male	81.7	15.2	3.2	
Female	81.9	14.7	3.4	.914
White	82.8	14.4	2.8	
African American	75.1	18.6	6.3	.001
18-24 years of age	79.0	18.0	3.0	
25-44 years of age	79.2	17.0	3.8	
45-64 years of age	85.5	12.0	2.4	
65 years of age and older	84.1	11.5	4.4	.007
Not a high school graduate	79.3	16.4	4.3	
High school graduate	81.8	14.5	3.7	
Some college	79.7	16.0	4.3	
College Graduate	83.3	14.5	2.2	.293

Note: 22.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.13 Should Indoor Sporting Events be Smokefree

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

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	1.4	18.2	80.4	
Rural	1.5	15.6	82.8	
Urban	1.3	19.0	79.7	.110
Northeast	1.4	16.6	82.0	
Midwest	1.2	19.0	79.9	
South	1.7	19.4	79.0	
West	1.1	16.9	82.1	.613
Nonsmoker	0.9	15.7	83.4	
Smoker	3.1	27.4	69.5	.000
Male	1.6	19.7	78.7	
Female	1.1	16.8	82.1	.059
White	1.4	18.2	80.4	
African American	1.3	19.6	79.0	.811
18-24 years of age	1.8	19.8	78.4	
25-44 years of age	1.5	19.9	78.7	
45-64 years of age	0.5	17.3	82.2	
65 years of age and older	2.6	14.1	83.4	.005
Not a high school graduate	2.8	14.4	82.9	
High school graduate	2.3	19.9	77.8	
Some college	1.4	18.0	80.7	
College Graduate	0.6	17.6	81.9	.010

Note: 2.7 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.14 Smokefree Outdoor Parks in Community

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

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

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	7.9	8.4	83.7	
Rural	6.9	7.0	86.1	
Urban	8.2	8.8	83.0	.180
Northeast	7.3	8.3	84.4	
Midwest	6.4	5.1	88.5	
South	6.1	11.0	82.9	
West	12.9	7.9	79.2	.000
Nonsmoker	7.9	8.4	83.8	
Smoker	8.1	8.4	83.5	.980
Male	7.8	8.6	83.6	
Female	8.0	8.3	83.7	.948
White	7.7	7.3	85.0	
African American	6.5	14.3	79.2	.000
18-24 years of age	7.1	9.1	83.8	
25-44 years of age	8.1	8.9	83.0	
45-64 years of age	7.6	8.4	84.0	
65 years of age and older	9.1	6.0	84.9	.654
Not a high school graduate	6.9	9.0	84.0	
High school graduate	7.5	8.9	83.5	
Some college	8.6	8.7	82.7	
College Graduate	7.7	7.7	84.6	.928

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

Table 7.15 Should Outdoor Parks be Smokefree

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

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	45.7	29.1	25.2	
Rural	44.5	29.6	25.8	
Urban	46.1	28.9	25.0	.766
Northeast	44.7	28.5	26.8	
Midwest	50.4	26.4	23.2	
South	44.7	29.3	26.0	
West	43.4	32.2	24.5	.113
Nonsmoker	40.1	30.4	29.5	
Smoker	65.5	24.5	10.5	.000
Male	51.8	28.4	19.8	
Female	39.9	29.8	30.2	.000
White	47.6	28.7	23.7	
African American	38.0	31.0	31.0	.001
18-24 years of age	47.0	28.3	24.7	
25-44 years of age	44.2	31.0	24.8	
45-64 years of age	46.2	29.6	24.2	
65 years of age and older	47.5	23.4	29.0	.105
Not a high school graduate	41.2	24.7	34.1	
High school graduate	47.4	26.7	25.9	
Some college	46.1	30.2	23.7	
College Graduate	45.2	31.2	23.6	.031

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

Table 7.16 Dining Preferences

"When dining out, do you request a table in the non-smoking section, smoking section, or the first available?"

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

Sample Characteristic	Non-smoking section	Smoking section	First available	P
Total	72.8	10.6	16.6	
Rural	68.8	13.5	17.7	
Urban	74.0	9.6	16.3	.006
Northeast	74.7	9.3	16.0	
Midwest	69.2	13.3	17.5	
South	70.7	12.6	16.7	
West	78.4	5.4	16.1	.000
Nonsmoker	85.8	1.8	12.4	
Smoker	23.8	43.5	32.6	.000
Male	69.2	10.6	20.2	
Female	76.2	10.6	13.3	.000
White	71.9	10.9	17.2	
African American	73.7	11.4	14.9	.534
18-24 years of age	66.7	10.4	22.9	
25-44 years of age	72.9	11.5	15.6	
45-64 years of age	72.8	11.2	16.0	
65 years of age and older	78.9	6.7	14.4	.000
Not a high school graduate	65.7	20.4	13.8	
High school graduate	64.8	15.5	19.7	
Some college	71.7	10.8	17.6	
College Graduate	80.9	4.9	14.2	.000

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

Table 7.17 Hotel Preferences

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

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

Sample Characteristic	Yes	No	P
Total	75.1	24.9	
Rural	72.4	27.6	
Urban	75.9	24.1	.064
Northeast	75.2	24.8	
Midwest	72.1	27.9	
South	72.9	27.1	
West	81.5	18.5	.000
Nonsmoker	89.4	10.6	
Smoker	23.4	76.6	.000
Male	71.5	28.5	
Female	78.4	21.6	.000
White	74.8	25.2	
African American	71.3	28.7	.149
18-24 years of age	71.8	28.2	
25-44 years of age	74.7	25.3	
45-64 years of age	74.5	25.5	
65 years of age and older	80.9	19.1	.016
Not a high school graduate	62.2	37.8	
High school graduate	66.4	33.6	
Some college	73.9	26.1	
College Graduate	84.6	15.4	.000

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

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

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

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	14.5	48.8	26.8	10.0	
Rural	14.2	47.4	27.1	11.4	
Urban	14.5	49.2	26.7	9.6	.557
Northeast	13.9	47.0	29.9	9.2	
Midwest	12.8	52.6	26.9	7.7	
South	14.6	49.2	25.2	11.1	
West	16.5	45.8	26.5	11.2	.085
Nonsmoker	11.1	46.5	30.7	11.7	
Smoker	26.3	56.8	13.1	3.8	.000
Male	17.9	52.4	21.0	8.8	
Female	11.1	45.2	32.6	11.1	.000
White	15.7	48.6	26.4	9.2	
African American	7.7	50.0	28.3	14.0	.000
18-24 years of age	15.0	51.1	26.9	7.0	
25-44 years of age	16.8	52.7	21.6	8.9	
45-64 years of age	14.0	46.2	27.3	12.5	
65 years of age and older	8.5	41.0	39.9	10.6	.000
Not a high school graduate	10.7	46.4	32.1	10.7	
High school graduate	15.0	44.7	29.6	10.7	
Some college	14.6	51.3	25.3	8.8	
College Graduate	14.4	51.2	24.3	10.2	.067

Note: 8.1 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

CHAPTER 8

MASS CULTURE AND COMMUNICATION

The tobacco industry has been vilified in the eyes of most American adults. More than 80 percent of adults reject the tobacco companies' claims that they do not target youth with their ads. There is widespread disbelief of the claim that tobacco ads do not encourage kids to smoke and the claim that ads only target adult smokers. Most American adults – 93.5 percent – also reject the claim that tobacco companies do not manipulate the level of nicotine in cigarettes. However, despite this widespread distrust of tobacco companies and suspicion towards their marketing strategies, American adults are reluctant to support restrictions that would limit the ability of tobacco companies to advertise to the youth market. Only slightly more than half of respondents support a ban on tobacco advertisements through direct mailers, billboards, Internet sites, and at sporting and cultural events. Furthermore, less than half support a ban on tobacco advertisements in stores or in magazines.

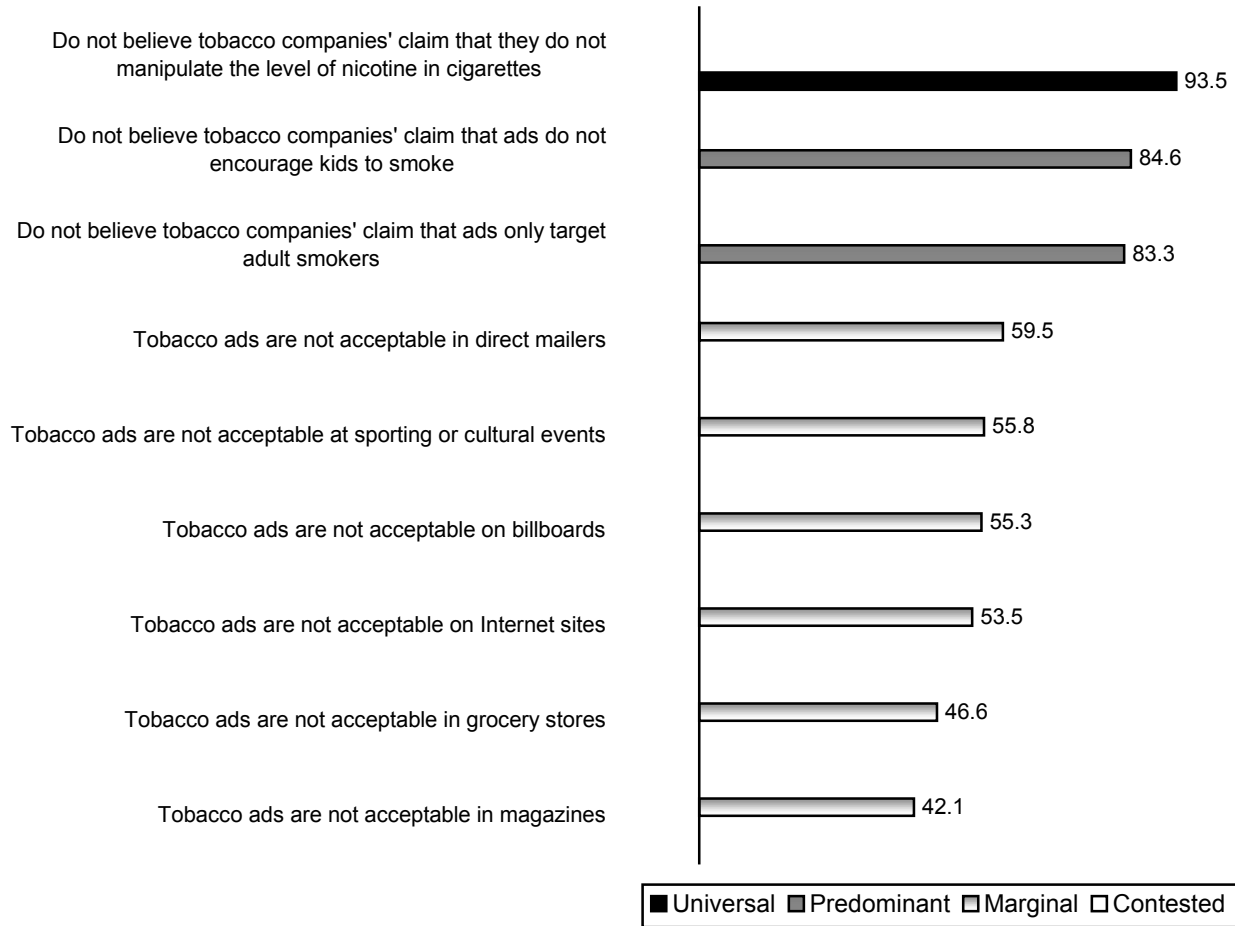
Universal Norms, Beliefs and Practices

- 196 million American adults (93.5 percent) do NOT believe the tobacco companies' claim that they do not manipulate the level of nicotine in cigarettes

Significant Improvements from 2000 to 2001

- The percentage of American adults who believe that tobacco advertising is not acceptable at sporting or cultural events increased from 51.6 to 55.8 percent

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



Differences from 2000 to 2001 in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Mass Communication and Culture	Year	Percentage	p
Tobacco ads are not acceptable in grocery stores	2001	46.6	0.278
	2000	44.9	
Tobacco ads are not acceptable in magazines	2001	42.1	0.781
	2000	41.7	
Tobacco ads are not acceptable on billboards	2001	55.3	0.412
	2000	54.0	
Tobacco ads are not acceptable in direct mailers	2001	59.5	0.202
	2000	57.5	
Tobacco ads are not acceptable on internet sites	2001	53.5	0.800
	2000	53.1	
Tobacco ads are not acceptable at sporting or cultural events	2001	55.8	0.009
	2000	51.6	
Do not believe tobacco companies' claim that they do not manipulate nicotine levels	2001	93.5	0.367
	2000	92.7	
Do not believe tobacco companies' claim that they do not target kids	2001	84.6	0.866
	2000	84.4	
Do not believe tobacco companies' claim that ads only target adult smokers	2001	83.3	0.920
	2000	83.2	

Detailed Tables

- More than 80 percent of American adults reject the tobacco companies' claims that their ads do not target youth.
- However, adults are more divided in their support for restrictions on tobacco advertising, and there is considerable variation across demographic groups.

Table 8.1 Acceptability of Tobacco Advertisements in Grocery and Convenience Stores

"Tobacco advertising is acceptable in grocery and convenience stores. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	8.6	44.8	33.4	13.2	
Rural	8.3	45.1	32.8	13.9	.901
Urban	8.6	44.7	33.7	12.9	
Northeast	8.6	40.8	37.0	13.6	.408
Midwest	7.6	48.7	31.4	12.3	
South	9.0	45.1	32.5	13.3	
West	8.7	43.9	34.1	13.3	
Nonsmoker	6.3	41.2	37.2	15.2	.000
Smoker	16.7	57.8	19.8	5.7	
Male	10.2	50.1	29.3	10.4	.000
Female	6.9	39.7	37.5	15.8	
White	9.2	44.8	33.3	12.7	.056
African American	5.1	45.3	34.9	14.7	
18-24 years of age	10.0	52.6	27.4	10.0	.000
25-44 years of age	9.4	48.6	30.1	11.9	
45-64 years of age	8.4	42.9	34.2	14.5	
65 years of age and older	4.8	31.0	47.2	17.0	
Not a high school graduate	5.3	39.4	41.0	14.4	.075
High school graduate	8.8	41.6	36.0	13.6	
Some college	8.3	47.9	31.6	12.2	
College Graduate	9.1	46.2	31.8	12.9	

Note: 3.3 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

Table 8.2 Acceptability of Tobacco Advertisements in Magazines

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

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	8.1	49.8	30.6	11.5	
Rural	7.5	49.8	30.9	11.8	.922
Urban	8.3	49.8	30.5	11.4	
Northeast	7.8	49.1	32.7	10.4	.975
Midwest	7.7	50.3	30.7	11.3	
South	8.2	49.6	30.3	11.8	
West	8.5	50.2	29.1	12.2	
Nonsmoker	6.0	46.7	33.9	13.5	
Smoker	15.8	60.7	18.8	4.7	.000
Male	10.0	55.9	25.2	8.8	.000
Female	6.3	43.8	35.8	14.1	
White	8.8	50.3	30.0	10.9	.008
African American	4.9	46.9	33.6	14.6	
18-24 years of age	9.6	54.2	26.4	9.8	.000
25-44 years of age	9.0	52.8	28.0	10.1	
45-64 years of age	7.4	48.8	30.6	13.2	
65 years of age and older	5.7	39.3	41.8	13.1	
Not a high school graduate	5.4	41.4	37.6	15.6	
High school graduate	9.1	47.0	31.6	12.3	.020
Some college	7.4	51.0	31.2	10.4	
College Graduate	8.2	52.9	28.0	10.9	

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

Table 8.3 Acceptability of Tobacco Advertisements on Billboards

"Tobacco advertising is acceptable on billboards. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	6.5	38.2	38.6	16.7	
Rural	6.3	38.6	39.9	15.2	.641
Urban	6.6	38.1	38.2	17.1	
Northeast	6.3	34.5	41.7	17.5	.273
Midwest	6.1	39.4	39.1	15.3	
South	7.0	38.8	38.6	15.6	
West	6.3	39.2	35.2	19.3	
Nonsmoker	5.0	34.8	41.9	18.3	
Smoker	11.8	50.4	27.0	10.8	.000
Male	8.1	44.6	33.5	13.9	.000
Female	5.0	32.1	43.5	19.3	
White	7.2	38.6	38.1	16.1	.027
African American	3.5	37.5	39.4	19.7	
18-24 years of age	8.0	42.8	33.9	15.3	.000
25-44 years of age	7.0	41.6	37.0	14.4	
45-64 years of age	6.1	36.4	38.4	19.2	
65 years of age and older	4.4	28.5	48.3	18.9	
Not a high school graduate	5.3	33.2	41.7	19.8	
High school graduate	6.9	37.0	38.6	17.4	.692
Some college	6.1	39.5	39.1	15.3	
College Graduate	6.6	39.5	37.3	16.6	

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

Table 8.4 Acceptability of Tobacco Advertisements in Direct Mailers

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

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	6.1	34.4	43.0	16.5	
Rural	5.5	34.0	44.7	15.8	
Urban	6.3	34.5	42.4	16.7	.702
Northeast	6.3	35.1	42.6	16.1	
Midwest	5.7	37.5	41.8	15.0	
South	6.3	33.6	44.5	15.6	
West	6.0	32.1	42.0	19.9	.305
Nonsmoker	4.4	29.7	47.2	18.7	
Smoker	12.3	51.2	27.8	8.6	.000
Male	7.7	37.7	40.4	14.3	
Female	4.6	31.3	45.4	18.6	.000
White	6.6	34.9	42.6	16.0	
African American	4.1	34.9	43.3	17.7	.290
18-24 years of age	6.2	34.6	42.6	16.7	
25-44 years of age	6.9	35.5	42.4	15.3	
45-64 years of age	6.1	36.3	40.1	17.5	
65 years of age and older	4.1	27.2	51.1	17.3	.008
Not a high school graduate	4.8	31.9	45.2	18.1	
High school graduate	6.9	32.5	43.8	16.9	
Some college	5.5	34.2	44.7	15.6	
College Graduate	6.1	37.2	40.2	16.5	.410

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

Table 8.5 Acceptability of Tobacco Advertisements on Internet Sites

"Tobacco advertising is acceptable on Internet sites. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	6.4	40.1	39.3	14.2	
Rural	6.1	36.5	43.2	14.2	
Urban	6.4	41.3	38.2	14.1	.104
Northeast	6.5	39.7	40.4	13.4	
Midwest	5.5	40.3	39.4	14.8	
South	7.2	39.3	39.2	14.3	
West	5.9	41.8	38.3	14.1	.938
Nonsmoker	4.9	37.1	42.0	16.1	
Smoker	11.6	50.9	30.0	7.5	.000
Male	7.5	47.1	33.9	11.5	
Female	5.3	33.5	44.4	16.7	.000
White	6.9	41.2	38.5	13.4	
African American	3.4	36.9	42.3	17.5	.007
18-24 years of age	7.6	48.8	32.0	11.6	
25-44 years of age	7.0	43.4	37.2	12.4	
45-64 years of age	6.0	37.6	40.1	16.3	
65 years of age and older	4.2	26.8	51.8	17.2	.000
Not a high school graduate	4.8	31.1	45.5	18.6	
High school graduate	6.8	37.4	39.8	16.0	
Some college	5.9	41.2	40.6	12.4	
College Graduate	6.7	43.3	36.9	13.2	.021

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

Table 8.6 Acceptability of Tobacco Advertisements at Sporting or Cultural Events

"Tobacco advertising is acceptable at sporting or cultural events. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	6.4	37.8	40.8	15.1	
Rural	6.1	34.4	43.9	15.6	.159
Urban	6.4	38.8	39.8	14.9	
Northeast	6.0	35.6	41.3	17.2	.333
Midwest	5.9	37.4	42.9	13.8	
South	6.5	37.0	41.7	14.7	
West	6.9	41.6	36.6	15.0	
Nonsmoker	4.8	34.3	43.9	17.0	
Smoker	11.9	50.5	29.6	8.0	.000
Male	7.9	44.5	35.7	11.8	.000
Female	4.8	31.4	45.6	18.2	
White	7.2	38.5	39.9	14.4	.001
African American	2.4	34.1	46.2	17.2	
18-24 years of age	7.5	43.5	35.5	13.4	.000
25-44 years of age	7.5	42.0	37.3	13.2	
45-64 years of age	5.6	35.7	42.2	16.5	
65 years of age and older	3.4	25.9	52.4	18.3	
Not a high school graduate	4.8	29.0	48.9	17.2	.003
High school graduate	6.9	33.8	43.8	16.0	
Some college	6.0	41.3	40.3	12.4	
College Graduate	6.4	40.3	37.5	15.7	

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

Table 8.7 Believe Tobacco Companies' Claim that They do not Manipulate Levels of Nicotine

"Tobacco companies are being truthful when they say they do not manipulate the level of nicotine in cigarettes. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	1.1	5.4	54.7	38.8	
Rural	1.0	6.3	55.3	37.4	.630
Urban	1.1	5.2	54.6	39.2	
Northeast	1.0	5.7	53.4	40.0	.375
Midwest	0.8	6.0	55.4	37.8	
South	1.5	5.9	55.8	36.8	
West	0.7	3.9	53.4	42.1	
Nonsmoker	0.6	4.4	55.5	39.5	
Smoker	2.9	9.5	51.8	35.9	.000
Male	1.1	5.8	56.7	36.4	.082
Female	1.0	5.1	52.5	41.2	
White	1.3	5.4	53.9	39.4	.082
African American	0.3	4.2	59.9	35.6	
18-24 years of age	0.5	6.8	56.0	36.7	.241
25-44 years of age	1.3	4.7	55.3	38.7	
45-64 years of age	1.2	5.6	51.5	41.7	
65 years of age and older	0.8	5.8	58.8	34.6	
Not a high school graduate	1.2	10.7	57.1	31.0	.001
High school graduate	1.6	4.6	57.0	36.8	
Some college	0.7	6.3	56.6	36.4	
College Graduate	0.8	4.7	51.3	43.2	

Note: 12.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.8 Believe Tobacco Companies' Claim that They do not Target Advertising to Encourage Kids to Smoke

"Tobacco companies are being truthful when they say they do not target advertising to encourage kids to smoke. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	1.8	13.6	50.5	34.1	
Rural	2.0	15.2	52.1	30.6	
Urban	1.7	13.1	50.0	35.1	.132
Northeast	2.5	14.6	47.3	35.6	
Midwest	0.9	12.7	54.1	32.3	
South	2.3	15.6	49.5	32.6	
West	1.2	10.3	51.3	37.1	.007
Nonsmoker	1.1	10.7	51.8	36.5	
Smoker	4.4	24.6	45.9	25.2	.000
Male	1.9	14.5	51.0	32.6	
Female	1.8	12.7	50.0	35.6	.285
White	2.0	14.2	49.3	34.5	
African American	1.4	11.7	54.9	32.0	.204
18-24 years of age	1.2	15.4	50.8	32.6	
25-44 years of age	2.5	14.2	50.1	33.1	
45-64 years of age	1.5	12.4	48.9	37.2	
65 years of age and older	1.0	12.7	54.9	31.4	.088
Not a high school graduate	2.3	16.9	53.1	27.7	
High school graduate	2.4	16.3	51.4	30.0	
Some college	1.5	15.0	51.3	32.2	
College Graduate	1.6	9.9	48.9	39.7	.000

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

Table 8.9 Believe Tobacco Companies' Claim that Advertising is Only Aimed at Getting Adult Smokers to Change Brands

"Tobacco companies are being truthful when they say advertising is only aimed at getting adult smokers to change brands. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	1.8	14.9	52.8	30.6	
Rural	2.8	15.9	53.8	27.5	
Urban	1.6	14.5	52.5	31.5	.049
Northeast	2.9	15.4	50.6	31.1	
Midwest	1.4	16.0	52.8	29.8	
South	1.8	16.0	52.1	30.1	
West	1.3	11.5	55.6	31.7	.131
Nonsmoker	1.4	11.3	54.7	32.6	
Smoker	3.4	27.9	45.6	23.1	.000
Male	1.7	15.6	53.6	29.2	
Female	2.0	14.1	51.9	31.9	.291
White	2.0	14.9	52.3	30.8	
African American	0.6	14.6	55.0	29.8	.231
18-24 years of age	0.9	16.6	53.6	28.9	
25-44 years of age	2.3	15.1	53.3	29.3	
45-64 years of age	2.0	14.1	49.7	34.2	
65 years of age and older	1.3	14.1	57.2	27.5	.099
Not a high school graduate	1.8	19.4	55.9	22.9	
High school graduate	2.7	18.8	50.8	27.7	
Some college	1.2	15.6	54.3	29.0	
College Graduate	1.6	10.2	53.1	35.1	.000

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

2001 Themes

Tobacco control programs are becoming increasingly comprehensive, and targeting broader objectives such as social and political change. Prevalence rates and per capita consumption measures are frequently the yardsticks with which tobacco control programs are evaluated. However, comprehensive tobacco control programs have moved toward logic models that incorporate intermediate desirable outcomes that focus on attitude and behavior change. To enhance the evaluation of progress toward these goals, we designed the Social Climate Survey to measure and ultimately monitor the fundamental position of tobacco control in society. The results presented in this report are based on annual cross-sectional assessments of the social climate of tobacco control within the United States. To our knowledge, the present project is the most comprehensive survey of the extent to which tobacco control impacts the daily lives of Americans.

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. Although we survey from an adult population, the Social Climate Survey is not intended as an adult tobacco survey of an individual. Each individual respondent serves as a proxy for each social institution impacting his/her life by providing information about the norms, practices, and beliefs within these institutions. 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 overarching finding of this survey is that the success of the tobacco control movement varies drastically among the institutional arenas of American society. Americans are very supportive of tobacco control measures within the family, education, and government institutions that restrict youth access to tobacco but fail to generalize this support for restrictions on youth exposure to environmental tobacco smoke, adult role models, tobacco advertisements, and tobacco logos.

The greatest success, for example, has been the incorporation of the strong intolerance of youth tobacco use into the fabric of society. Practically all American adults endorsed normative beliefs restricting youth access to tobacco products and recognize the negative health effects of second-hand smoke on youth. However, it is alarming that adults appear to make an unfortunate distinction between youth smoking behavior and youth exposure to tobacco. While typically 90 percent of Americans support issues related to restricting youth access, there is substantially less support for restricting youth exposure to adult smokers. Approximately 20 to 30 percent of households fail to restrict youth exposure to tobacco. More than 21 million households allow smoking in the presence of children, while more than 30 million households continue to allow cigarette smoking in the home and the family vehicle. Aside from the obvious health risks of environmental tobacco smoke, parents who smoke increase the likelihood that their children will also smoke cigarettes. This distinction between youth use and youth exposure to tobacco is also present across several

institutions. While 90 percent of adults believe that students should not be allowed to smoke on school grounds, less than half as many support restricting youth exposure to tobacco logos and adult cigarette smoking on school grounds. Moreover, only approximately half of adults supported restrictions on tobacco advertising even though more than 80 percent recognized that these ads target kids.

Sociodemographic Variation

There is also substantial variability in the penetration of tobacco control across sociodemographic groups. In general, females typically were more supportive of tobacco control than males, particularly in their normative beliefs. Social climate conditions also varied across region – particularly for institutional practices/policies. Clean air practices and policies were typically the most prevalent in the western region of the United States. Although the survey revealed substantial variation across education levels and age groups, the nature of these relationships depended on the specific aspect of the social climate.

Changes from 2000 to 2001

Data from the 2000 and 2001 National Social Climate Surveys allow cross-sectional comparisons to detect changes in the social climate over the past year. Overall, 22 out of the 68 indicators assessed by both surveys improved significantly from 2000 to 2001. Specifically, most of these improvements occurred in the normative beliefs of American adults concerning their support for clean air policies and restrictions on youth smoking. Although the percentage of respondents who live in communities with clean air polices did

not increase, significant increases in household practices were detected.

Cross-sectional comparisons of 2000 and 2001 social climate conditions also demonstrate that predominant norms and practices were the most likely to improve. Of the 22 indicators which demonstrated statistically significant improvement, thirteen were classified in 2000 as predominant. Only one indicator classified as universal improved – there simply is too little room from improvement. Comparisons also revealed that five indicators classified as contested and three indicators classified as marginal also improved from 2000 to 2001.

Future Directions

This is the second year that we have administered the Social Climate Survey of Tobacco Control to a nationally representative sample. We believe that this report demonstrates the feasibility of quantifiable assessments of the degree to which tobacco control is ingrained into American society. Although the survey was not designed specifically as a tool to assess ETS exposure, we have also been able to exploit this potential to monitor what adults do and believe about children and ETS.

In these past two years, we have learned a good deal about the attitudes, knowledge, and practices that Americans have concerning tobacco control, as well as their exposure to ETS in their daily lives. It appears that our society is becoming more supportive of tobacco control – survey results demonstrate modest, yet consistent improvements in the social climate.

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ABOUT THE AUTHORS

Dr. McMillen is an assistant research professor with a specialty in attitude research and health-related issues; with an applied emphasis on survey development, complex sampling and variance estimation methods. His research projects address tobacco control, community health and health care coverage. Along with colleagues, Dr. McMillen has developed a social climate approach to monitor progress towards social and environmental health promotion objectives. This approach has enhanced the state's capacity to design, implement and evaluate its comprehensive tobacco control program. Dr. McMillen also teaches courses in statistics, experimental design and social psychology in the Department of Psychology at Mississippi State University. Dr. McMillen is a graduate of Rhodes College in Memphis, TN, and holds a master of science degree in experimental psychology from Mississippi State University and a doctoral degree in social psychology from the University of Georgia.

Dr. Frese has served as coordinator of survey research since the inception of the Survey Research Unit (SRU) in the SSRC in 1982. The SRU has gone from a six telephone interviewing station, paper-and-pencil operation, to a 20 station computerized (CATI) telephone survey operation. The SRU also performs several mail surveys. The SRU conducts between 10 and 15 local, statewide and national surveys a year for local, state and federal agencies as well as for private corporations and individuals. In addition, the SRU helps fund an MSU student health practices survey every three years and a Mississippi poll at least every two years. The SRU facilities are also used for teaching purposes for both graduate and undergraduate students enrolled in sociology and political science research methods classes. Prior to coming to MSU in 1972, Dr. Frese held professorial positions at Ithaca College and Alfred University. His research has been published in journals such as *American Educational Research Journal*, *American Sociological Review*, *College Student Journal*, *Deviant Behavior*, *Journal of Criminal Justice*, *Journal of Marriage and the Family*, *The Journal of Vocational Behavior*, *Social Psychology Quarterly*, *Sociological Forum*, *Sociology of Education*, *The Southern Journal of Educational Research*, *Southern Rural Sociology* and *Urban Life*. Dr. Frese is coauthor of two books, *The Rendezvous: A Case Study of An After-Hours Club* and *Making Life Plans: Race, Gender and Career Decisions*. His current research activities are focused on why people own firearms, farm crime, gambling and student health practices.

Dr. Cosby has served as director of MSU's SSRC since 1985. During his term as director, the SSRC has grown into a research enterprise with over 43 research fellows, over 65 sponsored research projects and an annual budget of \$4 to \$6 million. Within the SSRC, he has provided administrative support in establishing a state-of-the-art computer assisted telephone interview facility (Survey Research Unit or SRU), the Decision Support Laboratory (DSL), the Societal Monitor Laboratory (SML), a remote data facility (Delta Data Center) and the Secure Data Laboratory (SDL). Prior to his SSRC appointment, he was the head of the Department of Sociology, Anthropology and Social Work at MSU and Bailey Professor of Sociology. He has also served as MSU's Director of University Centers and Institutes. He has held professorial positions at Louisiana State University and Texas A&M University. He has served as principal investigator or co-principal investigator on such research projects as the Southern Youth Study, the Career Decisions and Development of Rural Youth, the Delta Project, the Mississippi Adult Literacy Assessment, the Family Preservation and Support Services Project, the 1996 National Survey of Gaming and Gambling, the Commercial Geo-Spatial Electronic Journal and the Overall Evaluation of the Mississippi Pilot Tobacco Control Project. He has served as associate editor of *Rural Sociology* and on the editorial board of *Sociological Spectrum*. A member of numerous professional organizations, he is past-president of the Mid-South Sociological Association. His research is published in *Sociology Spectrum*, *Rural Sociology*, *Sociology and Social Research*, *Deviant Behavior*, *Sex Roles*, *Social Science Quarterly*, *Sociology of Work and Occupations*, *Youth and Society*, *Integrated Education*, *Journal of Vocational Behavior*, *Adolescence*, *Human Mosaic*, *Journal of College and University Personnel* and in a number of applied publications. Dr. Cosby is the executive director of the Rural Health, Safety and Security Institute.

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